

Waste Collection Service Changes

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Background

- East Cambridgeshire was a recycling pioneer
- Services have not kept up with progress
- We now recycle less than any other Cambridgeshire District
- Recycling performance is going backwards

2008/9	2009/10	2010/11	2011/12	2012/13
37%	37%	37%	36%	34%





DCLG's `Supporting Weekly Collections Fund'

- Aim To encourage councils to retain or return to weekly refuse collections.
- If refuse collections were weekly, funds were targeted at improving recycling services.
- £250 million available over 3 years from 2012/13 – 2014/15.
- Guidance stated that there was `limited capacity for bids above £5 million'.



The New Collection Service

	Current service		New service	
	Container	Materials	Container	Materials
Recyclables	Black box (materials separated)	PaperGlassCans	Wheeled bin (materials mixed)	PaperGlassCansPlasticTetrapakCardboard
Garden & Food Waste	Brown sacks	GardenwasteFood wasteCardboard	Wheeled bin	GardenwasteFood waste
Refuse	No change			



Alternative services will be provided where space or access issues prevent introduction of the new service



Aims of service changes

- ✓ Improved recycling rate 34% to 45-50%
- ✓ Compliance with EU targets to recycle plastics from kerbside by 2015, with progress towards 2020 recycling target of 50%
- ✓ Wider range of materials recycled
- ✓ Simpler service for users
- ✓ Increased satisfaction with services
- ✓ Increased alignment with neighbouring councils





Success!







Use of funds

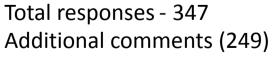
Item	Allocation
Purchase of vehicles	£2,043,757.68
Purchase & distribution of bins	£1,817,870.61
Additional collection costs (To 03.15)	£841,030.99
Additional fixed term staff	£258,674.61
Promotional activities	£24,678.41
Computer software licences	£7,500
Total	£4,993,512.30





Consultation

% support	Issue
95%	Council should do more to increase recycling
79%	Council right to bid for funding
76%	Proposal would improve recycling services
66%	Proposal would improve organics collections
-	More would recycle current materials - paper 86-93%, glass 89-93%, cans 77-91%
89%	Average participation for new recyclables – plastic, card Tetrapak
73%	Would include food waste – up from 46%
63%	Anticipate recycling or composting more than currently
84%	Would recycle garden waste, down from 87%



- 132 (53%) Pro wheeled bin
- 81 (33%) Anti wheeled bin
- 36 (14%) Other





Satisfaction with doorstep recycling services

	Satisfaction with services
Huntingdon	80%
South Cambs	79%
Cambridge City	71%
Fenland	69%
East Cambs	65%



*Source - Place Survey 2009



Spreading the word

- Local identity
- Roadshows
- Press ads with competitions
- Radio ads
- Web site & SYP
- E-mail updates
- Leaflets, posters & displays
- Information pack with bins
- Schools programme
- Presentations- Neighbourhood Panels, Parish Councils
- Media releases
- Information boards on new vehicles







Progress to Date

- Recruitment of additional temporary staff
 - Project Manager
 - 2 x Project Officer
 - 4 x Promotions Officers
- Purchase of
 - Vehicles
 - Wheeled bins
 - Recycling facility services
- Round scheduling no change to collection days
- Survey of properties for suitability of new service
- Awareness raising activities planning





Service introduction

- Bins delivered over a 10 week period commencing 2nd September
- Recyclables and garden & food waste on alternate weeks
 - fewer bins out for collection
 - fewer collection vehicles in area at any time





Recycling League Table

	Percentage recycling	Position in League Table
2011/12	36 %	264 (of 352)
2012/13	34 %	282
Low estimate	45%	134
High estimate	50%	71



