TEXTILE COLLECTION GUIDE

A guide for local authorities and textile collectors.

Updated: April 2016
WRAP’s vision is a world in which resources are used sustainably.

WRAP’s mission is to accelerate the move to a sustainable, resource-efficient economy through:

**re-inventing** how we design, produce and sell products.

**re-thinking** how we use and consume products.

**re-defining** what is possible

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**About SCAP**

This guidance has been developed by WRAP as part of its work on the Sustainable Clothing Action Plan (SCAP). SCAP’s ambition is to improve the sustainability of clothing across its life cycle. By bringing together industry, government and the third sector SCAP aims to reduce resource use and secure recognition for corporate performance by developing sector-wide targets.

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ABOUT THIS GUIDANCE

This document is designed to help local authorities (LA) and textiles collectors such as charities, waste management companies and textile merchants increase textile re-use and recycling and reduce the amount of textiles being disposed of in residual waste. It provides practical guidance and examples of existing good practice for three key routes:

- kerbside textile collection services;
- bring banks; and
- community re-use initiatives.

It gives guidance on how to communicate textile re-use and recycling services to the public.

It can be used to help put in place new arrangements, review the existing approach, or further develop and promote existing services. The guidance covers how to select the right mix of services, how to commission services and, how to work with partners and stakeholders, such as charities and community groups.

For simplicity and because many services collect items for both re-use and recycling the term re-use is used where both re-use and recycling occur.

The guide is produced by WRAP as part of its work on the UK’s Sustainable Clothing Action Plan (SCAP), and covers England, Northern Ireland, Scotland and Wales. It has been developed in close collaboration with the SCAP Re-use and Recycling Task Group.

Although the main focus of this guide is household textiles it does include a section on bulky non-clothing textiles such as carpets, mattresses, pillows and duvets. Bulky non-clothing textiles can also be collected for re-use and recycling. For further information see Section 7.0 Bulky non-clothing textiles.

It is not intended to be prescriptive but is a guide to the issues to consider and the options available individually or as a partnership in relation to the collection of textiles for re-use.

This guide is designed such that readers can go straight to the sections of interest. Appropriate cross-referencing of sections is provided throughout the document. It has been designed to be read online but is also suitable for printing.

Key terms used in the guidance

- Textiles – in the context of this guidance, the term “textiles” includes not only clothing and shoes, but also bedding and curtains (though not carpets and mattresses).
- Bulky Non-Clothing Textiles – carpets, mattresses, pillows and duvets. Although these are not the focus of this guide, see Section 7 for a summary of our findings to date.
- Re-use – textile re-use is when textiles are sold or passed on as second-hand clothing, whether in the UK or overseas.
- Recycling – recycling is where certain grades and types of textiles are pulled and converted into other materials, such as felts, by specialist textile reprocessors.
1.0 UNDERSTANDING TEXTILE RE-USE AND RECYCLING

Overview

This section provides an overview of what textile re-use is and why it matters. It summarises the main routes to re-use and their respective benefits and considerations, and explains how textiles can be re-used.

1.1 Textile re-use and why it matters

Every year, just under one million tonnes of all types of textiles goes to landfill. However, there are a number of opportunities to reduce this amount and a number of potential benefits in doing so. Increasing textile re-use can:

- significantly reduce carbon emissions from clothing manufacture – the carbon impact of re-used items of clothing such as T-shirts and jumpers is far lower than new equivalents;¹
- cut the amount of landfill tax and other waste management and disposal costs local authorities have to pay – An estimated £140 million (350,000 tonnes) worth of used clothes goes to landfill in the UK every year. 135,200 tonnes of textiles were collected in 2011/12 by local authorities for re-use and recycling which equates to just over £7.5 million of landfill tax avoided (at £56/tonne);²
- generate revenues – each T-shirt/jumper re-used can yield over £1 net revenue to re-use organisations (e.g. charities) and/or to government (discounting wider costs or losses to householders, offices or businesses); and
- help households save money – if more items are available for re-use, people will have greater choice so can avoid purchasing (more expensive) new items;

Given these benefits, it’s no surprise that textiles are becoming a key target material.

Textile re-use: the benefits to local authorities

By increasing the amount of textiles that are re-used, local authorities can:

- reduce their waste disposal costs;
- generate income;
- support local charities or community groups; and
- create employment opportunities.

¹ WRAP, Textile Flows and Market Opportunities (2012)
² WRAP, Valuing our Clothes (2012)
³ WRAP, Benefits of Re-use Case Study: Clothing (2011)
⁴ Key facts about charity shops, Charity Retail Association 2011
1.2 What options are there for collecting and donating textiles?

There are essentially three main routes:

1. **Kerbside collection services** – where households are asked to gather textiles for re-use, and leave them for collection at the kerbside. These services can be run either by a local authority – as part of their overall kerbside recycling service – or by charities or commercial collectors.

2. **Bring banks** – often in public spaces such as car parks of village halls or community centres, or household waste recycling centres (HWRC). These can be provided either by the local authority itself, charity or community organisations or commercial collectors.

3. **Community re-use initiatives** – this covers a wide range of ways in which textiles can be collected, exchanged or sold, from charity shops to schools and group collections, swishing, on-line exchanges, jumble sales etc.

To give an instant insight into how other local authorities are using these approaches, see our core case studies:

- **Kerbside collection services**
  - London Borough of Bexley, in partnership with TRAID
  - Southend-on-Sea Council
  - Suffolk County

- **Bring bank services**
  - Resource Efficiency Wales

- **Community re-use initiatives**
  - Community events – RECAP (Cambridgeshire and Peterborough)
The benefits and considerations of each of these three routes are considered in Table 1.

### Table 1 Benefits and considerations of the three main collection routes

<table>
<thead>
<tr>
<th>System</th>
<th>Benefits</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kerbside Collection</td>
<td>Can provide additional work in the local area – either directly for the collecting organisation or via its partner/contractor.</td>
<td>Once a material has been added to the kerbside scheme it can be difficult to remove it as residents become used to the service, should circumstances change.</td>
</tr>
<tr>
<td></td>
<td>Extends the range of materials collected at the kerbside, which has been shown to increase the capture rate of other materials.</td>
<td>Need to consider how this fits into existing kerbside recycling provision: Can the vehicles, MRF or transfer station handle the additional material?</td>
</tr>
<tr>
<td></td>
<td>Offers a route to income generation from the collected material.</td>
<td>Depending on the way textiles are presented, collected, transported, stored and sorted, quality can be affected through damp, odour and contamination from other materials.</td>
</tr>
<tr>
<td></td>
<td>Perceived as more convenient by the householder.</td>
<td>Textiles can be stolen when left out for collection.</td>
</tr>
<tr>
<td></td>
<td>Can in some cases be added to existing collection schemes.</td>
<td>There may be an impact on other textile collections being carried out by third parties.</td>
</tr>
<tr>
<td></td>
<td>When carried out by a charity, supports charitable causes and can fund local services (e.g. local hospice charity shop).</td>
<td></td>
</tr>
<tr>
<td>Bring Banks</td>
<td>Once bins have been purchased or obtained from the contractor, running costs are relatively low.</td>
<td>A good network of banks will be required to provide a comprehensive service providing challenges in both rural and urban settings.</td>
</tr>
<tr>
<td></td>
<td>Offers a route to income generation from the collected material.</td>
<td>Can be inconvenient for those without cars.</td>
</tr>
<tr>
<td></td>
<td>Tend to be accessible at all hours.</td>
<td>There are costs to keep sites clean and tidy. Popular banks can fill up quickly and require frequent emptying. Also regular collection from banks infrequently filled can be costly.</td>
</tr>
<tr>
<td></td>
<td>When provided by a charity, supports charitable causes and can fund local services (e.g. local hospice charity shop).</td>
<td>Banks can be subject to vandalism and theft.</td>
</tr>
<tr>
<td>Community Re-use Initiatives</td>
<td>Can be an opportunity for ‘closed loop’ re-use.</td>
<td>Monitoring performance can be difficult.</td>
</tr>
<tr>
<td></td>
<td>Can provide income for charities and/or local communities.</td>
<td>Measuring quantities re-used vs recycled</td>
</tr>
<tr>
<td></td>
<td>Provide opportunities for employment/volunteering in the local community.</td>
<td>Charity shops may not be located conveniently for residents.</td>
</tr>
<tr>
<td></td>
<td>Are popular: 79% of people have donated to charity shops in the last 12 months.</td>
<td>Some services are not available to all – e.g. not everyone has access to the internet, not everyone has connections to schools.</td>
</tr>
<tr>
<td></td>
<td>Can provide an opportunity for the public to sell items (e.g. via online auction sites)</td>
<td>Amounts donated can be affected by perception that only items in a certain condition are suitable for re-use and material which is in poorer condition is not wanted and has no value.</td>
</tr>
<tr>
<td></td>
<td>Can eliminate collection costs, as householders donate at the point of sale</td>
<td></td>
</tr>
</tbody>
</table>
1.2.1 A mix of methods
In most areas, there is more than one route to maximise the volume of textiles collected for re-use. The exact mix of services will depend on a range of factors, including local demographics, existing re-use and recycling services, whether the local authority wants to use textile re-use as a source of income and how it wants to work with, and support, charity or community groups.

1.3 How can collected textiles be re-used?
There are three main ways textiles are re-used:

- **As second-hand clothing in the UK** – this includes clothes passed on to family and friends, donated to charity shops and brought to community re-use events. It may also include clothing collected from the kerbside or via bring banks, though this requires the collected clothing to be sorted.

- **As re-usable clothing for export** – this typically means clothes are sold in bulk to overseas markets. This is generally done by commercial textile merchants, many of whom operate collection services on behalf of local authorities and/or charities, who may then receive a share of the income.

- **For recycling** – this is where certain grades and types of textiles are pulled and converted into other materials, such as felts, by specialist textile reprocessors.

1.4.1 How the third sector benefits from textile collection
Textiles donated to charities are either used as stock to be sold in their shops (over 50% of the donated goods charity shops sell are clothing) or sold on to textile merchants. The income raised by these activities is used by the charity to further its charitable objectives.

As well as receiving donations in their shops or via bring banks, some charities run kerbside collection services, either themselves (possibly through a trading arm) or via a partner (such as a merchant – an assigned ‘agent’). Where the charity works with a partner, the partner often collects and sells the textiles in bulk: the charity receives a share of the income, minus collection costs.

1.4.2 Prices for second-hand textiles
new text to read: In recent years, the market price of second-hand textiles has been fluctuating. The UK value of rag-grade textiles has declined from a high of £650-£750 per tonne in 2013 to around £430-£480 in the early months of 2016. Textile bank grade materials A16 have declined from £250-£370 to £160-£250 per tonne over the same period. Information about current market prices can be found at www.letsrecycle.com/prices/textiles, which gives an online guide to prices that may be paid for collected materials. It is updated on a monthly basis here.

Competition for textiles is high: there are now many more collections by private companies and commercial partnerships with charities. There has also been a rise in thefts and bogus collections.

**Setting standards: The Textile Recycling Association (TRA)**
The Textile Recycling Association (TRA) is the UK’s trade association for used clothing and textile collectors, sorters and reprocessors. To join, applicants must demonstrate they are trading within the requirements of the law, and have been solvent for at least three years. The TRA has developed a code of practice (published in Spring 2012) which all members will be required to comply with, and covers:

- collections from charity shops;
- kerbside services;
- textiles bring banks; and
- community collections.

Further information on the Code of Practice is available [here](#).
1.4.3 UK textile re-use: the current situation
Research by the Charity Retail Association has found that a majority of people support textile re-use in some way. The average annual frequency of donation, via different sources, is shown in Table 2.

Table 2: Average annual frequency of textile donation per person, by method

<table>
<thead>
<tr>
<th>Activity</th>
<th>Average annual frequency per person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donated directly to a charity shop</td>
<td>2.91</td>
</tr>
<tr>
<td>Donated through a house-to-house collection sack</td>
<td>1.46</td>
</tr>
<tr>
<td>Donated to a recycling bank</td>
<td>1.44</td>
</tr>
</tbody>
</table>

WRAP research shows amount and destination of textiles in the UK (see Table 3).

1.4.4 How is textile collected for re-use in the UK?
A national breakdown of collection, re-use, recycling and waste of used textiles in 2010 is given in Table 3.

Table 3: Amount and destination of textiles in the UK

<table>
<thead>
<tr>
<th>Description of arisings</th>
<th>Tonnages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumption</td>
<td>1990 Kt</td>
</tr>
<tr>
<td></td>
<td>(This does include corporate clothing [16 Kt], footwear and office-wear products [curtains and blinds])</td>
</tr>
<tr>
<td>UK Re-use</td>
<td>201 Kt</td>
</tr>
<tr>
<td>Direct Re-use</td>
<td>122 Kt</td>
</tr>
<tr>
<td>Export Re-use</td>
<td>338 Kt</td>
</tr>
<tr>
<td>Recycled Wipers</td>
<td>21 Kt</td>
</tr>
<tr>
<td>Material Recycling</td>
<td>35 Kt</td>
</tr>
<tr>
<td>Landfill</td>
<td>632 Kt</td>
</tr>
<tr>
<td>EFW</td>
<td>273 Kt</td>
</tr>
<tr>
<td>Commercial arisings</td>
<td>136 Kt</td>
</tr>
<tr>
<td></td>
<td>(accommodates some of the products which fall into this category)</td>
</tr>
<tr>
<td>Unaccounted</td>
<td>232 Kt</td>
</tr>
<tr>
<td></td>
<td>(assumption that this is clothing, footwear, household, will include carpets)</td>
</tr>
</tbody>
</table>

7 Consumer Research – Wave 1: Understanding donors and buyers prepared for Charity Retail Association by JRA Research July 2011
Reasons for the differences in recycling rates between the nations include the differences in collection methods used (Figure 1) and textile content of the municipal

With the highest population of the four UK nations, England as expected had the largest proportion of all arisings in 2010. Its recycling rate of 30.5% was very similar to the overall UK rate. The recycling rate in Scotland was slightly higher at 32% and that in Wales much lower at 22%. No further analysis was made for Northern Ireland due to lack of reliable data and resources.

Any local authority exporting or working with partners who export textiles should check that the partners are complying with the relevant legislation. See section 2.4 for more details.

8 http://www.wrap.org.uk/content/uk-textile-product-flow-and-market-development-opportunities
1.4.5 From collection to re-use: the process at a glance

Figure 2 From collection to re-use

**COLLECTION**
- Kerbside
- Bring banks
- Community re-use initiatives

**SORTING**
Collected textiles are manually sorted and graded, according to their condition and the types of fibres used. The industry sorts and distributes used textiles into some 140 different grades, but these can be broadly split into two categories:

**WEARABLE TEXTILES**
Shoes and clothes are resold either in the same country of origin or exported abroad.

**GRADING**
Textiles are graded and sold according to quality into many different markets. Some types of export grades include:
- Mixed Grades (e.g. mixed grade clothing in bags, bales or loose).
- Premier Grades (e.g. clothing hand selected for quality by sorting experts). One UK company sorts up to 27 different grades for export by ship and 7 grades for export overland to European markets.

Clothing from the UK is sold to Eastern Europe, the Middle East and many African countries.

Grades for sale in the UK are hand selected by trained staff and include:
- Shop quality
- Vintage
- Retro clothing

**UNWEARABLE TEXTILES**
These are sold to the ‘flocking’ industry for shredding and re-spinning.

**RE-SORTING**
Mills grade incoming material according to type and colour. The colour sorting means no re-dying is needed, saving energy and avoiding pollutants.

**SHREDDING AND PULLING**
Textile materials are shredded or pulled into fibres. Depending on the end use of the yarn, other fibres may be incorporated.

**CARDING**
The blended mixture is carded to clean and mix the fibres.

**SPINNING**
The yarn is re-spun ready for later weaving or knitting.

**END USES FOR RECYCLED TEXTILES**
- Knitted or woven woollen and similar materials are re-used by the textile industry for example, car insulation, roofing felt, loudspeaker cones, panel linings and furniture padding.
- Cotton and silk is used to make paper and wiping and polishing cloths for a range of industries, from the automotive to the mining sector.
- Other types of textiles can be reprocessed into fibres for upholstery, insulation and even building materials.
2.0 LEGISLATION AND DRIVERS

Overview
This section sets out the policy context and the key areas of legislation – such as the Landfill Directive, the Waste Framework Directive and requirements relating to Export of Textiles. It also summarises the specific policy and legislative drivers that apply to individual routes to re-use.

In addition to the generic issues outlined, there are a number of specific issues that apply to different collection methods. These are covered in more detail within the relevant sections of this guidance, and include:

Kerbside collection:
- Licensing of collectors.
- Health and safety.

Bring banks:
- Authorisation for siting or operating bring banks.
- Health and safety.

Community re-use initiatives:
- Health and safety.

2.1 Landfill Directive
The Landfill Directive aims to reduce the amount of biodegradable waste sent to landfill. As textiles are classed as a biodegradable waste, textile re-use helps to divert a key material stream from landfill and helps to meet its obligations under the Landfill Directive.

2.2 Revised Waste Framework Directive
The Revised Waste Framework Directive (WFD) aims to reduce the amount of waste across Europe and increase recycling and re-use. Each EU Member State is responsible for translating the WFD into national law. Within the UK, the WFD has been translated into national law by the following:

The WFD has been revised several times since it was first introduced in the 1970s, and in the most recent revision, a revised waste hierarchy was introduced. This prioritises different waste management options based on their environmental impact (See Figure 3).

Figure 3 Waste Hierarchy

![Waste Hierarchy Diagram]

Prevention
Preparing for reuse
Recycling
Other recovery e.g. energy recovery
Disposal
This hierarchy is a key consideration for policy and service decisions, both nationally and locally. It has informed national waste strategies: both Scotland and Wales have set a target of preparing 70% of waste for re-use and recycling by 2024/25, while England and Northern Ireland have set a target of preparing 50% of waste for re-use or recycling by 2020. Scotland has also announced that there will be a ban on sending biodegradable waste to landfill by 2020. In England, DEFRA’s Waste Review states that the Government will review the case for placing restrictions on sending textiles to landfill.

Compulsory kerbside collection in Scotland

In Scotland, a recent consultation considered placing a requirement for the separate collection of textiles at kerbside. However, following feedback received during the consultation, the Waste (Scotland) Regulations 2012 and the associated Zero Waste Regulations Policy Statement has confirmed that this will not be the case.

2.2.1 Defining waste and understanding the Duty of Care

A number of the duties and requirements around textiles hinge on whether or not textiles are regarded as waste. If textiles are regarded as waste, then the Duty of Care applies — meaning organisations must ensure that:

- waste is stored securely and not allowed to escape;
- anyone material is passed on to is authorised to take the waste (i.e. is a registered waste carrier) and the receiving site is authorised to accept the waste; and
- all waste movements are accompanied by a waste transfer note which describes the waste and its origin.

If the material is not considered a waste, the organisation accepting the material does not need to be a registered waste carrier and a waste transfer note is not required, although an exemption may be required.

According to the WFD, “‘waste’ shall mean any substance or object...which the holder discards or intends or is required to discard.” For textiles, this definition is interpreted slightly differently across the UK.

England and Wales

The guidance on the definition of waste can be found on the Defra website. Textiles banks may be low risk waste activities for more information see the Environment Agency website.

Scotland

- In Scotland, SEPA regards all textiles collected at the kerbside via a formal collection service (either run by local authority or other organisation), through bring banks, or via community collection services as controlled waste. This means the collector must comply with the requirements of the Duty of Care.
- Textiles donated to charity shops, community exchanges such as Swishing or Give or Take events, or listed on online auction/exchange sites are all intended for re-use and so are not considered to be waste. However, any material donated to a charity shop that is sent for recycling/disposal is then regarded as waste and the Duty of Care will apply from that point.

Northern Ireland

- The Northern Ireland Environment Agency (NIEA) regards all textiles collected at bring banks, or via community collection services as controlled waste. This means the collector must comply with the requirements of the Duty of Care.
- However, textiles collected at the kerbside via a formal collection service (either run by local authority or other organisation) are not regarded as waste, provided this material is destined for re-use. If the material collected is not destined for re-use, then it is regarded as waste, and so collectors would need to comply with the requirements of the Duty of Care from the point at which the textiles are collected.
- Textiles donated to charity shops, community exchanges such as Swishing or Give or Take events, or listed on online auction/exchange sites are all intended for re-use and so are not considered to be waste.

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2.0 Policy context

2.1 Understanding textile re-use

2.2 Policy context

2.2.1 Policy context

2.2.2 Meeting Duty of Care requirements

When textiles are considered to be a waste, as defined in the previous section, the organisation collecting, holding, transporting or disposing of the textiles must comply with the Duty of Care requirements. This applies not only to local authorities and waste contractors, but also charities, community organisations and textile merchants.

2.3 Authorisation for subsequent storing, sorting/grading and baling of textiles

Any organisation involved in the subsequent storing, sorting/grading and baling of textiles must be authorised (i.e. issued with an environmental permit, waste management licence or exemption) by the relevant environmental regulator i.e. Environment Agency, SEPA or NIEA. Further guidance on this is available from:

- England and Wales – Environmental Permits and Exemptions
- Scotland – Waste Management Licenses and Exemptions
- Northern Ireland – Waste Management Licenses and Exemptions

2.4 Export of textiles

When working or contracting with an organisation exporting textiles, or promoting other routes where textiles are exported, it is important to obtain information about the destination of textiles being collected in your area and to be satisfied the necessary action is being taken. Even if an organisation is not exporting the material directly and using a contractor to export materials, under the Duty of Care requirements, there is a duty to check that the contractor is compliant with Trans-frontier Shipment of Waste Regulations (TFS), if appropriate.

2.5 Voluntary Sector Agreements Driving Change

Sustainable Clothing Action Plan

The Sustainable Clothing Action Plan (SCAP) is a sector-wide industry-led initiative to promote sustainability in the UK clothing sector. SCAP’s aim is to improve the sustainability of clothing across its lifecycle by bringing together industry, government and the third sector to develop sector-wide targets, along with the tools and guidance necessary to help industry reach them. SCAP will achieve this by developing a voluntary sector agreement with signatories playing their part to reduce their carbon, water and waste impacts.

By working collaboratively via SCAP, you can:

- Reduce the carbon, water and waste impacts associated with your operations
- realise cost savings and protect your company against the risk of volatile commodity prices
- Collaborate with others from across the clothing supply chain
- Enhance your brand reputation by demonstrating your sustainability credentials
- Be a part of building consensus on UK clothing sustainability and good practice across its lifecycle
Who is involved?
SCAP members come from across the clothing supply chain and include recyclers, reprocessors, collectors, industry bodies, retailers, brands and suppliers. SCAP is free to join, but members are required to actively participate. SCAP is governed by a Steering Group which oversees the direction and progress of SCAP. WRAP provides the secretariat and coordination on behalf of the funders – DEFRA, Scottish and Welsh Governments. SCAP also has a series of working groups which have clear aims and outcomes to help reduce carbon, water and waste.

Signing up to the SCAP targets
The targets (per tonne of clothing, by 2020):
- 15% reduction in carbon;
- 15% reduction in water;
- 15% reduction in waste to landfill; and
- 3.5% reduction in waste arising.

The carbon and water impacts are measured as footprints over the whole product life-cycle. The waste arising target tackles materials consumption and waste prevention throughout the life cycle, while the diversion from landfill target will tackle lower grade textiles going to landfill and help to increase re-use. Together, the targets illustrate a holistic approach to materials management across the whole of the product life-cycle.

Signatories will:
- Establish their 2012 baseline using the SCAP Footprint Calculator and report this (confidentially) to WRAP.
- Take action to reduce their carbon, water and waste footprint, using support and guidance which WRAP will provide.
- Measure and report annually on their carbon, water and waste footprint using the SCAP Footprint Calculator. These data will be confidentially collated and analysed by WRAP, who will report annually to signatories, and publish signatories’ collective progress to 2015 and 2020.

Who will sign?
Signatories are retailers and end-of-life organisations. Industry bodies, trade groups, Governments and academia will be supporters of the Commitment with supporters taking an active role in promoting activities which support the Commitment.

SCAP2020 – process

Sign up
Sign up to SCAP 2020 by getting a Director-level signature on the SCAP sign-up certificate.

Initial Support
WRAP provide one-to-one, along with guidance and resources, to assist you in your baseline, determining your improvement actions, and beginning to report.

Taking action
Work with WRAP and other signatories to take action in the seven Action Areas.

Annual reporting
Annually, enter annual sales/purchase or EoL garment Data and improvement actions into the tool and report headline data to WRAP.

WRAP report an anonymised (and confidential) SCAP summary of signatories’ collective performance against targets each year.

2015 and 2020 Reporting
WRAP consult with signatories and publically report anonymised, sector-level progress towards targets.
Reporting and measuring
Signatories will use the SCAP Footprint Calculator to calculate their own carbon, water and waste footprints and impacts. Initially, signatories will use the tool to develop a 2012 baseline (where appropriate) and use the tool to quantify their impacts annually and show improvements year-on-year as signatories take action. The SCAP Footprint Calculator is a free tool. It is a simple, easy-to-use Excel-based tool that combines readily available company data and publically available life-cycle data.

