

<b>REPORT TO:</b>	<b>ENVIRONMENTAL &amp; DEVELOPMENT SERVICES COMMITTEE</b>	<b>AGENDA ITEM: 9</b>
<b>DATE OF MEETING:</b>	<b>4<sup>th</sup> JUNE 2015</b>	<b>CATEGORY: RECOMMENDED</b>
<b>REPORT FROM:</b>	<b>DIRECTOR OF HOUSING AND ENVIRONMENTAL SERVICES</b>	<b>OPEN</b>
<b>MEMBERS' CONTACT POINT:</b>	<b>ADRIAN LOWERY, EXT 5764 <a href="mailto:adrian.lowery@south-derbys.gov.uk">adrian.lowery@south-derbys.gov.uk</a></b>	<b>DOC:</b>
<b>SUBJECT:</b>	<b>PROMOTION OF KERBSIDE RECYCLING AND COMPOSTING COLLECTIONS</b>	<b>REF:</b>
<b>WARD(S) AFFECTED:</b>	<b>ALL</b>	<b>TERMS OF REFERENCE:</b>

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## **1.0 Recommendations**

1.1 Committee approves the communication plan and associated costs for promotion of the kerbside and composting collection schemes, to be undertaken through June/July 2015.

## **2.0 Purpose of Report**

2.1 To inform Committee on the performance of the kerbside recycling and composting schemes, to highlight the issues surrounding unacceptable materials, current problems within the recycling industry, the requirements of the Waste (England and Wales) Regulations 2011(as amended), removal of paper and cardboard bring banks and to agree a promotions campaign to reduce contamination levels on the easy green recycling scheme and improve presentation rates and tonnages on the compost collection scheme.

## **3.0 Detail**

3.1 The Council have a statutory duty to achieve a combined recycling and composting rate of 50% by 2020; further to this we have been ambitious and signed up to a target of 55% as part of the Derbyshire Waste Management Strategy. These are likely to be further stretched after this date. The current top performing Councils in England are achieving over 60% combined recycling and composting.

3.2 Our current recycling and composting rate is marginally below 50% at around 48.9%, this is made up of 19.4% from the recycling collections and 29.5% from composting collections.

3.3 Since the introduction of the green bin we have seen a decline in the tonnages presented via the composting collection scheme, from 12,594 tonnes in 2011/12 to

11,798 tonnes in 2014/15. This may be partly due to our publicity focus being on the launch of the easy green recycling scheme.

- 3.4 The Council also have a duty under the Waste (England and Wales) Regulations 2011(as amended) in particular Regulation 13 to collect the four main recyclable materials (glass, paper, metals, plastics) separately unless we can demonstrate a technical, environmental, economic or practicable (TEEP) reason for not doing so. The intention of the regulations is to ensure that high quality recyclable materials are available to the companies reprocessing materials.
- 3.5 A further report dealing with the specific requirements of Regulation 13 of the Waste (England and Wales) Regulations 2011(as amended) and TEEP will be presented to the August committee.
- 3.6 One of our rationales for not collecting the four materials separately is that our scheme already delivers high quality materials, in order to justify this, levels of contamination in the scheme must be kept to a minimum and we must demonstrate to the Environment Agency the actions we are taking to ensure contamination is dealt with.
- 3.7 The current kerbside collection scheme is now 20 months into operation, and is very popular with residents and was very well received. However, there are a number of materials which are being placed in the green bin by residents which continue to cause a problem and one particular material which due to some ambiguity in the contract has previously been collected but cannot continue due to there being no viable market for this material.
- 3.8 The current levels of contamination are around the 9% rate for materials placed in the green bin, the industry average is less than 5% and good performing schemes are around the 2 – 3% levels of contamination.
- 3.9 There are a number of materials which are considered to be contamination (it is not possible to list each and every one), the principle contaminants are pizza boxes, plastic bags, black plastic food trays, plant pots, coat hangers, buckets, baskets, toys, bubble wrap and foam packaging.
- 3.10 In order to deal with the contamination the following promotions scheme has been provisionally agreed with Palm Recycling.
  - Website update to reflect agreed materials
  - Re-design of contamination sticker to bin hanger
  - Removal of plastic grading references 1,2,5 and 6, clear message on acceptable recyclable plastics as per the agreed specification
  - NUDGE 1 – Promotional leaflet delivered to all households in the district.
  - NUDGE 2 – Inspect 500 bins per day and do not collect those with contamination. Mark bins with bin hanger for customer info. (Estimate 17 weeks until completion)
  - NUDGE 3 – Bins rejected for second time to get a follow up letter from SDDC and guide to recycling correctly.
  - NUDGE 4 – Bins rejected for the 3rd time. Home visit by SDDC staff. Hand delivery of guide and final letter warning of removal of service.
  - NUDGE 5 – Bins rejected for the 4th time remove service.
  - SDDC to promote both recycling and composting collection services at a series of roadshows around the district.

