



Camden Annual Service Report

Environment Services Contract
2024/2025 Annual Review

Contract Improvement Plan
2025/2026

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Introduction

This annual service report provides information relating to the performance and service delivery of the contractual agreement between Camden and Veolia in 2024/25 as outlined in the Contract Management Schedule. This report includes detailed information on the contract fleet as well as health and safety and staffing. This document also includes the Contract Improvement Plan for 2025/26.



Figure 1: Collection vehicle outside Centre Point



Figure 2: Collection vehicles at Seven Dials

1. Introductory statement

Veolia Senior Contract Manager, Victor Evans

I am pleased to say in Year 8 we continue to work hard to deliver a good service to residents and businesses across Camden. This year, our commercial and operational teams have been working to support businesses, ensuring they are compliant with Simpler Recycling legislation. These frameworks and operational developments will also ensure that residents are supported when further changes are implemented in the coming years.

Throughout the year, we continued to see the success of our loader to driver programme which has opened up a number of employment opportunities for local residents. As well as this, we have also been working with local agencies, in partnership with Camden Council, to increase local employment rates, ensuring that we are improving both social and economic wellbeing across our communities.

The commercial portfolio grew by a further £535K, despite a slow rate of growth in the local business market. The team has been working to meet the demands and ensure the service we are providing is better than that of our competitors.

This year I'm also excited to say that we developed our social value and engagement impact across the contract delivering a total of £3,315.192.62. Key initiatives that have contributed to this figure include our Sustainable Schools programme, community repair events and skip days. As well as this, our partnership with the Ukraine refugee scheme has supported four people into gainful employment, illuminating the wider positive social value impact of our employment strategy. Our new recruits have all made such a positive impact on the contract and in particular have helped improve the performance of the call centre and customer service team. We also introduced a Video Relay to support residents who are hard of hearing, allowing them to more easily communicate with the call centre.

Overall, all of our team members remain focused and proactive to the borough's needs and continue to provide a professional and collaborative service with the Borough of Camden. I would like to thank every member of staff for their contribution to making the contract a success.



2. Introductory statement

Camden Council Head of Environmental Services, Rachel Bailey

The daily commitment of staff, especially the frontline workers delivering key waste collection and street cleansing services for our residents and businesses across the borough, has remained at a high level.

Collections across all services continue to remain strong and consistent, with teams proactively looking to carry on improving the service.

There have been challenges though, and this year's cleansing and customer service scores have fallen below where they should be. However, we know they do not reflect the hard work of the teams involved over the year, and we are pleased that the improvement plans developed so far have shown positive changes in the 4th Quarter. Coupled with the Council's extra investment in street cleansing we expect to see these aspects rated more strongly in the year ahead.

Otherwise, Victor is right to highlight the range of community focused service improvements delivered this year, as well as the Engagement and Commercial team's successful work - from supporting business with new food waste services to reducing fly-tipping with the 'eco leaders' of the future. Going forward the planned recycling improvement and engagement programme will well support the overall good performance of the partnership, and continue our drive to improve services across the borough.

3. Contract overview & partnership structure

3.1 2024/25 was the eighth year of Camden’s Environment Services Contract with Veolia, which started in April 2017. The contract is managed and monitored with a view to the contract outcomes, which are:

- 3.1.1. Managing Camden’s local environment quality to an agreed standard
- 3.1.2. Maximising recycling - minimising waste and driving up reuse and recycling
- 3.1.3. Driving extra surplus from business recycling and waste services
- 3.1.4. Increasing local employment opportunities and local economic development

3.2. The contract outcomes are monitored and managed through a number of annual targets and key outcome and performance measures, in line with the Contract Management Schedule and the Payment and Performance Schedules. Council managers and staff have real-time access to all operational and performance data via a powerful outline dashboard which allows for total transparency across all areas of the service as well as for the identification of hotspots. Financial penalties are levied against Veolia where performance fails to meet targets. Details of the Veolia structures and of the financial deductions are given later in this report.



Figure 3: Collection crew outside King’s Cross tube station



Figure 4: Collection crew and vehicle in Mornington Crescent

4. Highlights & Challenges

4.1 Highlights

A key highlight from Year 8 was the implementation of the “Keeping Camden Clean” initiative as part of the £1.1 million extra investment from councillors. Three new barrow beats were introduced as well as three night time cages, proving successful for the operational teams. Two new street scrubbers and three Electric Assisted Vehicle (EAV) bikes were also introduced to improve the cleansing of pavements.

Collections services saw an improvement across the year, with missed collections per 100k decreasing to 43.08 per 100k compared to 46.18 in the previous year. Health and safety was a core focus, resulting in fewer accidents and only 2 Lost Time Injuries (LTIs). The installation of containers for Flats Above Shops (FAS) continued successfully, decreasing the amount of bags left on streets across the borough.

For the Commercial team, 260 new customers were signed as well as 28 returning ones, over-achieving the retention target with 73% of potential contract terminations saved. The borough wide roll out of Simpler Recycling included a new food caddy service to facilitate compliance with updated regulations. Over 33,000 enquiries were handled by the customer service team and the introduction of standard reply templates helped to improve the efficiency of customer interactions.

The call centre team have been fully trained on AVA/Ecoline, an Environment, Health and Safety (EHS) programme to log close calls and two staff members completed the Mental Health First Aider training. As well as this, one member of the team was awarded the 2024 Employee of the Year to recognise going above and beyond in their role.

Highlights for the Education, Communications and Outreach (ECO) team included the successful launch of Phase 3 of the food waste participation project and Phase 1 of the estates recycling project. The first ECO Leaders programme was also delivered to a primary school in Gospel Oak, working with students to reduce fly tipping in their local area. The Sustainability Fund provided support for nine local projects and Veolia Orchards supported nine schools with fruit trees and strawberries, a huge increase from the previous year.



Figure 5: Street cleansing crew member



Figure 6: ECO Team carrying out interventions for a food waste participation project



Figure 7: Collection crew collecting communal recycling bin from a store unit

4. Highlights & Challenges

4.2 Challenges

The Street Cleansing team faced difficulties with recruitment and vehicle availability due to an ageing fleet and ongoing issues with our service and information management system (ECHO). For collections, recruitment was also a challenge, despite the successful training programme. Increased breakdowns due to an ageing fleet impacted services towards the end of 2024 and garden waste services showed growing inefficiencies. This led to a successful re-route of the garden waste rounds in April 2025, helping to decrease both missed collections emissions.

The Commercial team struggled to meet their sales targets and the portfolio was negatively impacted by national Veolia accounts not renewing their contracts. However, the introduction of a new project manager has helped to roll out an increased number of projects.

Both the call centre and ECO team faced similar challenges related to staffing, impacting customer service satisfaction and feedback. However, the call centre now has filled two part time positions and the ECO team is back at full capacity.



Figure 8: Street cleansing crew sweeping leaves up off the pavement



Figure 9: Collection crew emptying communal rubbish bin into vehicle

5. Annual Contract Targets

5.1 Annual contract targets

Annual contract targets are shaped around the contract outcomes and are listed below in the table along with the 2024/25 outcomes.

