

THE OVERVIEW AND SCRUTINY COMMITTEE

9 December 2013

REPORT BACK ON PROGRESS IN IMPLEMENTING THE RECOMMENDATIONS
OF THE PROJECT INTEGRA AND RECYCLING INFORMAL SCRUTINY GROUP

REPORT OF ASSISTANT DIRECTOR (NEIGHBOURHOODS & ENVIRONMENT)

Contact Officer: Rob Heathcock Tel no: 01962 848 476

Email: rheathcock@winchester.gov.uk

RECENT REFERENCES:

OS52 – Project Integra and Recycling Informal Scrutiny Group – recommendations

EXECUTIVE SUMMARY:

Last year The Overview and Scrutiny Committee establish an Informal Scrutiny Group (ISG) to review the Project Integra Partnership and Recycling levels.

The ISG reported back its findings to Committee on the 17 September 2012 and these were subsequently approved by Cabinet.

Since the review was completed and reported to Committee there have been further developments both within the shared services partnership with East Hampshire District Council and also within Project Integra, which are described within the report.

This report describes progress with the implementation of the ISG's approved recommendations.

RECOMMENDATIONS:

That based on the updated information provided in this report, The Overview & Scrutiny Committee:

- a) Reviews the progress made in implementing the recommendations of the Project Integra and Recycling Informal Scrutiny Group.
- b) Reports any concerns on progress to the Portfolio Holder or Cabinet for consideration.

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PROJECT INTEGRA AND RECYCLING INFORMAL SCRUTINY GROUP - RECOMMENDATIONS

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DETAIL:

1 Introduction

- 1.1 At its meeting on 16 September 2011, The Overview and Scrutiny Committee (OSC) appointed an Informal Scrutiny Group (ISG) with the remit to review the Project Integra (PI) Partnership and recycling levels.
- 1.2 The group met during 2012 and submitted their report to Committee on 17 September 2012. All of the recommendations were agreed by OSC and subsequently endorsed by Cabinet.
- 1.3 Since the ISG met, work has continued on developing the shared services partnership with East Hampshire District Council including the preparation of a joint Waste to Resources Action Plan, which has been approved by the Joint Environmental Services Committee. This provides the framework for the delivery of many of the actions to improve recycling levels and reduce contamination. The latest version of the Action Plan is attached as Appendix 2 of this report.
- 1.4 The Project Integra Partnership has also evolved over the last year following the completion of its own review and the recruitment of a new Executive Officer who has developed a refreshed action plan for the partnership aimed at improving its effectiveness and efficiency. These will be examined in more detail by the Joint Environmental Services Scrutiny Committee at their next meeting in January 2014.
- 1.5 Appendix 1 of this report provides an update on the implementation of the recommendations of the ISG since the conclusions were last considered by Committee.

OTHER CONSIDERATIONS:

2 SUSTAINABLE COMMUNITY STRATEGY (RELEVANCE TO):

- 2.1 The subject of the ISG is directly relevant to delivery of the High Quality Environment outcome of the Community Strategy. The income streams that arise from the sale of recyclables also support the effective and efficiency outcome.

3. RESOURCE IMPLICATIONS:

- 3.1 There were no direct budget implications from the conclusions of the review and all actions have been delivered within the existing budgets of the Joint Client Team.

4. RISK MANAGEMENT ISSUES

- 4.1 The main risk associated with the recycling levels is the variation in income levels that occur due to market fluctuations from the sale of recyclable materials. This position is being monitored closely and the Joint Client Team received regular market reports showing the latest trends in material values to assist with this work.

