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<b>Date</b>	8 <sup>th</sup> April 2014

<b>Ward (s) affected</b>	N/A	<b>Key Decision</b>	No
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<b>Subject</b>	Final Report from the Waste Management Scrutiny Panel
<b>RECOMMENDATION</b>	
The Executive is asked to consider the new waste and recycling targets recommended by the Scrutiny Committee and to endorse the Communications Plan for 2014/15.	

<b>CORPORATE PRIORITIES</b>
As set out on the attached report on pages 64 to 78 of the agenda.

<b>The Executive has the authority to determine the Recommendations</b>
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**1.0 BACKGROUND**

1.1 As part of its annual work programme the Scrutiny Committee set up a Waste Management Panel to review the Council's waste and recycling targets.

From an initial recycle rate of 55% in 2013/14, an annual increase of 1% is recommended in both 2014/15 and 2015/16.

A internal target of a 1% reduction in residual waste per household in 2014/15 with subsequent public targets being dependant upon the monitoring of data collection within its initial year of this target.

**2.0 OPTIONS**

**Option One:** The Executive can approve consider the new waste and recycling targets recommended by the Scrutiny Committee and endorse the Communications Plan for 2014/15.

**Option Two:** The Executive could ask that the recycling targets as recommended be given further consideration by the Scrutiny Committee and a revised Communications Plan for 2014/15 be submitted to a subsequent meeting of the Executive.

**3.0 FINANCIAL, LEGAL AND CORPORATE IMPLICATIONS**

These are as detailed in the report on pages 64 to 78 of the agenda.

**4.0 BACKGROUND PAPERS**

As detailed in the report at pages 64 to 78 of the agenda.



## Agenda Item 12

<b>Waste Management Scrutiny Panel Chair</b>	Caroline Salmon
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<b>Date</b>	1 <sup>st</sup> April 2014

<b>Ward (s) affected</b>	All
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<b>Subject</b>	Final Report from the Waste Management Scrutiny Panel
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### RECOMMENDATIONS

The Committee is asked recommend new waste and recycling targets for approval by the Executive, and endorse a Communications Plan for 2014/15.

### EXECUTIVE SUMMARY

As part of its annual work programme the Scrutiny Committee set up a Waste Management Panel to review the Council's waste and recycling targets.

From an initial recycle rate of 55% in 2013/14, an annual increase of 1% is recommended in both 2014/15 and 2015/16.

A internal target of a 1% reduction in residual waste per household in 2014/15 with subsequent public targets being dependant upon the monitoring of data collection within its initial year of this target.

### CORPORATE PRIORITIES

#### Access to Services – Helping residents to access the services they need

##### 1. Improve the way we engage with our Customers and listen to our communities.

The Communications Plan sets out how the Council will engage with residents to increase the recycling rate and reduce the amount of waste being sent to landfill.

##### 2. Working with our partners to provide the right services to our local residents.

One aspect of the work set out in Communications Plan is to work with contractors to ensure that waste and recycling collections are convenient for residents in order to encourage increased recycling.

#### Environment - Maintaining the character and environment of Mole Valley

##### 1. Optimise the Council's recycling rate, balancing both value for money and environmental needs.

The aim of the Communications Plan is to set out cost effective ways in which the Council can optimize its recycling rate.

## **Value for Money - Delivering quality, value for money services**

4. Where appropriate, **review the way in which we provide our services** to ensure that they are focused on what matters and delivering against our priorities. In doing this we will seek to develop a culture of innovation across the Council.

As part of its work the Panel has reviewed the Council's Waste and Recycling Collection Service and in delivering the Communications Plan it is setting out different mechanism for improving the service.