Annual Contract Target	Definition	2024/25 Target	2024/25 Outcomes	Difference from Target	Previous Year (23/24) Outcome	Difference from the Previous Year
Cleansing Standards Target	% of areas falling below Grade B standard	Litter: 6% Detritus: 5% Graffiti: 3% Fly-posting: 1%	Litter: 7.11% Detritus: 2.78% Graffiti: 15.71% Fly-posting: 5.07%	Litter: +1.11% Detritus: -2.22% Graffiti: +12.71% Fly-posting: +4.07%	Litter: 5.65% Detritus: 1.68% Graffiti: 12.22% Fly-posting: 5.38%	Litter: -1.46% Detritus: -1.1% Graffiti: -2.49% Fly-posting: +1.31%
Customer Satisfaction Target	Maintain a high level of customer satisfaction year-on-year	Rubbish collection: 76% Recycling services: 72% Street Cleansing: 76% Customer services: 90%	Rubbish collection: 76% Recycling services: 72% Street Cleansing: 76% Customer services: 75%	Rubbish collection: 0% Recycling services: 0% Street Cleansing: 0% Customer services: -15%	Rubbish collection: 81% Recycling services: 84% Street Cleansing: 75% Customer services: 89%	Rubbish collection: -5% Recycling services: -12% Street Cleansing: -1% Customer services: -14%
Business Recycling and Waste Service Targets	Increase the No of business customers in the recycling portfolio	+10%	62% (1295 customers with at least one recycling service)	52%	60%	+2%
Household Recycling Rate	% of recyclable material collected against the total waste and recycling	40%	27.7%	12.3%	29.1%	-1.4%

Figure 10: A table showing the annual contract targets for each service and the comparison from the previous year.

5. Annual Contract Targets

5.2 Environmental Performance (2024/25)

	Units	Tonnes CO2 eq.
Compressed Natural Gas (CNG)	137,165	68
Diesel	759,770 L	2,030
Electrical vehicles	32,794 mi	16
Total CO2 eq.		2,114

Figure 11: A table showing the environmental performance on the contract with figures related to the CO2 use from diesel and electric vehicles used across the service.

2024/25 Target	2024/25 Outcome
-12% from baseline	-28% from baseline

Figure 12: A table showing the targets for environmental performance on the contract as well as the outcome for the 2024/25 contract year.



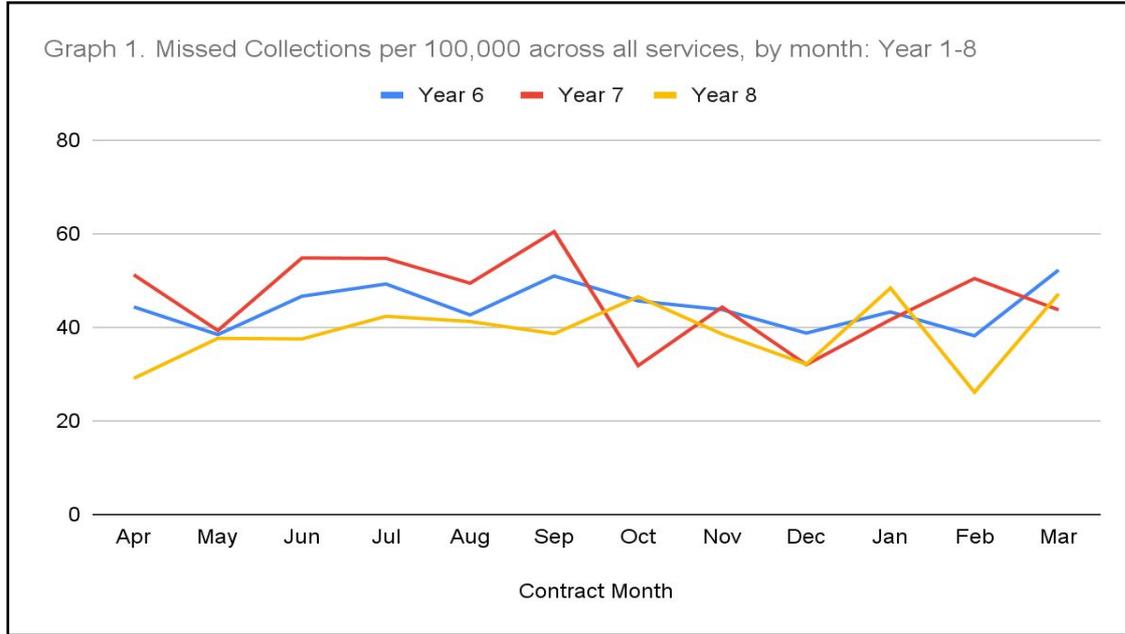
Figure 13: Collection vehicle on Camden High Street

6. Key Outcome Targets

6.1 Collection Services

6.1.1 All missed collections

Graph 1 illustrates missed collections which saw a noticeable decrease from an average of 45.36 in Year 7 to 38.75 in Year 8 (per 100,000). This remains below the annual target of 60/100k.



6.1.2 Missed rubbish collections

Graph 2 shows the total number of missed household rubbish collections for both kerbside and communal properties from Years 6-8. Year 8 shows a decrease in missed collections, averaging 805.75 per month compared to 975 per month in the previous year. This is a clear demonstration of the hard work and diligence of the collection crew across the borough.



6.1 Collection Services

6.1.3 Recycling missed

Graph 3 shows the total number of missed domestic dry recycling collections for both kerbside and communal properties. There was a slight decrease in missed recycling collections in Year 8, with an average of 279.41 per month compared to 301 per month in Year 7. Although faced with the challenge of an ageing fleet, this decrease shows a clear improvement in efficiency from the collection crews.

