

# Increasing Rates of Recycling

***Duration of the review*** November 2011 – March 2012

***Task group membership*** Councillor Gay Hopkins (Chair)  
Councillor Peter Anderson  
Councillor Andrew Fry  
Councillor Roger Hill  
Councillor Phil Mould

***Overview and Scrutiny Support Officer*** Michael Craggs

***Date for submission of report*** March 2012

# Increasing Rates of Recycling

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## Chair's Foreword



**Councillor Gay  
Hopkins**

As Chair of this Review, I would like to say how enjoyable this exercise was. All members of the Group were very keen to make a difference to our recycling rates in Redditch and together we looked at many aspects of how to achieve this.

We kick-started our review by visiting EnviroSort at Norton to see what eventually happens to our recycling at the end of the process. We found this very informative and interesting. The staff there gave us so much guidance.

We would like to thank all of the Officers who have helped us along the way, especially Sue Horrobin for her unflagging support and knowledge, Michael Craggs for his support and advice, and Andy Morris for letting us get down and dirty and go out with the crews, all of which were very helpful, cheerful and ready with advice.

Thank you to my fellow Councillors and group members Andy Fry, Peter Anderson, Phil Mould and Roger Hill for your unfailing enthusiasm for the task we attempted.

Although we could not look at every single aspect of this big subject, we hope that our work will make a real difference and increase the rates of recycling within our town.

**Cllr Gay Hopkins**  
**Chair, Increasing Rates of Recycling Task Group**

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# Introduction

This report presents the findings and recommendations of the Increasing Rates of Recycling Review which was commissioned by the parent Overview and Scrutiny Committee in 2011 to investigate the very steady decline of recycling rates in Redditch over recent years. It was felt that an in-depth scrutiny exercise was required to look at how recyclables were currently being collected and processed, and to establish what could be done to move the Council's recycling rates back in the right direction.

There were a number of aims and objectives of the scrutiny exercise. These included:

- 1) To assess Redditch Borough Council's current recycling arrangements;
- 2) To review how the Council publicises its recycling service and whether improvements could be made to improve awareness amongst residents
- 3) To investigate recycling arrangements at other local authorities and whether similar measures could be introduced to improve recycling rates in Redditch.
- 4) To investigate the extent to which local residents use privately run recycling facilities
- 5) To clarify whether it is within the Council's remit to collect waste for recycling from private businesses and public facilities.

The review took approximately four and a half months to complete. This provided the Group with sufficient time to undertake a comprehensive assessment of the recycling process in Redditch.

# Recommendations

The Group RECOMMEND 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, illustrate how recycled waste is eventually re-used, and to explain 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 have an extra or larger green bin at no charge; and
- (c) The Council work with the local media to publicise its new approach to collect waste from grey bins from all districts in the Borough one week, and to collect from all green bins the next when this is introduced in 2012/13 as part of the 'route optimisation' work.

## 2. GENERAL PUBLICITY

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

# Recommendations

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

### 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; and
- (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.

### 4. ENGAGING WITH MINORITY ETHNIC AND TRANSIENT COMMUNITIES

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



# Recommendations

## 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.

## 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 quickly can be made;
- (b) The waste collection crews be empowered to swiftly resolve recycling/general waste issues for residents where this is possible;
- (c) The Council should look to address the problem of residents requesting extra grey bins; and
- (d) The Council consider introducing dual purpose litter bins outside retail outlets, especially in public parks and local centres.

# Recommendations

## 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

## Background

In March 2007, Redditch Borough Council introduced an Alternative Weekly Collection (AWC) service following full Member support. This meant that each household in Redditch would have its recyclable waste items collected from its green bin once a fortnight. Non-recyclables would be collected the alternative week from the grey bins provided. It has widely been held by Councillors, members of the public and the local media that this has been a successful operation and is the most appropriate arrangement for the town.

The *100% Project* was also introduced by the Council in 2007 in an attempt to provide all properties in the Borough with a kerbside recycling collection service wherever possible. At the project's inception there were around 3,500 properties which were unsuitable for the standard AWC service. Primarily these were flats and hard to reach areas. By the start of the review in November 2011, approximately 2,000 of those 3,500 target properties had already been provided with a recycling collection of some kind.