BACKGROUND DOCUMENTS:

Minutes of the ISG, held by the Democratic Services Team

APPENDICES:

Appendix 1: Table of progress of recommendations of the Project Integra & Recycling ISG

Appendix 2 – Joint Waste to Resources Action Plan 2012-15

	Original ISG recommendation	Current status
1	<p>In partnership with East Hampshire District Council the City Council should develop a behavioural change campaign aimed at:</p> <ul style="list-style-type: none"> a) increasing recycling capture rates capture, b) exploit any new opportunities for collecting recyclables, c) reduce contamination of recyclables. 	<p>Behavioural Change campaign is included within the WRAP Action Plan with a large proportion of the actions delivered through the Project Integra Recycle for Hampshire programme. Local projects have aimed at tackling contamination issues in communal bins store areas serving flat accommodation.</p> <p>Further work on this area is scheduled for delivery including the updating of websites and information to clarify which materials are recyclable.</p>
2	<p>The campaign should inform and support the work of the shared Partner Implementation Plan with East Hampshire District Council</p>	<p>The campaign is part of the Action Plan and closely linked with the Recycle for Hampshire work described above.</p>
3	<p>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.</p>	<p>This principle is still being applied and additional recycling collection streams only developed only where collection costs can be recovered e.g. proposed plans for textile recycling and potentially other materials at bring sites.</p>
4	<p>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.</p>	<p>Areas known to have significant contamination problems (e.g. communal bin areas) have been targeted for specific interventions</p>

5	In order to support recommendation 1 c) the partnership should make the best use of the Materials Analysis facility in order to identify the priority areas.	The East Hampshire/City Council waste partnership fully uses the MAF facility and continues to contribute towards its funding through Project Integra subscriptions in order to secure its future.
6	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	Further information on this will be provided on the website and specific households with regular contamination issues received specific information in order promote behavioural change. Project Integra is also looking at this issue and a Contamination Compact between the Disposal and Collection Authorities was recently agreed at a Project Integra Board meeting.
7	TO RECOMMEND TO COUNCIL that a permanent Joint Project Integra Scrutiny Panel (JPISP) be established with East Hampshire District Council as described in section 2 of this report and nominate 3 Members to sit on that panel. Consider whether they wish to identify any specific issues for the JPISP to consider either during the current or future municipal year or as ongoing agenda items.	'Panel' established and known as the Joint Environmental Services Scrutiny Committee which will consider Project Integra developments as well as wider environmental services issues. The Committee has already developed a scrutiny programme for the rest of the municipal year.

Joint Services Waste to Resources Action Plan

2012 - 2015

Context:

The EU Waste Framework Directive sets a household recycling target of 50% by 2020. Aside this target the government's philosophy is to move away from setting specific targets for Waste and Recycling. The overall view is to move beyond current throwaway society to a 'zero waste economy' in which material resources are re-used, recycled or recovered wherever possible and only disposed of as the option of very last resort.

The Waste Hierarchy specifies the best waste disposal options and ranks them in order of the best Environmental Impact. The options towards the top of the Hierarchy are the most desirable than those towards the bottom.



Prevention = Promotion

EHDC and WCC will aim to be the top 2 Authorities for the lowest residual waste per household In Hampshire County Council