- 3.11 The leaflet will advise householders of the changes to the recycling scheme (the main change being the future non collection of black plastics), encourage use of the compost collection scheme and also promote the 'Love Food Hate Waste' scheme. A copy of the proposed leaflet is attached at Appendix A.
- 3.12 The roadshows will give the public the opportunity to talk face to face with council staff, who will promote the positive contribution the public make to the environment through use of their green and brown bins, how they can minimise waste and to clarify any misconceptions as to the materials which are acceptable for presentation in each of the wheeled bins. Details of the locations and dates for the road shows are attached at Appendix B.
- 3.13 There are a number of challenges currently facing the recycling industry, in addition to the Regulation 13 requirements, the recent closure of one of only three paper mills, reprocessing waste paper and card, has led to a glut of available material on the market and a rapid reduction in the market value of this material. This makes schemes where the value of material risk is with the contractor more difficult for them to make a return.
- 3.14 The current financial issues within the industry have led to Palm Recycling removing the paper and card banks they had situated at our recycling centres.
- 3.15 These facilities were provided by Palm Recycling Ltd at no cost to the Council and as such no contract for their provision exists between the two parties. This left the Council in the unfortunate position of having no control over their removal.
- 3.16 Officers have made efforts to find a replacement contractor; however, due to the current state of the market for these materials, none of the contractors known to us are willing to undertake a service within the district, except at a cost which is significantly disproportionate to the value of the tonnages these sites generated.
- 3.17 In 2014/15 the paper and card banks only generated 286 tonnes of waste for recycling, which contributed less than one percentage point to our target.
- 3.18 Where householders have large volumes of paper or card these can be collected via the kerbside scheme, either by placing bundles at the side of the green bin or utilising their green box from the previous scheme.
- 3.19 Where households would not wish to wait until their next collection, they can still transport recyclable waste to either the Bretby or Raynesway Household Waste Recycling Centres or one of the local supermarkets which still provide paper recycling banks for public use.

#### **4.0 Financial Implications**

- 4.1 Due to the high levels of contamination we are currently compensating Palm Recycling Ltd an average of £1,500 per calendar month, some £18,000 per year. With over six years remaining on the contract the potential cost is in excess of £108,000.
- 4.2 The majority of the costs for the campaign will be met from existing budgets and are primarily staff time. The cost of delivering the leaflets will be paid to Palm Recycling at the contracted rate of £16,000.

4.3 Palm Recycling has agreed that if the campaign outlined is implemented then the compensation payments will cease in October 2015, irrespective of the success of the campaign.

## **5.0 Corporate Implications**

5.1 The Council's Corporate Plan 2013/14 committed us to 'Develop the opportunities for increasing the range of materials recycled through the re-tendering exercise.' This is measured through the Proportion of Household waste recycled and composted.

5.2 Legal implications – there is no contract in place for the provision of paper and cardboard bring sites, therefore we cannot insist that Palm Recycling continue to provide them. Failure to provide the kerbside scheme in accordance with the agreed contract could lead to claims for compensation from Palm Recycling Ltd.

5.3 Employment Implications - None for the Council.

5.4 Officers have already been in discussions with the communications team and colleagues at Derbyshire County Council the publicity focus will be around the following;

- The Council will be sending out a four page A5 sized leaflet to all households to inform residents about the change to the kerbside collection service. The leaflet will explain that black food trays, plant pots, coat hangers, toys, carrier bags and foam packaging cannot be recycled in the green bin and need to be placed in the black refuse bin for disposal. Residents can find more detailed information the website and a link to the page will be shown on the leaflet.
- Events to provide face to face assistance, the waste management team will be out with a roadshow at eight locations across the District. The roadshow events will run from 4pm to 7pm to allow as many people as possible to visit and discuss the changes to the scheme with the team. The team will also visit other planned community events.
- In addition to the leaflet and roadshows the awareness campaign will be supported with Press releases and Social Media items.
- A county wide video promotion of 'What Happens to Your Recycling' will be launched June/July 2015.

## **6.0 Community Implications**

6.1 The Community Strategy committed the Council to reducing waste; part of the message within the campaign will tackle waste reduction through continuing the 'Love Food Hate Waste' message, but will also provide up to date advice on the appropriate disposal route for recyclable and compostable materials.

6.2 Most of our residents have a very positive approach to composting and recycling. Giving them clear and accurate information to deal with their waste responsibly should encourage greater participation and as such ensure that the brown and green bins are seen as the primary collection methods, increasing participation and tonnages.

Awaiting final version.

## Appendix B

DAY	DATE	EVENT	LOCATION	OPEN TIMES
MONDAY	15-Jun	EGRS Contamination Roadshow	<b>Hilton</b> , 01283 735362 Hilton Brook pub car park	4pm - 7pm
TUESDAY	16-Jun	EGRS Contamination Roadshow	<b>Boulton Moor</b> Colwell Drive	4pm - 7pm
WEDNESDAY	17-Jun	EGRS Contamination Roadshow	<b>Overseal</b> , Woodville Road car park	4pm - 7pm
THURSDAY	18-Jun	EGRS Contamination Roadshow	<b>Newhall</b> , Orchard Street jct High St	4pm - 7pm
SATURDAY	20-Jun	<b>Findern Fair</b>	Lower Green Car Park by Parish Rooms	12pm - 4pm
MONDAY	22-Jun	EGRS Contamination Roadshow	<b>Hatton</b> , adj Co-op Station Road	4pm - 7pm
TUESDAY	23-Jun	EGRS Contamination Roadshow	<b>Stenson Fields</b> , rear shops Pilgrims Way	4pm - 7pm
WEDNESDAY	24-Jun	EGRS Contamination Roadshow	<b>Woodville</b> , Hepworth Road junction with Excelsior Drive	4pm - 7pm
THURSDAY	25-Jun	EGRS Contamination Roadshow	<b>Church Gresley</b> , outside Gresleydale Health Centre, Glamorgan Way	4pm - 7pm
SATURDAY	04-Jul	<b>Aston on Trent, Well Dressing</b>	To be confirmed by event organiser	11am - 5pm
SATURDAY	18-Jul	<b>Willington Carnival</b>	Twyford Road Playing Field	12pm - 6pm