

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – TUESDAY, 9 APRIL 2019

Title of report	RECYCLE MORE... THE PLAN
Key Decision	a) Financial No b) Community Yes
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Purpose of report	To provide Cabinet with an overview of Recycle more... The Plan (Appendix A) and the proposals regarding its implementation which is detailed in the action plan (Appendix B) and the communication strategy (Appendix C) which supports Recycle more....
Reason for decision	To seek the adoption of the plan
Council priorities	Homes and Communities
Implications:	Full engagement with all key necessary stakeholders both externally and internally
Financial/Staff	To be funded from the 2019/20 Recycle more budget of £36k which was approved by Full Council on 26 February 2019. This includes £26k for a Recycle More Officer post and £10k to trial a different type of recycling container with 250 households. This budget combines with an existing publicity and promotions budget of £18k
Link to relevant CAT	Green Footprints
Risk Management	Monthly project meetings to ensure the plan is on track and achieving the required progress. The action plan attached to the plan splits actions required over the next 3 years using a logical and achievable approach.

Equalities Impact Screening	Integrated within the work of the Recycle More officer and the related communication strategy (Appendix C)
Human Rights	None
Transformational Government	The plan will ensure and support the in-house management of the refuse, recycling and garden waste collections so they are efficient, streamlined and best value for our customers, whilst achieving the maximum potential of income generation from the sales of recyclables and increasing the household recycling rate.
Comments of Head of Paid Service	The report is satisfactory.
Comments of Section 151 Officer	The report is satisfactory.
Comments of Monitoring Officer	The report is satisfactory.
Consultees	<p>NWLDC Portfolio Holder for Community Services, NWLDC Policy Development Group and NWLDC Members.</p> <p>Internal services including the following teams – Waste Services, Communications, Facilities and Estates, Customer Services, Housing, Leisure, Development Control, Planning, Performance, Community Focus, Business Development, Grounds Maintenance and Environmental Protection.</p> <p>External contacts – NWL parish and town councils, Leicestershire County Council, NWLDC residents (via an online survey between November 2018 – March 2019).</p>
Background papers	<p>Recycle more... The Plan - full document available at the bottom of this webpage - www.nwleics.gov.uk/recyclemore</p> <p>Our Waste, Our Resources: A Strategy for England published by HM Government, December 2018.</p> <p>Policy Development Group minutes and presentation from 19 September 2018</p> <p>Parish and Town Council Forum minutes and presentation 6 June 2018</p>
Recommendations	THAT CABINET APPROVES THE FORMAL ADOPTION OF RECYCLE MORE... THE PLAN

1.0 CONTEXT

- 1.1 A key task within the North West Leicestershire District Council (NWLDC) Delivery Plan 2018/19 was to develop a recycling strategy, which encourages more households to recycle, increase dry recycling by 100 tonnes over the next 3 years and generate £500,000 by selling the dry recycling we collect. The Recycle more campaign will support and commit to the delivery of these three objectives.
- 1.2 The plan's main aim is to increase the recycling rate from the current 46.7% to 50% over the next 3 years - 2019/20, 2020/21 and 2021/22. Over the last 5 years the recycling rate has plateaued been between 46.1% and 46.7%.
- 1.3 North West Leicestershire (NWL) currently has the lowest recycling rate in Leicestershire excluding Leicester City Council. However, the district is only 1% behind Melton Borough Council and 1.2% behind Blaby District Council as of 2016/17, which is the latest recycling rate data.
- 1.4 Nationally the reduction of plastic is being looked at following the success of the charging for carrier bags initiative. In addition, the UK is required to achieve a national recycling rate of 50% by 2020, which is set by the EU. It is unknown how Brexit will affect the UK's obligation to meet this target.
- 1.5 As a result of the plan, residents and other interested key stakeholders will be engaged to recycle more materials more often through the existing kerbside recycling scheme. The plan will provide a clear and comprehensive schedule of actions including continuous engagement and education with the residents of NWL to create a change in recycling behaviour and ultimately a culture shift.
- 1.6 Primarily the plan will assist in reducing the volume of waste to landfill, whilst increasing material sent for recycling and composting.
- 1.7 Another outcome of the plan will be income generation. NWLDC successfully retained the value of its own recycling material from Leicestershire County Council (LCC) in April 2018 for 10 years. Therefore, additional recycling collected will result in increased income which is in turn invested back into services provided by the council.

2.0 CONSULTATION

- 2.1 Initial consultation to shape the document took place with a range of internal and external stakeholders, including the Policy Development Group, parish and towns councils, NWLDC teams and services and NWL residents.
- 2.2 On 19 September 2018 a presentation regarding the intentions of the Recycle more Plan was given to the Policy Development Group (PDG) for their scrutiny and feedback, which included;
 - Members welcomed the possibility of a food waste collection service for residents.
 - Members asked if there was an option of collecting recycling combined. It was confirmed that recycling collect separately generates significant income for the council, however the current recycling containers would be reviewed and a different recycling container system would be trialled.

- A Member commented that current recycling containers allow recyclables to escape during windy conditions causing a litter nuisance. It was confirmed the current recycling containers would be reviewed and a different recycling container system would be trialled.

2.3 On 6 June 2018 a presentation regarding the intentions of Recycle more... The Plan was given to the parish and town councils at the Parish Council Liaison meeting for their feedback. Some of the comments received during the meeting are summarised below;

- Clarification is need regarding what can and cannot be recycled, such as black plastic food trays.
- Current recycling containers allow recyclables to escape during windy conditions causing a litter nuisance.
- The household recycling rates have somewhat stagnated in recent years, therefore we need to revisit the way recycling is carried out.

