

# **Environmental Excellence Policy Development Panel**

## **Agenda**

### **Members of the Panel:**

Cllr K S Kelly (Chairman)

Cllr N J Brennan (Vice Chairman)

Cllr D J Britcher

Cllr N J Harpley

Cllr A D Crotch

Cllr K E Lawrence

Cllr J Davis

Cllr G K Nurden

Cllr J F Fisher

Cllr S M Prutton

Cllr J Leggett (ex officio)

Cllr J M Ward

### **Date & Time:**

Thursday 27 January 2022 at 6.00pm

### **Place:**

Council Chamber Thorpe Lodge, 1 Yarmouth Road, Thorpe St Andrew, Norwich

### **Contact:**

James Overy tel (01603) 430540 Email: [james.overy@southnorfolkandbroadland.gov.uk](mailto:james.overy@southnorfolkandbroadland.gov.uk)

Website: [www.southnorfolkandbroadland.gov.uk](http://www.southnorfolkandbroadland.gov.uk)

### **PUBLIC ATTENDANCE:**

If a member of the public would like to attend to speak on an agenda item, please email your request to [comserv@southnorfolkandbroadland.gov.uk](mailto:comserv@southnorfolkandbroadland.gov.uk), no later than 5.00pm on Monday 24 January 2022. Please see further guidance on the options for public speaking at page 2 of this agenda.

## **Rules on Public Speaking**

All public speakers are required to register a request to speak at public meetings by the date / time stipulated on the relevant agenda. Requests should be sent to:  
[comserv@southnorfolkandbroadland.gov.uk](mailto:comserv@southnorfolkandbroadland.gov.uk)

Public speaking can take place:

- Through a written representation (which will be read out at the meeting)
- In person at the Council offices

Please note that the Council cannot guarantee the number of places available for public attendance, but we will endeavour to meet all requests.

All those attending the meeting in person must, sign in on the QR code for the building and promptly arrive at, and leave the venue. The hand sanitiser provided should be used and social distancing must be observed at all times. Further guidance on what to do on arrival will follow once your public speaking registration has been accepted.

# **AGENDA**

<b>1.</b>	<b>To receive declarations of interest under Procedural Rule no 8</b>	<b>4</b>
<b>2.</b>	<b>Apologies for absence</b>	
<b>3.</b>	<b>Minutes of the meeting held on 18 November 2021</b>	<b>6</b>
<b>4.</b>	<b>Recycling Projects Update and Future Plans</b>	<b>10</b>
<b>5.</b>	<b>Work Programme</b>	<b>18</b>

## DECLARATIONS OF INTEREST AT MEETINGS

When declaring an interest at a meeting Members are asked to indicate whether their interest in the matter is pecuniary, or if the matter relates to, or affects a pecuniary interest they have, or if it is another type of interest. Members are required to identify the nature of the interest and the agenda item to which it relates. In the case of other interests, the member may speak and vote. If it is a pecuniary interest, the member must withdraw from the meeting when it is discussed. If it affects or relates to a pecuniary interest the member has, they have the right to make representations to the meeting as a member of the public but must then withdraw from the meeting. Members are also requested when appropriate to make any declarations under the Code of Practice on Planning and Judicial matters.

<p>Have you declared the interest in the register of interests as a pecuniary interest? If Yes, you will need to withdraw from the room when it is discussed.</p>
<p>Does the interest directly:</p> <ol style="list-style-type: none"> <li>1. affect yours, or your spouse / partner's financial position?</li> <li>2. relate to the determining of any approval, consent, licence, permission or registration in relation to you or your spouse / partner?</li> <li>3. Relate to a contract you, or your spouse / partner have with the Council</li> <li>4. Affect land you or your spouse / partner own</li> <li>5. Affect a company that you or your partner own, or have a shareholding in</li> </ol> <p>If the answer is "yes" to any of the above, it is likely to be pecuniary.</p> <p>Please refer to the guidance given on declaring pecuniary interests in the register of interest forms. If you have a pecuniary interest, you will need to inform the meeting and then withdraw from the room when it is discussed. If it has not been previously declared, you will also need to notify the Monitoring Officer within 28 days.</p>
<p>Does the interest indirectly affect or relate any pecuniary interest you have already declared, or an interest you have identified at 1-5 above?</p> <p>If yes, you need to inform the meeting. When it is discussed, you will have the right to make representations to the meeting as a member of the public, but you should not partake in general discussion or vote.</p>
<p>Is the interest not related to any of the above? If so, it is likely to be an other interest. You will need to declare the interest, but may participate in discussion and voting on the item.</p>
<p>Have you made any statements or undertaken any actions that would indicate that you have a closed mind on a matter under discussion? If so, you may be predetermined on the issue; you will need to inform the meeting, and when it is discussed, you will have the right to make representations to the meeting as a member of the public, but must then withdraw from the meeting.</p>

