

Summary Sheet

Name of Committee and Date of Committee Meeting

Overview and Scrutiny Management Board – 12 September 2018

Report Title

Refuse and Recycling Collections Service Changes, Implementation, Communications, Engagement approach and Flats project.

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 of Regeneration and Environment

Report Author(s)

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Ward(s) Affected

All Wards

Summary

This report updates Overview and Scrutiny Management Board on the implementation of new waste and recycling services across Rotherham, and provides information on the key implementation activities, communications, engagement approach and flats project.

Recommendations

That the Committee note the report and comment on the implementation progress, communications, engagement approach and flats project.

List of Appendices Included

Appendix A New Service Structure
Appendix B Flats Trail Photographs

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

Refuse and Recycling Collections Service Changes, Implementation, Communications, Engagement approach and Flats project.

1. Recommendations

- 1.1 That the Committee note the report and comment on the implementation progress, communications, engagement approach and flats project.

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

Service Change Implementation

- 3.1 The service implementation is being managed by the Waste Project Group and Waste Board who meet on a regular basis. Updates about each work stream are as follows:

Procurement and Contracts

Recycling Treatment

- 3.2 The specification has been finalised for the disposal of recycling materials and has been advertised, to be awarded in November 2018 in preparation for the January service rollout. The specification included the collection of plastic bottles, pots, tubs and trays and the option for providers to add best value and consider other plastic materials.

Wheeled Bin procurement

- 3.3 The contract for the provision of the new 180L Black pink lidded and brown garden waste wheeled bins has been awarded to MGB, a Rotherham based manufacturer. Officers are working closely with MGB to finalise bin rollouts.

Vehicle Procurement

- 3.4 The contract for the provision of new refuse vehicles has been awarded to Dennis Eagle, a recognised supplier of refuse collection equipment, to provide sixteen additional owned vehicles to complement the current fleet. All vehicles for the service will therefore be of similar specification, allowing more flexibility of vehicle usage across the service, and saving money. Delivery of the vehicles is expected between March and April 2019. The delivery of the new vehicles does not affect the roll-out of the service between January and March.

Significant Collection Change

- 3.5 Discussions are taking place between the Barnsley, Doncaster and Rotherham (BDR) Partnership and PFI contractor relating to the removal of plastic bottles, pots, tubs and trays from the waste stream entering the Manvers plant. This is progressing well. The implications for recycling rates and processing have been modelled, and conversations with the contractor remain positive. The service expects negotiations to conclude in November 2018.

4. Operational Delivery

Operational implementation

- 4.1 Budgeted resources to support the service implementation have now been recruited into, with three engagement officers in place, and additional engagement resources in place on an interim basis from our BDR contractor Renewi, to support the project. Staff are currently delivering the flats pilot project and preparing for more intensive resident engagement.
- 4.2 The operational implementation programme has been established, and routes and crew structures have developed and verified.

Flats Project

- 4.3 Sites have been identified for a trial of bespoke waste management for flats. A project update is described further within section 8 of this report.

External Communication

- 4.4 The communications and engagement programme is set out below in section 6 of this report. Designs for direct contact through letter and calendars for residents have been approved, and communications will commence with the delivery of these during September for the first stage of the change.
- 4.5 A 'soft launch' of the waste changes took place 17th August, with promotion of the garden waste service (see section 6 below).

Customer Services

- 4.6 Communications for the Garden Waste service have commenced with residents now able to subscribe to the garden waste service. Web-based sign-up is fully available and working well. At Thursday 30th August 1,814 households had signed up for the service. 96% of sign-ups were via the web-site.
- 4.7 Residents who have signed up will receive a new bin and introduction pack including a letter, calendar and licence in form of a sticker, two weeks prior to the service commencing.
- 4.8 Additional staffing has been programmed into the Contact Centre, in line with expected increases in customer contact related to the service changes.