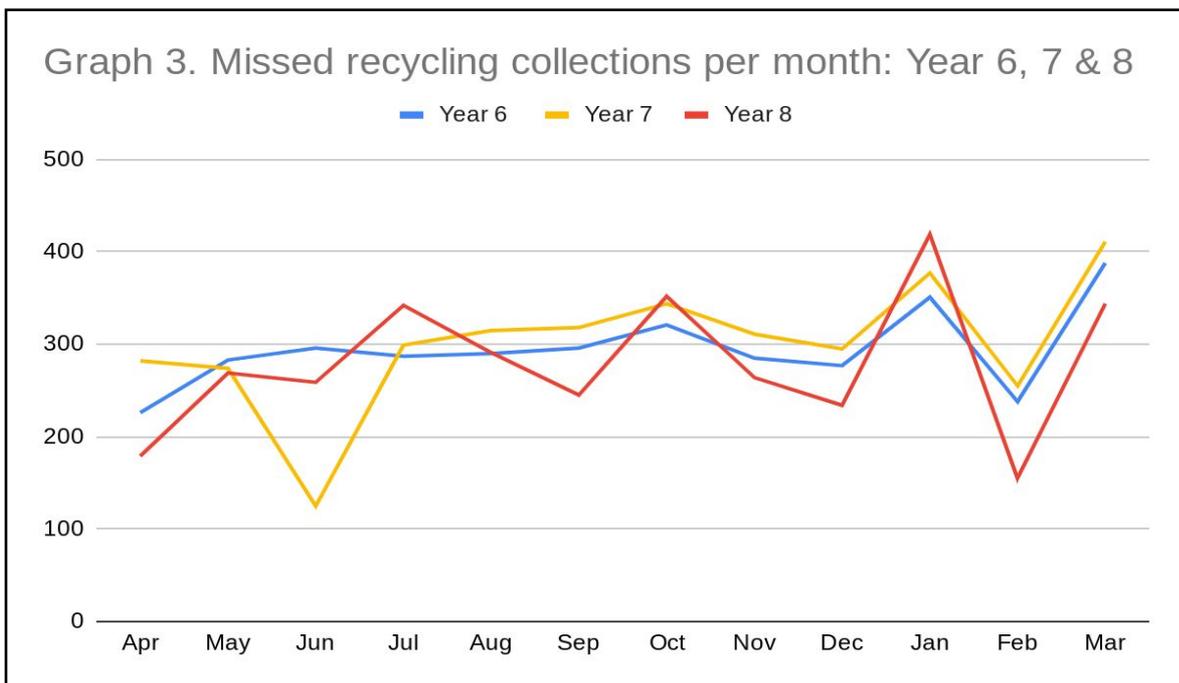


Figure 14: Collection vehicle outside of Camden Town Hall and The British Library

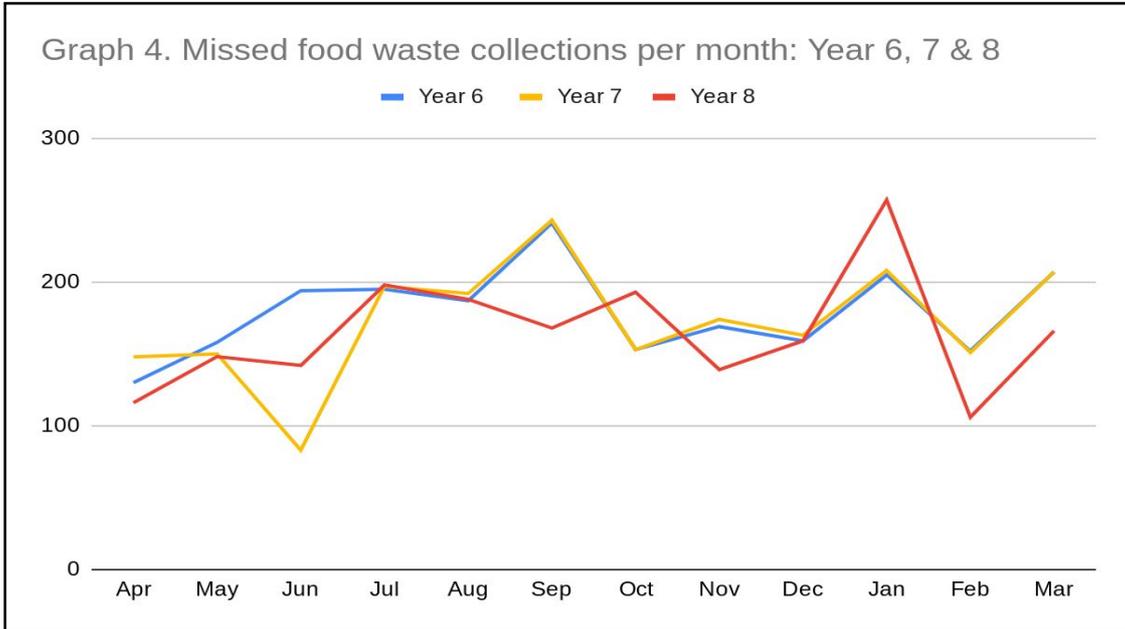


Figure 15: Collection crew collecting clear recycling bags in Camden Town

6.1 Collection Services

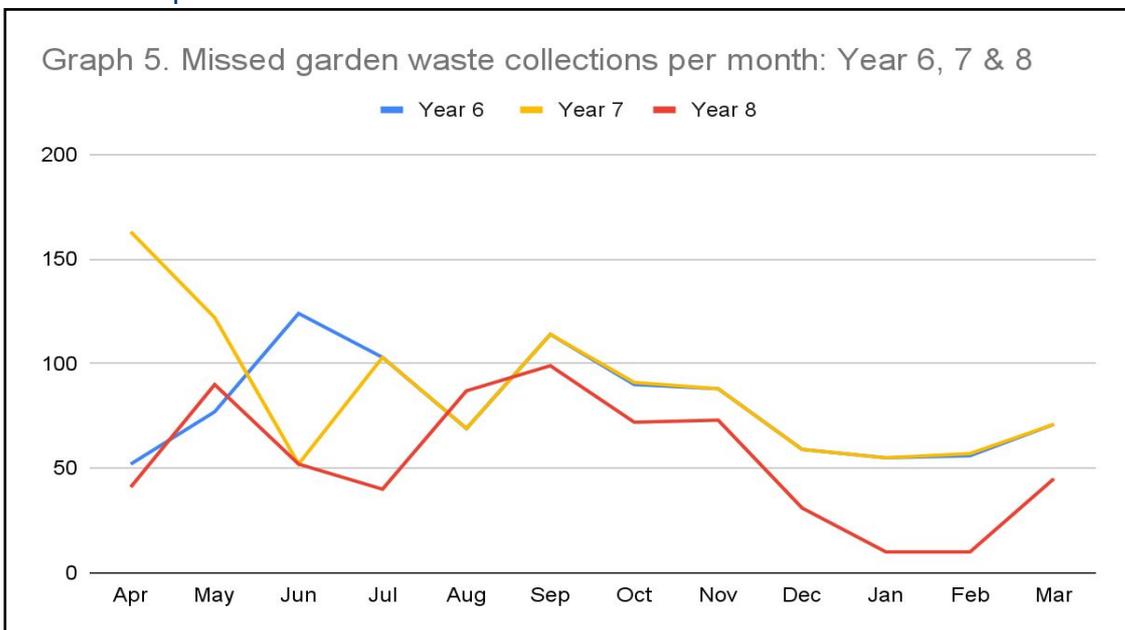
6.1.4 Missed food waste collections

Graph 4 shows the total number of missed household food waste collections for both kerbside and communal properties. In Year 8, missed food waste collections averaged at 165 per month showing a slight decrease from the previous year which averaged at 172 per month. A pattern of steady decline has been observed over the last 3 years, showing positive progress in the efficiency of food waste collections.



