

Report To:	OVERVIEW (AUDIT) PANEL
Date:	11 September 2017
Executive Member / Scrutiny Panel:	Councillor K Welsh – Chair to Place and External Relations Scrutiny Panel Councillor Allison Gwynne, Executive Member (Clean and Green)
Subject:	REVIEW INTO THE IMPACT OF BIN SWAP AND DELIVERING FUTURE IMPROVEMENTS TO RECYCLING
Report Summary:	<p>The Chair to Place and External Relations Scrutiny Panel to comment on the Executive Response (Appendix 1) to the scrutiny review into the Impact of Bin Swap and Delivering Future Improvements to Recycling and the recommendations made to support future services (Appendix 2).</p> <p>Produced in February 2017, the report concludes the in-depth review undertaken by a working group of the Scrutiny Panel between August and November 2016. The Executive Response meeting took place shortly after the report was finalised, with recommendations shared with the service as soon as possible for action.</p> <p>The responses detailed in Appendix 1 of the report were presented to the Scrutiny Panel on 13 June 2017. The Panel will undertake further progress monitoring when dates for the responses have passed.</p>
Recommendations:	That the Overview (Audit) Panel note the recommendations detailed in Section 9 of Appendix 2 .
Links to Community Strategy:	This review supports the Community Strategy priorities relating to 'Attractive Tameside'.
Policy Implications:	The review itself has no specific policy implications. Should the recommendations of this report be accepted by the Tameside Council's Executive, the relevant services will need to assess the policy implications of putting individual recommendations in place.
Financial Implications: (Authorised by the Section 151 Officer)	<p>The financial impact of the Bin Swap scheme has contributed to a reduction in the Waste Levy of (£3.872 million) from £17.453 million in 2013/14 to £13.581 million in 2016/17. In addition to this we also received rebates totalling £765,318 (£595,331 2015/16 and £169,987 2016/17).</p> <p>These savings have assisted in enabling the Council to produce a balanced budget.</p>
Legal Implications: (Authorised by the Borough Solicitor)	This was an important review as it looked at a significant cost saving proposal that the public were consulted upon so it was important to ensure delivered and that it continues to do so and whether necessary to put any changes in place to maintain effectiveness and fairness for all residents.
Risk Management:	Reports of Scrutiny Panels are integral to processes which

exist to hold the Executive of the authority to account

Access to Information:

The background papers relating to this report can be inspected by contacting Paul Radcliffe by:



Telephone: 0161 342 2199



e-mail: paul.racliffe@tameside.gov.uk

APPENDIX 1

Post Scrutiny - Executive Response

In Respect of: Review into the Impact of Bin Swap and Delivering Future Improvements to Recycling
Date: 13 June 2017
Executive Member: Councillor Allison Gwynne (Clean and Green)
Coordinating Officer: Ian Saxon, Assistant Executive Director, Environmental Services

Recommendations	Accepted/ Rejected	Executive Response	Officer Responsible	Action By (Date)
1. That the Council has a positive and proactive approach towards continually reviewing existing practices, with particular attention to frequency of collections for all bin types, to improve both recycling and seasonal capture rates.	Accepted	<p>Significant environmental and financial benefits have been achieved through Bin Swap. This has brought a more positive approach to change and an increased confidence in the Council's ability to deliver future improvements.</p> <p>A recent review of collections has resulted in the Council increasing the frequency of Blue Bin collections across the borough, which further increases household recycling capacity.</p> <p>It is imperative that the Council pushes on past Bin Swap and work to identify all possible improvements will be ongoing. This will include a constant review of collection rounds and lower performing areas.</p>	Garry Parker	September 2017

Recommendations	Accepted/ Rejected	Executive Response	Officer Responsible	Action By (Date)
<p>2. That significant priority and focus is placed on low performing areas, with the need to identify all potential barriers and deliver a more targeted, tailored and sustained approach to improve recycling rates.</p>	Accepted	<p>Recycling performance data shows that there is still more work to do in some of Tameside's lowest performing areas for recycling.</p> <p>In conjunction with the increased collection frequency of blue bins, work will be undertaken to improve the way that contamination is identified, recorded, relayed back to residents and used to inform enforcement plans.</p> <p>A recent investment in technology allows more data to be recorded by all collection vehicles, ranging from missed bins and contamination.</p> <p>Further work will also be undertaken to identify all factors that create barriers to recycling, including ongoing education, property types and targeted pieces of work in specific areas.</p>	Garry Parker	October 2017
<p>3. With a fixed housing stock and type, the Council look to break down potential barriers to why certain residents fail to recycle effectively, ensuring feedback and practical experience from collection crews is factored within new strategies.</p>	Accepted	<p>Waste Services operate collection rounds in a way that allows the recycling needs of all property types to be met. Tameside does have a relatively large number of terraced properties, which along with flats and apartments can present certain challenges for collection.</p> <p>Adding to the response to recommendation 2, the service is looking to maximise the amount of information and data it receives from all collection crews. Each vehicle has now been fitted with a tablet and during 2017 it is envisaged that greater staff engagement and recording will inform new strategies.</p>	Garry Parker	Quarterly

