



CABINET

Date of Meeting	Tuesday 24 th September 2019.
Report Subject	Waste Strategy Review Consultation
Cabinet Member	Cabinet Member for Streetscene and Countryside
Report Author	Chief Officer (Streetscene And Transportation)
Type of Report	Strategic

EXECUTIVE SUMMARY

In 2011, Flintshire County Council introduced a Managed Weekly Collection waste service (MWC), which changed waste collections in the County from a weekly, black sack and back door service to weekly recycling and food waste collections with fortnightly collections of non-recyclable waste, alternating with garden waste - with all of the various waste streams being pre-sorted by residents and collected at the kerb-side.

This change significantly improved the Council's recycling performance and due to the engagement and efforts of residents, the Council continues to perform well with the recycling performance for 2018/19 confirmed at 69.16%. This is already above the 2019/20 target of 64% with the next significant target being 70% in 2025.

The current recycling performance needs to be celebrated, but without operational and policy change, it is likely that performance will now stabilise and any future improvements in performance will become difficult to achieve. Whilst the current waste strategy does not come to an end until 2025, the target set within the document of 70% has been almost achieved and it is important that the Council starts to plan for the future, considering what more could be done to increase recycling rates still further and reduce residual waste.

This report proposes that the Council undertakes a wide ranging public consultation exercise on the future provision of the waste and recycling service to better understand residents' expectations and behaviours, and set the future direction for the service provision.

RECOMMENDATIONS

1	That Cabinet notes the current recycling performance.
2	That Cabinet approves the commencement of a public consultation exercise on the Council's Waste Strategy and the future direction of the waste and recycling service.

REPORT DETAILS

1.00	EXPLAINING THE BACKGROUND TO THE CURRENT POLICY															
1.01	In 2010, Welsh Government (WG) published its policy for dealing with municipal waste in Wales 'Towards Zero Waste' (TZW). This policy sets out statutory recycling targets for all Councils in Wales to meet.															
1.02	In June 2010, the Council adopted its own Municipal Waste Strategy. The strategy contained a number of key actions which were required to meet the challenging targets set out in TZW.															
1.03	In 2011, WG published its Municipal Sector Plan which was a partnering document to TZW which provided guidance to Welsh Council's in the form of a blueprint describing WG's recommended service delivery for Councils to follow.															
1.04	Working to the Council Municipal Waste Strategy, recycling performance has exceed the statutory targets, with current performance almost at the level required by 2024/25 <table border="1" data-bbox="367 1232 1372 1444"> <thead> <tr> <th>Year</th> <th>Recycling Target</th> <th>FCC's Recycling Performance</th> </tr> </thead> <tbody> <tr> <td>2013/14</td> <td>52%</td> <td>54.92%</td> </tr> <tr> <td>2016/17</td> <td>58%</td> <td>68.2%</td> </tr> <tr> <td>2019/20</td> <td>64%</td> <td>69% (projected)</td> </tr> <tr> <td>2024/25</td> <td>70%</td> <td></td> </tr> </tbody> </table>	Year	Recycling Target	FCC's Recycling Performance	2013/14	52%	54.92%	2016/17	58%	68.2%	2019/20	64%	69% (projected)	2024/25	70%	
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1.05	<p>WG is currently reviewing its national policies with a view to revising future targets.</p> <p>This review is taking place following waste compositional analysis, which has shown that items such as cans, plastic bottles and food waste are still ending up in the residual waste bin and inevitably then in landfill or sent for incineration rather than being recycled.</p>															
1.06	<p>It is widely recognised that the impact of not recycling our waste has substantial environmental implications that must be addressed to mitigate the future impact on the planet.</p> <p>Some of the most significant effects are:</p> <ul style="list-style-type: none"> The use of raw materials for the manufacture of new products destroys natural habitats and ecosystems. 															