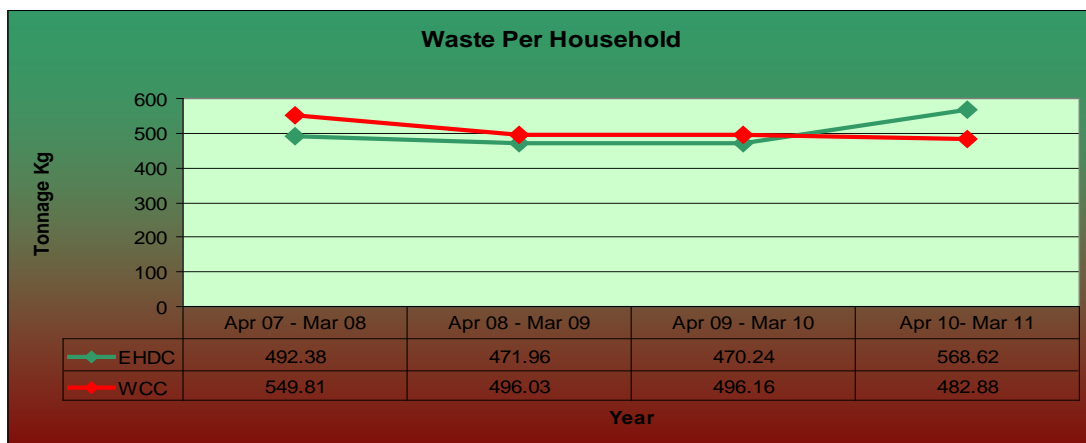
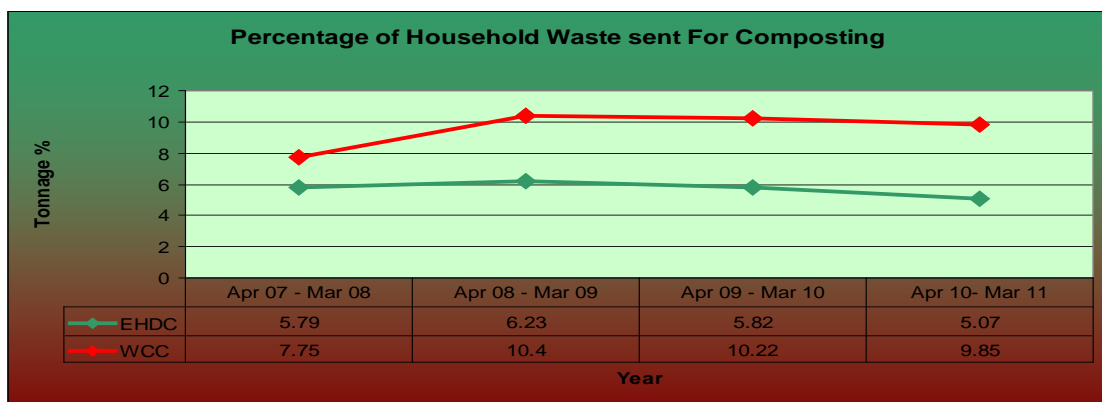
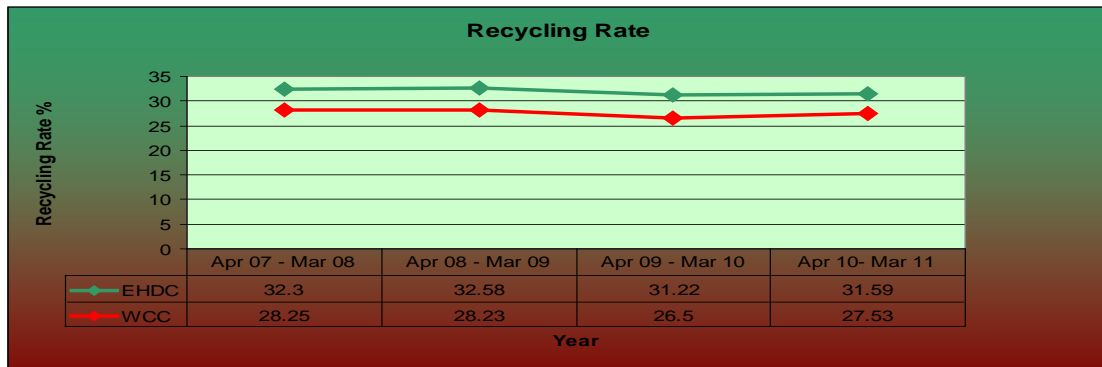
Prepare for Reuse = Raising Awareness

Encouraging use of Bring Sites and third party collectors i.e. Charities

Recycle = Reducing Contamination

In the coming years' focus on recycling will move more towards the quality of recycling not just the quantity of recycling.

The graphs below demonstrate the trend of our performance in both Authority areas. This data has been sourced from the Waste Data Flow and has been used in developing the target areas for the W2RAP.