However, despite the introduction of AWC and the *100% Project*, the Council's performance in relation to recycling rates appears to have stagnated in recent years. Immediately prior to the review, the quarterly performance report for quarter four of 2010/11 indicated that there had been little significant change with regards to NI 192, the performance indicator for measuring the percentage of household waste sent for reuse, recycling and composting, since the same quarter in 2008/09. In addition, it appeared likely that the 30 per cent target for this performance indicator would not be achieved for the second consecutive year.

Significantly, the rates of recycling at some neighbouring local authorities in Worcestershire during the same period were actually increasing and indeed in some instances had exceeded those in Redditch. Given that the cost accrued by the Council to dispose of waste by landfill is steadily increasing, the recent decline of the recycling rates in Redditch was not only disconcerting from an environmental perspective, but a financial perspective also.

# Background

The following table shows the Council's performance in relation to key performance indicators for recycling and waste since 2005:

	<b>NI 192</b>	<b>BV 84</b>
2005/06	12.93%	393
2006/07	20.11%	387
2007/08	32.21%	357
2008/09	31.50%	346
2009/10	29.10%	340
2010/11	28.56%	346
2011/12 (Apr - Sep)	26.32%	114

NI 192 = % of household waste sent for re-use, recycling and composting

BV 84 = Number of kilograms of household waste collected per head of population

# Background

The following table shows recycling rates (NI 192) across Worcestershire for 2006-2011. The final column explains the percentage of the total for 2010/11 that was made up of food and/or garden waste

<b>Authority</b>	<b>2006/07</b>	<b>2007/08</b>	<b>2008/09</b>	<b>2009/10</b>	<b>2010/11</b>	<b>Waste Composted 2010/11</b>
Bromsgrove District Council	40.91%	43.58%	43.49%	37.33%	45.34%	20.30%
Malvern Hills District Council	24.70%	26%	27.46%	28.07%	31.20%	3.97%
Redditch Borough Council	20.11%	32.21%	31.50%	29.10%	27.8%	0.31%
Worcester City Council	25.83%	34.08%	36.14%	33.62%	35.74%	3.58%
Wychavon District Council	22.07%	24.02%	32.75%	42.42%	43.69%	11.09%
Wyre Forest District Council	27.92%	28.46%	28.36%	26.46%	27.58%	1.49%

# Background

The following table shows the 'dry' recycling rates (i.e. no compostables – garden or food waste) across Worcestershire

<b>Authority</b>	<b>'Dry' Recycling Rate 2010/11</b>
Bromsgrove District Council	23.6%
Malvern Hills District Council	27.69%
Redditch Borough Council	28.02%
Worcester City Council	32.92%
Wychavon District Council	32.45%
Wyre Forest District Council	26.09%

## Evidence Gathering

During the course of the review, the Group met with a number of Officers with relevant expertise who together were able to provide a comprehensive description of the recycling process in Redditch. Members also met with the Cabinet Member at the responsible Waste Disposal Authority, Worcestershire County Council, to obtain his perspective on how the recycling rates in Redditch could possibly be increased.

Following this, the Group wrote to Councillor Anthony Blagg, Worcestershire County Council Cabinet Member with Responsibility for Environment and Waste Management, to request that the Borough Council is moved up to the top of the waiting list for the recycling of street sweepings as this will add significantly to the Council's recycling figures. The Group was still awaiting a reply at point of publication.

Members were also given opportunities to witness the recycling process in operation for themselves. As part of this, the Group were invited to the EnviroSort Materials Reclamation Facility (MRF) in Norton, Worcestershire, towards the start of the review to see how materials collected for recycling are manufactured into goods.

Members went on a tour of recycling sites in Redditch, many of which had been installed as part of the *100% Project*. The Group visited nine locations across the town to see how recycling facilities had been greatly improved for many residents. However, in certain sites, Members noticed that there were ongoing problems that needed to be rectified. These positive and negative findings helped to inform the Group's final recommendations.

