

Place Scrutiny Committee	
Portfolio	Cabinet Member for Environment
Area for Scrutiny	Recycling Participation
Link to Council Plan	<p>The Council Plan 2013-16, under the Local Priority 'Cleaner, Greener and Environmentally friendly', our future objective is to encourage sustainable waste management practices amongst the borough's residents and businesses and to provide increased opportunities for recycling.</p> <p>On a quarterly basis we update Cabinet and Corporate Board through the Corporate Performance Management report, on the identified key activity 'To change public perception of waste minimisation and recycling through education and awareness raising.' Additionally, the borough recycling rate forms the basis of a Council Plan key performance indicator, with a target to reuse, recycle and compost 45% of waste by 2015/16.</p>
Context	<p>Prior to August 2013, the majority of residents were recycling using 1 x 55 litre box in which they were able to recycle, paper, cans and glass. In 2009, we approached WRAP (Waste Action Resources Programme), to complete an options appraisal to help determine the most cost effective way of collecting recycling from within the borough. A number of options were considered, including the mixing of all recyclables in a wheeled bin. However, the system determined to be the most efficient and economical and the one that provides the highest quality of recyclable materials, is the use of two reusable bags and the existing black box. Councils who offer a 'comingled' service generally have to pay to dispose of this waste.</p> <p>In 2010 a 'trial' plastics and cardboard collection was conducted across approx 11,000 properties in 10 separate areas of the borough. The outcomes of this trial led to the submission of a bid to secure funding to rollout the enhanced service borough wide. Between August 2013 and March 2014, using a grant of £1.8 million secured through the government weekly collection support scheme, the Council introduced a new recycling service. In addition to the black boxes, residents were given 2 reusable bags- a blue bag for papers and cardboard and a green bag for plastic bottles and cans. With the new service, residents were asked to use their existing black box for recycling glass bottles and jars. In addition to the recycling bags, all households were given a comprehensive guide to recycling. The booklet contained information on how to recycle using the new service, information on the Council's HWRC (Household Waste Recycling Centre), the national 'Love Food Hate Waste' campaign, home composting and information on how to recycle 'other' less usual items.</p> <p>A key criteria of the bid was that the service would be financially sustainable once the grant funding had ended i.e. April 2015. The role of Recycling Officer is fundamental to this area of work, and this post has been vacant since September 2014 (one failed recruitment exercise and about to shortlist for a second time). In the meantime we are endeavouring to work with existing limited resources.</p>

<p>Rationale</p>	<p>The Quality Action Plan, published by DEFRA (Department for Environment, Food and Rural Affairs) in 2013 sets out a clear vision for recycling in England, ‘ To not only increase the quantity of materials recycled, but also promote the quality of recycling. This will help maximise the environmental and economic benefits of reprocessing these raw materials as part of a global market, and will deliver a robust recycling supply chain’.</p> <p>Although there is considerable public and member interest in recycling, participation could still be improved, especially in the less affluent areas. In addition, market values of the recycled materials are lower than predicted, (this is an issue impacting on councils nationally).</p> <p>It is imperative recycling participation increases. As far as is possible through existing resources we plan to target identified poor performing areas by a door to door campaign. In advance of the canvassing exercise the Driver Team Leader will be asked to monitor participation rates. This information will then be used to target a canvassing campaign at those households who either partially participate or not at all.</p> <p>Working alongside the Council’s Communications and Public Affairs Team, a number of other measures are being identified for the rest of the borough, including the production of a leaflet to be delivered to all borough residents. It is hoped that these measures will ensure that different demographics are targeted – for example media releases and press adverts in local papers will be more accessible to older residents and a social media campaign is more likely to have an impact with younger residents.</p> <p>It is critical to maximise quantity and quality of recycling and therefore recycling income to ensure the sustainability of the service.</p>
<p>What are we asking from the Scrutiny Committee?</p>	<p>The Scrutiny Committee will be asked to consider a variety of ways of improving and engaging with the public.</p> <p>Further, the Scrutiny Committee will be asked to discuss the best way of delivering recycling services against a background of ongoing budget pressures.</p> <p>Key stakeholders will be identified who will be influential in driving performance and achieving our long term objectives in line with our Waste Strategy.</p>