Agenda Item 8

**Executive Member**
Cllr Michelle Watson

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**Date**
8th November 2016

**Ward (s) affected**
All

**Subject**
Update on the work completed by Environmental Services to implement the Surrey Waste Partnership’s Joint Municipal Waste Management Strategy (JMWMS) 2015.

**RECOMMENDATIONS**

The Scrutiny Committee is asked to note the progress made to achieve the actions drawn from the Surrey Waste Partnership’s Joint Municipal Waste Management Strategy (JMWMS) in 2015/16 and thus far in 2016/17.

**EXECUTIVE SUMMARY**


Adopting the Strategy commits the Council to create yearly action plans for five years, using recommended actions within the Strategy as a framework.

MVDC’s Action Plan for 2015/16 consisted of five actions, with another six actions committed to in the 16/17 Action Plan. The aim of the Action Plans is primarily to bring about service improvements for our residents and boost recycling performance - in line with our Corporate Priority to maintain the natural environment.

This report, as well as **APPENDIX ONE and TWO** tracks progress made against the actions in 2015/16 and so far in 2016/17, with some detail regarding the work carried out.
CORPORATE PRIORITY OUTCOMES

ENVIRONMENT
A highly attractive area with housing that meets local need

Implementing the JMWMS 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, is committed to develop an operational plan each year, 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 ONE) was developed by lead officers and the Executive Member for Environment. This plan identified and addressed the key priorities for the Council in that year to deliver against its commitments in the Strategy.

1.6 For 2016/17, a six point Action Plan (APPENDIX TWO) was developed by lead officers and the Executive Member for Environment. This plan builds on from the success of the 15/16 plan but also includes one larger project brought about by one of our key contracts (Waste & Recycling collections) coming to an end in 2018.

1.7 Both Action Plans were informed by the Waste & Recycling survey
(February – March 2015 - completed by over 1600 Mole Valley residents), which gave insight into what services our residents would like to see introduced or improved upon.

2.0 THE ACTION PLANS

2.1 Appendix One gives full detail about the nature of each Action completed in 2015/16.

2.2 Appendix Two shows the current plan (for 2016/17) and progress on each action so far.

2.3 Progress on the Action Plans is tracked using the RAG status method. RAG stands for Red, Amber and Green, a traffic light system to reflect whether a project or action is on schedule.

2.4 In 2015/16 all actions were completed on schedule, with the exception of one aspect of Action C2 – the recycling incentive scheme. In the winter of 15/16 it was decide that the planned scheme should be pushed back slightly so that it was delivered in the summer of 2016, meaning it was deferred onto the Action Plan for 16/17.

2.5 Each Action relates back to a body of work in the Joint Municipal Waste Management Strategy.

3.0 RECYCLING PERFORMANCE / IMPACT

3.1 The Council’s recycle rate (as at 30th September) is 61.06% against a stretch target of 59.03% by the end of the financial year 2016/17. This represents an increase in performance since 15/16, when the JMWMS was first adopted.

3.2 Of all the work completed and campaigns delivered, particular mention should be given to the Food Waste Incentive Scheme in Autumn 2015. The campaign has brought about a 25% rise in collected food waste tonnage in Mole Valley, which is a significant impact and success in a key area of focus.

3.3 In terms of wider recognition, the 2015 joint communications campaign promoting the textiles service won two national awards for ‘Best Campaign’ (CIWM and LGC). The food waste intervention has been nominated for the CIWM award for 2016.

3.4 The Council continues to perform highly when compared against other Surrey authorities. The Council currently has the second best recycling rate in the County. This puts the Council in the top 5% in England & Wales.
3.5 The Council’s ongoing campaigns to encourage and support recycling in the community continues to have an effect. Since March 2015, the Council’s recycling rate has risen by 3.46%. This, at a time when recycling rates nationwide are generally stagnating.

3.6 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 2016 - is not yet available.
CORPORATE IMPLICATIONS

Legal Implications – There are none directly arising from this report.

