

# Distributor Takeback Scheme Funding for Local Authority WEEE Projects

## Specification for projects falling outside set categories



*Image from WRAP Resource Library<sup>1</sup>*

Prepared in August 2021 by Anthesis Group



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<sup>1</sup> <https://partners.wrap.org.uk/>

## Contents

1. Introduction .....	1
2. Category description .....	1
3. Key learnings from other projects .....	1
4. Funding level guide .....	2
5. Submission notes .....	2
6. General DTS fund requirements .....	2
6.1. A model for effective behaviour change.....	3
6.2. Project planning .....	4
6.3. Risk assessment and contingency planning.....	4
6.4. Reuse and reprocessing .....	4
6.5. Stakeholder engagement.....	4
6.6. Monitoring and evaluation .....	4
Tonnages.....	5
Type and quality of WEEE .....	6
Attitudes and behaviours.....	6
Social value.....	6
6.7. Working with partners .....	6
7. Further guidance.....	7
8. Requirements summary.....	7

## 1. Introduction

Specifications have been developed to outline DTS funding requirements and highlight good practice for different categories of project. The core project categories for which specifications have been developed are:

1. WEEE collection points.
2. WEEE repair, reuse and recycling events.
3. Household Waste and Recycling Centre WEEE activities.

Any project submitted by a local authority for DTS funding is expected to include details of how it will be promoted and communicated to residents and other appropriate audiences using the community engagement and communications campaigns document provided.

Valpak and the DTS partners encourage innovation and welcome new concepts in funding submissions. We are therefore providing an open project category to allow bid submissions for projects that fall outside the core project categories.

This specification sets out high level principles for delivering WEEE projects within this open category. It should be read in conjunction with the Guidance Notes for Local Authorities Submitting Applications and the WEEE Local Project Fund Application Form.

We recognise that projects within this category could be extremely diverse and encourage applicants to [contact Valpak DTS](#) if you would like to discuss your proposed project in more detail before submitting an application.

Local authorities interested in gaining funding support for projects focussed on kerbside collection of WEEE are advised to apply to the [Producer Compliance Fee WEEE Fund](#).

## 2. Category description

This document provides high level principles for delivering DTS funded projects that do not fit within the other defined categories. We encourage innovation and anticipate that there will be a great diversity within the projects submitted. Examples of project types might include:

- Repair grants: Providing residents with a grant towards item repair.
- Void clearance: Increasing reuse and recycling of WEEE removed from empty council properties.
- Capacity building: Training local businesses to increase capability / capacity for repair.
- Residual waste sorting: Additional sorting of residual waste to recover WEEE items.

