

A.1 APPENDIX

RESOURCES AND SERVICES OVERVIEW AND SCRUTINY

29 NOVEMBER 2018

REPORT OF THE HEAD OF PEOPLE, PERFORMANCE AND PROJECTS

A.1 TASK AND FINISH – INCREASING RECYCLING

(Report prepared by the Task and Finish Group)

PART 1 – KEY INFORMATION

PURPOSE OF THE REPORT

To allow the Committee to consider and agree the report prepared by the Task and Finish Group on Recycling for submission to Cabinet.

EXECUTIVE SUMMARY

At the meeting of the Committee on 30 July 2018 a brief was agreed for a task and finish Group to undertake a review of recycling, to increase recycling within the District. The Group consisted of three members of the Committee together with a Committee Chairman.

The Group has now completed its review and their report is attached at Appendix A. The whole Committee is now asked to consider and agree the final report for submission to Cabinet.

RECOMMENDATION(S)

It is recommended that:-

The Resources and Services Overview and Scrutiny Committee consider and determine whether it wishes the report to be considered by Cabinet and/or the relevant Portfolio Holder

PART 2 – SUPPORTING INFORMATION

BACKGROUND PAPERS FOR THE DECISION

None.

APPENDICES

Appendix A – Resources and Services Task and Finish Group Increasing Recycling.

TENDRING DISTRICT COUNCIL

RESOURCES AND SERVICES, TASK AND FINISH GROUP

INCREASING RECYCLING

5 NOVEMBER 2018

1.0 INTRODUCTION

At Council on 23rd January 2018, it was agreed that from May 2018 there would be two Overview and Scrutiny Committees of which the Resources and Services Committee would be one. Resources and Services Committee was formed from the merger of the previous Corporate Management Committee and Service Development and Delivery Overview and Scrutiny Committees.

It was agreed on the 30th July 2018 at Resources and Services Overview and Scrutiny Committee that a Task and Finish group would be established to look at increasing recycling across Tendring.

2.0 SCOPE OF THE REVIEW

The programme for this Task and Finish Review was agreed at the Resources and Services Overview and Scrutiny Committee on 30th July 2018.

RESOURCES AND SERVICES OVERVIEW AND SCRUTINY COMMITTEE Task and Finish Review

Review Topic: INCREASING RECYCLING
How does the topic fit with the Committee's Terms of Reference: Refuse collection is probably the most widespread and frequent public facing service provided by the Council.
What question is the review aiming to answer: What steps can the Council take to ensure that the maximum possible increase in recycling levels is achieved?
Aim / Objectives: To identify measures which the Resources and Services Overview and Scrutiny Committee can recommend to Cabinet for implementation to maximise recycling (and recycling credits paid to TDC).
Scope: <ul style="list-style-type: none">• Review current measures / activities and their effectiveness• Consider successful initiatives by other Authorities / good practice• Consider communications / events / initiatives etc.• Identify most appropriate proposals for Tendring to complement the roll out of new working arrangements.• Identify a proposed activity timeline if appropriate.• Conclude with recommendations to the Resources and Services Overview and Scrutiny Committee in a form they can adopt and refer on to Cabinet for consideration.
Membership (including officer support): Councillors Everett (Chairman), Alexander, Broderick and Scott Officer Support – Jonathan Hamlet
Timescale: Identify proposals for consideration by the Resources and Services Committee by November 2018.

The group recognises that in the time allocated that they were unable to address all of the scope as well as they would have wished; however, it believes that essentially most of the scope has been achieved. In particular the following comments are apposite:

- Review current measures / activities and their effectiveness
 - This was achieved with the help of interviewing Officers and the Portfolio Holder. Research comparing the performance of Tendring District Council against other councils on a national scene was undertaken. Comparison to local data in overview and scrutiny committees past and present was made.
- Consider successful initiatives by other Authorities / good practice
 - The evidence for this was predominantly provided by members of the public in their evidence to us on the public consultation events and individual research by officers and members of the Task and Finish group - reported to the group.
- Consider communications / events / initiatives etc.
 - Events were undertaken consulting the public which gave a considerable insight into the public's attitudes to the issue. It also identified, however, that considerable more work would be required over an extended period of time to fully unpack the issue.
- Identify most appropriate proposals for Tendring to complement the roll out of new working arrangements.
 - Individual inputs from Officers, Portfolio Holder and the public gave a heavy steer towards Education of being considerable value this is something that came through clearly in the vast majority of opinions whether from the Public, Portfolio Holder or Officers.
- Identify a proposed activity timeline, if appropriate.
 - This was limited because of the nature of timescales required for the reporting back of the group however what was done was of high value but could be improved by further research and consultation over a more extended period.
- Conclude with recommendations to the Resources and Services Overview and Scrutiny Committee in a form they can adopt and refer on to Cabinet for consideration.
 - This report makes conclusions and makes major recommendations The first is that the Council is not doing enough to address recycling in either the task and finish groups view and more importantly the public's view. Secondly is that Tendring District Council should take steps to address this including taking action on Recycling Education and possible changes to the service provided.

3.0 EVIDENCE GATHERING

The Task and Finish Group held four meetings on 22nd August, 7th September, 4th October and 1st November 2018.

Attendees who provided evidence for the review included:

Cllr Michael Talbot, Portfolio Holder, Cabinet Member for the Environment Damian Williams, Head of Building and Engineering Services, Tendring District Council

Jonathan Hamlet, Street Scene Officer, Tendring District Council.

Written evidence was also provided by:

Jonathan Hamlet, Street Scene Officer (Appendix E).

Public opinion was also considered through interviews at three local events. A total of 91 interviews were undertaken over three combined locations.

4.0 CONSULTATION PROCESS

Surveys of public opinion were undertaken on 23rd, 24th and 26th of October at Christmas Island in Clacton, Morrisons in Harwich, and Tescos in Clacton respectively. The locations were chosen so as to try to get a good cross section of people across the District from both rural and town locations. This distribution was successful with respondents locations ranging right across the district from Brightlingsea, Clacton-on-Sea, Dovercourt, Frinton-on-sea, Great Clacton, Great Holland, Great Oakley, Harwich, Holland-on-Sea, Jaywick, Kirby Cross, Kirby-le-Soken, Little Bromley, Little Clacton, Little Oakley, Mistley, Old Harwich, Parkestone, Point Clear, St Osyth, Thorpe-le-Soken, Thorrington, Walton-on-the-Naze, Weeley and Wix.

A total of 91 interviews were undertaken over the three combined locations.

5.0 THE RESULTS OF THE RESEARCH AND CONSULTATION

Out of the 91 interviews, 97.8% of those surveyed said that they recycled and even more impressively the average rating given by those interviewees was that on a scale from 1 to 10 an average importance of 8.93 was achieved. This is a very impressive figure for the importance given by people to recycling and is particularly surprising even though it comes hard on the heels of TV programmes such as the Panorama programme and the Blue Planet series. Clearly in Tendring this is a very important issue in the publics' minds.

Of those surveyed the highest recycling percentages of 96.7% were unsurprisingly for paper/card and plastic/cans with many people even commenting on which colour box that they had to go in! This knowledge was underlined with sizeable numbers citing the green caddies for food waste and the brown bin for garden waste. Garden waste scored reasonably (67.03%) for recycling but not necessarily by use of the brown bin service (many citing their own recycling in composting etc). Glass recycling scored reasonably highly (83.52%) but with a few respondents suggesting that it should be collected at the kerbside. Of all of the recycling effort identified the smallest recycling percentage was recorded for food of 45.05% with some people complaining that it wasn't collected for them and others complaining that it was repellent and so it all went in the black bags. Textiles and clothing (82.42%) were generally taken by those interviewed to charity shops or clothing banks.