How do I sign up to SCAP 2020 and get the tool?
WRAP will send out a sign-up pack to potential signatories and supporters to be signed by an appropriate person at Director-level within the organisation. Speak with your WRAP contact or email: clothing@wrap.org.uk.
3.0 CHOOSING THE RIGHT METHODS FOR TEXTILE RE-USE AND RECYCLING

Overview
This section summarises the key issues to consider when deciding how to support textile collection and donation and provides a decision-making flow chart to help make the right decision.

There are a wide range of issues to consider when deciding how to develop textile re-use services – from practical issues around the viability and cost of different collection methods and the type of textile to collect, to issues around existing services (whether provided by local authorities, private sector business or charities), to fundamental decisions about goals and priorities.

3.1 Reviewing existing services
In every area, there are already some services in place – even if these are a handful of charity shops or occasional community events (table-top sales, etc). Most areas also have some bring banks, whether run by charities or at household waste recycling centres. In many places, charities run occasional kerbside collections, as do some councils.

The first step in deciding how to develop and improve services is to review all the existing services and understand as far as possible their performance. It is important to assess if a new or improved service will divert textiles from disposal rather than from other already established services.

Consider the impacts on different services
When operating two or more systems together, consider the potential impacts of the different elements on one another. For example, if bring banks and kerbside collections services are to be used together, the provision of kerbside collection can impact on the textiles available via bring banks. The quantity, quality and income derived from bring banks could be affected. Also, the amount and quality of textiles being donated to local charities and community organisations could be affected, impacting their activities and local opportunities for social benefit.

- What types of textile collection/re-use services exist, and what do they collect?
- What non-textile recycling services does the local authority currently operate, and could these be adapted to include textiles?
- What amount of textiles is being sent for re-use and recycling, and how much is still being disposed of as waste?
- How much do existing services cost to provide?
- Could existing services be better supported – and what impact might this have on overall performance?
- What would be the impact on those other services if the local authority chose to add new services or modify existing ones? Would it reduce the income available to charities? Would it increase the cost of e.g. kerbside recycling services?

3.2 Practical issues
Local authorities and other collectors will typically need to consider some or all of the following:

- What mix of textile re-use services is likely to be most successful in the area? This will depend on local demographics and geography.
- What types of textiles will be collected? For example, will shoes be included? This will depend on the markets available.
What resources are available? For example, can the authority afford to invest in a service in-house or would it need to work in partnership to develop one? How frequently could and should textiles be collected?

How will the policy context and regulatory requirements affect potential services?

How important is the quality of material collected? Is driving the material up the waste hierarchy a key factor in the decision-making process?

What return on investment can be expected from different approaches?

How can the services be communicated effectively to householders?

It may be that no single method will provide the answer and that an integrated system, involving bring, kerbside and community re-use is required.

To help consider the relevant issues the following decision-making flow diagrams take you through the key steps and considerations in a logical order.

Figure 4 shows the strategic decisions involved in deciding which system, or combination of systems to develop.

Figure 5 outlines the detailed steps and options involved in setting up kerbside collection, bring bank and/or community re-use systems.
### 3.0 Choosing the right methods

#### What do I want to achieve? What’s my objective? Points to consider:

- Financial return?
- Maximum return for minimal investment?
- Meet targets (e.g. Carbon Targets or Landfill Directive)?
- Reduce waste to landfill?
- Increase reuse?
- Increase recycling?
- Realise social benefits (e.g. support charity)?
- Optimise kerbside services (value for money)?
- Avoid confusion by having a single provider?
- Deal with theft/rogue traders?
- Address MRF requirements/deal with contamination (co-mingled collections)

#### How can I meet my objectives and the needs of the public at the same time?

- Size of potential market (how much is out there?)
- Whether to maximise tonnage, income or social benefit, or obtain data for reporting
- Simplicity and convenience for public
- Public confidence in the service (i.e. not rogue traders)
- Ability to capture market share where there is an existing mature market
- Beneficiaries (reputable charities benefit rather than the council or rogue traders)
- Whether to take all textiles (including non-re-usable [rag] items)
- How to communicate/publicise effectively
- The inter-relationships between combined systems (kerbside/bring/community), which may affect existing services (e.g. reduced bank donations due to a new kerbside service)

#### What are the options?

- Expand an existing system
- Increase diversion from existing system
- Rationalise existing systems to be more efficient
- Add a new material to existing services
- Increase promotion of existing services
- Develop a new service to complement existing services
- Work with third parties to develop community-based textile re-use
- Procure a service with one clear provider

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**Figure 4 WRAP Textile Collection Decision making flow diagram.**
Deciding which methods of textile re-use to support locally.
**TEXTILE COLLECTION SERVICE OPTIONS:**
Kerbside, Bring Bank, Community Re-use, Combination

Model textile waste arisings and obtain data on what other organisations collect and the scope of their services (e.g. number of banks, frequency of collections) to assess size of potential textile collection market and use this information to assess which textile collection option to develop.

### KERBSIDE

- Where are we now? Where do we want to be?
- What are the options for collections, quality and end markets?
- Will this option meet my original objectives?
- Do I collect myself, contract/work or promote support a third party?
  - Procurement of new service contract/contract extension/partnerships/MOUs
- What are the financial implications of different kerbside systems (costs & income)
  - How to organise textile collections from households?
    - Can I add textiles to existing collections or collect alongside?
    - What are the options for kerbside sort or co-mingled? Bags or boxes?
    - What are the impacts on existing services (especially co-mingled), e.g. capacity issues, collection frequencies, contamination, etc.
    - What’s the best collection frequency?
    - Collect for income or for charitable purposes? Licencing issues?
    - Health and safety issues of different systems
- Can the contractor process textiles suitably so quality not lost and re-use still possible
- Monitoring and evaluation

### BRING BANK

- Where are we now? Where do we want to be?
- What are the options for collections, quality and end markets?
- Will this option meet my original objectives?
- Do I collect myself, contract/work or promote support a third party?
  - Procurement/contract extension/partnerships/MOUs
- What are the financial implications of different bank systems (costs & income)
  - How to organise a bank collection system
    - What sort of banks?
    - Where to site them?
    - What type of sites – owned/third party/both?
    - Planning approval
    - Collection cycles
    - Site Health & Safety liability
    - Legislation/regulatory requirements
- Communications
  - Unauthorised banks and prevention of theft from banks
- Monitoring and evaluation

### COMMUNITY RE-USE

- Where are we now? Where do we want to be?
- What is Community Re-use? What types of projects are there? What quality of material can be collected and what are the end markets?
- Will these meet my original objectives?
- Financial implications of different community re-use initiatives
  - What’s happening at the moment? Map activity
  - Assess who could do what
  - Assess the appetite/capacity for additional textile re-use amongst local organisations
- How to organise support/support projects?
  - Contracts/partnerships/MOUs
  - Health & Safety and Liability
  - Resourcing considerations
- Communications
- Dealing with bogus collections and theft
- Monitoring and evaluation

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**3.0 Choosing the right methods**

- **1.0 Understanding textile re-use**
- **2.0 Policy context**
- **4.0 Kerbside & door-to-door collections**
- **5.0 Bring banks**
- **6.0 Community re-use**
- **7.0 Bulky non-clothing textiles**
- **8.0 Promoting textile re-use & recycling**
- **9.0 Monitoring & evaluation**
- **10.0 Glossary**
- **11.0 Further information**
4.0 KERBSIDE AND DOOR-TO-DOOR COLLECTIONS

Overview
This section is aimed at local authorities, charities and textile merchants/collectors considering how to introduce or improve kerbside collection. It provides guidance on how to compare the different options available and then to set up and manage the scheme effectively. It covers:
- Expected tonnages, costs and benefits from a kerbside collection
- Service design and delivery
- Marketing the textiles and preserving quality
- Specific legal and policy issues that apply to collection
- Commissioning a kerbside service

4.1 What is kerbside collection?
Kerbside textile collections refer to any system where householders place unwanted textiles such as clothing, shoes, bed linen and curtains in a bag, sack or container, and leave this outside their homes for collection.

Kerbside collection can be provided by local authorities, charities or other community sector organisations, private companies, or a combination of the three (e.g. a private company collecting on behalf of a charity).

It can be delivered in a number of ways, including:
- adding textile collection to a local authority’s existing kerbside recycling service whether co-mingled or separated;
- dedicated textile collection, either on demand (call and collect) or as a regular (e.g. monthly or quarterly) service;
- regular kerbside textile collection services, provided by a charity or private sector collector in partnership with the local authority; and
- ad hoc collections via sacks left by charities or private sector collectors.

Kerbside collection services are a convenient way for householders to recycle but there are challenges in operating a service. This section will highlight those challenges and how to consider if a kerbside collection can be successfully implemented.

Read the case studies on kerbside collection services in Suffolk and Southend.
### 4.2 How much textile do kerbside schemes collect?

Graph 1 shows the yields currently collected through local authority kerbside collections in England and indicates which collection method is used.

**Graph 1 Textile Yields from LA. Kerbside Collections – England 11/12**

![Graph 1: Textile Yields from LA. Kerbside Collections – England 11/12](image)

The graph shows that current collection schemes generally collect an average less than 1kg/hh/yr with the majority within the range of 0.5 to 1.5 kg/hh/yr. Only 8 of the 85 schemes collect 2kg/hh/yr or more.

**Graph 2** brings together the data from kerbside and bring bank collections for each Authority in England and shows that less than 17% of LAs collect more than 3kg/hh/yr.

![Graph 2: Histogram of textile and footwear yields collected by local authorities in 2014/15 (kg/hh/yr)](image)

This data would suggest that English local authority kerbside and bring schemes can currently expect to collect the equivalent of less than 5kg [circa one bag] per household per year whatever combination of methods they use.
4.3 Are there any circumstances where kerbside collection is not appropriate for textiles?

Recycling collections operated by local authorities where glass is included in a co-mingled dry recycling service (i.e. where all recyclables are collected together in one container) are not usually suitable even if the textiles are protected, for example by a bag. Glass fragments are hazardous when mixed with the clothing and pose a risk to anyone handling the textiles. Even when protected the outside of a sack can pick up fragments of glass and this may contaminate a textile sorting process. Whilst it may be possible to find a merchant to receive the textile, the material is unlikely to have a value.

Local Authorities with glass as part of their co-mingled collection should consider how the textiles can be separated from the glass for example, vehicle adaption (at the time of writing some local authorities are considering fitting cages underneath vehicles) or consider bring banks and community re-use. If income from the sale of textiles is not a priority it is important to clear with potential merchants how the textiles will be used.
### 4.4 What are the benefits of kerbside collection for textiles?

There are a number of benefits and considerations around kerbside collection, summarised in Figure 6.

**Figure 6** Benefits different kerbside systems

<table>
<thead>
<tr>
<th>Local authority operating (or contracting to others?) kerbside collection</th>
<th>Kerbside collection by charities (or private sector collectors on behalf of charities)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Financial</strong></td>
<td></td>
</tr>
<tr>
<td>- Can be a source of income (via the sale of textiles).</td>
<td>- Reduces volume of textiles disposed of – so reducing disposal costs.</td>
</tr>
<tr>
<td>- Reduces costs of refuse collection and disposal – less kgs/volume of textiles in refuse collection</td>
<td>- Can be delivered at no cost for local authorities.</td>
</tr>
<tr>
<td>- Can be delivered at comparatively low cost if collected using the same vehicles/containers as other recyclables.</td>
<td>- Can be a source of income, both for charities and collector if working in partnership.</td>
</tr>
<tr>
<td><strong>Environmental</strong></td>
<td></td>
</tr>
<tr>
<td>- Extends the range of recyclable materials that can be collected at the kerbside improving diversion from landfill.</td>
<td>- May enable some textiles to be re-used within the local area (depending on the end markets for the reprocessor).</td>
</tr>
<tr>
<td>- Extends the life of the textile items through resale.</td>
<td>- Extends the life of the textile items through resale.</td>
</tr>
<tr>
<td>- Reduces carbon emissions</td>
<td>- Reduces carbon emissions from manufacture and disposal.</td>
</tr>
</tbody>
</table>
4.5 Things to consider before starting a textile collection

There are many factors that need to be considered before making a decision to start a kerbside collections these include:

Economic factors and establishing the business case
- What direct and indirect costs are incurred when starting a textiles collection?
- Can textiles be added to the existing recycling system at little or negligible extra cost?
- Can extra costs of collection (e.g. sacks, communication materials) be off set by the income from the sale of textiles?
- Does it matter if the local authority receives no income from the sale of materials collected?
- What is the target material – all textiles or specific grades for example re-use grade (higher value) or rag/recycling grade (lower value). How will this complement or challenge existing collection routes?
- Are textiles a contaminant in a dry recycling service? If yes, is removing them and improving MRF efficiencies important?

Service design and delivery
- How will householders present their textiles?
- How will the textiles be collected and can the service be incorporated easily into existing kerbside arrangements?
- How will the textiles be handled after collection?
- Should a collection sack be provided?
- Can theft be minimised?
- How can the value of the items be preserved or enhanced?

Marketing the textiles
- What quality of material can be expected and how can income/benefits be maximised?

Communicating the service messages and managing public relations:
- What resources are available to promote the service?
- How much staff time will the service promotion take?
- What public relations issues should we consider?

See Section 8

4.5.1 Economic factors and establishing the business case
The main costs lie within the provision of a service (physically delivering the collection and providing the sacks or other containers to residents) and the main financial benefits lie in the diversion of textiles from disposal and the potential income from the sale of material.

When considering the cost of collection schemes, direct costs and indirect costs should be considered. Evaluating the whole system costs will indicate if kerbside collection is suited to your area.

Table 6 provides a summary of total direct and indirect costs to help with this process.

Costs will include
- Actual cost of delivering collections (either directly provided or through a service contract), inc.:
  - producing and distributing sacks for the collection of textiles
  - vehicle costs, including fuel, maintenance and any other running costs;
  - costs for collection staff;
  - bulking textiles at a depot;
  - gate fee/ sorting costs at the MRF (extra pickers needed?); and
  - transport costs to deliver them to a reprocessor.
- Staff time to:
  - publicise the service (including producing and distributing leaflets detailing when collections will take place);
  - respond to calls, if providing a call and collect service
  - process tonnage data; and
  - monitor performance.
If you are adding textiles to an existing kerbside sort or comingled collection the additional collection and staff cost could be considered to be negligible. This could be the case if the time taken to complete a round is not extended. Also, if vehicle has capacity for the textiles without requiring adaption or extra tipping it could be possible to add textiles to the collection at very little additional direct cost.

Ultimately, the on-going marketing of a textile collection service should be incorporated into the routine promotion and information made available to residents about local services.

Collection pilots were carried out in 2013 to determine the costs and practical considerations for systems that distribute sacks to households and aimed to protect the textiles in a co-mingled dry recycling service. The pilots found that set up costs (including sacks, promotion and distribution) can be up to £400 per 1,000 hh, however after the first four months of operation, the set up costs were covered by the income from the sale of textiles. See Suffolk Textile Collection case study.

In 2014 WRAP ran three demonstration projects to test if recycling grade textiles could be added to Local Authority collections. The first project examined if recycling grade textile banks were viable at HWRCs. The other two schemes tested the kerbside collection of recycling grade textiles on either a weekly or fortnightly basis. All three demonstration projects illustrated that in order to make collections viable, the revenue received by local authorities from the sale of the textiles needs to cover the costs of collection and ongoing communications. Recycling grade textiles are considered to have low financial return and may only just cover the costs of collection and will contain a higher level of waste material that requires disposal. Therefore, receiving revenue from recycling grade textiles in isolation would not be viable from any collection channel. The demonstration projects show that co-collection with re-usable textiles is necessary to fund the recycling grade collection element. Business cases should take into account the additional financial benefit of diverting the material from landfill or the disposal stream. All three demonstration projects created significant financial revenue for each local authority. The summary report from these pilots can be found here.

If the textiles are collected in a way that they loose their value as re-usable items then the local authority may not receive any income from the sale of materials, although a merchant may still take them for recycling. The LA should consider if this is acceptable as they could still be benefiting from savings from diversion from landfill. Also, depending on local MRF contract conditions and gate fee arrangements a LA may not necessarily receive any additional income from introducing textiles, so this should be checked before proceeding.

4.5.2 Service design and deliver

This section examines the key factors to consider in designing and delivering a kerbside textile collection

- How will householders present their textiles?
- How will the textiles be collected and can the service be incorporated easily into existing kerbside arrangements?
- How will the textiles be handled after collection?
- Should a collection sack be provided?
- Can theft be minimised?
4.5.2.1 How will householders present their textiles?
Textiles can be left for collection in various ways. The following considerations should be understood.

<table>
<thead>
<tr>
<th>Textiles presented by...</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sacks provided by the collector</td>
<td>The textiles will be presented in a sack the collector knows will survive the collection system and keep the textiles secure and dry. See section 4.5.2.4</td>
</tr>
<tr>
<td>Bags provided by the householder</td>
<td>Householders can use their own bags to present textiles i.e. carrier bags. Although this does not involve any financial outlay to the collector, the bags used by the householder may be too thin to survive the collection process, be sealed ineffectually, have anti-suffocation holes which allow damp to permeate the textiles. Householders may be required to use their own bags and label them. For example, the London Borough of Greenwich has a downloadable label on its website that householders are required to print off and affix to their textiles bag (see Figure 6). Now carrier bags are charged for householders maybe less willing to provide bags. Households should be advised to avoid the use of black bin liners as these may be confused with general household waste, hence collected for disposal.</td>
</tr>
<tr>
<td>Loose in a kerbside box</td>
<td>There would need to be sufficient capacity in the boxes provided to accommodate the textiles. The boxes must be presented with lids on to protect the textiles from getting damp. This method will increase sort times for the crews.</td>
</tr>
<tr>
<td>Loose in a wheeled bin</td>
<td>This is not advisable as the textiles will have little or no resale value, they maybe difficult to sort at the MRF and will be contaminated by food/moisture from the other packaging materials.</td>
</tr>
</tbody>
</table>

As with any collection service, it is preferable from a residents’ perspective that textile collection takes place on the same day as other waste and recycling streams. If this is not the case, additional communications will be required to ensure that residents are aware of when collections will take place. Running collections on an alternative day will also require additional staff and vehicles, which must be carefully considered as the costs may outweigh the associated benefits.

4.5.2.2 How will the textiles be collected?
Vehicle capacity is an important consideration when adding textiles to an existing multi stream kerbside sorted collection. It will be necessary to evaluate if there is space on the existing vehicles, or if a dedicated pod/compartment is required. The cost may make retrofitting prohibitively expensive. Therefore the ideal time to consider addition of textiles to multi stream kerbside sort collections would be when replacing the vehicles.

Southend-on-Sea Council collect textiles as part of its kerbside recycling service. Read the case study to find out more.

The Suffolk District Councils collect textiles (in sacks) as part of their comingled recycling service. Read the case study to find out more.
It is also necessary to consider capacity issues if adding textiles to a comingled collection. If the extra textiles mean the vehicle fills quicker it may shorten the size of the round or incur an additional tip to be factored into the working day. However the low set out rate, relatively low tonnages collected per round and dense nature of the textiles will probably not affect the capacity of a RCV collection. Those using a split back vehicle may need to consider capacity in a little more detail.

Some Authorities have adapted vehicles so the textiles have a separate compartment on the chassis for the textiles to be transported in (See figure 7). This avoids the problems associated with stickiness, smells, contamination and possible glass splinters that comingled collections have experienced. These compartments can be small perhaps only taking about 8 sacks of textiles. If the vehicles do not have capacity to carry the sacks presented on a particular day, it can be possible to allocate a secure drop off spot for the sacks on the round so they can be collected later.

A separate vehicle completely could be deployed for textile collections however for a regular, weekly, fortnightly or monthly collection but the cost of the vehicle and staff for a Local Authority is unlikely to be economically viable. These regular collections are also vulnerable to theft.

As an alternative to adding textiles collection to the existing recycling collection Local Authorities could consider partnering with a charity or private sector collector, who will be authorised to conduct regular kerbside textile collection. Authorities could receive a share of the income from a private company.

When working in partnership, local authorities and the partners can promote the service, for example by joint branding of collection sacks (an example of this can be seen in Figure 5, which shows the sack design for Bexley Council working with TRAID), as well as publishing details on the local authority website. For more information, see Section 8, Promoting textile re-use and recycling.

Some local authorities choose to simply authorise charities or private sector collectors to run kerbside collections on an ad hoc basis [see section 4.6 Commissioning kerbside collection services]. Sacks such as those pictured in Figure 5 are generally delivered to all homes in the collection area approximately a week before collection. The sack itself, or other printed guidance, will explain what can be collected and when the collection day is. It will also normally carry other information about the charity or company.

4.5.2.3 How will the textiles be handled after collection?
However the textiles are collected they are likely to be deposited at a bulking point, transfer station or directly to a MRF. Textiles stored for periods of time in a transfer station or bay at a MRF will acquire the surrounding aroma, get wet and may also get dusty, all of which can affect value. To preserve value it is advisable to store textiles in a sealed unit and to move them on as quickly as possible to merchants.

The more the sacks are handled the more likely they are to split and loose contents, increasing the risk of textiles being contaminated. Moving sacks with a mechanical lift will inevitably damage the sacks. Keeping handling to a minimum can be achieved by considering where the textiles sacks are dropped and how they are manoeuvred to where they are stored.

Some MRFs accept textiles (25 of 127 MRFS in the England, WRAP 2012 unpublished survey). If it is intended that the textiles collected will be picked out at a MRF it is imperative the MRF operator is consulted before a decision to proceed is taken. MRFs may have difficulty processing loose textiles due to the textiles becoming snagged on machinery. Even where bags are used to protect the textiles dialogue with the MRF will help to ensure a process that preserves textile quality.

The London Borough of Bexley Council worked in Partnership with TRAID to offer kerbside textile collection service although this partnership has since ceased. Read the case study to find out more.
4.5.2.4 Should a collection sack be provided?

Whilst providing a sack for textiles is an additional and immediate cost, there are a number of advantages including preserving the textile quality, encouraging participation and ease of collection. If you are considering a sack it can be a good idea to run a trial with sample of sacks filled with textiles. In this way you can trial the sack and the system it will be used within to determine:

- how difficult it is to pull out sacks at a MRF or transfer station. Put a known number of bags into the collection vehicle and count how many are identified at the end of the process. Experience has shown that ‘spotting’ sacks isn’t always as easy as one might have predicted.
- the survival rate and understand where in the system the sacks can potentially be damaged.

WRAP pilots in 2013 established the following.

<table>
<thead>
<tr>
<th>Sack Specification</th>
<th>Colour</th>
<th>Design</th>
<th>Purchasing of sacks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gauge</strong></td>
<td>The sacks can be transparent, so the contents can be readily identified as textiles. Alternatively the sacks can be coloured, this can be a good idea if sacks are to be picked out at the MRF as it can help to have a distinctive colour. However, finding a manufacturer that supplies a brightly coloured sacks can be difficult.</td>
<td>The survival rate is dependent on the gauge of the plastic used, the size of the sack, the weight of the textiles put in the sack, how the sack is handled and what other materials the sack is collected with.</td>
<td>Local Authorities should follow procurement procedures or if current collections are done by a contractor build the cost of sacks into the service contract.</td>
</tr>
<tr>
<td><strong>Dimensions</strong></td>
<td>All sacks used have a direct impact on the re-usability (and therefore value) of the textiles collected. The integrity is dependent on the gauge of the plastic used, the size of the sack, the weight of the textiles put in the sack, how the sack is handled and what other materials the sack is collected with.</td>
<td>A 150/160 gram which is equivalent to a 36-38 micron polythene sack has been used in the textile collections schemes WRAP has studied. Thinner sacks often rip just with the weight of the textiles. A better quality sack from 50 to 75 micron will be more likely to survive the collection and MRF sorting processes.</td>
<td>It is important to plan the purchasing of sacks well in advance of the scheme start date. Most sacks are produced in China and can take 16 weeks to arrive once ordered. Ensure any sacks ordered are due to arrive well in advance of any roll out, otherwise delays can have an impact on the scheme starting.</td>
</tr>
<tr>
<td><strong>Purchasing of sacks.</strong></td>
<td>The integrity is dependent on the gauge of the plastic used, the size of the sack, the weight of the textiles put in the sack, how the sack is handled and what other materials the sack is collected with.</td>
<td>Thicker sacks (courier bag grade) tend to be prohibitively more expensive to purchase.</td>
<td>If start dates are printed on leaflets any delays after printing will render the batch unusable and another print run will be needed. This will have a knock on effect on communications.</td>
</tr>
<tr>
<td><strong>Sacks can be printed with instructions on what to put inside, how to tie the sack properly and where to present it for collection. You may also choose to print that the sack is the property of the Local Authority in case there is a dispute over theft (see section 4.8).</strong></td>
<td>Ideal the sacks should not have holes in as this may allow dampness into the textiles in the sack. If you are posting them through doors sealing them in a plastic wrap will reduce risks of suffocation to children or animals.</td>
<td>If start dates are printed on leaflets any delays after printing will render the batch unusable and another print run will be needed. This will have a knock on effect on communications.</td>
<td></td>
</tr>
<tr>
<td><strong>Purchasing of sacks.</strong></td>
<td>The sacks should not be too large as once fully filled the weight of the textile is too heavy for the sack. The sack should be smaller than a refuse sack. Dimensions such as 18cm by 29cm x 34cm should be sufficient.</td>
<td>Sacks can be printed with instructions on what to put inside, how to tie the sack properly and where to present it for collection. You may also choose to print that the sack is the property of the Local Authority in case there is a dispute over theft (see section 4.8).</td>
<td></td>
</tr>
</tbody>
</table>

WRAP pilots in 2013 established the following.