2.4 Consultation has also taken place with residents in the district via an online survey between November 2018 and March 2019. There were 295 responses which have helped to shape the plan and will help guide future community engagement by the Recycle More Officer. Some of these responses are summarised below.

- 99% of residents who completed the survey currently recycle.
- The most popular materials which residents recycle, include plastics (99%), cardboard (97%), aluminium cans (97%) and glass (97%).
- The least popular items which residents recycle, are textiles (44%) and foil (43%). This suggests Recycle more... The Plan needs to target these two materials making residents aware they can be recycled using the kerbside collection service.
- 54% of residents surveyed recycle everything they can, but 40% are unsure about what items can be recycled. This demonstrates we need to provide clearer information and clarity about what can and cannot be recycled.
- To encourage residents to recycle more, 54% of residents would like clearer information regarding what can and cannot be recycled, 44% would like different recycling containers and 36% would like further information about what happens to recycling after it has been collected. *(Please note these responses add up to more than 100% as residents had the opportunity to provide more than one response).*
- 68% of residents would use a food waste collection service if Waste Services introduced one.
- 56% of residents are aware recycling is worth more when it is kept separate, 44% are not, therefore we need to provide more information regarding how the recycling is processed at our depot.
- 83% of residents would be willing to take part in any trials as part of Recycle more.

3.0 PLAN OVERVIEW

3.1 The overall vision of the plan is to encourage more residents to recycle more materials, more often.

3.2 To achieve the vision, six themes have been identified:

1. Reducing black bin waste

- Additional capacity for the disposal of nappies will no longer be offered (2019).
- Removal of additional capacity for nappies from households currently receiving the service (2020).
- Review and determine the size of black bins for households to reduce black waste and increase recycling (2020/21).
- Carry out trials to reduce the frequency of fortnightly black bin collections (2020/21).
- Implement the results from the trials of reducing the frequency of fortnightly black bin collections (2021/22).

2. Introducing food waste collections

- Carry out a food waste collection trial with a number of selected households in partnership with Leicestershire County Council (2019/20).
- Review the trial of food waste collections and if successful roll-out across the whole district (2020/21).

3. Increasing recycling collected

- Carry out a trial with 250 households of a stackable wheeled container system to make recycling easier, convenient and safer (2019/20).
- Review the trial of the stackable wheeled container system and roll-out across the district as appropriate (2020/21).
- Review the 45 mini recycling sites and the effectiveness of them alongside the kerbside recycling collection service. Look at ways of recycling tetra paks, nappies, small electrical items, pringle and toothpaste tubes at possible collection points (2019/20).
- Implement the findings from the mini recycling sites review (2020/21).
- Further promotion of textile recycling at the kerbside through possible partnership with a Leicestershire based charity (2019/20).
- Introduce household battery recycling on the kerbside recycling collection service (2019/20).
- Review the bulky waste collection service particularly focussing on items for reuse through partnerships with local charities and diverting items away from landfill (2019/20).
- Review the 76 communal sites for flats and apartments focussing on recycling containers and the use of them through targeted communications (2020/21).

4. Employers and employees

- Leading by example as all waste which is recyclable at the Council Offices will be diverted away from landfill. Adopting a no single use plastic policy (2019/20).
- Promoting our commercial recycling service to businesses in the district. Advising businesses best practice for diverting waste away from landfill (2019/20, 2020/21 & 2021/22).
- Effectively consult and engage with the Waste Services operational staff as they will be important ambassadors of Recycle more (2019/20, 2020/21 & 2021/22).

5. Changing hearts, minds and habits

- Focussed and targeted communications where recycling participation has been identified as lower (2019/20, 2020/21 & 2021/22).
- Ensure everyone is engaged with Recycle more through competitions, visits to schools and colleges, tours of the recycling depot, use of social media, signage on waste collection vehicles, community recycling champions, name the recycling vehicles and other initiatives (2019/20, 2020/21 & 2021/22).
- Promoting reuse for people who live and work in the district by partnership with local business and community groups - e.g. refillable water bottles and stations, reusable coffee cups and plastic free communities and businesses (2019/20, 2020/21 & 2021/22).
- Review of on street litter bins and on street recycling banks provided by NWLDC. Improve on the go recycling by partnering with businesses and charities supported by Business Focus (2020/21 & 2021/22).

6. New homes, new residents

- Encourage all new residents occupying new developments participate in recycling by using the council's kerbside recycling scheme, through consultation with the Planning team and developers ensuring recycling is easy and convenient for residents (2019/20, 2020/21 & 2021/22).

3.3 The plan links directly to the NWLDC (North West Leicestershire District Council) Delivery Plan 2019/20 regarding a number of key actions. These include;

- Increase recycling rates by 1% per annum.
- Achieve 50% recycling rates by 2023.

3.4 The plan also links directly to the Our Waste, Our Resources: A Strategy for England published by HM Government in December 2018, which is currently under consultation.

4.0 PLAN DELIVERY

4.1 In order to successfully deliver against the plan there needs to be an internal and external focus.

4.2 Internal

The project lead for Recycle more... The Plan will be the Waste Services Development Officer supported by the proposed Recycle More Officer, a newly created post that will assist in co-ordinating and promoting Recycle more... The Plan to a wide variety of stakeholders in North West Leicestershire. The Waste Services Team Manager will also support the delivery of the plan. The Head of Communities will have overall responsibility for the plan and its implementation.

The following teams will contribute to the delivery of the plan where appropriate: Waste Services, Communications, Property, Customer Services, Housing, Leisure ,Legal Services, Development Control, Planning, Performance, Community Focus, Business Development, Grounds Maintenance, Environmental Protection

4.3 **External**

The plan is for the district and relies on support and engagement from partners and stakeholders such as parish and town councils, community groups and organisations, residents, businesses and other service providers, such as Leicestershire County Council (LCC).