

Report for Resolution

Report to Cabinet

12th October 2011

Item

Report of Head of citywide services

10

Subject Increasing Participation in Recycling

Purpose

To seek approval for the appointment of two officers to increase participation in the recycling services offered by Norwich City Council.

Recommendations

To approve the appointment of two waste and recycling officers on a 1 year fixed term contract with the aim of increasing recycling rates to 55% and to increase participation rates in all our recycling schemes to above 50%

Financial Consequences

It is estimated the cost of employing two waste and recycling officers will be £60,000. This will be offset by potential increases in recycling rates generating more income through recycling credits and income share from the Materials Recycling Facility. If recycling rates are raised to 45% the posts will be cost neutral and if recycling rates are raised to 55%, the project has the potential to raise income by a further £120,000

Risk Assessment

Income from the sale of materials can go down over the lifetime of the project; however, raising recycling rates will help to off-set any reduction in income.

There is a risk that participation in our waste and recycling schemes will not increase thereby impacting on income generation. This risk is mitigated by spreading the cost over two financial years and by restricting the posts to a fixed term contract of 1 year.

Strategic Priority and Outcome/Service Priorities

The report helps to meet the strategic priority "Safe and healthy neighbourhoods – working in partnership with residents to create neighbourhoods where people feel secure, where the streets are clean and well maintained, where there is good quality housing and local amenities and where there are active local communities". Within the Integrated Waste Strategy for Norwich 2007-2012, the Council has a clear strategic objective *"To be amongst the best recycling authorities in the Country by March 2012 and longer term to be one of the top ten recycling authorities in the Country"*.

Cabinet Member: Councillor Westmacott Environment and Neighbourhoods

Ward: All

Contact Officers

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Background Documents

Integrated Waste Management Strategy 2007-2012

Report

Increasing Participation in Recycling

Background

1. The current waste and recycling service includes around 56,000 domestic properties receiving waste, glass, food-waste and mixed dry recycling collections on an alternate weekly collection (AWC) service. All other households have a combination of individual and/or communal waste and recycling services.
2. Every tonne of recycled material generates £50 in recycling credit income from the County Council, excepting for food-waste, which attracts a premium rate payment of £72 per tonne. All mixed dry recycling (blue bins) is processed at the Materials Recycling Facility (MRF) in Costessey and the outputs are sold on within the UK and Europe – this currently generates a further £45 per tonne in income-share payments from the MRF

Current Performance

3. The Council has a corporate target to reach a 55% recycling rate by March 2012
4. Recycling rates have risen from around 16% in 2005 to a current rate of 41%. This increase has been achieved through the introduction of AWC (2007-2009), the garden waste subscription service (2009) and weekly food-waste collections (2010-2011).
5. There are approximately 8,500 subscribers to the Council's garden waste service.

Issues

6. The council is unlikely to achieve its stated objective of recycling 55% of domestic waste by March 2012. Without sustained action recycling rates are likely to remain at the current rate of 41%.
7. Participation in the various recycling schemes is low in some areas of the city. A snap survey undertaken in May 2011 showed that on some streets less than 10% of households were using the kerbside food waste and glass service.
8. Cabinet recently agreed to an expansion of the housing communal bins project bringing opportunities for recycling to some of the hard to reach areas. This will require consultation and a need to work with our residents to ensure maximum use is made of any facility provided.
9. A recent audit of the recyclate delivered to NEWS shows a contamination rate of 10.9%. This is a level of contamination that could be reduced if people use the service correctly. The level of contamination does affect the amount of recycling credits we receive from Norfolk county Council and the market value of the material sold on our behalf by NEWS.

10. Analysis of the enquiries received by the council indicates we need to work with our contractor to resolve local difficulties in service delivery. Where there are service delivery issues this does impact on the amount of calls to the council and the number of stage 1 complaints received, thereby impacting on an already stretched resource to deliver the services.

Proposed Action

11. An action plan has been developed for the introduction of citywide engagement programme to significantly increase recycling awareness and material capture rates to deliver year-on-year improvements in recycling performance and associated increases in recycling income. The programme will include: -