**Gauge**

A 150/160 gram which is equivalent to a 36-38 micron polythene sack has been used in the textile collections schemes WRAP has studied. Thinner sacks often rip just with the weight of the textiles. A better quality sack from 50 to 75 micron will be more likely to survive the collection and MRF sorting processes. Thicker sacks (courier bag grade) tend to be prohibitively more expensive to purchase.

**Dimensions**

The sacks should not be too large as once fully filled the weight of the textile is too heavy for the sack. The sack should be smaller than a refuse sack. Dimensions such as 18cm by 29cm x 34cm should be sufficient.
Delivery of sacks.

This can be done ‘in house’ and there are a number of specialist contractors for deliveries. Local authorities have found the Royal Mail to be very reliable in terms of cost effective coverage of a district or county. Some work will be needed to refine postcode selections if the postcode goes over a boundary. Failure to do this properly will mean sacks being delivered in neighbouring local authority areas.

Sack replenishment:

Successful replenishment of sacks will depend on the cooperation and observation of the crews. It is very unlikely crews replace 100% of the sacks presented. Householders that took part in the pilots have reported successful replenishment varied widely from a 75% success rate to as little as 25%. It is difficult to replenish sacks for schemes where the textiles sack is presented inside a wheeled bin as the crew might not spot that a sack has been used. Alternative options are to present the textile sack on top or along side the other containers or to ensure householders are fully aware how to obtain more sacks.

Sack Collection

If textile sacks are knotted with air inside and are then compacted on the vehicle, they have the tendency to balloon and pop. To avoid this, if possible, compaction should be kept to a minimum.

Textile sacks co-collected with thick corrugated cardboard are more likely to be damaged in transit. Textile sacks co-collected with packaging such as plastic bottles and cans will develop a sticky residue on the outside. If glass is also co-collected the shards of broken glass stick to the residue on the sack. It is advisable to test a number of filled sacks in your collection system before you make any final decisions to purchase them.

4.5.2.5  Can theft be minimised?

Textiles inside recycling boxes or in sacks within wheeled bins are less likely to be targeted for theft. However if the textile sack is within a container it is more difficult for crews to spot it and leave a replacement sack for the householder and they are less likely to participate in the collection in the future. Textiles in sacks presented alongside recycling boxes and bins may be more vulnerable to theft. This creates a dilemma as to where to instruct the householder to put the bag for collection. If it is felt that theft is not a concern then leaving the bag visible to the crew can help maintain a higher rate of bag redistribution.

Also see Section 4.8 Dealing with suspected bogus kerbside collections

4.5.3 Marketing the Textiles

4.5.3.1  What quality of material can be expected and how can income be maximised?

The quality of the textiles presented at kerbside is often compromised by becoming wet during the collection or storage process. Damp textiles will smell and merchants will reject loads that smell badly as they do not launder them before they are shipped abroad or onto other markets. The British climate is such that recycling collections must still continue even on rainy days. Therefore provision of a collection sack is a good way to help prevent the textiles becoming wet and possibly unmarketable.

Anecdotally textile merchants have indicated that the quality (amount of items directly re-usable) of textiles coming through local authority kerbside collections is not as good as those that are donated at bring banks. Therefore the prices merchants offer for kerbside sourced textiles is likely to be less than the rates given from bring bank materials. Research by WRAP also found this.

Information about current market prices can be found at www.letsrecycle.com/prices/textiles, which gives an online guide to prices that may be paid for collected materials. Shop around to establish a relationship with a reliable merchant who will provide a steady income.

For authorities whose aim is to divert more waste from landfill, the lower price for textiles from kerbside collection may not be such a problem.
4.6 Policy context and legal duties around kerbside collection

Any authority providing or authorising kerbside textile collection needs to be aware of the policy context and legal duties. As well as general requirements under the Landfill Directive and Waste Framework Directive, and controls on exporting textiles, all of which are detailed in Section 2 of this guide, there are some specific requirements around kerbside collection.

4.6.1 Licensing requirements for collections

Charitable organisations wishing to undertake collections from households must be licensed. In England and Wales, kerbside or house to house collections (for cash or goods) are controlled by the House to House Collections Act 1939, which requires charitable collectors to obtain one of:

- a licence from their local authority or the local police force;
- a National Exemption Order from the Cabinet Office (e.g. for a collection over a large area of England or Wales); or
- local exemption from the police (e.g. for a scout group conducting local collections over a short period).

The Minister for the Cabinet Office is responsible for the national exemption order scheme for house to house collections. National exemption orders are generally available to charitable organisations that have obtained house to house collection licences in at least 70-100 local authority licensing areas for the two preceding years, and are able to provide evidence of licences and collection returns. Details of the application process are available from: ocs.info@cabinet-office.gsi.gov.uk (stating “Exemption Orders” in the e-mail subject line). Holders of national exemptions can be viewed on the website.

In Northern Ireland, kerbside collections (cash or goods collection) are governed by the House to House Charitable Collections Act (Northern Ireland) 1952 which requires charitable organisations wishing to collect textiles at kerbside to be authorised. Charities must obtain a licence from the Police Service of Northern Ireland for collections in each area, or alternatively get an exemption order. Further guidance on charity collections in Northern Ireland can be found here.

There are no corresponding regulations in Scotland. The Public Charitable Collections (Scotland) Regulations 1985 regulate charitable collections in Scotland but this applies to charitable collections of money only.

When applying for a licence in England and Wales, charities must state:

- the purpose of the collection;
- the area/areas where collections are to be made; and
- any prescribed information as set by the licensing authority.

The application must demonstrate that:

- the collection is worthwhile – i.e. it will raise an adequate amount of money for charity; and
- no-one involved in the collections will be paid excessively from the proceeds of the collections.

It is best practice for all charities involved in house to house collections to adhere to the Institute of Fundraising’s House-to-House Collections Code of Fundraising. Further guidance on how this applies in Scotland is also available.

The National Association of Licensing and Enforcement Officers (NALEO) has worked with partners including the TRA (Textiles Recycling Association), the Institute of Fundraising, Charity Retail Association and collectors to develop Guidance for Licensing Officers on issuing licences for charitable door to door collections for England and Wales. This guidance document is available from the Institute of Fundraising – see Section 11.
4.6.2 Health and safety

There are a number of health and safety issues to address around kerbside collection.

Under the Management of Health and Safety at Work Regulations, a risk assessment must be undertaken to identify and minimise the risks to employees or those engaged to collect textiles at kerbside. The risk assessment should also consider the potential impact on members of the public both from using the service, and as road users/pedestrians. Guidance on conducting risk assessments is available from the Health and Safety Executive (HSE) website.

The two major risks are around the use of vehicles and manual handling of waste/recycling containers. Both of these risks apply to any kerbside collection service. For guidance on health and safety issues around using vehicles in waste and recycling street collections, see www.hse.gov.uk/pubns/waste04.pdf.

For guidance on reducing the risks associated with manual handling, including training staff, selecting the right containers and determining collection frequency, read the HSE’s guidance on Manual handling in kerbside collection and sorting of recyclables.

The Waste Industry Safety and Health (WISH) Forum and Health and Safety Executive have produced joint guidance on the safe collection of waste and recycling. This guidance is available from: www.hse.gov.uk/pubns/waste23.pdf

4.7 Commissioning kerbside collection services

Once a local authority has decided to provide or support a kerbside collection service and cannot or does not want to deliver this in house, the next step is to decide how to set up the service.

There are essentially three ways to commission a service:

- procurement of a new service (either as an extension to existing waste services or as an independent service);
- Service Level Agreements (working with a partner organisation to deliver a service); or
- Memorandum of Understanding (supporting an organisation operating within the area).

The right option will depend on the current position, the type of organisations the local authority wants to work with, the value of the work and what level of involvement the authority expects. For example, authorities will need to consider who will be responsible for:
provision of infrastructure [collection vehicles, staff resource and bags or stickers for residents];
- collection of material;
- sale of material;
- promotion of the service; and
- quality of the collected materials, and deciding about onward use.

All of the three contractual options will require staff time to set up (including procurement and legal staff as well as technical/operational staff). Budgets need to be agreed both for delivering the service [capital and revenue costs] and the procurement exercise/commissioning process.

4.7.1 Reviewing existing services
If there is a kerbside collection service in place, then the first step should be to review it.

When commissioning it will be important to note:
- paperwork – are there any written agreements in place? If so, who are they with and under what terms?
- performance – is the service working in its current state? Could performance be improved? What changes may be required? Is customer satisfaction high? Are there other kerbside collections services, such as licensed charity collectors, in the area?
- can changes be made with the existing service provider?

4.7.2 Procuring a new service or changing an existing service
For a local authority where a service is not delivered in-house procurement is an option when:
- introducing textiles collections for the first time, either across an entire area or only for specific areas;
- upgrading ad-hoc agreements with existing service providers to more formal agreements;
- the local authority is planning to generate income from textile collection and resale, to cover the cost of service provision;
- updating and improving an existing service, for example by adding textile collection to an existing waste collection contract, where vehicles have the capacity to provide separate or co-mingled textile collection.

Table 7 Benefits of and considerations around procurement

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to generate income (to offset service costs)</td>
<td>Resource required to procure the contract</td>
</tr>
<tr>
<td>The ability to define services required</td>
<td>Resource required to monitor the contract</td>
</tr>
<tr>
<td>The opportunity to capture more textiles</td>
<td>The contract may contain an element of risk in terms of income generated</td>
</tr>
<tr>
<td>Security of a formal contract</td>
<td>Will social enterprises be able to compete</td>
</tr>
<tr>
<td>Current market is buoyant and competitive</td>
<td>Market conditions may change</td>
</tr>
<tr>
<td></td>
<td>Risk of diverting textiles from one operator to another and not achieving higher levels of collection overall.</td>
</tr>
</tbody>
</table>
1.0 Understanding textile re-use

2.0 Policy context

3.0 Choosing the right methods

6.0 Community re-use

5.0 Bring banks

8.0 Promoting textile re-use & recycling

7.0 Bulky non-clothing textiles

9.0 Monitoring & evaluation

10.0 Glossary

11.0 Further information

### Table 8: Key points to consider in procuring a service

<table>
<thead>
<tr>
<th>Contract structure</th>
<th>Is the contract for kerbside collection only, sale of materials only, or a combination of the two? Will this include other collection routes such as bring banks?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Does it include or exclude provision of containers?</td>
</tr>
<tr>
<td></td>
<td>Is there scope to work together with another authority (or authorities)? Economies of scale can be more attractive to the market and encourage more competitive bidding for contracts. However, if different authorities have slightly different service requirements, this can make the contract more complicated</td>
</tr>
</tbody>
</table>

| Contract value | Does the contract exceed thresholds for open competition under EU procurement rules? |

<table>
<thead>
<tr>
<th>Sale of materials</th>
<th>Will this include textiles collected at bring sites?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Will this be part of a wider contract with a waste disposal authority (WDA)? Are there arrangements in place requiring the Waste Collection Authorities (WCAs) to deliver recyclables to the WDA?</td>
</tr>
<tr>
<td></td>
<td>Will this include specification of end markets?</td>
</tr>
</tbody>
</table>

| Length of contract? | What period should the contract cover? A longer contract term means that the resource and cost requirements for contract renewal/future procurement will be lower; however, this must be balanced with the risk that the price of textiles could fluctuate over time. |

<table>
<thead>
<tr>
<th>Income generation</th>
<th>Will income be derived? If so, how will this be structured?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>What provision is in place to cope with changes in the market price for textiles?</td>
</tr>
<tr>
<td></td>
<td>Different payment mechanisms can be used – either tracking market price or providing a more stable but lower price.</td>
</tr>
<tr>
<td></td>
<td>Will there be a donation to a charity? Will this be money or stock?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inclusion of specific contract terms</th>
<th>Will the contract seek to encourage or incentivise social and environmental benefits, such as re-use of textiles rather than recycling?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>How will third parties demonstrate that materials are dealt with appropriately and in line with Duty of Care requirements?</td>
</tr>
<tr>
<td></td>
<td>How will data be reported to the local authority?</td>
</tr>
<tr>
<td></td>
<td>How will the services be communicated to the public? Will there be joint campaigns to raise awareness?</td>
</tr>
<tr>
<td></td>
<td>Can any additional benefits be generated by working with social enterprise or third sector organisations?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conduct research</th>
<th>Have you spoken to other authorities about their experiences?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Can you conduct soft market testing by talking to potential service providers or merchants?</td>
</tr>
<tr>
<td></td>
<td>Are there any existing local procurement frameworks that could be used to reduce overheads?</td>
</tr>
</tbody>
</table>

4.7.3 Service level agreements

A service level agreement (SLA) is a document that formally sets out the requirements and expectations for a service. This is equivalent to a contract, even if no money is paid for running the service. It records what both parties can expect from each other in terms of service and standards. It is important to take advice from internal legal/procurement teams on the process in selecting a partner and setting up a SLA.

SLAs are often used between local authorities and charities when charity banks are placed on local authority owned land. However, they can also be used for kerbside collections, particularly for initial pilot programmes. A SLA was the basis for the kerbside collection pilot programme delivered by TRAID in partnership with Bexley Council.

A SLA should cover, as a minimum, the service areas outlined in Table 10.
### Table 10 What to consider in a SLA

<table>
<thead>
<tr>
<th>The service provider should:</th>
<th>The SLA should:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure that regular collections are made from the kerbside.</td>
<td>Define what is meant by ‘regular’ and how this will be monitored.</td>
</tr>
<tr>
<td>Provide regular data on the quantity of materials collected</td>
<td>Specify how data will be presented and whether this is an overall figure or whether data from each collection round or area should be included. (NB: Average bag weights should be checked on a regular basis.)</td>
</tr>
<tr>
<td>Ensure that littering from bags is limited.</td>
<td>State whether new bags are to be dropped off at the doorstep, and if so where it is acceptable to place them (i.e. through the letterbox) and where it is not acceptable (on the pavement outside the house).</td>
</tr>
<tr>
<td>Ensure collection vehicles and drivers are branded, either with the organisation or the council logo/colours, and operatives wear a uniform and carry identification.</td>
<td>Specify branding requirements for vehicles and staff uniform.</td>
</tr>
<tr>
<td>Maintain, at its own cost, public liability insurance and submit proof of insurance to the local authority.</td>
<td>Provide details of what insurance will be required and the terms under which it should be provided. Standard levels are around £10 million pounds.</td>
</tr>
<tr>
<td>Provide regular information on the end markets of the material collected, and whether this is for re-use, recycling, recovery or disposal.</td>
<td>Consider use of incentives to encourage the service provider to divert materials for re-use as opposed to recycling. (NB: When transferring waste textiles organisations must now declare on the waste transfer note that the waste hierarchy has been considered in selecting the destination of the material).</td>
</tr>
</tbody>
</table>

4.7.4 Memorandum of Understanding (MOU)

In some areas, charities are operating kerbside collections (and have done for some time) with no formal agreement in place regarding service levels or obligations. Instead, the process has been agreed verbally, or in an email or note. Legally this is known as a Memorandum of Understanding (MOU).

While MoUs are commonly used for bring bank arrangements, they are not recommended for kerbside collection, as they provide no assurance of a reliable service for householders. Instead, it is important for all parties to have a formal agreement such as a SLA, as this will enhance understanding between the parties and provide a reliable service for householders.
4.8 Tips for maximising quality and quantities collected

To get the best possible performance from your kerbside collection, collectors need to focus on both quantity – increasing the amount of textiles diverted from disposal – and quality: avoiding contamination of materials left out for collection.

4.8.1 How to increase quantity

The amount of textiles collected typically depends on a number of factors, including how long the service has been in place, how well it is known and how easy it is to use – as well as any competition from other textile collection services (whether at the kerbside, or via bring banks or community re-use initiatives.)

To increase quantity, local authorities should focus on:

- ensuring the service is easy to use and residents do not have to go out of their way to participate;
- improving communications to increase householder awareness and engagement;
- making it easy for householders to donate a wide range of items; and
- increasing service coverage so a higher proportion of residents can use it.

It is important to remember that any efforts to increase use of kerbside collection may have an impact on other textile re-use and collection services.

4.8.2 How to increase quality

Kerbside collections can be contaminated by:

- unrequested textiles, e.g. pillows, toys, carpets or shoes etc;
- non-textiles items such as bric-a-brac;
- rainwater, if containers are left outside; and
- when collected with other dry recyclables, by food, liquids and other recyclables.

This has a range of impacts. While non-textiles and unrequested materials may or may not be an issue depending upon what the merchant or reprocessor accepts, they can reduce the value of textiles and increase the costs of the collection service; the collection crew may need to reject items at the kerbside, which will take more time.
To avoid contamination and increase quality, local authorities should:

- provide clear information to householders on the types of materials accepted at the kerbside, and the condition these items should be in;
- consider the use of transparent containers so that collection crews can spot potential contamination instantly, rather than having to examine items left; and
- provide crews with clear instructions on how to deal with contamination and what should be rejected at the kerbside.

4.9 Dealing with suspected bogus kerbside collections

The increase in value of textiles has led to an increase in theft and fraud involving textile collections. Bogus collections and theft of textiles are an increasing problem as they divert textiles away from legitimate collectors and undermine public confidence in services. Bogus kerbside collections generally refer to:

- distribution of fraudulent collection bags to householders which pose as being from a legitimate charity or other organisation (e.g. a company collecting on behalf of a charity); and
- textiles placed out for collection being taken by collectors who are unconnected to the local authority/charity providing the collection service.

4.9.1 Dealing with thefts from kerbside

If bags are clearly marked as being placed out for collection by an authorised charity, third party or local authority, anyone else taking the bags is committing theft. This should be reported to the local police, as well as the National Fraud Intelligence Bureau (NFIB) – a special police department which collates and analyses fraud crime and intelligence nationally and has a charity desk where intelligence about bogus and stolen collections is channelled and acted upon. Proof will be required that a bag was put out for collection by a specific organisation, e.g. a named charity. When the crime is followed up, the collector will need to provide a statement that no other person is authorised to take stock.

The contact details for the NFIB are: 020 7601 6999 or email charity.desk@cityoflondon.police.uk. In addition, the local Trading Standards Department can be contacted as they may wish to take enforcement action.

To help combat theft from the kerbside, local authorities or licensed collectors may wish to provide the following advice to householders:

- To reduce the risk of theft, place bags outside as close to the scheduled collection time as possible.
- If a collection is missed, bags should be taken back into the house to await the next collection, or taken to a bring bank or charity shop?

4.9.2 Dealing with fraudulent collections

To help minimise fraudulent collections, local authorities should provide information about the charities and companies that are licensed or supported to undertake collections in the local area, either on their website or through other channels.

Members of the public should be advised that if they have any concerns about illegal collections or fraudulent bags, they should contact their local authority and speak to Licensing or Trading Standards Officers; they may also wish to contact the Advertising Standards Authority. Licensing Departments should have current lists of who is licensed and also state what enforcement action is available to those who collect illegally.

All licensed collectors must provide information about their organisation, either printed on bags or in accompanying literature. This should contain a company number and/or a charity registration number which can be checked with Companies House or the Charity Commission to see if an official collection is taking place in the area. All charity bags collected by partnership organisations are required to carry a solicitation statement as per Part II, Section 60 of the Charities Act 1992.
Prosecuting bogus collectors
The Trading Standards Institute has developed a toolkit to help all enforcement staff such as the police, local Trading Standards departments, HMRC, etc to pursue successful enforcement in cases of bogus collections or theft. For more details contact Trading Standards on 0845 608 9623 or visit www.tradingstandards.gov.uk

Tip: Give with confidence
The Fundraising Standards Board (FRSB) has launched a ‘Give with Confidence’ campaign. This allows charities registered with the FRSB to use a tick logo on their materials so members of the public know the charity is legitimate. Find out more in Section 7.7.3 of this guidance.
5.0 BRING BANKS

Overview
This section is aimed at local authorities, charities and textile merchants/collectors that have decided to introduce bring banks, following the processes outlined in Section 3 of this guide, or those that are looking to review existing bring bank services. It provides guidance on how to set up and operate bring banks, compares the different options for bring banks – i.e. whether banks are operated by local authorities, charities or private companies – and covers:

- practical considerations, such as types of bank, where to locate banks and how many are required;
- specific legal and policy issues that apply to bring banks; and
- how to commission bring banks services.

Further guidance on bring banks
WRAP is developing comprehensive guidance on the use of bring banks for reuse and recycling of all materials. This guidance was published in Autumn 2012 and provides more detail on key issues such as bring site design, operation and performance management.

5.1 What are bring banks?
Bring banks are dedicated containers where people can bring materials for recycling and re-use. Bring banks for textiles are found in a range of locations, including household waste recycling centres, public sites (such as community centres or municipal car parks) and private land (e.g. supermarket car parks). Banks state what type of materials can be left there, and members of the public can place their unwanted textiles, in bags, within the banks.
Table 11 shows the amount of textiles collected by some local authorities via bring banks.

Table 11  Top performing local authorities for amount of textiles collected per household via bring banks (2010/11)

<table>
<thead>
<tr>
<th>Authority</th>
<th>Number of households</th>
<th>Country</th>
<th>Textiles &amp; footwear (tonnes)</th>
<th>Kgs per household</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Lothian Council</td>
<td>45,968</td>
<td>Scotland</td>
<td>509.37</td>
<td>11.08</td>
</tr>
<tr>
<td>East Renfrewshire Council</td>
<td>37,852</td>
<td>Scotland</td>
<td>340.23</td>
<td>8.99</td>
</tr>
<tr>
<td>Bracknell Forest Borough Council</td>
<td>48,110</td>
<td>Scotland</td>
<td>335.84</td>
<td>6.98</td>
</tr>
<tr>
<td>Oxford City Council</td>
<td>59,660</td>
<td>Scotland</td>
<td>404.25</td>
<td>6.78</td>
</tr>
<tr>
<td>Hart District Council</td>
<td>37,550</td>
<td>England</td>
<td>244.79</td>
<td>6.52</td>
</tr>
<tr>
<td>Aberdeenshire Council</td>
<td>114,086</td>
<td>England</td>
<td>738.59</td>
<td>6.47</td>
</tr>
<tr>
<td>Gosport Borough Council</td>
<td>36,620</td>
<td>England</td>
<td>227.59</td>
<td>6.21</td>
</tr>
<tr>
<td>Aberdeen City Council</td>
<td>113,508</td>
<td>England</td>
<td>677.53</td>
<td>5.97</td>
</tr>
<tr>
<td>Wokingham Council</td>
<td>64,140</td>
<td>Scotland</td>
<td>369.63</td>
<td>5.76</td>
</tr>
<tr>
<td>Wycombe District Council</td>
<td>71,000</td>
<td>England</td>
<td>406.55</td>
<td>5.73</td>
</tr>
</tbody>
</table>

*Cornwall also operates kerbside collections.

NB. These figures may include tonnages collected by other organisations operating within the area for which the local authority has obtained data.

5.2 The options for bring bank services

Bring banks can be provided by local authorities, charities or other community sector organisations, private sector companies, or a combination of the three (e.g. a local authority providing a bring bank, from which all textiles received are donated to a charity.)

Important

The presence of charity or private sector bring banks in an area may impact on any bring banks offered by a local authority, and vice versa.

In addition to reducing the volume of textiles disposed of as waste, bring banks can generate a range of other benefits, depending on the type of organisation operating the banks and the quality of textiles received via bring banks, which in turn affects the level of income that can be generated.

Figure 3  Textiles and footwear yields collected by authorities at Bring Sites in 2011/12 (kg/hhld/yr) - UK
### Table 12: Benefits and considerations of bring banks operated by different types of organisation

<table>
<thead>
<tr>
<th>Operator</th>
<th>Benefits</th>
<th>Considerations</th>
</tr>
</thead>
</table>
| Local authority bring banks* | **Social:**  
- Can create jobs and/or increase job security for collection crews.  
- Generally, accessible at all hours, providing greater convenience.  
- Opportunity for local authorities to donate income to third parties.  

**Environmental:**  
- May enable some textiles to be re-used within the local area (depending on the end markets for the reprocessor).  
- Extends the life of the textile items through resale.  
- Reduces carbon emissions.  

**Financial:**  
- Reduces amount of textiles disposed of – so reduces costs of disposal.  
- Can be a source of income (via the sale of textiles).  
- May be more cost-effective than kerbside collection.  |
|                           | **Economic:**  
- What is the business case?  
- Does the income from the sale of textiles offset the cost of collection?  
- How can income be maximised?  
- How much time and resource is available to promote the service? staff time and communications materials will be required.  

**Service design/delivery:**  
- Is there a reasonable network of bring banks within the area for residents to use?  
- Does the network include banks on private land i.e. supermarket car parks?  |
| Commercial collections    | **Social:**  
- May or may not be a social benefit depending on whether the private organisation also donates funds or materials gained.  

**Environmental:**  
- May enable some textiles to be re-used within the local area (depending on the end markets for the reprocessor).  
- Extends the life of the textile items through resale.  
- Reduces carbon emissions.  

**Financial:**  
- Reduces volume of textiles disposed of – so reduces costs of disposal.  
- Can be delivered at no cost to the local authority.  |
|                           | **Economic:**  
- How much time and resource is available to promote the service? staff time and communications materials will be required.  
- Does it matter if the local authority receives no income from the sale of materials collected?  

