

<b>Report to</b>	Sustainable development panel	<b>Item</b>
	24 September 2014	
<b>Report of</b>	Head of citywide services	<b>8</b>
<b>Subject</b>	Integrated waste management strategic objectives: quarterly update no 3 2014	

## **Purpose**

To update members on progress against the waste and recycling service action plan (SAP) 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**

None

# Report

## Introduction

1. This is the third quarterly report updating members on progress against the service action plan (SAP) for the new waste and recycling strategic objectives. This report focuses on those areas within the SAP where there has been reportable progress since the previous quarterly update (June 2014).

## Residual waste audits

2. As previously reported, the audits took place between Tuesday 10 and Friday 13 June across a range of Acorn profiles. Waste from properties in George Pope Road (Acorn 5 – hard-pressed), Pettus Road (Acorn 4 – Moderate means) and Connaught Road (Acorn 3 – comfortably off) was analysed, along with communal waste from the flats in Thorpe Park, where there are communal recycling facilities (not including food waste).
3. Following discussions within the Norfolk Waste Partnership the other six Norfolk district and borough councils scheduled similar audits with the same research company and these have now been completed. This will enable a county-wide assessment of the levels of recyclable material in the residual waste. Using this data, officers from across the county will be able to identify joint-working opportunities and projects aimed at diverting more recyclable waste from land-fill.
4. A county-wide response to the whole audit programme will be provided jointly (led by the county council) following analysis of all the results. This will then help to inform the county council about the incentives provided for recycling (the recycling credit scheme) and to shape future policies in response to the audit findings. Further information regarding this analysis will be reported to members in due course.
5. As well as the county-wide considerations, there are also significant local issues highlighted in the Norwich audit. The headline findings are –
  - Residual waste set-out rates were between 60% and 81%
  - The amount of food waste in waste bins was between 1.21 kg per household per week (kg/hh/wk) and 2.73 kg/hh/wk. This means that food waste constituted between 25% and 42% of the total volume of the residual waste bins
  - Between a quarter and a half of all the food waste was of a type that could have been composted at home – e.g. fruit and vegetable peelings
  - Garden waste was absent in the bins for flats but formed 27% of the volume in the Acorn 4 category
  - The percentages of currently recyclable material in the residual waste ranged from 38% to 60% (see Table 1 for details)
  - Up to 60% of the residual waste from the flats is currently kerbside recyclable and up to 70% of the waste from the flats will be recyclable from 01/10/14

Table 1

	%age in residual waste – <b>Acorn 3</b>	%age in residual waste – <b>Acorn 4</b>	%age in residual waste – <b>Acorn 5</b>	%age in residual waste – <b>Flats</b>
Dry material recyclable now (dry recycling)	10.59	5.25	11.63	17.66
Dry material recyclable from 01/10/14 (dry recycling)	11.11	8.34	9.26	9.76
Garden waste	8.38	26.07	3.26	0
Food waste	33.86	24.92	30.27	42.10

6 In addition to the joint-working arising from the county-wide audit programme, officers continue to analyse the Norwich figures in order to identify both general and targeted responses to the particular 'local' issues.

- Acorn 5 (Hard Pressed) had large amounts of recycling and food waste in the residual waste. This is typical of such areas where residents generally have other priorities, making behaviour more difficult to change. There are also likely to be a relatively high % of residents where English is not their first language. Targeted communications could be delivered in these areas - messages which feature more pictures and are easier to read and understand.  
This Acorn category constitutes the largest % population in the city at 35.2%
- Acorn 4 (Moderate Means) had high levels of garden waste, again not surprising as the area is largely council housing with good sized gardens. Targeted communications promoting the garden waste service can be delivered to these areas and officers will look again at the option for smaller garden waste bins at a reduced price
- A review of recycling facilities in private flatted areas will be undertaken to establish what is in place currently and what might be possible in future. There are significant financial and administrative challenges relating to the provision of facilities for private developments (not least establishing land ownership details and communicating with landlords and letting agents) and these factors will have to be carefully considered and the options thoroughly appraised
- A communications plan can be developed based on the audit findings and specifically aimed at alerting residents to how much recyclable waste is still being land-filled, backed-up by targeted door-knocking in these areas
- The Environmental Services Development Manager will prepare a report for consideration by the SDP outlining a pilot scheme to provide free food caddy liners to a specific area in order to monitor what impact this has on the amount of food waste in the residual waste bins
- There will be follow-up audits after the new recycling service is operational to measure the level of behavioural change achieved

