








**RECYCLING ACTION PLAN 2016/17**



Update against the Action Plan approved by Cabinet in April 2016


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. A number of key projects have since been delivered and the recycling rate has increased from 39.9% (full year performance 2015/16) and to 43.3% (provisional result July-September 2016). The below summarises progress to date against the original Action Plan approved.

Project Status Key			
	Overdue / on hold		In progress
	Check Progress / key milestone not met		Completed for 2016/17





Status	Project Title	Key Milestone	Due Date	Complete	Update
	<b>Recycling Project Team - Recruit Recycling Project Officers</b>	Recommendation to Cabinet	April 2016	Yes	Cabinet approved the recruitment of two Recycling Project Officers to deliver the various projects within the Recycling Action Plan. Recruitment was delayed owing to discussions surrounding the Contract Services structure review and a second round of recruitment being required.  One officer subsequently appointed in September 2016 rather than the original two as the second post was absorbed alongside existing resources.
		Recruitment process	May 2016	Yes	
		Induction	June 2016	Yes	
	<b>Garden Recycling Service Introductory Offer</b>	Recommendation to Cabinet	April 2016	Yes	During July to October residents who applied online for the Garden Recycling Service were eligible for a discount of three months free. During the promotional period 1,370 new customers joined the service; exceeding targets set for the year. In addition, the total customer base has increased by over 13% which is good progress towards meeting the target of 30% take-up of households using the service by 2020.

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		Logistics planning	June 2016	Yes	<p>The end date for the promotional period was adjusted from September to October to take into account changes to the West Sussex County Council Mobile Recycling Sites so those residents affected could take advantage of the offer. With support from the Public Relations Team the service was also re-branded and new advertising routes established as part of the general recycling communications campaign.</p> <p>We are closely monitoring the impact the increased customer base will have on our recycling rate. Early indications are positive as garden waste tonnage is up by 11% compared to the previous year (April to September).</p>
		Introduction	July 2016	Yes	
	<b>Communications Strategy 2016/17</b>	Strategy approved	April 2016	Yes	<p>Working closely with the Public Relations Team and the West Sussex Waste Communications Group, the 'Back to Basics' campaign launched in the spring and has focused on raising general awareness of our key recycling messages. The budget approved by Cabinet for communication initiatives has supported the production of a detailed recycling information leaflet; pull up stands; leaflets; postcards; posters; car park banners; web banners; social media assets and media advertising.</p> <p>A Residents' Recycling Forum has been established providing residents with the opportunity to engage with us and share their thoughts and ideas on recycling. The Forum has already provided their feedback to a key project as part of the consultation for the bin sticker project (see below).</p> <p>For Recycle Week we took a new approach to engaging with residents. Officers, members and representatives from West Sussex Waste spent five days carrying out outreach work across four supermarkets (Waitrose and Tesco in Chichester, Co-op in Selsey and Budgens in Midhurst), engaging with members of the public and giving out detailed</p>
		'Back to Basics' campaign launched	April 2016	Yes	
		Residents' Recycling Forum Established	June 2016	Yes	
		Recycle Week	September 2016	Yes	

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					<p>recycling information and answering questions. We spoke to over 1,500 residents and received over 100 written comments which have been used to inform our projects going forward. The events were well received and we aim to build on this approach for Recycle Week 2017.</p> <p>In addition to the above, a full survey of all our waste and recycling vehicle panels was carried out, with messaging updated where required. This was part-funded by the West Sussex Communications Group. Messages will be rotated throughout the year and reviewed as part of a rolling programme.</p>
	<b>Recycling Bin Upsize</b>	Recommendation to Cabinet	April 2016	Yes	Project to offer a bigger recycling bin to residents for free was deferred subject to further evaluation owing to implementation costs. Options have been considered by the W&RP and it has been agreed to provide residents with the opportunity to upsize their recycling bin for free where requested. The objective is to send a positive message to residents enabling them to maximise the amount they recycle. Delivery of the project will roll over into 2017/18.
		Logistics planning	June 2016	No	
		Introduction	July 2016	No	
	<b>Recycling Guidance for Residents</b>	Investigation	July 2016	Yes	<p>Following the report to Cabinet, the W&amp;RP have assessed various options on the most appropriate method to communicate recycling guidance with residents and have agreed to trial stickers for waste and recycling bins. This decision was prompted by suggestions from residents during Recycle Week and other local authority case studies. The original project milestones agreed by Cabinet (shown here) have been updated to reflect this approach.</p> <p>Following extensive consultation with the Recycling Residents' Forum, West Sussex Communications Group, CDC staff and the W&amp;RP, sticker designs have been selected and a trial will be conducted from February to October 2017. The aim of the stickers is to provide a positive cue for residents when using their domestic bins.</p>
		Report to Waste and Recycling Panel	August 2016	Yes	
		Production	October 2016	No	

