

## BARNSLEY METROPOLITAN BOROUGH COUNCIL

This matter is not a Key Decision within the Council's definition and has not been included in the relevant Forward Plan

### REPORT OF THE EXECUTIVE DIRECTOR PLACE TO CABINET

#### RESPONSE TO THE SCRUTINY TASK AND FINISH GROUP (TFG) REPORT ON RECYCLING

##### 1. PURPOSE OF REPORT

- 1.1 To report to Cabinet the response to the recommendations made by the Recycling Task and Finish Group (TFG) on behalf of the Overview & Scrutiny Committee (OSC) in cab

##### 2. RECOMMENDATIONS

- 2.1 The recommendation is that cabinet approve the adoption of the proposals within section 4.

##### 3. INTRODUCTION

- 3.1 This report outlines the outcome of the investigation into the councils ability to implement the recommendations made by the Recycling Task and Finish Group (TFG) on behalf of the Overview & Scrutiny Committee (OSC).

The service discussed solutions with suppliers and undertook benchmarking to identify potential costs.

##### 4. PROPOSAL AND JUSTIFICATION

- 4.1 Due to the impact of the COVID-19 pandemic, the implementation and timescales of the proposals will be affected by the councils and individual services recovery plans.

- 4.2 **Recommendation 1: A Communications campaign should be undertaken to reduce the confusion for residents over which items can go in which bin as well as highlight the need to adhere to the local scheme, not national messages.**

This is chance to pictorially explain what should be in each bin and direct residents to the A-Z on the website which ought to be made more visible on the landing page. Social media campaigns, household leaflets and bin stickers should be used, which could also incorporate key information as well as targeted messages at certain times such as how and when to recycle over the Christmas period.

The campaign could also include requesting to work with local supermarkets to hold a stall in their local stores to show which Barnsley bin common items from their stores should go in. A number of our local stores have positive policies in relation to

the environment, reducing waste and recycling which could be promoted to customers at the same time.

The recommendation is partially supported, with detailed responses to individual items in 4.2.1 to 4.2.4.

4.2.1 The recommendation of a communications campaign is supported.

As part of the council's investments in 2020/21, As part of the council's investments in 2020/21 Cab.5.2.2020/6, Investment Proposal R25. Funding of a temporary recycling manager and recycling officer posts was approved. These posts will develop a communications campaign to pictorially explain what goes in each bin and conduct promotional events within local stores, schools and community events.

Following the review of investments as part of the financial moratorium, this investment is now supported and will be progressed in accordance with appropriate governance for investments.

4.2.2 The recommendation of household leaflets as part of a communications campaign is not supported.

Previously the service held an annual budget of £20k for the creation and distribution of an annual waste collection schedule which included images of what goes in each bin. As a result of financial efficiency measures, the decision was made to move to a digital only calendar with the same images.

Since the digitisation of the calendar brown recycling tonnages has increased by c11% and over the same period when calendars were physically distributed, brown bin tonnages increased by c5%. Based on these results it is concluded that the physical distribution of leaflets will have no effect on the increase in recycling and better value for money would be achieved through alternate communications campaigns.

4.2.3 This is chance to pictorially explain what should be in each bin and direct residents to the A-Z on the website which ought to be made more visible on the landing page is supported.

The check my bin day does provide any information relating to recycling, to obtain it the calendar must be downloaded in PDF format.

Digital usage data shows that the check my bin day function has been used over 282,000 between 1<sup>st</sup> of January to the end of May 2020.

It is proposed that a visual display what items go in each bin is added to the check my bin day landing page and that the same visual display is included in a future resident's magazine.

As part of the BDR (Barnsley, Doncaster and Rotherham) joint waste partnership and a-z of what goes in each bin is being developed and will be included as part of the council's web content.

4.2.4 The recommendation for the use of bin stickers is supported.

It is proposed that the application of bin stickers should be considered as part of the financial implications of ‘collecting a wider range of plastics from residents’ in Recommendation 4.