Vision:

East Hampshire District Council and Winchester City Councils, Waste to Resources Action Plan has been developed to build on the successes that both Councils have already achieved in waste minimisation.

- Overall we would like to see an increase in recycling rates for both Authorities and forecasting would show a 2% increase in tonnage by 2014/2015
- Household waste for both Authorities should come down by 3% by 2014/2015

The successful implementation and monitoring of the targets set in this plan will support our vision and set Winchester and East Hampshire as leading Authorities within Hampshire for Waste Minimisation.

Objectives:

Our Objectives in Summary are:

- Increase capture of recycling
- Reduced Contamination
- Reduced Residual Waste
- Raise Public Awareness and Encourage Behavioural Change

Evaluation:

An annual evaluation of progress will take place on each priority to monitor progress and adjust any details of the priorities and update where applicable.

This will also be an ideal opportunity to add in any priorities that reflect the ever changing demands and focus on the services.

Waste to Resources Action Plan 2012 – 2015 Target Areas

Target Area – Prevention	Love Food Hate Waste
Target Area – Prevention	Love Where You Live
Target Area – Reuse	Charity Reuse Promotion
Target Area – Recycle	Kerbside Glass (EHDC)
Target Area – Recycle	Bring Sites
Target Area – Recycle	Small WEEE & Batteries
Target Area – Recycle	Review of EHDC Garden Waste Service

Target Area - Prevention| Love Food Hate Waste

Objectives:	<ul style="list-style-type: none"> • Reduction of Food Waste in residual stream • Increase level of home based waste food digestion and knowledge of avoiding waste, thereby dealing with the issue at source.
Background:	<ul style="list-style-type: none"> • 25% of what remains in a household's refuse bin is wasted food, either post use (cooked) or not used at all, often still in its packaging. • This is increased volume and weight in the vehicles which could be avoided as well as a direct waste of resident's money.
Key Tasks:	<ul style="list-style-type: none"> • Use communications resources on WRAP website plus newspaper/radio & website advertisements encouraging a "Waste Not, Want Not" attitude. • Plan promotional Road shows around the National WRAP calendar of Love Food Hate Waste.
Outcomes:	<ul style="list-style-type: none"> • Decreased volume of Food Waste in refuse bins by scheme end – 2020. • Better understanding of the consequences of wasting food for residents, e.g. the cost both to them and the waste collection/disposal authorities.
Lead Officer:	<ul style="list-style-type: none"> • Project Officer • CMO Support
Timescale:	<ul style="list-style-type: none"> • Start with WRAP's National Love Food Hate Waste week and continue an ever present push for the next year, targeting residents via all means possible, in schools, at road shows, community events, in supermarkets, in newspapers/council magazine etc
Resources	<ul style="list-style-type: none"> • Sharing of WRAP's and Recycle Now's literature with support from HCC • Reprographics Team • Communications Team
Approx Cost:	<ul style="list-style-type: none"> • Minimal in comparison to the savings made by reducing quantities collected each week. Central funding (from WRAP) available possibly.

Target Area - Prevention | Love Where you Live

Objectives:	<ul style="list-style-type: none"> To keep Streets and Open Spaces clear of litter with a reduced number of fly-tipping incidents.
Background:	<ul style="list-style-type: none"> Continuing Keep Britain Tidy's 2011 campaign which was well received by resident's and Members alike. A number of community litter picks were organised, by the public and/or local housing associations, with Council support last year and several articles appeared in local media.
Key Tasks:	<ul style="list-style-type: none"> To spread the message to traditionally "hard-to-reach" communities, e.g. Winchester's student areas or socially deprived areas within both Authority areas and encourage them to take 'ownership' of their local environment and its cleanliness. Work more with Community litter pick groups and increase the awareness of these groups.
Outcomes:	<ul style="list-style-type: none"> A noticeable improvement in those areas targeted in terms of litter/fly-tipping, measured by a fall in reports of both in months following.
Lead Officer:	<ul style="list-style-type: none"> Project Officer CMO Support
Timescale:	<ul style="list-style-type: none"> Timed to coincide with Keep Britain Tidy's national campaign with three monthly updates following.
Resources:	<ul style="list-style-type: none"> Joint work/preparation with Keep Britain Tidy and Hampshire County Council Officer time Reprographics Team Communications Team
Approx Cost:	<ul style="list-style-type: none"> Minimal, Keep Britain Tidy swallows much of the cost of promotion, cost to council is officer time and collection of collected litter from one point once public have finished.

