

Agenda Item 8(ii)

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Ward (s) affected	All
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Subject	Joint Municipal Waste Management Strategy - Action Plan Update
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RECOMMENDATIONS

The Council is asked to note the progress made to achieve the actions in the Action Plan, drawn from the Surrey Waste Partnership's Joint Municipal Waste Management Strategy (JMWMS).

EXECUTIVE SUMMARY

The Surrey Waste Partnership's Joint Municipal Waste Strategy (2015) was adopted by Mole Valley District Council on 3rd March 2015.

Adopting the Strategy commits the authority to create yearly action plans using the recommended actions provided by the Strategy as a framework.

MVDC's Action Plan for 2015/16 consists of five actions, which represent bodies of work that meet the individual needs of the authority. The aim of the Action Plan is to bring about service improvements for our residents and boost recycling performance - in line with our Corporate Priority to maintain the natural environment.

The five actions chosen for 2015/16 were:

- **'Welcome Pack'**
- **'Targeted Communications'**
- **C3 – 'Joint Communications'**
- **'Contamination/Rejection notification'**
- **'Excess Waste'**

This report, as well as **APPENDIX 1** tracks progress made against the actions so far this year, with some detail regarding the work carried out.

CORPORATE PRIORITY OUTCOMES

ENVIRONMENT

A highly attractive area with housing that meets local need

Delivery of the JMWMS Action Plan is a key factor in contributing towards the delivery of the specific priority “to encourage residents to protect the environment by reducing their use of our natural resources, reusing materials and recycling more.”

1.0 INTRODUCTION

Background

- 1.1 The Joint Municipal Waste Management Strategy (JMWMS) is based around three strategic aims to make Surrey the leading county area in England for waste management:
- Reducing household waste per person;
 - Improving our recycling and recovery rate;
 - Reducing the percentage of waste sent to landfill.
- 1.2 To deliver the JMWMS successfully, each partner from the Surrey Waste Partnership (SWP), including Mole Valley District Council, committed to develop an operational plan which delivers the actions.
- 1.3 The JMWMS includes 34 individual actions to cover the length of the strategy period, some of which are the responsibility of the SWP Manager or Surrey County Council to implement, but the majority are for the Districts and Boroughs to deliver, as appropriate for their own communities and services.
- 1.4 The 34 Actions in the Strategy were in part created by identifying ‘best practice’ across the Districts and Boroughs in Surrey, after the SWP completed extensive service assessments of each authority.
- 1.5 For 2015/16, a five point Action Plan (**APPENDIX 1**) was developed by lead officers and the Executive Member for Environment. This plan identifies and addresses the key priorities for the Council in the current year to deliver against its commitments in the Strategy.
- 1.6 The plan was also informed by the recent Waste & Recycling survey (February – March 2015 - completed by over 1600 Mole Valley residents).

2.0 THE ACTION PLAN

- 2.1 The five actions in the 2015/16 Plan are as follows:

- **C1 – ‘Welcome Pack’**
- **C2 – ‘Targeted Communications’**
- **C3 – ‘Joint Communications’**

- **S1 – ‘Contamination/Rejection notification’**
- **P1 – ‘Excess Waste’**

2.2 **Appendix 1** gives detail about the nature of each Action, and tracks progress.

3.0 DELIVERY

3.1 Action C1 has been completed with C2, C3, S1 and P1 being delivered in line with timescales. Good progress has therefore continued to be made in the delivery of the strategy.

3.2 Each Action relates back to a body of work in the Joint Municipal Waste Management Strategy and therefore has a reference which relates to this document.

