

<b>Report to</b>	Sustainable development panel	<b>Item</b>
	17 December 2014	
<b>Report of</b>	Head of citywide services	<b>5</b>
<b>Subject</b>	Integrated waste management strategic objectives: 2014 Annual Report	

## **Purpose**

This is the first annual report to members on progress against the service Action Plan for waste prevention and recycling and the integrated waste management strategic objectives.

## **Recommendation**

To note the contents of this report.

## **Corporate and service priorities**

The report helps to meet the corporate priority 'a safe and clean city' and the service plan priority 'to deliver an efficient and effective waste service whilst increasing landfill diversion rates'.

## **Financial implications**

**Ward/s:** All wards

**Cabinet member:** Councillor Stonard – Environment and transport

## **Contact officers**

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## **Background documents**

NWP OLT work programme

# Report

## Introduction

1. This is the first annual report updating members on progress against the integrated waste management strategic objectives. These objectives were endorsed by the SDP in December 2013 and approved by cabinet in February 2014. The six objectives are
  - a) **To reduce the level of residual household waste per household to 90% of the 2013-14 level by 2016 and to 80% of the 2013 level by 2020**
  - b) **To promote waste prevention and recycling through public engagement campaigns**
  - c) **To develop and improve the quality and range of recycling services available to Norwich residents**
  - d) **To achieve a recycling rate of 50% by 2016 and to seek to achieve a recycling rate of 60% by 2020**
  - e) **To improve participation, set-out rates and collected tonnages for recycling services, particularly the weekly food waste service**
  - f) **Through objectives A to E, seek to increase landfill diversion rates year-on-year and reduce landfill tonnage to 80% of the 2013 level by 2020**
- 2 The council seeks to achieve these objectives through a combination of projects and initiatives and an over-arching Service Action Plan (SAP). As previously agreed with the SDP, each annual report will update members on progress against all elements of the SAP.

## Service Action Plan

3 Table 1

Objective	RAG status	Direction of travel	Comments
<b>a) To reduce the level of residual household waste per household to 90% of the 2013-14 level by 2016 and to 80% of the 2013 level by 2020</b>	Red	↓	<p>Household waste levels have increased over the last 12 months, throughout the county and throughout the country. This may be as a result of a perception that the recession is ending and that consumer spending has therefore increased. Added to this, the autumn was the third mildest on record, which may have prolonged summer spending activities.</p> <p>Actions during 2014 have focussed primarily on recycling initiatives. Actions to promote waste prevention will be more prominent during 2015.</p> <p>The council is working with all the Norfolk</p>

			district council's and the county council to assess the composition of residual waste and to identify and implement waste reduction initiatives from 2015.
<b>b) To promote waste prevention and recycling through public engagement campaigns</b>	Amber	↑	<p>Public engagement has remained at the forefront of activities to promote recycling throughout 2014. The student engagement programme, ongoing door-knocking programme, red card follow-ups, recycling events and the 'Recycling Revolution' campaign have reached many thousands of residents during the year.</p> <p>This work will continue in 2015 alongside the additional focus on waste prevention measures.</p>
<b>c) To develop and improve the quality and range of recycling services available to Norwich residents</b>	Green	↑	<p>The new MRF service was an immediate success, allowing for the recycling of a much greater range of materials, including many of the items that residents have been asking for over the last few years.</p> <p>The WEEE events proved very popular, raising over £7k for the British Heart Foundation and recycling 4.5 tonnes of equipment. More of these events are planned for 2015.</p> <p>Cooking oil recycling banks are installed and are being well used.</p>
<b>d) To achieve a recycling rate of 50% by 2016 and to seek to achieve a recycling rate of 60% by 2020</b>	Amber	↔	It is too early to assess the full impact of the recycling service changes. Early evidence is that collected tonnages have increased and it is expected that this will continue. However, residual waste levels also need to be reduced in order that the full benefits of increased recycling can be reflected in the recycling rate figure.
<b>e) To improve participation, set-out rates and collected tonnages for recycling services, particularly the</b>	Amber	↔	There is evidence that the 'Recycling Revolution' campaign has increased awareness of recycling services and encouraged more people to participate in the council's services. Phase 2 of the campaign is currently being designed based in part on an analysis of the