## **The Scrutiny Committee has the authority to determine the Recommendations**

### **1.0 BACKGROUND**

- 1.1 As part of its annual Work Programme the Scrutiny Committee agreed to set up a Waste Management Scrutiny Panel with the following terms of reference:-

The Panel is asked to:-

1. Scrutinise the 63% recycling target and Waste Management Action Plan to ensure they are still appropriate in relation to:
    - a) helping residents access waste and recycling services;
    - b) protecting the character and environment of Mole Valley;
    - c) delivering value for money;
    - d) and achievability.
  2. Identify areas for policy development and service improvement.
  3. Present the findings of the Panel to the Scrutiny Committee for their consideration.
- 1.2 During the course of its four meeting the Panel has worked with the Portfolio Holder for Environment, Councillor James Friend, to complete the work set by the Scrutiny Committee. The Panel have learnt that the Environment Agency's re-classification of leaf fall as non-compostable, has had a big effect on the Council's recycle rate (reducing it by around 4%).
- 1.3 As a result the Panel decided that the Council's targets for waste and recycling should be reconsidered and has proposed revised targets which are set out in section 2 of this report.
- 1.4 To help achieve the revised targets the Panel agreed a new communications plan aimed at boosting recycling and reducing residual waste. The plan includes a wide range of activities to inform and educate residents and communities.

### **2. PROPOSED WASTE AND RECYCLING TARGETS**

- 2.1 The Panel considered setting two targets for 2014/15, one for recycling and an additional, new target for residual waste (refuse).
- 2.2 Following the re-classification of leaf fall, the Council is likely to achieve around a 55% recycle rate for the financial year 2013/14. The Panel agreed that setting a target of a 1% increase in the rate by the end on 2014/15 is both a realistic and challenging objective.
- 2.3 In addition, the Panel agreed to set a target for the reduction of residual waste by 1% per household in 2014/15. As this is a completely new target, the Panel

agreed that for the first year it will remain an internal target to be monitored throughout the year. Once any possible reporting issues had been resolved it could become a target which is more widely publicised in future years.

### **3. COMMUNICATIONS PLAN**

- 3.1 The Panel identified areas the Council should focus on for improvement in order to affect an increase in recycling among residents.
- 3.2 Particular areas for attention were: food waste, plastics, textiles, metals, and that a more general message should be promoted to explain 'what you can and can't recycle'.
- 3.3 The Panel discussed and agreed upon the various different means and methods of communication with residents to be launched throughout the year. Measures range from publishing informative bin hangers publicising specific services, to carrying out road shows in high footfall areas and at community events.
- 3.4 An Action Plan was drawn up detailing the specific events and action, indicating which groups would be targeted and what message would be used.
- 3.5 More details of the communications plan can be found in the appendices.

### **4. NEXT STEPS**

- 4.1 The Scrutiny Committee is asked to approve, for submission to the Executive, the Waste and Recycling targets proposed by the Waste Management Scrutiny Panel along with the accompanying Communications Plan.

### **5 FINANCIAL IMPLICATIONS**

- 5.1 Achieving a 1% rise in the Council's recycle rate will mean more recyclable material collected in 2014/15. This would result in increased recycling credits paid by SCC.
- 5.2 Increasing the recycle rate percentage would increase income from recycling credits if it relates to an increase in the weight of certain recycled materials such as mixed recycling or textiles. It would not have that impact if it comes from a reduction in residual waste, or from increased recycling of some materials such as food waste, for which we do not receive recycling credits. Hence it isn't possible to accurately predict the precise financial impact other than to say it is likely to be positive.
- 5.3 The existing Environmental Services budget will cover the measures proposed so there are no additional budgetary requirements as a result of this report.

#### **Legal Implications**

None as a consequence of this report.

#### **CORPORATE IMPLICATIONS**

##### **Monitoring Officer Commentary**

There are no legal issues to be considered through this report.

##### **S151 Officer commentary**

All relevant financial implications have been taken into account.

**Risk Implications** – None as a direct consequence of this report.

**Equalities Implications** – None as a direct consequence of this report.

**Employment Issues** – None

**Sustainability Issues** – Improving the Council's recycle rate and reducing residual waste per household will result in less waste being delivered to landfill, which is a key environmental challenge.

**Consultation** - None as a direct consequence of this report, although in the delivery of the strategy, there is regular engagement with customers through consultation and direct engagement with residents.

**Communications** – The report concerns a communications plan. Details are contained within the papers.

### **BACKGROUND PAPERS**

Waste management Scrutiny Panel papers.



## **Environmental Services Communications Plan for 2014/15**

### ➤ *Background - Influences on the plan*

2013 has seen Mole Valley's recycling rate (made up of recycled, reused and reused vs residual) drop by around 3% as a result of the re-classification of leafall. In order to try and mitigate for this loss of recycling, it is particularly necessary for Environmental Services to develop and deliver a communications plan in 2014 and affect a boost in recycling activity in other areas.