Recommendations	Accepted/ Rejected	Executive Response	Officer Responsible	Action By (Date)
4. That the Council maximises all available opportunities to improve local approach, using information and learning available from GMWDA and connections with other Greater Manchester authorities.	Accepted	<p>We will continue to work with our partners to continually review and improve the service offer. Links with GM Authorities is also valuable in order to maximise performance and reduce costs.</p> <p>The Council is well represented within GMWDA and the Strategic and Partnership Officers Groups. This allows Tameside to share learning and be well positioned to further strengthen local strategies.</p> <p>With a shared Greater Manchester target to achieve 50% recycling to meet the UK standards; we will share knowledge on associated work such as enforcement and communications activity.</p>	Garry Parker	July 2017
5. That where possible the Council look to pilot new ideas and build proposals to solve localised recycling issues, which support initiatives such as 'Zero Waste' and can generate GMWDA funding and support.	Accepted	<p>We will continue to work with our partners; service users and stakeholders to continually improve the service offer.</p> <p>Working with the GMWDA we monitor best practice across GM and plan future campaigns based on tested initiatives maximising the impact of all available resources.</p>	Garry Parker	December 2017
6. That evidence gathering with partners such as Registered Social Landlords can establish a clearer indication to what prevents households from recycling, leading to specific projects being trialled.	Accepted	We agree with this as an approach to tackling hard to reach areas and the some of the causes of wider anti-social behaviour. We accept the recommendation and will work with officers within housing and waste related partners to review our approach to this area.	Garry Parker	December 2017

Recommendations	Accepted/ Rejected	Executive Response	Officer Responsible	Action By (Date)
7. That close monitoring is undertaken on the actual number of fly tipping issues being reported within low recycling areas, with the view to improving intelligence and to support future interventions.	Accepted	<p>Flytipping information is collected and reported via the Enforcement Panel Reports and we the data will continue to be used to tailor the service and maximise impact.</p> <p>We have changed our approach to flytipping and have set up a joint operational and enforcement team to quickly tackle areas where fly tipped waste is reported. Matching this data with known areas of low recycling allows us to have a bigger impact on the overall performance.</p>	Garry Parker	December 2017
8. That for enforcement initiatives such as overt CCTV, the Council ensures all necessary compliance with Regulation of Investigatory Powers Act (RIPA).	Accepted	Waste Services will liaise with the Council's legal team during all enforcement activities to ensure legal compliance is maintained.	Garry Parker	Ongoing
9. That with some uncertainty associated with the UK leaving the European Union, the Council closely monitor all potential changes and impacts to ensure Tameside's Waste Strategy is as robust as possible.	Accepted	Working with our partners at GMWDA we will continually monitor and review the impact this may have on Waste Policy and any future waste ambition that the UK are likely to sign up to.	Garry Parker	Ongoing

APPENDIX 2

1. INTRODUCTION BY THE CHAIR OF THE PLACE AND EXTERNAL RELATIONS SCRUTINY PANEL

- 1.1 I am pleased to present this report of a review into the Impact of Bin Swap and Delivering Future Improvements to Recycling undertaken by the Place and External Relations Scrutiny Panel.
- 1.2 Sustainable waste management has come to the forefront of local and national affairs over recent years. This has primarily been led by the environmental impact and financial awareness relating to the amount of waste sent to costly landfill.
- 1.3 As legislation on waste management has imposed stricter targets, local authorities have had a greater responsibility to design new waste management strategies to increase recycling rates.
- 1.4 Landfill waste can have detrimental impacts on local environments and it is a significant contributor to global warming and the rising levels of greenhouse gases. Landfill is also costly to local authorities, with each tonne costing Tameside £308.25 based on 2015/16 charges.
- 1.5 The UK has already surpassed the EU target of reducing biodegradable municipal waste to 50% of the baseline (1995), with 2014 levels at 24% of the baseline. The Department for Environment, Food and Rural Affairs (DEFRA) also reports that despite a 400% increase in recycling since 2000, the UK is still short of its 50% household recycling target set by the EU for 2020.
- 1.6 Tameside's Bin Swap pilot started in November 2013, with a primary focus on four areas. With results showing a landfill reduction by 25% overall, the borough-wide roll out of Bin Swap took place in November 2015. The scheme has so far significantly improved overall recycling rates and achieved financial savings of over £3.2 million, which includes a levy rebate of over £700,000.
- 1.7 The Panel is aware that the Council must continue striving to improve recycling rates across the borough to ensure that further savings continue to be achieved, helping to reduce the environmental impacts.
- 1.8 On behalf of the Place and External Relations Scrutiny Panel, I would like to thank all those who have participated in this review.

