

**THE OVERVIEW AND SCRUTINY COMMITTEE****17 September 2012****Minute Extract****265. PROJECT INTEGRA AND RECYCLING INFORMAL SCRUTINY GROUP –  
RECOMMENDATIONS**

(Report OS52 refers)

The Chairman welcomed to the meeting former Councillor Thompson, who had led the Informal Scrutiny Group (ISG) on its work. At the invitation of the Chairman, Mrs Thompson introduced the Report and, in summary, commended its recommendations for approval. It had been demonstrated to the ISG that improving the 'capture rates' of recyclable materials across the District could be achieved, especially if the Council worked with its partners and other key organisations.

The Assistant Director (High Quality Environment) reported on the outcome of the recent review of the Project Integra Partnership which had concluded that its scrutiny should be passed to individual local authorities within its area.

Councillor Huxstep also reminded the Committee that a key priority of the Project Integra Partnership was to increase the capture rate of recyclable materials.

During discussion, the Committee noted that although a recycling service was costly to operate, further capital investment in recycling facilities was likely to assist in increasing capture rates. This in turn would generate more income from sales of materials. It was reported that the County Council had recently agreed that a food waste processing plant be constructed in Hampshire.

The Committee referred to wider cultural change that may potentially increase recycling, such as the development of 'circular economies'. It was agreed that this would be a useful topic for a future Member Briefing session and the Assistant Director (High Quality Environment) undertook to consider the matter.

**RECOMMENDED:**

- 1. THAT COUNCIL ENDORSE THE ESTABLISHMENT OF A PERMANENT JOINT PROJECT INTEGRA SCRUTINY PANEL (JPISP) WITH EAST HAMPSHIRE DISTRICT COUNCIL AS DESCRIBED IN SECTION 2 OF THE REPORT AND NOMINATE THE CHAIRMAN OF THE COMMITTEE (COUNCILLOR PINES) AND ONE CONSERVATIVE AND ONE LIBERAL DEMOCRAT MEMBER OF THE COMMITTEE (TO BE CONFIRMED AT FULL COUNCIL).**

**2. THAT DELEGATED AUTHORITY BE GRANTED TO ASSISTANT DIRECTOR (HIGH QUALITY ENVIRONMENT) AND THE HEAD OF LEGAL SERVICES TO FINALISE DOCUMENTAION ASSOCIATED WITH THE ESTABLISHMENT OF THE PROJECT INTEGRA SCRUTINY PANEL (JPISP).**

RESOLVED:

1. That The Overview and Scrutiny Committee endorse the following recommendations of the Informal Scrutiny Group as set out below and recommend them to Cabinet for implementation:

- a) In partnership with East Hampshire District Council the City Council should develop a behavioural change campaign aimed at:
  - (i) increasing recycling capture rates,
  - (ii) exploit any new opportunities for collecting recyclables,
  - (iii) reduce contamination of recyclables.
- b) The campaign should inform and support the work of the shared Partner Implementation Plan with East Hampshire District Council.
- c) Any initiatives within the campaign should be subject to consideration of business cases and only introduced where it is cost effective to do so. Priority should be given to those materials with the greatest income potential.
- d) The campaign should be a combination of district wide publicity and specific campaigns to targeted areas where capture or contamination issues are known to exist.
- e) In order to support recommendation c) the partnership should make the best use of the Materials Analysis facility in order to identify the priority areas.
- f) The campaign should include reminders about the previous materials that could be recycled as well as clear information about new materials such as aerosol cans and metal bottle tops/jar lids.