

TONBRIDGE & MALLING BOROUGH COUNCIL

HOUSING and ENVIRONMENT SERVICES ADVISORY BOARD

09 November 2015

Report of the Director of Street Scene, Leisure and Technical Services

Part 1- Public

Matters for Information

1 KENT RESOURCE PARTNERSHIP (KRP) - UPDATE

Summary

This report follows the presentation earlier in this meeting from the Kent Resource Partnership Manager and provides information and updates on some of the project work currently being undertaken within Tonbridge and Malling Borough Council.

1.1 Kent Resource Partnership Members Board

1.1.1 All 13 Kent Councils (excluding Medway) comprise the KRP. It has been in place since 2007. Portfolio holders with responsibility for recycling, waste and street scene services form the KRP Members Board and meet three times a year. The Members Board is also attended by Heads of Service from the KRP Officer Advisory Group.

1.1.2 At the last meeting of the Members Board in July 2015, Members were elected as follows:

Chair – Cllr Rory Love, Shepway District Council

Vice Chair – Cllr Jill Anderson, Tonbridge and Malling Borough Council

1.1.3 With the potential for significant partnership working within the West Kent Group in advance of our main waste contract renewal in 2019, it is particularly welcome to have Cllr Jill Anderson represented in such a key Member position.

1.2 WRAP 'Increased Recycling through Communications' Fund

1.2.1 Earlier this year the national Waste Resource Action Programme (WRAP) launched a competitive bidding process for £350,000 of funding for local authorities to increase recycling through communication activities. KRP officers, following consultation with Kent districts and WRAP, submitted a bid for improving recycling across a number of districts. The bid was successful, and a total of £70,694 of funding was secured for the KRP project, with £11,553 being specifically allocated for activities within TMBC. The other partner authorities are

Dartford, Gravesham, Sevenoaks, Swale & Thanet, with some activities running across all 12 Kent districts. KRP officers have also secured funding from external partners, Marks & Spencer and Alupro.

- 1.2.2 The KRP proposal is to run a Kent wide recycling campaign from October 2015 to June 2016. The aim is to increase both the capture and quality of dry recycling in the whole county and especially the six target districts. This will be achieved through a combination of increasing household participation, increasing capture of target materials and reducing contamination (thereby reducing the risk of rejected loads and increasing recycling). A range of core communications activities have been proposed (see KRP Activity Table for full details) following review of the six councils' performance issues and current communication to residents. The Activity Plan for Kent has been drawn up to build on insight and knowledge available nationally on householders' attitudes, barriers and motivations around dry recycling. This approach has the most potential for maximum return on investment from the fund. The three phases of the KRP plan will each have a different focus theme which mirrors WRAP's own national communications activities, another feature which assisted in securing the funding. The activities will be delivered by KRP officers with support from district council representatives via the KRP Recycling Communications Group.
- 1.2.3 The key messages will be reviewed and refined following the waste composition analysis referred to elsewhere in this report. Currently we plan for them to be around the following issues:
- reducing confusion about what can be recycled (especially for plastics) - to both increase capture of currently 'under captured' materials and to decrease capture of non target materials that cause contamination (eg plastic film)
 - encouraging 'accurate' knowledge of what to recycle where you live in Kent will be a theme running through the campaign
 - reminding residents that they can recycle from all around the house - the wide range of things upstairs, downstairs, in the shed and garden - again, helping those already engaged in recycling to not miss things that they didn't realise they could recycle
 - making things easy to do - we have reviewed the range of instructions households across Kent receive and will seek to consolidate these wherever possible so we can give cross Kent consistent instructional messages
 - making things 'good for Kent' - messages around local benefits of recycling
 - giving residents clear information on what happens to their recycling - Where do our materials go? What happens to them? What does it mean for jobs in Kent and our public services?

- 1.2.4 Further updates on the activities will be provided to Members during each phase of the project.

1.3 Waste Compositional Analysis

- 1.3.1 Further to a report to this Advisory Board in June 2015 Members may be aware of the new Waste Regulations that came into force in January 2015, requiring all local authorities to carry out an assessment of their recycling collection arrangements. One of the recommendations of the assessment was to share information within the Kent Resource Partnership so that any common themes or areas of joint working could be identified.
- 1.3.2 Although most recommendations within our assessment report related to potential review and work areas in advance of arrangements for our contracted services being renewed in 2019, there was one fairly common area of work highlighted across Kent. In order to provide accurate assessments of current and potential collection methods, it is important that the base data is as up to date and relevant as possible. One of the issues identified was that Kent's base waste data was last obtained in 2008/09 and should be updated. If we want to assess the potential impact of our current or future collection arrangements, then an up to date analysis of what goes into our waste and recycling streams would be extremely useful.
- 1.3.3 This "waste compositional analysis" will be carried out across Kent over the next few months and will be completely anonymous. It is worth emphasising that the waste analysed will be from whole vehicle loads and **not** related to individual properties.
- 1.3.4 Due to the economies of scale, this work has been procured and funded by the Kent Resource Partnership on behalf of all Kent districts. It is expected that this analysis will be completed around Spring 2016 and will be of particular value to our Council as we prepare for contract renewal in 2019.

1.4 Legal Implications

- 1.4.1 There are no specific legal implications arising from this information report.

1.5 Financial and Value for Money Considerations

- 1.5.1 The additional WRAP funding obtained through the KRP will be targeted to recycling promotion and projects across the six partner authorities, with £11, 553 specifically allocated within Tonbridge and Malling Borough Council.
- 1.5.2 The procurement and funding for the Waste Compositional Analysis will be provided directly by the KRP.

1.6 Risk Assessment

- 1.6.1 The additional promotional work and information provided through the waste compositional analysis will assist us in providing more accurate forecasts and targeting of resources. Additional information on our recycling and composting collection services will also reduce contamination and the potential risk of loads being rejected.

Background papers:

Nil

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