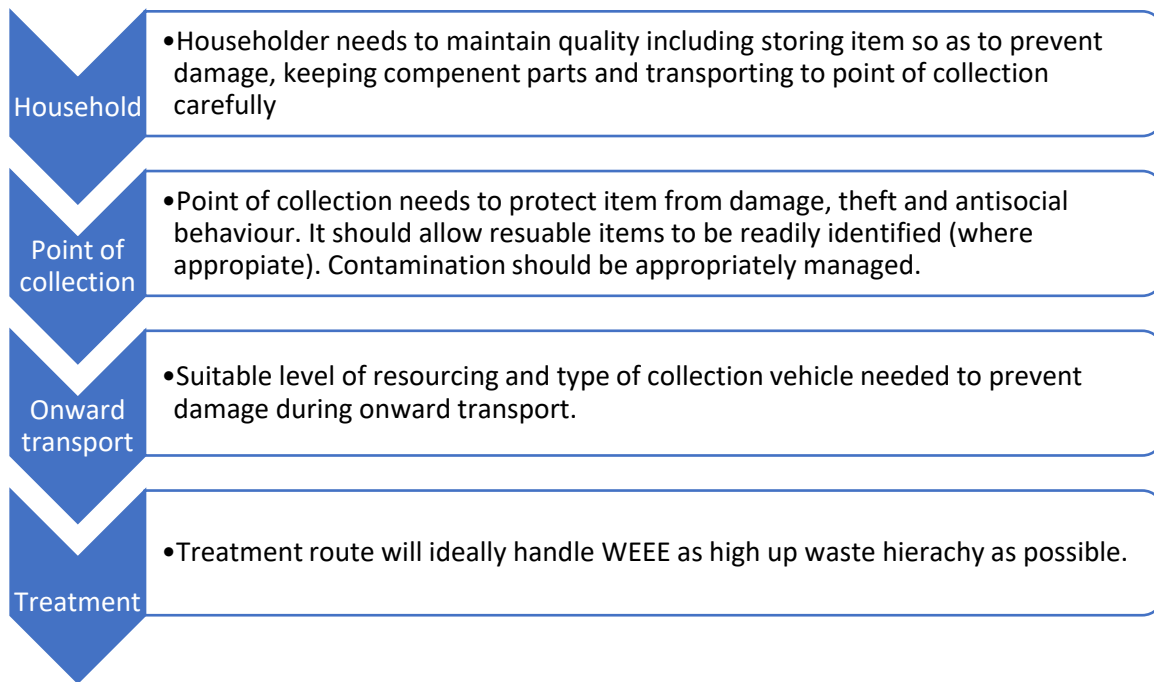
## 3. Key learnings from other projects

Four key learnings from other DTS projects are:

1. Make sure any project partners are able to provide high quality services and consider how they might manage if the type, quality and quantity of WEEE varies from predictions.
2. Schemes with well planned and executed communications have higher tonnage performance.
3. Tonnages of material can vary significantly from predictions. This highlights the need for effective planning of operations and communications and careful forecasting of tonnage diversion.

4. It is extremely important to protect the value of WEEE from the point of the householder to the point of reuse/reprocessing. Key considerations are summarised in Figure 1.

Figure 1. Protecting the value of WEEE



#### 4. Funding level guide

As a guide it is expected that funding of up to £80,000 will be awarded within this category to include the necessary local communication and promotion activities.

We recognise the funding level required in this category will be very diverse due to the variance in project type. It will be important that submissions provide a clear description of the project proposed and what the funding applied for will be spent on. Judgement criteria for assessing applications is provided in the [Guidance Notes](#) for Local Authorities Submitting Applications.

#### 5. Submission notes

Please make sure to include in your submission:

- The source and type of WEEE that will be targeted by the project.
- The objectives of the project.
- A clear description of how the project will be delivered (including the role of partners and other key stakeholders, operational management of WEEE, reuse/recycling destinations and approaches to communications).
- Information about how you are going to promote your WEEE project.

#### 6. General DTS fund requirements

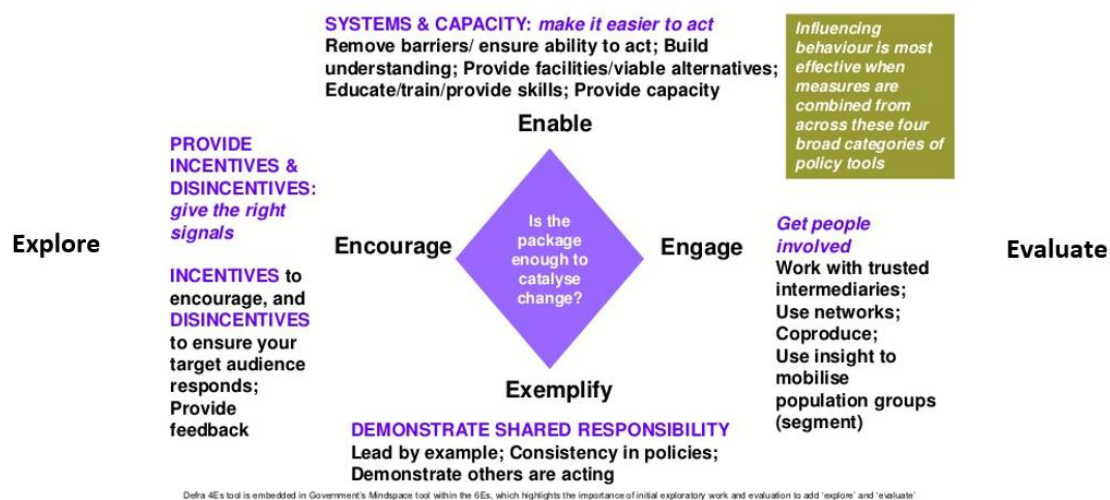
The following sections summarise requirements of the DTS fund that are common across all project categories. It is not necessary to read this if you have read the general requirements in a DTS fund specification for another category. The following sections are illustrated with example project activities.