On the question of plastics recycling this is where there was clearly a lot of frustration in the publics mind. A sizeable minority, roughly 30%, did not know what exactly could and could not be recycled but the majority did and were frustrated that the council did not recycle more plastic. On the issue of plastic bottles there was some minor confusion relating to whether the caps should be recycled or not. During the survey all interviewers used the opportunity to educate people that caps were to be recycled now and this was met with pleasure by the large majority of respondents. However an overwhelming majority of people clearly expressed the opinion that more plastic should be recycled and that only recycling bottles was insufficient in their view. These statements were often expressed not only at the point in the questionnaire that plastic

was mentioned but often by respondents right up front in the conversation when asked whether they were prepared to be interviewed about recycling.

When asked by researchers on the rating to be given on the recycling provision given by the council answers ranged from 1 to 10 .The average rating across all the respondents was a score of 6.34. That said it was clear that the range of these answers tended to be either very low or very high. In any future more detailed analysis it is suggested that correlation statistics will need to be unpacked more extensively to get a fuller picture.

The research then looked a little more deeply into suggestions that could be made to improve this rating and this uncovered a huge swell of opinion about plastic recycling. The most popular suggestion by far to improve the service was to collect more plastic than we currently do – this was expressed in many different ways by the overwhelming majority of respondents but the message was really very clear indeed. The next most popular suggestion was regarding glass recycling in that a sizeable minority were suggesting that kerbside recycling of glass should be undertaken.

In addition to what the service actually collected there was another sizeable majority in favour of education sometimes expressed as encouragement and often as a need for clearer information (labelling/stickers) some (a fairly sizeable minority) extending that as far as enforcement and 'policing'. Another notable comment here was many individuals suggesting that other local authorities were better than Tendring.

Another perhaps surprising statistic is that a clear majority of respondents, some 67.06%, were prepared to pay extra for a more comprehensive recycling service. Many of those qualified that immediately saying a small amount and also citing that this was specifically for a better recycling service. Even those that were not prepared to pay more acknowledged that the recycling service needed improvement.

Thanks

Thanks should be extended to the Tendring District Council Officers and Councillors for designing, organising and undertaking the research, with members of the public, who were: Paul Price, Damian Williams, Jonathan Hamlet, Rebecca Duff-Cole, Gary Scott, Joy Broderick, Maurice Alexander and Richard Everett.

6.0 CONCLUSIONS

The task and finish group has investigated the issue of recycling as robustly as it can in the short time allocated to it and has come to some definite conclusions as a result of its deliberations. It is clear to the group that, in the past, recycling has not received the attention that it should have done and that this is exemplified by the complete lack of accountability afforded to poor performance against very low targets set by the council. As one contributor to the task group commented "Recycling has very low standards and yet consistently fails to meet them".

The data supporting this statement is articulated in the monthly performance report where for instance in 11 months out of 12 last year the low target was not met. Currently, recycling is now on target and the task and finish group are pleased that the target has now been achieved. The research undertaken by the group was clear in identifying where and how the council could improve its performance. Surprisingly the research even offered a general opinion that because of the importance accorded to recycling the public would in many cases be prepared to pay more for a better service. This was particularly focussed around the issue of plastics recycling where the public quite clearly said that all plastics need to be collected not just the bottles

currently collected. The details of the research offer some other insights that we would suggest might need attention or at least further analysis.

The Task and Finish Group also acknowledged that recycling is likely to improve following the introduction of the new wheelie bin system across Tendring.

It should be noted that at least in one way the public did have one area where, when explained by Officers, the council fared well. That is the area of what happens to recyclates after collection. Appendix K provides full details.

The Task Group believe that this issue is much more important in the public's mind than we had originally thought. The data indicates it is a major issue at the forefront of resident's minds and we feel that to ignore that groundswell of opinion identified in our research would be unwise. We recommend that Cabinet, Portfolio Holder and Officers seriously consider changes to the way the council delivers its recycling service to address the concerns identified by the public in the report.

General observations discussed at meetings of the group, included the following (based on evidence indicated *in italics*) :

External actions:

1. Approach supermarkets to establish if they would consider having a deposit recycling scheme in store. – *Public suggestion from consultation.*
2. Lobby government to do more about British coastlines and provide support with the removal of plastics and discarded waste – *Task and Finish Group member creativity exercise.*
3. Arrange a meeting with Tesco (and other supermarkets) to consider working together across the District on combined recycling initiatives – *Task and Finish Group member creativity exercise, Tesco employee suggestion.*

Education:

4. Demonstrate culture change – clear signage for all types of recycling e.g. bottles, paper so that residents are clear about expectations for recycling – *Task and Finish Group member creativity exercise, Public suggestion from consultation.*
5. An Education programme to be provided to explain to residents the importance of recycling and current waste and plastic issues, especially along the coastline. – *Task and Finish Group member creativity exercise.*
6. Education initiatives - recycling ideas for alternative usage of plastics e.g. seed pots made from yogurt pots, pots for alternative uses storage. Innovative ideas to increase the recycling of plastics. – *Public suggestion from consultation.*
7. Practical ideas people can do to support recycling, collate ideas and publicise. – *Task and Finish Group member creativity exercise, Public suggestion from consultation.*

Further Research:

8. Research and Review other authorities charges and provisions for recycling. – *Task and Finish Group member creativity exercise.*

9. Undertake a review of what happens to printer cartridges, batteries and other disposables across the Council. – *Task and Finish Group member creativity exercise.*
10. Research the possibility of Incentives for resident recycling e.g. money off/discounts. – *Task and Finish Group member creativity exercise.*
11. Research to be undertaken to analyse both manufacturers and government responsibilities for recycling – *Task and Finish Group member creativity exercise.*
12. Research government initiatives and grants to support District recycling initiatives. – *Task and Finish Group member creativity exercise.*
13. Research the Marine Conservation Society and Rural England deposit recycling scheme and whether Tendring could pilot this scheme in supermarkets and across the District. – *Task and Finish Group member creativity exercise, Public suggestion from consultation.*

Policy/Strategy

14. A Council champion to be nominated lead and take responsibility for recycling and reducing plastics. – *Task and Finish Group member creativity exercise.*
15. A Career Track group or a similar group of Officers to meet once a month to consider initiatives to improve recycling .A small budget to be allocated to this group. – *Task and Finish Group member creativity exercise.*
16. Review internal Council processes and procurement decisions, in light of recycling and the reduction of plastics e.g. cartons of milk , sugar sachets, plastic cups, brochures. The Council should demonstrate community leadership and lead by example in relation to recycling and reducing the use of plastics. – *Task and Finish Group member creativity exercise.*
17. Consider increased staffing capacity for recycling. Including the possibility of internships, volunteer services, probation services and community services to support recycling initiatives across the District – *Task and Finish Group member creativity exercise.*
18. The Council to consider an on-going task and finish group to oversee recycling initiatives – *Task and Finish Group member creativity exercise.*
19. Any Council contracts e.g. housing to include an expectation regarding recycling an expectation regarding recycling. – *Task and Finish Group member creativity exercise.*
20. Consider whether Tetrapaks can be recycled across Tendring. – *Task and Finish Group member creativity exercise, Public suggestion from consultation.*
21. The Council to consider replacing any park benches, with benches made of recycled plastic. New benches on Holland seafront to be made of recycled plastics (University of Essex benches made of 2000 plastic bottles) – *Task and Finish Group member creativity exercise.*
22. Bins to be made available for recycling on new Holland on Sea beaches – *Task and Finish Group member creativity exercise.*

23. Consideration be given to all elected members going paperless and agendas, minutes be made available only through digital means – *Task and Finish Group member creativity exercise.*
24. A mechanism to be put in place for all agendas and other papers to be collected after meetings and recycled. – *Task and Finish Group member creativity exercise.*
25. Increase the number of recycling bins across the Council, especially in meeting rooms (to deposit used Council agendas) – *Task and Finish Group member creativity exercise.*

The above issues and ideas, informed the Task and Finish Group recommendations, which are set out below.