**FOR GUIDANCE REFER TO THE FLOWCHART OVERLEAF.  
PLEASE REFER ANY QUERIES TO THE MONITORING OFFICER IN THE FIRST  
INSTANCE**

## DECLARING INTERESTS FLOWCHART – QUESTIONS TO ASK YOURSELF



# ENVIRONMENTAL EXCELLENCE POLICY DEVELOPMENT PANEL

Minutes of a meeting of the Environment Excellence Policy Development Panel of Broadland District Council, held at Thorpe Lodge, 1 Yarmouth Road, Thorpe St Andrew, Norwich on 18 November 2021 at 6.00pm.

<b>Committee Members Present:</b>	Councillors: N Brennan (Chairman for the meeting), D Britcher, J Fisher, K Lawrence, G Nurden, S Prutton, J Ward.
<b>Other Members Present:</b>	Councillors: J Leggett (ex officio) and E Laming.
<b>Officers in Attendance:</b>	The Assistant Director Community Services (S Phelan), the Assistant Director of Regulatory (N Howard), the Contracts Officer (C Davies) and the Democratic Services Officer (LA).

## 19 APOLOGIES FOR ABSENCE

An apology for absence was received from Cllr K Kelly.

## 20 MINUTES

The minutes of the meeting held on 7 October 2021 were agreed as a correct record.

## 21 BENEFITS OF USING HYDROGENATED VEGETABLE OIL FUEL TO DELIVER ENVIRONMENTAL SERVICES CONTRACT FROM APRIL 2022

The Assistant Director for Community Services introduced the report, which outlined the positive environmental impacts of using 100 percent Hydrogenated Vegetable Oil (HVO) in place of diesel within the new Strategic Environmental Services Contract which commences in April 2022. Officers also highlighted the additional benefits that would be achieved through the Council's provision of match funding of up to £50,000 per annum, which would enable the use of 100 percent HVO fuel.

The Panel noted that during the tender of the Waste Contract Bidders had been asked to demonstrate how they would work with the Council to improve and reduce the environmental impacts of the service. The Assistant Director for Community Services highlighted the CO<sub>2</sub> reduction as set out within section 3.10 of the report.

In response to a concern raised by a member regarding the source of the HVO fuel. It was noted that HVO fuel was sustainable and would be sourced from waste vegetable oils from restaurants across the Country. A further question was raised around whether there would be enough supply of fuel to complete the contract and members noted that it had been stipulated in the contract that Veolia would ensure the fuel was sourced.

The Panel noted that the waste collection vehicles could use a mix of both HVO and diesel fuel when operating and that the HVO fuel would be stored at the tanks in the depot once they had been cleaned out.

The Assistant Director of Community Services clarified further details on the funding of the HVO fuel. Members noted that the Council had agreed to provide up to £50,000 match funding each year. This would form part of the contract price, which was based on Veolia reclaiming the additional costs on the actual amount of HVO used to deliver the contract in the given year. The Panel also noted that for year one of the contract the costs to the Council of using 100 percent HVO fuel would be £11,700 at current prices. If HVO costs were to increase past the £50,000 from the Council, further negotiations would need to take place with Veolia to find the best path forward. A review of the service and the fuel use would take place on an annual basis and the use of other renewal sources of fuel would be considered.

The Chairman thanked officers for the report and it was;

## **AGREED**

### **To recommend that Cabinet**

Notes the positive environmental impacts that result from the Council providing match funding of up to £50,000 per annum to support the use of 100% Hydrogenated Vegetable Oil in the delivery of the Strategic Environmental Services Contract from April 2022.