6.1.5 Garden missed

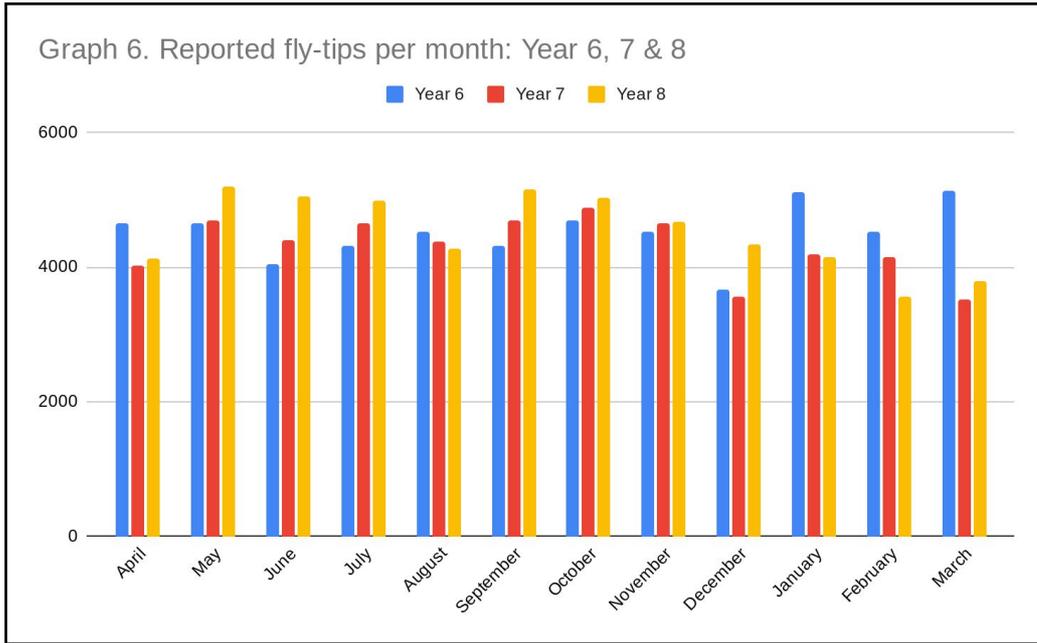
Graph 5 shows the total number of missed household garden waste collections. The monthly average for Year 8 was 54.1, showing a noticeable decrease from Year 7 which averaged at 87 missed collections per month.



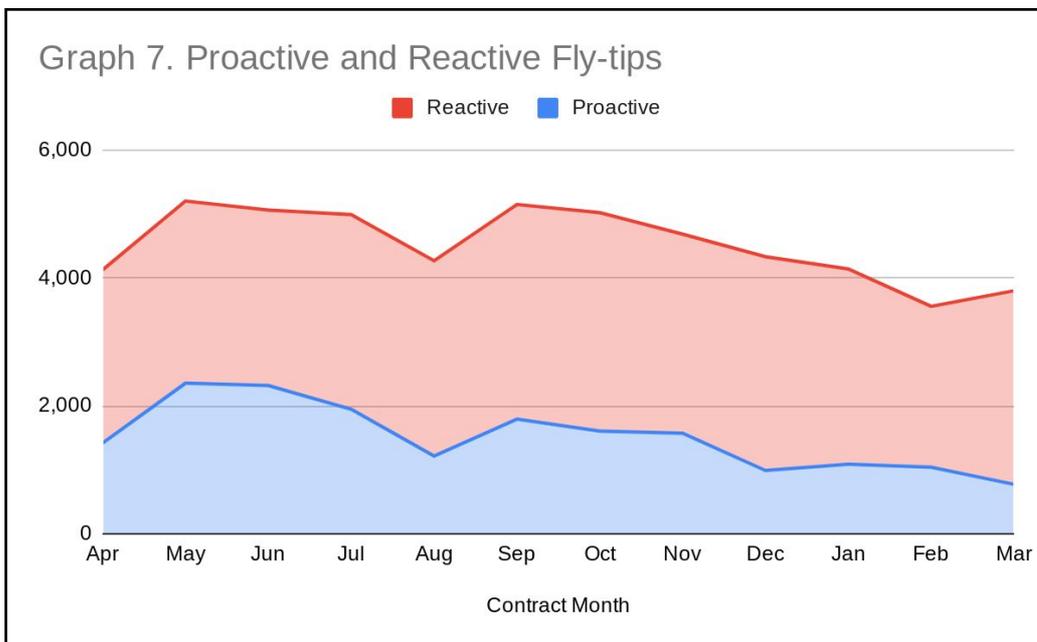
6.2 Cleansing Services

6.2.1 Reported fly tips

Graph 6 shows that fly tipping reports increased by 4.84% in Year 8 compared to Year 7.



Graph 7 shows that although pro-active reports (from our crews) received were lower than reactive reports, the number of proactive reports has increased since Year 7 by 1.5%, showing an improvement in both crews and residents reporting behaviour and therefore reducing the time taken for fly-tips to be cleared.



6.2 Cleansing Services

6.2.2 Graffiti

Graph 8 shows that there was a 17.1% increase in graffiti reports in Year 8 compared to Year 7.