<b>weekly food waste service</b>			successful elements of Phase 1.
<b>f) Through objectives a) to e), seek to increase landfill diversion rates year-on-year and reduce landfill tonnage to 80% of the 2013 level by 2020</b>	Red	↓	Please see comments for objective a)
<b>g) To continue to work with the other local authorities in Norfolk to achieve the objectives set-out in the <i>Joint municipal waste management strategy for Norfolk (JMWMS)</i></b>	Green	↑	The inter-authority working which commenced with the letting of the new MRF contract has developed significantly during 2014. The Norfolk Waste Partnership now has a formal officer structure for planning, prioritising, managing and completing a wide range of projects which will contribute to the delivery of the objectives of both the JMWMS and the county council's new Waste Advisory Group.

## Projects and Initiatives

### 4 Progress and outcomes 2014.

- a) *Carrying-out a 'before and after' waste analysis to record the levels of recyclables in the current residual waste stream and to assess this again after the introduction of the new MRF recycling service in October 2014.*

The 'before' analysis was completed in June 2014 with the follow-up to be scheduled during 2015, in order to assess the effects of the new MRF recycling service.

In response to the initial findings, the Environmental Services Development Manager is preparing two reports covering a proposal to improve participation in food waste recycling and options for the provision of recycling facilities in private developments. These will be brought to the SDP during 2015.

Recycling officers will also be carrying-out 'targeted' door-knocking to address specific issues highlighted by the analysis. Similar waste audits have subsequently taken place in all the other Norfolk districts and this will allow for a county-wide assessment of common issues and the potential for common, county-wide responses.

- b) Increased emphasis on waste prevention education and waste prevention initiatives, through communications material and doorstep campaigns.*

During 2015 the citywide services projects officer will be designing and implementing a waste prevention programme. This is expected to involve staff, contractors, joint venture partners and members in order to increase awareness of waste prevention and to ensure that this message is effectively promoted with resident whenever possible.

- c) Continuing to promote recycling door-to-door, via all available media outlets and through public engagement campaigns and promoting other relevant schemes where these are of benefit to residents (e.g. opportunities to recycle other items through other outlets, such as carrier bags and batteries at some major supermarkets).*

The current engagement programme targets properties where red cards have been issued on recycling bins. In this way officers are able to directly assist residents who are having difficulties with managing their waste and with successfully utilising their recycling options. Currently the team are averaging 20 such visits per day.

The new 'Recycling Revolution' campaign received significant media coverage across the county – in council publications, newspapers, on radio and TV, on billboards and collection vehicles and with a two-day event at the Forum in September. The council's own Citizen and Tlc magazines have also been used to promote the campaign and also the WEEE and Christmas tree recycling event in January (paragraph i)).

Officers have been actively promoting the council's services through a number of talks to groups, particularly in sheltered housing.

Targeted communications and door-knocking have focussed on those communal areas where recycling performance is currently lower than expected.

- d) Preparing for and delivering the improved recycling service available through the new joint venture with Norse Environmental Waste Services Limited, commencing October 2014.*

The new service commenced on 1 October and the response from residents has been very positive. October's blue bin recycling was 90 tonnes higher than the combined blue bin and glass tonnage for the previous month and 60 tonnes higher than for October 2013. There was equally positive feedback on the new service across the county.

NEWS have already hosted visits from representatives of some of their end-markets and it is very encouraging to note that the paper buyers stated that the paper produced through the new process was actually of a higher quality than that

produced before 1 October – despite the addition of glass and other materials into the co-mingled mix.

NEWS are continuing to work with the machinery manufacturers to complete commissioning works and to improve performance still further. This includes the installation of further equipment that will ‘loop’ waste from the end of the processing lines back into a manual sort to remove further quantities of paper and recyclable material. There will also be a new plastic film baler installed, allowing this product to also be effectively recycled.

The increased recycling awareness also appeared to impact on other services, with October’s food waste recycling at the highest level for 12 months.