Group members also went out with the waste collection crews for a short period to collect waste from either the green, grey, or both bins. They were therefore able to glimpse the issues, both positive and negative, that the crews encountered when collecting waste from the doorstep. Through undertaking these trips, Members obtained a much better understanding of the problems that needed to be overcome to help increase recycling in Redditch.

## Evidence Gathering

Finally, and as requested by the Group, Officers provided Members with maps of the Borough which detailed the tonnage levels for the amount of grey bin waste and green bin waste in individual areas. The maps were extremely useful in illustrating how rates of recycling varied between different areas. This gave Members a clearer understanding of which areas needed to be focused upon to help increase the overall recycling rates in the town.



## Trip to EnviroSort

**Councillors Phil Mould, Peter Anderson, and Roger Hill**



**Councillors Gay Hopkins, Phil Mould, and Andy Fry during the tour of the EnviroSort facility**

# Trip to EnviroSort



Images of the recycling process in operation at the EnviroSort facility



# Trip to Local Recycling Sites

**Councillor Gay Hopkins inspects a new recycling site in Laurel Close, installed as part of the 100% Project**



**A new recycling site in St Georges undermined by litter**

## Trip to Local Recycling Sites



The Group next to a new recycling 'node' installed next to Lock Close and Cardy Close (left to right: Councillors Peter Anderson, Andy Fry, Gay Hopkins, Roger Hill, and Phil Mould)

New recycling facilities recently introduced for residents at Birchley Houses



# Recommendations

## **Recommendation 1a, b and c**

### 1. WORKING WITH THE MEDIA

The Group RECOMMEND that:

- (a) A media strategy be developed to help forge a close working relationship with the local media to publicise what can be recycled, illustrate how recycled waste is eventually re-used, and to explain 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 have an extra or larger green bin at no charge; and
- (c) The Council work with the local media to publicise its new approach to collect waste from grey bins from all districts in the Borough one week, and to collect from all green bins the next when this is introduced in 2012/13 as part of the 'route optimisation' work.

Working closely with the local media will be vital in increasing the recycling rates in Redditch. During its investigations the Group found that many residents remain uncertain about which items they can and cannot recycle. From their conversations with residents when travelling out with the waste collection crews, Members became increasingly aware that a significant number of people are not recycling properly. This is not necessary through disinclination, but simply because when someone is uncertain about whether a particular item can or cannot be recycled they invariably place it in the grey bin.

The Group is aware that the Council has regularly promoted increased recycling in recent years and is in no doubt that this has had a real impact in prompting many residents to recycle on a

# Recommendations

## ***Recommendation 1a, b and c***

regular basis. However, the Group also became of the view that it would be very naive to assume that the Council is successfully able to communicate its message to all local residents however hard it tries. This is an issue that faces all local authorities across the country and is not a particular criticism of the Council. Members therefore feel that, by involving the local media more in the process to communicate information about recycling and to promote its considerable benefits, more local people can be made aware of its importance and can become confident about how they can recycle properly.

The media can also help in explaining how items that residents leave for recycling are eventually re-used. The Group became aware that many residents remain uncertain about what can actually be produced by the recycling process. Members therefore feel that if the Council and local media can work together to provide clear examples of products made wholly from recycling, this will encourage more local people to recycle in the knowledge that something useful can come out of it.

The Group recommends that a media strategy be developed that clearly sets out how the Council can work with members of the local media on a campaign to promote recycling in Redditch. It is felt that the local media are far more likely to promote the campaign if it feels engaged in the overall process. This will be a central component of the strategy.

Another very important issue closely related to recycling is waste minimisation. Members became concerned during their trips with the waste collection crews that items of food are wasted as they are disposed of too quickly. This could be down to uncertainty about when food should be consumed according to use by/best before labels. The Group feels that this is another matter on which the Council can work in tandem with the local media to make local residents better informed about food safety, helping to eliminate unnecessary wastage in the process.

# Recommendations

## **Recommendation 1a, b and c**

It became very evident to Members during the course of the review, especially during their trips with the waste collection crews, that many residents in Redditch are very keen recyclers. A number of green bins were full which was obviously very pleasing for Members to see. However, many of these residents were unaware that they could apply for an extra or larger green bin at no charge to dispose of more of their recyclables. In some instances, this led to recyclables being placed in the grey bins when green bins were full.