Councillor Kevin Welsh
Chair to the Place and External Relations Scrutiny Panel

2. BACKGROUND TO THE REVIEW

- 2.1 Meeting recycling targets and reducing waste sent to landfill are major priorities for local authorities across the UK. The Local Government Association (LGA) reports that local authorities in England have spent in excess of £3 billion since 2000 in order to make the necessary improvements to waste services.
- 2.2 There is a continuing need for a holistic and borough-wide approach that is driven by engaging residents and ensuring that further improvements are realised through innovation.

3. MEMBERSHIP OF THE PANEL – 2016/17

Councillor K Welsh (Chair), Councillor Piddington (Deputy Chair).
Councillors Affleck, Beeley, Bowden, Bowerman, Drennan, Feeley, Fowler, Glover, A Holland, Homer, Newton, Patrick, Pearce, Reid, Sharif, Sidebottom, F Travis, Whitehead.

4. TERMS OF REFERENCE

Aim of the Review

- 4.1 To review the overall impact that Bin Swap has had on Tameside’s recycling performance and to identify innovative ways to improve future recycling rates.

Objectives

- 4.2
1. To review the work undertaken through Bin Swap and the economic and environmental impacts it has had.
 2. To examine the Council’s current recycling and landfill avoidance performances compared to other Greater Manchester authorities.
 3. To explore the work undertaken to engage residents and communities to improve awareness of recycling.
 4. To examine how Greater Manchester’s low carbon initiatives will impact on local recycling targets and strategies.
 5. To review how further improvement and innovation can be achieved to further improve landfill avoidance and recycling rates.
 6. To determine how the Council and partners can streamline future services and resources through a more integrated approach.
 7. To produce workable recommendations that help to facilitate improvements to recycling in Tameside.

Value for Money/Use of Resources

- 4.3 It is important that the Council and partners work together to produce strategies that will ensure that the statutory waste and recycling duties of the Council are carried out in cost effective way to ensure high quality services and future improvements can be delivered.

Equalities Issues

- 4.4 Waste and recycling services are provided to all sections of Tameside’s communities. The review will consider strategies that lead to clean, safe and positive environments for people and families of all ages and backgrounds.

People and Place Scorecard

- 4.5 The following targets from the People and Place Scorecard relate to [name] review.

Waste	• Tonnes waste to landfill
--------------	----------------------------

5. METHODOLOGY

- 5.1 The working group met with Garry Parker, Head of Environmental Services, to receive an overview of Bin Swap implementation and recycling performance in Tameside.
- 5.2 The working group met with Sarah Mellor, Head of Corporate Services, Greater Manchester Waste Disposal Authority (GMWDA); and Michelle Lynch, Principal Corporate Services Officer, GMWDA, to receive wider information on recycling performance, neighbouring boroughs and the work undertaken by GMWDA to help authorities improve performance.

- 5.3 The working group met with Garry Parker, Head of Environmental Services, to receive more detailed information and data relating to lower performing areas in Tameside, the wider impacts of the Bin Swap and future methods.

6. SUMMARY

- 6.1 The review was undertaken by a working group of the main Panel between August and November 2016. The final report was shared with the Scrutiny Panel and then with the Executive Member (Clean and Green), at the Executive Response meeting in February 2017. For all Scrutiny reports the Chair meets with the relevant Executive Member to discuss review findings and for recommendations to be shared as soon as possible for action.
- 6.2 On 13 June 2017, the Scrutiny Panel's first meeting of the 2017/18 municipal year, the Executive Member (Clean and Green) and Assistant Executive Director for Environmental Services were in attendance to present responses to the recommendations. As detailed in **Appendix 1**, all recommendations have been accepted with the required actions well underway. The Scrutiny Panel will continue to review outcomes from the recommendations and will schedule a further progress update at the point in which all action by dates have passed.

7. REVIEW FINDINGS

Introduction of Bin Swap

- 7.1 Following a decision taken to implement Bin Swap in July 2013, a pilot began in November of the same year. The decision came at a time when Tameside's waste performance data reflected poorly in comparison with other areas, with a clear incentive for recycling improvements to be realised.
- 7.2 Data from Waste and Resources Action Programme (WRAP) in 2012/13 showed that Tameside's recycling level was at 38%, and among some of the lowest performing local authority areas in the country. At this time 27 authorities in England had already moved towards reducing the capacity of residual waste bins from 240L to 140L.
- 7.3 A waste compositional analysis, which reviews the types of waste deposited in all bin type, was carried out by the Council before the decision was made to pilot Bin Swap. It revealed that approximately 72% of total waste produced in Tameside is recyclable.

