

Appendix 1 - Details and outcomes of the trial service

- 1.1 The trial service was offered to approximately 4,800 households in two different areas of the Borough; an area of the town in the west (Webheath, Callow Hill, Hunt End and Walkwood) with a higher level of traditional housing with larger gardens (2,310 properties) and the other area in the east (Winyates East and Matchborough East of the town in new town properties with smaller gardens (2,488 properties). As per Member request, the areas were selected to represent different housing types and customers across the Borough and matched existing waste collection rounds for ease of administration.
- 1.2 A number of things were done to promote the new service including:-
 - An initial introductory A5 flyer to targeted households
 - An information guide (how to use the service) to those taking part
 - A bin sticker (to confirm receipt of payment) to those taking part
 - A follow up A5 flyer to residents who hadn't taken up the service
 - Bin tags to highlight contamination issues to those taking part when needed
 - New pages on the web site.
- 1.3 Because this was a trial service in specific areas, it was not possible to "universally" promote this service although a small article did appear in the local paper at the start of the year.
- 1.4 Requests for service were handled by the Contact centre and information was also made available on the website. A checklist of areas /addresses taking part were linked to the pages so the CSA's knew which residents were applicable for the service. This was very important as the service was only available to a small number of households.
- 1.5 As this was a trial, we were only able to offer two payment methods – by telephone or payment in person at either the Town Hall or the outer one stop shops. New booking forms were created for customers who chose to book in person. All requests for service were recorded into the M3 system which is used to manage all waste, cleansing and landscape services.
- 1.6 Green 240 Litre wheeled bins were used for the pilot scheme, as they could be re – used if it is decided not to continue with the service. A sticker was attached to the bin to identify it as a garden waste bin. Bins were delivered to customers in March, two weeks before the first collection, with detailed information on what was suitable to be put in the bin. Collection was from the edge ('curtilage') of a customer's property, to be out for collection on the same day as the grey bin.
- 1.7 Collections were made using our own 15 tonne refuse collection vehicle and occasionally using our own 26 tonne. Staffing was a combination of existing employees and agency workers. On each occasion a driver

and a loader were used for collection and a driver only for the disposal trip to Pershore.

- 1.8 For the trial service the garden waste has been taken to Pershore for composting at the Hill & Moor site.

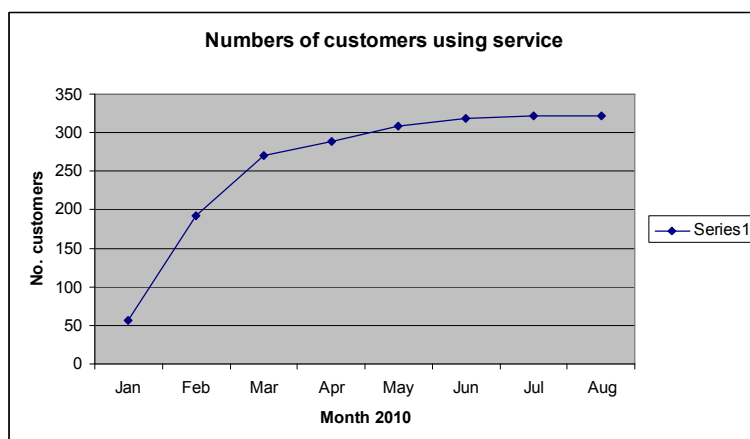
2.0 Outcomes of the trial

- 2.1 The trial in two distinct areas of the town has confirmed there is a variation in take up across the town as detailed in the table below:

Figures of paying customers from total properties offered the trial garden waste collection service (July 2010)

Area	Properties in area	Take up	%
East	2487	73	2.9
West	2310	242	10.5
Total pilot area	4797	322	6.7

- 2.2 A total of 322 customers have taken up the service and the following graph shows how numbers have slowly increased since the service was launched:



- 2.3 The imbalance of uptake and the spread out nature of the customers meant we had to re-assess the economies of the collection schedule. Collections in the east area were consolidated to one week to even the work load over 3 days in a 2 week period. This resulted in the following collection arrangements:
- 2.4 Travel to the disposal facility at Pershore took around 1hr 45mins round trip on each collection day, (3 times over a 2 week period) which tied up the vehicle and a driver for this unproductive period. This would not be viable to continue in the long term and we are working with WCC to resolve this should the service continue.

- 2.5 The average collection rate for the spread of customers across the town was between 25 to 29 bins per hour. This excluded the time taken to travel to Pershore.
- 2.6 No bins were lost or needed replacing during the trial.
- 2.7 No bins were tagged during the trial. All bins emptied only contained compostable items.
- 2.8 Throughout the trial period there were numbers of bins not presented for collection on the designated collection day. The number of bins not presented increased during Bank Holidays and holiday periods. From the start of the service in March we received a total of 28 enquiries for missed bins, and all were dealt with in the required time frame of 48 hours.
- 2.9 The publicity materials have worked well and have provided residents with all of the information that they need in order to take up and use the service. A similar approach will be used if Members decide that the service will continue but this does require leaflets to be hand delivered through letter boxes of targeted households which is resource intensive. This can only end if the service becomes town wide and we can use blanket leaflet drops in local papers or features in the local paper or Redditch Matters.
- 2.10 Due to the fact that this was a trial area there were a few teething problems – for example the west area included some long roads that had split rounds and consequently 5 addresses were booked for the collection service who were not in fact included in the pilot scheme and these were resolved on a case by case basis.