## **New MRF recycling service**

- 7 The new recycling service will commence on 1<sup>st</sup> October – from that date all of the new items will be processed through the plant. (For reference, the full list of materials was included in the June report.) This means that for anyone on an AWC service, the new materials can be placed in their recycling bin following their collection day from the 17<sup>th</sup> September onwards.
- 8 A programme of county-wide media events and briefings, supported by a professional marketing campaign and substantial communications material is ongoing. This includes an information ‘flyer’ delivered to all households in Norfolk as well as a ‘new service letter’ being distributed to all Norwich households. It is anticipated that this will have the desired effect of ensuring that current recyclers recycle the additional items as well as encouraging reluctant recyclers to participate in the new service. A presentation for members was given on 8<sup>th</sup> September and Member briefing packs are available for anyone who has not yet received one.
- 9 In addition, all individual and communal blue recycling bins will be re-labelled during October so that information on the full range of recyclable materials is available to all residents, regardless of whether they have read the communications material. This will also provide a memory aide and ‘front-line’ information for new residents.
- 10 From the commencement of the AWC service in 2007 the council has made clear that there would not be a ‘one-size-fits-all’ approach. As a result, some bespoke recycling services (green box and/or blue bag) will continue in those areas where the council has not yet been able to provide an AWC or communal bin service. All these households will be notified in accordance with the service they receive and they too will be able to add the additional (new) items to whichever recycling container they use.
- 11 To resolve two queries from the last meeting –
  - Tetra-pak and similar drinks cartons are included in the new service and should therefore be recycled via the blue bin
  - Window glass, mirrors and pyrex have a different chemical composition to the glass used for bottles and jars. As these items melt at different temperatures to bottle glass they cannot be recycled together. In addition, the glass sorting and crushing equipment is designed to deal with the uniform shapes of bottles and jars, rather than any other shapes.

## **Ensuring that existing services are delivered efficiently and effectively**

- 12 Due to the success of the tower block recycling scheme all three of the Mile Cross towers are now receiving only two refuse collections a week instead of three. Officers are hopeful that recycling trends at the other tower blocks will allow for their waste collections to be reduced accordingly in the near future.

## **Waste Electrical and Electronic Equipment (WEEE)**

- 13 The last WEEE event was held at the CNS on Saturday 28<sup>th</sup> June. As with the first event, officers gave their time voluntarily and worked alongside the British Heart Foundation. They were supported by staff from our collection contractor, Biffa, who once again provided their support without a charge to the council.

- 14 The BHF collected 276 items for resale in their stores and logged a resale value of £3,165. They sent a further 95 electrical items for recycling. The council also recorded a further 2.5 tonnes of recycling. In total this year the two events have raised £7,000 for charity and recycled over 4.5 tonnes of equipment. Another event will be scheduled for early in the new year.

### **Recycling performance update.**

- 15 The first quarter figures for 2014/15 are showing a very welcome and significant improvement in recycling performance, as illustrated in Table 2. This is likely to be the result of a combination of initiatives over the last twelve months, which have increased the availability of recycling services across the city, particularly to large flatted areas of our own housing stock. These efforts will continue and this should provide a strong platform from which to launch the new service in October.

Table 2

	1 <sup>st</sup> quarter – 2013/14	1 <sup>st</sup> Quarter – 2014/15	Change +/-
Recycling tonnage	4,087	4,425	↑ 338 tonnes
Landfill tonnage	6,937	6,489	↓ 448 tonnes
Total waste/recycling stream	11,024	10,914	↓ 110 tonnes
<b>Recycling rate %</b>	<b>35.7</b>	<b>39.1</b>	↑ 3.4 points