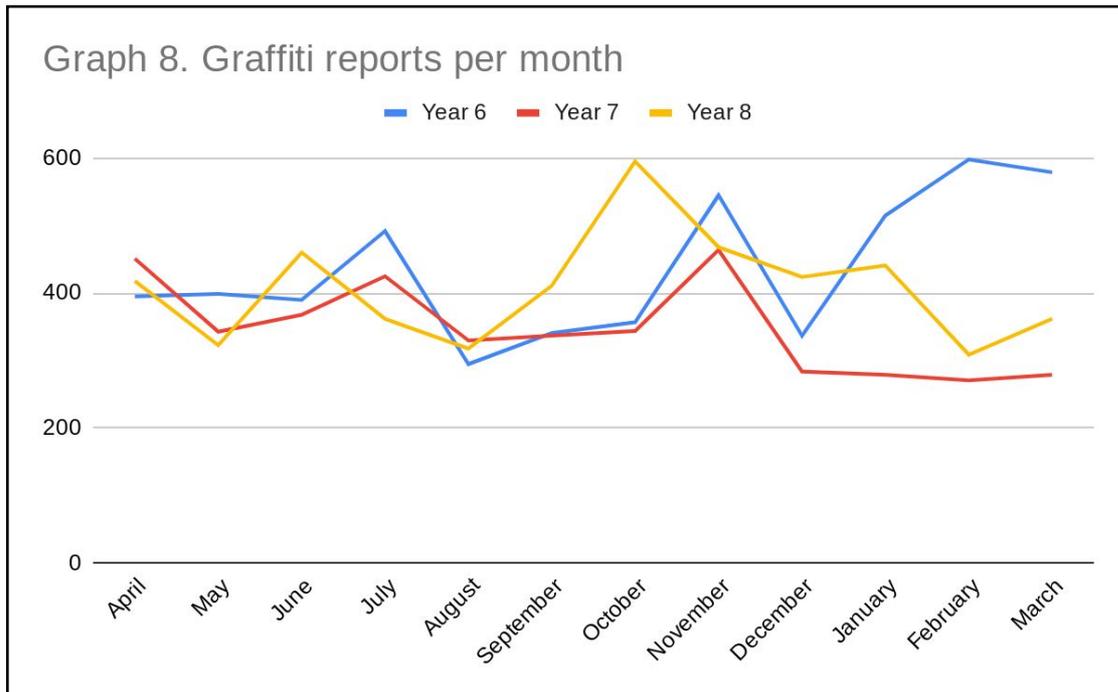
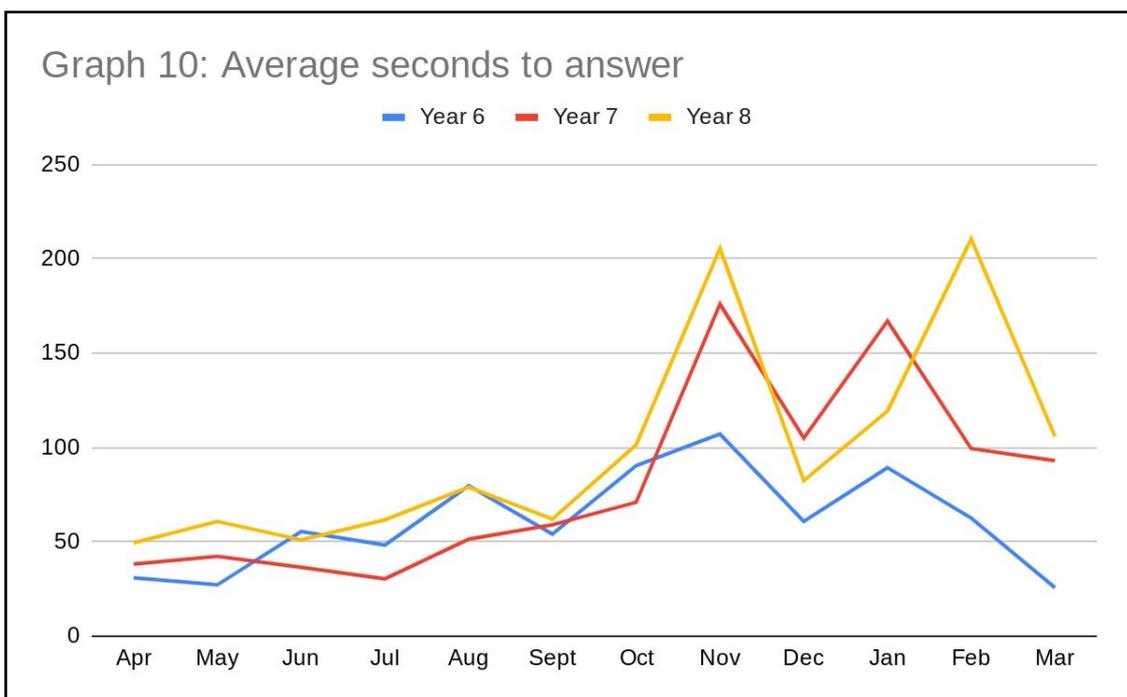
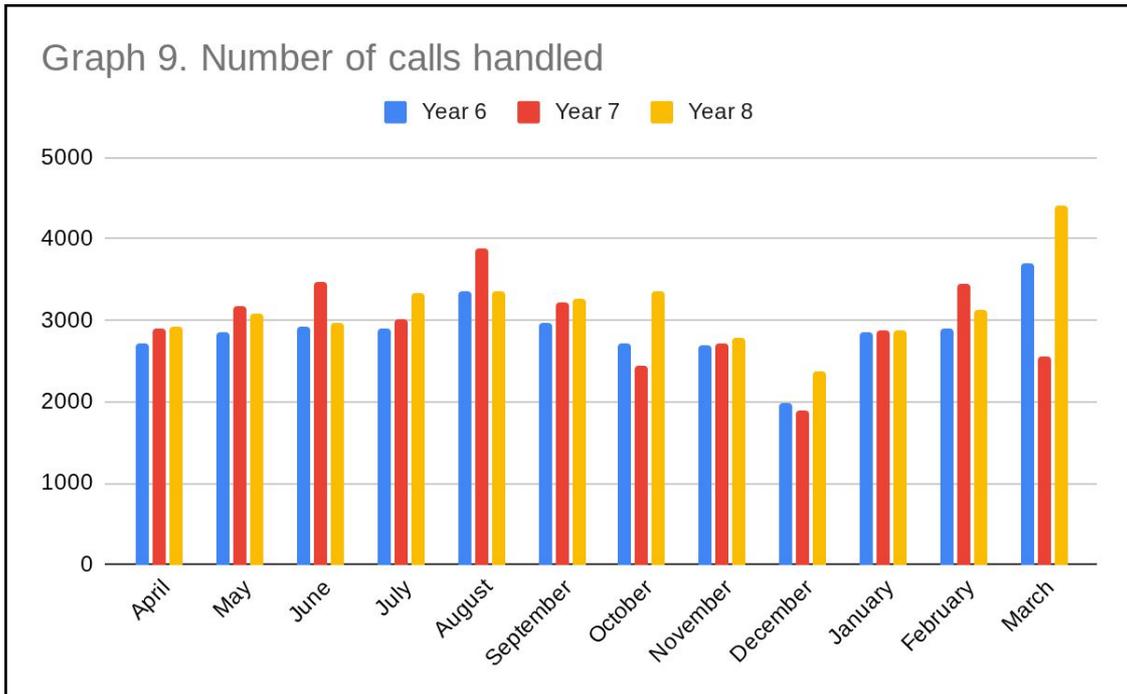


Figure 16: Collection crew emptying litter bins on Camden Road

6.3 Customer Services

6.3.1. The call centre continues to be the primary channel through which residents can contact Veolia. **Graphs 9 and 10** show that a total of 37,914 calls were handled in Year 8, a 6.4% increase from the previous year. The average time taken to answer a call increased to 99.1 seconds due to a high influx of calls and issues with staff availability. An independent satisfaction survey found that 75% of customers were satisfied with their experience, showing that despite a high demand for the service and slightly higher waiting times, calls are handled efficiently and professionally by call centre operatives.



6.4 Container Management

6.4.1 Container requests

Graph 11 shows that container requests were comparable to those in Year 7 and significantly lower than in previous years.