Members are therefore very confident that if the Council and local media can work together to promote the message that they can apply for another or a larger green bin at no cost, especially before the busy Christmas period, then this could significantly increase the amount of recycling that the Council collects.

Finally, the new approach that is expected to be introduced during 2012/13 by the Council to collect waste from the grey bins from all districts across the town one week, and from all green bins the next, represents an ideal opportunity to further reduce any uncertainty that residents may have about the local recycling process. If this clear approach to collecting recycling in the Borough can be publicised effectively with the local media, the Group is firmly of the opinion that fewer local people will be left in any doubt about when their recyclables for waste will be collected and will therefore be more confident about the overall process.

# Recommendations

## **Recommendation 2 a and b**

### **2. GENERAL PUBLICITY**

The Group RECOMMEND that:

- (a) **As part of the Council's regular recycling campaign, that 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 to reassure residents that recycling is worthwhile; and**
- (b) **A new sticker be produced that can be placed on bins with excess recyclables to inform residents of that they can have a larger or extra green bin at no charge.**

These recommendations are very closely aligned with the previous list. The Group feels that more residents can be encouraged to recycle if they are given clear examples of how items collected for recycling are eventually re-used as proof that it is a worthwhile exercise. This evidence can ideally be provided on the fleet of waste vehicles as part of the Council's regular campaign to push increased recycling in the Borough.

Producing a new sticker to remind residents that they can request an extra or larger green bin can inform those who are already keen recyclers that the Council will provide them with what they need at no charge to dispose of all of their recyclable items for waste correctly. During the review, Members encountered several instances whereby the regular sized green bin was too small to cope with the large amount of recyclables. This unfortunately resulted in the excess recyclables being placed in the grey bins as residents were concerned that the Council would refuse to collect any waste from green bins that were overflowing.



## Recommendations

### ***Recommendation 2 a and b***

The Group strongly believes that, not only should these residents be informed that they can apply for an extra or larger green bin at no charge to avoid excess recyclables being placed in the grey bin, but that they should be praised for playing their part in preventing more waste going to landfill and that a new sticker should clearly state that the Council is very grateful for their efforts.

These are just two of the actions that the Council can take to help increase its rates of recycling.

# Recommendations

## **Recommendation 3 a and b**

### **3. CAPTURING AND UTILISING WASTE DATA**

The Group RECOMMEND that:

- (a) Maps which illustrate tonnage levels for grey bin waste and green bin waste collected by individual levels be produced at regular intervals; and**
- (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**

Members were provided with a number of maps which detailed the tonnage levels for grey bin waste and for green bin waste collected from individual areas across Redditch. Three detailed maps were produced, each developed over a period of three collection cycles, which explained the amount of recycling that was collected on average from each household in a given area. This was the first time that these maps had been produced.

This information was essential in enabling the Group to identify which specific areas of the Borough not only recycled the least but, more importantly, recycled the least in proportion to the amount of grey bin waste collected. This level of information gave Members and Officers alike a far more accurate picture of recycling in the Borough. In some instances the maps confirmed the Members and Officers expectations about levels recycling in certain areas, especially those areas with a high proportion of non-English speaking residents, for example, Smallwood.

However, in other cases the maps produced some genuinely surprising results which belied expectations. For example, Members noticed that the amount of recycling produced in Oakenshaw easily exceeded the amount which was collected in Oakenshaw South. The data collected to populate the maps therefore created as many questions as it did answers about recycling by individual areas in the Borough.

# Recommendations

## ***Recommendation 3 a and b***

The Group feel that there are a number of other possible methods for obtaining more information to explain why recycling rates are lower in certain areas. Members suggest that surveying residents in a particular area about their approach to recycling could be one such potential method. This could help relevant Officers to gain a greater understanding of what needs to be done to increase recycling in a given area, for example, by re-issuing information about what can and cannot be recycled.

Members therefore recommend that these maps continue to be produced on a regular basis so the Council can possess an accurate picture for the amount of green bin and grey bin waste which is collected from individual areas. This will enable the Council to pinpoint those areas where more needs to be done to promote recycling and waste minimisation. Members believe that taking action in these specific areas will have the greatest impact in increasing the rates of recycling in the Borough as a whole.

