

Executive Committee

3rd April 2012

MINUTES

Present:

Councillor Carole Gandy (Chair), Councillor Michael Braley (Vice-Chair) and Councillors Juliet Brunner, Greg Chance, Brandon Clayton, Malcolm Hall and Derek Taylor

Also Present:

Councillors Peter Anderson, Andrew Brazier, David Bush, Roger Hill, Gay Hopkins, Brenda Quinney

Officers:

M Craggs, K Dicks, C Flanagan and G Revans

Committee Services Officer:

D Sunman

202. APOLOGIES

Apologies for absence were received on behalf of Councillors Debbie Taylor and Jinny Pearce.

203. DECLARATIONS OF INTEREST

There were no declarations of interest.

204. LEADER'S ANNOUNCEMENTS

The Chair advised that the following item of business, scheduled on the Forward Plan to be dealt with at this meeting, had been rescheduled to a later meeting of the Committee:

- Concessionary Rents Policy

She also advised that she had accepted the following item as Urgent Business:

- Increasing Rates of Recycling Review – Final Report

(Not on the Forward Plan for this meeting)

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Chair

205. MINUTES

RESOLVED that

the minutes of the meeting of the Executive Committee held on 13th March 2012 be confirmed as a correct record and signed by the Chair.

206. INCREASING RATES OF RECYCLING REVIEW - FINAL REPORT

The Committee received the final report of the Increasing Rates of Recycling Review Task and Finish Group, The Chair of the group, Councillor Gay Hopkins, gave a presentation on the findings of the review.

In particular, she highlighted how the group gathered information, which included visits to:

- EnviroSort to see how recyclable waste is processed;
- Various sites across the town to see how the Council had made it easier for people to recycle as part of the 100% Project; and
- A number of Bring Bank sites across the town.

The group had also gone out with crews to collect waste from both grey and green bins.

The group's findings included:

- Many people in Redditch are already keen recyclers but were not aware that larger or additional green bins could be provided on request without charge;
- Many residents were uncertain about what could be recycled and more examples should be available to show how recyclable waste is used;
- Identification of areas where the most and least recycling had been collected to target future work to increase recycling;
- The waste collection crews were very enthusiastic about helping to increase recycling;

- The unnecessary cost incurred in providing additional grey bins on request; and
- The increase in street sweepings which had reduced the Council's overall recycling rates.

Members noted that in some areas of Redditch, e.g Smallwood and Mount Pleasant, rates of recycling might be lower because of the type of property and narrowness of roads in those areas.

The Committee thanked the members of the Increasing Rates of Recycling Review Task Group, and the Officers involved its production, for their excellent report.

RESOLVED that

the recommendations of the Increasing Rates of Recycling Review be approved as follows

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 reused, 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**

- 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.

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 to management 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.

7. IMPLEMENTATING AND MONITORING RECOMMENDATIONS

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

207. OVERVIEW AND SCRUTINY COMMITTEE

The Committee received the minutes of the meeting of the Overview and Scrutiny Committee held on 6th March 2012. It was noted that there were no recommendations to consider.

RESOLVED that the minutes of the meeting of the Overview and Scrutiny Committee on 6th March be received and noted,

208. WORCESTERSHIRE SHARED SERVICE JOINT COMMITTEE - MINUTES

The Committee received the minutes of the meeting of the Worcestershire Shared Services Joint Committee held on 23rd February 2012.

RESOLVED that the minutes be noted.

209. MINUTES / REFERRALS - OVERVIEW AND SCRUTINY COMMITTEE, EXECUTIVE PANELS ETC.

There were no minutes or referrals to consider under this item.

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210. ADVISORY PANELS - UPDATE REPORT

Members considered and noted the latest version of the report on the activity of the Council's Advisory Panels and similar bodies. It was noted that the last meeting of the Grants Panel.

211. ACTION MONITORING

Members considered and noted the most recent version of the Committee's Action report.

The Meeting commenced at 7.00 pm
and closed at 8.05 pm

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Chair