

# Tower Blocks Recycling Project





Every year, UK households throw away almost 30m tonnes of rubbish, but up to 60% could be recycled. Groundwork spent 6 months on the South Acton and Golf Links Estates in Ealing carrying out a range of initiatives to improve recycling.

The amount of material recycled on the South Acton Estate increased an impressive 58% and a staggering 88% on the Golf Links Estate in just 6 months. Only 18% of people surveyed on the Golf Links Estate still didn't recycle after the project, down from 39%.

## Funding

WRAP	£41,000
------	---------

## Project description

Groundwork took an innovative approach to increasing recycling rates on two estates in Ealing.

Rather than lecturing people or attempting to scare them we engaged with the local community through a series of fun events. The events were first and foremost aimed at getting the community together and everyone enjoying themselves, whilst also learning about recycling issues. There were also activities organised for the local children, including making hanging baskets, musical instruments and Christmas decorations - all out of rubbish.

We held an 'Adopt-a-Site' competition, which got young people to take ownership of a recycling point on their estate and promote its use to their peers. We then worked with local youth groups to create graffiti banners to personalise the adopted sites.

A multimedia project highlighted the importance of recycling. Young people from Golf Links Estate created a DVD and their own soundtrack focusing on why recycling was so necessary.

Signage was installed on both estates, which provided clear instructions on recycling as well as information on the impact it has on the environment.

We also distributed 1,800 reusable vinyl recycling bags to residents'. A subsequent survey showed that 60% of Golf Links Estate residents used the bags for their recycling.

These multiple approaches proved hugely effective in engaging a community in a subject that, previously, had been of little or no interest.

## Objectives

- Raise awareness of recycling issues and recycling facilities by 30%
- Increase participation rates by 10%
- Reduce contamination by 20%
- Inspire the communities to engage in the whole recycling process

## Impacts

- 88% increase in material recycled on Golf Links
- 58% increase in material recycled on South Acton
- In a survey, 84% of respondents on South Acton said they regularly recycle, double that at the beginning of the project
- Both communities far more informed and engaged with recycling and recycling issues

## The Future

Hi-tech barcode scanners have been installed, which enable the ongoing monitoring of recycling collections.

Groundwork has also used the information collected from this project to provide Ealing Council's Recycling Team with guidance and recommendations on how to effectively engage communities living in tower blocks.

## Project Partners

- Ealing Waste Minimisation and Recycling Department
- Ealing Council
- Waste & Resources Action Programme (WRAP)

**"This was a great chance for young people on the estate to use their talents. Now my four children fight over whose turn it is to take the recycling in our blue bag to the bins!"**

**Andy Faulds, Golf Links Estate resident and Head of Youth for Positive Futures**

## Groundwork London

18-21 Morley Street  
London SE1 7QZ

T – 020 7922 1230  
F – 020 7922 1219

[www.groundwork-london.org.uk](http://www.groundwork-london.org.uk)