

Wiltshire Council

Environment Select Committee

Date of meeting 19 September 2017

Subject: Update on the development of a new Wiltshire Council household waste management strategy

Cabinet member: Councillor Bridget Wayman, Cabinet Member for Highways, Transport and Waste

Key Decision: No

Executive Summary

Wiltshire's Municipal Waste Management Strategy 2006 to 2016 has provided strategic direction for the waste management service for the past 10 years. This strategy was last updated in 2016 to inform mobilisation of new waste services starting in 2018. A new strategy is needed to inform how we collect and manage household waste and recycling in Wiltshire over the next ten years.

Environment Select Committee have previously recommended that members be involved in shaping and developing council policies and strategies. As a result, all councillors were invited to attend one of four workshops held in July. These workshops provided elected members with an opportunity to start to shape a new waste strategy for Wiltshire Council through a number of structured small group discussions.

The key themes and outcomes of these workshops have been used to develop the questions for a public survey. This consultation is now live on the council's website and runs until 14 November 2017. The council is encouraging residents to contribute to the consultation in order to ensure the new strategy is representative of their opinions and reflects how they manage their waste at home.

Proposal(s)

That Environment Select Committee notes the update on the early development of a new household waste management strategy for Wiltshire Council, noting the key themes resulting from member workshops and how these have been used in shaping the questions for a public consultation.

Reason for Proposal

To ensure that Environment Select Committee members are updated on the development of a new waste management strategy.

Tracy Carter

Associate Director, Waste and Environment

Wiltshire Council

Environment Select Committee

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Key Decision: No

Purpose of Report

1. The purpose of this report is to update Environment Select Committee members on development of a new household waste management strategy for Wiltshire Council. The report will provide feedback from the members' workshops held in July 2017 and the development of a public consultation as a result of these workshops.

Relevance to the Council's Business Plan

2. Within the council's newly adopted 10 year business plan there is a key priority to develop stronger communities. One of the goals within this priority is to achieve high recycling rates and reduced litter. The business plan states that in order to achieve this goal the council will increase opening hours at household recycling centres, where appropriate; deliver a new waste contract and recycling collection service; and support community initiatives such as litter picks and activities that reduce waste.
3. An updated household waste management strategy which reflects the views and priorities of Wiltshire residents will provide the strategic framework for the council to help meet the goals outlined in the business plan.

Background

4. At the meeting of Environment Select Committee held on 25 October 2016, members considered a report which provided an update on the council's existing Joint Municipal Waste Management Strategy 2006 to 2016. The existing strategy was prepared by the Wiltshire Waste Partnership and adopted by the four district councils and the county council in 2006. This was then updated in 2012 following the formation of the Wiltshire Council unitary authority, to reflect emerging legislation and changing council priorities.
5. At the meeting held on 25 October 2016 Councillor Toby Sturgis, then Cabinet Member for Strategic Planning, Development Management, Strategic Housing, Operational Property and Waste, presented a report explaining that due to legislative and policy changes the strategy would need to be developed, and that an updated version of the current strategy had been prepared until a new strategy could be prepared in 2017.

6. At this meeting, the committee also resolved that elected members should have a greater role in the early development of the new strategy. As a result member workshops were scheduled, in order to aid the discussion of key waste management challenges and the future of household waste and recycling services delivered by Wiltshire Council.

Main Considerations for the Council

7. During July 2017, elected members were invited to attend one of four workshops to shape the early development of a new household waste management strategy for Wiltshire Council.
8. The workshops were attended by 38 council members.
9. These workshops provided members with information on our current waste management service and how we are performing in order to guide small group discussions on a number of key priorities:
 - a. Encouraging residents to make full use of kerbside collection services;
 - b. Encouraging residents to make full use of household recycling centres;
 - c. Encouraging residents to reduce the amount of waste they produce;
 - d. Making savings from the waste management budget.
10. The small group discussions were facilitated by senior waste management officers and member discussions were guided by a number of questions and prompts.
11. Following these workshops, the waste management team collated common discussion points and themes for each of the priorities in order to guide the development of a series of questions for a public consultation.
12. The table below summarises the common discussion points and themes noted for each of the priorities.

Priority	Common themes
Encouraging residents to make full use of kerbside collection services	<ul style="list-style-type: none"> • Communication and Education is key and the council should prioritise these. <ul style="list-style-type: none"> ➤ Printed communication, including stickers and fridge magnet should be considered. ➤ Communication should be regular, with the potential to be included with other council mailings. ➤ Communications and messages should be consistent ➤ Messages should be simple (but with more in-depth information available online). ➤ Communication should be visual and picture based. ➤ Communications to new residents needs to be improved. ➤ Improvements to the website are required. • Council should be targeting messages according to residents' recycling behaviours. Non recyclers and avid recyclers should have different messages. • Council should consider impacts of incentives or sanctions to encourage recycling. • Plastics are a key message, particularly with services changes coming. There is still confusion regarding types of plastic and recycling options. • Council should continue to encourage home composting and the use of food waste composters.