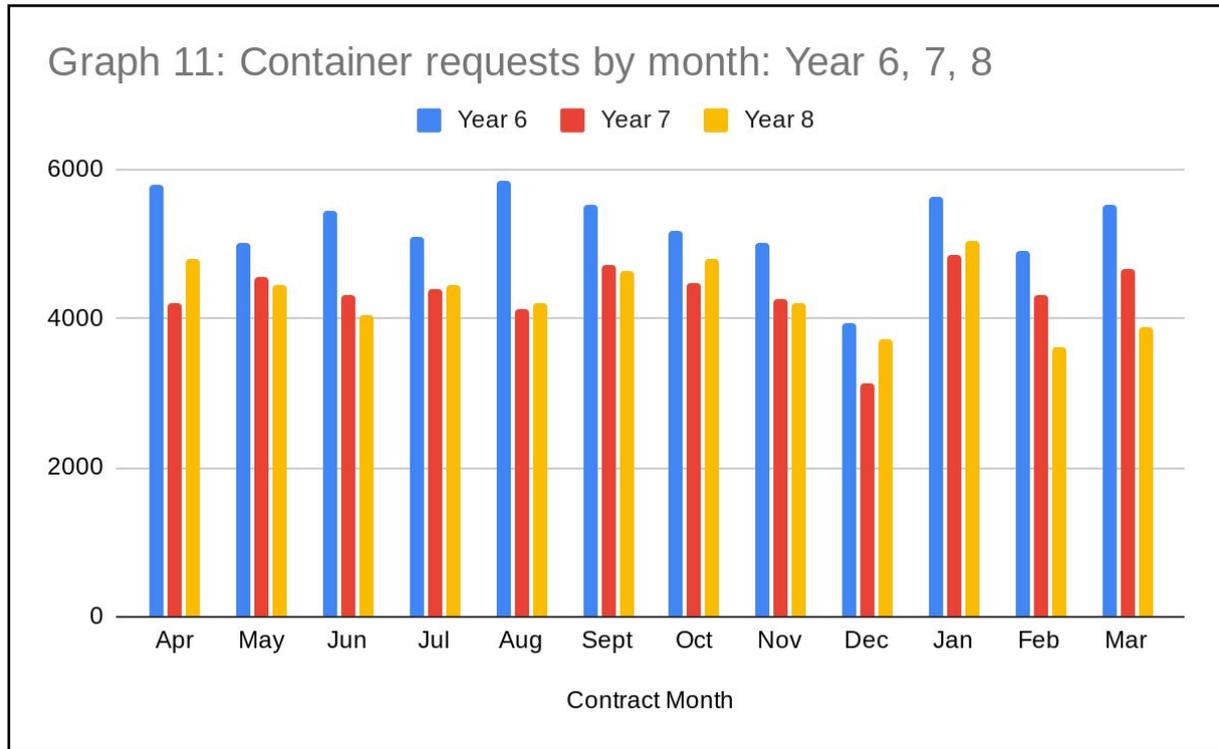


Figure 17: Collection crew emptying a recycling bag into a green wheelie bin



Figure 18: Collection crew carrying recycling box

6.5 Health & Safety

6.5 Health & Safety

Health and safety are paramount within the Camden contract, and Veolia Minimum Requirements (VMR) continue to shape all safety protocols. These documents include operational tasks, legislation requirements, industry best practice and contract specifics in order to give detailed risk management information.

Supporting VMR is AVA/Ecoline, an Environment, Health, and Safety (EHS) program. This tool allows staff to efficiently record accidents, near misses, and safety concerns. It connects with Veolia's fleet, HR, and Power BI systems, delivering business intelligence to foster a proactive safety culture and encourage improvements. Quick report QR codes have increased close call reporting and reflect a strong engagement from operational crews. Enhanced AVA/Ecoline activity provides more data, helping to more efficiently investigate any issues that might arise.

	Yr 7 total	April 24	May 24	June 24	July 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 24	Feb 24	Mar 24	Yr 8 total
Total RIDDOR	2	0	0	2	0	0	0	0	1	0	0	0	0	5
Accidents	19	0	2	4	3	2	2	1	2	3	2	2	2	25
Incidents	13	0	2	4	5	4	3	1	1	0	0	3	2	25
Close Calls	279	53	41	36	47	52	59	68	76	66	44	85	77	704
LTI's	2	0	0	2	0	0	0	0	0	0	0	0	0	2
MD's	0	0	0	0	0	0	0	0	1	1	0	0	0	2
LTI & MD	2.91	0	0	2	0	0	0	0	1	1	0	0	0	4
Combined Lost Days	198	0	0	25	38	1	0	0	10	32	2	0	0	108

Figure 19: A table showing figures relating to health and safety across the contract, including number of accidents, incidents, close calls, LTI's, MD's and combined lost days in 2024/25

6.6 Fleet

6.6 Fleet

Veolia Camden’s fleet continues to prioritise air quality through low emission vehicles and efficient operations. Route optimisation and continuous operational improvements help to reduce unnecessary journeys and emissions. Fleet electrification has been gradually introduced over the last six months. During Year 9, 14 new electric rubbish collection vehicles and 3 electric assisted bikes (EAV) will be introduced.

Details of the Veolia fleet are shown below.

Collections

Vehicle description	Year 6	Year 7	Year 8
CNG- 26t split body RCV	3	3	3
CNG- 26t standard RCV	12	12	12
Diesel- 26t split body RCV	14	15	15
Diesel- 26t standard RCV	9	11	13
Diesel- 22t standard RCV	6	6	6
Diesel- 18t standard RCV	5	4	4

Figure 20: A table detailing the collection services fleet across Years 6-8 of the contract

6.6 Fleet

Street cleansing

Vehicle description	Year 6	Year 7	Year 8
Diesel- 18t standard RCV	2	2	2
Hybrid- 7.5t cage tipper	9	9	10
Hybrid- 5t cage with pressure washer	2	2	2
Diesel - 12t mechanical sweeper	3	3	3
Diesel - 7.5t mechanical sweeper	4	4	4
Diesel - 4.5t mechanical sweeper	3	3	3
Diesel - Karcher compact sweepers	4	4	4
CNG - 3.5t vans	3	3	3
Diesel - water tanker/flusher	1	1	1
Electric - Goupil	5	5	5
Electric - Bradshaw (buggy)	2	2	2
Electric - pedestrian sweepers	5	5	0
Diesel - 7.5t gritting vehicles	5	5	5

Figure 21: A table detailing the street cleansing fleet across Years 6-8 of the contract

Parks and estates

Vehicle description	Year 6	Year 7	Year 8
Diesel- 3.5t cage	3	3	3
Diesel- 5t cage	4	4	4

Figure 22: A table detailing the parks and estates fleet across Years 6-8 of the contract

6.7 Winter Services

6.7 Winter Services

Between April 2024 and March 2025, winter services were called out 24 times and approximately 191 tonnes of grit was spread across the borough. This was consistent with winter service callouts from the previous year which was also 24 times. Priority routes and footpaths were maintained in accordance with the maintenance schedule and service delivery standards were met.



Figure 23: Street cleansing vehicles used for gritting during the winter season



Figure 24: Street cleansing crew standing in front of vehicle used for gritting

6.8 Staffing

6.8 Staffing

HR statistic	Quantity
Average Service Length	15.1 years
Total number of attendances on training courses	173
Number of staff with a disability	1
Average age of the workforce	49.1

Figure 25: A table detailing the average length of service, training attendance, number of disabled staff and average age of staff

Male/female staff ratio:
Male: 323
Female: 15

Figure 26: A table detailing the ratio of male and female staff on the contract

Ethnicity	Number of staff
Asian Indian	1
Black British	21
Mixed other	7
Mixed white & black Caribbean	5
White Irish	5
Any other ethnic origin	7
Asian Pakistani	2
Black Caribbean	20
Mixed white & Asian	3
Prefer not to say	76
White other	49
Asian British	3
Black African	20
Black other	4
Mixed white & black African	4
White British	99