# Recommendations

## **Recommendation 4 a, b and c**

### **4. ENGAGING WITH MINORITY ETHNIC AND TRANSIENT COMMUNITIES**

The Group RECOMMEND that:

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

As mentioned previously, the maps detailing the levels of recyclable and non-recyclable waste across the Borough were extremely useful in highlighting where action is most needed to be taken to improve the recycling rates in the town. According to the maps, residents in Smallwood currently produce the least amount of recyclables for collection. Given its high proportion of minority ethnic and private rented tenants occupants, especially compared to other areas, these results were perhaps unsurprising.

The maps have provided clear evidence that the Council needs to do more to work with these communities about recycling and waste minimisation. It is hoped that by working together with representatives from these communities, the Council can develop a greater understanding of why the recycling rates are lower compared to other areas and what could be done to rectify this.

# Recommendations

## **Recommendation 4 a, b and c**

Council Officers have already been requested by the Group to make preliminary contact with representatives of the Muslim Community to begin a dialogue of what support the Council can provide to increase recycling in these areas.

While there are many more minority ethnic groups that reside within the Borough, the Group feels that this approach to engaging the local Muslim Community can be successfully replicated elsewhere to help other communities understand how they can recycle properly in Redditch.

The Group also recommends that the Borough Council work together with the County Council to promote the benefits of recycling in schools that are located in areas identified by the maps as recycling least in Redditch. By making more children enthused about recycling, not only might they encourage their parents to recycle more, but it could also produce a very important long term benefit of helping the children become regular recyclers themselves at an early age, a habit which can continue into their adulthoods.

Members are very keen that children in these areas and across Redditch view recycling as not only a necessary activity but also a fun activity. The Group therefore suggests that, as part of this recommendation, various competitions are organised for school children which will not only teach them how to recycle properly but will reward them for recycling enthusiastically. The introduction of a competitive element could motivate the children to recycle as many items at home as possible.

For the final part of this recommendation, the Group proposes that the Council take further action to communicate recycling information to the transient communities within the Borough. During its investigations, the Group developed a sense that more could be done to engage public and, in particular, private rented sector tenants on this issue. The data collected in producing the recycling maps clearly indicated that where there is a larger proportion of private rented sector occupation, for example Smallwood, the lower the amount of recycling collected.

## Recommendations

### ***Recommendation 4 a, b and c***

The Group were also made aware that the recycling operations at different local authorities are becoming increasingly varied. Members believe that this will inevitably lead to new residents in Redditch, including tenants, being uncertain about the local recycling process which reduces the likelihood of them actually recycling. The Group therefore feels that more should be done to make these occupants aware of how they can recycle properly in Redditch.

# Recommendations

## ***Recommendation 5***

### **5. RAISING MEMBERS AWARENESS**

The Group RECOMMEND that:

**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.**

The Group feels that the new approach to collecting waste and recycling across Redditch is also an ideal opportunity to engage more Members about the recycling process and to remind them of its importance on a environmental and financial level to the Council. Every Borough Councillor can play an important role in increasing recycling rates in the town by informing residents in their own ward about how the waste collection process will be simplified as part of the 'route optimisation' approach that is expected to be introduced in Redditch and Bromsgrove during 2012/13.

Borough Councillors can also be requested to pass down general information about recycling and waste collection to residents either on a one-to-one basis or through the many groups, forums and representatives with which they meet on a regular basis.

It is further recommended that Borough Councillors receive an overview of how waste collected for recycling across the county is eventually dealt with at the EnviroSort facility in Norton. Other Members can then develop a greater understanding of the recycling process in general and appreciate how this excellent facility is successfully turning items for waste back into use.

# Recommendations

## **Recommendation 6 a, b, c and d**

### **6. OPERATIONAL**

The Group RECOMMEND that:

- (a) That the waste collection crews be encouraged to feedback any concerns when collecting from the grey or green bins, including identifying any specific areas that did not appear to be recycling correctly, so that improvements can quickly be made;
- (b) That the waste collection crews be empowered to swiftly resolve recycling / general waste issues for residents where this is possible;
- (c) The Council should look to address the problem of residents requesting extra grey bins; and
- (d) The Council consider introducing dual purpose litter bins outside retail outlets, especially in public parks and local centres.