## 6.1. A model for effective behaviour change

If your project will rely on the public taking part it is important to how communication activities and scheme operations can be delivered in a way that effectively changes behaviour.

[Defra's 4E's model](#) describes how public behaviour can be effectively influenced by local government. It sets out four cornerstones needed to change behaviour, each beginning with 'E'. The [Cabinet Office and Institute for Government](#) added to this via their MINDSPACE report to present a total of 6E's within the model. **Error! Reference source not found.** Figure 2 provides a diagrammatic summary of the 4E's model with the additional 2E's noted at either side.

Figure 2. 4E's model with 'Explore' and 'Evaluate' also indicated



Examples of how the 6E's relate to WEEE projects are:

- **Explore:** Monitoring and evaluation before implementation to provide insight to the current situation.
- **Enable:** Providing the right tools and information to ensure people are able to undertake the right behaviour. This might include providing an easy to use collection service and clearly telling people how to use it.
- **Encourage:** The carrot and stick e.g. positive feedback on achievements or penalties for undesirable behaviour. This could include information on the amount of WEEE items reused and recycled or entry into a prize draw for correct behaviours.
- **Engage:** Engage with people in a way that is meaningful to them e.g. use of social media or partners (such as local charities) that are familiar to them.
- **Exemplify:** Showing the local authority is leading by example. This could include showing the WEEE items for schools or council offices are being reused and recycled.
- **Evaluate:** Evaluating the impact of interventions to judge success.

The 6E's model will ideally be taken into account when DTS funded projects involving public participation are planned and delivered.

## 6.2. Project planning

Effective project implementation will rely on good planning. A project plan should be developed indicating key activities, responsibilities and timelines. Including communication activities in this planning is important and the DTS assessment criteria<sup>2</sup> favours submissions which demonstrate a well planned approach to communications.

A template project plan that can be adapted for different projects is provided below and further detailed guidance on communications planning and delivery is [available from WRAP](#).



It may be necessary to develop new protocols and procedures to support the management of the scheme (e.g. site 'meet and greet' procedures and handling and storage protocols for WEEE delivered to site). These should be discussed and agreed with project delivery partners as needed.

## 6.3. Risk assessment and contingency planning

Local authorities must ensure up to date risk assessment relevant to the project delivered are in place. As a minimum this should take into account health and safety and environmental risks. Further guidance on WEEE management is available from the [HSE](#), the [Government](#) and [SEPA](#).

Contingency planning should be undertaken to identify how operational issues that might arise could be managed (e.g. what would happen in the event of WEEE type, quantity or quality varying from predictions? vehicle breakdown? reprocessing site closure?).

## 6.4. Reuse and reprocessing

When establishing a reuse and reprocessing route local authorities must ensure that WEEE collected is managed in line with current legislation by suitably licensed organisations. Ideally WEEE will be managed as high up the waste hierarchy as possible with reuse and repair (of parts and/or whole items) prioritised over recycling. Local authorities must ensure that partners establish suitable recycling routes for items that cannot be reused or repaired.

## 6.5. Stakeholder engagement

When planning projects it is recommended that local authorities and their partners develop an engagement plan identifying the stakeholders that need to be engaged in the project. It may be useful to classify the interest and influence of different stakeholders in order to identify which should be prioritised for engagement. An [example template](#) for this is available from WRAP. Interest and influence is likely to change at different stages of scheme delivery e.g. they will differ during planning stages, launch and delivery.

