



COTSWOLD DISTRICT COUNCIL

6TH NOVEMBER 2014

CABINET

AGENDA ITEM (13)

WASTE AND RECYCLING MATTERS

Accountable Member	Councillor Sue Coakley Cabinet Member for Environment and Communities
Accountable Officer	Monica Stephens Shared Head of Customer Services Interim Shared Head of Environment and Commercial Services 01285 623000 monica.stephens@cotswold.gov.uk
Purpose of Report	To provide an update on the Joint Waste Committee Business and Action Plan, including the forthcoming recycling programme of activity and promotion. To provide an update in respect of the waste/recycling-related Motions submitted at Council on 13th May 2014 and 23 rd September 2014.
Recommendation(s)	(a) That the actions, future plans and activity being undertaken by the Joint Waste Committee, Ubico Ltd and Council Officers in relation to the on-going promotion and improvement of recycling performance across the District be noted; (b) that the update in respect of the waste/recycling-related Motions submitted at the Council Meetings on 13th May and 23rd September 2014 be noted.
Reason(s) for Recommendation(s)	The Joint Waste Committee Action Plan, which was approved by the Cabinet in March 2014, details actions relating to the continuous improvement of recycling rates, performance, increasing waste minimisation and activities to develop higher participation in recycling services. Progress and developments to date - six months into the Plan - are identified in the report. Work has been progressing on the waste/recycling-related Motions submitted at Council on 13th May 2014 and 23rd September 2014, in relation to the suggested collection of waste from schools and the collection of cartons (tetrapak) at the kerbside. A detailed report on both issues will be presented to the Cabinet Meeting in December 2014, when the Proposers and Seconders of the Motions will attend and talk to their Motions (as provided for in the Constitution). Such timing has been agreed to accommodate at least one of the Councillors involved.
Ward(s) Affected	All

Key Decision	No
Recommendation to Council	No

Financial Implications	<p>Actions which flow from any recommendations are primarily the responsibility of the Joint Waste Committee, so there are currently no financial implications to consider.</p> <p>The Joint Waste Committee's Constitution requires that any matter that has an impact on the Council's financial standing or service provision is approved by the Council.</p>
Legal and Human Rights Implications	None
Environmental and Sustainability Implications	The aim of the recycling hierarchy is to encourage and promote the three R's - Reduce, Reuse and Recycle - which the actions of this report support.
Human Resource Implications	None
Key Risks	None identified.
Equalities Analysis	Any areas/outcomes of the Joint Waste Committee's Action Plan will undergo appropriate equalities analysis on a task by task basis.

Related Decisions	<p>Joint Waste Committee - Business Plan 2014-17 - CAB.94 - 6th March 2014</p> <p>Notice of Motions - CL.83(1) and CL.23(i) - 13th May and 23rd September 2014</p>
Background Documents	Gloucestershire Joint Waste Committee Business Plan 2014-17
Appendices	Appendix 'A' - Joint Waste Committee Action Plan 2014/15

Performance Management Follow Up	Recycling figures are monitored monthly and quarterly and reported to the Strategic Director, the Cabinet Member, and other Members through quarterly performance monitoring reports; and also by way of the Joint Waste Committee quarterly meetings.
Options for Joint Working	All aspects of the paper are being delivered in partnership with Ubico Ltd and the Joint Waste Team.

Background Information	
1.	<u>General</u>
1.1	In November 2011, the Cabinet agreed to the establishment of the Gloucestershire Joint Waste Committee (JWC). On 1 st April 2013, the JWC partners (this Council, Cheltenham Borough Council, Forest of Dean District Council and Gloucestershire County Council) formed the Member-led Committee, while staff from the Waste teams within each authority TUPE transferred to form the Joint Waste Team (JWT).

1.2 The Council authorised the JWC to undertake this Council's functions in relation to the collection, management, disposal treatment, or recycling of waste and street cleansing. However, the Council maintained a certain level of control through retaining the decisions made surrounding its waste and recycling services and the associated budgets.