**4.3 Recommendation 2: The Council should encourage schools to cover waste and recycling as an essential part of the curriculum**

Across Barnsley there is variance in whether schools cover this agenda in the curriculum. Some have been very proactive and have introduced specific schemes in their schools; however, this has been down to particular staff to drive this agenda. A number of resources are available for schools to access in relation to the BDR Waste Treatment Facility at Manvers so that children and young people in the Borough can understand what happens to their residual waste.

Globally, it is evident that young people are driving this agenda as it will be they that live with the consequences of not looking after the environment today and through their knowledge they will be able to influence their parents'/carers'/family's/friends' behavior.

**4.3.1 The recommendation is supported.**

It is proposed that BDR present to the Barnsley Alliance Boards for primary and secondary schools to encourage them to utilise existing BDR resources and help younger people to understand what happens to their waste and influence their parents'/carer's/family's/friends' behavior.

The timescales of this will be impacted due to the Alliance's recovery to COVID-19.

**4.4 Recommendation 3: The Council should be leading the way in terms of the ‘Reduce, Reuse, Recycle’ agenda and this should be incorporated into all its premises and contracting as well as encouraging partner agencies to do the same**

The Council should be leading the way in terms of the ‘Reduce, Reuse, Recycle’ agenda and this should be incorporated into all its premises and contracting as well as encouraging partner agencies to do the same Members of the TFG were keen for the Council to be leading on this agenda as well as learn from the practise at other organisations such as offering a discount to those who bring their own reusable cup into Council-run/contracted cafés such as at Barnsley Premier Leisure (BPL).

Single use plastics should be avoided including at places such as the new Market Kitchen. Where possible items such as uniforms which are available in recycled materials could be purchased. As the Council works closely with a number of partner agencies, they also have opportunity to influence their practises positively, as well as come together to work with contractors in terms of collection/disposal of items which is mutually beneficial.

The recommendation is supported, with detailed responses to individual items in 4.4.1 and 4.4.2.

- 4.4.1 The recommendation that the Council should be leading the way in terms of the 'Reduce, Reuse, Recycle' agenda is supported.

It is proposed that environmental measures and targets as part of social value scoring, be included as part procurement and tender exercises, and that consideration be given to amending the cabinet report template, to include wider environmental implications.

- 4.4.2 The recommendation that the council should encouraging partner agencies to do lead in the 'Reduce, Reuse, Recycle' agenda is supported.

It is proposed that existing partner organisations be encouraged to reduce single use plastics and increase use of recycled material through existing contract management arrangements with support provided by waste management.

Further work will be undertaken with our facility management service to introduce the same recycling services as provided to the residents to encourage further adoption and to reduce our impact on the environment.

The timescales of this will be impacted due to the partner agencies recovery to COVID-19.

**4.5 Recommendation 4: The Council should invest in collecting a wider range of plastics from residents and also start offering a commercial recycling collection**

The TFG appreciate that these initiatives will come at a higher cost to the Council. However, they feel that residents are increasingly wanting to 'do their bit' in terms of this agenda. Also, having declared a Climate Emergency, the TFG feel it is important for the Council to be investing in such initiatives. Linked with recommendation 1, the timing of a communications campaign needs to be mindful of any upcoming changes including information for residents on recycling bin capacity and side waste.

The recommendation is partially supported, with detailed responses to individual items in 4.5.1 and 4.5.2.

- 4.5.1 The recommendation that the Council should invest in collecting a wider range of plastics from residents is supported.

As part of the council's investments in 2020/21 Cab.5.2.2020/6, Investment Proposal R16. Funding for the inclusion of additional plastics to be collection as part of the kerbside recycling service (Brown Bin) was approved.

It is estimated this would increase the amount of recycled plastics collected in the borough by c10% and is recommended that approval to be given to change the kerbside brown bin service to include the additional plastics.

Following the review of investments as part of the financial moratorium, this investment is now supported and will be progressed in accordance with appropriate governance for investments.

- 4.5.2 The recommendation that the Council also start offering a commercial recycling collection is supported pending the outcomes of a consultation and wider service review.

BMBCs Commercial Waste service currently offers two types of commercial waste collections. A weekly General waste collection, equivalent to domestic grey bins and a fortnightly paper and card recycling, equivalent to domestic blue bins.