Figure 1. How Bin Swap has changed the use of bins in Tameside



- 7.4 The images above show that under Bin Swap, the green and black bins are swapped to reduce the household residual waste bin capacity from 240L to 140L inclusive, which also creates greater capacity for recyclable materials.
- 7.5 **Bin Swap Pilot** – From November 2013 just over 4,000 households were identified to take part in the pilot. The households were located in the four areas of Richmond Park (Dukinfield), St Albans (Ashton Hurst), Haughton Green (Denton South) and Ridgehill (Stalybridge North). The areas were selected based on previous analysis of high and low recycling performance and to identify any challenges with regards to communication and engagement.
- 7.6 Consultation exercises were carried out in a range of locations across the borough prior to the pilot aimed at providing an opportunity for residents to discuss any concerns or issues. This also allowed the Council to share a range of key messages with communities relating to rationale for the decision.

Figure 2. Warning information used during the Bin Swap Pilot



- 7.7 The signs above are examples of the start of communication with residents. They were placed on all green and black bins within the pilot areas. The images were carefully designed to look like warning notices to make correct use of the new bin arrangements.

Figure 3. Impacts of the Bin Swap Pilot on tonnes of waste sent to landfill

	Baseline (up to October 2014)	Pilot	Difference	Total change
Richmond Park	5.11	3.61	-1.5	-29%
St Albans	7.89	6.10	-1.79	-23%
Haughton Green	7.09	4.97	-2.12	-30%
Ridgehill	10.55	8.21	-2.34	-22%
Total	30.64	22.89	-7.75	-25%

- 7.8 The table above shows the weekly average amounts of residual waste collected in the four areas included in the Bin Swap pilot, compared to pre-pilot collections between April and October 2014. It shows that the swap successfully reduced the amount of household residual waste sent to landfill by 25% across all four areas.
- 7.9 Based on the success of the pilot, financial predictions indicated that achievable savings can increase exponentially if the scheme was to be rolled out to all properties in the borough.
- 7.10 A questionnaire was sent to households within the Bin Swap pilot areas to learn more about the experiences of residents, effectiveness, awareness and most importantly any difficulties. Having this feedback was important to ensure any challenges were identified before the scheme was extended across the borough. Results from the questionnaire

found that 44% of participants recycled at every opportunity following the pilot, and 53% are interested in it and try to do it as much as possible.

Conclusions

1. The Council is committed to increasing recycling rates, improving awareness and providing residents with a waste management system which allows significant environmental and resource benefits to be achieved.
2. The Bin Swap pilot provided clear evidence that increasing household recycling capacity can deliver significant reductions in the amount of residual waste sent to costly landfill.

Bin Swap Performance

- 7.11 Since the borough-wide implementation of Bin Swap from November 2015 both recycling and landfill avoidance rates have improved. This has had a significant and positive impact to Tameside's overall recycling performance, from a baseline of 46% (pre-Bin Swap) to 58% at October 2016.
- 7.12 Between 14 September 2014 and 31 October 2016, a total of 8,404 tonnes of household residual waste has been diverted away from landfill. The heightened level of landfill avoidance and recycling has helped significant savings to be realised.

Figure 4. Daily Landfill and Recyclable Waste Disposal

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	TOTAL	% INCREASE / DECREASE
RESIDUAL WASTE							
Baseline per week (tonnes)	130	148	128	126	120	652	-21.67%
Running average per week (tonnes)	107	116	97	97	94	510	
CO-MINGLED (GLASS / PLASTIC / CANS)							
Baseline per week (tonnes)	32	30	31	28	27	148	46.03%
Running average per week (tonnes)	45	49	42	42	38	216	
GARDEN AND FOOD							
Baseline per week (tonnes)	69	59	64	59	57	308	9.22%
Running average per week (tonnes)	72	66	71	63	65	336	
PAPER AND CARDBOARD							
Baseline per week (tonnes)	21	23	23	22	21	110	27.80%
Running average per week (tonnes)	28	31	28	28	26	141	
OVERALL RECYCLING RATE							
Baseline per week	48%	43%	48%	46%	47%	46%	
Running average per week	58%	56%	59%	58%	58%	58%	

- 7.13 The table above shows the daily collected tonnes of residual waste, co-mingled recyclables, garden and food, paper and cardboard. The table also shows comparisons of baseline data (pre-Bin Swap) to running averages with Bin Swap in operation. The baseline data is taken during a period of March 2014 to July 2015 prior to Bin Swap being

rolled out. The running average per week is calculated from start to Bin Swap to current date at end of 2016.

7.14 With the primary aim of Bin Swap to increase residential capacity to recycle glass, plastic and cans it is extremely pleasing that the data above shows a 46% rise in this area. With capacity of blue and brown bins remaining constant, it is also pleasing to see that improvements are also being achieved. Much of which can be attributed to better awareness and commitment across households of what can be recycled.