1.3 In March 2014, the Cabinet approved the Joint Waste Committee Annual Business Plan 2014-17 (Minute CAB.94 refers) and a copy of the approved Action Plan is attached at **Appendix 'A'**.

1.4 Actions 1.1 - 1.5 and 1.15 relate to the Council's activity to increase/improve recycling performance and reduce landfill in the District. This report provides an update on performance against plans.

1.5 2013/14 saw a reduction in recycling performance across the country. This reduction was due to a number of complex reasons, including the very welcome advent of less packaging for many goods, the use of lighter containers (for example, thinner plastic and glass for bottles), and more on-line access to news and, therefore, fewer newspapers. There was also a decrease in the amount of household food waste which, it has been suggested, could be attributed to people becoming more resourceful and changing behaviours.

1.6 It is also accepted within the industry that, where services/collections remain unchanged, there is evidence that public enthusiasm for recycling and reducing waste diminishes, and people no longer respond to calls to improve year-on-year, and generally become more complacent.

1.7 While recycling figures produced at the end of 2013/14 showed that this Council had remained the best performing authority in Gloucestershire, with over 58% of household waste recycled or composted, and that it remains in the top quartile of Councils in the country for recycling performance, it was acknowledged at the start of this year that there has been a slight dip in our performance for 2013/14 compared with previous years, when the 60% target had been achieved.

1.8 In light of this performance, this Council, alongside the JWT and Ubico Ltd, has been working on a number of initiatives to support the JWC Action Plan in an attempt to reverse this trend in the Cotswold District.

1.9 The current activities, in line with the JWC Action Plan, include three key elements specific to Cotswold District:-

- a refreshed Communications Campaign;
- a review of Recycling Centres;
- the launch of the gRRReen Communities Award.

2. Action Plan Update

2.1 Action Plan Section 1 - Engagement with Customers - Communications Campaign

2.1.1 The 2014/15 JWC Action Plan tasks are as follows:-

- (i) Task 1.1 - *To engage in campaigns and activities to support waste minimisation and waste diversion to include 'door stepping' in low recycling participation areas and engage with producers of excess waste.*
- (ii) Task 1.2 - *Promote recycling opportunities using available media.*

2.1.2 The Council, working with the JWT and Ubico Ltd, has established a specific communication campaign with the objective being to keep the 'Reduce, Reuse and Recycle' message clear in the minds of residents in an attempt to reverse the current trends. The Cotswolds communication campaign consists of (but is not exhaustively) a complete review of literature relating to recycling promotion; increased use of social media; the introduction of promotional slogans on the side of waste/recycling vehicles; and an information sheet, which has been sponsored by Ubico Ltd, which

will be distributed with the November edition of the Cotswold News publication.

2.2 Action Plan Section 2 Procurement - Review of Recycling Centres

2.2.1 Action Plan Task 1.15 states:

Bring site provision: review current usage and provisions (of Bring Sites) including textiles and possible introduction of further streams including electrical items.

2.2.2 The purpose of this review was to inform the Council and aid its understanding of how the recycling centres are being utilised currently, and to consider if any changes or the introduction of additional materials might improve performance and financial benefits. The review evolved from a combination of developments, including an increase in supermarkets wanting to take over their own sites, and due to requests from a small number of Town and Parish Councils to close sites in the belief that kerbside services provided a sufficient outlet for recycling.

2.2.3 The JWT carried out the review during July 2014, and the review covered the period July 2013 to April 2014. Some of the key issues noted in the report included:

- Carton (Tetrapak) collections and processing is completed by Recresco (RE) on behalf of ACE UK. This commodity has very high processing costs and the value is fully used to offset the costs of hiring the banks, collection and re-processing of the material, so no income is received by the Council. In addition, there is currently a limit on the number of banks available in the District and RE has, to date, been firm in its position of not providing any further facilities, despite previous lobbying by the JWT. This is due to be reviewed shortly when ACE announces its new service provider.
- Four of the sites in the District collected less than three tonnes during the review period, with two of those sites showing zero collections over the period.
- Twelve of the sites received over ten tonnes of material during the period, largely attributed to the sites being large enough to accommodate the full current range of recycling materials.