	<ul style="list-style-type: none"> • Increased carbon emissions from the mining, transport and manufacture of new products. • Increased pollution as non-recycled items enter the waste stream and pollute the natural environment. Plastic waste, specifically, has recently been highlighted as polluting our seas and oceans.
1.07	In addition to the environmental impact, there is a lost financial opportunity by not recycling our waste. There is a cost for every tonne of waste, which is treated or landfilled, whilst the sale of the recycled products raises a small amount of income for the Council.
1.08	<p>With the current Municipal Waste Strategy coming to an end in 2025, and the expectation that our current performance will plateau without further changes, now is an opportunity to review the current service provision to identify how recycling performance could increase further.</p> <p>This report proposes that a public consultation is undertaken to assist the Council in identifying what changes could be made to services in order to achieve improved recycling targets.</p> <p>The consultation will consider a number of aspects, including:</p> <ul style="list-style-type: none"> • Informing service users on current success • Informing service users what happens to collected recyclable items • Explaining the need for a review to be undertaken • Gaining information on current recycling behaviours • Consideration for future service change options that will maximise recycling potential are listed in Appendix 1
1.09	<p>It is proposed that the consultation will take place over a period of five weeks from 25th September 2019 until 31st October 2019.</p> <p>In order to deliver the consultation to as many key stakeholders as possible a programme has been developed, highlighting the proposed methods of communication and engagement Appendix 2.</p> <p>The consultation will take the form of a short Survey Monkey questionnaire, in which a number of key questions will be asked Appendix 3.</p>
1.10	A report detailing the outcome of the public consultation exercise will be presented to the December meeting of the Environment Overview and Scrutiny and to Cabinet to approve the next steps following completion of the consultation.

2.00	RESOURCE IMPLICATIONS
2.01	There are no additional resource implications for undertaking the public consultation.

3.00	CONSULTATIONS REQUIRED / CARRIED OUT
3.01	Member workshops were held in June 2019 to seek views on the future provision of the collection service.
3.02	Residents through 'Survey Monkey' feedback.
3.03	Cabinet Member for Streetscene and Countryside.
3.04	Town and Community Councils – invitation for written response/comment.
3.05	Elected Members – invitation for written response/comment.
3.06	Assembly Members – invitation for written response/comment.
3.07	Members of Parliament – invitation for written response/comment.
3.08	Environment Overview and Scrutiny Committee will be asked to provide comments at their meeting in October 2019.

4.00	RISK MANAGEMENT
4.01	A project team is in place to manage and support the consultation to ensure Countywide engagement.
4.02	An Integrated Impact Assessment has begun to assess the impact of any potential service changes.

5.00	APPENDICES
5.01	Appendix 1 - Service change considerations Appendix 2 - Consultation programme Appendix 3 - Consultation questions

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	Contact Officer: Stephen O Jones Telephone: 01352 704700 E-mail: stephen.o.jones@flintshire.gov.uk

7.00	GLOSSARY OF TERMS
7.01	WG – Welsh Government TZW – Towards Zero Waste MWC – Managed Weekly Collections

APPENDIX 1

Options for consideration to improve recycling levels

Improved education/communication with residents

- Improve resident understanding on what can / cannot be recycled
- Improved education and engagement through schools, community and local groups
- Improved information through digital media (website, social media, my account)

Undertaking stricter enforcement of what is placed in the residual waste (black) bin

- Enforcement action when recycled material is placed in the black bin.
- Enforcement action when waste or recycled material is put in the wrong container.

Changing the frequency of collection of the residual waste (black) bin

- Reducing collection frequency for black bin collection to once every three or four weeks
- Maintain fortnightly brown bin collections (March – Mid-December)

Reducing the size of the residual waste (black) bin

- Maintaining the current frequency of collection while reducing the size of the black bin
- Maintain weekly recycling collections
- Maintain fortnightly brown bin collections (March – Mid-December)

APPENDIX 2

Consultation Programme

August 2019	Integrated Impact Assessment	Start IIA process
10 th September	Informal Cabinet	Inform on the launch of consultation
10 th September	Flintshire Youth Council	Discuss consultation and request support/input
16-20 th September	Connects / Libraries / Contact Centre	Pre - consultation briefing
September	Workforce briefing	Inform and request assistance with promoting consultation to service users
20 th September	Press Briefing	Inform press of content of the consultation and request support to promote through all possible avenues.
24 th September	Change exchange	Message to managers – assist with promoting consultation to service users
24 th September	Cabinet	Inform on the launch of consultation Present: Document, survey, consultation list, video,
25 th September – 31 st October	Consultation Live	Launch consultation: <ul style="list-style-type: none"> • Live on Flintshire CC Website • Video detailing recycling operations • Live survey monkey questionnaire • Live on Infonet / workforce email • Live in Connects Centres / Libraries (documents on deposit) • Informative banner on HRCs • Twitter updates • Press release • Information via My Account / Your Council • Letter to: Members, T&CC, AMs, PMs • Letter to School Councils / eco groups • Leaflet to each property (with calendar) • Call %age of residents to take survey
25 th Sept – 31 st October	Connects Centres / Libraries	Drop in events – dates TBC Mold – Wednesday Holywell – Thursday Flint – Friday Buckley – Monday C'Quay – Tuesday Q'ferry – Wednesday

