

Improving Place Select Commission, 26th July 2018

Communications and Engagement about Changes to Refuse and Recycling Collections Services

Is this a Key Decision and has it been included on the Forward Plan?

No

Strategic Director Approving Submission of the Report

Damien Wilson, Strategic Director, Regen and Environment

Report Author(s)

Tom Smith, Assistant Director, Community Safety and Street Scene

Ward(s) Affected

All Wards

Summary

This updates Improving Places Select Commission on the implementation of new waste and recycling services across Rotherham, and introduces a presentation that outlines the proposed approach to communications and engagement about the changes.

Recommendations

That the Committee note the report and comment on the proposed communications and engagement approach.

List of Appendices Included

Appendix A – Presentation to Improving Places Select Commission (available on the day)

Background Papers

None

Consideration by any other Council Committee, Scrutiny or Advisory Panel

No

Council Approval Required

No

Exempt from the Press and Public

No

Insert Title of Report here

1. Recommendations

1.1 That the Committee note the report and comment on the proposed communications and engagement approach.

2. Background

2.1 Major changes to waste and recycling services in Rotherham were approved by Cabinet and Commissioners in April 2018. The changes will include:

- a subscription-based garden waste collection service (£39 per year), from October 2018;
- a new black (with pink lid) 180 litre wheeled bin for household waste, from late January 2019; The colour of the bin was decided following a poll in the Rotherham Advertiser that closed on 25th April.
- using the existing green 240 litre bin for paper and card and the existing 240 litre black bin for other recycling (glass, metal, plastic), from late January 2019.

2.2 Appendix A contains a pictorial representation of the new service configuration.

3. Key Issues

3.1 A detailed communications and engagement plan has been developed to support the implementation.

3.2 Communications will support the changes at each transition stage, in the autumn and the New Year. The broad approach is as follows:

- September – Direct Mail to all households
 - Communicate the change to green bin for paper/card
 - Promote the Garden Waste Service
 - Provide a calendar to end of January 2019
- 1st to 12th October 2018 – Bin tag on second from last green bin collection
 - “your next collection will be your last garden waste collection with this bin”
 - Promote garden waste service
- 15th to 26th October 2018 – Sticker on last green bin collection
 - “This bin is for paper and card”
- January to March 2019 – Direct Mail to all households
 - “New Year, New Service”
 - Calendar
 - Promote garden waste Service
- January to March 2019 – Bin tag on second from last 240l black bin collection

- “your next collection will be your last general waste collection using this bin”
- Promote Garden Waste Service

- January to March 2019 – Sticker on last 240l black bin collection
 - “This bin is for metal can, glass and plastic”

3.3 These direct communications mechanisms will be supplemented with a number of on the ground engagement events, including Rotherham Show, and targeted intensive engagement work in a number of priority areas.

3.4 The presentation outlines in more detail the approach to be taken.

4. Options considered and recommended proposal

4.1 The approach outlined has been considered and agreed by the Council’s Waste Board.

5. Consultation

5.1 Consultation on the implementation and communications approach has taken place with the Elected Members.

7. Financial and Procurement Implications

7.1 The approach to communications is in line with resources as agreed through sign off via the Cabinet and Commissioners Meeting in April 2018.

8. Legal Implications

8.1 There are no legal implications for this report.

10. Implications for Children and Young People and Vulnerable Adults

10.1 There are no specific implications for Children and Young People and Vulnerable Adults from this report.

12. Implications for Partners and Other Directorates

12.1 There are no specific implications for Partners and Other Directorates from this report.

13. Risks and Mitigation

13.1 Any risks of this approach are routinely monitored through the Project Team, Waste Board, and Waste Reference Group.

14. Accountable Officer(s)

Tom Smith, Assistant Director, Community Safety and Street Scene

Approvals Obtained from:

	Named Officer	Date
Strategic Director of Finance & Customer Services	N/A	
Assistant Director of Legal Services	N/A	
Head of Procurement (if appropriate)	N/A	
Head of Human Resources (if appropriate)	N/A	

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