

Economy and Environment Policy Committee

Agenda

Members of the Economy and Environment Policy Committee:

Cllr J Knight (Chairman)
Cllr C Brown
Cllr D Elmer
Cllr J Overton
Cllr R Savage

Cllr G Francis (Vice Chairman)
Cllr F Curson
Cllr K Hurn
Cllr S Nuri-Nixon

Date & Time:

Wednesday 30 March 2022
10.00am

Place:

Council Chamber, South Norfolk House, Cygnet Court, Long Stratton, Norwich, NR15 2XE

Contact:

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PUBLIC ATTENDANCE:

If a member of the public would like to observe the meeting, or speak on an agenda item, please email your request to committee.snc@southnorfolkandbroadland.gov.uk, no later than 5.00pm on Friday 25 March 2022.

Large print version can be made available

If you have any special requirements in order to attend this meeting, please let us know in advance.

Public Speaking and Attendance at Meetings

All public wishing to attend to observe, or speak at a meeting, are required to register a request by the date / time stipulated on the relevant agenda. Requests should be sent to: committee.snc@southnorfolkandbroadland.gov.uk

Public speaking can take place:

- Through a written representation
- In person at the Council offices

AGENDA

- 1. To report apologies for absence and to identify substitute members;**
- 2. Any items of business which the Chairman decides should be considered as a matter of urgency pursuant to section 100B(4)(b) of the Local Government Act, 1972. Urgent business may only be taken if, “by reason of special circumstances” (which will be recorded in the minutes), the Chairman of the meeting is of the opinion that the item should be considered as a matter of urgency;**
- 3. To receive Declarations of Interest from Members;**
(Please see guidance form and flow chart attached – page 4)
- 4. To confirm the minutes of the meeting of the Economy and Environment Policy Committee held on Friday 28 January 2022;**
(attached – page 6)
- 5. Progress Towards Carbon Net-Zero, Accelerating Our Growth Agenda & Our Environment – In Year Opportunities;**
(report attached – page 9)

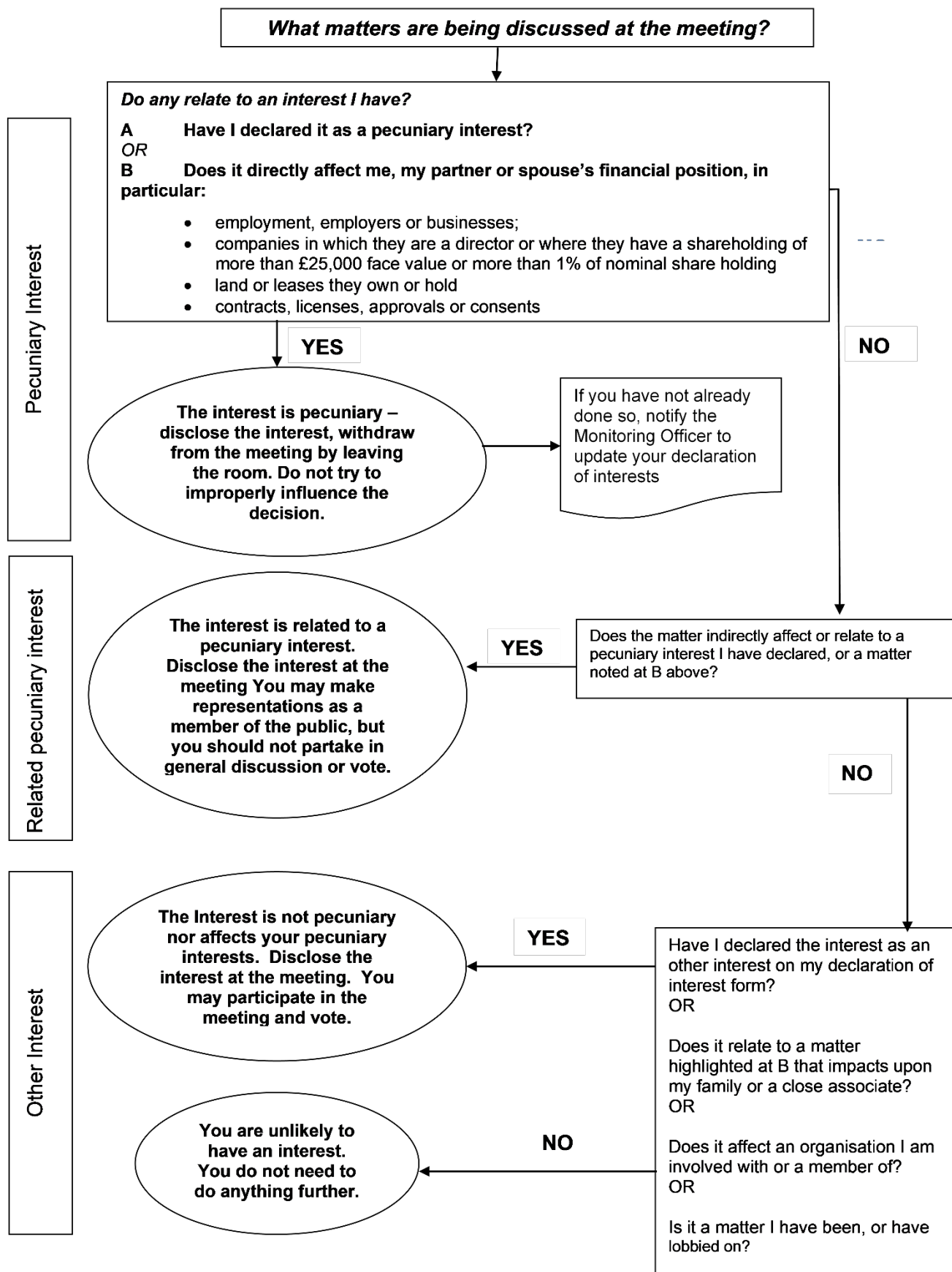
DECLARATIONS OF INTEREST AT MEETINGS

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"> 1. affect yours, or your spouse / partner's financial position? 2. relate to the determining of any approval, consent, licence, permission or registration in relation to you or your spouse / partner? 3. Relate to a contract you, or your spouse / partner have with the Council 4. Affect land you or your spouse / partner own 5. Affect a company that you or your partner own, or have a shareholding in <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