Figure 5. Bin Swap Performance by Collection Zone (Post Bin Swap)

	Residual	Co-Mingled	Garden/Food	Paper/Cardboard	Recycling Rate Change
Zone 1	-18.2%	+40.1%	+5.1%	+32.1%	+25.3%
Zone 2	-16.7%	+59.8%	+13.6%	+34.0%	+35.1%
Zone 3	-24.3%	+36.2%	+10.0%	+23.0%	+22.8%
Zone 4	-25.4%	+48.7%	+6.4%	+25.1%	+26.4%
Zone 5	-22.0%	+38.8%	+13.7%	+25.0%	+25.4%

7.15 The table above shows the changes made to landfill and recycling levels in the five major collections zones in Tameside. It shows that Zone 2 achieved the highest proportionate increase in overall recycling, despite having the smallest reduction in residual waste.

7.16 While Bin Swap has, and will continue to have a huge impact on improving recycling rates in Tameside it is important to understand how further gains can be achieved and where current difficulties are situated. This may come from analysis of the lowest performing areas and to identify possible reasons to inform future strategies and targeted pieces of work.

Figure 6. Lowest Performing Area for Co-Mingled Recycling



- 7.17 The image above shows Round 40 in Collection Zone 5, located in Ashton. This area has the lowest volume of co-mingled (glass, plastic and can) recycling per household, which is almost 25% below Tameside's household average.
- 7.18 When reviewing the residual and recycling waste performance across all collection zones it is possible to identify the lowest performing areas within the borough. Identifying the areas is key to ensuring that all resources and efforts are made to remove any potential barriers for the poor performance and to address the range of issues that prevent residents from actively engaging and recycling in the first instance.

Conclusions

3. Tameside's recycling rates have increased dramatically since the borough-wide implementation of Bin Swap.
4. Despite the large financial savings that Bin Swap has created, there is further scope to identify and improve recycling in low performing areas that are particularly hard to reach.

Recommendations

1. That the Council has a positive and proactive approach towards continually reviewing existing practices, with particular attention to frequency of collections for all bin types, to improve both recycling and seasonal capture rates.
2. That significant priority and focus is placed on low performing areas, with the need to identify all potential barriers and deliver a more targeted, tailored and sustained approach to improve recycling rates.
3. With a fixed housing stock and type, the Council look to break down potential barriers to why certain residents fail to recycle effectively, ensuring feedback and practical experience from collection crews is factored within new strategies.

Greater Manchester Recycling Performance

- 7.19 Greater Manchester Waste Disposal Authority (GMWDA) has responsibility for monitoring and supporting the landfill and recycling performances of all local authorities in Greater Manchester, with the exception of Wigan.
- 7.20 All Greater Manchester authorities are working towards a collective 50% recycling target to be achieved by 2020. This target is due to increase to 60% by 2025. In addition, GMWDA has contractual arrangements with Viridor Laing to achieve a 75% landfill diversion rate through the 25 year contract.
- 7.21 In 2015/16 Greater Manchester achieved a landfill diversion rate of 78%, which is above its target. In 2015/16 the overall recycling rate for Greater Manchester was 45.3%, which is currently below the target for 2020. There is a significant range across Greater Manchester with Trafford and Stockport recording the highest recycling rates at around 60% to some boroughs still under 40%. According to 2015/16 data Tameside was the fourth highest performer across the nine authorities at then 48.7%.
- 7.22 Some of the main reasons cited for Greater Manchester not reaching its recycling target is the ongoing difficulties engaging with the private rented sector, residents in apartment blocks and gated communities. With these types of properties often more difficult to communicate and engage with, it can be difficult for local authorities to encourage and enforce better attitudes towards recycling.
- 7.23 GMWDA has performance indicators for 2016/17 based on recent recycling data submissions. It shows that Tameside's projected recycling rate will be around 55% and possibly now third best performer behind Trafford (64%) and Stockport (61%).