6.1 Recommendations from the Task and Finish group following public engagement

Targets:

1. The council should review its targets for recycling considering whether it wishes to change the methodology as well as the targets themselves. It is recommended that over time more aspirational targets are set.
2. When the targets are set they should be performance reviewed on a monthly basis – with action plans identified to rectify the position if for any reason they are not met.

The service:

1. The council should consider changes to the contract, providing a service that collects all plastics.
2. The council should consider how it might educate the public better in what can and cannot be recycled and why. The report has a few suggestions but more work will need to be done on this.
3. Continuation of the current position of positive use of recyclates rather than sending recyclates to landfill.

Further Research:

1. The Resources and Services Overview and Scrutiny Committee should consider whether it would be worthwhile carrying on further research into this area. The Task Group considers that it has only scratched the surface of this highly complicated and nuanced topic and recommends that further work be done to do justice to the subject.

Education:

1. Long term approach working with primary school children agenda regarding recycling. Programme being established with schools.

6.2 Conclusion

The research was therefore unequivocally clear that, in particular, plastic recycling is currently not reaching its full potential in Tendring. It gave a clear steer that the service needs to include collection of all plastics and that education is an important factor too in delivering a service that will be used by residents. It also appeared that people generally are willing to pay a small extra amount for that service – but specifically for recycling not any other related or unrelated waste agendas.

7.0 ADDITIONAL OBSERVATIONS OF THE TASK AND FINISH (RECYCLING) GROUP

It is clear from the task group's investigation into in the Tendring District Recycling strategy that we feel that there is a lack of ambition related to recycling particularly, and questions about the addressing of concerns raised over performance in the last year. This is exemplified by regularly missed targets. For example last year there were 11 out of 12 months where the council missed its target for recycling. Currently recycling is on target. The public's faith in a council actions can only be upheld when it meets its targets and addresses concerns otherwise there is a perceived public lack of accountability.

On the specific subject of recycling performance and its monitoring it has become clear in our investigations that the metrics used to measure performance may well be inappropriate as well. This subject is difficult because the system used is one that is used all over Europe employing a standard methodology. That said it has a shortcoming in that it measures the amount of recycling undertaken (in a comparable way to other local authorities), but does not measure the efficiency in terms of cost against that activity). That said the council performs extremely poorly against other councils both locally and nationally in terms of recycling performance.

The task group has considered a number of suggestions in relation to plastic recycling itself (a focus we chose to focus on) and to performance generally and the recommendations are listed below. It is clear from our surveying of the public that there is considerable frustration locally in what can or cannot be recycled and that this contributes to people not recycling at all. One member of the public said "I can't be bothered to recycle it's too confusing everything goes into the general waste in our house".

The lack of recycling in the district combined with public comments may indicate the need for the council to devise an education plan to address this issue. It could also indicate that a simpler system is needed, such as the one used in East Surrey. Here there are only two bins one for recyclable one for general rubbish, and this has resulted in a much higher recycling rate. This two bin strategy contributes to them achieving a recycling rate in the top 10 in the country having looked at a co-mingled bin this would create an additional cost of £800,000, which would equate to an additional £45 per year, per household across Tendring, if introduced.

It is also clear from Officers, and Portfolio Holder evidence as well as the general public comments alike that recycling is a considerable concern especially in the light of recent focus by the press and media following the Blue Planet programmes focussing on plastics in our oceans. This 'big picture' issue is one that belies the sheer complexity of the issue. While it is recognised that TDC cannot, and indeed should not, try to address the entire problem, it can and should do its bit to address the areas where we can make a difference. That is clearly something that we are currently not achieving. In short we need to do better.

8.0 Special Thanks

Thanks should be extended to the Tendring District Council Officers and Councillors for undertaking the evidence gathering at meetings of the group, and consultation sessions who were: Damian Williams, Jonathan Hamlet, Rebecca Duff-Cole, Michael Talbot, Gary Scott, Joy Broderick, Maurice Alexander and Richard Everett.

Very special thanks should be given to Anastasia Simpson who variously encouraged, cajoled and administered the workings of the Task and Finish Group with great skill and alacrity.

9.0 Sign off

We the undersigned commend this report to the Resources and Services Overview and Scrutiny Committee and recommend that it should be passed to the Cabinet for its consideration.

Signed:

Councillor Maurice Alexander

Councillor Joy Broderick

Councillor Richard Everett

Councillor Gary Scott

APPENDIX A

**RESOURCES AND SERVICES – OVERVIEW AND SCRUTINY COMMITTEE
TASK AND FINISH GROUP – RECYCLING**

MEETING SCHEDULE

Meeting	Date	Time	Venue	Activity
1	22 August 18	2.00pm	Town Hall	<ul style="list-style-type: none"> • Group Introductions • Review of Tasks – who is going to do what? • Questions for the Portfolio Holder/Officer • What is the group aiming to achieve? • Format of the public session
2	7 September 18	2.00pm	Town Hall	Questions for Portfolio Holder/Officer
3	September/October 18			Public Events at supermarkets in Clacton and Harwich and Christmas Tree Island (Clacton)
4	4 October 18	2.00pm	Town Hall	Draft of report for Resources and Services O&S
5	4 October 18 – November 18			Internal reporting processes – Management Team, Publishing of O&S agenda and reports
6	1 November 18	2.00pm	Town Hall	Preparation - presentation of findings to the Resources and Services O&S Committee on 29 th November
7	29 November 18	7.30pm	Weeley	Final presentation of findings at the Resources and Services O&S Committee

APPENDIX B

Meeting	Date	Activity	Attendance
1	22 August 18	<ul style="list-style-type: none"> • Group Introductions • Review of Tasks – who 	Cllr R Everett Cllr M Alexander

		<p>is going to do what?</p> <ul style="list-style-type: none"> • Questions for the Portfolio Holder/Officer • What is the group aiming to achieve? • Format of the public session 	<p>Cllr J Broderick</p> <p>Anastasia Simpson, Head of People , Performance and Projects</p> <p>(Apologies Cllr Scott)</p>
2	7 September 18	<p>Questions for Portfolio Holder/Officer</p>	<p>Cllr R Everett Cllr M Alexander Cllr M Stephenson (Observer) Cllr M Talbot</p> <p>Damian Williams, Head of Building and Engineering</p> <p>Jonathon Hamlet, Street Scene Manager</p> <p>Anastasia Simpson, Head of People, Performance and Projects</p>
3	September/October 18	<p>Public Events at supermarkets in Clacton and Harwich and Christmas Tree Island, Clacton</p>	<p><u>Christmas Tree Island (Clacton)</u></p> <p>Cllr G Scott Cllr R Everett Jon Hamlet Rebecca Duff-Cole</p> <p><u>Morrisons (Harwich)</u></p> <p>Jon Hamlet Rebecca Duff -Cole Cllr G Scott Cllr R Everett</p> <p><u>Tesco's (Clacton)</u></p> <p>Rebecca Duff-Cole Jon Hamlet Cllr J Broderick Cllr G Scott Cllr R Everett Damian Williams</p>
4	4 October 18	<p>Draft of report for Resources and Services O&S</p>	<p>Cllr R Everett Cllr M Alexander Cllr G Scott Cllr M Stephenson (Observer)</p> <p>Anastasia Simpson, Head of</p>

