

Chichester District Council

CABINET

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Recycling Action Plan

1. Contacts

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2. Recommendation

2.1. The Waste & Recycling Panel recommends that Cabinet endorses the Recycling Action Plan (Appendix 1) and authorises:

(i) The introductory offer for new Garden Waste customers as set out in paras 5.5 and 5.6.

(ii) The appointment of two Recycling Project Officers at an annual cost of £60,000 to be funded from reserves for 2016/17 and subsequently added to the base budget for the duration of the project.

(iii) Funding of £37,000 from reserves for communication initiatives and recycling guidance, including the production of bin stickers for residents. That the Head of Contract Services be authorised to approve expenditure on communication initiatives.

2.2. That Cabinet approve the Communication Strategy (Appendix 2)

3. Background

3.1. A report was presented to Cabinet in January 2016 outlining the work of the West Sussex Waste Partnership (WSWP) and the Recycling 'Road Map' project. The aim of this project is to develop services that will enable the districts, boroughs and the county council to achieve the EU target of recycling 50% of household waste by 2020 and to work towards the 2030 target of 65%.

3.2. In order to inform the options, a detailed analysis has been carried out into the composition of materials from both waste and recycling bins.

3.3. The WSWP has also carried out an investigation into the services that are provided by high performing authorities throughout the UK. This work has produced a short list of options for consideration.

- 3.4. At the January 2016 meeting, Cabinet recommended that a Waste and Recycling Panel (W&RP) be formed to advise the Cabinet on the development of a medium term waste management strategy for the Council. The W&RP has now met twice and has also visited both the Materials Recycling Facility at Ford and the Mechanical Biological Treatment Facility at Brookhurst Wood. The initial Recycling Action Plan of the W&RP is included within this report (see Appendix 1).
- 3.5. The Food Waste Project scoping exercise will be completed by April 2016. A detailed, cost benefit analysis report is scheduled to be produced by WSWP in September 2016. The W&RP will review the report and report its findings to Cabinet in the autumn.

4. Outcomes to be achieved

- 4.1. This report seeks Cabinet endorsement of the overall Action Plan which will provide a framework to support the achievement of 50% recycling rate by 2020. Measures within the Action Plan include strategic outcomes (i.e. food waste collection) to be implemented by county and district councils in West Sussex and actions specific to CDC, which Cabinet is asked to approve.

5. Proposal

- 5.1. The draft Recycling Action Plan has been agreed by the W&RP. The key recommendations presented to Cabinet are:

Garden waste introductory offer

- 5.2. The collection of garden waste from domestic premises, provided by CDC, is a very successful service. Approximately 20% of households are signed up to receive the service. Garden waste tonnage currently accounts for 10% of the recycling rate performance.
- 5.3. It is proposed that an offer be introduced to encourage the sign up of new customers. For a fixed period, new customers that sign up on-line with a direct debit mandate will be offered three months free subscription.
- 5.4. The target for this introductory offer is that an additional 500 householders sign up to receive the service during 2016/17, over and above the normal growth trend (approximately 600 pa). For 500 additional customers, the value of the discount would be £6,125. This would not be a cost to the Council, as these will be additional customers and should eventually convert into additional income.
- 5.5. Using alternative initiatives in subsequent years, the aim will be to achieve an additional 800 households per year, which would equate to 30% take up of households by 2020. It is predicted that were these numbers achieved, the overall recycling performance would increase by 2.0%

Recycling project team

- 5.6. The current resources available to the CCS Waste Team will not be able to satisfactorily deliver the various projects within the Recycling Action Plan within

the defined timescale. Therefore Cabinet is requested to approve the recruitment of two Recycling Project Officers on scale 3/4 for the period from 2016 to 2020. Their roles will include:

- providing input into the West Sussex Communications Group
- assisting with the projects within the CDC Recycling Communications Plan
- developing initiatives to improve the recycling performance in flats
- door stepping in targeted areas
- delivering regular training updates for CCS frontline staff
- delivering initiatives, such as the bin sticker project
- analysing the effectiveness of all the recycling initiatives
- involvement with the delivery of various county-wide initiatives

- 5.7. The two posts will cost approximately £60,000 pa. However, it should be noted that the revision of the Recycling Support Payment model, identified in the report to Cabinet in January 2016, has produced additional income for the Council of £85,000 which has already been included within base budget. The payment model is performance based and therefore improvements to recycling rates should increase the amount received by the Council in future years.

Communications Strategy

- 5.8. It is important to issue consistent messages about waste and recycling. A Waste Communication Group of county, district and borough officers has been working on providing effective messages and has been successful in receiving external funding to assist with some initiatives. The W&RP are keen to develop a local communication strategy that will complement the work of the county-wide activities.
- 5.9. Several of the suggested initiatives will require funding, it is requested that a budget of £15,000 be provided for this purpose.
- 5.10. It is suggested that communication initiatives be introduced in 2 or 3 phases, co-ordinating with specific dates, such as Recycling Week. The requested budget could be spent on a mix of items such as: Pop up stands; Pull up stands; leaflets; postcards; posters; Car park banners; Web banners; Social media banners / assets; Media advertising; Promotional items such as fridge magnets and Welcome packs for students / new homes / housing associations.

Recycling Guidance

- 5.11. It has been identified that providing recycling guidance to households showing what materials should be placed in either bin can be very effective. The W&RP will assess the most appropriate application (i.e. bin sticker, pin board notice, fridge magnet). In order that this project can be pursued, it is requested that a budget of £22,000 be provided for this purpose.

6. Alternatives that have been considered

- 6.1. Many of the available alternatives have been considered by the WSWP and the W&RP. The W&RP is now in the process of reviewing the way forward and will

later report with recommendations to Cabinet.

- 6.2. The Council aspires to achieve the 50% target, but each project will be assessed on merit of cost versus potential performance improvement.

7. Resource and legal implications

- 7.1. 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 may be subject to significant fines if the Waste Partnership fails to achieve the EU target by 2020.
- 7.2. Failure to provide recycle of sufficient quality and quantity will directly impact on the income received by the Council from the recycling support payment.
- 7.3. Effective delivery of the Recycling Action Plan will require additional resources identified within the report.

8. Consultation

- 8.1. A county-wide Waste Strategy is currently being drafted. Residents will be invited to comment on this document.

9. Community impact and corporate risks

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

10. Other Implications

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

11. Appendix

- 11.1 Recycling Action Plan 2016
- 11.2 Recycling Communications Strategy

12. Background Papers

- 12.1 None