5. Risks Associated with Project

- 5.1 Negotiations around the significant collection change are complex and with multiple stakeholders, including BDR partnership, Defra, 3SE, funders and external advisors. All will need to approve the change prior to service go-live.
- 5.2 Adverse weather conditions during the rollout programme, could affect the delivery of new 180l wheeled bins.
- 5.3 Recycling markets are currently volatile and there could be higher treatment costs incurred due to this fluctuation

6. Communications

- 6.1 A detailed communication plan has been developed to support the implementation.
- 6.2 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”

7. Engagement

7.1 Engagement with residents will support the changes at each transition stage, in the autumn and the New Year. The broad approach is as follows:

Phase 1 – August to November 2018

7.2 The engagement programme for this period relates to blue bag to green bin and new garden waste service.

- Social Media – Commenced on 17th August 2018
- Promotion - Early September 2018
 - local groups and organisations in low recycling areas
 - Borough wide with partners representing vulnerable residents and multi-agency groups
 - Static display Riverside House
- On the ground engagement – during bin tag distribution 2018
 - Low Recycling Areas
 - Four borough wide promotional events in prominent locations mid October 2018
 - One Town Centre event mid-October
- Residents drop in sessions – October 2018
 - Low recycling areas
- Change over days from blue bag to green bins October / November 2018
 - On ground Engagement
 - Support crew’s bins, stickers, collections.
- Promotion at Household waste recycling centres October 2018 to April 2019
 - Banners
 - Onsite Presence

Phase 2 – November to March 2019

7.3 Engagement for this period relates to the introduction of the 180 litre residual waste bin, the move from blue box to black bin, and the new garden waste service.

- Social Media – Commencing November / December 2018
- Promotion - two and four weeks before bin hangers
 - local groups and organisations in low recycling areas
 - Borough wide with partners representing vulnerable residents and multi-agency groups
 - Static display Riverside House
- On the ground engagement – during hanger distribution
 - Low Recycling Areas
 - Four borough wide promotional events in prominent locations mid-November to Mid December 2018
 - One Town Centre event mid-October
- Residents drop in sessions – 1 week prior to change
 - Low recycling areas
- Change over days February to mid-March 2019
 - On ground Engagement
 - Support crews - bins, stickers, collections.
- Promotion at Household waste recycling centres October 2018 to April 2019
 - Banners
 - Onsite Presence

8. Flats trial

8.1 Rotherham has approximately 1,100 locations with multi-occupancy dwellings, which required further consideration of our approach for waste collection and to encourage recycling for those residents living in them.

8.2 Discussions took place with Rotherham Housing and Estate management to establish three trial locations within the borough:

- Rockingham House Rawmarsh
1100L Household Waste Bin, Blue Box and Blue Recycling Bag
- Central Drive Rawmarsh
240L Household Waste Bin, Blue Box and Blue Recycling Bag
- Woodside Court Maltby
240L Household Waste Bin, Blue Box and Blue Recycling Bag

- 8.3 The sites were jointly surveyed by Waste Management and Housing staff and an approach agreed. Approaches support both the opportunity to increase recycling and the ability to manage waste to reduce any risk of anti-social behaviour.
- 8.4 The trial commenced on 23rd July 2018 and will continue until 14th September 2018. Housing staff undertook a successful engagement exercise with residents prior to the scheme going live.
- 8.5 The current arrangements are proving popular with residents with increased participation, increased volumes of recycling and good quality materials being collected. The following tables describe the current position.

	Pre-Trial Container Provision			Trial Container Provision		
	Over 4 weeks	Over 4 weeks	Over 4 weeks	Over 4 weeks	Over 4 weeks	Over 4 weeks
Trial Sites	Blue Box Litres - (55L)	Blue Bag Litres - (60L)	Household Waste Litres - (240L/1100L)	Green Lid Recycling Litres - (1100L)	Black Lid Recycling Litres - (1100L)	Pink Lid Household Waste Litres - (180L/1100L)
Rockingham House	330	360	8800	825	1100	6600
Central Drive	0	0	2880	550	825	2200
Woodside Court	110	120	10080	1100	825	6300

Rockingham House	Recycling increase	179%	Household waste reduction	25%
Central Drive	Recycling increase	1375%	Household waste reduction	24%
Woodside Court	Recycling increase	737%	Household waste reduction	37%

9. Options considered and recommended proposal

- 9.1 The approach outlined has been considered and agreed by the Council's Waste Board.

10. Consultation

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

11. Financial and Procurement Implications

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

12. Legal Implications

12.1 There are no legal implications for this report.

13. Implications for Children and Young People and Vulnerable Adults

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

14. Implications for Partners and Other Directorates

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

15. Risks and Mitigation

15.1 Any risks of this approach are routinely monitored through the Project Team and Waste Board.

16. Accountable Officer(s)

Tom Smith, Assistant Director, Community Safety and Street Scene

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