

**4<sup>th</sup> July 2018**

**Environment & Enforcement Committee**

**Recycling Road Shows, Campaigns and Second Recycling Sack deliveries**

**Report of:** Dawn Taylor – Business Support Services Manager

**Wards Affected:** All

**This report is:** Public

**1. Executive Summary**

- 1.1 This report is to notify Members of the forthcoming Recycling events planned for the summer months. Officers will raise awareness of recycling by answering questions, providing advice and handling out rolls of orange recycling sacks and food waste bags to residents.
- 1.2 For Members to be aware that officers from Street Scene will be working with partners of The Cleaner Greener Group on two campaigns later this year (dates to be confirmed), one campaign will concentrate on Litter and the second campaign to continue the campaign launched last year #CrimeNotToCare, regarding 'Duty of Care' awareness to try and tackle fly-tipping issues.
- 1.3 A second delivery of orange sacks and food waste bags will take place in September/October 2018; 40 sacks will be delivered in one roll to every household (excluding flats, which are on request).

**2. Recommendations**

- 2.1 **Members to note and support the arrangements for the forthcoming Summer Recycling Road shows; and to note that Brentwood Borough Council will be working again with the Cleaner Greener Group later in the year on campaigns tackling litter and fly-tipping.**
- 2.2 **Members to note that a second delivery of orange sacks, food waste bags and a recycling information flyer will be made in September/October 2018.**

### **3. Introduction and Background**

3.1 We have a few Summer Recycling Road shows planned during the summer months, where the team, as in previous years, will be out and about to assist residents with recycling queries, handing out orange sacks and food waste sacks, and promoting the leasing of the Councils Garden Waste bins. The events scheduled are detailed below:

- Friday 20<sup>th</sup> July – Land adj to Chapel High ruins, High Street Brentwood. 11am – 1pm.
- Friday 27<sup>th</sup> July – King Georges Park, Brentwood, (within the Council's Fun Day (commences 10.30am)
- Friday 3<sup>rd</sup> August – Blackmore Village Hall, (within the Council's Fun Day)
- Friday 17<sup>th</sup> August – Bishops Hall Park, Pilgrims Hatch, (within the Council's Fun Day)
- Friday 31<sup>st</sup> August – King Georges Park Brentwood, (within the Council's Fun Day)
- Tuesday 11<sup>th</sup> September – Foyer area at The Brentwood Centre, Doddinghurst Road, Brentwood. 11am to 1pm
- Friday 14<sup>th</sup> September – Land adj to Chapel High ruins, High Street Brentwood. 11am – 1pm.

3.2 The two campaigns with The Cleaner Greener group will again work with partners such as Keep Britain Tidy, MacDonald's, Dominos, KFC, Essex County Council and Local Essex Authorities, to work on raising awareness about 'Duty of Care' and Litter. The dates of campaigns will be circulated alongside details of how Members, Parish Councils and residents can get involved locally, once finalised.

3.3 The Council traditionally delivered sacks for dry mixed recyclables on an annual basis; as a trial, two deliveries are being made in 2018/19. A total number of 66 sacks for the year will have been delivered to every household (excluding flats, which are on request); for 2017/18 52 sacks were delivered to every household.

#### **4. Issue, Options and Analysis of Options**

- 4.1 Through the personal approach of face to face engagement at road shows with residents, it is possible to give more specific information and receive useful feedback on the Council's Operational services, which other communication mediums such as information on the calendars delivered cannot achieve on their own. It gives Officers a chance to engage with people to ensure that residents fully understand the Council's recycling and waste services and to address any issues. It is also an opportunity for residents to stock up on orange recycling and food waste bags to enable them to continue recycling.
- 4.2 By continuing to join forces with other Local Authorities and partners in supporting campaigns regarding raising awareness on fly tipping and litter matters and the continued reinforcement of these messages all over Essex, the message will reach more people than undertaking individual campaigns within each area.
- 4.3 In 2016/17 2.3 million sacks were issued and 5,276 tonnes of mixed dry recyclables were collected. In 2017/18 3.2 million sacks were issued and 5,195 tonnes of dry mixed recyclables were collected.
- 4.4 The additional sacks procured in 2017/18 resulted in further costs of £40,411.
- 4.5 Despite the increase in the numbers of sacks used, this did not result in a commensurate increase in the tonnage of dry mixed recyclables collected.
- 4.6 The orange sacks are also distributed through 27 outlets, and currently there is no mechanism in place to restrict the issuing of them.

#### **5. Reasons for Recommendation**

- 5.1 Holding road shows can assist in helping increase awareness about recycling and gather feedback from residents about the service.
- 5.2 Working with partners on campaigns to raise awareness about Duty of Care, fly-tipping and litter issues will help to raise the same consistent message throughout Essex, with shared resources.

- 5.3 As a trial, two deliveries of orange sacks are to be made in 2017/18 in order to assess their usage and establish identifiable savings.
- 5.4 A benefit of having a later delivery in the year, close to the Christmas holiday period, will help to remind and encourage residents to participate in the Council's recycling services as it is intended to deliver food waste sacks and an information flyer also.

## **6. References to Corporate Plan**

- 6.1 The approval of the recommendations will benefit the street scene and environment: -
- Focus on reducing waste of all kinds by promoting either re-use or recycling
  - Run community clean campaigns to improve neighbourhoods
  - In partnership with the whole community, we aim to make the Borough an even better place to live, work and visit.
- 6.2 To ensure the provision of efficient and effective services to our residents and businesses.
- 6.3 A Modern Council – providing increased customer satisfaction in the quality of Council services.

## **7. Implications**

### **Financial implications**

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**Name & Title: Jacqueline Van Mellaerts, Interim Chief Financial Officer**

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- 7.1 The second delivery in orange sacks is for awareness and good customer practice to increase recycling within the borough. As 66 bags are being issued as oppose to 52 bags for 2017/18, there will be increased costs along with the additional resources required for the second delivery. However, in order to assess the usage and establish any identifiable savings, this trial will need to be monitored throughout the year, to conclude whether it will be worth perusing for future years.

**Legal Implications**

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7.2 There are no legal implications arising from this report.

**8. Appendix**

None

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