The Surrey Waste Partnership (SWP) have carried out two separate waste composition analyses in 2013, the latter being in November, with the aim to discover what residents are throwing out via their black bins. The first study was in May 2013 and the results have already helped MVDC identify areas (material specific, i.e. textiles, plastics, foodwaste) where our residents could be doing better, and in turn where MVDC could be doing better in terms of promotion and communications. It has also illustrated to us that around 8000 tonnes of recyclable material a year is being thrown in the refuse by residents of Mole Valley, which shows what an opportunity there is to improve.

The wider range of recycling services available to our residents since last year's introduction of the Textiles/WEEE kerbside service and mixed plastics permitted in the green bin has actually led to an increase in recycling activity across the District so there are positive aspects of the service despite the loss of leafall. The successful 6 month trial of Nappy and AHP collections in Fetcham/Bookham also demonstrated MVDC's appetite for innovation and progression.

### ➤ *Objectives - What do we hope to achieve?*

To offset the drop in recycling brought about by the leafall re-classification, we would need to see a 2500 tonne increase in recycling activity in other areas. This is possibly unrealistic but technically not impossible as illustrated by the 8000 tonnes of recyclate still available. Our aim should be to capture every available recyclable material from our residents and ensure they do not find their way into the residual (refuse) stream. Doing this would see MVDC more than mitigate for the leafall loss. It would actually see a rise beyond our previous heights. If we couple the recycling message with a waste reduction one, we can boost this figure even further.

The overall objective of our plan is to *inform* residents, so that they are fully aware of what household materials they can recycle, and how. Results of the composition study do suggest that there may be material barriers to our residents, meaning they are willing but perhaps do not have all the instruction they require to be confident recyclers.

Secondary to that we must attempt to influence opinion so that residents feel encouraged to 'do the right thing' and recycle as much as they can. We are lucky to have an environmentally conscious and responsive population in Mole Valley on the whole, but there is no doubt there will still be residents who need a gentle push in the right direction.

This will all involve engaging with our residents in a manner of different ways to achieve maximum success.

➤ *Audiences - How demographics can affect success*

It is important that we understand and consider the demographics of the Mole Valley population when developing a communications strategy, moving away from a 'one size fits all' system. A particular focus of this plan will be acknowledging the differences between those in flats and those in houses, as there are different systems in place for each type of dwelling. The SWP waste composition analysis showed that flats underperformed houses in each area of our recycling service.

We must also consider how different methods of communication are successful for different age and social groups, recognising that we have in particular a large elderly population who would for example be less likely to benefit from a solely web-based promotional scheme.

We also have areas where the population are more transient and may not have lived in the District for too long. Those who would not for example particularly benefit from one single comms push in the spring.

In order to achieve maximum success the plan needs to be inclusive and reach as many areas and social backgrounds as possible.

➤ *Messages - What will Mole Valley DC promote in 2014?*

- **What can and can't be recycled** – like every year, we must inform residents what they can and can't recycle.
- **Food waste** – 15% of our residents bins is made up of 'avoidable food waste' according to the composition study results. A large focus of the 2014 plan must be to promote the Food Waste Collection service as this can have a big effect on our recycle rate.
- **Plastics** – The composition study revealed that our residents are not recycling plastics as well as they could be (13% of bins are made up of recyclable plastics). It is not really any easier to put plastics in the refuse bin than the recycling, so we must work hard to ensure residents know what plastics they can recycle. This is not straightforward, but certainly some more detailed information can be given.
- **Textiles** – Despite the launch of the kerbside textile recycling service in late 2012, 4% of residents bins are still made up of reusable clothing. Textiles generate additional revenue beyond recycling credits - £500 per tonne.
- **Garden waste collection service** - We currently have 12,000 garden waste customers and a District of 37,000 properties, meaning there are still quite a number of potential customers, with gardens, out there.