Risk Implications – Failure to deliver the JMWMS and the Action Plans could result in falling recycle rate with implications for the environment and Mole Valley’s budget. As a wider theme for the Surrey Waste Partnership, the cost of residual waste disposal is at record levels so the need to find alternative routes including reducing, reusing and recycling is of vital importance.

Consultation – Extensive public consultation informed the drafting of the strategy and all SWP members representing their own local authorities had the opportunity to contribute to the strategy. The JMWMS was presented to Scrutiny in February 2015. There was also a Waste & Recycling Services survey carried out in Mole Valley in early spring 2015 to which we had a very high response level. The Action Plans have in part been shaped by responses to this survey.

Communications – The Action Plans have adopted measures which will require a wide range of communication methods and messages. The Plans are being implemented in conjunction with Mole Valley District Council’s communications team. The SWP also has a newly appointed central Communications team, which will focus primarily on implementing the Joint Communications Plan across Surrey to promote consistent messages. This team is linked in with MVDC’s own Communications team to ensure a joined up approach.

Sustainability – The strategy’s overall aims address aspects under the sustainability umbrella such as recycling improvements and waste reduction. Achieving any or all of the targets will lead to a more sustainable Mole Valley in terms of the environment itself as well as the services we offer.

Equalities and Diversity – MVDC have carried out an EQIA impact assessment on our existing services. Should the implementation of the JMWMS cause any fundamental changes to our services which may impact on equalities and diversity then a further assessment will be carried out.

Employment issues - none

S151 Officer commentary – There are no immediate financial implications of these Action Plans, aside from action P2 of the 16/17 plan – ‘Joint Waste Contract Procurement’. The Scrutiny Committee have been presented with a report (18th Oct 2016) which recommends awarding the joint waste collection contract to the preferred bidder and hence are aware of the significant financial benefit it brings to the authority.
Monitoring Officer Commentary – The Monitoring Officer confirms that all relevant legal implications have been considered.
## APPENDIX ONE – Action Plan 2015/16

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<tr>
<th>Action title</th>
<th>Action description</th>
<th>Delivery status</th>
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<th>RAG</th>
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<tr>
<td>C1 Welcome Pack</td>
<td>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.</td>
<td>Complete</td>
<td>30/06/2015</td>
<td>G</td>
<td>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.</td>
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<td>C2</td>
<td>Targeted communications</td>
<td>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. Our lowest performing round (by recycling rate) will also be subject to a door-stepping campaign.</td>
<td>Complete, but, incentive scheme deferred to 16/17 Plan.</td>
<td>31/03/2016</td>
<td>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 Autumn, MVDC’s lowest performing recycling round was subject to a door stepping campaign which saw all properties visited by a special team of advisors, who spoke to residents about their recycling habits and ensured that residents knew what they can and can’t recycle from home. The visited area saw a 4% rise in recycling rate following the visits.</td>
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<td>C3</td>
<td>Joint Communications</td>
<td>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.</td>
<td>Complete</td>
<td>Four individual campaigns carried out in 2015/16.</td>
<td>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 was for general recycling and was rolled out in December. Alongside the usual promotional tools, a</td>
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television advert was produced and shown on Sky TV and at cinema screens (such as Dorking Halls). New vehicle livery was installed on the MVDC fleet with similar messages.

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<tr>
<td>S1</td>
<td>Contamination rejection and notification</td>
<td>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.</td>
<td>Complete</td>
<td>30/11/2015</td>
<td>G</td>
<td>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 were 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.</td>
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Policy

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<td></td>
<td>Excess Waste</td>
<td>Complete</td>
<td>30/11/2015</td>
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<td>P1</td>
<td>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.</td>
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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.
## APPENDIX TWO – Action Plan 2016/17 Progress