3.3 Progress on the Action Plan is tracked using the RAG status method.

4.0 RECYCLING PERFORMANCE

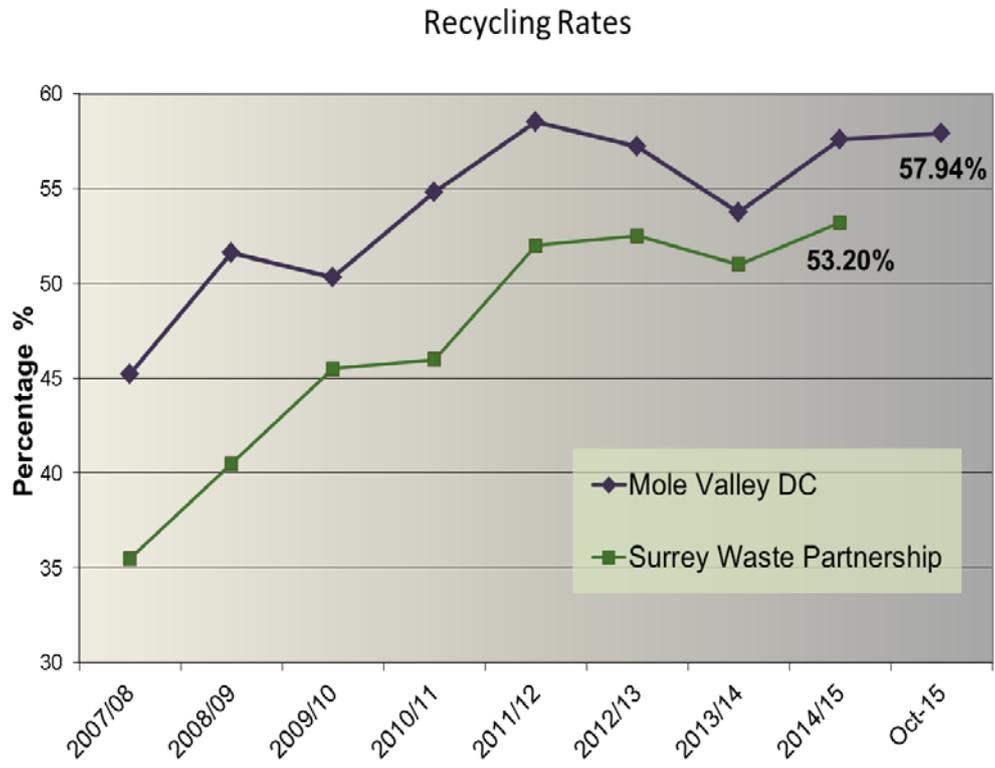
4.1 The Council's recycle rate (as at 30th September) is 58.14% against a stretch target of 58.59% by the end of the financial year 2015/16. This represents an increase in performance in 2014/15 (57.59%) and the Council continues to perform highly when compared against other Surrey authorities. The Council currently has the third best recycling rate in the County.

4.2 The Council's ongoing campaigns to encourage and support recycling in the community continue to have an effect. Co-mingled recycling (from green bins) in the period April – September 2015 is 2.5% higher than it was in the same period in 2014 and there has also been a 0.5% reduction in the amount of collected residual waste when measured against the same period of last year.

4.3 As part of the Surrey Waste Partnership, the recent campaign on recycling textiles (both at the kerbside and bring sites) has led to a 68% increase in the recycling figure for these materials. The campaign was a finalist for the 'Best Communications Campaign' at the Local Authority Recycling Advisory Committee (LARAC) Awards in October.

4.4 Fig. 1 tracks MVDC's recycling rate against the Surrey Waste Partnership average over the last few years. The current SWP figure – up to October 2015 - is not yet available. The figure clearly shows the long-term upward trend in MVDC's recycling rate. The sharp increases in recycling have come as a result of new services being introduced over the years. For example, glass being added to the recycling mix, garden waste collections and food waste collections. The decline from 2011/12 was a result of a change in legislation from the Environment Agency which prevented road-swept leaves from being recycled. Through working with the Surrey Waste Partnership, MVDC has found alternative ways to ensure some of the road sweepings can be recycled and this is contributing towards the recycling rate again.

Fig 1.