Target Area - Reuse | Charity Reuse Promotion

Objectives:	<ul style="list-style-type: none"> • Encourage reuse and recycling by raising awareness of local charity shops.
Background:	<ul style="list-style-type: none"> • We have never actively promoted our bring sites in such a way to encourage diversion from residual bin and reuse where possible. • Tonnages on textiles are on the decline due to the economic downturn and possibility of them entering the residual stream.
Key Tasks:	<ul style="list-style-type: none"> • MAF sampling of Residual bins for both Authorities to benchmark how much material is entering the residual stream before and after promotion. • Engage with charity shops, particularly those local to the area rather than national ones, and support them in terms of promotional material, leaflet drops/window posters/in-store collection bins etc
Outcomes:	<ul style="list-style-type: none"> • To divert all reasonable material to Charity shops to encourage re-use • Reduce amount of clothing entering the residual stream • Support local community through partnership working with local charities.
Lead Officer:	<ul style="list-style-type: none"> • Projects Officer
Timescale:	<ul style="list-style-type: none"> • 8 Months
Resources	<ul style="list-style-type: none"> • Officer time • Reprographics Team • Communications Team
Approx Cost:	<ul style="list-style-type: none"> • No affiliated cost apart from Officer time and general promotion

Target Area - Recycle | Kerbside Glass (EHDC)

Objectives:	<ul style="list-style-type: none"> • To encourage usage of the kerbside collection • To capture extra tonnage through issue of larger receptacles i.e. 240IL bins or extra boxes
Background:	<ul style="list-style-type: none"> • Kerbside Glass service was successfully launched in 2007 • There is a need to increase capture of all recycling material; current rates show that we have remained static. • Since introduction of the service we have not done any pro-active promotion or review of the service.
Key Tasks:	<ul style="list-style-type: none"> • Carry out MAF sampling of residual bins to see how much glass is still entering the waste stream before promotion of service • Explore the Mosaic of areas to target promotion of service • Promotion of the service in all Communications materials • Encouragement of residents having more than one receptacle or changing to a 240l glass bin
Outcomes:	<ul style="list-style-type: none"> • Increase the capture rate • To remove any glass entering the residual stream. • Continue to monitor the balance of kerbside to bring site usage thereby allowing use of any bring site space gains for recycling other material
Lead Officer:	<ul style="list-style-type: none"> • Projects Officer • GIS Officer • Service Manager
Timescale:	<ul style="list-style-type: none"> • 6 Months
Resources	<ul style="list-style-type: none"> • Officer time • Promotional costs • Initial costs of purchasing additional boxes/bins
Approx Cost:	<ul style="list-style-type: none"> • Exact Costs unknown at present • Possible costs of issuing boxes/bins