➤ *Tools and Activities - Means and methods of communication*

- **Bin hangers** – bin hangers are a successful and relatively cheap method of publishing information to residents. Promoting the food waste service and giving more detailed information on plastics on a bin hanger will reach a great deal of the district and represent a handy bit of info they can pin to their fridge for example. With the introduction of mixed plastics into the recyclable waste stream the message has become less straight-forward. We can do with being more explicit about what plastics can be recycled and which can't. The bin hangers can ask residents to engage with us on Social media (see below)

- **A5 Recycling leaflet** – each year we produce an A5 leaflet to advertise all of our services and promote recycling. Previously we would insert this into MV Magazine which was delivered to all residents along with their council tax. This won't be possible now the magazine is online, but we would still like to produce the leaflet and make it available, and to deliver direct to residents whenever possible. The leaflet could represent a good opportunity to influence opinion as well as inform. We can use simple graphs with data illustrating how much recyclable material is still being thrown out in the refuse.

We may still be able to 'tag' on to various mailouts MVDC do throughout the year, not just from our own department. We can also use MVHA to distribute the leaflets among their tenants.

- **Bin store signage/stickers** – a good way of ensuring communal bin users (in flats) are confident in what they can recycle will be to erect signs in the District's binstores and order new stickers for the communal bins themselves. The signage and stickers should give clear and up to date information about what can be recycled via the green bins, and also remind communal users that the Textiles and WEEE collection service applies to flats as well as houses. Most of the communal bin areas in the District serve MVHA properties. They have expressed an interest in supporting us in getting the signage erected and supporting campaigns.
- **Website campaigns** - the MVDC website is becoming increasingly popular. We can utilise this with front page articles advertising our services and encouraging/informing residents. An A-Z of recycling will be produced to try and give residents every bit of info they might require, material specific. For example we can be more specific about what residents can do with the materials they *can't* recycle at the kerbside.

Another idea is to produce an instructional recycling video to go on our web pages. This could be done as a competition for schools, asking children to provide MV residents with the information they need, along with the motivations. All schools in Mole Valley will be contacted, primary and secondary. This will have a double impact as it should enthuse children as well as engaging parents/residents. Web campaigns can have an immediate impact and so seasonal promotions can be run, such as furniture re-use promotions in the Spring, garden waste in the Summer.

- **Social media** – particularly through Twitter and Facebook, MVDC have a rising social media profile which can help support promotional campaigns run by Environmental Services. Support can range from notifications about existing services or to publicise events/road shows that we will be appearing at. We can utilise social media more by posing questions to our residents about recycling habits, good practice or even areas where they feel we could improve. For twitter responses we can 'retweet' ideas and tips supplied to our residents under a specific 'hashtag' such as #recyclingtips. We can push the @MoleValleyDC and facebook page on our published comms to open up a dialogue, even setting up a sub-page to the Mole Valley DC facebook page just for recycling (as was done for The Big Weekend and Arts Alive, Friends of Deepdene etc).

A community blogging service called Streetlife is taking off across Mole Valley and the UK. Bloggers can be localised to pockets of the District (for example there is one in Fetcham) where users discuss local issues. This represents an excellent way for MVDC to track opinion and interact with residents. The Communications team's plan is to register as a user on the site and become a

sounding board for residents. We would then also be able to steer conversations towards different topics such as waste and recycling.

- **Roadshows/Presentations** – we aim to become a more visual presence in the District by running roadshows and giving presentations in local communities – schools, community groups, residents associations etc. Both Dorking and Leatherhead high street have a large amount of footfall during the week, especially Fridays. We will aim to carry out two road shows in Dorking and two in Leatherhead throughout the year that either promote all of our services and the recycling message in one go, or we can plan materials specific events, for example on food waste on plastics. Here we can use props to actively show residents the dos and don'ts, and bring Merlin the Mole along to entice residents and their children. The Partnerships team also have a diary of community events they are involved in the planning of each year, such as the 'MVHA neighbours day' at KGV. Environmental Services will ensure these events are in our diary so we can be a presence at these.
- **Focus Groups/Resident Consultation** – we can learn more about our residents' barriers to recycling by setting up focus groups to discuss the successes and areas for improvements in our services. Elmbridge and Woking have already run focus groups to try and understand residents' approaches to the food waste recycling service. The results have been shared across the SWP and can help inform possible motivational campaigns so that rather than simply letting residents know the service is available and how to use it, we can focus on allaying fears or reservations they might have about using the scheme.

The Communications Team can also design surveys to gauge opinion among our residents, either online or physical copies handed out at community engagement events.