## **22 REVIEW OF ENVIRONMENTAL ENFORCEMENT PENALTIES**

The Assistant Director for Regulatory introduced the report, which set out proposals for fixed penalty notice charges for specified environmental and anti-social behaviour offences. The formal report was a continuation of the discussion at the last Environmental Excellence Policy Development Panel

and was intended to refresh and update the current enforcement policy in place.

Members noted that the Council as a regulatory authority had arrangements in place for enforcement by serving fixed penalties and ensuring the penalties were set right was a key factor in this. For example, setting them too high could result in the fines being challenged in court, and setting them too low would reduce their impact. Collaboration with South Norfolk Council had led to the alignment of fees to create a simple process that applied to both Councils.

In response to a question regarding the changes in procedures at local recycling centres and the potential impact it would have on fly-tipping. Members were advised that there had been no evidence to suggest that this had led to an increase in fly-tipping and that a new recycling centre had been recently opened with the District.

In answer to a query, the Assistant Director for Regulatory confirmed that investigation and enforcement through Fixed Penalty Notices (FPN) had created a ripple effect on overall littering. Officers were confident in the results they had seen regarding the reduction of repeat offenders after the introduction of the Notices.

It was confirmed FPN were only enforceable on public land and that , private landowners were responsible for the removal of waste on their land. Members noted that the Council would work with landowners to help prevent incidents of fly-tipping.

In answer to a query about CTCV recording being used to help catch offenders, officers confirmed that this method was available, but was only used within reason. If the Council was to conduct covert surveillance, a notice would need to be published first.

In response to a query regarding how fly-tipping incidents were calculated, it was confirmed that it would fall under one incident and not by individual items. The Portfolio Holder for Environmental Excellence added that fly-tipping offences were decreasing and within Quarter One there were 123 cases, and in Quarter Two there were 102 cases reported.

In answer to a question regarding nuisance fires it was confirmed that they were not covered by the Policy, but if the remains of a fire was discovered and were traceable a prosecution could be made. Following a vote, it was unanimously:

**AGREED**

**To recommend to Cabinet**



1. To agree the setting of fixed penalty notice charge levels for specified environmental and anti-social behaviour offences as proposed in Appendix 1; and
2. To agree that the proceeds of paid fixed penalty notice charges be reinvested in the respective service area's revenue expenditure budgets to support further service delivery.

## **23 WORK PROGRAMME**

Officers gave members a brief presentation on the progress of the Environmental Strategy. The presentation highlighted key projects which included Tree Planting within the Broadland area.

Members noted that the free trees scheme with Norfolk County Council would provide 1000 trees across the District. Alongside this, officers explained that two sites were currently being considered in Hellesdon and Sprowston for the Tiny Forest project, with works commencing in winter once all sign-off checks had been completed.

Further updates were given, and a question was raised regarding the progress of the Environmental Strategy as a whole. Officers confirmed that several areas were still being investigated with baselines being formulated. Officers also confirmed a review would take place to refresh the Strategy with the Committee receiving regular updates on its progress.

The Panel noted that a food waste options report would be added to the Work Programme for member's consideration. The Chairman thanked the officers for the presentation and closed the meeting.

(The meeting concluded at 7.11pm)

---

Chairman

## **RECYCLING PROJECTS UPDATE AND FUTURE PLANS**

**Report Authors:**

Naegeen Noorani  
Recycling and Partnerships Officer  
01508 500873  
[naegeen.noorani@southnorfolkandbroadland.gov.uk](mailto:naegeen.noorani@southnorfolkandbroadland.gov.uk)

Lisa Fountain  
Recycling and Partnerships Officer  
01508 533641  
[lisa.fountain@southnorfolkandbroadland.gov.uk](mailto:lisa.fountain@southnorfolkandbroadland.gov.uk)

Michaela Beaumont  
Recycling and Partnerships Officer  
01508 533665  
[michaela.beaumont@southnorfolkandbroadland.gov.uk](mailto:michaela.beaumont@southnorfolkandbroadland.gov.uk)

**Portfolio:** Environmental Excellence

**Wards Affected:** All

**Purpose of the Report:**

This report provides the Panel with an overview of campaigns undertaken by the Recycling and Partnerships Officers over the past year and provides an outline of proposed projects for the coming year.