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<td>C1</td>
<td>Food Waste 'plastic liners' campaign</td>
<td>Locally implement the Surrey-wide communications campaign informing residents that plastic bags/liners will be accepted instead of compostable liners.</td>
<td>Complete</td>
<td>Summer 2016. Plastic liners for food waste caddies will be accepted from June 2016</td>
<td>G</td>
<td>MVDC supported the Surrey-wide campaign to inform residents food waste caddies can now be lined with plastic bags rather than the more expensive compostable liners. Every household in the District received a promotional leaflet explaining the change and its benefits. This was supplemented by local promotion of the messages on our own social media/web channels. The impact of the campaign on tonnages is still being assessed and calculated.</td>
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<td>C2</td>
<td>Joint Communications</td>
<td>Support and locally implement the SWP joint communications campaigns appearing across Surrey in 2016/17, employing a more consistent approach across the county in order to increase efficiency and maximise impact.</td>
<td>In progress</td>
<td>Four individual campaigns carried out in 2016/17</td>
<td>The new campaign year began with another textiles campaign. As last year's campaign was award winning, this year's campaign used the same collateral/materials and built on that success. New livery was produced for some of our collection vehicles to expand the messaging further. From June - July a new food waste promotional campaign was implemented, with new artwork produced by the SWP to compliment the campaign letting residents know plastic bags were now accepted as caddy liners. More new liveries were applied to another section of our collection fleet. In Sept - Oct a new campaign with the subject of 'contamination' was developed and implemented. The focus was to remind residents what they can and can't recycle, and to this end every household in the District was delivered with a promotional leaflet with useful information about the full range of services MVDC offer.</td>
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<td>C3</td>
<td>Incentive scheme</td>
<td>Deliver an incentive scheme in a 'hard to reach' area which aims to increase recycling activity and engagement.</td>
<td>Complete Scheme to run across two recycling weeks in Summer '16 on the Goodwyns estate and Rough Rew. 'Golden tickets' will be distributed, rewarding residents who recycle correctly (i.e. don’t contaminate their bins with non-recyclable material. Each ticket awarded counts as money for 'Jolly Johns Farm' at St. Johns School. This scheme was developed from an initial idea presented to MVDC by the winning contestants of our hosted leg of the LG Challenge.</td>
<td>In June/July '16, officers from MVDC, Biffa and Circle Housing carried out the incentive scheme. Although collected tonnages of recycling over the two week period did not increase, there were less instances of contamination during the second week, illustrating that greater awareness was raised. The Jolly Johns Play Farm were awarded with £1000 to out towards the building of an 'Eco Lodge', to be used not just by the children at St. Johns School but also the wider community.</td>
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<td>S1</td>
<td>Flats/Communal area scoping exercise</td>
<td>Support the SWP project to assess the flats/communal bin network across Surrey with a view to an improvement project later in the financial year or in 17/18</td>
<td>Complete</td>
<td>30/09/2016</td>
<td>G</td>
<td>Anthesis Group Consultancy won the contract to carry out this work for the SWP. The scoping exercise involved officers making broad assessments of the various schemes in use in flatted developments. Each SWP authority then received a full report from Anthesis, detailing recommended measures to bring about improvements in recycling activity in what are traditionally ‘hard to reach’ (lower recycling activity) areas. The next stage of this project is for the SWP to recruit a team of recycling officers to begin a 2 year scheme to implement some or all of the recommended actions in each District/Borough. This team should begin work in early 2017.</td>
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<td>To be completed</td>
<td>31/03/2017</td>
<td>G</td>
<td>MVDC currently already has a 'no side waste, closed lids' policy. This policy needs reinforcing, with improved communication and full engagement from the collection crews.</td>
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<td>P2</td>
<td>Joint Waste Contract Procurement</td>
<td>To participate in the joint waste collection contract procurement project. The new joint waste contract should bring about significant savings for MVDC while maintaining excellent service standards for its residents.</td>
<td>In Progress</td>
<td>30/11/2016</td>
<td>G</td>
<td>New contract to be awarded in November 2016. A report taken to Scrutiny on 18th October 2016 with recommendations to award.</td>
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