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					<p>The stickers will provide information to raise awareness and have the potential to change behaviours, particularly where residents are not engaged with other communication channels. The following outcomes are expected:</p> <ul style="list-style-type: none"> <li>• Reduction in household waste tonnages where stickers are implemented.</li> <li>• Increase recycling tonnages where stickers are implemented.</li> <li>• Reduction in contamination reports by crew.</li> <li>• Reduction in the amount of recyclable material in the waste stream.</li> </ul> <p>The results of the trial will be used to assess whether the viability of the project meeting the expected outcomes compared to the cost and effort required.</p>
	<b>Waste and Recycling Crew Training Programme</b>	Recycling project officers to prepare script / programme	August 2016	Yes	<p>Approach to crew training has now changed after an assessment of past barriers to providing support and training. The original expectation was to provide a training guide and bring the crews in for a training session. However, experience from the past has shown that getting crews into the office after their days work is very difficult. Equally to take a crew off their round would require additional resources which can prove difficult. It has been agreed following consultation with various staff that training would be provided on the job during their working day. The purpose of this support is to provide crews with the opportunity to report recycling issues back for action and feel confident in this process. The training element will help bring all the crews and drivers knowledge on recycling to an agreed standard. The support days will be delivered from March 2017 onwards and the success monitored throughout the year.</p>
Deliver training		December 2016	No		
Annual refresher		2017/18	No		

**Joint Projects with the West Sussex Waste Partnership**

Status	Project Title	Key Milestone	Due Date	Complete	Update
	<b>Communal Bin Recycling</b>	Commence pilot scheme with WSCC	July 2016	Yes	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.  Phase one has seen the introduction of reusable bags for transporting recycling to bulk bins, new signage and a door stepping campaign for trial areas in West Sussex. Initial results are positive and recycling load samples for Chichester have improved from a Grade B to Grade A. The project will continue in 2017/18, with a phase one report scheduled for April 2017. If successful the joint working group will decide how the project can be rolled out further.
		Sample recycling	August 2016	Yes	
		Bags delivered to trial area by door steppers	October 2016	Yes	
		Sample recycling	November 2016	Yes	
		Sample recycling	February 2017	No	
		Review	April 2017	No	
	<b>County-wide street sweeping recycling</b>	Initial scoping	July 2016	Yes	Project objective is to develop a process to recycle material from street sweeping operations. An analysis of logistical requirements across the county has been completed and the contract to treat the street sweeping arisings has been specified and tendered. It is expected that the project will be operational by the beginning of April 2017 and is expected to deliver a 2% improvement to CDC's recycling rate.
		Final report	September 2016	Yes	
		Possible implementation (2017/18)	April 2017	No	
	<b>County-wide food waste project</b>	Initial scoping	July 2016	Yes	Decision made to put the food waste collection project on hold. If we were to invest in food waste collections it is likely to make little difference to landfill amounts as food is already extracted by the MBT from our residual waste and diverted from landfill to the anaerobic digesters. In view of this, and in view of the recent consultant's report of CCS, members of the Waste and Recycling Panel and Leader of the Council believe it is time to abandon any idea of food waste collection for the foreseeable future. It has been agreed that investment in public education should continue.
		Final report	September 2016	Yes	
		W&RP visits to other local authorities	July 2016	No	
		Cabinet report	November 2016	No	
		Possible implementation (2019/20)	2019/20	No	
	<b>County-wide textile &amp; WEEE collection</b>	Initial scoping	June 2016	Yes	Trial for collections currently being undertaken by Crawley BC using a separate container fixed to waste freighters to

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		Final report	July 2016	No	collect textiles and small WEEE (waste electrical and electronic equipment).
		Possible implementation (2017/18)	April 2017	No	Current CDC vehicles do not have sufficient space for container. Project to deliver this service efficiently is therefore dependent on decisions on food waste collection and re-configuration of vehicle fleet.