

CASE STUDY: RADIO 1 HACKNEY WEEKEND EVENT

Hackney Council hosted a Radio 1 Weekend Festival as an Olympic build up event on 23-24 June 2012. A dedicated waste and recycling event plan was put in place.



Key facts

- Hackney Council hosted an Olympic build-up event by Radio 1 called the Hackney Weekend on 22-23 June, with a capacity of 50,000 people each day.
- Hackney provided a comprehensive waste and recycling plan for the event, including provision of litterbins, and recycling units for dry recycling (cans, plastic bottles, plastic cups and paper) and food waste (including compostable plates and cutlery, food scraps and cardboard cups).

Location

Hackney in North East London is classed as an inner London local authority and has 210,000 residents and 105,000 households¹.

1. Source: Hackney Council

Rationale

The idea to site 2012's Radio 1 Hackney Weekend emerged from a sense that local young people felt left out of the Olympics. Radio 1 and 1Xtra therefore wanted to make sure that the Hackney Weekend event marked this in a way that would give young people from London and beyond, who might not necessarily be engaged with the Olympics, a chance to celebrate as part of Festival.

As the largest outdoor event ever to be staged in Hackney, the Council committed to offering a comprehensive recycling and waste collection service. The aim was to ensure that as much as possible of the waste generated at the event was recycled.

Scheme overview

Three types of unit were used at the event for the three streams, as can be seen in Figure 1.

Figure 1: Waste and recycling collection units at Hackney Weekend



The collections were conducted by Hackney's in-house waste operations team. The litter was sent to London Waste in Edmonton to an energy from waste (EfW) facility, the recycling was sent to Bywaters in Bow, and the food and food packaging waste was sent to Biogen Greenfinch, an anaerobic digestion (AD) plant.

Staff training took place prior to the event for all staff carrying out collection in and around the site the week before the event including training on the units, maps of the site, how the collections would be carried out, health and safety, etc.

Table 1 Details of containers

	Domestic waste unit	Recycling unit	Food waste unit
Number of containers	291	295	200
Type of container	Wheeled bins and euro bins	Wheeled bins and euro bins	Wheeled bins
Container capacity (litres)	240 litre x 140 140 litre x 70 1,100 litre x 81	240 litre x 140 140 litre x 70 1,100 litre x 85	140 litre
Container manufacturer	Wheeled bins – Schaefer Eurobins – Taylors	Wheeled bins – Schaefer Eurobins – Taylors	Schaefer
Cost per container	Framework agreement	Framework agreement	Framework agreement
Waste streams segregated	Domestic waste	Cans, plastic bottles, plastic cups and paper	Food waste, paper plates and cutlery and cardboard cups
Special features	Dedicated signage	Dedicated signage	Dedicated signage

Signage

WRAP iconography is used as far as possible on the signage on the recycling units with the Recycle for London 'swoosh' and the material icons for paper, cans, plastic bottles and an amended plastic cups changed to beer cups, as can be seen below.



Figure 2: Hackney Weekend waste and recycling unit signage

Capital expenditure

The total cost of the units was approximately £50,000, funded by Hackney Council. They were purchased for the event but would be reused for other purposes:

- food waste bins placed in schools
- residual bins for street level wheeled bin round replacement
- mixed recycling units for estates food waste expansion/slave bins
- residual 1100 litre eurobins for commercial waste/domestic waste bins
- 1100 litre eurobin for mixed recycling service on estates and
- a fixed number of bins retained for future events recycling.

Collection and storage arrangements

There were a number of units retained behind the scenes of the event to enable exchanges of full for empty units to take place as required. RCV collection vehicles for mixed recyclables and food waste were parked behind scenes alongside skips for the residual waste.

Communication

An article in the local bi-monthly Hackney Today newspaper was used to communicate the RotG service to attendees. The units themselves are colourful and stand out with the clear signage, hence, the units themselves were used to communicate the service to attendees.



Figure 3: BBC Radio 1 signage for Hackney Weekend

Performance, contamination and monitoring

There was a team of five waste services staff monitoring the units across the event, with a particular focus on front-of-house and vendors. A proactive briefing was given to all vendors prior to event (Figure 4).

Figure 4: Exerpt from proactive vendors briefing at the event



As there was controlled waste entering the site, it meant Hackney were able to cater for specific waste streams. From across the Council, there was a team of volunteer 'Green Messengers' monitoring contamination and removing contaminants from the mixed recycling stream. Briefings were delivered to all operatives prior to the event and the operatives were all managed by supervisors on the ground. There was reactive liaison with vendors at the event and also identification of contaminated bins, directing these for disposal.

Contamination was low, as can be seen from the Figure 5.



Figure 5: View from inside a recycling unit at the event

The aim was to achieve a 70% recycling rate and despite final tonnage figures not yet confirmed, the event is on course for a 65% recycling rate.

Lessons learned

Due to restrictions, the team managing the waste collection at the event were unable to have more RCV collection vehicles on site. They did have co-location of RCVs i.e. one each for residuals and recycling or the use of a split body vehicle to keep streams separate and avoid any potential for confusion. It would have been good to have more RCV's available.

Enhanced briefings took place with vendors before the event to ensure familiarity and compliance with system put in place, with limited success. In future, Hackney would focus on the collection of mixed recyclables only within the arena, as very little food waste was collected from the public (possibly due to the high cost of food ensured little wastage). Also the food waste stream was heavily contaminated and not fit for reprocessing.

Next time, Hackney would have more staff to undertake litter picking, separation of materials, monitoring of sites, emptying of bins, particularly during later stages of the day when crowd numbers increased.

Acknowledgements

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