2 nd October	Twitter	Reminder on Consultation / Recycling advice
9 th October	Twitter	Reminder on Consultation / Recycling advice
10 th October	County Forum	Brief on Consultation and request participation
15 th October	EO&S committee	Present report on Consultation and request discussion / feedback
16 th October	Press Release	Reminder on Consultation
16 th October	Twitter	Reminder on Consultation / Recycling advice
23 rd October	Twitter	Reminder on Consultation / Recycling advice
31 st October	Consultation End	Close Consultation and review feedback

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Appendix 3

Introduction

Flintshire County Council is undertaking a public consultation to engage with residents on the current and future waste services. Feedback is required on how residents currently use the service provided, what restricts a person's ability to recycle and what we could do to make sure recycling performance is maximised into the future.

Please take this opportunity to complete this short questionnaire to have your say.

Please provide POST CODE:

Consultation Questions

1. Which statement best describes how much you currently recycle?
 - I recycle everything that can be recycled
 - I recycle a lot but not everything that can be recycled
 - I recycle a little
 - I do not currently recycle, but I intend to start
 - I do not currently recycle and do not intend to start

2. How often do you use the following collection services:

Recycling (paper/card/plastic/tins/glass)

Food waste

Garden Waste

Batteries

Waste

Bulky waste

Options: Every Week/Every fortnight/Once a Month/A few times a year/Never

3. On average, how full are your containers and black bins on your collection day?

Recycling (paper/card/plastic/tins/glass)

Food waste

Garden Waste

Batteries

Waste

Options: Overflowing / Full / Half Full / Quarter Full / Virtually Empty

4. Do any of the following factors prevent you from recycling?

- It takes too much time
- I'm not sure what containers to use
- I don't have all the containers I need
- I don't know where to get containers / bags from
- I don't think it matters whether I recycle or not
- I recycle everything
- Other

5. Over the past few months, how often have you:

- Thrown recyclables in to the waste bin
- Thrown uneaten food or food that is packaged in to the waste bin
- Thrown dirty recyclables into the waste bin because of the time it would take to rinse the items
- Thrown items into the waste bin because you weren't sure if they could be recycled
- Forgotten to put recycling out as you were unsure of the collection day
- Thrown recyclable items into the waste bin because your recycling containers were full
- Thrown waste into the recycling bin because your wheelie bin is full

Options: Always / Often / Sometimes / Rarely / Never

6. Do you agree that the Council should take steps to encourage more people to recycle so less money is spent on disposal costs?

- Yes
- No

7. Do you think it is reasonable for the Council to take robust enforcement action against those who do not recycle?

- Yes
- No

8. If you recycled as much of your waste as possible with the existing weekly recycling service, could you cope with less frequent black bin collections?

- Yes
- No

9. If you recycled as much of your waste as possible with the existing weekly recycling service and you were provided with a larger black bin, would that help with reduced collection frequency?

- Yes
- No

10. If you recycled as much of your waste as possible with the existing weekly recycling service could you cope with a smaller black bin if collection of the bin remained fortnightly?

11. What concerns would you have if the container was emptied less often?

- I would have no concerns
- Odours
- Disposal of nappies
- The black bin would fill up too quickly
- The bin would be too heavy
- Increase in fly-tipping and litter
- Longer time between collection if I miss a day
- Vermin
- Flies
- Animal waste / animal bedding

12. How would you like to receive/find out about information on recycling and waste collection services?

- Leaflets
- Smartphone / apps
- Flintshires' My Account
- Council website
- E-mail
- Community events
- Online videos
- Other?

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