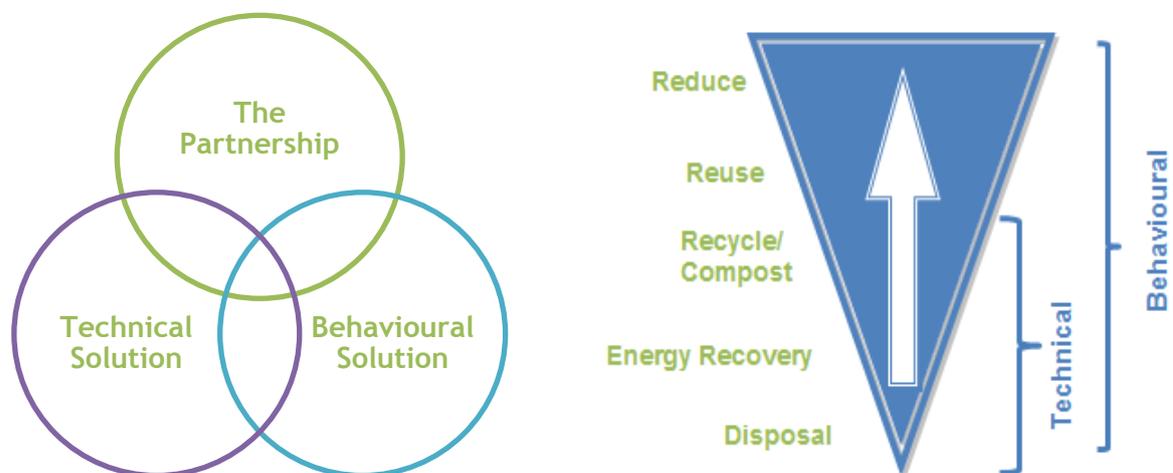
Conclusions

5. While there is a gap between Tameside and the highest recycling performers in Greater Manchester it is important to understand notable differences between areas in order to set ambitious and achievable targets for the borough.
6. Increased recycling rates achieved through Bin Swap have resulted in significant improvement and enhanced Tameside's performance when compared with other Greater Manchester authorities.

Greater Manchester Waste Disposal Authority (GMWDA)

- 7.24 GMWDA is one of six Joint Waste Disposal Authorities that were created following the Local Government Act (1985) and Waste Regulation and Disposal Order (1985). It is responsible for the disposal of waste delivered by districts, providing 20 Household Waste Recycling Centres across Greater Manchester and overseeing the aftercare of 4 former landfill sites. It has responsibility for a population of 2.6 million people, 1 million households and 1.1 million tonnes per annum of municipal waste.
- 7.25 The majority of spend (over 95%) from GMWDA arises through the Recycling and Waste Management Contract with Viridor Laing Greater Manchester (VLGM). This is the largest Private Finance Initiative contract in Europe.
- 7.26 GMWDA is working towards the aim of "zero waste" which is achievable by minimising environmental impacts, improving sustainability and delivering all work in partnership with VLGM. As Figure 7 shows below, there is a growing emphasis being placed on introducing technical and behavioural solutions on top of this partnership work.

Figure 7. GMWDA Approach to Achieve 'Zero Waste'



- 7.27 **Behavioural Change** – GMWDA is improving its communications with residents across Greater Manchester to instil more knowledge on waste and recycling. Through 2016/17 an emphasis is being put on developing a longer term strategy to determine the most effective media for social interaction. A number of communication campaigns have been run in Tameside through LIFE+ and Recycle for Greater Manchester (R4GM).
- 7.28 **LIFE+** – This is an innovative project part-funded by the EU that has trialled communications methods in hard to reach areas between September 2011 and June 2015. The project specifically focused on:
- Deprivation
 - Transience and the private rented market
 - Faith and culture

- Apartments

- 7.29 One of the schemes run through LIFE+ was the Recycling Awards Scheme. Between April and August 2014, leaflets were distributed in three primary schools to promote the scheme and 5,500 recycling tags were issued for correct recycling behaviours, with 56.4% being returned. Participation in recycling increased by 13% in organics, 3% in pulpables, 1% in co-mingled, for the collection rounds involved (approximately 1500 properties).
- 7.30 A Community and Business scheme was also run between June and November 2014 with 6 businesses in Mossley. Informative leaflets on improving food waste recycling levels were distributed, and participants were incentivised to recycle to receive a bag for life. The campaign saw a 6% increase in the amount of pulpables recycled and a greater proportion of people engaging in recycling and improved waste management.
- 7.31 A Private Rental Property Scheme was carried out by GMWDA between July and October 2013 in Denton and Dukinfield, targeting rented properties with low recycling performances. Information packs including recycling and waste management directions for Tameside were developed and distributed by certain housing providers when welcoming new tenants to their properties.
- 7.32 Housing officers were also upskilled as part of the Private Rental Property Scheme, and permanent signage on recycling was implemented across Tameside. Surveys following the scheme show that recycling participation increased from 9% to 43%, with 10% of residents claiming to recycle more as a result of the campaign.
- 7.33 Between June and November 2013, GMWDA began an initiative in St. Peter's ward in Tameside that engaged with the local Muslim community. A total of 15 Community Groups and 9 Community Recycling Ambassadors were established, with information packs being distributed in both Urdu and English. The results of the Faith campaign show that it had a limited impact on recycling levels.
- 7.34 GMWDA carried out a programme of work that targeted poor management of waste and recycling in apartment blocks. Between August and November 2014, a total of 603 low performing households across 5 apartment blocks were given recycling bags, food caddies and information packs on how and what to recycle. Permanent signage was placed on the bins and around the buildings. After the scheme had concluded, 44% claimed to recycle more than they had previously.
- 7.35 **Recycle for Greater Manchester** – Also known as R4GM, has been a public facing brand since 2008. It carries out work in the community and with businesses, as well as focusing on educating people on the importance of environmentally-friendly waste management.
- 7.36 In 2015/16 a campaign was carried out in Tameside which targeted over 13,000 households, across 9 waste collection rounds. The aim was to improve the awareness of Bin Swap and how to effectively participate. Results of the scheme showed:
- Over 5000 households were actively spoken to.
 - The new delivery of 688 recycling bins, 344 outdoor caddies and 678 indoor caddies.
 - Ten Tameside Bin Swap Roadshows were carried out.
 - Nine educational visits and outreach sessions were delivered.
 - Residual waste was reduced by 5.4% overall.
- 7.37 R4GM's Action Plan for 2016/17 is to prioritise targeted recycling campaigns, improve methods of communication and press activity, as well as increase engagement with schools and colleges. The recycling campaign is to be run between April and December 2016 and reach over 11,000 households to improve food and garden waste recycling through door-knocking, having important face-to-face conversations and placing stickers on bins.