			People, Performance and Projects (Apologies Cllr Broderick)
5	4 October 18 – 5 November 18	Internal reporting processes – Management Team, Publishing of O&S agenda and reports	N/A
6	1 November 18	Preparation - presentation of findings to the Resources and Services O&S Committee on 5 th November	Cllr R Everett Cllr M Alexander Cllr M Stephenson (observer) Anastasia Simpson, Head of People, Performance and Projects Apologies Cllr Broderick Cllr G Scott – non attendance
7	29 November 18	Final presentation of findings at the Resources and Services O&S Committee	

APPENDIX C

QUESTIONS ASKED AT MEETING WITH THE PORTFOLIO HOLDER AND OFFICERS

Priorities and projects

Recycling rate pg 20 Outturn

1. How long have you been the Portfolio-holder with responsibility for Recycling?
2. Prior to 2017-18 what was the historic recycling performance outturn previously? What story was this portraying of our local authority?
3. How was the target for 2016/17 and subsequently 2017/18 derived? What was it?
4. Performance measured March 2017 29% target 27.7 achieved – what did you suggest at that time should be done to improve performance. June? September? **, since?
5. What is the trend described by this data and what are your future projections for performance?
6. How confident are you that you can achieve the projected recycling rates in the future?
7. Are they too challenging? Not challenging enough?
8. In terms of other authorities locally and nationally how do you rate this performance? (1) 65.4, (350) 14.1 (327) 26.8, Maldon 58%, Essex 52.9, Uttlesford 51.5, Braintree 49.7, Colchester 45.8, Tendring 26.8?
9. Other stakeholders in this overall picture might have different views about this performance – what would you say that those stakeholders opinion would be on this performance? Disposal partners, Collection partners, Public.
10. How often do stakeholders meet to challenge this data? What is missing in this picture? How can you rectify that?
11. Are there opportunities for the future to improve the recycling performance?
12. Our performance on recycling has been rated by public and others as unsatisfactory, disappointing, drifting and inadequate. What do you think that good would look like?
13. Hitherto we have concentrated on performance against targets – but I acknowledge that that does not necessarily tell the whole story. Social Value and Cost are equally important here. As portfolio holder have you undertaken a cost benefit analysis (CBA) or Social Return on Investment (SROI) on recycling by Tendring District Council? If so what conclusions did it/they come to?
14. Data is crucial to allow performance to be measured. The latest performance report has no data entered for April May June July and August. What have you done to pressure Essex County Council to produce this data?
15. If you had one action that you could do to improve our recycling performance what would that be?

16. How will we know that it is working?

17. Will it work fast enough?

18. Does it balance reactive and/or proactive strategies?

19. How will it be communicated to stakeholders?

20. What contingency measures will need to be put in place?

21. What other priorities would be affected and how would you manage that?

22. Do you have anything else you would like to add?

APPENDIX D

Resources and Services
Task and Finish Group – 7th September 2018

Key Points Raised:

- 1) Recycling target 29% - review how this target was determined.
- 1) Officers confident that the introduction of wheelie bins will increase recycling figures, based on evidence from other authorities across Essex.
- 2) Cost benefit analysis undertaken and many options were considered? Officers looked at cost and achievement, looked at all service possibilities. Co –mingled costs and recycling credits calculated to see what the best cost pressure benefit.
- 3) Other KPIs regarding waste and recycling, including missed bins etc. other key performance indicators, need to look at the whole remit of waste and recycling.
- 4) Query regarding whether the correct questions via the performance report. Do the metrics need to be changed? Participation in recycling – possibly a good measure.
- 5) If the Council opted for a completely co- mingled waste (paper, all plastics, bottles) provision costs increased by £820K (Over £5m over the five years contract)
- 6) Review of barriers to recycling – plans in place to promote recycling include a detailed leaflet for residents, various advertising (side of vans, working with schools) other possibilities include advertising on petrol pumps, cinemas, schools producing a video.
- 7) Many international factors impacting on recycling -E.g. China not accepting low grade plastics, rapid price changes in the industry.
- 8) Working with manufacturers to reduce plastics at source including alternative packaging.
- 9) Culture change – working with children in primary schools, positive campaign introduced as the same time as Key Stage 1 free lunches introduced. Children scrapped plates into recycling bins, behaviour change.
- 10) Litter picking in schools, tie in with OFSTED aims, supporting the community.
- 11) Council to use internal resources and expertise to support the changes to waste next year.
- 12) Introduce a Youth Award for recycling.
- 13) Maximise opportunities with Veolia to sponsor Council recycling initiatives.
- 14) Education and promotion – key objectives.

APPENDIX E



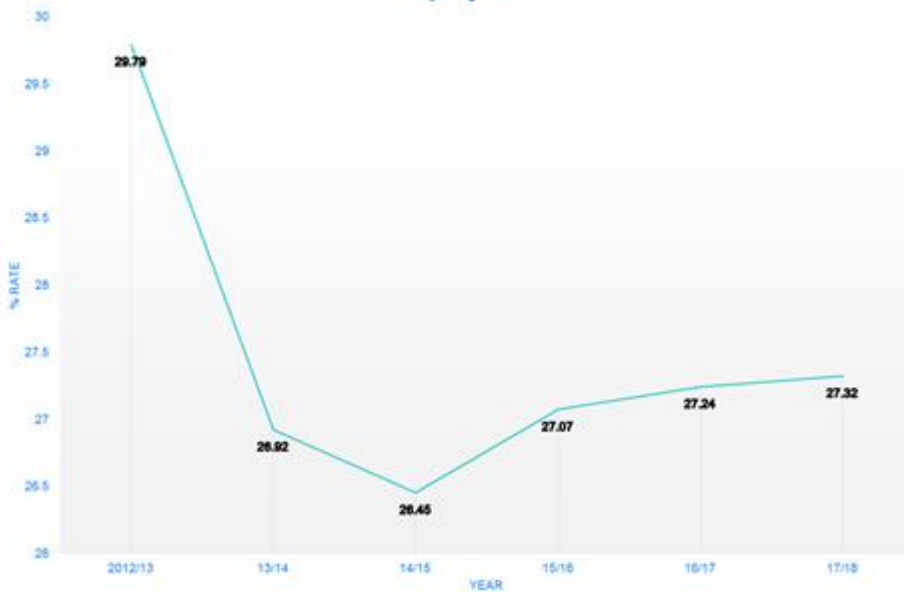
Recycling rates credits & collection costs

