

8 March 2018

Agenda Item: 12

REPORT OF THE SERVICE DIRECTOR FOR PLACE AND COMMUNITIES

2018/19 WASTE REDUCTION, RE-USE, RECYCLING AND COMPOSTING PLAN AND ASSOCIATED ACTIVITIES

Purpose of the Report

1. To seek Committee approval for the County Council's Waste Reduction, Re-use, Recycling and Composting Plan for 2018/19 and the associated communications activities.

Information

Background

2. The County Council is required to draft an annual recycling and composting plan, a condition introduced by Defra as part of the Revised Project Plan (RPP) approval process, to detail how year on year progress will be made to increase the recycling/composting rate towards the 2020 target of 52% in the PFI Contract. This target is also aligned with the EU Waste Framework Directive target of 50% by 2020.
3. Figure 1 below shows how recycling rates have plateaued in recent years across the districts and highlights why it is essential that recycling rates across the districts are equalised if we are to achieve a significant increase in the recycling rate for Nottinghamshire. Green waste schemes and initiatives have been launched and expanded in recent years in the districts of Ashfield, Bassetlaw and Newark and Sherwood which have resulted in the first increase in the recycling rate in Nottinghamshire for many years.

Figure 1.

	ADC %	BDC %	BBC %	GBC %	MDC %	N&SDC %	RBC %	Recycling Centres %	Overall %
2010/11	34	23	43	37	41	26	54	72	43
2011/12	34	23	42	37	39	26	51	75	43
2012/13	34	22	41	36	36	24	51	80	43
2013/14	33	21	40	37	38	26	51	81	43
2014/15	33	19	39	36	36	27	49	79	43
2015/16	32	20	39	36	35	30	49	79	43
2016/17	41	21	40	37	35	32	50	79	44

4. The major activities that form the main elements in the 2018/19 plan are formed around the following:
- Build on the introduction of the Bassetlaw Garden Waste Collection Service
 - Reintroduction of green waste collection charge in Ashfield
 - Review of the Recycling Centre Registration Scheme
 - Countywide communications campaigns
 - Investigating the feasibility of a glass collection in Mansfield District
5. The Waste Reduction, Re-use, Recycling and Composting Plan can be found in its entirety as **Appendix 1** of this report.

Green Waste Collections

6. The reintroduction of a charge for the Ashfield Green Waste Collection will almost certainly have a negative effect on the recycling rate for both the District and the County as a whole. It is hoped however, that as the Bassetlaw Green Waste Collection service becomes established and the Newark & Sherwood scheme continues to grow, the impact in the reduction of green waste collected in Ashfield should be mitigated somewhat by a rise in Bassetlaw and Newark & Sherwood's.

Recycling Centre Registration Scheme

7. The Recycling Centre Registration Scheme has proved successful in reducing the amount of waste coming through the County's 12 Recycling Centres and has made significant savings in waste disposal costs. However, it is acknowledged that the registration process could be easier for Nottinghamshire residents and therefore a review of the scheme is currently being undertaken.

Communications Campaigns

8. As mentioned above the Council's recycling performance for 2016/17 was 44% and is largely dependent upon the quantity and quality of recyclable waste that is collected from the kerbside by the district and borough councils or taken by residents to one of the County Council's 12 Recycling Centres. The quality of the materials that are collected for recycling is critical to the County Council's recycling performance and achieving the 52% recycling target set out in the contract.
9. The PFI contract specifies a maximum 5% contamination rate for recyclable material that is presented at the Mansfield Materials Recovery Facility (MRF) by the Waste Collection Authorities (WCAs). The Council's waste contractor, and subsequent material re-processors, will not accept low grade plastics or items that are contaminated, for example, with food waste, grease or liquids. The contract therefore includes a mechanism to reject loads which are above the maximum 5% contamination level. Contamination rates have increased in recent years and are now on average around 12%, with some rounds averaging as much as 20% and the County Council is facing additional recovery and disposal costs for the rejected material.
10. In order to help residents to reduce and manage their waste effectively it is proposed to run a series of campaigns and activities to provide tips on waste prevention, reduction, re-use and recycling throughout the year, in partnership with Veolia. This

will include how to minimise the impact of plastics and other materials on the environment and maximise energy recovery from non-recyclable items.