As mentioned earlier, Members were given opportunity to travel out individually with the waste collection crews to experience some of the issues that they faced when collecting recyclables from the green bins in Redditch, and on a separate trip, when collecting non-recyclables from the grey bins. This gave Members a complete picture of the regular issues that the crews encountered around the Borough.

Members were very impressed with the dedication and enthusiasm shown by crew members when collecting waste. It was clearly evident that crews really cared about what they did and had a number of suggestions about how improvements could be made to the waste collection service based on their experiences. In particular, the crews were very keen that residents recycled properly



## Recommendations

**Recommendation 6 a, b, c and d** and would do all that they could to help residents to do so.

During the trips, the crews commented that there were a number of re-occurring issues around the town that they often encountered, especially recyclables often being incorrectly placed in the grey bins in certain areas of the town. The Group therefore feels that the crews should be more actively encouraged to report back any problems that they regularly pick up to help ensure that these issues can be resolved at the earliest opportunity. If this involves reporting certain areas where residents do not appear to be recycling properly, this will enable the Council to focus on these weaker areas and improve recycling in the Borough as a whole more quickly.

Members were also made aware that there were a number of instances whereby the waste collection crews were unable to resolve a problem that they had identified because of apparent bureaucratic barriers. Again, the Group feels that the waste collection crews should be given the freedom to resolve these issues for the benefit of the resident concerned and the Council in general. The Group therefore believes that the crews can play an even more important role in helping the Council to increase its recycling rates.

An obvious problem that Members picked up upon during their trips was that some households clearly had more than one grey bin. Not only is this unfair for the vast majority of other residents in the town who correctly have only one grey bin for their non-recyclables, it is also a waste of the Council's resources to deal with these requests. While Members are aware that actions are already being taken to prevent more of these requests from being made, it is evident that more must be done to tackle this issue. Once this is successfully achieved, the consequences for recycling in the town should be very positive as residents will be aware that while the Council will meet their requests for either a larger or another green bin, it will not do the same for grey bins. Members are hopeful that this would encourage more residents to recycle their waste.

## Recommendations

### ***Recommendation 6 a, b, c and d***

The Group is also very keen that extra recycling bins be installed in public areas to encourage more recycling within the town centre, parks and local centres. While the review has clearly focused on increasing the Borough's recycling rates by improving household recycling, the Group feels that there is a real opportunity to improve these rates if provision for recycling in public areas can also be increased, especially as it is very clear already that there are many residents in Redditch who are very keen recyclers.

# Recommendations

## ***Recommendation 7***

### **7. IMPLEMENTING AND MONITORING RECOMMENDATIONS**

The Group RECOMMEND that:

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

The Group is aware that it is a requirement for the Overview and Scrutiny Committee to receive a monitoring update on the implementation of recommendations from any scrutiny review it has commissioned within twelve months of its endorsement. However, the Group feels that the effectiveness of its recommendations needs to be assessed more frequently if they are to be successful in increasing the rates of recycling in Redditch as intended. The Group therefore proposes that the Overview and Scrutiny Committee receives a monitoring update within six reports of the report's endorsement. Subsequent action can then be taken if the implementation of any of the recommendations is not proving as effective as expected.

The Group also propose that an implementation plan is developed by relevant Officers to clearly outline how each of the recommendations are to be delivered following their endorsement. Members believe that this will help to bring clarity to the delivery process by establishing clear lines of responsibility for the implementation of recommendations and will ensure that appropriate timescales are set in place. The Group feels that this will be the most effective means of ensuring that progress is made to deliver its recommendations.

## Conclusion

The Group has been given an opportunity to undertake a thorough investigation into the recycling process in Redditch. The information provided by Officers on many different aspects of the Council's recycling process, coupled with the Group's site visits to the EnviroSort facility, local recycling sites as part of the *100% Project*, and also their trips with the waste collection crews to collect recyclables and non-recyclables for disposal, gave the Group a clear insight into the issues that have collectively reduced the Council's recycling rates.