**Recommendation:**

1. Panel to note and support the proposed programme with the aim of increasing the recycling rate to meet the Council's 60% recycling rate target by 2025.

2. That the Panel recommend to Cabinet that from the 1 October 2022 the Council will only provide 180L residual bins to new properties or as replacement bins.

## **1. Summary**

- 1.1 This report provides an update on the various campaigns and activities undertaken over the past year in order to contribute to the Council's priority of increasing the recycling rate to 60% by 2025.
- 1.2 Proposed projects for the upcoming year are also outlined with the aim of increasing recycling and decreasing residual waste.

## **2. Background**

- 2.1 Broadland Council has set a target to increase the recycling rate from the current 49% (2020/21) to 60% by 2025.
- 2.2 Officers began exploring best practice in 2020 and presented the Panel with proposals to aid with increasing the recycling rate. Proposals included:
  - Behaviour change
  - Extending food waste collections
  - Piloting the provision of smaller residual waste bins for some residents
  - Improving communications on recycling etc
  - Introduction of Kerbside Waste Electrical and Electronic Equipment (WEEE) collections
  - Incentives for expanding take up of garden waste collections
- 2.3 Nationally, Central Government has set out a range of measures in the Environment Act 2021 to increase recycling and decrease residual waste.

## **3. Current position/findings**

- 3.1 Broadland's recycling rate was 49% at the end of 2020/21, 21.5% of which is made up of dry recycling and 27.4% compostable materials (garden waste and food waste).
- 3.2 Although this is a reduction from the 49.6% recycling rate in 2019/20, Broadland remains the district with the highest recycling rate in Norfolk. The pandemic has resulted in higher levels of residual waste (27,651t in 2020/21 compared to 25,028t in 2019/20). This has an impact on the recycling rate even though the tonnage of material being recycled actually increased (26,519t in 2020/21 compared to 24,609t in 2019/20).
- 3.3 England's national recycling rate has also seen a reduction as it fell by 1.5% from 45.5% in 2019/20 to 44% in 2020/21. The national trend also shows an increase in

residual waste by 5.1% compared to last year, however the total amount of waste recycled decreased nationally by 1.2%.

- 3.4 The following table illustrates a range of projects that were undertaken in the past year in order to maintain and increase current recycling levels. Most of these initiatives are part of long-term behaviour change messaging that will take time to show results and at best will continue to sustain current recycling rates. In order to reach the 60% target by 2025 Members will need to consider significant service changes, such as reducing the size of the residual bin.

<b>Project</b>	<b>Intervention / Detail</b>	<b>Timeline / Duration</b>	<b>Actual / anticipated outcome</b>	<b>Lead</b>
Food waste expansion	Bins procured, new leaflets developed, and capital funding secured from Norfolk County Council.	April 2021 (Worked on Jan – Apr)	1,700 extra households added to the scheme. This expansion is estimated to have generated an additional 140.7 tonnes per year based on current participation rates.	NN
Waste prevention trial	Leaflets, bin stickers, targeted Facebook ads, social media posts and prize draws used in three pilot areas in Acle and Aylsham.	October - December 2021 (Worked on Aug-Jan)	No obvious trends in the data which may be due to the short campaign length. There was good website engagement (2,238 visits to the “What goes in your recycling bin” page and 182 return visits).	MB
Garden waste + Home composter promotion	District wide leaflet campaign.	June – July 2021 (Worked on Mar – Jul)	Highest number of brown bin subscribers (613) achieved in July 2021 for the past 8 years, resulting in a net increase of 443 subscribers. 335t more material collected July 2021 compared to July 2020.	NN
Food waste reduction campaign	Social media campaign and website.	September – October 2021 (Worked on Jul-Sept)	Encourage residents to waste less food at home. 27,375 residents were reached through targeted Facebook ads.	NN

