

Communities and Environment Scrutiny Select Committee

20 May 2026

Part 1 - Public

Matters for Cabinet - Non-key Decision



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Cabinet Member	Cllr Martin Coffin, Cabinet Member for Finance, Waste and Technical Services
Responsible Officer	Robert Styles, Director of Street Scene, Leisure & Technical Services
Report Author	Darren Lanes, Head of Street Scene & Leisure David Campbell-Lenaghan, South West Kent Waste Partnership Manager

Waste Marketing Plan 2026/27

1 Summary and Purpose of Report

- 1.1 This report presents the draft Waste Marketing Plan 2026/27 for Member comment and endorsement.

2 Corporate Strategy Priority Area

- 2.1 “Efficient & Effective Council” and “Caring for the Environment”
- 2.2 Delivering services innovatively and in the most cost-effective & efficient way; Improving levels of waste reduction & recycling; tackling sources of pollution.
- 2.3 The development of a Waste Marketing Plan is a specific action identified within the Council’s Annual Service Delivery Plan (ASDP) for 2026/27. Initiatives within the Plan also support other ASDP actions and KPI’s.

3 Recommendations

- 3.1 It is RECOMMENDED that:
- 3.2 Members consider the draft Waste Marketing Plan 2026/27 for comment and endorsement by Cabinet.

4 Introduction and Background

- 4.1 At the meeting of this Committee on 4 March 2026, Members were presented with an overview from the Cabinet Member for Finance, Waste & Technical Services of activities undertaken over the previous 12 months. As part of that overview,

Members were advised of a variety of initiatives delivered through the Waste Marketing Plan 2025/26. These included:

- 4.2 Revamp of the Council's waste & recycling pages (<https://www.tmbc.gov.uk/waste>);
- 4.3 Food waste campaign;
- 4.4 Events – including VE Day 80, East Maling Picnic in the Park, Tonbridge Food Festival and Tonbridge Christmas Market;
- 4.5 Development of the 'Shake It Out' campaign to encourage residents to put recycling loose into the green-lidded bins, rather than in bags;
- 4.6 Development of the carton recycling campaign in preparation for the Council's duty under the Simpler Recycling legislation.
- 4.7 The Cabinet Member advised that the Waste Marketing Plan for 2026/27 would be developed and reported back to this Committee meeting. The new Plan would build upon actions taken to date.

5 Waste Marketing Plan 2026/27

- 5.1 The draft Waste Marketing Plan 2026/27 can be found at **Annex 1** and outlines a structured, well-resourced programme of communications, engagement activities, and behaviour change initiatives designed to improve recycling performance, increase correct material capture, reduce contamination, and support statutory waste service objectives for the 2026/27 financial year.
- 5.2 The draft Plan demonstrates strong alignment with corporate environmental goals, Kent Resource Partnership (KRP) priorities, and national policy changes such as Simpler Recycling and enhanced food waste capture. It also reflects a proactive, community focused approach, integrating events, campaigns, measurement, and continuous improvement.

6 Financial and Value for Money Considerations

- 6.1 The overall planned spend totals £45,000 (£0.80 per household), with individual allocations clearly defined with other initiatives delivered through existing staff resources. The Plan is funded in part through the Extended Producer Responsibility (EPR) Payments and a carry-over of the Defra Food Waste Grant from financial year 2025/26, ensuring good value for money and minimising pressure on core service budgets.
- 6.2 The balance of programme activities relies on officer time and partnership collaboration, ensuring that resources are used efficiently while maintaining service quality and campaign reach.

7 Risk Assessment

7.1 There is a risk that if the Plan is not actioned it will result in recycling rates for the Council being harder to achieve.

8 Legal Implications

8.1 None associated with this report. All comply with the Council's statutory and discretionary obligations and relevant legislation.

9 Consultation and Communications

9.1 This report ensures that all Members are aware of work undertaken within the relevant service areas and how the initiatives assist in delivering the Council's Corporate Strategy and Annual Service Delivery Plan. Close liaison will be undertaken with the Council's Media and Comms team.

10 Implementation

10.1 The initiatives detailed above are delivered with the assistance of other Council departments such as the Media team, to try to maximise efficiency and effectiveness, whilst delivering the Council's statutory duties.

11 Cross Cutting Issues

11.1 Climate Change and Biodiversity

11.1.1 A number of the initiatives detailed above will help to deliver on the Council's Climate Change Action Plan.

11.2 Equalities and Diversity

11.2.1 The initiatives detailed in this report have a remote or low relevance to the substance of the Equality Act.

Background Papers	None
Annexes	Annex 1 - Waste Marketing Plan 2026/27