

Appendix A

Verbal Feedback from Joint Waste Management Board - 12 July 2023

Discussion summary:

The key topics of discussion are split into the following four categories:

- a) **Consistency** – a focus on the range of materials collected.
- b) **Communications** – the importance of communications with residents; with a particular focus on joint messaging.
- c) **Funding** – availability of funding from government through the Resource and Waste Strategy (RWS) and/or the Environment Act, as well as project specific business cases.
- d) **Evidence** – what best practice looks like elsewhere, and why performance varies so significantly across the country, and within the county.

a) Consistency

Board members discussed the importance of looking to expand the range of materials that are requested for recycling, whilst minimising confusion for residents. Members recognised that for materials to be accepted for recycling they require long-term sustainable markets, meaning all parties can be confident that the materials do get recycled.

The following points were discussed:

- 1) RWS – the strategy puts forwards the need to ensure a consistent set of dry recyclable materials is collected from all households and businesses. JWMB members noted that this change would support the ambition of increasing recycling rates but recognised that there is a need to act now in advance of any change in legislation.
- 2) Tetra-pak – Elected Members noted that residents regularly question why they cannot recycle tetra-pak products. It was noted by WCA officers and Veolia that there are significant challenges and costs associated with the recycling of these materials, as well as noting that research suggests the projected tonnages of these materials captured would be minimal; therefore, limiting the impact on recycling rate.
- 3) Regional differences – understanding the different acceptance criteria of Nottinghamshire's regional neighbours and reviewing the possibilities to align materials accepted, subject to sustainable and affordable markets being sourced.

b) Communications

Board members were notified that despite minimal changes being made to the materials being requested in the dry recycling mix over time, residents still do not get it right; meaning high levels of contamination, and a significant portion of recyclable material being uncaptured and remaining in the residual waste stream. Members agreed that a strong multichannel communication approach is required to educate and inform residents of what they can and cannot do.

The following points were discussed:

- 1) Joint communications – it was agreed that a joint approach to communications is required to ensure that messaging is reaching residents from all areas of the county. All parties need to work together in order to act as a single voice.
- 2) Clear messaging – communications need to be unambiguous and instructive. Messages should outline what residents can and cannot do with their waste in order to avoid confusion. Members also recognised the challenges associated with contradicting messages placed on packaging by retailers.
- 3) Waste composition – understanding the composition of waste is key to ensuring messaging can be targeted and impactful.
- 4) Reward opportunities – are there opportunities to reward residents for getting recycling right. Understanding how to incentivise residents to engage in good waste practices.

c) Funding

The availability of funding to both the WCAs and the WDA dictates what can be achieved, with the options to be reviewed needing to focus on having a maximal impact at a minimal cost.

- 1) RWS proposals – board members recognised that RWS and the Environment Act will force change upon the authorities. Some new burdens associated with changes to the service may be covered by additional funding from government, but not all.
- 2) Financial limitations - members recognised the financial challenges associated with introducing different methods of collection and disposal.
- 3) Business cases - NCC officers acknowledged that they are willing to support WCA's with future developments if a sound business case can be provided (i.e. for the introduction of kerbside glass collections such as in Mansfield).

d) Evidence

The board discussed the importance of understanding how other parts of the country operate in order to understand what best practice could be adopted. Regardless of the RWS proposals and a potential shift to a consistent set of materials, it needs to be understood why different areas perform at different levels.

- 1) Best practice – for members to understand what they should be encouraging within their own organisation, there is a need to understand what best practice looks like and how to get there.
- 2) Regional disparity - within the county itself there is a significant difference in recycling performance despite all WCA's working to the same operating model and input specification. Anecdotally, this could be attributable to socio-economic factors, but there is a need to understand the genuine cause.