- e) *Improving the weekly food waste recycling service, including increasing the participation, set-out rates and collected tonnages.*

Food waste collections are part of the project to improve recycling facilities in the council’s communal housing areas. The continued roll-out of facilities in these areas will provide more opportunities for food waste recycling. Officers continue to ‘target’ food waste in door-knocking campaigns and in the council’s communications.

As noted in paragraph a), a report aimed at improving food waste participation will be presented to members during 2015.

- f) *Increasing the number of schools participating in the food waste recycling service*

There are currently 26 schools using this service and a further ‘push’ will take place in January 2015. Officers are considering whether this next initiative might focus on school governors rather than the administrative sections of the schools.

- g) *Continuing the city-wide doorstep engagement work, including direct interventions to resolve individual and communal waste and recycling issues, informing residents about new services and ensuring that existing services are delivered efficiently and effectively.*

As previously detailed, doorstep engagement is currently focussed on communal areas and red carded household bins. The work in communal housing areas will be a co-ordinated approach involving neighbourhood officers, neighbourhood housing officers and contract development officers. This work is aimed at resolving a number of issues including fly-tipping in communal areas, misuse of bins, recycling/waste capacity issues and a lack of knowledge of how to make the best use of the services available. The first area identified for direct intervention and support is West Pottergate.

- h) *Continuing to develop and expand the annual student engagement programme, including student-specific door-knocking, working with student groups and working with private sector landlords and letting agents.*

The student engagement programme is now an effective and regular part of the academic year. During 2014 officers have attended a number of events at the UEA and spoken to many students about waste and recycling services. Added to this, 2,000 letters detailing the new recycling service were posted to all known student properties. The ongoing focus on properties where red cards have been

issued on recycling bins means that officers are also continually engaging with student households, where knowledge of our services is often weakest.

- i) *Working with third parties, other districts and the county council to identify opportunities for the recycling of WEEE.*

The third WEEE recycling event will be held on Saturday 17 January, from 8 a.m. until 1 p.m. at the Open Academy, Salhouse Road. Officers will again be working with the British Heart Foundation to either recycle electrical items or repair them for future sale. The January event will also provide an opportunity for residents to recycle their Christmas trees. An officer from North Norfolk district council will be in attendance to observe how our events are organised.

- j) *Working with third parties, other districts and the county council to establish a service for the recycling of items of bulky waste.*

During 2014 a pilot scheme has operated whereby a charity, the Benjamin Foundation, has been invited to view collections of bulky items recovered from the council's housing stock (typically void properties). Around 50 re-saleable items have been removed so far.

The council continues to work with other districts and the county council to establish further opportunities to divert bulky items – particularly household furniture – away from disposal and into re-use, repair or recycling. Unfortunately there is not currently a straightforward solution and further investigation and (probably) further pilot schemes will be required in order to establish the most effective way forward.

- k) *Working with third parties to establish a service for recycling waste cooking oil and cooking fat.*

During 2014 a new service to provide for the recycling of used cooking oil has seen 6 cooking oil recycling banks installed around the city and these have proved very popular, with some of the banks now nearly full and ready to be exchanged for empty banks. Early next year the council will have the first figures to show the volume of used oil that has been recycled.

- l) *Continuing to provide support for the roll-out of communal waste and recycling facilities through to the conclusion of the Housing waste project (2014).*

This project is nearing completion, but as more sites have been added to the initial lists it will now continue into 2015. Seven additional sites will be completed by the end of January at which point there will be five remaining sites to complete. Whilst there are issues to address in some communal sites (paragraph g)) the provision of recycling facilities and more organised and effective waste facilities has been a significant improvement to large areas of the council's housing stock.

- m) *Extending the cleaning service for communal waste and recycling bins and ensuring that this service achieves value for money.*

Whenever new housing waste project sites are completed they are immediately added to the bin cleaning schedule. A dedicated bin cleaning vehicle has been acquired by Biffa and this will allow for regular cleaning of the communal bins during 2015 - including over 400 communal food waste bins.