The service currently has around a 22% market share with c1500 general waste customers and c350 paper and card recycling customers.

The service operates two dedicated RCVs Monday to Friday with a further domestic waste RCV redeployed to a rural general collection service on Monday's.

2 x RCV - collection of general waste – Tuesday to Friday  
2 x RCV – collection of paper and card – Monday only  
1 x RCV – collection of rural general waste – Monday only.

It is estimated that service is currently running close to maximum capacity and the addition of an additional recycling collection equivalent to the domestic brown bin would require an additional dedicated RCVs.

It is proposed that a commercial waste consultation is conducted to establish commercial waste customer recycling intentions and the potential number of subscribers. This will enable a wider review of the commercial waste service model to ensure additional recycling achieves existing customer experience levels and identify financial requirements.

It is proposed that consultation questions and objectives and subsequent findings are to be as part of a separate wider commercial waste service review. With a separate report to be submitted to cabinet consideration.

- 4.6 **Recommendation 5: Area Councils and Ward Alliances support local community groups with the ‘reduce, reuse recycle’ agenda, whether this is financially to undertake campaigns or to offer them space to promote these key messages at local galas**

Area Councils and Ward Alliances support local community groups with the ‘reduce, reuse recycle’ agenda, whether this is financially to undertake campaigns or to offer them space to promote these key messages at local galas. The TFG was impressed by the enthusiasm and commitment of the local community group and would hope to see this work expanded across to other communities in the Borough so we have a strong network of Plastic-Free groups and initiatives in Barnsley.

- 4.6.1 The recommendation is supported.

It is proposed that as part of 4.2.1, additional recycling officers attend local galas and events to support the promotion of recycling and the expansion of plastic-free groups and initiative across the borough.

**4.7 Recommendation 6: The Council puts aside part of any income generated via waste services to invest in initiatives which encourage the reduction, reuse and recycling of waste**

The Council puts aside part of any income generated via waste services to invest in initiatives which encourage the reduction, reuse and recycling of waste In line with declaring a Climate Emergency and the global concerns regarding the environment, the TFG feel the Council should ring-fence monies to demonstrate to residents its action on this agenda, including invest to save initiatives. Income generated from the new trade waste facility for example, could be used to employ a recycling officer to promote the agenda in schools, on social media etc.

**4.7.1 The recommendation is supported subject to a financial review.**

It is proposed that a review of income generated from waste services is conducted to support investment in initiatives to encourage the reduction, reuse and recycling of waste.

Due to the council's financial recovery to COVID-19, further consideration will need be given to the short term prioritisation of any income generated via waste services. It is recommended that a financial review of Recommendation 6 is delayed until the council's financial position is clearer.

**4.8 Recommendation 7: When developers bring forward planning applications, adequate storage for recycling bins should be incorporated and identified on the plans**

When developers bring forward planning applications, adequate storage for recycling bins should be incorporated and identified on the plans The TFG acknowledge the complexities involved in planning applications; however, feel that it is imperative that the requirements of the new Housing Development Supplementary Planning Document in relation to bin storage are consistently enforced on all relevant planning applications and that we are encouraging both residents and businesses to dispose of their waste appropriately to minimise damage on the environment by recycling.

**4.8.1 The recommendation is supported.**

The Supplementary Planning Document, Section 18 Recycling/Waste states:

The council encourages waste minimisation, re-use and recycling. All new development must be designed to accommodate the waste and recycling regimes in force, for example providing sufficient space for the full range of recycling bins;

In design terms bins should not be visible from within the public realm and shared private space when stored. Communal bin storage areas should be in robust materials that will withstand vandalism; and

In most instances access must be provided to the rear of the garden for storage of wheelie bins, via clear pathway unimpeded by cars parked within the boundary of the dwelling. For terraced properties the use of ginnels to provide direct rear garden access should be considered as they are more likely to be used than fenced

pathways along the rear of adjoining gardens. The provision provides clear instructions that all new developments must provide.

To help ensure that refuse facilities are properly considered at the planning stage, the Planning Service consults with the domestic and commercial waste collection services on all major planning applications.

Supplementary Planning Document in relation to bin storage are consistently enforced on all relevant planning applications and encourages both residents and businesses to dispose of their waste appropriately to minimise damage on the environment.