Target Area - Recycle | Bring Sites

Objectives:	<ul style="list-style-type: none"> • Contribute towards Increasing Recycling Rate • To finalise way forward on County wide contract • To encourage reuse and recycling of textiles through promotion of brings sites • Agreements in place for income on textiles from third parties
Background:	<ul style="list-style-type: none"> • Currently there is no formal procedure in place in either Authority for approaching charities to install new or additional banks and this does need to be in place to monitor a fair representation of charities across all sites. (Unless we go with the County wide scheme)
Key Tasks:	<ul style="list-style-type: none"> • Bring Site Audit across EHDC & WCC areas • Review what space we have to increase capture of glass or textiles supporting charities • Evaluate tonnages from each site to see where we can maximise capture • Work with HCC on possibility of County Wide contract • Road show events to encourage bulk collection days of textiles working closely with local charities • Discover any other materials that can be collected.
Outcomes:	<ul style="list-style-type: none"> • Increased awareness of locations of sites across both Authorities • To see a complete eradication of all textiles and other such items form the residual bins.
Lead Officer:	<ul style="list-style-type: none"> • Projects Officer • CMO Support
Timescale:	<ul style="list-style-type: none"> • 12 Months
Resources	<ul style="list-style-type: none"> • Project Officer time • Reprographics Team • CMO Officer time
Approx Cost:	<ul style="list-style-type: none"> • No affiliated cost apart from Officer time and general promotion

Target Area - Recycle | Small WEEE & Batteries

Objective s:	<ul style="list-style-type: none"> • To prevent the amount of small WEEE entering the refuse stream • To increase the amount of small WEEE being recycled through kerbside collection • To offer a new collection service to residents with very little cost implications.
Backgrou nd:	<ul style="list-style-type: none"> • We need to look at other avenues to increase recycling rate. As we have very little finance to support introduction of a new collection i.e. food waste this is a small adaptation to vehicles to capture another and hazardous, source of material that is still entering the waste stream. • To support the WEEE directive.
Key Tasks:	<ul style="list-style-type: none"> • To discuss disposal points with HCC • Discuss with Biffa about Partnership working/Service Improvement • Communications Plan to develop an on going promotion - Vehicle Livery • MAF sampling of residual bins before and after implementation to effectively evaluate the new service.
Outcome s:	<ul style="list-style-type: none"> • To add another material to 'what we can recycle' at the kerbside • Increase recycling rate • Reduce all WEEE entering the residual stream • Provide an accessible service to all residents
Lead Officer:	<ul style="list-style-type: none"> • Projects Officer
Timescale:	<ul style="list-style-type: none"> • 12 Months
Resource s	<ul style="list-style-type: none"> • Projects Officer time • Initial promotion of service – Reprographics team • Biffa Involvement – vehicle adaptations and crew training
Approx Cost:	<ul style="list-style-type: none"> • General Promotional campaign costs • Initial cost of small WEEE bags to each Household to encourage use of new service; this cost could fall with Contractor as one of their annual service improvements.

Target Area - Recycle | Review of EHDC Garden Waste Service

Objectives:	<ul style="list-style-type: none"> • To encourage uptake of the service where possible • Encourage prevention into waste stream • Increase recycling rate • Maximise income to reduce the net cost of the service
Background:	<ul style="list-style-type: none"> • Currently there are 7112 properties on the garden waste service and 4224 have 1 sack and 2149 have 2 sacks, the remaining 739 have between 2 to 12 sacks. • Number of subscribers to the service has declined since the charges review in 2010 when the costs increased to £25.00 from £18.00.
Key Tasks:	<ul style="list-style-type: none"> • Maintain uptake of the service by targeted marketing using mosaic mapping. • Evaluate cost of running the service as is against going to Biffa Garden waste club, present findings to Committee. • To look at new database due to review of IT team.
Outcomes:	<ul style="list-style-type: none"> • Increase participation of service whatever the outcome of the review. • Increase recycling rate • Increase income <i>if</i> service stays in house.
Lead Officer:	<ul style="list-style-type: none"> • Project Officer • Joint Client Team Manager • Support of Garden Waste Administrator
Timescale:	<ul style="list-style-type: none"> • 12 Months
Resources	<ul style="list-style-type: none"> • Officer Time, advertising costs (if Garden Waste is to stay In-House) • If this service goes out to Contractor then the cost of running the service will no longer sit within the Joint Client Team and efficiencies can be made through reuse of administration for systems management.
Approx Cost:	<ul style="list-style-type: none"> • Unknown at present