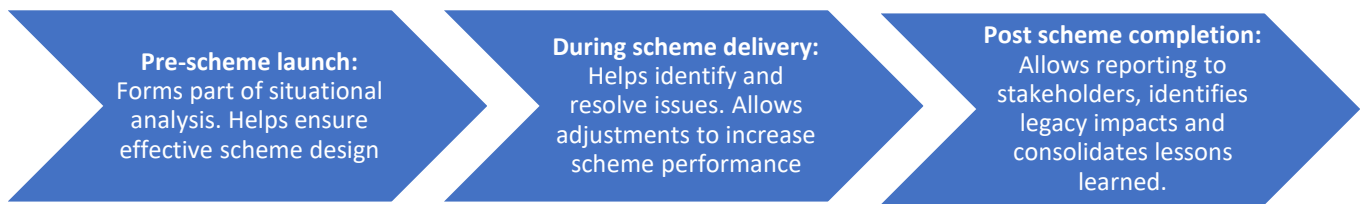
The approach to engagement with different stakeholders and proposed timing of this engagement should be built into the project delivery plan. More information and ideas for successful promotional activities can be found in the community engagement and communications campaigns focusing on WEEE document.

## 6.6. Monitoring and evaluation

The DTS requires monitoring of tonnages. Ideally monitoring of other performance indicators will also be undertaken where feasible as it can provide additional insights at each stage of the project delivery as shown in Figure 3.

*Figure 3. Benefits of monitoring at each project stage*

<sup>2</sup> Criteria F in Section 7. [WEEE Local Project Fund: Guidance Notes for Local Authorities Submitting Applications](#)



Different performance indicators will be relevant for different projects though broadly speaking both input actions and scheme outcomes will ideally be monitored:

- **Inputs:** Noting the number/level of input actions helps set outcomes in context. E.g. monitoring the number of people using a scheme helps identify the kilograms per person. Ideally this will include communication inputs (e.g. number of press releases, social media posts and leaflets distributed) and operational inputs (e.g. number of staff trained).
- **Outcomes:** Monitoring of outcomes helps demonstrate the impact of the actions taken e.g. tonnages diverted, quality of WEEE collected and changes in attitudes of scheme users.

Understanding baseline performance for both input and outcomes is extremely important as it helps to identify the level of change.

Local authorities should ensure any partners involved in project delivery can undertake accurate performance monitoring and should periodically check monitoring is being undertaken as required.

### Tonnages

It is a requirement of DTS funding that funded schemes provide data on the tonnage increase of WEEE items diverted for both reuse and recycling. Baseline tonnages must be assessed in order to help identify the level of tonnage uplift, ideally using at least 12 months of data.

When forecasting tonnages that will be diverted by the project authorities should consider the scale of the project (e.g. the number of households or amount of overall waste targeted), the type of WEEE product likely to be recovered and the average weight of these products.

A worked example for forecasting tonnages for a householder focussed WEEE scheme is:

*10,000 households are targeted by the project, residents within 66% of the households read and acknowledge the communications, 20% of these residents react and drop off WEEE for recycling and the average item weighs 0.75kg.*

*The calculation is made as follows:  $10,000 \times 66\% \times 20\% \times 0.75\text{kg} = 990\text{kg}$*

Ideally weights of WEEE captured by the project will be measured via weighing equipment. However, if this is not possible, tonnages could be estimated by noting the type and amount of each item diverted and applying an average weight. The [Reuse Network](#) has a protocol outlining standard weights of items which is available to members. Alternatively, an online search for selected items may help to determine an average weight.

## Type and quality of WEEE

Measuring the type and condition of WEEE collected can help to identify whether WEEE is being treated at the right level in the waste hierarchy e.g. if high quality items are collected for recycling there may be an opportunity for them to be reused instead.

Depending on the type of project implemented it may also be necessary to monitor the type, quantity and apparent source of any contamination so as to address it quickly and effectively and prevent issues in the reuse/reprocessing route.

## Attitudes and behaviours

Understanding attitudes and behaviours of target users can help show barriers to reusing and recycling WEEE that can be addressed through the project and help understand how schemes are being used.