Jon Hamlet
Street Scene Officer

2nd July 2018

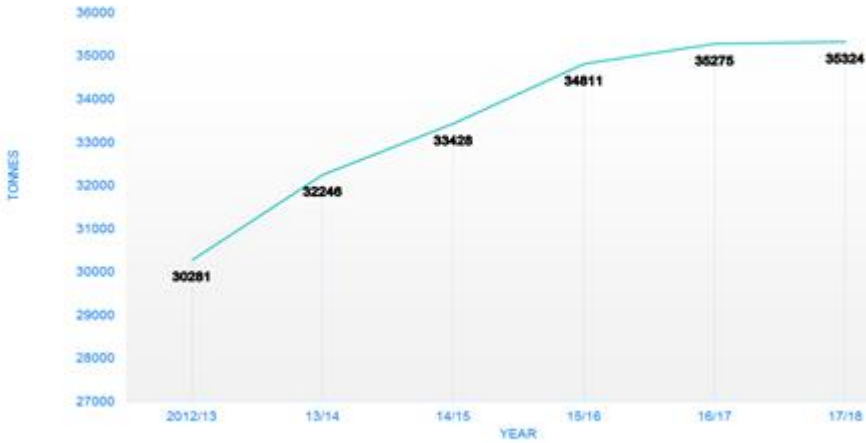


Recycling Rate

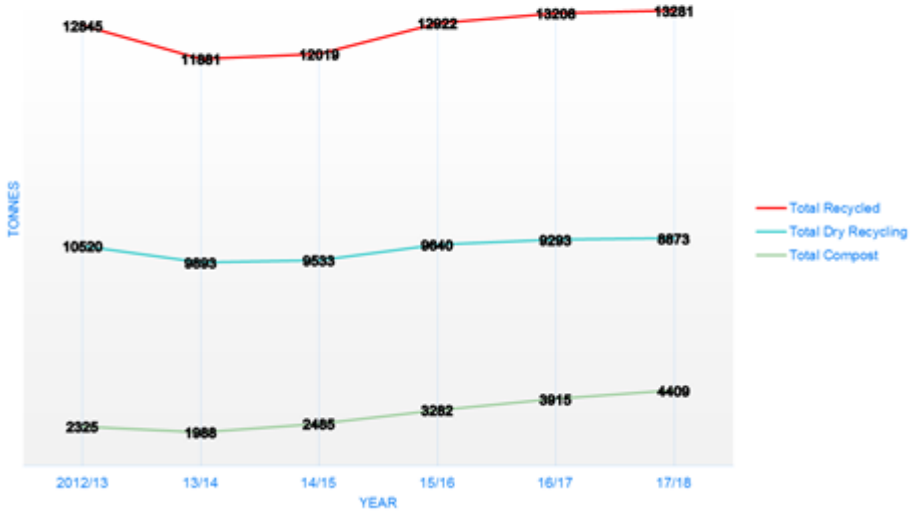




Refuse

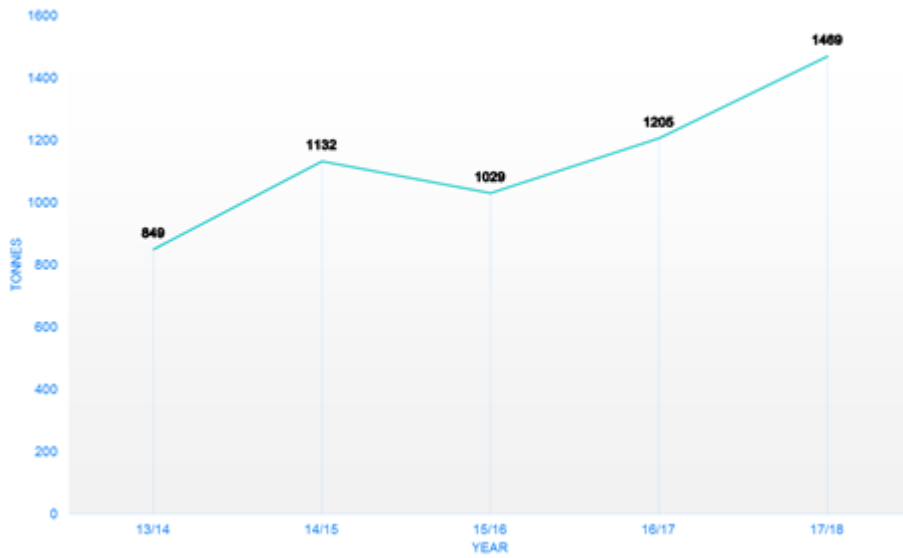


Total Recycling Tonnage

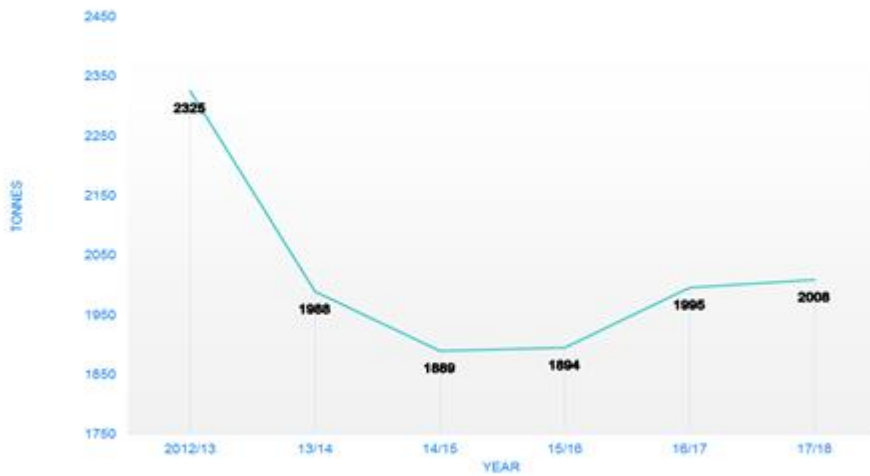


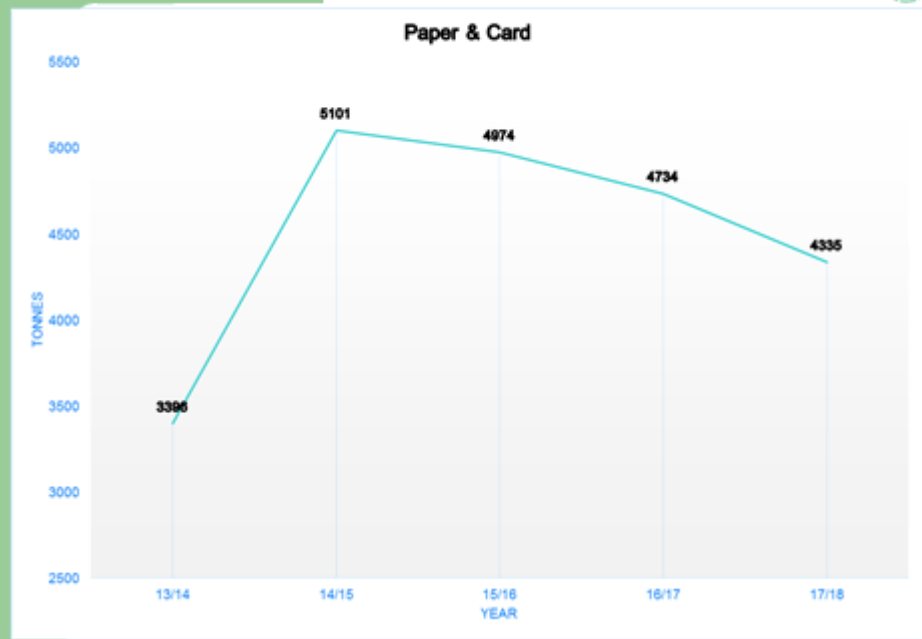
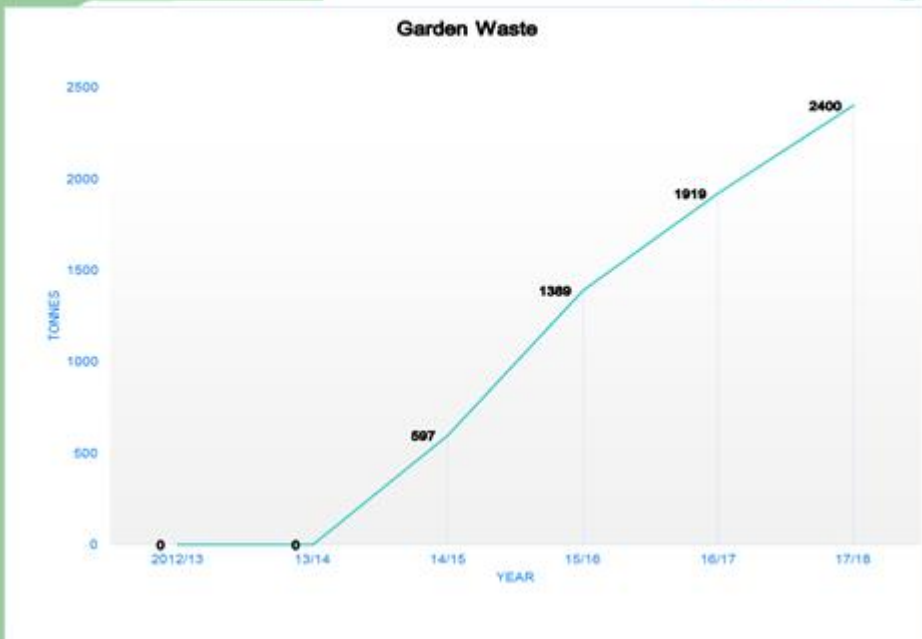


Plastic & Cans



Food waste





APPENDIX F

Turn Trash into Cash

Our recycling scheme at the school allows us to earn money through recycling waste that would ordinarily be thrown in the rubbish. We encourage all children, their families and friends to take part and would just like to take this opportunity to remind you of the items that you could collect in order to help the environment and help the children raise money.