- 7.38 **Resource Greater Manchester** – Is a partnership that was commenced in 2016/17 between GMWDA and the Waste and Resources Action Programme (WRAP), which is a registered charity working to improve the sustainable use of resources.
- 7.39 This partnership aims to use more efficient joined-up working in order to achieve its “zero waste” target. To achieve these objectives, the programme of work for 2016/17 involves increasing and improving the capture of unavoidable food waste and improving the quality of dry recyclables.
- 7.40 Resource Greater Manchester will also support the development of strategies and implementation of plans that enable authorities to achieve 60% recycling rates by 2025, as well as use a range of communications campaigns to provoke behavioural change.

Conclusions

7. Tameside is able to work closely with GMWDA, and receive funding for certain initiatives aimed to improve recycling outcomes.
8. The waste analysis intelligence owned and gathered by GMWDA can allow Tameside to understand more about household recycling. This can help inform future strategies to ensure high performing areas continue to be supported and low performing areas receive the necessary and targeted support in order to improve.

Recommendations

4. That the Council maximises all available opportunities to improve local approach, using information and learning available from GMWDA and connections with other Greater Manchester authorities.
5. That where possible the Council look to pilot new ideas and build proposals to solve localised recycling issues, which support initiatives such as ‘Zero Waste’ and can generate GMWDA funding and support.

Beyond Bin Swap

- 7.41 As shown in this report, Bin Swap has successfully helped to reduce landfill waste and increase recycling rates in Tameside. With savings still to be achieved the Council will continue to engage with, and educate residents on good waste management and the benefits of recycling.
- 7.42 **Collection methods** – A review has been undertaken to compare Tameside’s recycling performance against other areas. It was found that Tameside’s capture rates for paper and cardboard recycling is falling behind that of other local authorities.
- 7.43 To improve paper and cardboard recycling, the Council is planning to increase the frequency of household blue bin collections from three-weekly to fortnightly. This is expected to increase the rates of borough-wide paper and cardboard recycling above 60%, which will in turn also reduce the total volume of waste that is currently going to landfill.
- 7.44 **Review of collection rounds** – With increased recycling levels since Bin Swap this has altered the demand and need for staff and bin wagons on each day for each collection type. To resolve this, a review is planned to look at the total tonnage of residual waste and recycling that is collected by each bin wagon on each round. This will identify the specific days, zones or rounds that where resources need to realigned.
- 7.45 **Communications** – It is understood that raising awareness and educating people on Bin Swap and environmentally-friendly waste management is key to maintaining and improving recycling rates. The Council plan to expand capabilities that sit within the current smartphone application ‘Tameside Bins’. The next developments for the application will

allow users to directly report a missed collection to vehicle drivers, and ensure quicker responses and resolution of issues.

- 7.46 Users of the application will also be notified when rounds are unable to be completed and be informed of alternate collection arrangements. So far, over 6 million interactions have been logged through the application since it was introduced in.
- 7.47 A second application is currently in development which will focus on a range of frequent waste enquiries such as fly tipping, littering, dog fouling and abandoned vehicles. This resource will allow residents and officers to communicate on waste issues in the borough more efficiently and effectively.
- 7.48 Collection vehicles are in the process of being fitted with iPads with the relevant software. All information reported via the application will receive quicker responses between the waste collection officers and residents. Improving this direct communication is expected to help reduce the demand on the Council's call centre to deal with waste enquiries. This is planned to be rolled out and operational from January 2017.
- 7.49 **Enforcement** – With Bin Swap in its third full operational year, the communications around recycling and waste management will continue. The Council will also be putting a greater emphasis on enforcing proper waste management going forward.
- 7.50 The Council has provided training to upskill a number of officers to now deal with enforcement enquiries and issue Fixed Penalty Notices (FPNs). This will include a wide range of environmental issues such as fly tipping, dog fouling and littering.
- 7.51 Overt CCTV is being implemented across the borough to help to reduce the amount of fly tipping in hot-spot areas. Waste services will be monitoring the hot spot areas and using the 4 cameras in rotation every fortnight. Signage is also being used to warn people about fly tipping and alert them to the overt CCTV that is taking place.
- 7.52 The cameras that are being used are high-definition and have night-vision, with remote sensors, allowing them to work and identify any criminal activities around the clock. The cameras can be controlled remotely if they need to be moved or focused on another area.
- 7.53 **Future Planning** – The European Union (EU) Waste Framework Directive provides the legislative framework for the collection, transport, recovery and disposal of waste in the UK. The target and performance aspects for waste services are also determined by EU directives, which subsequently influence and impact local authority waste strategy.
- 7.54 With the process underway for the UK to leave the EU, this brings a number of uncertainties, which includes waste management. With local authorities following EU guidance across a number of key areas, there will be an ongoing need to monitor and measure the impact of all potential changes that may occur.

