

Increasing Rates of Recycling Monitoring Update Report

The Group RECOMMENDED that:

1. WORKING WITH THE MEDIA

- (a) **A media strategy be developed to help forge a close working relationship with the local media to publicise what can be recycled and illustrate how recycled waste is eventually re-used and the importance of reducing waste - for example through the *Love Food Hate Waste* campaign.**
- (b) **Press releases are issued to the local media on a regular basis to remind residents that they can apply for another or a larger green bin at no extra charge.**
- (c) **The Council work with the local media to publicise its new approach to collect grey bins from all districts in the Borough one week, and to collect all green bins the next when this is introduced in 2012/13 as part of the 'route optimisation' work.**

Environmental Services are currently within the 2nd year of a 3 year publicity plan and recycling is an annual feature of this. Within this frame work we will develop a specific strategy to focus on the recycling element of Environmental Services.

We will be exploring all opportunities to promote recycling through the media and directly through our own collection operatives. The idea of promotional stickers will also be explored to encourage recycling where ever possible.

The promotion of all grey and all green collections will be developed through the Environmental Services Transformation Team and the development of the Route Optimisation software.

2. GENERAL PUBLICITY

- (a) **As part of the Council's regular recycling campaign, images of items made 100% from recycled products be displayed on the Council's fleet of waste collection vehicles to publicise what happens to recycling and reassure residents that recycling is worthwhile.**

We are investigating all opportunities to inform our residents of what can and is being produced from recycled materials. Our understanding is that some residents are sceptical of whether the materials collected are ever recycled. Obviously this is not the case, but it is an obstacle and a perception that needs changing in a positive and visual manner.

- (b) A new sticker be produced that can be placed on bins with excess recyclables to inform residents that they can have a larger or extra green bin at no charge.**

We are currently designing a sticker which can easily be used by our collection operatives. These stickers will be used to encourage residents that want to do more and will challenge residents that shy away from recycling.

We intend to trial this idea as a pilot scheme and monitor the effect it has on recycling rates and associated anti-social behaviour such as fly-tipping, etc.

3. CAPTURING AND UTILISING WASTE DATA

- (a) Maps which illustrate tonnage levels for grey bin waste and green bin waste collected by individual areas be produced at regular intervals.**
- (b) This information be used to target areas with the lowest recycling rates with publicity and awareness raising activities to promote waste minimisation and recycling.**

An excellent mapping exercise was carried out during the O&S Scrutiny Panel involvement, which could be repeated in line with other initiatives to monitor recycling rates throughout the district.

This information is useful as a general barometer of waste types being collected across the district but will require additional scrutiny to be able to target and focus improvement and transformation initiatives in the future.

4. ENGAGING WITH ETHNIC MINORITY AND TRANSIENT COMMUNITIES

- (a) The Council engages with groups and forums that represent ethnic minority communities in Redditch to help inform more residents from these communities about recycling.**

In order to carry this out this kind of engagement effectively, we need to ensure we allocate the correct resources in order that any initiatives are planned and well received. As yet no further action has been taken on this recommendation.

- (b) The Council work with the local education authority to further promote the benefits of recycling in schools, especially in those areas identified by the recycling maps as having the lowest rates in Redditch.**

A lot of information and support already exists for schools through Central Government. A lot of information and support in relation to environmental education already exists for schools in Worcestershire through the County

Council's Bishops Wood Centre which works with schools, teachers and environmental educators in Worcestershire and beyond. The centre focuses on Learning for Sustainability and outdoor environmental learning.

It was envisaged that Worcestershire County Council, in partnership with Severn Waste, would provide an education room within the EnviroSort site at Norton, along with a dedicated education officer. We understand that this resource is still being negotiated. If and when this resource is agreed, we would be happy to link with and support this initiative where ever possible.

Please note; all schools within Redditch are serviced by a comingled recycling collection through the authority.

(c) The Council work closely with local landlord groups, representatives, and the Council's Tenancy team, to communicate information about recycling and waste minimisation to transient communities within Redditch.

Using the transformation project team as a conduit, we would like to investigate initiatives in working with Estate Agents, Landlords and Housing Associations to distribute waste collection information to their tenants. This would help residents who are transfer or moving into the district.

5. RAISING MEMBERS' AWARENESS

A Members Information Session be arranged to inform Members of the new 'route optimisation' approach to collecting recyclable and non-recyclable waste in Redditch and Bromsgrove, and at the same time, to receive a general overview of the waste collection service , including information on the EnviroSort facility.

With the introduction of all grey and all green AWC collections and the route optimisation software initiatives, which are integral to the transformation teams undertakings, these projects will require the support of members for them to be implemented properly. Members will be invited to attend discussion sessions during the planning stages of these projects and we will include general information on waste collection/recycling services as part of this.

We would also like to arrange site tours of the EnviroSort facility for any members wishing to understand or appreciate how Redditch BC, as a collection authority, works with the wider disposal authority and the Joint Municipal Waste Management Strategy.

6. OPERATIONAL

- (a) The waste collection crews be encouraged to feedback any concerns when collecting from the grey or green bins, including identifying any specific areas that do not appear to be recycling properly, so that improvements can be made.**

Front-line Operatives have already joined the transformation team and they are involved in all aspects to the work being undertaken. Transformation team Operatives are talking to colleagues to identify poor performing areas and the reason behind these issues.

The work being carried out will contribute to longer term improvement projects with other internal and external parties throughout the district.

- (b) The waste collection crews be empowered to swiftly resolve recycling/general waste issues for residents where this is possible.**

The Transformation team have already identified the need to review and refresh our service delivery standards and why it is vital to involvement of our collection operatives at the frontline of our services.

Training sessions are being planned to provide operatives with practical customer care skills and the knowledge and understanding of service industry we provide. By operatives having a better understanding of our service standards and a greater appreciation of our customers needs, we will be encouraging operatives to identify, communicate and participate in improvement initiatives.

- (c) The Council should look to address the problem of residents requesting extra grey bins.**

These issues have been raised by the transformation team and will be addressed with other parallel initiatives as tackling this has to be done as part of a package of improvement measures.

- (d) The Council consider introducing new recycling bins outside retail outlets, especially in public parks and local centres.**

We are currently developing a policy for providing litter and dog bins across the Borough and we are keen to build recycling provision in wherever we can and we are currently investigating the use of on-street recycling in high profile locations where a recycling bin could be sited as an alternative to a traditional litter bin. A longer term strategy and approach will be required to encourage recycling at source.

7. IMPLEMENTING AND MONITORING RECOMMENDATIONS

That Officers develop an implementation plan, including financial considerations, to deliver the report's recommendations and to update the Overview and Scrutiny Committee on progress made within six months of the report's endorsement

All the recommendations within this report are being implemented through direct initiatives or initiated through the transformation team.