- m) *Reviewing the current policy for providing replacement waste and recycling containers and reporting to members on future options*

This matter is currently on-hold pending further discussions on the future provision of waste and recycling containers and the policy for container management.

- o) *Reviewing the garden waste service and reporting to members on future options including a more efficient invoicing system, on-line payments, smaller bins for those with smaller gardens and pricing incentives for multiple bins.*

Officers are developing options for this service in response to the 2014 internal audit report and in conjunction with colleagues in the service improvement team. Improvements to processes, including on-line subscriptions, will become available during 2015.

- p) *Reviewing the waste and recycling collection service options after the expiry of the existing collection contract (March 2017) and reporting on the best-value approach to future service provision*

An options appraisal on the future provision of the collection services was considered by cabinet in January 2014. This resulted in an extension of the current contract with Biffa until the end of March 2024. This provides a significant financial saving to the council and offers opportunities to investigate long-term service improvements.

- q) *Working with the county council and other districts to identify opportunities for establishing a service for the exchange of surplus material between residents*

This action point has yet to be progressed.

- r) *Working with the county council and other Norfolk district councils to examine economies of scale and other joint-working opportunities to reduce costs and improve services*

Norwich is the current contract administrator for the Joint Venture with NEWS to provide the new recycling service. As such, officers have taken a leading role in forging new links between the districts and the county council and in establishing a new work programme for the Operational Liaison Team (OLT) within the Norfolk Waste Partnership (NWP).

The OLT now has a substantial programme of work covering a range of topics involving all seven district councils and the county council. Officers will provide a detailed briefing to SDP about this work programme at the next quarterly update in March 2015.

- s) *Reviewing the provision of mini-recycling banks and 'recycling on-the-go' to ensure that sufficient, suitable recycling opportunities exist within the city centre*

New street recycling and litter bins will be installed in some parts of the city early in 2015. Each of these bins has two compartments – one for general waste and the other for paper, cardboard, cans, tins and plastic bottles. The success of these bins will be monitored and other opportunities to roll-out similar bins in other locations will be considered where they are appropriate.



The bring bank sites throughout the city have been reconfigured where necessary in order to reflect the changes to doorstep recycling services and the provision of new communal facilities. These sites continue to be monitored on a regular basis so that underused facilities can be removed and, where possible, new recycling opportunities provided.

- t) *Monitoring performance and benchmarking other service providers to ensure that costs are constantly controlled and that value-for-money services are consistently achieved*

This action point will form part of the OLT work programme over the next few years and officers will work together with the other Norfolk district councils and the county council to achieve value-for-money services for all Norfolk residents.

## Performance update.

5 Table 2

Residual household waste per household	<b>440 kg</b> per household	Annual figure for 2013/14
MRF contamination rate	<b>9.5%</b>	Annual figure for 2013/14
Recycling outputs – destinations	<p>Newspaper/magazines – <b>Deeside</b></p> <p>Mixed paper/card – <b>currently re-processed via a broker</b> (the end-destination has yet to be established as the new sorting process means that this is effectively a ‘new’ product which the market is still assessing)</p> <p>Cardboard – <b>currently using export markets</b></p> <p>Steel cans – <b>South Wales</b></p> <p>Aluminium cans – <b>Warrington, Cheshire</b></p> <p>PET Plastics – <b>Netherlands</b></p> <p>HDPE Plastics – <b>Castleford, Yorks and</b></p>	

	<b>Redcar</b>  Mixed plastics – <b>Hinckley,</b> <b>Leicestershire</b>  Food waste – <b>Milton</b> <b>Keynes</b>  Garden waste – <b>Norfolk</b>  Glass – <b>Kent</b>	
Customer satisfaction survey – responses rating the level of satisfaction with waste and recycling services	<b>Excellent – 20.2%</b> (19.9%)  <b>Good – 37%</b> (35.6%)  <b>Satisfactory – 23%</b> (24.3%)  <b>Poor – 19.8%</b> (20.2%)	October 2014 (2013 figure in brackets)
Recycling rate	<b>Currently averaging 38% for 2014/15</b>	Last year's average 35.9%