**Service design/delivery:**  
- Is there a reasonable network of bring banks within the area for residents to use? If not, are current operators able to cover a larger area?  
- What data, if any, will be provided to the local authority about volumes collected?  |
|                           | **Political/cultural:**  
- What alternatives are available if residents do not want to support a private sector collection, especially if there is no charity or community benefit?  |

*Banks provided by or on behalf of a local authority. This could be where permission has been given from a pub/shop/school, or where land has been leased, a public highway or a council owned car park.*
Table 12  continued

<table>
<thead>
<tr>
<th>Operator</th>
<th>Benefits</th>
<th>Considerations</th>
</tr>
</thead>
</table>
| Charity – banks provide stock for charity shops or onward sale to provide an income to the charity. | Social:  
- Fosters community spirit, as residents will engage with local or national charities, or local community groups, schools etc, depending on where the bank is hosted.  
- Provides an opportunity for partnership working between local authorities and charities.  
- Can provide a social benefit, either directly via the charities’ work collecting and selling items, or where a private collector is contracted to collect for the charity income is generated for the charities’ work.  
- Can create jobs or volunteering opportunities locally, both in collection and resale of clothing.  
- Provides affordable clothing to the local community, if banks operated by a charity with local shops. | How much time and resource is available to promote the service? Staff time and communications materials will be required.  
Does it matter if the local authority receives no income from the sale of materials? |
| | Environmental:  
- May enable some textiles to be re-used within the local area (depending on the end markets for the reprocessor).  
- Extends the life of the textile items through resale.  
- Reduces carbon emissions – delivering some of the highest carbon savings of all re-use options. | Service design/delivery:  
- Is there a reasonable network of bring banks within the area for residents to use? If not, are current operators able to cover a larger area?  
- What data, if any, will be provided to the local authority about volumes collected?  
- Does it matter if charities request only good quality clothing – which may reduce the amount of material collected? |
| | Financial:  
- Can be a source of income, both for charities and local authorities if working in partnership (e.g. profit share, or charging fee/rent for providing the host site).  
- Reduces volume of textiles disposed of – so reduces costs of disposal.  
- Can be delivered at no cost to the local authority. | Political/cultural:  
- Do householders trust the organisations that are providing the services?  
- What alternatives are available if residents do not want to support the charity/charities the local authority has authorised? |

To find out more about how bring bank service can generate an income for local authorities, read the case study on bring bank services in Wales.
5.2.1 Calculating the costs and benefits of operating/authorising bring bank services

While there are potentially considerable financial benefits to be gained from bring bank services – both in terms of diversion of textiles from landfill (disposal) and the sale of the material collected (income) – there are also a range of direct and indirect costs.

The main costs lie within the provision of a service (physically collecting textiles from banks). But even when local authorities do not operate the services themselves, there are some important costs to be calculated that may not be immediately apparent – such as staff time in promoting, monitoring and evaluating the service.

When considering the cost of bring bank services, direct costs and indirect costs should be considered.

Evaluating the whole system costs will indicate which model is most suited for a local authority. Table 13 below provides a summary of total direct and indirect costs to help with this process.

**Table 13  Costs associated with different services**

<table>
<thead>
<tr>
<th><strong>Local authority provided banks:</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scheme set up:</td>
<td></td>
</tr>
<tr>
<td>• Cost of banks – cost will be determined by size and type of bank and any additional security measures required such as secure locking or smart water systems.</td>
<td></td>
</tr>
<tr>
<td>• Signage.</td>
<td></td>
</tr>
<tr>
<td>• Communications to launch service, leaflets, website updates and PR.</td>
<td></td>
</tr>
</tbody>
</table>

Staff time:  
• Monitoring performance.  
• Publicising the location of the banks(s) through awareness raising and providing information on the local authority website.

**Textile merchant provided banks and charity provided banks (working through a local authority contract):**

The costs to local authorities for supporting a bring bank service that is operated under contract by a charity include staff time to:  
• procure the service;  
• monitor performance of the contract;  
• liaise with the charity;  
• publicise the location of the bank(s);  
• request and process tonnage data; and  
• ensure that sites provided are accessible to the public and to the charity for collection or conducting any work required to maintain the site.

**Textile merchant and charity provided banks (not working through a local authority contract):**

The costs to local authorities around authorising privately operated bring bank services include staff time to:  
• liaise with the organisation operating the bank(s);  
• publicise the location of the bank(s);  
• request and process tonnage data (if provided).
5.3 How to operate bring bank services

When considering the addition of textiles banks or improving collection from existing banks, the first step is to conduct an operational evaluation, to answer the following key questions:

- What is the geography and population density of the area? How many households are there? How many people work in the area?
- Are bring banks currently operated in the area, and if so by whom? How many banks are there already in the area? A good rule of thumb is that one bring bank should be sufficient to serve 1000 properties. A map of existing sites, including the location of any privately operated banks, can be very useful.
- What other options are there for textile re-use in the area? Where are other donation points such as charity shops and can you access any information on scheme performance? Are there any kerbside collection services in the area? Who operates them? Is there any tonnage information? What new sites are available?
- Is the relevant authorisation for the siting and operation of the banks in place? (See section 5.4.2)
- Have elected members Parish Councils and other appropriate stakeholders been consulted?

Using the data collected, local authorities can then decide about:

- the ideal number of bring banks and sites for the area NB It is important to decide whether or not to include privately operated banks within this figure.
- where best to locate banks in terms of population density, housing type (i.e. should areas with flats have textile bring banks?), and proximity to alternative textile collection sites, such as charity shops.
- whether banks are sufficiently accessible for both for the public to donate and for collectors
- whether existing bring banks are diverting resources from local charity shops or kerbside collections

5.3.1 Where should bring banks be sited?

Bring banks should be located so they are visible and accessible to the public and operators. They can be sited in a range of locations including:

- Local authority owned sites, such as household waste recycling centres, as well as car parks of public buildings such as council offices schools, leisure centres or libraries. Such sites are generally in public areas, and are thus easily accessible both to the public and for collection vehicles. Other potential locations include laybys and pavements near shopping areas (particularly small groups of shops and local high streets).
- Private land, such as pub or supermarket car parks. Most supermarkets now recognise that providing bring sites can be beneficial for their customers and for the environment. A number of supermarkets select charities to provide textile recycling services at their stores because of the perceived benefits of the association. In a small survey of 5 national supermarket chains carried out for this project, four had national arrangements with major charities (e.g. Oxfam or Salvation Army) and one had agreements with a preferred list of 10 charities. None of the companies surveyed gained financially, although two took a close interest in how funds raised from the bring banks on their car parks were spent.

TIP: Ensure sites are visible

Having highly visible sites means householders are more likely to use them and problems such as materials left at the side of the banks, graffiti or damage, can be noticed and reported quickly. These issues can turn sites into a ‘local eyesore’ and can deter use.

**Figure 10** A textile bank located in a segregated area at an HWRC.

### Siting banks and planning

Local authorities do not require planning permission to site textile banks on their land. Banks are deemed a permitted development under the Town and Country Planning (General Permitted Development) Order 1995 or in Northern Ireland, The Planning (General Development) Order (NI) 1993. A Highways Authority may also allow textile banks to be located on a pathway such as a pavement but approval may need to be obtained from the planning department.

Typically, bring banks located on private land such as supermarket car parks are unlikely to be deemed a ‘material change of use’ and therefore will not require planning consent from the planning authority. However, any organisation planning on siting a textile bank should contact the planning authority to check whether planning permission is required.

### Dealing with local concerns and objections

Historically, there have been problems siting recycling banks in some areas, especially where complaints from residents or landowners about nuisance (e.g. noise, traffic, litter etc) caused by the site have resulted in banks being removed. It can be difficult to find new sites but many of the nuisance elements associated other recyclables are reduced for textiles.

**Privately operated banks**

As textiles are an increasingly valuable commodity, in recent years there has been a rise in the siting of single textile banks in private car parks or on private land. Many organisations are paying for the privilege of being able to locate one of their textiles banks on a piece of private land. This has increased the overall number of textile banks – especially on private sites – and there is greater competition within the local area.

There have also been instances of banks suddenly ‘appearing’ on both private and public plots – in some instances without the permission of the landowner. Notifications have been issued to local authorities (from local authority networks and local police) to look out for them. For more information about unauthorised banks and how to deal with them see Section 5.7.

**Tip: checking the paperwork**

Record keeping around bring banks is not only good practice, but it can help protect bring bank operators. Many banks have been sited without written agreement. If this is the case, the landowner can remove the banks as the operator has nothing to prove they have the landowner’s permission to use the site. Similarly, if the landowner wants to replace the bank (e.g. bring in a new operator) the operator has no grounds to prevent it happening.

Local authorities should have a map of all bring banks situated on local authority owned land and there should be written agreements in place regarding permission to site banks or provide services. Other organisations should have paperwork recording permission provided to site banks on private land.

Written agreements benefit landowners too; it means it is easier for them to ensure operators maintain banks, keep sites tidy, collect regularly etc.

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13 See [www.doeni.gov.uk/niea/bringbank_policy_revised.pdf](http://www.doeni.gov.uk/niea/bringbank_policy_revised.pdf)
5.3.2 Types of bring banks
Textile banks at bring sites can complement existing banks provided for glass, cans, paper etc, and may be of a similar size to suit the local situation and match adjacent banks. They generally have a similar design, with an access chute at the front for the deposit of textiles, which normally has a rain cover above it. Below the chute, there is an access door that allows entry to the bank for the removal of the contents.

Access to the chute is designed to be restricted to prevent human entry or the use of any implement to “fish” out the contents. The door is fitted with a heavy duty lock that may be protected by a security cover. Textile banks are usually fabricated from mild steel and manufactured to be weatherproof and secure from vandalism or attempted theft.

There are many different designs and sizes on the market and organisations should select a design that fits the street furniture requirements of the local area and aligns with their own branding.

Figure 11 Haringey Council working in association with LM Barry and Co Ltd textile bank (left), a BCR Global Textiles Ltd bank in Shropshire (middle) and a Salvation Army bank in Nottingham.

Table 14 Average Textile Recycling Bank Dimensions

<table>
<thead>
<tr>
<th></th>
<th>Large Bank</th>
<th>Small Bank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width</td>
<td>1500mm</td>
<td>1115mm</td>
</tr>
<tr>
<td>Height</td>
<td>1940mm</td>
<td>1460mm</td>
</tr>
<tr>
<td>Depth</td>
<td>1220mm</td>
<td>935mm</td>
</tr>
</tbody>
</table>

HWRCs may have larger recycling containers such as ISO containers or 25cu yd skips. These do not require as frequent collection and suit the increased use and space that HWRCs may have. The door of the container should be secured to prevent theft and residents entering the container.

Figure 12 Close-up of a textile bank showing the main features of the chute and access door with protected lock. Also prominent are instructions and safety information.
5.3.3 Frequency of collections
Frequent collections are essential to ensure that:
- there is always capacity for residents to deposit textiles;
- theft is reduced – full banks can make theft easier;
- any textiles left around banks can be quickly removed;
- any graffiti or damage can be identified and rectified; and
- any health and safety concerns can be identified and rectified.

The speed at which banks are filled depends on the local area and the levels of usage by the public. Speak to service providers about frequency of collection to determine the optimum frequency for the area: many service level agreements will just detail ‘regular’ as the specified frequency.

It is important to ensure that all collectors have access, and where possible that they do not seek to collect at the same time, to minimise disruption to the public.

Tip: Prepare for campaigns by modifying frequency
If you are planning specific communications campaigns for textile re-use (e.g. spring clean campaign), a more frequent collection may be required for a defined period to cope with extra demand.

5.4 Policy context and legal duties around bring bank services
Any collector operating or authorising bring bank services needs to be aware of the policy context and legal duties. As well as general requirements under the Landfill Directive and Waste Framework Directive, and controls on exporting textiles, all of which are detailed in Section 2 of this guide, there are some specific requirements around operating bring bank services.
5.4.1 Site health & safety & liability

There are a number of health and safety issues for collectors to address around bring banks.

Under the Management of Health and Safety at Work Regulations, a risk assessment must be undertaken to identify and minimise the risks to employees or those engaged to empty bring banks, as well as the risks to members of the public using the banks. Guidance on conducting risk assessments is available from the Health and Safety Executive (HSE) website.

The HSE has produced guidance on the safe operation of bring sites and household waste recycling centres, which covers vehicle movement, layout, equipment, emptying operations etc. This guidance can be downloaded from the HSE website.

5.4.2 Authorisation for siting or operating bring banks

This section outlines the authorisations required for siting or operating bring banks in each part of the UK by the relevant environmental regulator.

**England and Wales (Environment Agency)**

Textile banks could be low risk waste activities see the Environment Agency website.

**Scotland (SEPA)**

Bring banks require an exemption from SEPA under Paragraph 18 of the Waste Management Licensing Regulations (Scotland) 2011. The exemption is not time limited, but can be de-registered by SEPA if the site is not managed properly, does not fulfil the requirements of the exemption, or causes pollution or harm to health.

Further guidance is available at www.sepa.org.uk/waste/waste_regulation/application_forms/exempt_activities.aspx

Organisations that sort or grade textiles from bring banks and other sources [e.g. charity surplus stock] will be regarded as handling waste and must apply for an exemption or a waste management license for the storage and processing [e.g. sorting or baling] of the textiles. See Section 2.

**Northern Ireland (NIEA)**

Bring banks require an exemption from NIEA under Paragraph 18 of the Waste Management Licensing regulations (NI) 2003 (as Amended). NIEA also have a “Bring Bank” policy which simplifies the process for recycling operators and voluntary organisations, by enabling them to make a single waste exemption application to the NIEA for all of their bring bank sites. To take advantage of this policy, the owner of the bring banks is required to provide details of each site/location (with site plan), number of banks and the type of material collected (i.e. textiles in this instance).

Further guidance is available from:

Organisations that sort or grade textiles from bring banks and other sources [e.g. charity surplus stock] will be regarded as handling waste and must apply for an exemption or a waste management license for the storage and processing [e.g. sorting or baling] of the textiles. See Section 2.
5.5 Commissioning bring bank services

Once a local authority has decided to operate or support a bring bank service, the next step is to decide how to set up the service.

There are essentially three ways to commission a service:

- procurement of a new service (either as an extension to existing waste services or as an independent service);
- Service Level Agreements (working with a partner organisation to deliver a service); or
- Memorandum of Understanding (supporting an organisation operating within the area).

The right option will depend on the current position, the type of organisations the local authority wants to work with, the value of the service and what level of involvement the authority expects. For example, authorities will need to consider who will be responsible for:

- provision of infrastructure (banks, sites, maintenance and signage);
- lease agreements with private land owners;
- collection of material;
- sale of material; and
- promotion of the service.

All of the three contractual options will require staff time to set up (including procurement and legal staff as well as technical/operational staff). Budgets need to be agreed both for delivering the service (capital and revenue costs) and the procurement exercise/commissioning process.

5.5.1 Reviewing existing services

If there is a bring bank service in place, then the first step should be to review it – see Section 3. When commissioning you need to consider:

- Paperwork – are there any written agreements in place? If so, who are they with and under what terms?

5.5.2 Procuring a new service or changing an existing service

For a local authority where a service is not delivered in-house, procurement is an option when:

- introducing textiles bring banks for the first time either across an area (local authority area or wider partnership area), including HWRCs, or only at HWRCs;
- upgrading ad-hoc agreements with existing service providers to more formal agreements;
- the local authority is planning to generate income from the resale of textiles collected via bring banks, to cover the cost of service provision; and
- updating and improving an existing service.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to generate income (to offset service costs).</td>
<td>Resource required to procure the contract.</td>
</tr>
<tr>
<td>The ability to define exactly what service is required.</td>
<td>Resource required to monitor the contract.</td>
</tr>
<tr>
<td>The opportunity to capture more textiles.</td>
<td>The contract may contain an element of risk in terms of income generated.</td>
</tr>
<tr>
<td>Security of a formal contract.</td>
<td>Risk of diverting textiles from one operator to another, but not actually increasing volumes of textiles re-used.</td>
</tr>
<tr>
<td></td>
<td>Also risk of higher environmental impact, if instead of local resale via charity shops, textiles are collected via bring banks and exported for re-use and/or recycling.</td>
</tr>
<tr>
<td>Current market is buoyant and competitive.</td>
<td>Market conditions may change.</td>
</tr>
</tbody>
</table>
The points to consider in procuring a service are outlined in Table 16.

### Table 16 Key points to consider in procuring a service

<table>
<thead>
<tr>
<th>Contract structure</th>
<th>Inclusion of specific contract terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the contract for collection only, or does it include provision of bring banks?</td>
<td>Will the contract seek to encourage or incentivise social and environmental benefits, such as re-use of textiles rather than recycling?</td>
</tr>
<tr>
<td>Where will banks be located, who will secure the necessary agreement with site owners, and will private sites be used?</td>
<td>How will data be reported to the local authority?</td>
</tr>
<tr>
<td>Does the contract include sale of materials?</td>
<td>How will the services be communicated to the public? Will there be joint campaigns to raise awareness?</td>
</tr>
<tr>
<td>Could banks be owned by the local authority, but operated by a third party?</td>
<td>Can any additional benefits be generated by working with social enterprise or third sector organisations to promote re-use?</td>
</tr>
</tbody>
</table>

| Contract value | | |
|----------------|------------------|
| Does the contract exceed thresholds for open competition under EU procurement rules? | How will third parties demonstrate that materials are dealt with appropriately and in line with Duty of Care requirements? |

| Sale of materials | | |
|-------------------|------------------|
| Will this include any textiles collected at the kerbside? | What provision is there in the contract regarding site maintenance and cleanliness, so that the bank is attractive to use at all times? |
| Will this be part of a wider contract with a waste disposal authority (WDA)? Are there arrangements in place requiring the Waste Collection Authorities (WCAs) to deliver recyclables to the WDA? | What scope is there for contract variation? |
| Will this include specification of end markets? | |

<table>
<thead>
<tr>
<th>Length of contract?</th>
<th>Conduct research</th>
</tr>
</thead>
<tbody>
<tr>
<td>What period should the contract cover? A longer contract term means that the resource and cost requirements for contract renewal/future procurement will be lower; however, this must be balanced with the risk that the price of textiles could fluctuate over time.</td>
<td>What are the credentials of the service provider? Consider financial information, health and safety record, whether they are a company or a registered charity.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income generation</th>
<th>Impact on other stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will income be derived? If so, how will this be structured?</td>
<td>Has the impact on organisations currently operating banks, if any, been considered? A formal contract might divert textiles and income from other organisations, but not achieve higher levels of diversion of textiles from landfill.</td>
</tr>
<tr>
<td>Will there be a donation to a charity? Will this be of money or stock?</td>
<td>If textile bring banks are on the same site as banks for other recyclables, should there be communications between different organisations collecting from the site?</td>
</tr>
<tr>
<td>What provision is in place to cope with changes in the market price for textiles?</td>
<td>Different payment mechanisms can be used – either tracking market price or providing a more stable but lower price.</td>
</tr>
</tbody>
</table>

**Note:** The points to consider in procuring a service are outlined in Table 16.
Contract periods can vary and depend on local conditions. For example:

- In 2011, Kent County Council procured a two-year contract (with an option to extend by a further year) based on the collection of up to 1,200 tonnes of textiles from their 18 HWRCs.
- In Wales, nine local authorities jointly appointed a single contractor to provide a textile bring bank service across all nine areas for an exclusive service to which collected a minimum of 1,000 tonnes of textiles per annum. The contract (let in 2011) ran for three years and was extended by a further two years.

### Generating income from bring banks: Hertfordshire Waste Partnership

The Hertfordshire Textile Contract was implemented to generate income for the 11 partner authorities – the County Council and ten district councils. It involved the authorities jointly procuring a three-year contract with a private company to collect and sell textiles from 200 bring banks across the county.

A history of joint working made it easy for the authorities to come together and agree the contract terms. One authority led on the contract management, and each authority individually was responsible for arranging the frequency of collections from banks in their area.

To ensure the contract runs smoothly, the specification stipulates that the contractor can charge for every collection, which is netted from the income the authorities receive (which means the income they receive will reduce, the more collections take place). This means that each authority decides how many times it wants a bank serviced – but at the same time, is incentivised to continue to use other textile re-use services to reduce the number of collections it must pay for.

After three years, the contract will be subject to soft market testing to ensure it provides best prices and, if so, the contract can continue for another two years. The participating authorities make, on average, between £390,000 and £800,000 per annum, which equates to an estimated £2.4 million in additional income over the duration of the contract. For more information see: [www.wasteaware.org.uk/strategy/default.cfm](http://www.wasteaware.org.uk/strategy/default.cfm).

**Read a detailed case study on this contract, how it was set up, and the benefits it is delivering.**

### Tip: Getting the most from a contract for bring bank services

To get the most value from a contract for bring bank service, consider working together with another authority (or with several): the ability to achieve economies of scale can be more attractive to the market and encourage more competitive bidding for contracts. However, it is important to set out exactly what is required – particularly if each authority requires slightly different services.

#### 5.5.3 Service level agreements

A service level agreement (SLA) is a document that formally sets out the requirements and expectations for a service. This is equivalent to a contract, even if no money is paid for running the service. It records what both parties can expect from each other in terms of service and standards. It is important to take advice from internal legal/procurement teams on the process in selecting a partner and setting up a SLA.

SLAs are often used between local authorities and charities when charity bring banks are placed on local authority owned land – even if no money passes between the two parties (either for rent of the space or sale of the materials). The SLA states what
both parties can expect from each other in terms of service and standards. This is particularly important if there is a competitive selection of providers, which should be against documented evaluation criteria. A SLA should cover, as a minimum, the service areas outlined in Table 17.

Table 17 What to consider in a SLA

<table>
<thead>
<tr>
<th>The service provider should:</th>
<th>The SLA should:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure regular collections are made from the banks so they are available for use by the public.</td>
<td>Define what is meant by ‘regular’ and how this will be monitored.</td>
</tr>
<tr>
<td>Provide regular data on the quantity of materials collected (tonnage data).</td>
<td>Specify how this will be presented and whether this is an overall figure or whether data from each site is required. (NB: Average container weights should be checked on a regular basis)</td>
</tr>
<tr>
<td>Ensure the areas adjacent to the banks are kept clean and tidy.</td>
<td>Standards of cleanliness and tidiness may depend on where the bank is located and what else is located with it. Consider how to dispose of plastic bags.</td>
</tr>
<tr>
<td>Ensure banks are maintained; carry out any necessary repairs and the removal of graffiti.</td>
<td>Set out appropriate timeframes for repairs and maintenance to be conducted.</td>
</tr>
<tr>
<td>Ensure banks are in a good and safe condition and sites are maintained in line with health and safety requirements.</td>
<td></td>
</tr>
<tr>
<td>Maintain at its own cost public liability insurance and submit proof of insurance to the authority.</td>
<td>Provide details of what insurance will be required and the terms under which it should be provided. Standard levels are around £10 million pounds.</td>
</tr>
</tbody>
</table>

Table 17 continued

<table>
<thead>
<tr>
<th>The authority should:</th>
<th>The SLA should:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide suitable vehicle access to the site(s).</td>
<td></td>
</tr>
<tr>
<td>Permit the service provider to access the sites between 7am and 7pm.</td>
<td>Set out processes for informing the provider if access hours are changed.</td>
</tr>
<tr>
<td>Confirm, if possible, the location of other textile banks in the immediate vicinity.</td>
<td>State that this will be restricted to Authority owned sites.</td>
</tr>
<tr>
<td>Maintain the land on which the banks are located for the period of the agreement.</td>
<td>Provide details of any planned change of use of existing sites, and state whether alternative sites will be offered. Set out the conditions in which the land should be maintained (no potholes, weeds etc).</td>
</tr>
<tr>
<td>Other issues to consider:</td>
<td></td>
</tr>
<tr>
<td>Who will promote the sites and how will it be done?</td>
<td></td>
</tr>
<tr>
<td>Who is responsible for signage?</td>
<td></td>
</tr>
<tr>
<td>Who will retain the income?</td>
<td></td>
</tr>
</tbody>
</table>

5.5.4 Memorandum of Understanding (MOU)
In some areas, charities are operating bring banks (and have done for some time) with no formal agreement in place regarding service levels or contractual obligations. Instead, the process has been agreed verbally, or in an email or note. Legally this is known as a Memorandum of Understanding (MOU).

While MOUs are commonly used for bring bank arrangements, they are not recommended. Instead, it is important for all parties to have a formal agreement such as a SLA, as this will enhance understanding between the parties and prevent ejection from the site without warning.
5.6 Tips for maximising quality and quantity

To get the best possible performance from your bring bank services, collectors need to focus on both quantity – increasing the amount of textiles diverted from disposal – and quality: avoiding contamination of materials left out for collection.

5.6.1 How to increase quantity

The amount of textiles collected via bring banks typically depends on a number of factors, including how accessible the bank is, the density of bring banks and charity shops in the area, and how well the service is known – as well as any competition from kerbside textile collection services.

To increase quantity, local authorities should focus on:

- improving communications to increase local awareness and engagement;
- ensuring banks are emptied regularly; and
- increasing service coverage – adding new banks in underserved areas.

It is important to remember that any efforts to increase use of bring banks may have an impact on other textile re-use and collection services.

5.6.2 Quality

Textiles left in bring banks can be contaminated by:

- unrequested textiles, e.g. pillows, toys, carpets or shoes etc;
- non-textiles items such as bric-a-brac. Residents often associate bring banks with a charity and its charity shops; and
- rainwater, if textiles are left outside banks, or if the bank opening is left open.

