

Post Scrutiny - Executive Response

In Respect of: Scrutiny Review of Waste Management and Recycling

Date:

Cabinet Deputy: Councillor Catherine Piddington, Executive Member (Environmental Services)

Coordinating Officer: Ian Saxon, Assistant Executive Director, Environmental Services

Partnership: Prosperous Delivery Board

Recommendations	Accepted/ Rejected	Executive Response	Officer Responsible	Action By (Date)
1. That the Council undertake comprehensive cost benefit analysis to determine its approach towards the provision of caddy liners going forward, with consideration being given towards extending the free supply or subsidising the supply via money off vouchers.	Accepted	The provision of caddy liners has now been discussed at Executive Board following the production of a cost benefit analysis. Draft Key Decision has been prepared for consideration on 31 st May.	Assistant Executive Director, Environmental Services	June 2013
2. That the Council work with registered social landlords (RSLs) to ensure recycling information is made available in welcome packs for new tenants.	Accepted	European funding has been secured via the GMWDA for this project – Tameside will be one of the first lead authorities when rolling out this project. Waste Services Manager is currently working with LIFE+ and GMWDA on this project.	Head of Environmental Services- Waste Services	Summer 2013

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3. That the Council must raise awareness about the cost implications (lost savings) that contamination and low recycling rates has on the Council, and consequently on council tax payers.	Accepted	There is an on-going commitment to ensure proper communication channels are maintained and these will focus on the financial benefits of recycling. Articles will continue in both the citizen and via social media. Specific social media accounts have been set up in relation to this subject.	Assistant Executive Director, Environmental Services	On-going
4. That on-going training is provided to call centre staff and work is carried out to ensure clear messages are given to residents about current procedures and promises with regards to missed bins and contamination.	Accepted	Regular liaison meeting with call centre staff will be maintained. Further improvements to the online information provided to call centre staff are planned.	Head of Environmental Services- Waste Services Head of Customer Care and Advocacy	On-going
5. That where possible the Council's Marketing and Communications Team work closely with Cultural Services to communicate recycling messages across the borough.	Accepted	Regular meetings do take place with the Refuse management team where communications and marketing are discussed and reviewed.	Tim Rainey, Assistant Executive Director, ICT, Communications and Media	On-going
6. That the Council encourage schools and colleges in the borough to provide information to pupils about recycling methods and benefits.	Accepted	The MMC Team will work with the Waste service and Children's Services on a campaign to better engage our schools in recycling.	Tim Rainey, Assistant Executive Director, ICT, Communications and Media	Sept 13

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7. That the Council work with GMWDA to identify areas in the borough that have high contamination rates.	Accepted	European funding via the LIFE+ project is being used for exactly this. We have a team from an external company reviewing tonnage data alongside TMBC staff to target areas of low performance and high contamination – the socio economic data is providing key information as how to engage these hard to reach service users. We plan to use stickers in areas where contamination is high.	Assistant Executive Director, Environmental Services	On-going
8. That the Council undertakes a targeted communications approach towards underperforming areas and continues to learn from high performing areas, in relation to service development and performance.	Accepted	As above	Assistant Executive Director, Environmental Services	On-going
9. That the Council introduce targeted campaigns to educate residents about the variety of items that can be recycled. With focus being on underperforming items such as aluminium foil.	Accepted	As above and in addition to this we have Waste Compositional Analysis which tells us which material type to target based on actual levels of waste/material presented.	Assistant Executive Director, Environmental Services	On-going

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10. That the Council consider introducing stickers for contaminated bins and bins that are not returned to properties following collection.	Accepted	Bins stickers and bin hangers for 'The Perfect Bin' are being designed to relay information about contaminated bins and encourage service users (mainly aimed at school aged children) to encourage families to place the right items in the right bins.	Assistant Executive Director, Environmental Services Tim Rainey, Assistant Executive Director, ICT, Communications and Media	Summer 2013
11. That the Council consider providing labels for new bins and bins in underperforming areas and BME communities, which provide information about the items that can be recycled in each bin.	Accepted	We have used as many pictorial representations of the correct items for each bin in all our communication in the last 18 months – this can be replicated with a sticker/label system.	Assistant Executive Director, Environmental Services	Summer 2013
12. That the Council continually review 'best practice' from neighbouring authorities, with regards to strategies used to improve recycling in hard to reach areas.	Accepted	The Head of Service for Waste is the Chair of the regional Principal Officer Group, which was formed to share experiences of best practice/strategies and ways of stripping demand out of the service.	Assistant Executive Director, Environmental Services	On-going

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13. That through planning applications, all future developments are required to provide the necessary infrastructure to maximise the amount of recycling that takes place.	Accepted	Arrangements will be made to raise this with the relevant planning officers.	Head of Environmental Services- Waste Services Head of Strategic Development and Investment Development and Investment	On-going