Methods of monitoring attitudes and behaviours might include assessment of the type and number of relevant compliments, complaints and enquiries received, social media interaction (e.g. shares and comments), capture rates for waste audit outcomes, public surveys and the number of people using the scheme over a set period of time.

## Social value

WEEE repair, reuse and recycling schemes have the potential to deliver significant social value. Demonstrating social value benefit can help build the case for project continuation after the DTS funding period. Aspects of social value to monitor will vary by scheme but might include:

- Employment opportunities.
- Number of people trained and the type and level of the training (e.g. basic PAT training vs City and Guilds level).
- Number, type or value of items distributed to those in need.

## 6.7. Working with partners

Many local authorities have worked with partners such as re-use organisations, food banks and housing associations to deliver DTS funded projects. Benefits of this approach include:

- Access to the expertise, networks and resources of partners.
- Mutual contribution to the objectives of each organisation.
- Economic and community benefits from investment in local organisations.
- Improvement of local ownership and buy-in, generating additional value.
- Access to potential low cost re-use routes and services such as PAT testing
- Access to additional match funding to enhance benefits of DTS funding.
- Potential for expanded reach of schemes if partners operate outside local area and legacy benefits when partners allow for continued operations beyond the funded period.

### **Project example**

Falkirk made collected electrical items available to Falkirk Food Bank which was able to distribute the equipment directly to those in need. Kettles, toasters, heaters and other kitchen appliances were provided as 30 starter packs for residents starting tenancies after homelessness and an additional 400 items were passed on to vulnerable members of the community.



A written agreement between partners should be used to ensure there is formal understanding of the role of each partner, and full commitment to the delivery of the agreed outputs. A [Third Sector Commissioning Code of Practice](#) has been prepared by Tower Hamlets and may provide useful insights for other local authorities.

It is important to ensure that partners delivering DTS funded projects:

- Can accurately monitor and report scheme performance.
- Will provide a high standard of service that is easily accessible to users.
- Have suitable reuse and recycling routes for any WEEE handled, and demand for these goods.
- Are able to handle the type, quality and quantity of WEEE collected, including in instances when this may vary from predictions.
- Have a suitable contingency plan and risk assessments in place.

## 7. Further guidance

- Health and safety guidance is available from the [HSE](#)
- Legislative requirements in relation to WEEE are available from the [Government](#) (England, Wales and Northern Ireland) and [SEPA](#) (for Scotland)
- Communications planning and delivery guidance is [available from WRAP](#)
- [Guidance is available from WRAP](#) on small WEEE collection with an [additional checklist](#) targeted at third sector organisations collecting WEEE
- A [Third Sector Commissioning Code of Practice](#) is available from Tower Hamlets Council
- Material Focus have launched the Recycle Your Electricals campaign to make it easier for everyone to reuse and recycle unwanted electricals. The campaign includes a website, marketing and PR materials and Material Focus have produced a free, easy to use Communications Toolkit for local authorities to run their own campaigns, to promote local reuse and recycling services for electricals.

The toolkit has been developed with distinctive, easy to recognise branding and clear and consistent messaging, with the aim that this will reinforce and build awareness amongst UK householders, many of whom may have already seen paid for 'Recycle Your Electricals' campaigns and PR in their areas. It has already been used successfully by over 60 local authorities across the UK as part of various campaigns, e.g. helping Gloucester City's kerbside collection service collect over 70 tonnes of small electricals since running the campaign in October 2020. You can create a simple account to access the toolkit for your project at: <https://www.recycleyourelectricals.org.uk/account/>

## 8. Requirements summary

Once funding has been received there are some essential requirements that must be adhered to. For clarity, these are not required at the bid submission stage.

Item	Requirement level
Adherence to relevant legislation and establishment of suitable re-use/reprocessing route	Essential
Development of project plan	Highly desirable (may be requested by funders)
Baseline and post-implementation tonnage monitoring	Essential (required in evaluation)

Risk assessment, contingency plan and development of other written procedures	Essential
Suitable written agreement with partner organisations	Essential
Promotional activities and community engagement	Essential