

Gloucester City Council

Meeting:	Cabinet	Date:	19th July 2017
Subject:	Update on the Performance of the Enhanced Recycling Service		
Report Of:	Cabinet Member for the Environment		
Wards Affected:	All wards		
Key Decision:	No	Budget/Policy Framework:	No
Contact Officer:	Dawn Fearn - Street Scene Strategy Officer	Tel:	396829
	Email: Dawn.fearn@gloucester.gov.uk		
Appendices:	1) Comparison of Commodities collected during the periods Jan – Apr 2016 & Jan – Apr 2017		
	2) Financial Services Report		

FOR GENERAL RELEASE

1.0 Purpose of Report

- 1.1 To update Cabinet on the performance of the enhanced recycling service that was introduced on 16th January 2017.

2.0 Recommendations

- 2.1 Cabinet is asked to **RESOLVE**

- (1) The performance of the new recycling service be noted and
- (2) To endorse the ongoing and proposed work that aims to further reduce the amount of household waste sent to landfill within Gloucester City.

3.0 Background and Key Issues

- 3.1 On 16th January 2017 the Council introduced an enhanced recycling service, which in addition to an existing wide range of items, enabled residents to recycle corrugated cardboard, mixed plastics and textiles as part of the kerbside service. Recycling and food waste continues to be collected weekly..
- 3.2 As a comparison, between January and April 2016, 4499 tonnes of material was collected for recycling in the City. This year during the same period 5341 tonnes has been collected, an increase of 842 tonnes. Through extrapolation it is forecast that in 2017/2018 the total amount of material recycled in the city will have increased from 39% to 44%, an increase of 5%, which meets the expected forecasts as outlined in the original enhanced service project plan. The introduction of the enhanced recycling service will result in a further 2500t of material being diverted from landfill.

- 3.3. Appendix 1 compares the breakdown of commodities collected during the periods Jan – Apr 2016 and Jan – Apr 2017 and it is evident that the introduction of corrugated cardboard and mixed plastic has contributed more than 60% of the increase in material collected. The introduction of the enhanced recycling service has originally forecast, also had the impact of increasing the volume of original materials collected through advertising the enhanced scheme.
- 3.4 The recycling service offered by the Council is now extensive in the range of materials it collects, and easy to use with limited number of containers and weekly in frequency. It is clear however that if we are to continue to increase our recycling rate and divert further material from landfill then it is prudent to review how we collect residual waste through our black bin.
- 3.5 Resident participation monitoring took place in March and identified that 76% of Gloucester residents are recycling, to varying degrees. However further investigation into the 76% showed that 25% of this number are not making full use of the service and could be recycling more.
- 3.6 The “Recycle More for Gloucester” campaign commenced in June with a focus on the 25% of households who are recycling to some degree but, as per paragraph 3.4, could recycle more. It is a city wide campaign aimed at further maximising the amount of recycling we collect at the kerb side. It is recognised that it is necessary to keep recycling messages fresh in resident’s’ minds and ensure that the capital investment in the new service is fully utilised.
- 3.7 The campaign will be driven through social media, with daily Tweets and Facebook updates. Our website will be updated every month with information about how much material we have collected, supported by photographs. In addition a bin sticker will be applied to the lid of every residual black waste bin in Gloucester advising what materials can be recycled and can therefore avoid be being put into the black bin.. This is a tried and tested method which will be a constant reminder to residents to “think before they throw”. This strategy was used in the food waste campaign last year and contributed to an increase in the amount of food waste recycled in the city by 56%.
- 3.8 Waste sent to landfill by our residents has reduced by over 1500 tonnes since April 2015, which should not be underestimated, against a national picture of increasing waste year on year. During the first week of April 2017 waste composition analysis was carried out on a number of bins. The study concluded that 51% of bins are presented for collection only half full. However a large proportion of residents are taking advantage of having more space in their bin to dispose of items that would previously have been taken to the HRC or charity shops.
- 3.9 In particular high percentages of green waste, toys, DIY waste and bric-a-brac were found to be presented for collection. Although residents are legally able to dispose of these types of material through their black bin if capacity is available to them, it is difficult to see how we will further reduce waste sent to landfill, without reviewing the capacity available or the frequency with which we collect residual waste bins. Officers are currently reviewing the residual waste collection service, with a view to presenting a report to Cabinet in late summer 2017. It should be noted that any proposed changes to the frequency of waste collections will require consultation with the public (as detailed in section 9 “Legal Implications”).

4.0 Asset Based Community Development (ABCD) Considerations

- 4.1 We will be engaging with residents and aim to identify Recycling Champions within the community who will make a valuable contribution during implementation of this new initiative.
- 4.2 Recycling champions would be particularly useful in promoting not just general recycling messages within their own communities, but providing practical advice particularly in those communities where there is a transient population and families that may never have participated in recycling before.

5.0 Alternative Options Considered

- 5.1 N/A

6.0 Reasons for Recommendations

- 6.1 Considerable investment in the new recycling service is being rewarded by increased recycling and the associated revenue. Participation is up to 76% from 62% when it was last measured in 2015. A positive campaign during the summer months will ensure that the 76% are recycling as much waste as possible and will also remind residents not to fill up their waste bin unnecessarily.

