
TITLE Waste Service Change Update

Committee: Waste and Environment Sub Committee

Date: 21 February 2013

Author: Waste Strategy Team Leader

[M355]

1.0 ISSUE

1.1 To report progress towards implementing recycling and organic waste service changes.

2.0 RECOMMENDATION(S)

2.1 That a proposed policy on circumstances where existing services will be retained due to the impracticality of introducing wheeled bin services is approved.

2.2 That the content of the draft communication plan be noted and endorsed, subject to any comments that Members may wish to make.

2.3 That Timelines for preparation and introduction of service changes be noted and agreed.

2.4 That a project progress update be noted.

3.0 BACKGROUND/OPTIONS

3.1 East Cambridgeshire District Council recently submitted a successful funding application to DCLG's 'Weekly Collection Reward Scheme'

3.2 The Council was awarded £5 million in order to introduce wheeled bin collection services for recycling and organic waste collections across the District.

3.3 Funds will principally be used to purchase vehicles and wheeled bins required for the new services, employ additional temporary staff to support service changes, promotional activities to raise awareness of changes & additional payments to the Council's waste contractor for additional resourcing levels required by service changes.

3.4 It is planned to progressively introduce new services across the District between September & November of 2013.

- 3.5 It is planned to assess all households for compatibility with wheeled bin services and where necessary existing box and bag services will be retained.
- 3.6 It is a condition of grant funding that weekly refuse services should be retained for a minimum period of 5 years, and the Council will retain its existing black sack refuse services unchanged, whilst changing recycling and organic services.
- 3.7 By changing recycling and organics services to wheeled bins, the Council aims to:
- Improve recycling performance from 37% to 45-50%;
 - Achieve compliance with EU Waste Framework Directive to recycle plastics from kerbside by 2015, with progress towards a 2020 recycling target of 50%;
 - Increase the range of materials collected and capacity provided for recycling;
 - Provide a more suitable container for the collection of food waste;
 - Increase satisfaction with services, and;
 - Align services with other Cambridgeshire councils.

4.0 ARGUMENTS/CONCLUSIONS

- 4.1 It is suggested that the Council's aims will be achieved by implementing proposed service changes. All other districts of Cambridgeshire operate similar recycling and organic waste services to those planned, and enjoy both improved recycling performance and satisfaction with services relative to East Cambridgeshire.
- 4.2 Nationally, the majority of Councils now operate wheeled bin services & recycle more of their waste than East Cambridgeshire is able to achieve with current services.

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

- 5.1 The grant funding provided by DCLG is intended to pay for all costs of establishing and running changed services until the end of the 2014/15 financial year. It is currently anticipated that the project will be delivered within budget and ahead of proposed schedules.
- 5.2 An Equality Impact Assessment was completed and agreed prior to submission of the final funding bid. This identified some implications to elderly & disabled residents from provision of wheeled bins & where necessary assisted waste collections will be offered.

6.0 APPENDICES

6.1 Appendix 1 – Proposed policy for criteria under which wheeled bins will

not be issued to households

Appendix 2 – Draft Communications Plan

Appendix 3 - Timelines for pre service introduction activities.

Appendix 4 - Roll out of service changes.

Appendix 5 – Progress update

<u>Background Documents</u>	<u>Location</u>	<u>Contact Officer</u>
None	Room FF113 The Grange, Ely	Dave White Waste Strategy Team Leader Telephone -(01353) 616232 E-mail - dave.white@eastcambs.gov.uk

Appendix 1

Proposed policy for criteria under which wheeled bins will not be issued to households

Locations unsuitable for wheeled bin use

A wheeled bin collection service will be provided for recycling and organic waste collections except where:

- there is insufficient space to store bins within the property boundary without blocking pedestrian or vehicular access, or directly obstructing windows, and there is no reasonable rear or side access to allow off street storage of bins.
- the property is accessed by steps or steep inclines, making it impractical to use wheeled bins.
- bins would need to be wheeled through the house from storage to collection point.
- there is no suitable location to present wheeled bins for collection.
- all adults living at the property have a physical disability or infirmity which prevents them from being able to place waste in a wheeled bin.
- it would be unsafe to move the bins from the storage location to the collection point. Lack of maintenance by the householder to hedges, walls, paths or fences will not be seen as an adequate reason not to accommodate wheeled bins.
- bins would need to be moved a considerable distance to the collection point.
- any other exceptional circumstances in the judgement of the Council, including where alternative arrangements would improve the safety or operational efficiency of collections.

Where properties are in multiple occupation, such as flats, alternative arrangements may be provided at the discretion of the Council such as larger shared use bins.