- **MOSAIC Geodemography** – Using Experian's MOSAIC tool we are now able to segment the district into socio economic groups, and through this, plan targeted campaigns. A particular example would be to use Mosaic cross-referenced with our garden waste customer database and produce an address list of eligible properties in the district (those with gardens) that are not currently garden waste customers. Then, mail out some information on the benefits of joining the scheme. We have around a third of the District signed up to the garden waste service so there are many more eligible households. We need to make sure those who do not join the service are doing so because they choose not to, not that they did not receive any information about the scheme.

#### *Resources - support for implementation*

- **SCC Waste Volunteer Scheme** – Mole Valley were recently chosen to host SCC's Waste Volunteer Co-ordinator. The co-ordinator's full time role will be to build up a network of volunteers across Surrey who will be used to give talks, presentations and host road shows promoting recycling and waste reduction, over the next 3 years. This has come at a perfect time, and we feel that hosting the Co-ordinator ourselves at Pippbrook and within the department will give us a direct link to this important resource. The Co-ordinator is due to start work early in the new year. It is expected that the Volunteer Network could certainly assist with much of the community engagements and road shows listed above.
- **SCC recycling improvements programme** – SCC are currently setting out to get an overall picture of recycling performance in Surrey with a view to supporting the Districts and Boroughs. MVDC's meeting with an officer running this project revealed that most Districts are interested in receiving support

particularly in promoting food waste recycling. SCC are developing a plan early in the new year. We should then be able to take advantage of SCCs resources to support promotions we wish to carry out.

- **Surrey Waste Partnership** – Throughout the organisation there is a theme of increased partnership working. For Environmental Services this is strongly evidenced by our involvement in the Surrey Waste Partnership. Not just a collection of colleagues swapping advice and experiences, it is also a resource which can be utilised to support campaigns with money. 2014 promises to be a year that we develop this further by increasing our shared resources and work even closer with our Surrey partners. It is particularly relevant now as recycling services have become more homogenised across Surrey. For example all 11 local authorities now operate a food waste recycling service and all wish to see increased performance in this area so we can work on improvements as a partnership with pooled resources and shared experiences.
- **Junior Youth Voice/Youth Voice** – Mole Valley's youth engagement committees are always on the look out for projects and have been involved in recycling promotion in the past. They are currently working on a project to update our MVDC mascot 'Merlin' by extending his family and in particular designing a younger member of the mole family 'Marty' who can be used to help promote recycling among our younger population. The Youth council offers us a tangible way into schools, which it can be argued is our biggest resource.
- **Waste Composition Analysis Phase 2** – SWP's second and final phase of the waste composition analysis took place in late November and the results should be published soon. This will serve to give us the completed picture of our performance in Mole Valley when it comes to the appearance of recyclable materials within the residual stream. The phase one results told us that there is clear room for improvements in food waste, plastics and textiles. Hopefully phase 2 (which is carried out to get a proper 'seasonal' picture of the districts waste habits) will support July's results and we can begin planning the materials specific campaigns mentioned above. The composition study tells us how Mole Valley performs against the other Surrey authorities, by material, so we can use the finalised study to identify authorities who are performing well in certain areas and consult them on what makes their service successful, possibly borrowing promotional ideas.

*Members Panel - what would our elected Members like to see?*

This document is in its draft stage and is open to additions or amendments. The panel meeting on December 18<sup>th</sup> can be a forum to discuss ideas and implementation. Following agreement by Members, Environmental Services will formalise the actions in a calendar format with events and activities planned throughout the year.

## Environmental Services Communications Action Plan 2014-15

Measure		Key message/s	Key Action	Audience	Media	Estimated budget	KPI
Communal bin stickers	Feb-14	What can and cannot be recycled	Replace stickers on all refuse and recycling communal bins in the District	Housing Associations Urban properties Flat dwellers New Home owners	None	£4,000.00	NI-192 and EN-101 (new)
Recycling Leaflet	Apr-14	All services	Produce an A5 informational leaflet advertising and promoting all Environmental Services	All properties	Leaflet to be distributed where possible, tagging onto existing or scheduled mailouts and/or supplying copies to local partners	£6,000.00	NI-192 and EN-101 (new)
Promotional Bin hangers	April & Sept 2014	Round One: Food waste and Plastics Round Two: Textiles/WEEE and Metals	Produce two rounds of bin hangers promoting areas identified as needing improvement	Rural properties Urban properties	None	£10,000.00	NI-192 and EN-101 (new)
Schools Recycling Videos	Apr-14	What can and cannot be recycled	Recruit School children to produce videos for our website on what can be recycled and how	School children All properties (web users)	Possible press release/Newspaper feature Website Social media	£0.00	NI-192 and EN-101 (new)
Recycle Now Promo Videos	Mar-14	What happens to my Recycling?	Embed Recycle Now videos on MVDC website for residents to watch and discover how the recycling process works	All properties (web users)	Website Social media	£0.00	NI-192 and EN-101 (new)