Figure 27: A table detailing the ethnicity of all staff on the contract

7. Finances, deductions and corrections

7.1 Annual Contract Deductions

Annual contract target	2023/24 Outcome	2024/25 Target	2024/25 Outcome	2024/25 Contract deductions
Cleansing standard target	Litter: 5.65%	Litter: 6%	Litter: 7.11%	Litter: £20,000
	Detritus: 1.68%	Detritus: 5%	Detritus: 2.78%	Detritus: £0
	Graffiti: 12.22%	Graffiti: 3%	Graffiti: 15.71%	Graffiti: £15,000
	Flyposting: 5.38%	Fly-posting: 1%	Fly-posting: 5.07%	Fly-posting: £17,500
Customer satisfaction target	Rubbish collection: 81%	Rubbish collection: 76%	Rubbish collection: 85%	Rubbish collection: £0
	Recycling services: 84%	Recycling services: 72%	Recycling services: 88%	Recycling services: £0
	Street cleansing: 75%	Street cleansing: 76%	Street cleansing: 78%	Street cleansing: £0
	Customer services: 89%	Customer services: 90%	Customer services: 86.34%	Customer services: £20,000

Figure 28: A table detailing the annual contract deductions across 2024/25



Figure 29: Collection crew collecting a communal recycling bin



Figure 30: Collection crew carrying two clear recycling bags towards a collection vehicle in Camden Town

7.2 Monthly Contract Deductions

Monthly Deductions Financial Year 2024/25	
April 2024	£1,345
May 2024	£1,664
June 2024	£1,664
July 2024	£991
August 2024	£1,151
September 2024	£889
October 2024	£1,914
November 2024	£1,641
December 2024	£1,310
January 2025	£1,846
February 2025	£2,255
March 2025	£2,188
Total	£18,859

Figure 31: A table detailing the monthly contract deductions across 2024/25

8. Additional Performance Areas

8. Additional Performance Areas

8.1. Cross- Service Working

The contract is structured to ensure a productive and efficient approach across all service areas. Environmental Managers, responsible for specific areas, work collaboratively with Camden officers to ensure all services can be delivered to an excellent standard. The Council's Borough Monitoring team also works closely with the ECO Team to ensure residents receive communications regarding events such as service changes, contamination and container issues. Insights are shared between contracts via methods such as senior leadership meetings and ECO Team working groups, ensuring that best practices can be successfully adopted. Cross service working excels especially through collaboration with Veolia's central External Engagement Team who have produced various digital campaigns for municipal contracts and supported on local projects and press releases in Camden.

8.2 Commercialisation and Growth

Veolia Camden's Commercial team have continued to grow their portfolio by signing 260 new customers and re-signing 28 returning ones. The team handled over 33,000 queries and improved efficiency of customer service practices, reducing wait times for customers and workload for operational teams. A food caddy service was also launched to ensure all customers are compliant with Simpler Recycling legislation as well as improvements in the on-stop process for credit customers, reducing build up of debt. The team also significantly improved data accessibility for new customers and launched a survey on the Customer Hub, demonstrating the continued effort to gain feedback and improve the customer experience.



Figure 32: Collection crew emptying a communal rubbish bin into a collection vehicle



Figure 33: Collection vehicle outside of Scala in King's Cross

8. Additional Performance Areas

8.3. Education, Communications and Outreach

The Camden ECO Team's strategy remains aligned with both contractual and wider business objectives to improve recycling rates and raise awareness around sustainability, waste reduction and the circular economy. Across Year 8, a range of print and digital communications continued to be used to support engagement and educate Camden residents.

The team launched Phase 3 of the Food Waste Participation Project, focusing on a low performing round in the Camden Town ward. The project involved targeted interventions such as door knocking and an engaging bin sticker. The results showed a noticeable increase of 341% in food waste tonnage collected and a 21% increase in caddy presentation on targeted streets. These results clearly demonstrate the positive impact of direct engagement strategies.

In Year 8, the Estates Recycling Project was also launched, guided by the ReLondon Flats Recycling Toolkit, which aims to improve recycling on estates (which have shared recycling and rubbish bins). At Borrowdale Estate, new infrastructure including waste containers, a food waste bin housing and eye-catching signage, were installed. Residents also receive specifically tailored communication materials to promote the new services. The results showed a 50% increase in recycling tonnage collected across five weeks of evaluation and an evident decrease in contamination across all bin types. Valuable insights from this project will help to shape future interventions on estates in Camden, helping to address the ongoing recycling challenges across the borough.

Phase 7 of the Fly tip reduction plan was launched in March, aiming to reduce incidents of fly tipping in the Kentish Town area by 25%. The campaign utilised the Council's 'No More Rubbish Excuses' assets and enforcement messaging, carrying out door-knocking and leaflet drops to over 2000 properties. The project continued into April, successfully resulting in a 65% decrease in reports of fly tipping.



Figure 34: New container infrastructure installed at an estate to improve recycling



Figure 35: Signage installed in Kentish Town to reduce fly tipping



Figure 36: Bin stickers installed on wheelie bins for rubbish in Camden Town to encourage residents to use the food waste service

8. Additional Performance Areas

8.3. Education, Communications and Outreach

To further promote waste reduction and circular economy practices, the ECO team continued to partner with the Camden Fixing Factory to host six community repair events. These sessions focused on repairing electricals, as well as bikes and textiles, with expert fixers teaching residents repair skills, encouraging reuse over buying new.

The team also organised four Community Skip Days, allowing residents to responsibly dispose of hard to recycle items such as electricals, textiles and bulky waste. These events helped to promote proper waste disposal, ensuring materials entered the correct recycling streams.

A variety of workshops and sessions for schools and community groups were delivered across Year 8, covering topics such as recycling, green skills, waste minimisation and fly tip reduction. A core highlight was the ECO Leaders programme, a 12 week initiative in a local school where students tackled fly tipping through letter writing, litter picks and a poster competition with the winning designs being turned into street signage. Data collected throughout the programme showed a 54% reduction in reports of fly tipping in the area, exceeding the initial target of 25%.

Other outreach activities included supporting community litter picks, door knocking engagement and educational stands at local fairs and events to promote services and campaigns. A total of 38 events were attended or delivered, engaging with over 800 residents.

The ECO team continued to support regional initiatives such as Veolia's Sustainability Fund which funded nine local projects from the £5000 budget including donkey grazing at a local school, the restoration of a school garden, and funding for Screen Share, a charity refurbishing old technology for redistribution to refugees in Camden.

As part of the Veolia Orchards programme, nine schools received fruit trees and strawberry plants, reinforcing the importance of biodiversity in school environments.



Figure 37: Sustainability Fund recipients and prospective applicants at launch event



Figure 38: ECO Team delivering an assembly about the journey of waste and recycling at St Alban's Primary School

8. Additional Performance Areas

8.4. Social Value

Throughout Year 8, the ECO team placed more focus on developing the social value delivered by the contract, aiming to create positive social, economic and environmental impacts across Camden. Reporting through the National TOMs (Themes, Outcomes, Measures), the contract generated £3,315,192.62 in social value.

Key contributors to this include the employment of local residents and equality and diversity support to help improve mental health and wellbeing of employees. Other activities contributing to the generation of social value on the contract include innovative measures taken to respond to the climate emergency and activities which influence stakeholders and communities to protect the environment. More specifically, these activities include repair events, behaviour change projects and community skip days as well as events to educate residents on sustainable practices and the circular economy.