Food waste service participation	Leaflet campaign encouraging use of the service.	September – October 2021 (Worked on July-Oct)	Increase in food caddy requests from eligible households (48) in October 2021.	NN
Garden waste contamination campaign	Social media and leaflets distributed to households encouraging them to put the right things in their bins.	August – September 2021 (Worked on May – Aug)	Raise resident awareness on what can't go in the brown bin which led to a reduction in rejected loads from contractor.	NN
Norfolk-wide waste compositional analysis	Analysis of residual and dry recycling. First phase completed.	September – October 2021 (Worked on Jun-ongoing)	Raw data on what resident's place in their containers to inform effective and targeted communication.	LF
Christmas leaflet	Leaflet sent to all households.	December 2021 (Worked on Nov – Dec)	Remind residents of collection dates and what can and can't be recycled.	NN
Christmas recycling communications	Social media, website	December 2021 (Worked on Sept – Dec)	Remind residents of best recycling practice at Christmas.	LF, MB, NN
Winter garden waste contamination campaign	Social media	December – January 2021 (Worked on Nov-Dec)	To address common winter garden waste contamination.	NN
Food Waste Action Week (FWAW)	Social media used to support WRAP in their first ever FWAW.	March 1-7 2021 (Worked on Jan – Mar)	Raise resident awareness on food waste.	LF, MB, NN
Recycle Week	Social media campaign to support WRAP.	September 2021	Remind residents to recycle the right things.	LF
Respond to Government Consultations	Desktop research undertaken. Consultation responses discussed with Portfolio Holder and shared with Environmental Excellence Panel.	June + July 2021 (Worked on Mar – Jul)	Consultations were submitted in full and on time.	NN + MB
Talks, Events + Education		Ongoing / Throughout		LF, MB, NN

#### 4. Proposed initiatives

4.1 In order to continue working to increase the recycling rate, the projects in the table below are being proposed to be undertaken over the next 12 months.

Issue	Intervention	Duration / Timeline	Anticipated outcome	Lead
Food waste expansion to the whole district	New customers, leaflets, vehicle livery, bin hangers / stickers	Phased roll out from October 2022	Provide food waste collection to residents who do not currently receive the service. Increase overall recycling performance. An additional 1,900 tonnes of food waste would be collected if the service were rolled out across the whole district.	NN
Kerbside collections of textiles, WEEE and batteries	To promote introduction of new service. District-wide information campaign via social media, leaflets, bin hangers, etc.	April 2022	Invite residents to recycle their small electrical items, batteries and textiles from the kerbside. Strong uptake and participation in the new service.	MB
Garden waste participation and contamination	Leaflets/printed material, specific garden waste livery, and social media.	Spring 2022 – ongoing	Increase subscribers by 1,000 and therefore overall tonnage by the end of the year. Aim to have zero rejected loads.	NN
Rubbish prevention	Social media, leaflets	2022	Raise awareness of how to reduce rubbish and alternative disposal methods. Reduction in fly tipping, excess waste and residual waste tonnage. This will prepare residents for future projects such as smaller residual waste bins.	MB
Dry recycling contamination	Bin stickers, bags, door knocking, work	2022	Raise awareness of main contaminants and reduction in	LF

	with housing associations.		contamination. Quantitative data is not accessible at a Broadland specific level, qualitative data to be used.	
Communal recycling bin contamination	Bin stickers, bags and work with housing associations and Veolia.	2022	Improve residents' knowledge of how to properly recycle. Improved quality of recyclate and a reduction in contamination.	LF
Food being wasted at home	Social media, leaflets, bin hangers / stickers.	2022	Reduction in residual waste (as less food is being wasted/thrown away).	NN
Food waste participation	New customer leaflets, vehicle livery, bin hangers, bin stickers	2022	Remind residents to use the service and of the benefits of doing so. An additional 1,900 tonnes of food waste would be collected if the service were rolled out across the whole district.	NN
Phase 2 of compositional analysis	Second phase of analysis of residual and dry recycling.	May 2022	Gather precise data on what residents place in their bins to inform effective and targeted communications.	LF
Activities arising from new Veolia contract	To embed services and activities in the new contract such as Pro-grow give away, Community Partnership Board, Broadland Environment Fund, WEEE and Reuse events	April 2022 - ongoing		TBA
Communications plan	Develop an annual plan	2022	Yearly plan so both Comms and Recycling team can plan ahead.	LF, MB, NN
Environment Act	Develop initiatives as required in response to changes to Government's	2022	Understand the operational and resource implications.	TBA

