

**Summary of the Final Report of the
Waste Task Group (Communications)**

1. On 28 October 2014 the Environment Select Committee agreed that communications to householders regarding waste and recycling was a work priority and resolved to reconvene the Waste Task Group to review this area.
2. The task group adopted the following terms of reference:
 - a) To investigate how improved communications with householders on the council's waste services may facilitate an improved rate of recycling (including garden waste);
 - b) To investigate how to increase the awareness of the range of services and resources available to assist in achieving improved recycling rates; with clear information on how to access the available resources and services.

3. The task group met on four occasions between January and March 2015 with the following membership:

Cllr Pat Aves	Cllr Mollie Groom
Cllr Rosemary Brown	Cllr Jose Green (Chairman)
Cllr Peter Evans	Cllr Jacqui Lay

4. On 15 April 2015 the Environment Select Committee endorsed the Task Group's final report, including the following recommendations:

That the Cabinet Member for Strategic Planning (strategic and development management), Property, Waste and Strategic Housing;

- a) Alongside the environmental benefits, considers promoting the financial benefits of reducing, reusing and recycling in council communications about waste and recycling.
- b) Considers illustrating Wiltshire's recycling performance in an engaging graphic form on the council website and at HRCs.
- c) In terms of kerbside collections, indicates how the following areas will be addressed:
 - Ensuring clarity around which plastics are recyclable and can be placed in the blue-lidded bins to avoid contamination;
 - Ensuring clarity around what recyclables can be placed in the black box;
 - Promotion of the council's offer of a second blue-lidded bin and black box at no additional charge to residents;
 - Early information that plastics other than bottles will be kerbside recycled from 2017 as part of new waste contract.

- d) Investigates whether decals (stickers) applied to bins are a cost effective method of communicating waste collection arrangements and good recycling practices.
 - e) Indicates how changes to garden waste collection arrangements will be:
 - Effectively communicated to residents; and
 - Used as an opportunity to provide information about alternative options for garden waste, for example, good garden practice, composting, household recycling centres and the safe and legal use of bonfires.
 - f) Considers increasing communications around successful prosecutions for fly-tipping.
 - g) Indicates how changes to HRC opening hours, their locations and opening hours will be widely communicated to avoid:
 - inconveniencing customers;
 - reducing overall recycling rates; and
 - increasing incidences of fly-tipping.
 - h) Provides further details of the recycling promotion work currently undertaken by Wiltshire Wildlife Trust under the joint venture agreement with the council and the implications for recycling of the Trust's business plan review.
 - i) Provides any further details of the initiative being run by Westbury Area Board to develop a toolkit for recycling and composting and how other area boards might be supported to take forward similar initiatives and increase local recycling rates.
 - j) Notes the task group's comments on the waste and recycling pages of the council website and the improvements being made in the redesign (paragraph 34 of the [final report](#)).
5. The Committee resolved to refer the Task Group's recommendations to the relevant Cabinet member for response at the Committee's next meeting on 9 June 2015.
6. The response of the Cabinet Member for Strategic Planning (strategic and development management), Property, Waste and Strategic Housing to the Final Report of the Waste Task Group (Communications) will be provided at the meeting.