At the outset of the review, the Group was largely of the view that the key to improving the Council's recycling rates was in encouraging previous non-recyclers to begin recycling as it was felt that this often becomes regular practice once started. A number of the final recommendations are therefore largely focused on promoting the benefits of recycling to non-recyclers and tries to reinforce the message that there are very few items that cannot be recycled.

However, during its investigations the Group increasingly found that the Council can do far more to help those residents who are already keen recyclers to recycle even more of their waste. This is reflected in the Group's final recommendations.

The Group therefore urges the Council's Executive Committee to approve its recommendations. The Group are very confident that the implementation of these recommendations can considerably strengthen the Council's recycling process and ultimately achieve the main goal of the review, to increase rates of recycling in Redditch.

# Appendix

Recycling Collection Data - taken over 3 collection cycles December & February 2012					
Area	No. of properties	Kgs collected in 1st cycle	Kgs collected in 2nd cycle	Kgs collected in 3rd cycle	Average weight (Kgs) collected per house per cycle
Abbey Park	158	2140	2090 (average figure)	2040	13.2
Abbeydale	715	6140	6180	7880	9.4
Astwood Bank	1453	11220	11760	12300	8.1
Batchley	2672	25480	22760	21540	8.7
Brockhill	1221	11500	11280	11420	9.3
Callow Hill	385	4500	4400	4500	11.6
Church Hill North	2102	19180	18180	18980	8.9

# Appendix

Recycling Collection Data - taken over 3 collection cycles December & February 2012					
Area	No. of properties	Kgs collected in 1st cycle	Kgs collected in 2nd cycle	Kgs collected in 3rd cycle	Average weight (Kgs) collected per house per cycle
Church Hill South	1752	16900	16020	16800	9.5
Crabbs Cross	2008	14580	20580	17680	8.8
Enfield	641	3740	4700	3700	6.3
Feckenham	511	6620	6380	5760	12.2
Greenlands	1650	16820	16680	17460	10.3
Headless Cross	2327	27380	19160	19620	9.5
Hunt End	485	5520	5540	5940	11.7
Ipsley	290	1935	2660	2780	8.5

# Appendix

Recycling Collection Data - taken over 3 collection cycles December & February 2012					
Area	No. of properties	Kgs collected in 1st cycle	Kgs collected in 2nd cycle	Kgs collected in 3rd cycle	Average weight (Kgs) collected per house per cycle
Lakeside	691	5900	5680	6280	8.6
Lodge Park	941	9400	9540	9720	10.2
Matchborough West	964	11915	9440	10120	10.9
Matchborough East	1075	10420	12880	10810	10.6
Oakenshaw	829	10020	9400	11660	12.5
Oakenshaw South	717	5240	5920	5280	7.6
Riverside	268	2400	2520	2750	9.5
Smallwood	725	4120	4220	4960	6.1

# Appendix

Recycling Collection Data - taken over 3 collection cycles December & February 2012					
Area	No. of properties	Kgs collected in 1st cycle	Kgs collected in 2nd cycle	Kgs collected in 3rd cycle	Average weight (Kgs) collected per house per cycle
Southcrest	991	6340	11060	12680	10.1
St. Georges	241	2040	2020	2200	8.7
Town Centre	171	1560	1560	1920	9.8
Walkwood	308	3220	2800	2960	9.7
Webheath	1715	17960	25220	22690	12.8
Winyates Green	879	8520	8600	8960	9.9
Winyates West	1046	9780	10060	11220	9.9
Wirehill	212	2200	2020	2120	10.0



# Appendix

Recycling Collection Data - taken over 3 collection cycles December & February 2012					
Area	No. of properties	Kgs collected in 1st cycle	Kgs collected in 2nd cycle	Kgs collected in 3rd cycle	Average weight (Kgs) collected per house per cycle
Winyates East	1325	12900	12000	13710	<b>9.7</b>
Woodrow North	666	6440	5580	6380	<b>9.2</b>
Woodrow South	826	8420	7200	6160	<b>8.8</b>
Totals	32960	312450	316090	320980	<b>9.59 (Average)</b>