MOSAIC Geodemographics	Mar-14	Garden waste recruitment	Boost garden waste customer base by identifying areas/properties of the District who may benefit from the service, using MOSAIC geodemographics	Rural properties with gardens Urban properties with gardens	Once potential customers identified, website and social media. Direct mailouts of app form	£1,000.00	NI-192 and EN-101 (new)
Recycling Newsletter	Ongoing	All services	Campaign for email addresses from those residents who would like recycling newsletters throughout the year	All properties (web users)	Website Social media	£0.00	NI-192 and EN-101 (new)
Slim Your Bin'	May-14	Waste reduction	Appeal to residents to move from a 240ltr refuse bin to a 140ltr to encourage responsible waste management in the home	Rural properties Urban properties	Website Social media	£2,000.00	NI-192 and EN-101 (new)
District Competition (name T	June & Oct 2014	Waste Reduction/ What can and cannot be recycled	Pit areas of the District against each other to see which areas (by collection day) are the best recyclers and best waste minimisers	All properties	Press release and newspaper article Website Social media	£0.00	NI-192 and EN-101 (new)
Vehicle Livery	Aug-14	What can and cannot be recycled	Replace and update our current liveries on Biffas RCVs	All properties	None	£6,000.00	NI-192 and EN-101 (new)
Roadshows	Ongoing	All messages	Engage with the public on high streets and community events, promoting recycling services and answering questions discovering and knocking down barriers	High street footfall Housing Associations Rural and Urban communities	Social media Website	£1,000.00	NI-192 and EN-101 (new)

TOTAL

**£30,000.00**

**KPIs**

NI-192  
EN-101

National Indicator measuring the percentage of household waste arisings which have been sent by the Authority for reuse, recycling, composting  
New MVDC internal indicator measuring weight of residual waste (refuse) per household



## Environmental Services Communications Plan for 2014/15 Action Plan Narrative

### ➤ *ACTIVITIES*

#### - **Bin store stickers**

Stickers ordered to replace outdated ones on communal bins. New stickers focus more on the fact that **ONLY** recycling should go into the recycle bins, and only refuse into refuse bins. The refuse bin stickers tell residents that garden waste, bulky waste and recyclables are not permitted, whilst the recycling stickers give up to date, image-based advice on what can be recycled.

#### - **2014/15 Recycling Services A5 leaflet**

A similar leaflet is produced each year, with a range of information about the recycling services available to our residents, along with a collection calendar for the year. This leaflet used to go out as part of Mole Valley Magazine but now the magazine is online, distribution of the 2014/15 leaflet will be on a 'where possible' basis, providing copies for MVHA, residents associations and Parish Councillors to dispense.

#### - **Schools Recycling Video campaign**

This year we will be appealing to the schools in the District to provide us with recycling promo videos with a view to them being available on our website for residents to watch. This will of course depend on the quality of material we receive. Junior Youth Voice could be used to facilitate, and run it as a competition.

#### - **Recycle Now promo videos**

Similar to the above, Recycle Now have instructional videos on their website which explains the recycling process for different materials, as well as how a MRF works. We will look to try and embed these videos of our own site.

#### **MOSAIC targeting**

By using the MOSAIC geodemographical program we can identify households who may benefit from our Garden Waste Scheme. Cross referencing this with our current database of customers should result in a list of addresses we can prepare a mail shot to non-members.

### **Bin hangers**

The Action Plan includes the distribution of bin hangers at two points during the year. Bin hangers represent an effective and relatively cheap method of communicating with our residents. Starting with a drop in April, our first hanger will promote food waste and plastics recycling, including specifics of what plastics we accept in our scheme, as this is an area highlighted by the Waste Comp Analysis that MVDC does not perform so well.