11. Particular focus will be given to plastic recycling, and communications activities will be undertaken to increase the capture rate of recyclable plastics that are finding their way into the residual waste stream, particularly plastic bottles. In tandem with, this work will be done to highlight those plastic items that are not accepted in the dry recycling bins with a view to reducing contamination levels. The current issues with plastic markets in relation to China reported in the press is unlikely to affect our performance as our kerbside collected dry recyclables are sent for sorting to the MRF operated by Veolia and Veolia now reprocess all plastic in the UK and Europe.
12. The Council and Veolia have always taken a prudent approach and concentrated on only collecting plastic types that have sustainable long-term markets. This approach will support the principles of the circular economy and support jobs in the recycling industry.
13. A number of channels will be used to promote the key goals of increasing recycling and reducing contamination including the social media channels and web content including the Council's 'emailme' service along with appropriate press releases, events and educational activities.

Costs and Evaluation

14. The costs of the communications campaign activities will be funded by Veolia and no additional funding is being requested. The campaign materials will be Nottinghamshire specific and where possible will make use of existing resources and additional marketing materials supplied by Recycle Now and WRAP.
15. The success of the communications campaign will be monitored and evaluated using data on actual waste tonnages, performance figures, level of media coverage and website/social media interest and the amount of money raised for the Chairman's Charity.

Glass Collection Scheme in Mansfield

16. Mansfield District Council are keen to introduce a glass collection scheme for residents if sufficient start-up capital can be raised with the County's help. Therefore, an investigation will be done to look into the feasibility of achieving an acceptable payback period for any capital funding invested by the County Council.

Other Options Considered

17. As part of Defra's approval for the RPP Contract amendments, Defra introduced a condition for the Council to develop an annual recycling and composting plan. There are other options which could have been included in the plan which would improve recycling performance however these initiatives are currently not being considered as they are not deemed economically viable at this time (e.g. food waste).

Reasons for Recommendations

18. Defra require the County Council to develop an annual recycling and composting plan, which details how the Council will make year on year progress to achieve the 52% recycling/composting target by 2020.
19. The communications activities will support the targets and actions set out within the County Council's long-term waste management contract and Waste Reduction, Re-use, Recycling and Composting Plan for 2018/19.

Statutory and Policy Implications

20. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

21. There are no additional costs arising from this proposal. Campaign activities will be funded by Veolia and no additional funding is being requested, furthermore, it is anticipated that the any communications campaigns will result in longer-term cost savings through a reduction in waste disposal costs.

Implications for Service Users

22. Whilst there are no implications for service users as a direct result of the Waste Reduction, Re-use, Recycling and Composting Plan 2018/19, the actions within the plan should contribute to improved waste and recycling services.

Implications for Sustainability and the Environment

23. The actions within the Waste Reduction, Re-use, Recycling and Composting Plan 2018/19 help to maximise recycling, reduce overall waste arisings and move waste up the waste hierarchy minimising the environmental impact.

Recommendation/s

That Committee:

- 1) Approve the County Council's Waste Reduction, Re-use, Recycling and Composting Plan for 2018/19;
- 2) Approve the undertaking of appropriate communications activities, details of which will be agreed with the Chair of the Communities and Place Committee.

Derek Highton
Service Director, Place and Communities

For any enquiries about this report please contact:

Mick Allen, Group Manager, Place and Commissioning – Tel: 0115 9774684

Constitutional Comments [SLB 12/02/18]

24. Communities and Place Committee is the appropriate body to consider the content of this report.

Financial Comments [SES 06/02/18]

25. The financial implications are set out in the report.

Background Papers

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Electoral Divisions

All