This has a range of impacts. While non-textiles and unrequested materials may or may not be an issue depending upon what the merchant or charity accepts, they can reduce the value of textiles. They can also cause problems for other users of the banks as they can sometimes prevent the bank from opening.

To avoid contamination and increase quality, local authorities and other collectors should:

- provide clear information on the types of materials accepted at the bring bank, and the condition these items should be in; and
- state on or close to banks whether textiles should be deposited in bags.

5.7 Dealing with unauthorised banks and prevention of theft from banks

With the increase in value of textiles there has been a corresponding increase in theft and fraud involving textile collections. Unauthorised banks (or bogus collections) and theft from bring banks are an increasing problem as they divert textiles away from legitimate operators and undermine public confidence in services. In terms of textile banks, there are three key areas to deal with:

- theft from authorised banks;
- banks that are placed illegally or without the landowner’s permission; and
- bogus banks, posing as belonging to a legitimate organisation.

5.7.1 Dealing with thefts from textile banks

Anyone taking items from bring banks belonging to a local authority or any other authorised organisation is committing theft. Theft from banks should be reported to the local police, as well as the National Fraud Intelligence Bureau (NFIB) – a special police department which collates and analyses fraud crime and intelligence nationally and has a charity desk where intelligence about bogus textile collections and theft is channelled and acted upon. The contact details for the NFIB are: 020 7601 6999 or email charity.desk@cityoflondon.police.uk.

When the crime is followed up, the collector will need to provide a statement that no other person is authorised to take stock.
Organisations considering installing new textile banks, or replacing existing banks, should assess the risk of theft when selecting the containers to be used at each site. Further guidance on this is provided in Section 5.3. There are also other deterrents that can be considered, such as the forensic tagging systems used by the Salvation Army.

**Case Study: The Salvation Army**

The Salvation Army is using the SmartWater forensic tagging system as part of its approach to combating theft from its network of 5,000 textile banks nationwide. SmartWater is a colourless liquid solution that leaves a trace on people who come into contact with it, and can be transferred onto other items they touch. It is sprayed on the banks, to help catch thieves and enable stolen materials to be traced back to the originating bank.

5.7.2 Dealing with illegally placed banks

Where banks have been sited without permission, the landowners can take action to have them removed. The first step is to look at the details of the organisation provided on the banks. These should contain a company number and/or a charity registration number which can be checked with the Charity Commission or Companies House. This is followed by a series of escalating actions to request the bank to be moved – or to move it.

**Case study: National retailer**

One national retailer adopts the following procedure for textiles banks placed without its permission at recycling sites situated in its store car parks:

- The organisation responsible is contacted and asked to remove the bank within a specified timescale.
- If the bank is not removed by the deadline, the retailer arranges for it to be moved so it does not block legitimate banks and to prevent the public from using it.
- The owners of the bank are contacted again and told that if the bank is not recovered within a set timescale the bank will be taken away from the site and disposed.
- If there is no response by the deadline, then the bank is removed permanently.

Local authorities can also take action against the owners of unauthorised bring banks that are located on local authority owned land. The planning authority could take enforcement action against the owners of the containers and remove them in accordance with Section 178 of the Town and Country Planning Act. This includes the ability to serve enforcement notices, prior to the removal of the bring bank.

The TRA provides advice on removal of banks for its members. This details the Torts (Interference with Goods) Act 1977 regulations (which apply to England, Wales and Northern Ireland). The TRA's advice states:

Any bank placed on site without a licence from the landowner can be removed by the landowner by following steps set out in the Act. Accordingly, should bank operators fail to collect the banks and their contents then a landowner would be entitled to sell the goods. However, a landowner must serve the bank operators, a prescribed notice of the uncollected goods and notice of their intention to sell. If the landowner does not do this and they take action to dispose of the goods then they will be in breach and liable for damage and loss arising. Additionally, the prescribed notice requires them to give you reasonable notice to collect the goods before any sale can take place (source TRA guidance).
It is important that unauthorised bring banks are not damaged, and the owner is able to retrieve the bank(s) within a reasonable period of time. One option is to publish a list of the unauthorised banks that are held by the organisation/local authority, including location, and date the bank was removed, on a website or in a newspaper.

To minimise the impact of illegally placed banks, a monitoring system could be developed to regularly visit and review each bring bank site under an organisation’s control. The first step to do this is to record the number and locations of each bring bank, and ideally use a tagging system in order to readily identify each bring bank. Authorised collectors can also be requested to report any suspected non-authorised banks at each site. Finally, clear signage should be placed at each bring bank site, stating that any unauthorised banks will be removed.

The West Midlands Recycling Forum took legal advice on the options for more information [Please note the findings of this document do not represent the views of WRAP or any individual member who took part in the forum.].

5.7.3 Dealing with bogus banks posing as belonging to legitimate organisations
If it is suspected that bring banks are being used in an area, which appear as though they belong to legitimate organisations but are actually fraudulent, the first step is to contact the organisation named on the banks to establish whether they have a bank located at the site. If they do not, and criminal activity is suspected, contact the local police, as well as the National Fraud Intelligence Bureau (NFIB) [see details above].
Table 18 Summary of actions to address theft from banks and suspected unauthorised banks

<table>
<thead>
<tr>
<th>Issue</th>
<th>Recommended Action for Collectors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thefts from textile banks</td>
<td>- Report matter to the local police.</td>
</tr>
<tr>
<td></td>
<td>- Report matter to the National Fraud Intelligence Bureau (020 7601 6999 or <a href="mailto:charity.desk@cityoflondon.police.uk">charity.desk@cityoflondon.police.uk</a>)</td>
</tr>
<tr>
<td></td>
<td>- Make banks more secure.</td>
</tr>
<tr>
<td>Banks posing as belonging to legitimate organisations</td>
<td>- Contact the organisation named on the bank and establish whether they have a bank at the site.</td>
</tr>
<tr>
<td></td>
<td>- If no legitimate bank is located at the site, contact the local police and the National Fraud Intelligence Bureau (020 7601 6999 or <a href="mailto:charity.desk@cityoflondon.police.uk">charity.desk@cityoflondon.police.uk</a>)</td>
</tr>
<tr>
<td>Banks sited without permission</td>
<td>- Contact the organisation named on the bank and ask them to remove the bank within a specified timescale.</td>
</tr>
<tr>
<td></td>
<td>- In addition, provide information in the public domain (newspaper, internet) to enable the owner to retrieve the bank within a reasonable period of time.</td>
</tr>
<tr>
<td></td>
<td>- If the bank is not removed by the deadline, move the bank (taking care not to cause any damage) so it does not block other authorised banks, and cannot be used by the public.</td>
</tr>
<tr>
<td></td>
<td>- Contact the organisation again, and state that if it does not remove the bank within a set timescale, the landowner will remove it from the site for disposal.</td>
</tr>
<tr>
<td></td>
<td>- If no response is received by the deadline, remove the bank from the site permanently.</td>
</tr>
<tr>
<td></td>
<td>- If a response is received by the deadline, liaise with the organisation to discuss whether the organisation can be authorised to site a bank at the location, or alternatively arrange with the organisation for the bank to be removed in a timely manner. If this is not completed as agreed, remove the bank from the site permanently.</td>
</tr>
<tr>
<td></td>
<td>- In the case of persistent offenders placing banks on local authority owned sites, consider taking action under Section 178 of the Town and County Planning Act, which enables enforcement notices to be raised by the Planning Authority.</td>
</tr>
</tbody>
</table>
6.0 COMMUNITY RE-USE

Overview
This section is aimed at local authorities, charities and textile merchants/collectors that have decided to increase their support for community re-use following the processes outlined in Section 3 of this guide, and those that are looking for more information about alternative or additional community re-use initiatives.

It includes different types of community re-use, such as charity shops, community exchanges and events, and online exchanges. It also covers:
- specific legal issues that apply to community re-use initiatives; and
- how to commission community re-use initiatives, where appropriate.

6.1 What does community re-use mean?
Community re-use refers to textiles being re-used within the community. This can be as simple as passing clothing directly to friends and family, events such as jumble sales, and donating to charity shops. There are also a range of newer routes to re-use, such as swishing events, and selling or exchanging clothing online.

There are lots of ways in which community re-use can be supported, from promoting events and community services to providing information on standards and authorised textile collectors.

6.2 Community re-use initiatives
There are four main types of community re-use initiatives:
- charity shop donations;
- community collections;
- community exchanges and events; and
- online exchanges.
6.2.1 Charity shop donations
There are approximately 9,000 charity shops in the UK, operated by national, regional and locally based charities as a means of raising funds for and awareness of their charity. The Charity Retail Association (CRA) estimates that each charity shop diverts approximately 40 tonnes of textiles from landfill each year14.

The success of charity shops is dependent on the public to donate unwanted goods, purchase items and to volunteer their time – and research indicates that there is motivation to do so. Research conducted by the University of Northampton15 found that over three-quarters of people have donated to a charity shop; more than 58% of these do so at least once a year.

Research for the CRA, ‘Understanding Donors and Buyer’16, the average person:

- donates to charity shops 2.91 times and purchase items from charity shops 3.71 times per year;
- donates via house to house collections 1.46 times; and
- donates via a recycling bank 1.44 times.

Both research projects found that the prime motivation for using charity shops is a desire to help others. The CRA found that only 8% of charity shops donors and buyers do so for environmental reasons while the University of Northampton found that only 5-6% of charity shop donors and buyers do so because they recognise the environmental benefits of this approach.

The Charity Retail Association
Charity shops can be members of the CRA and should work to the Code of Charity Retailing.

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14 CRA: Key Facts about Charity Shops
16 JRA Research Ltd, Understanding donors and buyers, July 2011

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The Charity Retail Association represents approximately 80% of charity shops in the UK and introduced the Code of Charity Retailing in 2005. The Code is a self-regulatory system providing legislative and best practice guidance related to charity shops. All members of the Association of Charity Shops have had to comply with it since 2008. Shops that are members of the Association are entitled to display information that confirms their membership.

How to support charity shops
Local authorities can support charity shops by promoting them through communications and via events, and working with them to help increase the quality and quantity of textiles received.

The quality and condition of textiles are important to charities as the better the quality, the greater the income they will earn through re-use or re-sale.

A survey carried out by Groundwork Cheshire for Cheshire Council into the attitudes of householders showed:

- 42% of people would take clothes that are in ‘good condition’ to a charity shop;
- 38% of respondents were unclear on what materials were accepted by charity shops and stated they would be more likely to donate textiles for re-use and / or recycling if they had better information on what materials could be re-used and / or recycled and where.

In order to maximise the quality, condition and value of textiles, residents require clear information on the materials that can be accepted and the condition these items should be in. This can be assisted by clear messaging and communications, both by the local authority and the charity itself.
Promoting charity shops through events

Recycling in Cambridgeshire and Peterborough (RECAP) ran a project to raise the profile of local charity shops by organising events to showcase the clothes available from them. The purpose was to encourage residents to re-use unwanted clothes by donating and buying from local charity shops.

The events were organised as part of a campaign called “Wear it, Love it, Share it”. They brought together local charities under one roof to sell second-hand items including clothing.

At one event, charity stalls sold between £70 and £250 worth of used clothing. A survey indicated that 44% of attendees would start to donate or donate more often to charity, 33% would start repairing or restyling clothes, 28% would start donating or buying or more often from charity, and 15% would start to use textile recycling points.

RECAP also developed a charity shop finder on their website, to enable residents to locate charity shops in the area, an image from this finder is shown below, and it can be accessed at [www.recap.co.uk/reducing-waste/pass-it-on](http://www.recap.co.uk/reducing-waste/pass-it-on).

Find out more about the impact of the RECAP initiative in the in-depth case study.

Bag2School: raising money for schools through textile collection

Bag2School is a [fundraising scheme](http://www.wastebuster.co.uk/sport-into-schools) operating throughout the UK in partnership with schools, businesses, community groups, local councils and charities. Organisations receive an income for textiles collected, and the material collected is sold to importers and wholesalers in many countries in Eastern and Western Europe, Africa and Asia. Bag2School has worked with over 20,000 schools since 2001 and donated over £16,000,000 to charity.

The scheme is a free ‘off the shelf’ solution. Bag2School provides the materials to promote the scheme. It then organises a collection date, at which all materials collected are weighed. A cheque is then posted to the organisation who arranged the collection.

Kingston-upon-Hull Council worked in partnership with Bag2School to run collections from local schools.

17 [http://www.wastebuster.co.uk/sport-into-schools](http://www.wastebuster.co.uk/sport-into-schools)
How to promote or arrange community collections
The key aspects to consider are:

- type and quality of materials to be collected;
- how textiles will be collected and stored – are containers/bags required?
- timing and promotion of the collection;
- ensuring all relevant legislation and health and safety requirements are met; and
- what impact there may be on other textiles collection activities.

The first step for any organisation wanting to run a community collection is to find and contact textile collectors in the area, including specialist textile collectors (e.g. those that collect duvets, mattresses etc), to find a partner to collect and sell on the textiles. The partner needs to provide details of what types of textiles should be provided, what quality of materials are required and how they should be stored.

It is important that community collections are carried out in partnership with reputable organisations for example who are members of the Textile Recycling Association, Charity Retail Association or the Institute of Fundraising and adhere to the relevant codes of practice. These organisations provide online lists of their members:

Charity Retail Association – http://charityretail.org.uk/locator.php

The next step is to ensure the collection complies with legislation:

- If the items collected are considered a waste, then the requirements of the Duty of Care should be complied with (see Section 2).
- Under the Management of Health and Safety at Work Regulations a risk assessment is required for a community collection, to cover how the material is collected, its storage at the collection point and its collection by the contractor – further guidance on this is available in Section 6.5.

For some types of organisations, timing is critical to maximise the capture of textiles. For example, at universities there is often a clear out of items at the end of term and in particular at the end of the academic year: many institutions have end of term or year re-use projects.

### Birmingham City Council, University of Birmingham and the British Heart Foundation

The British Heart Foundation (BHF) was approached by Birmingham City Council (BCC) to work on a joint initiative with the University of Birmingham at the end of Summer Term 2011. At the end of every summer term, students move out of their rented accommodation in the Selly Oak area of Birmingham and, as part of their rental agreements, they have to empty their houses. Historically, this has caused waste and fly-tipping issues for the Waste Management team at BCC and as a result “In Waste Deep” was launched. In 2010, 171 tonnes of waste was generated by students and landlords and both BCC and the Student’s Guild wanted to reduce this through the provision of adequate recycling facilities and awareness raising.

The aim of the pilot programme was to understand how BHF could work better with both the University and the local authority to generate clothing stock at a significantly reduced collection cost to BHF.

As a result of the BHF pilot, almost 4 tonnes of textiles were diverted from incineration (not including duvets, pillows and other items donated), while only 2 tonnes of genuine waste entered the BCC waste system. This helped BCC meet waste reduction targets. BHF carried out collections at no cost to BCC, reducing BCC’s overall cost and waste management man hours.

The only expenditure incurred by BHF for the pilot was the cost of a driver. The pilot project demonstrated a return on investment (ROI) of 7:1. The stock generated from the pilot was supplied direct to the new Birmingham city centre shop. BCC and the University of Birmingham have confirmed that 9 of the banks sited as part of the pilot will remain permanently in situ, along with 11 of the 13 donation bins (smaller type of indoor collection container).
6.2.3 Community exchanges and events
Community exchanges are events where residents can get rid of unwanted textiles, and pick up something different for free. Known by a number of different names, including give or take days or swishing, they are becoming increasingly popular.

These types of events can be organised by a wide range of groups and organisations, from community groups targeting the public to local authorities and private businesses running events for staff. Often a local authority can be a catalyst for the event by providing resources for the community to come together to run an event – as was the case with RECAP.

How to support community exchange events
The key issues to consider in arranging a community exchange event are:

- venue;
- equipment and resources required;
- staffing (to organise, promote and run the event on the day);
- access;
- health and safety requirements;
- insurance; and
- disclaimers.

A suitable venue is key. It should be somewhere residents can get to easily and provide a safe and pleasant environment. The venue needs to have sufficient space for a large number of tables so clothing can be sorted into categories, e.g. men’s clothing, baby clothes, children’s clothing, women’s clothing etc. Clear signage is also required.

At the end of the event, there are likely to be items left over. Arrangements should be made before the event about what will be done with these materials (i.e. passed on to a charity shop, sent to a community collection, etc).

A risk assessment is required in advance of the event – further guidance on this is available in Section 6.5.

Read the case RECAP case study to find out more.
6.0 Community re-use

Tip: Include a disclaimer

It is good practice that events have a disclaimer, stating that items handed to the event become the property of the organisers and that the organisers take no responsibility for the quality or condition of the items taken away. Trading Standards can help ensure that the disclaimers used are appropriate, and some templates are provided in the guidance and further information signposted overleaf.

Further information on holding an exchange event is available from:

- [http://swishing.com](http://swishing.com)
- [www.giveortake.org](http://www.giveortake.org)

In addition, there are a number of toolkits available to help you organise a community exchange event, including:

- [Leicestershire Give or Take Guidance](http://swishing.com)
- [Forest Recycling Project ‘Give or Take’ Guidance](http://www.giveortake.org)

6.2.4 Online exchanges

Online exchanging of textiles are becoming increasingly popular and there are a number of websites facilitating this. The internet offers a convenient means of accessing a wide audience to find someone to exchange or purchase items – and online exchanges provide greater opportunities to match items wanted and offered.

Some of the most popular are:

- [eBay](http://pages.ebay.co.uk/ebayforcharity/) – international auction site which enables users to list items for auction or immediate sale, and purchase items. eBay for charity provides a way for buyers and sellers of items to support their favourite charities. Sellers can donate a percentage from any sale to a charity of their choice, and charities can also sell their items directly. Further information on eBay for charity is available from: [http://pages.ebay.co.uk/ebayforcharity/](http://pages.ebay.co.uk/ebayforcharity/)
- [Freegle](http://freegle.org) – a worldwide network made up of local community sites across the globe, which allows users to post items they offer or want for exchange
- [Freecycle](http://www.freecycle.org) – a worldwide network made up of many local communities across the globe, which allows users to list unwanted items for free exchange, or obtain items they need for free from their local area.
- [Big Wardrobe](http://bigwardrobe.com) – an international site which enables users to list clothing, shoes and accessories for sale or swap.
- [Gumtree](http://www.gumtree.com) – an international classified advertising site which is broken down into local communities, enabling users to find any items or services they are looking for.
- [Preloved](http://www.preloved.com) – classified advertising site in the UK, which enables users to buy or sell second-hand items in over 500 categories.

There are also some specialist sites for specific types of textiles. These include:

- [The Curtain Exchange](http://www.thecurtainexchange.co.uk) – a service that allows people to sell on high-quality curtains. It offers an extensive range of bespoke and ready-made curtains and blinds, as well as a second-hand curtain service which allows prospective purchasers to take curtains home for a 24 hour approval/loan period. Curtains are also sourced from show homes, cancelled orders etc.

Sites that allow you to borrow items from others are also becoming common. These can be free or incur a fee, and examples include:

- [www.ecomodo.com](http://www.ecomodo.com)
- [www.streetbank.com](http://www.streetbank.com)

There are also sites that enable users to hire or borrow clothing items, such as:

- [www.girlmeetsdress.com](http://www.girlmeetsdress.com)
- [www.thefrockproject.com](http://www.thefrockproject.com)
Online exchange – potential impact

WRAP commissioned research into online exchange sites to assess how much of an impact they may have in terms of increasing textile re-use and reducing waste. The project monitored a number of online exchange sites including eBay, Gumtree and Preloved over a period of one week.

More recently WRAP research indicates that around 3000 tonnes of textiles are exchanged through this route. For more information, see Textile Flows and Market Opportunities, WRAP 2012.

While there is an opportunity for local authorities to promote online exchanges, these should be part of a wider approach to promoting textile re-use and recycling, as not all residents will have access to the internet. The key aspect to consider when promoting online auctions and exchanges is to provide a link to sites along with a short explanation of each. The content above can be used as a starting point.

Monitoring the success of online exchanges is difficult. It may be possible for local authorities and other organisations to monitor the number of ‘click-throughs’ from their website to these sites as an indicator of their usage. Further guidance on monitoring is available in Section 9.

6.3 Benefits and considerations of community re-use initiatives

The key benefit of community textile re-use is that it diverts textiles from disposal. But community re-use initiatives can generate a range of other benefits, depending on the type of organisation running them, and the quality of textiles available.

The benefits and key considerations around different types of community re-use initiative shown in Table 19.

<table>
<thead>
<tr>
<th>Approach</th>
<th>Benefits</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charity shops</td>
<td>Social: - Provide opportunities for volunteering and employment within the local community - on average 20 volunteers and 1.5 (1 full time and one part time) paid staff members at each shop. - Increase social inclusion. - Offer low cost items of clothing – of significant potential benefit to those on low incomes.</td>
<td>Is there a reasonable network of charity shops within the area for residents to use? How much time and resource is available to promote the service? Staff time and communications materials will be required? Is it feasible to engage with large numbers of local charities / charity shops? The Charity Retail Association can put you in touch with charities operating in your area. You can check how many charity shops there are in your area by going to the Association’s Find a shop online tool <a href="http://charityretail.org.uk/locator.php">http://charityretail.org.uk/locator.php</a></td>
</tr>
<tr>
<td></td>
<td>Environmental: - Reduce waste – each charity shop diverts an average of 40 tonnes of textiles from residual waste each year. - Enable some textiles to be re-used within the local area. - Extend the life of the textile items. - Reduce carbon emissions.</td>
<td>What data, if any, will be provided to the local authority about volumes collected? Data on tonnages can be difficult to obtain as shops mostly gather sales related data.</td>
</tr>
<tr>
<td></td>
<td>Financial: - Generate funds for the charity’s work - Reduce the amount of landfill tax paid by local authorities – on average, each charity shop saves local authorities approximately £2,2402 in landfill tax per year.</td>
<td></td>
</tr>
</tbody>
</table>
### Community re-use

<table>
<thead>
<tr>
<th>Approach</th>
<th>Benefits</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Community collections</strong></td>
<td><strong>Social:</strong> Foster community spirit as residents will engage with local community groups, schools etc.</td>
<td>How much time and resource is available to promote the service? Staff time and communications materials will be required, along with links to organisations that offer collection of various items. Is it feasible to engage with large numbers of local charities / charity shops?</td>
</tr>
<tr>
<td><strong>Environmental:</strong></td>
<td>Enable some textiles to be re-used within the local area. Extend the life of the textile items. Reduce carbon emissions.</td>
<td></td>
</tr>
<tr>
<td><strong>Financial:</strong></td>
<td>Generate an income for the community group. Provide savings in textile collection and disposal costs.</td>
<td></td>
</tr>
</tbody>
</table>

| **Social:** Foster community spirit with local exchange groups | **How much time and resource is available to promote the service? Staff time and communications materials will be required, along with links to various types of sites available.** | **Environmental:** Save items from entering the waste stream, thereby diverting material from landfill. Enable some textiles to be used within the local area. Extend the life of textile items. **Financial:** Offer low or free cost items of clothing – of significant potential benefit to those on low incomes. |
| **Environmental:**           | Save items from entering the waste stream, thereby diverting material from landfill. In the case of local exchange, enable textiles to be re-used within the local area. Extend the life of textile items. |                                                                                                                                              |
| **Financial:**               | Offer low cost items of clothing – of significant potential benefit to those on low incomes. |                                                                                                                                              |

### 6.3.1 Calculating the costs and benefits of community re-use

The cost to local authorities of promoting and directing householders to charity shops and community events depends on the level of resources committed. Minimal time and cost is required to signpost householders via websites or recycling service information to charity shops in their area. It is important to provide information on the types of textiles accepted and the minimum quality requirements.
To further engage residents, authorities can organise events or communication campaigns to promote the use of charity shops. For example, ‘Wear it, love it, share it!’ events organised by RECAP involved costs for venue hire, staff time to liaise with local charities, organise and host the event, and printing costs for communications materials.

Arranging a waste exchange event can cost between £0 to £2,000 depending on the scale of the event. North London Waste Authority ran a pilot series of four ‘Give or Take’ events. A total of 527 people attended the four events, and in total, an estimated 4.74 tonnes of material was diverted from landfill either on the day (3.46 tonnes) or afterwards with the involvement of community groups (1.34 tonnes). Only around 140kgs of material brought to the events was sent to landfill. An attitudinal survey was completed at each event: 83% of respondents rated events as excellent or good and 88% stated they would attend another event.

6.4 How to organise and/or support community re-use initiatives

6.4.1 Resourcing considerations

To deliver community re-use activities, a number of resources are needed. While the extent of these requirements depends on the nature and scale of the project undertaken, Table 20 shows the roles likely to be needed.

### Table 20 Roles required for community re-use initiatives

<table>
<thead>
<tr>
<th>Role</th>
<th>Charity Shop Donations</th>
<th>Community Collections</th>
<th>Community Exchanges</th>
<th>Online Exchanges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership Coordinator</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Event Coordinator</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Publicity &amp; marketing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>IT/website staff</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Staff for events</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff for monitoring and evaluation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

6.4.2 Working with community partners

While local authorities have an important role to play local partners can also help encourage, facilitate and deliver community re-use initiatives and services.

This could involve an existing waste management contractor(s) in the private or third sectors.