The ECO team has consistently demonstrated its commitment to empowering both young people and residents to care for their local environment and take pride in their communities.

The delivery of social value initiatives on the contract has seen a clear advancement from Year 7, reflecting the contract's continued commitment to delivering meaningful initiatives that positively benefit the local community. This dedication to building a more sustainable borough will continue into the coming year.



Figure 39: Students from Rhyl Community Primary School showcasing their signs to deter fly tipping in the local area



Figure 40: A toy being fixed by the Fixing Factory at a Repair Week event at Swiss Cottage Library

9. Contract Improvement Plan 2025-26

9. Contract Improvement Plan

9.1 Increasing Recycling and Reducing Contamination

9.1.1 Estates

Recycling on estates continues to pose a challenge borough-wide, which is why it will remain a priority in Year 9. Phase 2 of the estates recycling project will be developed using insights from Phase 1, further guidance from the ReLondon Toolkit and advice from the Council's Estates Team. This phase will focus on identifying suitable locations and improving infrastructure to boost recycling and minimise contamination as well as developing the ways in which residents can engage.

9.1.2 Kerbside Contamination

Efforts to tackle kerbside contamination will continue with the roll out of an auto-contamination process to better and more efficiently target problem areas. Streets with high contamination rates will receive tailored communications, including bin stickers and letters. Additionally, a 'nudge' postcard will be introduced - thanking compliant households and reminding others to follow the correct recycling practices

9.1.3 Food Waste

Phase 4 of the food waste participation project will be launched in Year 9, targeting underperforming collection rounds. Various strategies will be employed to increase resident engagement and service usage.

9.1.4 Waste Electrical and Electronic Equipment (WEEE)

The ECO team will continue to run repair workshops in collaboration with the Camden Fixing Factory and expand these through the addition of upcycling workshops. Following lessons learned from the Kilburn Library electricals collection point, the team will explore new collection points in libraries across the borough and look into possible collaborations with charities and other council teams to refurbish and redistribute donated electricals locally.



Figure 41: Textile repair at a fixing event at Templar House Estate

9. Contract Improvement Plan

9.2 Cleaner Streets

9.2.1 Reducing Fly-tipping and Litter

Monitoring for Phase 7 of the project will continue into Year 9, assessing the impact of the 'No More Rubbish Excuses' campaign communications, crew training and door knocking engagement in Kentish Town. The team will also explore digital campaigns and social media to further amplify messaging.

Other activities that will focus on improving street cleanliness will include a campaign with the aim to reduce dog mess in the borough.

9.3 Increase Customer Satisfaction

9.3.1 Annual Service Leaflets

Thirteen annual service leaflet will be developed and distributed to all residents in the borough by property type in Year 9:

- Fortnightly collections (x10 kinds)
- Weekly collections (x1 kind)
- Communal collections (x1 kind)
- Flats Above Shops (FAS) (x1 kind)



Figure 42: Front cover of the 2025/26 annual service leaflet



Figure 43: Front cover of the bi-annual service leaflet, delivered to residents in Flats Above Shops (FAS)

9. Contract Improvement Plan

9.4 Maximise awareness of waste related sustainability

9.4.1 Reduce Single-use plastics

The ECO team will support Plastic Free July by conducting plastic counts with local community groups across both libraries and TRA halls. The team will also incorporate the themes of plastic reduction into workshops and school sessions during this time and develop communications materials and social media content alongside.

9.4.2 Sustainability Fund

The ECO Team will continue to participate in Veolia's Sustainability Fund by supporting the nine projects that received funding last year. When the fund reopens in June 2025, it will be promoted on Camden channels, the ECO newsletter and at community events. The team will aim to support at least 6 projects from the £5000 budget.



Figure 44: Wildflower meadow at a local secondary school, funded by Veolia's Sustainability Fund



Figure 45: ECO Team visiting the donkeys grazing the grounds of Parliament Hill School, funded by Veolia's Sustainability Fund

9. Contract Improvement Plan

9.5 Education

The ECO team will continue collaborating with schools across the borough to foster sustainable behaviours and promote circular economy to young people. Activities such as workshops and assemblies will help to embed environmental knowledge, skills and values.

9.5.1 Outreach

The ECO team will continue to deliver a range of outreach activities across the borough including community events, educational stands and litter picking sessions. Outreach activities will aim to promote various campaigns and projects as well as focusing on sustainability and circular economy related themes.

A proposed Neighbourhood Champions initiative will expand the reach of the ECO team by recruiting local volunteers to raise awareness of recycling and encourage community participation in protecting the environment. Successful schemes in Westminster and Southwark show that this approach can effectively engage residents on local sustainability issues.

9.5.2 Sustainable Schools

Following a successful ECO Leaders programme with a local primary school last year to promote fly tip reduction, the team will develop and deliver another programme in the borough. The programme will aim to work with a local school over the course of a term, providing them the opportunity to take action on a local environmental issue with the support of Veolia.

9.5.3 Veolia Orchard

Applications for the Veolia Orchard programme will reopen in September 2025, offering Camden schools fruit trees or strawberry plants to enhance local biodiversity.

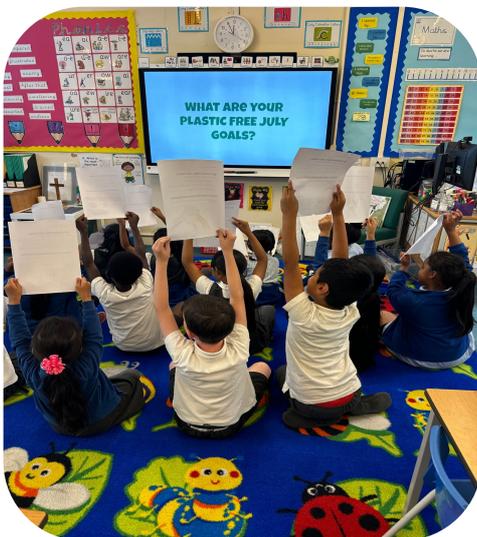


Figure 46: Plastic reduction workshop at St Alban's School



Figure 47: Planting ceremony as part of the Veolia Orchard programme

9. Contract Improvement Plan

9.6 Social Value

Delivering social value across the contract will continue to be a key focus in Year 9 by developing initiatives to improve access to work, early career pathways for both students and local residents. As well as this, the team will work to promote our partnership with the charity, Shelter, encouraging staff to use their volunteering day.

9.7 Inclusion

Diversity and inclusion will remain key pillars of Veolia's strategy. In Year 9, the team will continue to promote inclusive and well-being focused activities aligned with both Veolia and Camden Council's inclusion calendars. Collaborative events with the council will further highlight and celebrate the diversity of the workforce.



Figure 48: Staff photo during Social Wellbeing Day, August 2024



Figure 49: Staff photo during a bake sale and raffle, raising money for Prostate Cancer



CAMDEN TOWN HALL

VX71 WRK