7.0 Future Work and Conclusions

- 7.1 The success of the new service is attributed to the effective communication campaign that supported its implementation. Continued promotion of recycling through social media and ongoing campaigns, will maximise the Council's investment and increase recycling tonnages and income even higher.
- 7.2 Our new fleet of recycling vehicles have an advertising banner available for businesses to purchase, for means of advertising their business. This will be an additional revenue stream for the Council.
- 7.3 It is recognised that we need to further reduce the amount of waste we send to landfill each year and Officers are currently reviewing residual waste collections, with a report to follow in Autumn 2017.

8.0 Financial Implications

- 8.1 The amount of waste diverted away from landfill and into recycling has increased significantly and it should be expected that recycling credit income for 2017/18 will exceed £500,000.
- 8.2 Based upon the tonnages collected in the first 4 months of the new service we can expect £519k of additional income on top of what was forecast in the savings model, it should be noted however that this relies on commodity prices holding throughout the year and the amount of material we are collecting remaining constant. Financial Services report is attached at appendix 2.

(Finance have been consulted in the preparation this report)

9.0 Legal Implications

- 9.1 The Environmental Protection Act 1990 allows the Waste Collection Authority to stipulate how waste is collected and may require the occupier to place the waste for collection in receptacles of a kind and number specified. Furthermore, The European Waste Framework Directive 2008 requires the United Kingdom as a whole to reuse and recycle 50% of household waste by 2020. The proposed scheme will contribute towards this national target. Conversely there are also targets imposed by the European Landfill, Packaging, and Electronic Waste Directives with regard to reducing the amount of waste sent to landfill. The combined effect of these directives is that by 2020 55% of all waste should be diverted from landfill. Again the proposed scheme will contribute towards this national target.
- 9.2 Any future review of the waste collection service will have to pay due regard to the Council's best value (S3(2) Local Government Act 1999) and public sector equality (S149 Equality Act 2010) duties:

(One Legal have been consulted in the preparation this report)

10.0 Risk & Opportunity Management Implications

- 10.1 It should be stressed that within all the financial information presented in this paper, there are significant variables which may affect the "bottom line" figures – the two main factors being commodity prices and a reduction in residual tonnages.
- 10.2 A positive summer campaign "Recycle More", which is driven by social media and other digital means, will allow us to reinforce the recycling message and maximise the quantity of material we collect from the kerb side, during the summer months when traditionally recycling tonnages are higher

11.0 People Impact Assessment (PIA):

- 11.1 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.

12.0 Other Corporate Implications

Community Safety

- 12.1 Improving waste management will have a positive effect on the streetscene in some areas, particularly where space is limited. Recycling is collected every week and we should encourage residents to make full use of the facilities available to them.

Sustainability

- 12.2 Participation in the new recycling service has increased significantly. Further promotion will ensure that effective waste management is sustained long term.

Staffing & Trade Union

- 12.3 Temporary staff recruited for 4 – 6 weeks, for bin sticker work. No TU consultation was necessary.

Appendix 1 - Comparison of Commodities collected during the periods Jan – Apr 2016 & Jan – Apr 2017

(Weight in tonnes)

	Jan 16	Feb 16	Mar 16	Apr 16	Total	Increase
Cans and Plastic	114.62	106.34	114.61	110.08	445.61	
	Jan 17	Feb 17	Mar 17	Apr 17	Total	
	171.62	149.21	137.73	154.86	613.42	<u>167.77</u>
Glass	Jan 16	Feb 16	Mar 16	Apr 16	Total	Increase
	215.77	204.91	211.13	206.03	837.24	
	Jan 17	Feb 17	Mar 17	April 17	Total	
	184.00	205.47	258.56	216.77	864.80	<u>27.56</u>
Paper & Card	Jan 16	Feb 16	Mar 16	Apr 16	Total	Increase
	263.01	242.69	256.43	241.95	1004.08	
	Jan 17	Feb 17	Mar 17	Apr 17	Total	
	433.13	297.99	357.53	319.88	1408.53	<u>404.45</u>
Food	Jan 16	Feb 16	Mar 16	Apr 16	Total	Increase
	290.98	253.76	290.08	269.92	1104.74	
	Jan 17	Feb 17	Mar 17	Apr 17	Total	
	305.30	265.02	300.12	251.74	1122.18	<u>17.44</u>
Green Waste	Jan 16	Feb 16	Mar 16	Apr 16	Total	Increase
	117.20	169.00	349.58	471.40	1107.18	
	Jan 17	Feb 17	Mar 17	Apr 17	Total	
	126.60	156.30	420.46	628.42	1331.78	<u>224.60</u>

Appendix 2 - Financial Services Report

COMMODITY	PRICE PER TONNE (current prices)	Collected Jan 17 - April 17			Monthly Figure	Yearly Forecast
cardboard	£112	439		£49,168	£14,048.0	168,576
plastic bottles (HDPE) 30%	£300	138		£41,400	£11,828.6	141,943
mixed plastic (PET) 70%	£100	322		£32,200	£9,200.0	110,400
paper	£85	984		£83,640	£23,897.1	286,766
glass	£20	866		£17,320	£4,948.6	59,383
mixed cans(50% steel, 50% aluminium)	860	76		£65,360	£18,674.3	224,091
	100	76		£7,600	£2,171.4	26,057
textiles	£350	22		£7,700	£2,200.0	26,400
		2923		£304,388	£86,968.0	1,043,616
Annual Forecast	1,043,616					
2016/17 Actual Inc	386,237					
Forecast Increase	657,379					
Assumed Increase	138154					
Additional Saving	519,225					