




TRANSFORMATION NEWS

We have re-shaped, we've changed; now we transform.

Transformation Event 

23 & 27 September 2019

RECYCLING & LITTER

The Council's Recycling and Litter Service has already started on the process of transformation and we have had a number of significant changes in the past year and opportunities to improve our services. Transformation so far has focussed on bringing waste recycling and waste disposal in-house. Catching up with past regulatory requirements and providing services that give us the flexibility in the future to respond to regulatory change and to customer needs. The next steps in the transformation process needs to take us beyond this position but retain the flexibility to deliver services in a changing environment.

The main objective for the event was to inform the future delivery of services which increase reuse and recycling along with reducing waste and litter creation. We encouraged attendees to be open minded to change, share knowledge, contribute from experience, be creative and to collaborate with others to develop transformational ideas and options.

SOME KEY FACTS



Collect waste from approx. **75,000** households

Collect waste from approx. **2,100** commercial customers

85% customer satisfaction with waste collection

Collect approx. **79,000** tonnes of waste a year

28% recycled, **28%** diverted and **44%** of waste landfilled – improving in **2019**

66% customer satisfaction with street cleaning

Streetscene staff are supported by hundreds of volunteers



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PRIORITIES

Key Event Questions

Big issues that we wanted input and ideas on were:

- How do we, as a society, stop creating waste?
- How does society improve reuse and recycling?
- How does society stop littering?
- How can you engage the community to participate?
- How do we reduce costs?



KEY MESSAGES from the workshops at the event

The things that we can do in the short and long term to reduce the amount of waste and litter and increase reuse and recycling:

Shorter term ideas:

- Business involvement in education and awareness
- Develop education campaigns / lobbying / champions / social media to promote reuse and recycling
- Stronger message on Reuse – DGBAY not EBAY
- Removal of public realm bins
- Use of smart bins
- Adopt a street
- Commercial customer increase targeted at non-domestic rated properties currently receiving household service
- Reduce operational hours / staff numbers for street cleansing as just above national average on performance
- Changes in Household Waste Recycling Centre (HWRC) operating hours to make consistent across the region
- Promotion of Household Waste Recycling Centre's role in reuse and recycling
- Develop role of community reuse groups in bulky uplifts
- Advertise Council volunteer policy for staff to be active in reuse / litter / recycling / composting
- Messaging / enforcement / re-education on reuse and recycling at time of kerbside collection service rollout

- Controlled no litter picks and bin empty as demonstration of societal impacts
- Exemplar Council in waste generation and recycling – how good can we be?
- Promote kerbside service – explicit why / clarity how / data on cost avoidance and benefits
- Monitor costs and benefits of Ecodeco MBT in reaction to costs of offtake contracts

Longer term ideas:

- Encourage businesses to be more proactive in recycling
- Volunteering – enhance for opportunities in litter collection
- Partnership – explore shared communication and lessons learned with other authorities.
- Increased fines for littering
- Develop Streetscene model for collection and recycling
- Consider role of Trading Standards with respect to influence on reducing packaging and encouraging package free shop areas in retail premises
- Green waste removal to community composting projects
- Recognition and reward for best community recycling areas
- Community group collections of recyclables with groups using income
- Develop opportunities for use of capacity increase in Ecodeco MBT
- Increase charges for bulky uplifts

- Education through schools
- Reduce residual collection frequency and capacity
- Charge for waste by weight
- Charge for green waste

What we will achieve by doing this:

- Partnership approach with more engaged communities and champions being valued
- Good response to climate emergency
- Positive effect on tourism
- Reduced volumes of waste (green) in the residual waste stream
- Increased space capacity in Ecodeco MBT
- Highlight issues of litter picking
- More public awareness of littering
- Income from increased fines
- Lead by example – reduce Council costs of disposal
- Encourage commercial businesses to recycle
- Increase customer base
- Reduction in cost of delivering service
- Raise awareness and reducing costs in delivery
- Reduced packaging / plastics.
- Enhanced Streetscene model



We collect domestic waste from

74,967
household premises

Opportunities to transform recycling and litter services:

- Transformation by service realignment with regulations / with markets
- Transformation by service transfer to communities / self help / adopt a road / reuse groups
- Transformation by culture shift with education / civic pride / recognition / communities of interest
- Explore collaborations with other Local Authorities and national recycling campaigns
- Align recycling and litter transformation activity with Climate Declaration Action Plan (CDAP)
- Community compost groups
- Home composting
- Council depots for composting
- Lobbying of supermarkets
- Existing contacts with local communities and community reuse groups
- Get community groups to do bulky uplifts
- Improve reporting time
- Communications on sides of vehicles, social media, website, schools
- Extend Streetscene approach and engage community groups
- Engage with shops
- Communicate to all parties about not picking up litter for one week
- Train more staff to issue fixed penalties
- Deploy smart bin technology
- Recycling bins on high streets
- Collection calendars online
- Mobile App for waste and recycling

We collect waste from

2,100

commercial customers premises out of approximately **7000**

Percentage of household waste arising that is recycled

27.8%

compared to **45.6%** nationally.

Percentage other diversion from landfill

28.4%

Percentage landfilled

44.2%

26 Refuse Collection Vehicles that are **7** years old or older.

The distance travelled for waste collection

506k

per annum

In 2017/18



The net cost of waste collection per premise was

£64.14

compared to £65.98 nationally



The net cost per waste disposal per premise was

£92.75

compared to £98.42 nationally

LITTER In 2017/18

The net cost of street cleaning per 1,000 population was

£8,572

compared to £15,551 nationally



66% of adults satisfied with street cleaning services compared to **70%** nationally



£1.2m spend on litter collection and disposal across the region per year



Streetscene staff are supported by hundreds of volunteers throughout our communities to help keep our streets tidy

The difference this will make:

- Culture / behaviour shift in service users
- Reduced environmental impacts through reuse and recycling
- Reduced CO2 emissions in transport of goods
- Increased recycling delivers increased income and reduced costs

The key challenges we face /enablers:

Challenges:

- Public resistance to change and time for people to adapt/change attitudes
- Investment requirements for transformational ideas
- Adverse reaction to removing litter bins'
- Resources to be able to support and co-ordinate community groups
- Potential for inconsistent services
- Volunteer capacity limits
- Staff capacity for change
- Statutory duties and public expectations of standards to be met
- Procurement of single use plastics within the Council

Enablers:

- Committee support for proposed new services
- Council 's Climate Emergency Declaration and Action Plan
- Current legislation on kerbside collections
- Proposed legislation for Deposit Return Scheme and Extended Producer Responsibility
- Public willingness in relation to the Blue Planet effect
- Possibility of Council being an exemplar.
- Influence that we can provide
- Ability to provide clear communications on existing services
- Community groups with passion that can drive the message on behaviour change
- Leadership to promote behaviour change

What's Next?

The discussions and ideas from this working session will be used to inform Recycling and Litter arrangements. As with all other Transformation Events, this information will be used to develop options which will be presented to Members during October-December.

All outputs from Transformation Events will be shared with the public as part of budget consultation later this year.



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PRIORITIES



CUSTOMER
AND DIGITAL



MODERNISATION



FEWER ASSETS



SMALLER SKILLED
WORKFORCE



INCOME
GENERATION