- A rolling programme of service information and doorstep advice to support the effective delivery of services, reduce contamination and provide frontline customer liaison.
- A citywide programme of improvements to communal recycling facilities to reduce contamination rates and increase material capture rates
- A new initiative with the UEA and other educational establishments and private landlords in order to develop effective communications on waste and recycling. This will allow students to effectively contribute to the council's recycling targets and reduce student waste.
- Further application of the Lean 6 Sigma approach to develop existing processes in order to reduce waiting times for services, remove double-handling of data, increase efficiency and improve the customer experience
- Improving the range and availability of on-line services particularly in relation to waste and recycling to encourage residents to use the internet to obtain information or make service requests.
- Implementing the WRAP recommendations for the recycling of bulky items, thus reducing waste to land-fill and raising recycling rates and recycling credit income.
- Improving bring-bank facilities to make them more effective and improve material capture rates.
- Investigating trade waste recycling, including the recycling of schools food-waste to identify whether opportunities exist for waste reduction and income generation
- Ensure that changes to the black plastic sack collection services are properly explained and effectively introduced – this will include dedicated support for the consultation and roll-out of housing communal facilities
- Providing support to the Council's Financial Inclusion Strategy in so much as it relates to waste and recycling issues
- Co-ordinating a waste composition analysis and participation rate

surveys to enable a full understanding of the issues to be gained

- Working to target and reduce blue-bin contamination by following-up yellow and red card issues, effective doorstep communications and arranging publicity, particularly in the weeks immediately proceeding the six-monthly recycling audits

Financial Issues

12. Attached at Appendix A is a forecast of the income and expenditure for the proposed project if recycling rates of 45%, 50% and 55% are achieved.

13. It is estimated the cost of employing two waste and recycling officers will be £60,000. This will be offset by potential increases in recycling rates generating more income through recycling credits and income share from the Materials Recycling Facility. If recycling rates are raised to 45% the posts will be cost neutral and if recycling rates are raised to 55%, the project has the potential to raise income by a further £120,000

Impact on other Services

14. The project will impact on other services provided by council as follows: -

- Reduction in calls to CCT and Stage 1 complaints;
- Improved working relationships with the neighbourhood teams and in particular with the contract officers. Greater support will be available to them enabling more efficient deployment of our services;
- Improved working with the housing service in the implementation of the housing communal bins project;
- Support will be required from systems Improvement where further improvements to the processes are identified;

APPENDIX A – RECYCLING INCOME & PROJECT BALANCE SHEET

Current Income/ Expenditure based on 41% recycling				Potential Income/ Expenditure based on 45% recycling			
Item	Per tonne	Tonnes	Total cost	Item	Per tonne	Tonnes	Total cost
Expenditure				Expenditure			
Dry-recycling Gate fee & assoc costs	£25.05	8500	212,925	Dry-recycling Gate fee & assoc costs	£25.05	8900	222,945
Food waste gate fee	£52.34	2640	138,178	Food waste gate fee	£52.34	3400	177,956
Glass gate fee	£2	2750	5,500	Glass gate fee	£2	3100	6,200
Employment costs			0	Employment costs			60,000
Recycling costs			<u>356,603</u>	Recycling costs			<u>467,101</u>
Income				Income			
Dry recycling recycling credits	£49	8500	416,500	Dry recycling recycling credits	£49	8900	436,100
Dry recycling income share	£40	8500	340,000	Dry recycling income share	£40	8900	356,000
Food recycling credits	£72	2640	190,080	Food recycling credits	£72	3400	244,800
Glass recycling credits	£49	2750	134,750	Glass recycling credits	£49	3100	151,900
Recycling Income			<u>1,081,330</u>	Recycling Income			<u>1,188,800</u>
Net Balance			<u><u>724,727</u></u>	Net Balance			<u><u>721,699</u></u>
				Project Balance			-3,028

Potential Income/Expenditure Based on 50% recycling			
Item	Per tonne	Tonnes	Total cost
Expenditure			
Dry-recycling Gate fee & assoc costs	£25.05	9000	225,450
Food waste gate fee	£52.34	5000	261,700
Glass gate fee	£2	3300	6,600
Employment costs			60,000
Recycling costs			<u>553,750</u>
Income			
Dry recycling recycling credits	£49	9000	441,000
Dry recycling income share	£40	9000	360,000
Food recycling credits	£72	5000	360,000
Glass recycling credits	£49	3300	161,700
Recycling Income			<u>1,322,700</u>
Net Balance			<u>768,950</u>
Project Balance			44,223

Potential Income/Expenditure Based on 55% recycling			
Item	Per tonne	Tonnes	Total cost
Expenditure			
Dry-recycling Gate fee & assoc costs	£25.05	9440	236,472
Food waste gate fee	£52.34	6500	340,210
Glass gate fee	£2	3700	7,400
Employment costs			60,000
Recycling costs			<u>644,082</u>
Income			
Dry recycling recycling credits	£49	9440	462,560
Dry recycling income share	£40	9440	377,600
Food recycling credits	£72	6500	468,000
Glass recycling credits	£49	3700	181,300
Recycling Income			<u>1,489,460</u>
Net Balance			<u>845,378</u>
Project Balance			120,651