How it works

- Pop the recycling in a bag or box and give it to your child to take into class.
- The teacher will award house points every time recycling is taken in.
- The children are then asked to take the recycling to the atrium.
- They are asked to leave their recycling bag or box in the big green collection bin in the atrium. We ask them NOT to attempt to sort it into the other specific waste stream recycling bins.
- We volunteers sort the recycling into the various waste streams and place it in the individual boxes in the entrance hall.
- When we have the required amounts we box up the rubbish and send it for recycling. The school linked charity is then awarded money in return.

We are a public drop off point so please encourage friends, family, neighbours and the local community to join in.

Community Effort

We earn typically 2p per wrapper / item (except for electronic items which earn more), and this scheme has helped us raise well over £1000 by recycling waste and helping the environment.

The school is a public drop off point so anyone can get involved. Recycling can be left near the front entrance to school if house points are not wanted.

If you work in an office or can convince any local business to help us, we can provide collection boxes. Think cafes, cleaners, Hairdressers, beauticians, offices, estate agents etc.

APPENDIX G

We Recycle Your Rubbish

Save it from landfill and earn money for Tendring Primary School in the process.

Teach your children the importance of caring for our planet and help us earn money to enhance their school experience too

WE RECYCLE THE FOLLOWING :

Any brand of biscuit wrapper, cracker wrapper, or cake wrapper including the sleeve and individuals wrappers from multipacks and nibble packs. This includes Go Ahead bars and similar, Mini cheddars etc We get 2p for each wrapper.



Any old pens, (metal or plastic) with or without lids , or lids without pens including biros, highlighters markers and felt tips. We can also recycle mechanical pencils, old tipex pots or rollers. We earn 2p for each item.



Items from home care and air freshener products including Plastic bottle caps, lids, pumps or trigger heads used for products such as kitchen /bathroom cleaner sprays and washing up liquid. Flexible wipe packaging (used for home cleaning products). All brands and sizes of plastic air fresheners, air freshener cartridges and any plastic packaging. This programme does not collect glass cartridges. We earn 2p per item



Ellas Kitchen Stage 1, Stage 2, Stage 3, Baby Brekkie, pasta sauce and Smoothie Fruit pouches including the caps, and all snack wrappers. You can also send in any other brand of baby food pouches. We earn 2p per item.



And there's more... see page 2 for details.

Plastic waste from personal care and hair care products, including tubs, tubes, lids, caps, pump heads, sprays, and wipes packets. Including waste from hair care & colouring, sun protection and aftercare, personal care, skin care and deodorants We earn 2p for each item.



Plastic containers typically used for takeaway food. These are reused by a lady who provides free meals to families, children or elderly people in the local community in Clacton.



Milk Bottle Tops - These are sent to a local church who collect to recycle and raise funds on behalf of the local air ambulance.



Tech - Old Laptops, Tablets and mobile phones. Any Age and any condition. The amount we raise from this varies on the condition of the item, but all items gratefully received



COMING SOON

We hope in December to be able to join the scheme to recycle empty crisp packets.

We will be collecting them from now on in readiness of the launch of the scheme.



More Recycling... And did you know...

- There is a scheme that wants your unwanted bras to help teenage girls in Africa - www.smallsforall.org
- Batteries can be recycled in all supermarkets but we do have a collection box at school if this is more convenient for you.
- We can recycle small used ink cartridges via the school
- Drinks cartons can be recycled at the Tetra Pack recycling station in the Tesco car Park in Clacton. This location also accepts throw away hot drinks cups like those used at Costa or McDonalds.

APPENDIX H

TASK AND FINISH GROUP – RECYCLING

Proposed Questions for Residents

1. In which part of the District do you live?
2. Do you regularly recycle at home?
3. If you don't recycle from home, what would help you to do so?
4. On a scale of 1 to 10, with 1 being the lowest and 10 the highest, how important is recycling to you and your family?
5. What items do you currently recycle and how or where do you recycle (kerbside, bring sites, recycling centres) – (insert grid/table)
 - Glass
 - Food
 - Paper/card
 - Textiles
 - Plastic bottles/cans
 - Garden waste
6. Which types of plastic bottles do you currently recycle?
7. On a scale of 1 to 10 again, with 1 being the lowest and 10 the highest how would you rate the current recycling provisions?
8. What would be your suggestion to improve this rating?
9. Would you be prepared to pay more to fund these suggestions?

APPENDIX I

Date surveyed	23rd, 24th and 26th	
Survey location	Christmas Island, Morrisons Harwich, Tesco's Clacton Brightlingsea, Clacton, Dovercourt, Frinton-on-sea, Great Clacton, Great Holland, Great Oakley, Harwich, Holland-on-Sea, Jaywick, Kirby Cross, Kirby- le-Soken, Little Bromley, Little Clacton, Little Oakley, Mistley, Old Harwich, Parkestone, Point Clear, St Osyth, Thorpe-le-Soken, Thorrington, Walton- on-the-Naze, Weeley and Wix	
Area		
Do you recycle		97.80%
What would help	Better advice, more collections, encouragement, enforcement and incentivisation	
How important Average out of 10		8.93
Glass		83.52%
Food		45.05%
Paper/card		96.70%
Textiles		82.42%
Plastic bottles/cans		96.70%
Garden waste		67.03%
Types of plastic bottles recycled	One respondent said everything plastic went in. Majority all bottles. Many didn't know about caps	
Rate provision		6.34
How improve	All plastics were the huge favourite. Next Glass, then Education/encouragement and bottle return schemes. Sizeable more frequent collection. Number cited other authorities e.g. Rochford, East Surrey, North Yorks, Epping Forest and Colchester Sizeable minority enforcement	
Pay more		67.06%
Comments	Comments ranged widely for instance one respondent questioned whether it costs more to collect old furniture from properties or from the roadside when it is dumped. Another commented that she took all her non- recyclable items to her mothers in Dedham so that it would be recycled by Colchester. Other comments included could we advertise more about how to recycle batteries, another about enforcement against dumping, and another stating we should have 30mph stickers on all bins in built up areas. One child pointed out that Market School in Elmstead had recently done projects on recycling.	