17 FRP Give or Take Event Toolkit
When working with partners such as charities or community groups there are a number of steps to take:

- identify who they are – make a list of potential partners;
- map [group] them according to their level of interest, likely engagement and local resources;
- find out what objectives and motivations these groups have;
- assess ability and capacity;
- produce a plan detailing how the groups will be approached and involved; and
- formalise arrangements, if appropriate.

6.4.3 Mapping your stakeholders

Mapping your potential stakeholders – or partners – will provide an insight into who can help promote and organise textile re-use services, and how. The template in Figure 5 can be used to list partners and position them on the grid to identify those who need to, or could, be directly involved in initiatives and those that need to be kept informed.

Building relationships with partners is a complex process – do not underestimate the time and effort it can take to gain the support of groups, as the RECAP case study shows.
Find out their objectives and motivations
Finding out more about key partners, especially their objectives and motivations for collecting textiles, will give a good idea of whether they are likely to help with local re-use activities and where (geographically) they might get involved. It will also help match organisations to geographical areas and types of activities, and form the basis for initial discussions. This information can be obtained by looking at websites, speaking to colleagues or simply by contacting them directly.

Assessability, appetite and capacity
To identify which organisations are likely to be the best to work with, assess their ability to help (number of staff, number of shops, ability of staff etc) together with their appetite and their capacity to do more. Talk to colleagues or other people who know or have worked with them in the past and get their opinion. Contact a number of them and undertake an informal survey to gauge their level of interest. Relevant questions could include:

- What type of support can your organisation give to the campaign or service?
- What type/s of re-use activities would your organisation be interested in being involved with?
- What staff resources can your organisation contribute to re-use activities?
- What capacity (facilities, etc) does your organisation have to increase textile re-use?
- What would your organisation want to gain from involvement?

Produce a plan detailing how the groups will be approached and involved
From this information, draw up a list of the key organisations to target and approach them first. Once a few have agreed to take part, discuss whether you can use their networks to spread the message so others may come forward. Remember:

- there will need to be a regular programme to keep your partners informed, on-message and supporting you throughout the campaign or service; and
- strike a balance between delivering campaign activities, liaising with partners, and delivering the service – the priority is delivering successful re-use activities.

Tip: Keeping partners informed
Developing on-going relationships is a critical element of working with the community. Keeping community groups involved through regular meetings and briefings ensures a feeling of joint ownership of campaign and individual projects. It also provides a mechanism to discuss issues and problems that can then be addressed.

6.4.4 Formalising arrangements
Once you have decided what community re-use initiatives you want to support or promote, the next step is to consider what services should be provided and by whom (local partnership/charity organisation/other organisation). There are a number of options to consider depending on the scale and nature of activities, and the types of organisations involved, such as a Memorandum of Understanding (MOU) or a SLA might be more appropriate. MOU’s can be valuable where a number of organisations are coming together to work on a joint project or campaign as they set out what is required of each partner.

Table 21 gives an indication of the kinds of issues that could be set out in an MOU.
Table 21  What to consider in an MOU

<table>
<thead>
<tr>
<th>The service provider should:</th>
<th>The MOU should:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure community collections or regular events (e.g. Give or Take days, Swishing) are held to promote and encourage textile re-use.</td>
<td>Define what is meant by ‘regular’, or state a specific number and type of events that need to be held. Set out how this will be monitored.</td>
</tr>
<tr>
<td>Ensure mechanisms for re-using textiles are promoted to the public.</td>
<td>Specify how this will be delivered, to ensure that consistent information is provided by all partners on the type and quality of materials accepted.</td>
</tr>
<tr>
<td>Provide regular data on the quantity of materials collected (tonnage and destination datal.</td>
<td>Specify how this will be presented and whether this is an overall figure or whether data from each event is required.</td>
</tr>
<tr>
<td>Ensure any promotional activities and/or events are branded either with the organisation’s or the local authority’s logo/colours.</td>
<td>Specify branding requirements.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The local authority should:</th>
<th>The MOU should:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide access to disposal facilities for any items not suitable for re-use or recycling.</td>
<td>Set out what access will be available.</td>
</tr>
</tbody>
</table>

Other issues to consider:

Who will promote the events and pay for venue hire and/or refreshments if appropriate? Where required, who will provide staff, complete risk assessments, ensure suitable insurance cover is in place?

Define roles and responsibilities. Require all parties to follow best practice guidance.

6.5  Policy context and legal duties

Any local authority organising or supporting community re-use initiatives needs to be aware of the policy context and legal duties.

As well as general requirements under the Landfill Directive and Waste Framework Directive, and controls on exporting textiles, all of which are detailed in Section 2 of this guide, there are some specific requirements around health and safety for different types of community initiatives.

6.5.1  Health and safety

Under the Management of Health and Safety at Work Regulations, public community events such as community exchanges are subject to health and safety requirements in the same way that commercial events would be. Even organisers of small indoor events will be legally responsible for health and safety of staff, volunteers and members of the public. A risk assessment must be undertaken to identify and minimise the risks to employees, volunteers and members of the public. This should be one of the first actions undertaken when planning a community based event.

The risk assessment will identify potential hazards, the likelihood of the risks occurring and what can be done to minimise risks. An example of a risk assessment is shown in Figure 16. Further guidance on conducting risk assessments is available from: www.hse.gov.uk/risk/fivesteps.htm.

Event planning should take place well in advance so that risk assessments can be carried out and other specialist advice obtained where necessary. Event organisers should consider:

- size of venue – this should be big enough for all planned activities;
- emergency access; and
- car parking.

Public liability insurance will be required to cover the event organiser against anyone injuring themselves or others at the event. It is recommended that events are covered for a minimum of £2 million.
Depending on the number of people expected to attend, it may be necessary to provide first aid cover. If there is likely to be any disruption to traffic, the local police must be informed. The local police should also be informed about event details such as layout, entrances/exits, the number of people expected.

The Health and Safety Executive (HSE) provides advice on their website (see links below) with specific guidance and information. The following links provide further guidance on the health and safety requirements related to community re-use schemes:

- HSE – The event safety guide
- Code of Practice for Outdoor Events
- First Aid Event Cover – St John Ambulance
- Trading Standards – selling at Car Boot Sales

The checklist in Table 22 provides a summary of the key health and safety issues for organisations to consider.

**Table 22  Key health and safety issues**

<table>
<thead>
<tr>
<th>Aspect/ Issue</th>
<th>What to do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has a risk assessment been completed?</td>
<td>Consult HSE guidance on conducting risk assessments</td>
</tr>
<tr>
<td>If a risk assessment is in place, is it appropriate for the activity? For example, in the case of community exchanges, is the venue large enough to cater for the expected number of people?</td>
<td>Review the existing risk assessment, and update as appropriate using the HSE guidance on conducting risk assessments referred to above.</td>
</tr>
<tr>
<td>Have standard operating procedures or method statements been prepared, based on the findings of the risk assessment? If these are in place, are they followed?</td>
<td>If none are in place for activities such as accepting textiles at a community exchange, or collecting items from community collections, draft a procedure or flowchart outlining the steps to be taken to conduct the activity. Once produced, review operations to ensure that the defined process is followed.</td>
</tr>
</tbody>
</table>
6.6 Dealing with suspected bogus textile collections

With the raise in value of textiles there has been a corresponding increase in theft and fraud involving textile collections. The City of London police have suggested that charity bag fraud could cost the sector up to £50m per year20.

Bogus collectors and theft are an increasing problem for the textile re-use and recycling industry as they divert textiles away from, and undermine public confidence in, legitimate collectors and services. Potential risks include:

- thefts of clothes placed in charity shop doorways; and
- illegal ‘man in a van’ type operations buying textiles from individuals or community groups.

To help combat theft of textiles delivered to community collections, or events, organisations should provide the following advice to householders:

- Deliver items during opening hours only.
- If the facility is not open, hold on to the items if at all possible and try another time – or take them to another location, such as a textile bank.
- Check if the organisation is a member of:
  - the Textile Recycling Association
  - the Charity Retail Association; or
  - Institute of Fundraising.

If there are any suspicions about criminal activity contact the local police, as well as the National Fraud Intelligence Bureau (NFIB). This is a special police team which collates and analyses fraud crime and intelligence nationally and has a charity desk where intelligence about bogus and stolen textiles is channelled and acted upon. The contact details for the NFIB are: 020 7601 6999 or email charity.desk@cityoflondon.police.uk.

20 City of London Police press release, 8th September 2011, Major Strike against Charity Bag Fraud Gang
In addition, the local Trading Standards Department could be contacted as they may wish to take enforcement action.

The Trading Standards Institute has developed a toolkit to help all enforcement staff such as the police, local Trading Standards departments, HMRC, etc to pursue successful enforcement in cases of bogus collections or theft. For more information, contact Trading Standards on 0845 608 9623 or visit www.tradingstandards.gov.uk.
7.0 BULKY NON-CLOTHING TEXTILES

An estimated 630,000 tonnes of non-clothing textiles enter the UK waste stream each year: 169,000 tonnes of mattresses, 400,000 tonnes of carpet and 61,900 tonnes of duvets and pillows. Only 16.5% of discarded carpet and 14.7% of discarded mattresses are currently re-used, recycled or used for energy recovery. This is in stark contrast to clothing and household textiles, of which almost 40% is now re-used or recycled.

Previous WRAP studies have identified significant opportunities to increase the reuse and recycling of non-clothing textiles: for example around 20% of carpets and mattresses collected as bulky waste could be re-used without further processing. However, the vast majority are still sent to landfill, even though a growing number of options exist for re-use, recycling and recovery.

WRAP set out to investigate different collection options being used for non-clothing textiles from both households and businesses in the UK that could demonstrate the viability of collecting non-clothing textiles. Collection systems assessed included direct collections from households and businesses, collections from central points and take-back schemes, undertaken by reprocessors, local authorities and third sector organisations. The key findings of the summary report are:

- Collecting non-clothing textiles for re-use or recycling can be cheaper than sending them to landfill. It may become cheaper still if landfill costs rise further in future.
- There are a number of viable options for the re-use of carpet tiles, and the recycling of broadloom carpet and mattresses. There are limited UK re-use markets for pillows and duvets, some options for re-use & recycling abroad and energy recovery in the UK. See WRAP guide [here](#).
- Revenue from the sale of items for re-use and materials for recycling is too low to offset costs alone. Commercial collectors rely on service charges to make services viable; local authorities and third sector organisations may charge for collections or in some cases benefit from grant funding to help establish services. Potential future increases in the value of materials could reduce reliance on the service charge.
- Viability can be increased by separating items at the collection point – allowing reprocessors or re-use organisations the opportunity to take only the materials they can use.
- Locating reprocessing points in close proximity to major sources of arisings, or using bulking points reduces transport costs.
- There is a need for wider education – of both consumers and businesses – about the options for re-using/recycling non-clothing textiles. In particular, raising awareness of alternative options for disposal locally, and of the importance of keeping items dry when waiting for collection, as the value to collectors, reprocessors and resellers can drop when they become wet.

WRAP went on to commission a consortium of LRS Consultancy, Axion Consulting and to engage 12 areas in England and Wales to encourage greater segregation of either mattresses or carpets, to allow for increased recycling. The summary report aims to guide local authorities that are considering segregating carpets and/or mattresses for recycling at Household Waste Recycling Centres (HWRC). A guide aims to help local authorities decide whether segregation of carpets and/or mattresses at Household Waste Recycling Centres (HWRCs) for either re-use or recycling, is feasible, given local circumstances and objectives. It uses the research to provide guidance and to address some of the key questions and considerations local authorities should explore in order to understand the relevant opportunities and barriers to increasing the segregation at HWRC sites of household carpets and/or mattresses for re-use or recycling.
8.0 HOW TO PROMOTE TEXTILE RE-USE AND RECYCLING

Overview
This section provides advice on how to develop and implement communications strategies and plans. It is applicable to all methods of textile collection, and explains how the WRAP Communications Planning Cycle can be used to set and achieve relevant communication objectives. It also:

- recommends suitable communication activities to support different methods of collection/donation;
- gives guidance on branding, including how to use the Recycle Now and Love Your Clothes brands; and
- includes a range of examples of effective communication materials including WRAP’s free template communication materials which can be downloaded from www.recyclenowpartners.org.uk

Note: this section does not provide advice on how to communicate messages relating to the purchase of clothing although messages around this are covered by the Love Your Clothes campaign. For more information, visit www.recyclenowpartners.org.uk.

8.1 The importance of communications to increasing textile re-use

Effective communication is essential to drive householder participation in collection and donation. This needs to include both raising awareness of the available services and of the benefits of textile re-use. Communications can be used to boost the performance of an existing service. In Oxford City, a 3-month long campaign showed a clear increase in tonnage collected. Clearly, communications need to cover:

- how to take part;
- where to take part;
- when to take part (e.g. when will kerbside collection take place? When are events scheduled?); and
- what to donate;
- what happens to items after donation;
- benefits of re-use

All of this is straightforward factual information that needs to be presented clearly and attractively.

Communications essentials
- Provide clear information on where/how to donate.
- Ensure maximum publicity at the start and keep this going throughout the scheme/service.
- Be clear about the campaign message and who it is aimed at.
- No one single communications technique will be effective – different techniques may work with different audiences at different times. The best approach is to communicate campaign messages frequently using different methods.
- Be aware that though the term "textiles" is well understood, most people assume it refers only to clothing (the most commonly donated textile item).

8.1.1 Understanding why people donate

While textile re-use and recycling has a clear environmental benefit – reducing the volumes of waste needing to be disposed of – this is not currently a major motivation for people to participate. Instead, WRAP research shows the biggest motivation for donating clothes or shoes was wanting to support a charity (72%). This is supported by Charity Retail Association research which found that 86% of people stated they donated to help others, support charities, or ‘for a good cause’.

It is important to note that many people assume their second-hand clothing will be donated, sold through charity shops.

In reality, this is not always the case: charities can also gain an income through bulk sales to textile merchants – who in turn may sell overseas or recycle the textiles. Textile merchants may also run collections on behalf of charities, paying them a share of the income – as well as running collections on behalf of local authorities or purely for commercial profit. Local authorities themselves can operate textile re-use schemes that generate income, or at least offset costs. In many cases, clothing suitable for recycling can be dealt with through these collection systems attached to household waste services at no extra cost. Using these systems is a good way to ensure that these textiles are dealt with appropriately.
but a number of charities do not have large sorting facilities to ensure clothes to be sold in shops can be separated from items sold onto textile merchants. It is therefore important to check what happens to the textiles.

In communicating textile re-use services, therefore, this creates a potential challenge. Research has found that people are more likely to donate if they know what will happen to their textiles. But if the public knows more about the commercial nature of the textile business, will it increase or decrease their motivation to support textile re-use services? Oxford put a lot of information in the leaflet about what happens to the collected items including that many of the clothes were sold abroad. This resulted in some very negative responses from residents. Some wanted to know why local people were not benefiting and others were concerned that unwanted clothing was being sent overseas.

This is an issue which needs to be considered carefully, in consultation with textile collection service providers (including charities and textile merchants), before developing communications. Do the public want, or need, to know the details behind textiles collections, such as the percentage of profits that a commercial bring bank operator gives to charity?

Research has also shown a limited understanding of the quality and standard of clothing able to be collected – nearly half of people have put at least some clothing in the bin. The main reasons being that it is perceived that the items could never be used again for any other purpose.24

Interestingly, research has also found that the biggest motivation for donating ‘other textiles’ was not liking waste, wanting to ‘declutter’ or wanting to protect the environment by not throwing things away. Actually, from the testing of the re-use materials, the biggest motivation for donating ‘clothes or shoes’ was wanting to support a charity (72%). This indicates that, even though it is not currently a key motivator, people may be receptive to messages around the environmental benefit of re-using clothing. This links to research in Wales into wider re-use behaviours, which found that individuals were motivated to re-use products and material in order to save money and avoid the guilt of sending something to landfill which was still usable.

Ultimately, the easier it is to participate in textile re-use services, the more likely people will be to do so – and the easier it will be to persuade people to use the services available to them. Hence the core focus of communications should be on raising awareness of how to participate.

8.2 Structure of this section

This section follows the communications planning cycle developed by WRAP and outlined in Figure 17.

For detailed information about some of the techniques used in this document, see WRAP’s guide Improving recycling through effective communications (2010).

8.3 Background information

The first stage is to gather background information relevant to the service that is to be promoted – whether this is an existing service or a planned one. This information will provide the factual evidence needed to develop the communications strategy and baseline information on targets and the case for the budget needed.

Communications teams should gather:

- current information about the service: tonnages collected, income (if any), costs, participation rates, capture rates, waste composition, levels of contamination, communication materials and any customer or user survey responses;
- basic information about the target area for communications and the people who live there;
- information about any other textile re-use services delivered in the area. This will provide an indication of all the available choices the public have around textile re-use; and
- any other information or research that might be useful, for example by WRAP, Defra, SCAP, trade associations or industry bodies, etc.

8.4 Situational analysis

The next step is to carry out a situational analysis of the textile recycling/re-use services, using the information gathered during the background research stage. A situational analysis is a review of the current situation. It helps to understand the context for the communications in terms of:

- the area and the people living in it;
- the textile re-use and recycling services available to them;
- how well they use the local services; and
- what the barriers are to increasing textile re-use, and where the greatest opportunities are.

The situational analysis also helps to identify a strategic goal for the communications programme, for example increasing the amount of textiles collected for re-use by xx tonnes/per cent. There are three key aspects of situational analysis for textile collection and re-use services – demographic, operational and communications analysis. Potential areas to cover are shown in the box below.

**Demographic**

- What does the demographic information tell you? Are there any important characteristics, for example, areas of deprivation or high population turnover, etc? Are there any language/cultural issues.
- What implications might the demographic information have for textile re-use and recycling services, and for communications? For example, are there large numbers of people in particular socio-economic groups which might affect the quantity and quality of donations as well as the frequency? People who are frequent donators are more likely to be aged 55 or over, be female, own a car and be a member of social groups
- Are there population centres with lots of charity shops or collections, or is the area sparsely populated with few textile banks or other collections?
Operational

- What is the current performance across different parts of the service? For example, are banks emptied frequently enough?
- What feedback has been received about the service, for example from crews, call centres, contractors, satisfaction or other surveys? How many complaints have been received, and what are they about?
- Are there differences in performance levels between different geographical areas? If so, where are participation levels highest or lowest? Where are the largest amounts of textiles collected? And what can be learned from these differences?
- Are there any significant operational issues in particular areas e.g. crew access to properties or containers? Are textile banks and recycling sites clean and tidy or are they constantly overflowing and untidy?
- Are theft and bogus collections an issue?
- Are there any operational barriers to participation? For example, are there sufficient bring banks to meet public demand? Would collection volumes increase if different containers were available, or collection vehicles had more space?

Communications analysis

- Are residents aware of textile re-use and recycling options? Do they understand how to access/use them?
- What results have previous communications achieved? Were objectives achieved and can successes be replicated?
- Is there a strong brand for your textile re-use and recycling communications?
- Do you have the staff capacity to manage a communications programme?
- Are there any communications barriers that need to be addressed?
- Which operational areas or services would benefit from additional communications support?
- Are there partners who can help to communicate messages?
- Are you going to use the WRAP materials?

Tip: PEST and SWOT

Use common analytical models like PEST (Political, Economic, Social, and Technological) and/or SWOT (Strengths, Weaknesses, Opportunities, Threats) to help identify and highlight key issues. Such analyses provide a structure to your thinking. They are best conducted with colleagues, rather than on your own.

Once the analysis has been completed, communications teams can draw up a list of the key issues and understand what they mean for future communications. Sometimes issues may need to be addressed via service changes instead of, or as well as, communications.

Once conclusions have been drawn about what the information means this can be used to:

- work out where the organisation (or the textile re-use service) wants/needs to be;
- identify what it needs to achieve to get there, and by when; and
- plan the initiatives needed to achieve these goals.

Depending on the situation, the communications strategy may need to pay particular attention to the following:

- any deficiencies highlighted in current or past communication activities which need to be addressed;
- any deficiencies in operational performance which targeted communications might address (for example contamination); and
- any targets that need to be met purely through communications activity (e.g. if no service changes are planned).

Further information can on conducting a situational analysis can be found in Section 3 of Improving recycling through effective communications.
8.5 Aims and objectives

The next stage is to set the overall aim of the communication campaign – such as increasing the amount of textiles re-used, or increasing participation – and the campaign objectives. Like any objectives, these should be SMART: Specific, Measurable, Achievable, Relevant and Time-bound.

Deciding how objectives will be measured should be an integral part of the objective setting process. Objectives that either can’t be measured, or are too difficult, expensive or time-consuming to measure, will not be effective.

Example objectives for communication campaigns around textile collection and re-use

The following objectives would meet the SMART requirements.

- Increase participation in textile kerbside collection services by 10% August 31st 2012.
- Increase tonnages of textiles collected in the area by 10% by March 31st 2014.
- Increase diversion of textiles away from disposal by 15% March 31st 2014.
- Increase tonnages collected by textile bring banks by 5% by March 31st 2012.
- Reduce incidents of theft and bogus collections by 50% by March 31st 2012.
- Reduce the level of contamination by 1% by 31st March 2012.

Further information about target setting can be found in Section 4 of Improving

8.6 Target audience

Understanding the target audience is essential to effective communications. As well as general demographic information, WRAP and others have conducted research into textile recycling, which has revealed important insights into who is most likely to support re-use systems and why.

What WRAP’s research tells us

- 86% of the population consider donating items to be 'fairly convenient' or 'very convenient'.
- Donation is more common among middle income/class households and people living in detached homes.
- Women are more likely to donate than men.
- Older people tend to find it more convenient to donate items than younger age groups.
- ABC1 socio-economic groups are marginally more likely to donate to charity shops than the C2DE groups.
- Nearly 70% of the population have bought from a charity shop, but more people are donating to charity shops than buying from them.
- There is increasing interest in selling clothes on-line for personal financial benefit. Men are more likely to sell things than women. Lower socio-economic groups are more likely to sell clothing.
- The first choice for passing on clothes for re-use is usually informal networks – i.e. giving to family and friends.
- As most people who donate frequently already have a preferred charity or re-use route, it is better to focus communications on non-frequent donators.
- The average UK household owns around £4,000 worth of clothes - but around 30% of clothing in the average wardrobe has not been worn for at least a year, most commonly because it no longer fits
- An estimated £140 million worth (350,000 tonnes) of used clothing goes to landfill in the UK every year
- Just under one-third of clothing goes to landfill
- Nearly half of consumers put at least some clothing in the bin, most commonly because it no longer fits
- Almost three-quarters of people have donated some items to charity during the past year (73%);
- 42% have used doorstep collections organised by a charity;
- 37% have placed clothes in a textile recycling bank;
- 35% have donated clothing to friends or relatives;
- 33% have taken clothes to a household waste recycling centre; and
- 21% have sold clothes online.
Table 23  Textile re-use: barriers and motivators

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Motivators</th>
</tr>
</thead>
<tbody>
<tr>
<td>The biggest single barrier was concern that an item was not in a good enough condition to be used by someone else. Scottish research showed that clothes which were not seen as ‘good enough’ for charity were often placed in the general waste bin and 30% of people disposed of poor quality clothing in this way.</td>
<td>The biggest motivation for donating ‘clothes or shoes’ was to support a charity.</td>
</tr>
<tr>
<td>Lack of time/the effort of arranging to deliver or drop-off textiles.</td>
<td>The biggest motivation for donating ‘other textiles’ was not liking waste or wanting to protect the environment by not throwing things away.</td>
</tr>
<tr>
<td>Space to store textiles ready for donation.</td>
<td>Ease and opportunity – collections are particularly appealing for this reason, but clothing banks and personal drop offs to charity shops are popular, trusted and perceived as easy to do.</td>
</tr>
<tr>
<td>Knowing where to donate textile items and what textile items can be donated for re-use (clothing and shoes are well known, other materials like curtains less so).</td>
<td>Guilt relating to waste.</td>
</tr>
<tr>
<td>Widespread lack of trust in those providing home collection services.</td>
<td>Altruistic feelings – donating makes people feel good.</td>
</tr>
<tr>
<td>Lack of awareness that you should re-use textiles.</td>
<td></td>
</tr>
</tbody>
</table>

For more detailed information about people’s barriers to recycling see WRAP’s report Barriers to recycling at home [2008].

This information should be used, alongside the demographic information gathered about the area for the campaign, to identify:

- key areas to target (areas with high proportion of people likely to donate);
- the types of messages likely to be more effective which particular groups of people; and
- the most suitable communication activities to reach the target audience.

8.6.1 Internal audiences
As well as the prime target audience (householders), it is essential to address internal groups or audiences – such as charity or local authority employees and employees of contractors working for the local authority – as these groups can play an invaluable role in promoting services. They may also represent a significant proportion of the local population. A few of these audiences and the roles they may play are listed below:

- elected members – responsible for approving schemes/budgets, speaking to residents and promoting re-use in their ward;
- contact centre staff – responsible for handling enquiries about collection services and directing calls correctly;
- press office staff – responsible for media relations and can provide support on communications planning;
- receptionists – responsible for handling enquiries and handing out information; and
- operational staff – who will be dealing directly with residents and perhaps providing information on schemes.

It is essential to keep all internal audiences informed of what you are doing or planning to do.