The second drop will focus on Textiles/WEEE and metals.

#### - **Recycling Newsletter**

Working with the Comms team, we will try and recruit residents who would like to receive recycling information by email. Using a web article and social media we will try and develop a database of email addresses for residents. Then whenever we have new services or promotions to run we can email these residents direct. The idea will be that this database will build and build.

#### - **Slim Your Bin**

Now that so much household waste is recyclable, we will offer residents the opportunity to move down a size for their refuse bin, from 240ltrs to 140ltrs, free of charge. The campaign will raise awareness of all the services we offer and also promote waste reduction.

#### - **District Competition (Name TBC)**

Using waste data received from Biffa, we will pit collections days against each other to find out who the best performing residents are both in terms of recycling and refuse weights. This could engage the whole district and encourage behavioural change. Local press to be involved.

#### - **New Vehicle Livery**

Our current fleet of vehicles have liveries from 2010, promoting the food waste collection service and mentioning the desire to achieve 60% recycling. They are looking a bit worn and out of date so we could order new ones, promoting different aspects of our services.

### ➤ *ACTIVITIES TBC*

#### - **SCC Promotions**

Throughout the year SCC will be running waste reduction campaigns. They will confirm the dates they are running them and they'll be included in our Action plan so we can support locally. This year some more work on Love Food Hate Waste, the Surrey Reuse Network and Home Composting is being undertaken.

#### - **SCC Waste Volunteer Scheme**

As mentioned in the Comms Plan, Surrey County Council has recruited a Waste Volunteer Co-ordinator who is to develop a network of volunteers across Surrey who would be available to carry our roadshows and presentations on Waste and Recycling.

#### - **Road Shows and Community Events**

Various community events held throughout the year are dates TBC. Along with the Waste volunteers, MVDC will set up stalls at the key events to try and engage residents on recycling.

## Agreed Waste Targets for 2014/15 onwards

### Summary Paper

#### Introduction

After extensive consideration of the background evidence at the Scrutiny Panel meeting on 18<sup>th</sup> December 2013, Members agreed on a target to increase recycling by 1% per annum as well as to introduce a target for residual waste reduction. Options of how to express said targets were discussed and agreed at the meeting on the 12<sup>th</sup> February.

Below are the two agreed targets along with their methodology. The discussed (but rejected) options sit beneath each agreed selection.

#### ➤ *RECYCLING TARGET*

##### Agreed option:

'To increase our recycle rate by 1% in 2014/15'.

(This means the weight of material that was either recycled, composted or reused against that which is classed as residual, expressed as a percentage)

The methodology is the same as previous recycling targets, i.e., if we achieve 55% by March 31<sup>st</sup> 2014, the target for 2014/15 will be 56% and we work towards that, reporting monthly on progress.

We would then express the same target (1%) for subsequent two years, always using the previous year's rate as the baseline.

Reporting is however affected by seasonality (i.e. recycle rate will be higher when the garden waste tonnage is higher), so to track monthly progress through 2014/15 comparisons to 2013/14 monthly figures are made in the narrative of the reporting tool, excecview.

##### Rejected:

'To increase our recycle rate by 3% by the end of 2016-17.'

Different to the above in that the baseline year would be 2013-14 and it's a three year target.

➤ *RESIDUAL TARGET*

**Agreed option:**

'Reduce residual weight per household by 1%'

Methodology is to divide weight collected by the number of households, each month/year.

**Rejected Option 1:**

'Reduce our residual tonnage/weight by 1%'

This means if we collect for example 12,000 tonnes of residual by March 31st, our target will be to collect 11,880 tonnes by March 31st 2015.

**Rejected Option 2:**

'Reduce our residual tonnage by 120 tonnes'

Same as above, expressed as a tonnage/weight.

**Rejected Option 3:**

'Reduce the residual tonnage per household to 330 kgs per year (or 27.5 kgs per household per month)'. Exact figure TBC as we need to work from a complete year's tonnage data for 2013/14, but it's essentially going to be a 1% reduction, expressed as a weight.

➤ *FOR MEMBERS SCRUTINY PANEL*

The recycling target will remain an external objective, as always. Having never tackled a target concerning residual waste before, the Panel agreed that for 2014-15, we will report progress on the target internally only.