	waste and recycling policies.			
Collect / collate information on recycling and waste behaviour	Conduct a district-wide resident survey.	2023/24 to allow the Veolia contract to settle in.	Gather waste insights that will inform effective and targeted communications.	LF
Reduce bin capacity	Targeted project replacing 240 litre green refuse bin with 180 litre green refuse bin following the rubbish prevention campaign and an intensive education campaign to the residents involved.	2023/4	Reduction in residual waste tonnage, and successful uptake of smaller bins by residents.	MB

## 5. Smaller residual waste bin policy

- 5.1 Restricting the capacity of residual waste bins is a proven method of reducing residual waste and therefore increasing recycling and the recycling rate. In order to begin implementing this best practice it is being recommended that a policy be introduced whereby all requests for new or replacement residual waste bins are given a 180L bin instead of the current 240L.
- 5.2 It is recommended that this policy be introduced from October 2022 when the food waste scheme will be introduced to the whole district. Households will have the capacity to recycle their food waste and therefore free up space in their residual waste bins.
- 5.3 The 180L residual waste bins will not have a cost implication as they are a similar price to the current 240L bins at £20 per bin.
- 5.4 It is recommended that large households who are currently given a 360L residual waste bin are given a 240L, and communal bin stores be calculated based on 180L capacity per household rather than the current 240L.
- 5.5 From December 2020 to November 2021 1692 new or replacement 240L residual waste bins were requested and 297 360L residual waste bins were requested.

## 6. Issues and risks

- 6.1 **Resource Implications** – The majority of the proposed initiatives can be funded from within existing resources, however, there are a number of the proposals that will have resource implications which are not currently funded, this particularly



relates to any new requirements or burdens that arise from the Environment Act. Additionally, there will be sufficient resource implications on the Council's Communications Team.

- 6.2 **Legal Implications** – The Government has given a clear indication on the ambitions for waste collection and recycling services in the future, however statutory guidance will not be available for local authorities until government responses to the consultations have been released.
- 6.3 **Equality Implications** – The activities contained within this report are designed to have a positive impact on the community including for those who may have one, or more, of the protected characteristics under the Equality Act 2010.
- 6.4 **Environmental Impact** – In reducing waste and increasing recycling the council is following the waste hierarchy (Prevention, Preparing for Re-use/repair, Recycling, Other recovery, and then Disposal) and reducing the amount for incineration. Recycling enables us to conserve resources by reducing the need for energy intensive production of additional resources using new materials. We are committed to increasing recycling and reducing waste as per the Environmental Strategy and Government requirements.
- 6.5 **Crime and Disorder** – Consideration has been given as to whether measures to reduce residual waste such as smaller waste bins could lead to an increase in fly-tipping and excess waste. This would need to be considered in more depth and as part of the monitoring of any pilot schemes. However, evidence suggests that the measures Rochford council put in place did not result in a fly-tipping increase.

## 7 Conclusion

- 7.1 The aspiration to achieve a 60% recycling rate is ambitious and will require large-scale service changes. Until the Council have a clear picture of the statutory requirements resulting from the Environment Act, the proposed projects will work towards maintaining current levels of recycling and gradually increasing our recycling rate through behaviour change messaging.

## 8 Recommendations

- 8.1 Panel to note and support the proposed programme with the goal of increasing the recycling rate to meet the Council's 60% recycling rate target by 2025.
- 8.2 That the Panel recommend to Cabinet that from the 1 October 2022 the Council will only provide 180L residual bins to new properties or as replacement bins.

**Work Programme 2021/22**

<b>Date</b>	<b>Subject of Report</b>	<b>Responsible Officer</b>	<b>Notes</b>
<b>14 Apr 2022</b>	Licensing Services commercialisation options	N Howard/L Chant	
	Food Safety Services commercialisation options	N Howard/L Chant	
	Regulatory Enforcement Policy	N Howard	
	Warm Homes Programme - update	M Pursehouse	Regular six monthly update. Next update in October 2022
	Anti-Social Behaviour Policy	N Howard	