APPENDIX 1 – Action Plan Progress

Communications						
Ref	Action title	Action description	Delivery status	Delivery		
				Completion date	RAG	Comments
C1	Welcome Pack	Work with Revenues team to ensure relevant information on all waste services available is sent to new residents to the District. Work with Parish Councils to understand their 'new resident' practices to see if there are further opportunities via this outlet.	Complete	30/06/2015	G	A new 8 page service guide with collection calendar was produced to cover 2015/16. The guide itself runs through all of the waste and recycling services available to Mole Valley residents, with some key bits of information and promotional aspects. This guide is now delivered to any new resident either moving into or across the District along with their Council Tax information. The guide has also been offered to Parishes and Residents Associations to be included in any welcome packs they may deliver to their new residents.

C2	Targeted communications	Using targeted communication to increase recycling in the priority area 'Goodwyns'. In 2015/16 this will take the form of bin store signage with 'dos and don'ts' as well as community engagement/incentive scheme/s	Part one complete	31/03/2016		In August, new signage was produced by Environmental Services to be installed by Circle Housing. Their caretakers nominated 50 areas across the Circle Housing network that they felt could benefit from new signage which encourages proper use of their communal facilities. In early Spring 2016, Environmental Services, supported by the Links Partnership, will carry out a recycling rewards scheme for Goodwyns, Chart Downs, Rough Rew and North Holmwood in Dorking. This small-scale rewards campaign aims to encourage residents in this area to recycle correctly by running a community based recycling scheme which benefits those who live within it.
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C3	Joint Communications	Support and locally implement the SWP joint communications campaigns appearing across Surrey in 2015/16, employing a more consistent approach across the county in order to increase efficiency and maximise impact.	In progress - 2 are completed one underway one still to come	Four individual campaigns carried out in 2015/16.	G	Beginning in April-May with a cross-Surrey campaign on Textiles. The SWP campaign artwork appeared on our webpages and social media as well as on posters and postcards placed in our buildings. In May, the Environment team attended the Circle Housing Neighbours Day to engage with residents and promote the Textiles collection services, among other things. In June-July, we supported the campaign on Plastics. It is recognised that there is a lot of uncertainty among residents as to what plastics can and can't be recycled via the kerbside collection service. To help address this MVDC produced promotional bin tags which were distributed to every property by our collection crews. The tags used the SWP campaign artwork and gave a definitive material list, reminding residents which plastics could be put in their green bins. This was again supported with web and social media material and promotions. Beginning in the Autumn, the SWP launched the biggest joint recycling campaign ever seen in Surrey. Every residual (refuse) bin in the County will have a 'No Food Waste Please' sticker placed on its lid. At the same time, households will be delivered a promotional leaflet on food waste as well as a roll of liners that could last up to 6 months. The final joint campaign of 2015/16 is for general recycling and will be rolled out in December.
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Service and operations						
Ref	Action title	Action description	Delivery status	Delivery		Comments
				Completion date	RAG	
S1	Contamination rejection and notification	Not collecting recycling containers containing contaminating waste materials. Rejections supplemented with clear information given to the affected resident as to why their bin was not emptied, and how they can reduce contamination in future. Bin tags produced to give clear and concise information to this end.	In progress	30/11/2015	G	Operational meetings with Biffa Waste Services have taken place to ensure the collection crews understand what constitutes a contaminated recycling bin. Stricter monitoring and auditing by the Environment Agency at our Materials Recovery Facility (MRF) have required this. New bin tags produced by the SWP are about to be rolled out which will give the resident with a rejected recycling bin more detail and hence a clearer understanding as to why their bin was not emptied. If the resident fully understands the reason then repeated instances of contaminated recycling will be greatly reduced.
Policy						

Ref	Action title	Action description	Delivery status	Completion date	RAG	Comments
P1	Excess Waste	Reiterate with collection crews and residents that excess residual waste will not be collected. Bin tags produced to advise of this fact to replace current 'sticker' system. The tags will explain why we have the policy, in simple terms, as well as encouraging recycling and informing residents what to do with excess waste should it occur.	In progress	30/11/2015	G	As with above, operational meetings have taken place with Biffa to reiterate MVDC's policy on excess residual waste left out by residents. New bin tags will be produced alongside the contamination notifications by SWP which will lead to greater understanding the Council's policy and reduced instances or rejected excess waste.