Data Collected:

1st Cycle: Weeks Commencing 5th and 12th December 2011

2nd Cycle: Weeks Commencing 6th and 13th February 2012

3rd Cycle: Weeks Commencing 20th and 27th February 2012

## Recommendations for further research

Further to its final recommendations, the Group proposes that research be undertaken on the following areas in relation to recycling:

### Recycling at Redditch Town Hall

The review has highlighted a number of areas in which recycling could be increased within the Borough. However, the Group feels that an assessment could also be undertaken into whether more could be done internally at the Town Hall to help increase the Council's overall rates of recycling.

Members therefore suggest that a review could be conducted into the recycling arrangements at Redditch Town Hall. This could help to determine, for example, whether more communal bins for recycling could be installed for members of staff to dispose of their recyclables properly.

### Recycling at Small Private Care Homes

One of the Group's original objectives was to clarify whether it was within the Council's remit to collect waste from private businesses and public facilities. Unfortunately, the Group was unable to commit sufficient time to this objective to undertake a thorough assessment.

Members would therefore like to propose that a review be undertaken into this area, specifically on whether the Council could be permitted to collect recycling from small private care homes (i.e. with less than ten beds) in Redditch. Members feel that there is a real opportunity for the Council to increase its recycling rates if it could collect recyclables from private care homes, especially as there is a considerable number of them within the Borough.

# Background Papers

## Websites:

- [www.envirosort.co.uk](http://www.envirosort.co.uk) - EnviroSort
- [www.wrap.org.uk](http://www.wrap.org.uk) - WRAP (Working together for a world without waste)
- [www.letsrecycle.com/councils/league-tables](http://www.letsrecycle.com/councils/league-tables)
- [www.letswasteless.com](http://www.letswasteless.com) - Let's waste less in Herefordshire and Worcestershire
- [www.worcestershire.gov.uk/cms/recycling-and-waste.aspx](http://www.worcestershire.gov.uk/cms/recycling-and-waste.aspx)
- <http://redditch.whub.org.uk/cms/environment-and-planning/recycling-rubbish-and-waste.aspx>

## Other Recycling Review's Consulted:

- Review of Increasing Awareness and Promoting Recycling in the District – Bassetlaw District Council, 2007
- Recycling Task and Finish Group – North West Leicestershire District Council, 2008

# Acknowledgements

The Group would like to thank the following individuals who have provided Members with information, advice, and their time during the course of our review:

- Councillor Anthony Blagg, Worcestershire County Council Cabinet Member with Responsibility for Environment and Waste Management
- Richard Woodward, Waste Services Manager, Worcestershire County Council.
- Pete Brown (Waste Management Officer, Redditch Borough Council)
- Anne-Marie Darroch (Communications Manager, RBC)
- Rebecca Dunne (Policy Manager, RBC)
- Zoe Gannon (Technical Assistant, RBC)
- Gordon Hardy (Senior Environmental Operations Development Officer, RBC)
- Sue Horrobin (Environmental Services Manager, RBC)
- Dave Kesterton (Environmental Operations Manager, RBC)
- Andy Morris (Environmental Operations Supervisor, RBC)
- Guy Revans (Head of Environmental Services, RBC)
- Fiona Scott (Equalities Policy Officer, RBC)
- Anna Wardell-Hill (Waste Policy and Promotions Manager, RBC)

The Group would like to give special thanks to the waste collection crews who made Members feel so welcome when travelling out to witness collections from the green and grey bins.

## Overview and Scrutiny Contacts

For additional copies of this report, or to find out more about Overview and Scrutiny at Redditch Borough Council please contact:

**Jess Bayley**, Overview and Scrutiny Support Officer  
Jess.bayley@bromsgroveandredditch.gov.uk 01527 64252 ext. 3268

or

**Michael Craggs**, Overview and Scrutiny Support Officer  
Michael.craggs@bromsgroveandredditch.gov.uk 01527 64252 ext. 3267

Overview and Scrutiny  
Member and Committee Services  
Redditch Borough Council  
Town Hall  
Walter Stranz Square  
Redditch  
B98 8AH