2.3 Action Points

Some of the actions to be considered include:-

- The introduction of the collection of waste electrical and electronic equipment (WEEE) at some or all sites.
- Carton (Tetrapak) recycling:-
 - (i) discussions are to take place with ACE UK as soon as it announces its new service provider (replacement of Recresco) to see whether we can expand the carton collection service at bring sites and at what cost;
 - (ii) an exercise is being carried out by Ubico Ltd to understand the costs and implications of a kerbside collection of cartons; and the estimated costs will be reported to the Cabinet at its Meeting on 4th December 2014.
- The number of recycling sites - consideration will be given to the removal of low usage recycle centres in smaller villages with a view to increasing the collection capacity at the larger ones.
- Textile recycling - maximise the number of textile recycling facilities available in the District and increase the present number to all forty recycling sites (space permitting).

2.4 Medium Term Action to Consider

Whilst Ubico Ltd does not currently manage and perform the bring site collection services, there would be an opportunity for this in the future, if a permanent depot site is developed to include a recycling of material bulking facility. At that point in time, it would be advisable to review the recycling site provision and how the material is collected, to assess if there is a business case to move the entire operation into Ubico Ltd.

3. Launch of the New Annual gRRReen Communities Award

3.1 The gRRReen Communities Award is a new competition, based on the theme of the three Rs - Reduce, Reuse and Recycle. It is due to be launched in November 2014 and will run to February 2015.

3.2 It aims to reach out to all communities across the District, asking them to demonstrate how they are making a difference, both now and in the future, in relation to Reduce (reducing landfill), Reuse (reuse materials rather than sending to landfill) and Recycling.

3.3 A community can comprise a group of representatives from a whole village, a Ward or even a whole town. The award aims to encourage groups of people of all ages to come together to develop ideas and initiatives to Reduce, Reuse and Recycle.

3.4 The award is being sponsored by Ubico Ltd and will be promoted via Press releases, social media, the forthcoming edition of Cotswold News (which will be delivered to every household in the District), Town/Parish newsletters, local radio, and posters. When the competition is drawing to a close, competitors will be asked to submit evidence showing what they have done to meet the three Rs criteria.

4. Motions at Council

4.1 The following Motion (Motion 2/2014) was Proposed by Councillor PR Hodgkinson and Seconded by Councillor DJ Nash at the Council Meeting on 13th May 2014:-

'This Council notes the savings which the waste company UBICO will be making over the next 5 years of £5 million. It therefore commits to ask UBICO to use a very small part of those savings to collect residual and recyclable waste from all Cotswold district primary schools as part of the domestic collections.

This will save those schools an average of £5,000 over 5 years in the waste collection costs they currently have to pay to private rubbish companies - money which can instead go directly to children's education.'

4.2 The following Motion (Motion 5/2014) was Proposed by Councillor PR Hodgkinson and Seconded by Councillor Ms JM Layton at the Council Meeting on 23rd September 2014:-

'This Council notes the recent missed targets for recycling. At present, tetra packs can't be recycled on the kerbside. As a way of boosting recycling rates across the district and to help the environment, it calls for tetra packs to be recycled on the kerbside as soon as possible.'

4.3 In accordance with the Procedure Rules contained within the Council Constitution, both Motions were referred to the Cabinet for consideration and decision.

4.4 Officers from the Council and the JWT have undertaken work in relation to the issues raised in both Motions, and a detailed report will be presented to the Cabinet Meeting in December 2014, when the Proposers and Seconders of the Motions will attend and talk to their Motions (as provided for in the Constitution).

(END)