

Chichester District Council

OVERVIEW AND SCRUTINY COMMITTEE

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Recycling Action Plan 2017/18

1. Contacts

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2. Recommendation

The committee is requested to:

2.1 Note progress against the Recycling Action Plan for 2016/17

2.2 Recommend to Cabinet that the updated 2017/18 Recycling Action Plan is approved.

3. Background

3.1 In April 2016 Cabinet endorsed the Recycling Action Plan based on the Council's commitment to achieving a 50% recycling rate by 2020 and to reducing the amount of waste going to landfill.

3.2 A number of key projects have since been delivered and the recycling rate has increased from 39.9% (full year performance 2015/16) to 43.3% (provisional result for Quarter 2, July-September 2016). Sample contamination levels (material in the recycling bins that cannot be recycled) have been maintained at an average 4.7% during April to October 2016 exceeding the target of no greater than 6%.

4. Outcomes

4.1 Appendix 1 provides a detailed progress update against the original Action Plan approved. The key headlines are summarised below:

Project Officers; Cabinet approved the recruitment of two Recycling Project Officers to deliver the various projects within the Recycling Action Plan. One officer was appointed in September 2016 rather than the original two as the second post was absorbed as part of existing resources.

Garden Recycling Service; introductory offer for new customers launched alongside re-branded advertising material and online self-service access. During the promotional period 1,370 new customers joined the service and garden waste tonnage has increased by 11% compared to the previous year.

Communications Strategy; 'back-to-basics' communications campaign launched raising general awareness of our key recycling messages. Communication tools developed and include pull-up banners, detailed recycling information leaflet,

regular articles in Initiatives magazine, increased social media activity, new vehicle signage and a mailshot of the leaflets to over 30,000 residents.

A new residents' recycling forum has also been created in order to gather ideas and feedback on how recycling could be made easier. This has had a very positive response, with residents already contributing to the campaign and providing useful feedback on projects as they develop.

The communications campaign gained momentum during Recycle Week which took place during 12 – 18 September 2016. Supported by local supermarkets, as well as local media organisations and West Sussex County Council, officers and members spent five days carrying out outreach work across four supermarkets sites, engaging with over 1,500 members of the public, giving out detailed information and answering questions on recycling.

Communal Bin Recycling; pilot project established in partnership with the West Sussex Communications Group aiming to improve the quality of recycling and level of contamination of bulk bins. Reusable bags for transporting recycling to bulk bins were hand delivered to trial areas by the partnership team who explained to the resident the purpose of the trial and how to use the bag. The team also used this as an opportunity to survey the residents on their recycling habits and capture feedback on barriers to recycling. Early results are positive and are currently being reviewed.

Recycling Guidance; prompted by suggestions made during Recycle Week, bin stickers have been produced for waste and recycling bins following extensive consultation. A trial will be conducted from February to October 2017 with the results being reported to the Waste and Recycling Panel (W&RP) in autumn 2017.

- 4.2 In summary, the result of actions completed to date are positive and such a sharp increase in the recycling rate shows that the current approach appears to be working. However the W&RP, who meet quarterly to consider the ongoing delivery of the Action Plan, recognises that whilst current performance is encouraging, it is essential to have a comprehensive and not a piecemeal approach to promoting and educating residents about recycling. The Action Plan has been updated for 2017/18 (Appendix 2) to reflect this approach and it is anticipated that the recycling rate will increase to 45% by March 2018.
- 4.3 Of the £50,000 budget approved by Cabinet in April 2016, £31,000 remains and will carry forward to 2017/18 to support the continued delivery of the Action Plan allocated to:
- Garden Recycling Service promotion.
 - Production of bin stickers for all residents if trial project successful.
 - Contribution to purchasing further recycling bags if trial project successful.
 - Undertaking samples of recycling loads to assess quality and levels of contamination.
 - Communication material to support the Communications Strategy.

5. Alternatives that have been considered

- 5.1 Many of the available alternatives have been considered by the West Sussex Waste Partnership and the W&RP.
- 5.2 The option of separate food waste collections is on hold. Members and officers are conscious of the associated costs and infrastructure development requirements especially as food waste is already utilised beneficially as part of the current residual waste process, diverting waste from landfill. Unfortunately this does not contribute to the recycling rate as it is currently measured. A recent review of Chichester Contract Services urges the Council to be cautious in making significant changes at the present time as it is currently unclear what will happen to recycling rate measurement after the UK leaves the EU.
- 5.3 The viability of each project meeting the expected outcomes are assessed against the cost and effort required with alternative options considered at this stage. In addition, the W&RP support trial projects where practical in order to identify the true impact of each initiative.

6. Resource and legal implications

- 6.1 Following the result of the EU Referendum, it is not yet clear what the implications will be for authorities failing to achieve the 50% recycling target. It is possible that the Council will still be subject to fines if the target is not met by 2020.
- 6.2 Failure to provide recyclate that is of sufficient quality and quantity will directly impact on the income received by the Council from the recycling support payment.

7. Consultation

- 7.1 Consultation on projects within the Action Plan have been carried out with the following:
- (a) The Waste and Recycling Panel.
 - (b) The Resident Recycling Forum.
 - (c) The West Sussex Waste Partnership Communications Group.

8. Community impact and corporate risks

- 8.1 Failure to achieve the 50% recycling target by 2020 has already been identified as a corporate risk to the Council. An important part of each project will be to seek to influence community behaviour towards a higher level of recycling performance.

9. Other Implications

	Yes	No
Crime & Disorder:		None
Climate Change: Increasing recycling performance reduces waste sent to landfill and does therefore have a positive environmental impact.	Yes	
Human Rights and Equality Impact		None
Safeguarding and Early Help		None

10. Appendices

- 10.1 Appendix 1 - Recycling Action Plan 2016/17 Progress Report.
- 10.2 Appendix 2 - Recycling Action Plan 2017/18.

11. Background Papers

- 11.1 None.