Conclusions

9. Plans are already in place to improve the frequency of blue bin collection across the borough from three-weekly to two-weekly.
10. The Council will build on the technology already available to ensure response time to issues is reduced and provide residents with a wider range of information and tools to best meet their recycling needs.

Recommendations

6. That evidence gathering with partners such as Registered Social Landlords can establish a clearer indication to what prevents households from recycling, leading to specific projects being trialled.
7. That close monitoring is undertaken on the actual number of fly tipping issues being reported within low recycling areas, with the view to improving intelligence and to support future interventions.
8. That for enforcement initiatives such as overt CCTV, the Council ensures all necessary compliance with Regulation of Investigatory Powers Act (RIPA).
9. That with some uncertainty associated with the UK leaving the European Union, the Council closely monitor all potential changes and impacts to ensure Tameside's Waste Strategy is as robust as possible.

8. CONCLUSIONS

- 8.1 The Council is committed to increasing recycling rates, improving awareness and providing residents with a waste management system which allows significant environmental and resource benefits to be achieved.
- 8.2 The Bin Swap pilot provided clear evidence that increasing household recycling capacity can deliver significant reductions in the amount of residual waste sent to costly landfill.
- 8.3 Tameside's recycling rates have increased dramatically since the borough-wide implementation of Bin Swap.
- 8.4 Despite the large financial savings that Bin Swap has created, there is further scope to identify and improve recycling in low performing areas that are particularly hard to reach.
- 8.5 While there is a gap between Tameside and the highest recycling performers in Greater Manchester it is important to understand notable differences between areas in order to set ambitious and achievable targets for the borough.
- 8.6 Increased recycling rates achieved through Bin Swap have resulted in significant improvement and enhanced Tameside's performance when compared with other Greater Manchester authorities.
- 8.7 Tameside is able to work closely with GMWDA, and receive funding for certain initiatives aimed to improve recycling outcomes.
- 8.8 The waste analysis intelligence owned and gathered by GMWDA can allow Tameside to understand more about household recycling. This can help inform future strategies to ensure high performing areas continue to be supported and low performing areas receive the necessary and targeted support in order to improve.
- 8.9 Plans are already in place to improve the frequency of blue bin collection across the borough from three-weekly to two-weekly.
- 8.10 The Council will build on the technology already available to ensure response time to issues is reduced and provide residents with a wider range of information and tools to best meet their recycling needs.

9. RECOMMENDATIONS

- 9.1 That the Council has a positive and proactive approach towards continually reviewing existing practices, with particular attention to frequency of collections for all bin types, to improve both recycling and seasonal capture rates.
- 9.2 That significant priority and focus is placed on low performing areas, with the need to identify all potential barriers and deliver a more targeted, tailored and sustained approach to improve recycling rates.
- 9.3 With a fixed housing stock and type, the Council look to break down potential barriers to why certain residents fail to recycle effectively, ensuring feedback and practical experience from collection crews is factored within new strategies.
- 9.4 That the Council maximises all available opportunities to improve local approach, using information and learning available from GMWDA and connections with other Greater Manchester authorities.
- 9.5 That where possible the Council look to pilot new ideas and build proposals to solve localised recycling issues, which support initiatives such as 'Zero Waste' and can generate GMWDA funding and support.
- 9.6 That evidence gathering with partners such as Registered Social Landlords can establish a clearer indication to what prevents households from recycling, leading to specific projects being trialled.
- 9.7 That close monitoring is undertaken on the actual number of fly tipping issues being reported within low recycling areas, with the view to improving intelligence and to support future interventions.
- 9.8 That for enforcement initiatives such as overt CCTV, the Council ensures all necessary compliance with Regulation of Investigatory Powers Act (RIPA).
- 9.9 That with some uncertainty associated with the UK leaving the European Union, the Council closely monitor all potential changes and impacts to ensure Tameside's Waste Strategy is as robust as possible.