APPENDIX J

Date surveyed	Survey location	Area	Do you recycle	What would you like to see	How important	Glass	Food	Paper/card	Textiles	Plastic bottles/cans	Garden waste	Types of plastic bottles recycled	Rate provision	How improve	Pay more	Comments
26	Tesco Clacton	Great Clacton	yes	Enforcement	7	y	n	y	n	y	n	Milk Water	7	Dont know	n	
26	Tesco Clacton	Great Holland	yes		10	y	y	y	y	y	y	Soft drinks	5	Manufacturers to produce only recyclable packaging	y	
26	Tesco Clacton	Kirby Cross	yes		10	y	y	y	y	y	y	All	4	Plastic trays wrapping to be collected	y	
26	Tesco Clacton	Clacton	yes		10	y	n	y	y	y	y	Milk Coke	3	Regular weekly collection	y	
26	Tesco Clacton	Clacton	yes		10	y	y	y	n	y	y	All	8	All plastics to be recycled	y	
26	Tesco Clacton	Clacton	yes		11	y	y	y	y	y	y	All	2	All plastics to be recycled and garden waste	y	Dumping unacceptable should enforce
26	Tesco Clacton	Kirby Cross	yes		10	y	n	y	y	y	y	Milk Juice	10			
26	Tesco Clacton	Great Clacton	yes		8	y	n	y	y	y	y	All	5	All plastics to be recycled	y	
26	Tesco Clacton	Frinton	yes		10	y	n	y	y	y	y	All	7	All plastics to be recycled	y	Elmstead Market School have done project on recycling
26	Tesco Clacton	Miller Close	yes		10	n	y	y	y	y	y	Milk	7	Dump not taking glass ridiculous	y	
26	Tesco Clacton	Holland Road	yes		1	y	n	y	y	y	y	All	5	All plastics to be recycled	y	
26	Tesco Clacton	Jaywick	yes		10	y	y	y	n	y	y	Juice	6	Enforcement	y	
26	Tesco Clacton	Brightlingsea	yes		9	y	n	y	y	y	y	All	8	More plastics	n	
26	Tesco Clacton	Burrs Estate	yes		10	y	y	y	y	y	y	All	7	Collect glass and more plastics	y	
26	Tesco Clacton	Cann Hall	yes		10	y	y	y	y	y	y	All and caps	5	Should have weekly bin collection of recycling	y	
26	Tesco Clacton	Lt Clacton	yes		7	y	n	y	y	y	y	Milk and caps	7	More regular collection with bigger bins	y	
26	Tesco Clacton	Kirby le Soken	yes		9	y	y	y	y	y	n	Milk Detergent	8	Glass collection	n	
26	Tesco Clacton	Kirby Cross	yes		8	y	n	y	y	y	y	All	5	Look at North Yorkshire	n	
26	Tesco Clacton	St Osyth	yes		9	y	n	y	y	y	y	Milk Pop	5	More plastic Need food collection	y	
26	Tesco Clacton	Brightlingsea	yes		7	y	y	y	y	y	y	Milk Juice and ca	8	Checking of black bags required	y	
26	Tesco Clacton	Clacton	yes		5	n	n	y	y	y	n	All	3	Collect more plastics	y	
26	Tesco Clacton	Walton	yes		9	y	y	y	y	y	y	Milk Drinks Toilet	5	See Epping Forest more plastics	y	Should have 30mph signs on bins
26	Tesco Clacton	Wix	yes		8	n	n	y	y	y	y	Yes and tops	6	Cardboard needs to be recycled mre often	y	
26	Tesco Clacton	Bockings Elm	yes		9	y	y	y	y	y	y	Drinks Milk and c	7	Clearer labelling what can and cant be recycled	y	
26	Tesco Clacton	Clacton	yes		5	n	n	y	n	y	y		5	more collection	n	
26	Tesco Clacton	Clacton	yes	Flat collect	9	y	y	y	y	y	y		5		y	
26	Tesco Clacton	Walton	yes		10	y	n	y	y	y	y	All	5	Smaller brown bins needed	y	
26	Tesco Clacton	Clacton	yes		8	n	n	y	y	y	n	All and caps	9	Bags	y	
26	Tesco Clacton	Thorrington	yes		10								10			Battery recycling need to let people know how
26	Tesco Clacton	Clacton	no	Taller wheelie bins	6	y	n	y	y	n	y	Milk	5	Bigger bins for recycling	n	
26	Tesco Clacton	Clacton	yes		8	y	n	y	y	y	n	Milk Juice Clean	8	More plastic collection	n	
26	Tesco Clacton	Brightlingsea	yes	dont know	8	y	y	y	y	y	y	Milk Water Toilet	6	general plastic reduce packaging garden waste	y	
26	Tesco Clacton	Thorpe	yes	advice	10	y	y	y	y	y	y	All plastic bottles	9	supermarkets packaging	y	
26	Tesco Clacton	T	yes	dont know	7	y	y	y	y	y	y	Drinks Milk sauc	10	Plastic recycling less packaging	y	
26	Tesco Clacton	Point Clear	yes	help the people	10	y	n	y	y	y	y	All plastic bottles	5	improve recycling take more	y	
26	Tesco Clacton	Walton	yes	Collect more	10	y	y	y	y	y	n	Milk Toiletries Al	5	Food with garden waste biodegradable bags collect	y	
26	Tesco Clacton	Mistley	yes	no problem	8	y	y	y	y	y	n	Most drinks bottl	8	Glass collection	n	
26	Tesco Clacton	Great Clacton	yes	recycling en	10	n	n	y	y	y	y	Milk Drinks clean	1	weelie bin for recycling	n	
26	Tesco Clacton	Jaywick	yes	enforcement	10	y	n	y	n	y	n	Milk Drinks	8	glass collection collect more plastic	n	
26	Tesco Clacton	Clacton	yes	collections	6	n	y	y	y	y	y	Water Drinks	3	more collection recycle more plastic and glass	y	
26	Tesco Clacton	Clacton	yes	black bags	9	y	y	y	y	y	y	Water Detergent	5	Take more plastic packaging to recycle	y	
26	Tesco Clacton	Great Clacton	yes	enforcement	10	y	y	y	y	y	y	All plastic bottles	9	Glass collection	y	
26	Tesco Clacton	Holland on Sea	yes	fine them	10	y	n	y	y	y	n	Drinks Milk and h	9	Yoghurt pots plastics	y	
23	Christmas Island Clacton	Wash Lane	yes	Food waste	7	n	y	y	y	y	n	All	7	Information all plastic		
23	Christmas Island Clacton	Peter Bruff ward	yes	take more	10	y	n	y	y	y	n	All	9	General household waste ie garden chairs to be recy	n	
23	Christmas Island Clacton	Holland on Sea	yes	pay to recy	10	y	n	y	y	y	y	All	7	check weelie bins	n	