If it has been judged by the Council that a property is not suitable for the provision of wheeled bin services, but the resident wishes to receive this service, bins will be provided where mutually acceptable arrangements can be agreed.

If in the judgement of the Council a property is able to accommodate a wheeled bin service, the resident may decline to accept wheeled bins, but will not be offered an alternative collection service.

Where in the judgement of the Council a property is unable to accommodate a wheeled bin service, existing recycling box & brown sack services will be retained.

Appendix 2

East Cambridgeshire District Council Wheeled Bin Service Introduction Communications Plan

Identity

It is intended to develop a brand image for the campaign, based on a cartoon character developed from a recycling mobus. The image used will be basic and easy to recreate in a variety of circumstances.

Scheme literature

- General leaflet to be produced giving information about how the new scheme will operate and be introduced.
- Collection day specific leaflet, including details of collection days to be produced for distribution with wheeled bins.
- FAQ handout for Customer Services and promotions staff
- Posters
- Business cards with Customer services contact details for bin distribution teams where stopped by residents

Bin stickers

Attached to bin lid giving details of acceptable materials and service requirements

Press advertising

4 full page adverts in Ely Weekly News, Ely Standard & Newmarket Journal included within bid funds. To be targeted at period before and during launch of service change.

Press adverts to include competition with environmentally related prizes – competition based on answers in text content to encourage public to read advert.

Radio advertising

£4,000 allocated to radio advertising campaign – Star Radio/Heart

Media releases

Milestones

Promotions Vehicle

A sign written Transit sized vehicle will be purchased for use at roadshows. This will also be used for ongoing movement of wheeled bins as necessary.

Ad Bike

The Ad bike can be used to enable a promotional presence at 2 locations whilst the promotions vehicle is at another location. A gazebo will be purchased to be used with the ad bike.

Roadshows

A programme of roadshows will be produced and publicised. Roadshows will have scheme literature, promotional materials and sample bins. A minimum of 2 staff will be present at each location.

Roadshows will initially be targeted at city/town/village centres throughout the district, but once service introduction commences will be targeted at areas immediately prior to introduction of new services.

Collection Vehicle signboards

All collection vehicles will be fitted with changeable display panels to display service messages. An additional set of panels will be purchased per vehicle to enable 'freshening' of messages.

Neighbourhood Panels

Presentations have been arranged for the June/July round of Neighbourhood panels.

Parish Councils

- Regular updates to be provided and attendance at meetings on request.
- Updates for parish magazines

District Councillors

- E-mail updates
- Member seminar
- Site visits – Material Recycling Facility, authority using wheeled bin services

Council staff

- E-mail updates
- Chairmans Announcements
- Scheme promotional material around building

Customer Services

- Briefings
- Scripts
- Scheme literature available

Web site

New service home page to be developed with links to related issues. To include:

- Service description
- Roll out timetable with progress reports
- Listings of properties assessed for suitability of new service & outcome – based on green, amber, red system and new collection day where changes apply
- FAQ listing to be updated as further questions are raised
- Details of materials recycling facility process with dvd clip & end use information if available
- Details of consultation process
- Updates on preparation of services eg vehicle and bin purchases, delivery of vehicles
- Listings of promotional events

Shape Your Place Web Site

Links to ECDC web site, discussion forum?

Attendance at local events & exhibitions

Amey Cespa Open Day, village events

Schools visiting programme

- Presentation & activities to be developed.
- Schools competition – art?

Interest groups

Attendance with presentation on request.

Branded Clothing for Promotions Staff

Highly visible branded clothing to be provided.

Promotional Giveaways

Pens with Customer Services contact details so residents able to contact if problems with services.