8.6.2 External partners
In every area, there are a number of individuals or organisations whose support can help achieve the communications objectives. For local authorities, these groups (or partners) include:

- key opinion formers such as local MPs and MEPs;
- community leaders, parish councillors, local religious leaders;
- community groups and organisations;
- local recycling groups and charities (especially those with shops);
- recycling contractors and textile merchants; and
- the local media.
A partner analysis can identify key audiences and once these have been identified, appropriate communication plans can be put in place for each audience.

Further information about target audiences and stakeholder mapping can be found in Section 5 of Improving recycling through effective communications.

8.7 Branding and messages

8.7.1 Branding
Using a recognised brand will help increase the interest in a communications campaign and build confidence amongst consumers.

The Recycle Now brand is well-established in the UK and its ‘mark’ – the Swoosh – is widely recognised. It can be used on any communication campaign around re-use or recycling, including textile collection services, to:

- improve consistency of messages to the public; and
- aid recognition, raise awareness and reinforce understanding about recycling and re-use, so the public is encouraged to recycle/re-use more often and to correctly.

There are a number of different marks within the brand for different countries, as shown in Table 24. Research from WRAP shows there is lack of distinction by consumers between the terms re-use and recycling. Unsurprisingly consumers are far more familiar with the term recycling than re-use, especially when thinking about disposal, and will often interchange the two. Given this knowledge for England, Wales and Northern Ireland it seems prudent to capitalise on the familiarity of the term recycling to communicate re-use disposal behaviours to consumers. However, in Scotland where the term re-use is already established e.g. National re-use phone line, it is practical to use the term re-use.

Love Your Clothes is a new and compelling brand that has been designed to help to change the way consumers acquire, use and dispose of clothes. It was launched in February 2014.

It has been developed with industry as part of the Sustainable Clothing Action Plan (SCAP), which is coordinated by WRAP on behalf of the UK Governments (England, Scotland, Wales and Northern Ireland).

SCAP brings together clothing retailers, brands, suppliers, local authority representatives, end of life organisations recyclers, charities, trade bodies, academics and the public sector to look at how to reduce the environmental impacts of clothing in the UK.

One of the key areas of focus is helping consumers to reduce their impact. SCAP 2020 signatories will use the ‘Love Your Clothes’ brand to reinforce their commitment to changing consumers clothing behaviour whilst also contributing to their corporate social responsibility, carbon and waste reduction targets.

8.7.2 Love Your Clothes
LYC aims to raise awareness of the value of clothes and help people to make the most of the clothes they already have. LYC encourages people to think about the way they purchase, use and dispose of clothes in a lighthearted and fun way.

We provide easy and practical tips and advice on how to:

- make clothes last longer;
- reduce the environmental impact of laundering clothes;
- deal with unwanted clothes; and
- show people how to make the most of their wardrobe.

This will help reduce the impact on the environment by reducing the amount of carbon, water and waste created through the manufacture, laundry and disposal of clothing while also helping to save money and resources.
LYC is re-launched in April 2016 with a new look website.
New branding:

New brand guidelines will be issued. The branding will be brought up-to-date with more colours, icons, logos, fonts, stock images and textile backdrops with regional influences. The new branding is designed to be more easily used by our partners, to help broaden the target audience and also to be fun.

Re-defined audiences:

<table>
<thead>
<tr>
<th>Crafters</th>
<th>Advocates of the brand that will create and share content.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashionistas</td>
<td>Influencers of the brand, setting trends and encouraging others to buy vintage/second hand clothes.</td>
</tr>
<tr>
<td>Principal Powers</td>
<td>Householder organisers and responsible for waste disposal. They are not time rich and therefore our information to them needs to be quick, compelling and provide big benefits.</td>
</tr>
<tr>
<td>Students</td>
<td>The next generation. A broad mix of male and female audiences.</td>
</tr>
</tbody>
</table>
### Table 24: The logos and marks to use in each country

<table>
<thead>
<tr>
<th>Country</th>
<th>Main Recycle mark/logo</th>
<th>Guidance</th>
<th>Material stream icons</th>
</tr>
</thead>
</table>
| In England, the Recycle Now brand was launched in 2005. | ![recycle](img) | - Use the Recycle Now ‘mark’ and the word recycling. Recent testing has shown consumers are far more familiar with the term recycling than re-use.  
- Use the material stream icons (right) on recycling banks and campaign information about recycling sites.  
For further information see [www.recyclenowpartners.org.uk](http://www.recyclenowpartners.org.uk) | ![clothes](img) ![fabric](img) ![cleaning](img) |
| Wales uses Recycle for Wales. | ![recycle for Wales](img) | - Use the Recycle for Wales logo.  
- Use the material stream icons on recycling banks and campaign information about recycling sites.  
For further information, see [www.wasteawarenesswales.org.uk](http://www.wasteawarenesswales.org.uk) | ![clothes](img) ![fabric](img) ![cleaning](img) |
| In Scotland, the Recycle for Scotland campaign was launched in 2011. | ![recycle for Scotland](img) ![re-use](img) | - Use the Recycle for Scotland logo and the word re-use where appropriate.  
- In Scotland re-use is an established term  
  e.g. National re-use phone line  
- Use the material stream icons on recycling banks and campaign information about recycling sites.  
For further information, see [www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners) | ![clothes](img) ![fabric](img) ![cleaning](img) |
| In Northern Ireland, the Department of the Environment has developed the Rethink Waste campaign. | ![rethink waste](img) | - Use the Rethink Waste brand – see [www.rethinkwasteni.org](http://www.rethinkwasteni.org) for more information or email the Rethink Waste team (info@rethinkwasteni.org).  
- The Rethink Waste branding, can be used together with Recycle Now or other sub-regional campaign branding.  
The Rethink Waste material icons are available online from [www.recyclenowpartners.org.uk](http://www.recyclenowpartners.org.uk) | ![clothes](img) ![fabric](img) ![cleaning](img) |
| ‘Love Your Clothes’ is a new brand that has been designed to help to change the way consumers: acquire, use and dispose of clothes. It has been developed with industry as part of the Sustainable Clothing Action Plan (SCAP), which is coordinated by WRAP. | ![your clothes](img) | - The Love Your Clothes brand can be used on its own by partners or in conjunction with the other recycling logo  
For further information see [www.recyclenowpartners.org.uk](http://www.recyclenowpartners.org.uk) | ![clothes](img) ![fabric](img) ![cleaning](img) |
Tip: Consider co-branding with charities

Associations with charities are very positively viewed by the public. If a charity is involved, their brand and logo should be prominently displayed, along with the charity number and information about what the charity does. This can help increase participation and volumes collected, as well as raising awareness more generally of the charity and providing a positive association for the local authority.

8.7.3 Building confidence with branding

A key issue for textile collections is theft and/or fraud, either directly from banks, from outside people’s homes or from donations left outside charity shops. This has a detrimental effect on public confidence in the service and in the service provider.

To inspire confidence in collections and to persuade the public a particular service (brink bank, kerbside collection or community event) is legitimate, it might be helpful to:

- work with local stakeholders (e.g. local authority licensing or trading standards officers, local and national police forces, charities, textile merchants and trade bodies) to address the issues locally and develop strategies to reduce textile related thefts and fraud;
- provide information on websites about licensed collectors and how to report theft;
- prominently display your organisation’s logo on collection equipment, vehicles, staff etc and produce high quality communication materials;
- use linkages to charities and display their brands prominently too; and
- consider linking to the Fundraising Standards Board’s ‘Give with Confidence’ campaign.

For more information about branding see Section 6 of Improving recycling through effective communications.
8.7.4 Messaging
Messaging around textile re-use needs to reflect the barriers and motivations detailed in section 8.6 above. Research indicates that there are benefits to using a direct approach that is positive, encouraging and reassuring.

Messaging
Recent research by WRAP shows that the phrase “Pass it on” was very popular, because testers thought it emphasised the benefit of textile re-use to others – which is a powerful motivator.

Once messages have been developed, they need to be used effectively.

- On any written materials, keep copy as concise as possible.
- On posters, ensure the main message stands out and is clear and easy to read.
- Always display contact details clearly.

For more information about target audiences and messaging see WRAP’s research report Barriers to recycling at home (2008) and Improving recycling through effective communications.

There is a range of tested messaging and guidance developed as part of the Love Your Clothes campaign, along with a calendar of themes with ready made editorial and social media messaging.

For more information, visit www.recyclenowpartners.org.uk

8.7.5 Images
Images used in campaign materials should be clear and depict a range of typical items that can be recycled or re-used, rather than single items. This is important as most people associate textile re-use with clothes and shoes, and less with other items like bedding and curtains. Therefore, if you collect a range of textiles, you should highlight as many as possible. Key points are:

- Ensure that the items shown don’t look too ‘new’ and include the items accepted by the service you are promoting.
- Use photography rather than illustrations, as photos can more clearly convey messages regarding acceptable quality of donations.
- Be careful when using images of people: viewers might not identify with the person in the photo, so could feel the message is not aimed at them – i.e. “that’s not me/my lifestyle image”.
- Ensure you have permission to use the images.
- Avoid using images with strong branding to avoid trade mark issues.
- Ideally use images taken by a professional photographer or from an image bank.
- The Recycle Now Partners photo library contains clothing photos to help promote re-use activities. The photo library is a FREE resource for partners to use – www.recyclenowpartners.org.uk.

For more information, visit www.recyclenowpartners.org.uk
To encourage uptake of re-use of textiles in your area, you may wish to consider promoting Scotland’s National re-use phone line.

The National re-use phone line works with community based re-use organisations across Scotland to provide the public with a high level of customer service when donating for re-use.

The National re-use phone line accepts a range of re-usable items, including furniture in a re-useable condition, soft furnishings such as sofas, mattresses and armchairs that have fire regulation labels attached and electrical items such as washing machines, fridges and cookers in good working order. Many other household items can also be re-used.

If you are interested in working with the National re-use phone line call 0800 0665 820 for information, assistance and promotional templates.
8.8 Strategy and communication methods

8.8.1 Communication strategy
The communications strategy should be developed using the aims and objectives, together with the information from the background research, knowledge of target audiences, timescales and likely budget. This will help determine which mix of communication methods and activities will be the most effective to reach the target audiences and deliver the desired results.

The key stages in developing a communications strategy are:

1. Decide on your key messages.
2. Decide on your key audience: does everyone across the whole area need to be reached? Do particular audiences or people in particular areas need to be targeted?
3. Decide on the mix of communication methods to use. Do they support each other to increase their overall impact?
4. Review your initial list of communication methods:
   - Will they help achieve the aims and objectives?
   - Are all the target audiences covered?
   - Can they be delivered in the required timescales?
   - Is there enough budget to pay for them?

8.8.2 The 4Es framework
To help organisations developing communication campaigns that aim to drive behaviour change – such as increasing textile re-use – Defra has developed a ‘4Es framework’, designed primarily for the public sector but of potential interest to others. The framework is designed to ensure that all the factors necessary to change behaviour are present and focuses on the need to enable, encourage, exemplify and engage to catalyse behaviour change.

The 4Es Framework helps to identify the key issues, set out in Table 25, so organisations can develop a re-use campaign strategy that addresses them.

<table>
<thead>
<tr>
<th>Enable – making it easier</th>
<th>What infrastructure, services, guidance, information and/or support is needed to re-use textiles? What is currently in place?  How will it be made easy for households to adopt the behaviour? Is the action visible to others – can people see you doing it? Research shows that more visible behaviour the more likely it is to be adopted. What is a “one-off” behaviour? What is “repetitive”?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage – give the right signals</td>
<td>What measures are needed to provide benefits and incentives? How will responsible behaviour be encouraged? How will feedback be provided?</td>
</tr>
<tr>
<td>Engage – get people involved</td>
<td>How will the target audience be involved early on in the process? Which local networks should relationships be established with? (The more you know about your target audience, the more specific you can be.) Who will it be useful to partner with? What type of communication and engagement methods will be used?</td>
</tr>
<tr>
<td>Exemplify – Local government takes the lead</td>
<td>What needs to be done do to demonstrate your own organisation’s commitment? Who else is demonstrating/reinforcing their commitment [e.g. business, communities]? What internal policies are needed to ensure consistency, particularly to help reinforce your messages?</td>
</tr>
</tbody>
</table>

For further information about the 4Es Framework and how to use it, see Section 7, Improving recycling through effective communications.
Figure 20 Putting it into practice; an example 4Es framework

**Actions**
- Provide textile collections from the kerbside, recycling bring sites and HWRCs
- Provide information about textile recycling and re-use
- Run campaigns to inform and encourage people to recycle textiles
- Highlight the benefits of textile re-use for charities locally and further afield (if applicable)
- Council runs textile re-use events (Swishing or Give and Take) for staff
- Council sets up textile re-use initiatives for staff

**Enable**

**Encourage**

**Engage**

**Exemplify**

**8.0 Promoting textile re-use & recycling**

**9.0 Monitoring & evaluation**

**10.0 Glossary**

**11.0 Further information**
8.9 Communication activities

Services should be promoted using an integrated communications campaign. This uses a range of different communications methods at the same time to get the message across to the different target audiences. There are a number of communication methods and activities, which are particularly suitable for specific textile services and initiatives with the community. An overview of the main communications likely to be needed is shown in Table 26.

The key to this integrated approach is making sure the mix of communications effectively promotes the relevant service (or initiative) to the most appropriate audiences.

Communication activities should be scheduled so different communications are used at different points to reach people in a variety of ways with different messages over time. For example, many of the activities needed when the service is launched will not be needed once the service is established.

Tip: How people like to learn about re-use services

The Choose2 reuse campaign found that the three most common methods for finding out about re-use services were leaflets and posters from charity shops, and leaflets from elsewhere.

In the WRAP trial of textiles communications materials, leaflets were the most strongly recalled communication method. Reinforcing the communications messages through a variety of channels will retain recall for longer periods. In WRAP trials, Shropshire Council in particular has found that an integrated communications campaign is essential to promote this service as the message is reinforced across many communications actions.

Oxford City Council found that social media methods (e.g. Twitter) were effective at reaching certain (younger) groups in the population. They had a positive response to their campaign in student areas through this means.

8.9.1 WRAP’s re-use communication templates

WRAP has developed a suite of photography based communication materials for partners to use to communicate to their householders about collection services available for the re-use and recycling of clothing and textiles. Templates allow for partners to adapt the materials to suit local situations, for examples the addition of logos and contact details.

This includes communication templates in the below formats:

- A5 4 page leaflet
- Landscape online banner
- Portrait online banner
- Pull-up banner
- A3, A4, A5 and 6 sheet posters
- 48 sheet / vehicle livery

To download these free resources visit www.recyclenowpartners.org.uk. For partners in Scotland please visit www.zerowastescotland.org.uk/partners for specific materials.
8.0 Promoting textile re-use & recycling

8.9.2 Communication activities to promote kerbside collections

Collecting textiles as part of a local authority recycling collection service

If textiles are collected at the kerbside on a regular basis as part of householders’ local authority recycling service, or are being added to this service, communications should focus on telling how, why, when and what to re-use/recycle via kerbside.
Figure 21 Recycle Now campaign vehicle livery promoting textile recycling from Bath and North East Somerset Council.

Figure 22 Example of WRAP’s re-use communication template in a pull up banner

Collecting textiles separately – non local authority recycling collection service

If textiles are collected in a way that is, or may appear to the public to be, separate to the normal local authority recycling collection service (e.g. because the service is delivered by a commercial or charity partner, or collections take place on a less frequent basis such as monthly or quarterly) then a slightly different mix of communications activities may be more appropriate.

Communications must be timely, so that householders are aware of the collection dates. If the collection is delivered by a partner (such as a charity or merchant), then communication materials should be co-branded to give the public confidence in the service. The principal methods are detailed in Table 28.

Table 28 Communication activities for kerbside textile collection that is not part of council recycling service

<table>
<thead>
<tr>
<th>Service area</th>
<th>Communication activities</th>
</tr>
</thead>
</table>
| Launching a new regular service (with a local authority) |  ■ Pre-service leaflet (to introduce the new service)  
■ Service leaflets and calendars  
■ Branding of collection bags/receptacles  
■ Livery on collection vehicles  
■ Launch event(s)  
■ Exhibitions in areas receiving the service. |
| Promoting an infrequent door-to-door service (not directly tied with a regular LA collection) |  ■ A door-dropped branded collection bag in a plastic sleeve/envelope containing full details about the collection (who is collecting, what is wanted, when the collection will take place, how the textiles will be used etc), delivered not more than one week before the collection.  
■ Livery on collection vehicles. |
8.9.2 Communication activities to promote bring banks

Bring banks are, by their nature, large and reasonably visible – especially if sited in busy locations such as supermarket car parks or other public places. They will naturally attract attention from people seeing them as they pass by as well as from existing site users. However, not all recycling sites are prominently positioned and textile banks can be obscured by other recycling banks. In order to encourage the widest possible use of textile recycling banks, a number of specific communications activities should be undertaken, as outlined in Table 29.

### Table 29 Communication activities to promote bring banks

<table>
<thead>
<tr>
<th>Service area</th>
<th>Communication activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Promoting bring banks</strong></td>
<td>- Local directional signage to recycling sites</td>
</tr>
<tr>
<td></td>
<td>- Signage at bring sites (e.g. listing materials recycled, directional signage at HWRCs)</td>
</tr>
<tr>
<td></td>
<td>- Livery on collection vehicles</td>
</tr>
<tr>
<td></td>
<td>- Lists of sites and materials recycled.</td>
</tr>
<tr>
<td></td>
<td>- Leaflets on bring sites within the area, what can be recycled and how materials need to be presented.</td>
</tr>
<tr>
<td>Other communication activities (for all recycling services)</td>
<td>- Website – lists of recycling site locations and materials recycled. It is also a good idea to include information about why textile recycling is important and what happens to collected textiles, including how income is raised and how charities are using it.</td>
</tr>
<tr>
<td></td>
<td>- “Frequently Asked Questions” style documents for helpline and front-office staff to answer questions about textile recycling collection services</td>
</tr>
<tr>
<td></td>
<td>- PR and Press packs. This could be used by all partners.</td>
</tr>
<tr>
<td><strong>Additional activities, if budget allows</strong></td>
<td>- External advertising – billboards, adshels, bus, trains etc</td>
</tr>
<tr>
<td></td>
<td>- Radio advertising</td>
</tr>
<tr>
<td></td>
<td>- Posters (in public buildings etc)</td>
</tr>
<tr>
<td></td>
<td>- Roadshows</td>
</tr>
<tr>
<td></td>
<td>- Recycling advisors – trained members of staff who can interact on a one-to-one basis with the public, answering questions, addressing barriers, providing motivation etc.</td>
</tr>
</tbody>
</table>

Service area

- Crew & staff training
- Website – lists of where collections are taking place/planned and what is being collected. It is also a good idea to include information about why textile recycling is important and what happens to collected textiles, including how income is raised and how charities are using it.
- Providing information to local authorities in areas where collections are taking place
- “Frequently Asked Questions” style documents for helpline and front-office staff to help them answer questions about textile collection services
- PR and Press packs. This could be used by all partners.

Service area

- Local directional signage to recycling sites
- Signage at bring sites (e.g. listing materials recycled, directional signage at HWRCs) and on bring banks (identifying what material goes in which bank)
- Livery on collection vehicles
- Lists of sites and materials recycled.
- Leaflets on bring sites within the area, what can be recycled and how materials need to be presented.
8.0 Promoting textile re-use & recycling

8.9.3 Communication activities to promote community re-use

Promoting community based textile re-use is slightly different from promoting kerbside textile collection or bring banks in a number of ways:

- there are a wider range of donation approaches including: charity shop donations / resale / community collections; cash for clothes [schools and community groups]; give and take and swishing events;
- there is an existing online textile re-use community including sites like eBay and other online reselling or exchanges e.g. Freecycle, Big Wardrobe.com etc; and
- initiatives in this area are likely to involve direct engagement with individuals and/or community organisations.

Community sector re-use initiatives can be promoted in a variety of ways as Table 30 shows.
### Table 30 Communication activities for different re-use activities

<table>
<thead>
<tr>
<th>Communication activity</th>
<th>Community re-use activity</th>
<th>Direct sales to collectors (e.g. by schools and community groups)</th>
<th>Give and take events</th>
<th>Swishing events</th>
<th>Online textile re-use e.g. E-bay, Freecycle, etc</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highlighting re-use via charity shops</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Re-use information leaflets</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated communications literature promoting community re-use</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated website page for community re-use</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>“Frequently Asked Questions” style documents for helpline and front-office staff to answer questions about textile recycling collection services</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Including as part of wider communications campaigns promoting re-use</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engaging community groups (especially women’s groups/networks) to promote re-use</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Events for staff</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Volunteer projects, where individuals or groups sign up to raise money by collecting textiles for re-use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Information packs for participants explaining the scheme, how it works etc</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Publicising events on local authority website (e.g. community news pages, event listings etc)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>PR and press packs to help support local events</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion through other local authority communication activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Support materials for partners to help them to promote events (e.g. posters/pull up banners etc).</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Website information on textile donations could signpost people to the Charity Retail Association ‘Find a Shop’ tool to find their closest shops [http://charityretail.org.uk/locator.php](http://charityretail.org.uk/locator.php).
Working with partners

One of the key factors in the success of community re-use projects is the ability of the community (local groups, charities, networks etc) to publicise events and initiatives by word of mouth and through their networks, helping to stimulate interest and participation. For collectors that want to engage with local communities on re-use, the following approach is suggested.

- Research community networks using councillors, local intelligence, health services, housing associations, schools, local charities, libraries etc to identify groups and assess their suitability.
- Approach identified groups with your ideas and suggestions, either individually or by inviting them to a local meeting to discuss opportunities. It is important to give them plenty of time, as many will be volunteers with busy lives.
- Target particular organisations that are locally significant; devote more time to approaching these organisations and persuading them to take part.
- Ensure there is something in it for everyone: many community organisations will use textile events for fundraising, to generate donated stock for a shop or to raise awareness of their group.
- Develop a programme of events and work together to publicise and run them.
- Assess the success of these events and provide feedback to all those involved to strengthen the sense of achievement and to keep the initiative going.

Figure 26 Charity Retail Association webpage with ‘Find a Shop’ tool.

Figure 27 The Cambridgeshire and Peterborough Waste Partnership (RECAP) re-use campaign website page – featuring a charity shop and textile bank locator listing over 100 charity shops, their locations and what they accept. [http://www.recap.co.uk/reducing-waste/reusing-clothes/wearit-loveit-shareit].

Publicising a re-use event

Figure 27
Many community initiatives (Direct sales to collectors, Give and Take, charity jumble sales and Swishing events) involve events which need extra publicity in order to get people to attend an event at a particular time and place. Re-use events (community or otherwise) can be promoted through:

- leaflets delivered to homes matching the campaign target demographic or in the local area – though be aware that this can be expensive unless done by volunteers;
- information on public noticeboards in areas closest to the target area and noticeboards in council buildings (for both staff and visitors);
- leaflets and posters in local community and town centre locations such as local village halls, Parish notice boards, shops, cafés, pubs, hairdressers, community centres, schools and children’s centres – and in particular at the location of the event;
- leaflets and posters for universities’ students unions;
- leaflets and posters at local charity shops (some charity shops have policies of only publicising their own charity/events, so check first);
- information on campaign or partner organisation websites (include links on other publicity materials);
- social media, such as a dedicated Facebook page;
- events listings on local events websites, in local newspapers, local radio etc;
- newsletters of local community groups, the local media e.g. listings and news;
- word of mouth, by staff and people involved in the event; and
- PR.

You can also upload your event to the Love Your Clothes website at www.loveyourclothes.org.uk.

Any publicity material should include, as a minimum, the following information:

- date, time and location of event;
- what you can bring along (e.g. types of textiles); and
- what you can’t bring along (such as electricals).

A press release should be sent out to the media two weeks before the event (check their deadlines beforehand). Some publications (e.g. community or parish newsletter) may require information much further in advance – you should identify critical deadlines early on in the development of your event.
Produce a toolkit
To help small community-based groups develop and run re-use events, consider producing a toolkit that covers all of the practical issues groups are likely to be faced with in organising their own event. Examples of such toolkits have been developed by Forest Recycling or the Leicestershire Waste Partnership.

- [http://www.giveortake.org.uk/](http://www.giveortake.org.uk/)
- [http://www.lesswaste.org.uk/index/reuse/reuse_toolkit_page.htm](http://www.lesswaste.org.uk/index/reuse/reuse_toolkit_page.htm)

8.10 Scheduling and budgeting

Once the activities have been selected, they all need to be included in a coherent implementation plan to ensure that all activities will completed on time and within budget.

- Firstly, schedule all the communication activities ensuring they dovetail with any relevant operational activity (such as the launch of new collections).
- Secondly, take account of any national activities (e.g. Recycle Week or European Week for Waste Reduction) to which your communications could link in order to generate added media and public interest.
- Thirdly, obtain costs and allocate any internal resources (like staff) for all the communications activities and materials in order to develop the budget.

Plans and communication activities should be developed and reviewed over a 12 month cycle although occasionally, for short campaigns, plans may only need to cover a few months.

WRAP has produced an Indicative Cost Guide that aims to help with costing communications activities.

Further information about planning activities can be found in Section 9 of Improving recycling through effective communications.
9.0 MONITORING AND EVALUATION

Overview
This section details the importance of monitoring and evaluating the service and provides options for each different type of scheme and communication activities.