23	Christmas Island Clacton	Clacton	yes	food waste	8	y	n	y	y	y	All plastic bottles	5	do what people say	n							
23	Christmas Island Clacton	Clacton	yes		10	y	n	n	y	y	n	Drinks Milk	5	food composters and separation							
23	Christmas Island Clacton	Holly Court	yes	In town rec	10	y	n	y	y	y	y	Milk	10	Bottle deposit recycling weelie bin recycling points	y						
23	Christmas Island Clacton	Great Clacton	yes	enforceme	9	y	n	y	y	y	y	Milk cleaning prc	6	take other plastics	n						
23	Christmas Island Clacton	Clacton	yes		7	n	n	y	y	y	y	All	7	Kerbside glass collection	n						
23	Christmas Island Clacton	Lt Clacton	yes	too much h	6	y	n	y	y	y	y	All	8	Dont know	n						
23	Christmas Island Clacton	Great Clacton	yes		8	y	y	y	y	y	y	All	5	Take all	y						
23	Christmas Island Clacton	Jaywick	yes		10	y	y	y	y	y	y	All	7	Call similar time							
23	Christmas Island Clacton	Weeley	no	new boxes	3	n	n	n	y	y	y	Dont	8	More info needed	n						
23	Christmas Island Clacton	Holland on Sea	yes		7	y	n	y	y	y	y	Milk drink cleanir	7	end market	n						
23	Christmas Island Clacton	Harwich	yes		10	y	y	y	y	y	n	Milk Drinks	10	fly tipping dumping communal areas	y						
23	Christmas Island Clacton	Church Road Clacton	yes		10	y	y	y	y	y	y	Milk cleaning prc	10		y						
23	Christmas Island Clacton	Clacton	yes		10	y	n	y	y	y	n	Milk Coke	7	better shops laws etc							
23	Christmas Island Clacton	Alton Park	yes		10	n	y	y	n	y	n	All	7	recycle responsibility bottle return scheme	n						
23	Christmas Island Clacton	Great Clacton	yes		10	y	y	y	y	y	y	Drinks Milk	8	metal trays tin foil oil plastics reuse	y						
23	Christmas Island Clacton	Ellis Road	yes	Bins along	10	y	n	y	n	y	n	Milk Water	5	Deposit bottle return scheme	y						
24	Morrisons Harwich	Dovercourt	yes		10	y	y	y	y	y	y	All	1	All plastics to be recycled	y						
24	Morrisons Harwich	Old Harwich	yes	encourage	10	y	n	y	y	y	n	All plastic bottles	5	Bottle return scheme separate bin collect glass gard	n						
24	Morrisons Harwich	Dovercourt	yes		10	y	y	y	y	y	n	All	1	Accept more plastic	y						
24	Morrisons Harwich	Clacton	yes	encourage	10	y	y	y	y	y	n	Milk cleaning prc	9	better plastic recycling	y						
24	Morrisons Harwich	Dovercourt	yes	glass and b	10	y	y	y	y	y	y	Milk Drinks clean	8	glass weelie bin education and encouragement	y						
24	Morrisons Harwich	St Osyth	yes		10	n	y	y	y	y	y	Milk Juice	10		y						
24	Morrisons Harwich	Lt Oakley	yes		10	y	y	y	n	n	n	All	7	Collection everything, more frequent	y						
24	Morrisons Harwich	Fallowfield	yes	Yes	10	y	n	y	y	y	n	bottles	1	other areas better take everything	y						
24	Morrisons Harwich	Dovercourt	yes	encourage	10	y	y	y	y	y	y	Detergents	8	take larger items for free	n						
24	Morrisons Harwich	Harwich	yes		10	y	n	y	n	y	y	All	5	every week	y						
24	Morrisons Harwich	Gt Oakley	yes		10	y	n	y	y	y	y	All	5	Glass collection Colchester better	y						
24	Morrisons Harwich	Harwich	yes		8	y	n	y	n	y	y	Evcerything plast	5	take all plastic and collect glass	y						
24	Morrisons Harwich	Harwich	yes	encourasgi	10	y	n	y	n	y	y	All	8	Free glass collection	n						
24	Morrisons Harwich	Harwich	yes	reassuranc	9	y	n	y	y	y	y	Milk Drinks	8	Bins too small	n						
24	Morrisons Harwich	Dovercourt	yes	much as yo	8	y	n	y	y	y	y	Milk Water	6	Take more plastic	y						
24	Morrisons Harwich	Dovercourt	yes	encourage	10	y	y	y	y	y	y	All plastics	7	compulsory	y						
24	Morrisons Harwich	Dovercourt	yes	tell them	8	y	y	y	n	y	y	Do plastic only al	5	Take all plastic	n						
24	Morrisons Harwich	Dovercourt	yes	glass bin	10	n	n	y	y	y	y	Water Detergent	6	No limit on garden waste glass collection	n						
24	Morrisons Harwich	Dovercourt	yes	better colli	10	y	n	y	y	y	n	Everything	3	recycle more	n	Does it cost council more if easier to collect old furniturew rather than it being dumped					
24	Morrisons Harwich	Harwich	yes		8	y	n	y	y	y	n	Coke Lemonade	5	bags again rather than boxes	y						
24	Morrisons Harwich	Harwich	yes		10	y	n	y	n	y	n	All	5	More to be recycled need bins and places to take recy	y						
24	Morrisons Harwich	Dovercourt	yes	encourage	10	y	y	y	y	y	y	Any	6	More bins at supermarkets chewing gum	y						
24	Morrisons Harwich	Dovercourt	yes	encourage	8	y	y	y	y	y	y	Acceptable ones	6	Tetra paks follow rochford yoghurt pots butter	y						
24	Morrisons Harwich	Little Bromley	yes		10	y	n	y	y	y	n	Any	9	Improve food waste collection	y	Takes things not recycled by Tendring to Mothers in Dedham					
24	Morrisons Harwich	Dovercourt	yes	education	10	y	n	y	y	y	n	Any	8	Encouragement and education	n						
24	Morrisons Harwich	Dovercourt	yes	try encours	10	y	y	y	n	y	n	Any	7	People should encourage	y						
24	Morrisons Harwich	Parkston	yes	storage	8	n	n	y	y	y	n	Milk drink cleanir	6	Glass collection Free garden waste	y						
24	Morrisons Harwich	Wix	yes		10	y	y	y	y	y	y	All	3	All plastics Shops should only do recyclable	y	Foil					
24	Morrisons Harwich	Second Ave Harv	yes		10	y	n	y	n	y	n	Milk Drinks aeros	8	yoghurt and margarine tubs Education stickers	n						
					89		8.93407	76	41	88	75	88	61		6.340659341		57				

APPENDIX K

Recycling and Composting Performance

April 2017 - March 2018

Authority	Household Residual Waste (Tonnes)	Household Waste Reused or Recycled (Tonnes)	Household Waste Composted (Tonnes)	Total Household Waste (Tonnes)	Household Waste Reused or Recycled (%)	Household Waste Composted (%)	Total Recycled or Composted (%)	Number of Households	Total Waste Per Household (Kgs)	Household Residual Waste Per Household (Kgs)
Basildon Borough Council	40,241	18,462	19,085	77,788	23.7%	24.5%	48.3%	77,990	997	516
Braintree District Council	27,968	13,245	15,785	56,998	23.2%	27.7%	50.9%	64,150	889	436
Brentwood Borough Council	16,250	7,081	5,471	28,801	24.6%	19.0%	43.6%	33,140	869	490
Castle Point Borough Council	16,382	8,125	7,797	32,304	25.2%	24.1%	49.3%	38,550	838	425
Chelmsford City Council	32,834	14,695	21,881	69,410	21.2%	31.5%	52.7%	74,740	929	439
Colchester Borough Council	29,232	15,076	14,569	58,877	25.6%	24.7%	50.4%	80,410	732	364
Epping Forest District Council	23,317	14,134	16,435	53,886	26.2%	30.5%	56.7%	55,870	964	417
Harlow Council	14,834	8,156	3,404	26,394	30.9%	12.9%	43.8%	36,980	714	401
Maldon District Council	9,414	6,015	7,492	22,921	26.2%	32.7%	58.9%	27,800	824	339
Rochford District Council	12,510	8,307	12,621	33,437	24.8%	37.7%	62.6%	35,600	939	351

Tendring District Council	35,323	8,921	4,409	48,652	18.3%	9.1%	27.4%	69,740	698	506
Uttlesford District Council	15,453	9,297	6,062	30,812	30.2%	19.7%	49.8%	36,050	855	429
Waste Collection Authority Total	273,755	131,514	135,010	540,279	24.3%	25.0%	49.3%	631,020	856	434
Essex County Council - Waste Disposal Authority Total	50,456	48,473	22,600	121,529	39.9%	18.6%	58.5%	631,020	193	80
Recycling of MBT Residual Waste		15,279								
Essex Waste Partnership Total	308,931	195,267	157,609	661,807	29.5%	23.8%	53.3%	631,020	1,049	490

Note 1: The total residual waste collected by the Essex Waste partnership does not equal the sum of the residual waste collected by Essex County Council and the Waste Collection Authorities, because after collection a proportion of the residual waste has undergone further treatment at the Mechanical and Biological Treatment (MBT) facility to extract recyclate. In 2017/18 the MBT facility extracted a further 15279 tonnes from the residual waste for recycling. This has been removed from the Partnership's residual waste total and added to the recycling totals.

Note 2: Household data <https://www.gov.uk/government/statistics/council-tax-stock-of-properties-2017> (Table CTSOP 1.0 SUP) Household numbers as of September 2017.