APPENDIX 4

Service change roll-out

Week commencing

	30-Jul	05-Aug	12-Aug	19-Aug	26-Aug	02-Sep	09-Sep	16-Sep	23-Sep	30-Sep	07-Oct	14-Oct	21-Oct	28-Oct	04-Nov	11-Nov	18-Nov	TOTALS
Vehicles																		
Vehicle delivery																		
26 tonne				4				2		2		2						10
18 tonne				2														2
3.5 tonne				2														2
Driver training																		
Crew training																		
Bins																		Total
Delivery of stock				15,000	11000	11000	11000	11000	11000	8000								78,000
Distribution						Round A	Round B	Round C	Round D	Round E	Round F	Round G	Round H	Round I	Round J			
Properties						4357	5179	4299	5459	3319	4272	2894	2858	1640	2008			36285
General promotion																		
Targeted promotion					Round A	Round A	Round C	Round C	Round E	Round E	Round G	Round G	Round I	Round I	Round J			
Targeted monitoring						Round B	Round B	Round D	Round D	Round F	Round F	Round H	Round H	Round J	Round I	Round I	Round J	
							Round A recycling	Round A organics	Round C recycling	Round C organics	Round E recycling	Round E organics	Round G recycling	Round G organics	Round I recycling	Round I organics	Round J organics	
								Round B recycling	Round B organics	Round D recycling	Round D organics	Round F recycling	Round F organics	Round H recycling	Round H organics	Round J organics		
Display vehicle	town/village centres				Round A	Round B	Round C	Round D	Round E	Round F	Round G	Round H	Round I	Round J	Round J			
Display gazebo/bike						Round A	Round B	Round C	Round D	Round E	Round F	Round G	Round H	Round I				
Staff required		4	4	4	4	4	6	8	8	8	8	8	8	8	6	4	2	
Service introduction																		
recycling							Round A	Round B	Round C	Round D	Round E	Round F	Round G	Round H	Round I	Round J		
properties							4357	5179	4299	5459	3319	4272	2894	2858	1640	2008		
properties receiving service							4357	9536	13835	19294	22613	26885	29779	32637	34277	36285		36285
organics								Round A	Round B	Round C	Round D	Round E	Round F	Round G	Round H	Round I	Round J	
properties								4357	5179	4299	5459	3319	4272	2894	2858	1640	2008	
properties receiving service								4357	9536	13835	19294	22613	26885	29779	32637	34277	36285	36285

Appendix 5

Waste Service Changes Update

Staffing

Project Manager	<ul style="list-style-type: none">• Currently advertised• Interview date – Wednesday 6th March
Project Officer x 2	<ul style="list-style-type: none">• Currently advertised• Interview date – Tuesday 12th March
Implementation Officers x 4	<ul style="list-style-type: none">• No current progress, aim to recruit for June.

Vehicles

Refuse Collection Vehicles (12)	<ul style="list-style-type: none">• Procurement process through Buying Solutions Framework due to be launched 08.02.13• Process complete by 14.03.13• Phased delivery of vehicles required from 19.08.13• Joint procurement process with Huntingdon (4 vehicles) & SCDC (1 vehicle) in attempt to achieve bulk savings.
3.5 tonne caged vehicles (2)	<ul style="list-style-type: none">• No current progress.• To be procured jointly with other Cambridgeshire districts, possibly through Buying Solutions Framework.• Target delivery 19.08.13
Promotions vehicle	<ul style="list-style-type: none">• As 3.5 tonne caged vehicles.• Target delivery 06.13

Wheeled bins

240 litre wheeled bins	<ul style="list-style-type: none">• To be procured through Eastern Shires Purchasing Organisation (ESPO)• Mini-competition between 6 possible suppliers to be launched February for completion during March/April• Invitation issued to other Cambridgeshire councils to undertake joint procurement.• Distribution to be included within competition process and carried out through bin manufacturer.
1100 litre recycling bins for shared use (e.g. flats)	<ul style="list-style-type: none">• To be procured through ESPO.• Mini-competition during March to be completed April.• Distribution method to be confirmed.

Materials Recycling Facility (MRF) Services

A short term contract is being put in place with Amey Cespa at Waterbeach. It is expected that the Council will join a joint procurement exercise for MRF services with other Cambridgeshire districts to put in place longer term arrangements from 2015.

Veolia Service change costs

Confirmation of additional service charges due to additional resource requirements of service change expected February/March. Expected to be within projections.

Service design

Wheeled bin colours chosen to be compatible with the majority of Cambridgeshire districts:

- Recycling – blue
- Organics – green

Recycling and organics collection to be on alternate weeks to:

- Reduce the number of wheeled bins presented for collection, and;
- Reduce the number of waste collection vehicles in an area

Round scheduling for new services

Veolia have undertaken round scheduling on the Council's behalf. Round lists have been produced for comment and are not expected to result in any changes to collection days.

Bins policy

A draft policy for which properties should receive wheeled bins has been produced for agreement. Once agreed a decision tree will be developed to help staff implement the policy when surveying.

A wider bin policy will be developed prior to service introduction following appointment of the Project Manager.

Surveying for properties unable to accommodate wheeled bin services

Due to commence with appointment of Project Officers - April

Rollout schedule for introduction of new services

A proposed schedule has been produced by Veolia for comment.

Communications

A draft communication plan has been prepared for implementation and development by the Project Manager with input from the Communications & Media Manager.