## 5. CONSIDERATION OF ALTERNATIVE APPROACHES

- 5.1 **Do Nothing –** With a number of recommendations able to be implemented with zero cost. Maintaining the current ‘as is’ would not offer the most cost-effective solution to supporting the councils climate emergency and is not recommended.
- 5.2 **All additional Funding be provided –** with a number of recommendations requiring additional funding, approval for the provision of funds would expedite changes but place the councils financial recovery to COVID-19 at risk. As a result, this approach is not recommended.

## 6. IMPLICATIONS FOR LOCAL PEOPLE/SERVICE USERS

- 6.1 Dependent on the financial moratorium and further financial approval - All residents will be able to recycle plastic pots, tubs and trays as part of the existing kerbside brown bin recycling collection service.

## 7. FINANCIAL IMPLICATIONS

- 7.1 Consultations have taken place with representatives of the Service Director – Finance (S151 Officer)
- 7.2 In Recommendation 1, there is a requirement to fund a communications campaign. To this end, a one off investment of £80k was proposed. This investment funding has now been approved for release and will be used to fund two officers who will develop a communications campaign to pictorially explain what goes in each bin.
- 7.3 Recommendation 4 – as part of the one off investments, £100k was approved for the service to introduce increased recycling of plastics. This investment has now been approved for release and the Council will be able to increase recycling to include items such as yoghurt pots.
- 7.4 Recommendation 4 – it was also proposed to introduce a commercial recycling collection service. This service is currently not provided for plastic recycling and will be subject to consultation. The outcome of this consultation and any resultant financial implications will be reported back to Members in a separate cabinet report.
- 7.5 Recommendation 6 – Any income currently generated by the Council on recycling is used to support the costs of the recycling service. The income from recycling is extremely volatile and is subject to large variations. For example, paper and card at

the start of the year was achieving £50 per ton but is now only achieving £8 per ton. The income is used to offset the costs of providing the recycling services which is currently leading to a pressure within the service budget.

## **8. EMPLOYEE IMPLICATIONS**

- 8.1 None directly related to the approval of the proposals in the cabinet report.
- 8.2 Dependent on the financial moratorium and further financial approval of additional funding for recycling officers in 4.2.1 and 7.2 – the creation of two 12-month temporary posts consisting of;
  - 1 x Grade 9 recycling manager; and
  - 1 x Grade 6 recycling officer.

A separate delegated HR report will be submitted should funding for the posts be approved.

## **9. LEGAL IMPLICATIONS**

- 9.1 None.

## **10. CUSTOMER AND DIGITAL IMPLICATIONS**

- 10.1 Addition of visual representation of what items go in what bin to the check my bin day facility.
- 10.2 Dependent on the financial moratorium and further financial approval of additional funding for additional plastics in 4.5.1 – amendments to recycling webpage and bin collection calendar PDF content.
- 10.3 Dependent on the financial moratorium and further financial approval of additional funding for additional plastics in 4.5.1 – amendments to contact centre scripts and frequently asked questions.

## **11. COMMUNICATIONS IMPLICATIONS**

- 11.1 Dependent on the financial moratorium and further financial approval of additional funding for recycling officers in 4.2.1 - Collaboration with recycling officers to ensure recycling messages align with council's wider communications strategy.
- 11.2 Dependent on the financial moratorium and further financial approval of additional funding for recycling officers in 4.2.1 and additional funding for additional plastics in 4.5.1 – development of new recycling communications campaign.

## **12. CONSULTATIONS**

- 12.1 Joe Jenkinson, Planning, Policy and Building Control  
Hazel Shaw, ICT System Management  
Richard Lynch, Barnsley Schools Alliance  
Lisbeth Baxter, BDR waste partnership  
Chris Arnold, Strategic Procurement  
Anthony Devonport, Bereavement, Environment and Sports

Dawn Greave, Finance  
Craig Tyler, Governance  
Katie Rogers, Communications and Marketing

### **13. CONSERVATION OF BIODIVERSITY**

13.1 Reduction of single use plastics negative impact on biodiversity.

Officer: Dale Sparks