9.1 Monitoring and evaluation
Monitoring and evaluation is an essential part of delivering a successful textile scheme. Any organisation operating a service needs to measure regularly how the service is performing and draw conclusions, based on this monitoring data, to improve the effectiveness of a scheme.

Monitoring and evaluation: in depth
WRAP has produced extensive practical advice on the monitoring and evaluation of scheme usage within the following guide: Improving the Performance of Waste Diversion Schemes: A Good Practice Guide to Monitoring and Evaluation (2010). Sections 2, 5 and 6 in particular provide important background to the issues of monitoring and evaluation.

9.1.1 Deciding what to monitor
One of the most important performance measures is the extent to which services are being used. This is important for reasons of cost efficiency and round planning. Key indicators to consider monitoring should include:
- the amount of material collected (tonnage) – see Section 6 of the monitoring and evaluation guidance;
- the number of people using the service – whether that is participating in kerbside collections by putting textiles out for collection, using bring banks or attending community re-use events – see Section 5 of the monitoring and evaluation guidance; and
- awareness of the service – see Section 4 of the monitoring and evaluation guidance.

9.1.2 Using tonnage data
Tonnage data is collected as standard by all local authorities and reported through the online data reporting system, WasteDataFlow.

Tonnage is one of the simplest ways to measure the performance of kerbside collection and bring bank services. Data can be easily obtained via records such as weighbridge tickets. Local authorities using another organisation to manage collections need to request tonnage data from that organisation. If a contract, service level agreement or MOU is in place, it is advisable to write into the agreement what data is required and how frequently it is needed. The data can also be used to calculate the weight per household collected (tonnage / number of households).

Tonnage data for community re-use initiatives
Though it can be more challenging to gather tonnage data for community re-use initiatives – especially informal re-use – it can be gathered at re-use events such as swishing (weighing all donations before the event and weighing anything left over at the end of the event, to calculate the difference).

There are potential difficulties in obtaining accurate tonnage data per bank or per area when bring banks are emptied on a ‘milk round’ basis, i.e. lots of banks are emptied into the same vehicle. Normally this means tonnages are either not available or have to be estimated by apportioning the total tonnage.

25 http://www.wastedataflow.org/
9.1.3 Monitoring and evaluation communication activities

Sometimes, it can be difficult to identify direct links between cause and effect – i.e. this activity produced xx tonnes uplift in collections – as there can be so many other factors at work. Nonetheless, it is good practice to continually review activities to try and determine whether they are effective and how they might be improved e.g. by clearer messaging, better targeting etc.

Table 31 suggests some ways of monitoring and evaluating the impact of communication campaigns around textile re-use.

Table 31 Monitoring activities for communication activities to support textile re-use

<table>
<thead>
<tr>
<th>Monitoring activity</th>
<th>Kerbside</th>
<th>Bring Banks</th>
<th>Community re-use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of material collected (tonnage)</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Number of households participating</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Types of textile items donated (e.g. if promoting a wider range of textile items for the first time)</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Number of people using banks/HWRCs etc</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A survey of householders/ the public in target areas to find out: levels of public awareness; attitudes towards the service; how often they use it; how they found out about it etc</td>
<td>☑️</td>
<td>☑️</td>
<td></td>
</tr>
<tr>
<td>Number of events held</td>
<td></td>
<td>☑️</td>
<td></td>
</tr>
<tr>
<td>Number of people attending events</td>
<td></td>
<td></td>
<td>☑️</td>
</tr>
<tr>
<td>Number of organisations involved in initiatives</td>
<td></td>
<td></td>
<td>☑️</td>
</tr>
<tr>
<td>Survey of participants</td>
<td></td>
<td></td>
<td>☑️</td>
</tr>
</tbody>
</table>

For more information about monitoring and evaluating communications campaigns, see WRAP's Guides:

- Improving recycling through effective communications; and

9.1.4 Evaluation

Evaluating performance helps to identify which activities and campaigns provide the biggest increase in recycling rates versus the financial investment. A continuous feedback loop should be used so lessons learned from one campaign or activity are fed into the next one and results gained from operational changes in one area can be translated across the service. Some key points are;

- Ensure that when progress is evaluated, it isn’t done in isolation.
- Calculate a cost per tonne or per household spend on the service
- Benchmarking a service will identify where money is being spent, what impact it is having and where to target improvements.
- Remember that residents may not recycle their textiles regularly so extended periods of data may need to be reviewed to better understand recycling patterns.

9.2 Suggested areas for monitoring and evaluation of kerbside and bring bank collection

Table 34 suggests areas that could be monitored and evaluated. Many of the examples could be used for more than one activity, so it is suggested that the whole table is read before deciding what to monitor. Whatever activity or campaign is planned, monitoring should take place (a) before the activity starts to establish the baseline and then (b) after the activity has been completed to understand the impact of any changes.
### Table 32  Monitoring summary table

<table>
<thead>
<tr>
<th>Activity type</th>
<th>What could be monitored?</th>
<th>How could it be monitored?</th>
<th>Why is this a good idea?</th>
<th>Are there any issues?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textile communication campaigns</td>
<td>Attitudes towards and awareness of textiles collection before and after the communication campaign:</td>
<td>▪ A survey of householders/the public in target areas.</td>
<td>A survey conducted pre- and post-campaign will not only provide valuable data about the attitudes of residents,</td>
<td>Surveys can be labour-intensive: consider how much work needs to be done to ensure a representative sample and to</td>
</tr>
<tr>
<td></td>
<td>  ▪ X% of residents are aware of the service.</td>
<td>  ▪ See section 4 of <a href="#">Improving the Performance of Waste Diversion Schemes: A Good Practice Guide to Monitoring and Evaluation</a>.</td>
<td>but can also help select relevant communication activities in the future. Conducting the survey again at the</td>
<td>analyse the data. Online surveys can be less labour-intensive.</td>
</tr>
<tr>
<td></td>
<td>  ▪ X% of residents claim to participate in the service.</td>
<td></td>
<td>end of your campaign will allow you to measure changes in attitudes and awareness.</td>
<td>Ensure that questions asked are not leading – test them out.</td>
</tr>
<tr>
<td></td>
<td>  ▪ X people have used the authority/organisation website to locate their closest textile bank.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visits to the authority/organisation’s website to view textile recycling information.</td>
<td>▪ Website hits.</td>
<td>Monitoring is straightforward and most social media sites allow this type of information to be tracked automatically.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>▪ Contacts via the website.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>▪ Click-throughs from other websites or email footer messages.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media conversations.</td>
<td>Depending upon the form of social media used it could include:</td>
<td>Listening in on conversations will provide qualitative feedback for campaigns. It may also flag potential recycling volunteers.</td>
<td>Resource is required to monitor conversations, create content and respond (possibly on a daily basis).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>  ▪ website/ page hits; and</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>  ▪ conversations, re-tweets and mentions, comments or ‘likes’.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>  @TRAID use twitter as a tool to engage textiles recyclers and promote their shops.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complaints and Enquiries.</td>
<td>▪ Call centre logs.</td>
<td>Any complaints received can be monitored and hot spots targeted for improvements. Enquiries received can indicate that further information is required.</td>
<td>Local Authorities usually log residential enquiries but talk to your call centre or staff that handle enquiries to gain access.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>▪ Emails and letters.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activity type</td>
<td>What could be monitored?</td>
<td>How could it be monitored?</td>
<td>Why is this a good idea?</td>
<td>Are there any issues?</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------------------</td>
<td>----------------------------</td>
<td>--------------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Kerbside collection scheme usage</td>
<td>Number and type of items received/collected. Quality and type of textile donated.</td>
<td>Waste composition analysis. Could be done by a visual inspection. Data provided from organisation sorting the textiles.</td>
<td>Understanding the quality and type of textiles donated will allow contamination issues to be highlighted.</td>
<td>Waste composition analysis should be conducted by professionals due to the health and safety risks involved. There will be a cost involved if an external company is hired. As an alternative, a visual inspection at the sorting/treatment facility when the materials are unloaded may be considered. This will not provide the same detail as a full composition analysis but will highlight common items donated and contamination issues. Liaise with the reprocessor to see whether this is possible.</td>
</tr>
<tr>
<td>Contamination issues</td>
<td>Reports from collection crew or contractors/partners. Reports from residents.</td>
<td></td>
<td>It provides a good insight into what unsuitable materials residents/others may be depositing in their textiles bags. Information gained can be passed to enforcement officers (if required) to and used to communicate contamination issues.</td>
<td>Information reported may be isolated and not help with the overall messaging.</td>
</tr>
<tr>
<td>Theft issues</td>
<td>Reports from collection crew or contractors/partners. Reports from residents. Reports from residents to other organisations/departments such as Trading Standards, Licensing Teams etc.</td>
<td></td>
<td>It will help to identify where bogus collections are taking place and the extent. Information gained can be passed to enforcement officers/agencies (if required)</td>
<td>Information will need to be gathered from a variety of sources</td>
</tr>
</tbody>
</table>

Table 32 continued

<table>
<thead>
<tr>
<th>Activity type</th>
<th>What could be monitored?</th>
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</tr>
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<td>Activity type</td>
<td>What could be monitored?</td>
<td>How could it be monitored?</td>
<td>Why is this a good idea?</td>
<td>Are there any issues?</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Kerbside collection scheme usage</td>
<td>The amount of material collected (tonnage).</td>
<td>Tonnage data provided by the contractor, in-house or by organisations operating in the area.</td>
<td>Collecting tonnage data will allow scheme performance to be monitored. Capture will indicate how successful a scheme is in diverting textiles from disposal.</td>
<td>Tonnage data should be available when the collections are made. If the collection is being run by another organisation it may be difficult to obtain data without an agreement in place.</td>
</tr>
<tr>
<td></td>
<td>Capture rates</td>
<td>Using tonnage and waste composition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Measuring the equivalent market value.</td>
<td></td>
<td>Using the market pricing report from WRAP [5]</td>
<td>For some residents, the value (£) of what is recycled or re-used is more of a driver.</td>
<td>All values assigned will be approximate. Calculating this will not be possible without accurate data on items/grades of textiles.</td>
</tr>
<tr>
<td>Kerbside collection scheme usage</td>
<td>Cost per tonne or per household.</td>
<td>If tonnage data and costs are available for the service, then a cost per tonne or per household can be calculated. This could also include the cost of disposal avoidance.</td>
<td>It will help evaluate which activities are providing the biggest impact.</td>
<td>Tonnage data may not be available and cost data may be difficult to calculate. Both direct and indirect (staff time) costs should be included.</td>
</tr>
<tr>
<td>Participation.</td>
<td></td>
<td>Number of bags collected / proportion of households collected from.</td>
<td>Understanding participation will help identify what proportion of residents use the scheme on a regular basis as well as which areas require further communications support.</td>
<td>Participation monitoring may be difficult if textiles collected are not easily identifiable (placed in a bag but at the bottom of a recycling box for example). Residents may recycle their textiles infrequently, so monitoring over –three collection periods may not be enough time to gain a representative picture of participation. For call and collect schemes, a call can be taken as a proxy for participation. Data should be scrutinised to understand whether it is the same resident calling multiple times, or a number of residents calling.</td>
</tr>
<tr>
<td>Kerbside participation or scheme usage for call and collect.</td>
<td></td>
<td>Collection requests for a call and collect scheme.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 9.3 Suggested areas for monitoring and evaluation of community re-use initiatives

Table 33 suggests areas that could be monitored and evaluated. Many of the examples could be used for more than one activity so it is suggested that the whole table is read before deciding what to monitor.

**Table 33 Monitoring summary table**

<table>
<thead>
<tr>
<th>Activity type</th>
<th>What could be monitored?</th>
<th>How could it be monitored?</th>
<th>Why is that a good idea?</th>
<th>Are there any issues?</th>
</tr>
</thead>
</table>
| Community re-use campaign | Attitudes towards and awareness of textiles re-use activities, for example:  
- X% of residents are aware of the need to re-use textiles.  
- X% of residents take their clothes to charity shops.  
- X% of residents have used online exchanges more than once per month. | A survey of householders/the public in target areas.  
See section 4 of WRAP’s monitoring and evaluation guidance, for more information on conducting surveys. | A survey conducted pre- and post-campaign will not only provide valuable data about the attitudes of residents, but can also help select relevant communication activities in the future. Conducting the survey again at the end of your campaign will allow you to measure changes in attitudes and awareness. | Surveys can be labour-intensive: consider how much work needs to be done to ensure a representative sample and to analyse the data. Online surveys can be less labour-intensive. Ensure that questions asked are not leading – test them out and remember question aims. |
| | Visits to authority/organisation’s websites for textiles re-use information. | Website hits.  
Contacts via the website.  
Click-throughs from other websites or email footer messages.  
IT teams should be able to provide support on these issues. | Monitoring is straightforward and most social media sites allow the tracking of this information automatically. | Requires a specific textiles re-use page to differentiate between visitors interested in general re-use issues and those interested specifically in textiles re-use. |
| | Social media conversations. | Depending upon the form of social media used it could include:  
- website/page hits;  
- conversations, re-tweets and mentions, comments or ‘likes’. @TRAID use twitter as a tool to engage textiles recyclers and promote their shops | Listening in on conversations will provide qualitative feedback for campaigns. It may also flag potential recycling volunteers. | Resource is required to monitor conversations, create content and respond (possibly on a daily basis). It may also take time to build your network. |
### Table 33 continued

<table>
<thead>
<tr>
<th>Activity type</th>
<th>What could be monitored?</th>
<th>How could it be monitored?</th>
<th>Why is that a good idea?</th>
<th>Are there any issues?</th>
</tr>
</thead>
</table>
| Charity shop donations | - Number and type of items received/collected  
- Number and type of items re-used or assessed as reusable  
- Total quantities of materials (per type) collected (e.g. number and type of item, or tonnages of item re-used or recycled)  
- Quantities of material requiring disposal or sold (e.g. tonnages of donated clothing not suitable for re-use or recycling at all or through the shop). | - A log book/spreadsheet.  
- Number of bags and weight per bag assigned.  
- When an items log is used weight conversion factors for the items. | - As with any shop monitoring, stock levels will provide an understanding of number and type of items sold.  
- This will allow the collection of specific data on item types re-used. | - The shop may not have a computer and/or may not keep detailed records on donations and sales on a per item or weight basis. |
| Event attendees. | | | | |
| Event feedback – customer awareness and feedback. | | | | |
| The amount of material collected (tonnage). | | | | |
| Measuring the equivalent market value. | | | | |

| | Activity type | What could be monitored? | How could it be monitored? | Why is that a good idea? | Are there any issues? |
|---------------|--------------------------|----------------------------|--------------------------|-----------------------|
| Community exchanges | Event attendees. | | | |
| | Event feedback – customer awareness and feedback. | | | |
| | The amount of material collected (tonnage). | | | |
| | Measuring the equivalent market value. | | | |
### Table 33 continued

<table>
<thead>
<tr>
<th>Activity type</th>
<th>What could be monitored?</th>
<th>How could it be monitored?</th>
<th>Why is that a good idea?</th>
<th>Are there any issues?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community exchanges</td>
<td>Use of pledges. Residents would be asked to sign a commitment.</td>
<td>Number of pledges signed.</td>
<td>Pledging to re-use textiles shows a commitment to an activity. Residents may be receptive to receiving further information on re-use or volunteering. This can be a useful key performance indicator: XXX people have pledged to re-use their textiles.</td>
<td>Residents can sometimes be reticent to commit themselves to pledges and can also be worried about providing personal information. If contact details are requested, clear information should be provided that indicates whether they will be contacted, with what information and how frequently.</td>
</tr>
<tr>
<td>Community exchanges</td>
<td>Cost per tonne of the activity.</td>
<td>If tonnage data is available for the activity, then the total cost of the event (room hire, comms, staff time etc) can be compared with tonnage re-used. Tonnage re-used can also be calculated as waste diverted from landfill and a cost of landfill avoidance assigned.</td>
<td>Many of the KPIs that local authorities use are focused on landfill diversion and value for money. This calculation allows both to be determined. It will also help evaluate which activities provide the biggest impact.</td>
<td>Tonnage data may not be available and total costs may be difficult to calculate. Both direct and indirect (staff time) costs should be included.</td>
</tr>
<tr>
<td>Online exchanges</td>
<td>Site activity.</td>
<td>Number of users registered to the site.</td>
<td>It will give an insight into the number of people that are interested in re-use activities and may be using exchanges.</td>
<td>It may be difficult to gather this information from the site owners.</td>
</tr>
<tr>
<td>Community collections</td>
<td>The amount of material collected (tonnage).</td>
<td>Weight of sacks collected (or volume – number of sacks if no scales are available).</td>
<td>Collecting tonnage data.</td>
<td>Tonnage data should be available when the collections are made. You will need to check that data from organisations in a particular area is not aggregated if ‘milkrounds’ for collection are used.</td>
</tr>
<tr>
<td>Community collections</td>
<td>Scheme participants (individuals and organisations).</td>
<td>Records taken noting how many individuals contribute to the collection.</td>
<td>This will provide details on scheme participation.</td>
<td>Some people may collect on behalf of a number of individuals so you may be recording the minimum number of participants.</td>
</tr>
<tr>
<td></td>
<td>Events per year.</td>
<td>Records provided by the collection organisation.</td>
<td>This would provide details on popularity and would allow events to be advertised to the wider community (if appropriate).</td>
<td>This data needs to be requested from the organisation.</td>
</tr>
</tbody>
</table>
## 9.0 GLOSSARY

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bogus collections/banks</td>
<td>Kerbside and/or bring bank collections carried out by organisations who fraudulently take the identity of legitimate organisations like charities and the theft of textiles from the kerbside and/or bring banks.</td>
</tr>
<tr>
<td>Bring sites/systems</td>
<td>Recycling sites and collection systems that use ‘bring’ banks for the deposit of materials by residents.</td>
</tr>
<tr>
<td>Collection</td>
<td>Refers to either kerbside collection services or the process of emptying bring banks.</td>
</tr>
<tr>
<td>Community collections</td>
<td>Where organisations such as schools, universities and other community organisations collect textiles through donations by students, families, members of the community etc, and are then paid by a private or third sector organisation for the textiles.</td>
</tr>
<tr>
<td>Community re-use initiatives</td>
<td>This covers a diverse range of textile re-use activities including charity shops, schools and group collections, swishing, on-line exchanges, jumble sales.</td>
</tr>
<tr>
<td>CRA</td>
<td>Charity Retail Association</td>
</tr>
<tr>
<td>EA</td>
<td>Environment Agency</td>
</tr>
<tr>
<td>EWC</td>
<td>European Waste Catalogue</td>
</tr>
<tr>
<td>GoT</td>
<td>Give or Take – a type of community re-use event where residents can get rid of unwanted textiles, and pick up something different for free. Also known as swishing (see below).</td>
</tr>
<tr>
<td>HWRC</td>
<td>Household Waste Recycling Centre</td>
</tr>
<tr>
<td>Kerbside collection</td>
<td>The term includes household recycling collection services (collecting textiles) operated by local authorities as well as door-to-door textile collections run by charities or other organisations</td>
</tr>
<tr>
<td>LAS</td>
<td>Landfill Allowance Scheme</td>
</tr>
<tr>
<td>LATS</td>
<td>Landfill Allowance Trading Scheme</td>
</tr>
<tr>
<td>MOU</td>
<td>A Memorandum of Understanding is a document which expresses mutual agreement on an issue between two or more parties</td>
</tr>
<tr>
<td>NIEA</td>
<td>Northern Ireland Environment Agency</td>
</tr>
<tr>
<td>Re-use</td>
<td>The term re-use is used throughout the guidance and covers both the re-use and the recycling of textiles not suitable for sale as second-hand clothing</td>
</tr>
<tr>
<td>SCAP</td>
<td>Sustainable Clothing Action Plan</td>
</tr>
<tr>
<td>SEPA</td>
<td>Scottish Environmental Protection Agency</td>
</tr>
<tr>
<td>SLA</td>
<td>A Service Level Agreement or SLA sets out formally the requirements and expectations of working together with another organisation</td>
</tr>
<tr>
<td>Swishing</td>
<td>A kind of community re-use event where residents can get rid of unwanted textiles, and pick up something different for free.</td>
</tr>
<tr>
<td>Textiles</td>
<td>The definition of textiles used for this guidance includes clothing, bedding (duvets, pillows, sheets etc.) and curtains originating from households but not carpets and other soft furnishings</td>
</tr>
<tr>
<td>TRA</td>
<td>Textile Recycling Association</td>
</tr>
<tr>
<td>Unauthorised banks</td>
<td>Recycling banks placed without the permission of landowners</td>
</tr>
<tr>
<td>WFD</td>
<td>Waste Framework Directive</td>
</tr>
</tbody>
</table>

1.0 Understanding textile re-use 2.0 Policy context 3.0 Choosing the right methods 4.0 Kerbside & door-to-door collections 5.0 Bring banks 6.0 Community re-use 7.0 Bulky non-clothing textiles 8.0 Promoting textile re-use & recycling 9.0 Monitoring & evaluation 10.0 Glossary 11.0 Further information
11.0 SOURCES OF FURTHER INFORMATION

The following organisations can provide more information about textile re-use.

- **Charity Retail Association** [www.charityretail.org.uk](http://www.charityretail.org.uk) – Set up in 2000, the Charity Retail Association is the only body in the UK that represents the interests of charity retailers. The Association has over 330 members with, between them, over 7000 shops.

  **The Code of Charity Retailing** – The Code was introduced in 2005 and aims to: promote best practice and high standards in charity retailing; promote public confidence in, and support for, charity shops; increase donations to charity shops; promote awareness of legitimate charity shops and to help stamp out dishonest and bogus activities.

- **Charity Retail Association** – [Bogus collectors and theft on-line reporting tool](http://www.charityretail.org.uk)

- **Clothes Aid** – [clothesaid.co.uk](http://clothesaid.co.uk) – Clothes Aid operates a department dedicated to protecting your clothing donations from theft or so-called bogus collectors. Has advice on how to spot bogus collections.


- **Fundraising Standards Board** – [www.frsb.org.uk](http://www.frsb.org.uk) – The FRSB is the independent self-regulatory body for UK fundraising. Backed by the Office for Civil Society, The Scottish Government and the Welsh Assembly Government the FRSB oversees a transparent and independent regulatory scheme for fundraising, aiming to raise standards and build public confidence in fundraising.

- **Health and Safety Executive** – [www.hse.gov.uk](http://www.hse.gov.uk) – Provides guidance on health and safety issues around textile re-use, and key procedures such as risk assessments.

- **Institute of Fundraising** – [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk) – The Institute of Fundraising is the professional membership body for UK fundraising. It provides information about efforts to address the issues surrounding bogus charity collection bags including links to other government resources/agencies such as the Charity Commission, Crown Prosecution Service, National Fraud Intelligence Bureau, National Association of Licensing Enforcement Officers (NALEO).


  **Institute of Fundraising House to House Clothing Collections Guidance** – Information explaining different types of collections and how to spot and report bogus activity.


- **National Association of Licensing and Enforcement Officers (NALEO)** – [cms.naleo.org.uk](http://cms.naleo.org.uk) – NALEO represents the interests of those responsible for licensing.
**NALEO Guidance for Licensing Officers issuing licences for charitable door to door collections – England and Wales September 2011 (Update October 2011)** –

- **National Fraud Intelligence Bureau** – www.nfib.police.uk – The National Fraud Intelligence Bureau (NFIB) was created to help police catch fraudsters and make the UK a more fraud resistant society.


- **SCAP** – It aims to take action in the following five key areas to improve the sustainability performance of clothing:
  - Improving Environmental Performance across the Supply Chain
    - Sustainable Design
    - Fibres and Fabrics
    - Maximising Re-use, Recycling and end of life management
    - Clothes Cleaning
  - Consumption trends and behaviour
  - Awareness, media, education and networks
  - Creating market drivers for sustainable clothing
  - Instruments for improving traceability along the supply chain [ethics, trade and environment].

There is a Steering Group, consisting of major retailers, brands, recyclers, sector bodies, NGOs and charities, and five working groups. Nearly 300 stakeholder organisations in the supply chain have participated in its work to date including clothing retailers, fibre/fabric/garment manufacturers, suppliers, clothing re-use and recycling organisations, charities, industry associations, government, NGOs, practitioners, academia and support organisations. For further information see:

- [www.wrap.org.uk/content/sustainable-clothing-action-plan-1](http://www.wrap.org.uk/content/sustainable-clothing-action-plan-1)


- **Textile Recycling Association** – www.textile-recycling.org.uk – The UK’s trade association for used clothing and textile collectors, sorters and reprocessors.

- **Textile Recycling Association Code of Practice** – The Textile Recycling Association has recently produced its own Code of Practice for its members, which covers collection standards for kerbside, textile bank, charity shop and other collections. [www.textile-recycling.org.uk/house-to-house-collections.htm](http://www.textile-recycling.org.uk/house-to-house-collections.htm)

- **Textile Recycling Association** – Used Clothing Theft/Fraud On Line Reporting Tool
  [www.textile-recycling.org.uk/fraud-theft-reporting.htm](http://www.textile-recycling.org.uk/fraud-theft-reporting.htm)

- **Trading Standards Institute** – www.tradingstandards.gov.uk The Trading Standards Institute is a professional membership association representing trading standards professionals in the UK and overseas – in local authorities, the business and consumer sectors and in central government.
For further information about support available to local authorities and textile collectors visit www.wrap.org.uk/content/textile-collection-guide

or contact
www.wrap.org.uk/help/contact

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