

Committee:	Scrutiny Committee	Date:	
Title:	Street services update including waste education action plan		21 March 2019
Portfolio Holder:	Councillor Susan Barker, Portfolio Holder for Environmental Services		
Report Author:	Ben Brown, Assistant Director – Environmental Services 01799 510557	Item for decision:	No

Summary

1. Scrutiny Committee previously considered a report detailing the Council's Waste Education and awareness plans. It was agreed that the Committee would receive a progress report after six months. This report provides that
2. The overall aim of the plan is to increase participation in the Council's recycling services and to help reduce contamination levels. The Committee heard that providing good quality, clean material for reprocessing is critical for ensuring higher material incomes from the sale of recyclables.

Recommendations

3. The report is for information only.

Financial Implications

4. Service budgets are set using assumptions about the state of the market for recyclable materials going forward. The rates ultimately obtained for sale of materials are affected by global market conditions and demand. Whilst the Council is not able to influence volatile markets conditions, it does use longer term materials contracts to even out variations in price. A waste reserve has been established which can be used to offset short term drops in material values.
5. Waste education initiatives are critical to ensuring that residents understand the types of materials that should be presented for collection. It is hoped that with the appointment to the post of Waste and Recycling Officer that issues such poor participation and contamination can be addressed and the Council's historical good recycling performance can be maintained.

Impact

6.

Communication/Consultation	Continuation of clear communication regarding quality of recyclables.
Community Safety	N/A
Equalities	N/A
Health and Safety	N/A
Human Rights/Legal Implications	N/A
Sustainability	N/A
Ward-specific impacts	N/A
Workforce/Workplace	N/A

Situation

7. APPENDIX 1 sets out a high level action plan for waste education and awareness plan which aims to increase participation in the Council's recycling services and to help reduce contamination levels. The plan takes into account feedback from the Council's reprocessing contractors, the views of the collection staff 'on the ground' as well as county / nationwide waste education initiatives. The key aims of the plan are to :-
 - Reduce the level of contamination in the recycling collection services
 - Increase participation in the food waste collection service
 - Promote and encourage waste minimisation
 - Empower schools and the wider community with increased knowledge regarding recycling and waste minimisation.
 - To help schools to reduce the amount of residual waste they produce
 - Improve capture rates of higher value materials
8. Crew feedback will be used to ascertain areas where participation is lower than elsewhere in the district or where contamination is higher. In Uttlesford,

like many other parts of the UK, lowest participation rates are generally found in newer communities where the residents are, on the whole, time poor and perhaps have less interest in environmental issues. These areas will be the focus of initial waste education programme.

9. The waste and recycling officer has made with all schools with catchment areas within poor participation rates. Nine schools are actively engaged in waste education and workshops have been held. Pupils take home positive recycling messages and this is a proven technique in raising awareness.
10. As a secondary activity these schools will be offered a mini afterschool recycling roadshows. Each school will be visited to promote this idea and to get as many schools on board as possible. Families can often be a difficult group to reach out to and it is hoped that an after school roadshow held in the school grounds will be a good way to target this group.
11. As well as waste and recycling the school visits cover resource usage and connected issues such as littering. School litter picking sets have been purchased and these are available to hire / borrow when carrying out their own events. A litter specific assembly will be offered to schools focussing on littering and the impact it can have on the local environment.
12. In addition to school visits officers have carried out waste awareness exercises at markets, supermarkets giving out free reusable bags and items to help minimise food waste. A composting workshop has been arranged for 6 March at Great Dunmow to help support residents that want to home compost.
13. Collection crews have been supplied with bin hangers (Appendix 2 shows an example) which are designed to highlight to residents where the wrong items have been presented for collection.
14. Visits have been carried out to some premises that share communal bins to raise awareness of the waste services provided by the Council and the purpose of the containers. Bin stickers have been designed for communal 1100 bins clearly showing which items should go into each bin. Bins across the district are currently having the correct signage placed on them as part of the Oh No! campaign
15. The Council has supported community clear ups by providing materials such as litter pickers and arranging to collect items that have been collected.

Risk Analysis

16. The waste education programme is specifically designed to improve participation in the district's recycling services and is in effect designed to help mitigate some of the financial risk associated with waste services.

Risk	Likelihood	Impact	Mitigating actions
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Significant overspend against current budget for dry recyclables processing	3	3	Continued communication activities to improve quality of materials presented for recycling.

1 = Little or no risk or impact

2 = Some risk or impact – action may be necessary.

3 = Significant risk or impact – action required

4 = Near certainty of risk occurring, catastrophic effect or failure of project.