



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) | <ul style="list-style-type: none"> •Paper •Glass •Cans | Wheeled bin (materials mixed) | <ul style="list-style-type: none"> •Paper •Glass •Cans •Plastic •Tetrapak •Cardboard |
| Garden & Food Waste | Brown sacks | <ul style="list-style-type: none"> •Garden waste •Food waste •Cardboard | Wheeled bin | <ul style="list-style-type: none"> •Garden waste •Food 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% |



- Total responses - 347
- Additional comments (249)
 - 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 |