	<ul style="list-style-type: none"> • Council should provide information on the environmental impacts of recycling and wasted resources and the value and costs of waste management. • Council to consider the potential for collection of a larger range of materials or more frequent recycling collections. • Food waste collections do not suit all residents but Council to potentially consider trial in urban locations only.
Encouraging residents to make full use of household recycling centres	<ul style="list-style-type: none"> • There should be no reduction in current number of household recycling centres, locations and opening hours as residents would not be willing to travel further to visit the sites. • The council should consider investing in some of the busiest sites to make them more fit for purpose. • Encouraging reuse of materials should be a priority – preserving reusable items for reuse or resale. • Council should be working with charities offering reuse options to provide residents with a local network for reuse. • Residents' permits could be considered in Wiltshire subject to co-operative working with neighbouring authorities to potentially allow for some cross-border use where required. • Council needs to work with small and medium size enterprises to encourage them to recycle - although this is not household waste. • Council to investigate potential for bag-splitting for non-recycled waste to educate residents and encourage them to pre-sort their waste.
Encouraging residents to reduce the amount of waste they produce	<ul style="list-style-type: none"> • Council should work to lobby central government about packaging (minimisation, and recyclability). • Wide scale roll out of food waste collections are not encouraged. • The collection of non-recyclable waste on a three or four weekly basis is not encouraged. • Education is key (with a link to the value of waste and recycling collection and disposal). • Council should work to harmonise the size of bins for non-recyclable waste across the county, the reduction in bin size was not encouraged. • Consider initiatives to help individual households which are struggling to manage their waste, through community engagement groups. • Consider options for charity incentives to recycle. • Support the use of home composting and food waste composting.
Making savings from the waste management budget	<ul style="list-style-type: none"> • Residents' permits could be considered in Wiltshire subject to co-operative working with neighbouring authorities to potentially allow for some cross-border use where required. • Council should consider the development of their own small scale energy from waste plant and the use of local reprocessors. • Council should consider any further opportunities to make savings within the waste budget without cutting front line services. This is an important service for all residents. • Council should consider the reduction in size of bins for non-recyclable waste for some residents. • Council should consider the options for operational and contractor efficiencies and savings. • Council should consider utilising local networks to communicate, educate and advertise the waste service and key messages.

13. The questions and multiple choice responses for the consultation have all been written as a result of the discussions held at these workshops.
14. The public consultation survey is now underway. The council is actively encouraging residents to respond to the consultation. This should ensure the strategy is representative of their opinions and reflects how they manage their waste and recycling at home. The consultation is open until 14 November.
15. In addition to encouraging residents to contribute to the consultation we are also inviting the contribution of parish councils, elected members, residents' organisations and community groups.
16. The consultation is being promoted through the council's website and is signposted from the front page of the website, the consultation portal, the 'Rubbish and Recycling Collection Calendar' page and the 'Rubbish and Recycling' page. In addition, a press release has been issued and there will be continued promotion through social media.
17. Waste management staff have offered to attend each of the council's area board meetings in the current cycle to give a presentation about the development of the strategy and ask some sample questions. Officers will be encouraging all attendees to reply to the consultation in full and to encourage others to contribute.
18. Following completion of the consultation period, the draft version of the future household waste management strategy will be reported to Environment Select Committee in January 2018. It will be circulated to area boards and all respondents who provide email addresses, to ensure that it is reflective of consultees' comments. It will then be reported to Cabinet, and full Council to be adopted.

Safeguarding Implications

19. There are no specific safeguarding implications arising from this report.

Public Health Implications

20. There are no specific public health implications arising from this report.

Procurement Implications

21. There are no specific procurement implications arising from this report.

Equalities Impact of the Proposal

22. There are no specific equalities implications arising from this report.

Environmental and Climate Change Considerations

23. There are no specific environmental and climate change considerations arising from this report.

Risk Assessment

24. There are no specific risks associated with the proposed decision.

Risks that may arise if the proposed decision and related work is not taken

25. Not applicable

Risks that may arise if the proposed decision is taken and actions that will be taken to manage these risks

26. Not applicable

Financial Implications

27. There are no specific financial implications arising from this report.

Legal Implications

28. There are no specific legal implications arising from this report.

Options Considered

29. This report provides an update on the development of the council's new waste management strategy, therefore at this point there are no options to be considered.

Conclusions

30. The committee is asked to note the outcome from the member workshops and how this has been used to develop the questions for a public consultation survey.

31. A link to the public consultation is available on the council's website at www.wiltshire.gov.uk/rubbishandrecycling (Appendix 1: Waste Management Strategy Consultation questions). The committee members are asked to respond to the consultation and encourage others to also contribute to ensure that the new household waste management strategy represents the views of a wide range of Wiltshire residents and stakeholders.

Tracy Carter
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September 2017

Background Papers

The following documents have been relied on in the preparation of this report:

None

Appendices

Appendix 1: Wiltshire Council Waste Management Strategy Survey 2017