Agenda Item: 4

ECONOMY AND ENVIRONMENT POLICY COMMITTEE

Minutes of a meeting of the Economy and Environment Policy Committee of South Norfolk District Council, held on Friday 28 January 2022 at 2pm.

Committee Members Present: Councillors: J Knight (Chairman), C Brown, D Elmer, G Francis, K Hurn, S Nuri-Nixon and R Savage

Apologies for Absence: None

Officers in Attendance: The Assistant Director of Community Services (S Phelan), the Assistant Director for Regulatory (N Howard), the Contracts, Policy & Partnerships Manager (P Leggett), the Senior Environmental Management Officer (A Old), the Recycling & Partnerships Officer (N Noorani) and the Democratic Services Officer (J Hammond)

27 MINUTES

The minutes of the meeting of the Economy and Environment Policy Committee held on 19 November 2021 were agreed as a correct record.

28 RECYCLING PROJECTS UPDATE AND FUTURE PLANS

The Recycling and Partnerships Officer introduced the report, which provided 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. Proposed projects for the upcoming year were also outlined with the aim of increasing recycling and decreasing residual waste.

Currently the Council's recycling rate was 41.8%, a reduction from 42.5% in 2019/20. The pandemic had resulted in higher levels of residual waste, which impacted on the recycling rate even though the tonnage of material being recycled actually increased. This was a national trend with England's recycling rate down 1.2% compared to the previous year.

Projects undertaken in the past year included:

- Food waste reduction campaign
- Side waste reduction project
- Phase 1 of a Norfolk-wide waste compositional analysis
- Christmas recycling communications
- Home composter promotion
- Garden waste contamination campaign
- Winter garden waste contamination campaign
- Campaigns supporting Food Waste Action Week (FWAW) and Recycle Week

Projects proposed for the next 12 months included:

- Garden waste/composting participation and contamination
- Dry recycling contamination (including communal recycling bin contamination)
- Rubbish prevention campaign
- Phase 2 of compositional analysis
- Reduction of food being wasted at home
- Collect and collate information on recycling and waste behaviour via a district-wide resident survey

Further ahead in 2023/24, the report proposed a targeted trial replacing the 240L residual waste bin with 180L residual waste bins. Some members were concerned that reducing the bin size would not reduce the amount of residual waste produced but would instead increase the number of individual trips to household waste recycling centres, or worse increase the number of fly tipping incidents. Another member welcomed the proposal for smaller bins and noted the benefits it would have not only in reducing residual waste but in lowering the environmental impact of the service by reducing the number of times the waste vehicles needed to be emptied at the depot.

Members discussed the Council's current collection of residual side waste; it was noted that this was a 'premium service' offered by the Council free of charge. Some members felt that collecting additional residual waste went against the Council's aim of reducing waste, but in turn they did not want services to be reduced in an effort to increase the districts recycling rate. The Assistant Director of Community Services explained that the Council's aim was to reduce excess residual waste with a view to stop side waste collections in the future. He added that Cabinet had requested officers investigate this further. Members asked that any findings be brought to the Committee at a future meeting.

Members were advised that an additional 2500 householders had subscribed to a garden waste bin, which meant that roughly 50% of the district were now subscribed to the service. Members discussed the costs associated with the service and the fee charged to subscribers. The Assistant Director of Community Services explained that the Government was considering a free

garden waste collection service across the Country as part of their consultation.

It was noted that Broadland District Council had previously trialled a food waste service and was due to roll the service out district-wide later in the year. The Assistant Director of Community Services explained that Broadland's trial had shown a 65% 'put out' rate for food waste in urban areas. Most members felt that the service would be unviable in rural parts of the district where the 'put out' rate would be lower in favour of at home composting, however they felt that it should be considered in urban areas of the district.

Discussion turned to dry recycling and the main issues faced with regard to the contamination of recycling material. The Recycling and Partnerships Officer informed the Committee that Government was considering whether co-mingled recycling should be stopped, with the aim of increasing the quality of recycled paper. It was felt that a variety of awareness campaigns were needed to educate householders on what could and could not be recycled. Members discussed methods of promoting recycling and it was suggested that incentives and/or community recycling champions be considered.

The importance of continuing recycling side waste collections was highlighted by members in light of the Council's aim to stop residual side waste collections in the future. It was also explained that the recyclable side waste should only be left out with the recycling bins, as otherwise it would be treated as residual side waste and not recycled.

The Committee discussed the disposal of batteries and the confusion regarding how they could be recycled. It was suggested that officers investigated how these could be collected by the waste fleet alongside the dry recyclables bin.

After further discussion, where members discussed the potential use of HVO fuel, it was

RESOLVED

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.

(The meeting concluded at 3.13 pm)

Chairman

Progress towards carbon net-zero, accelerating our growth agenda & our environment – In Year Opportunities

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Portfolio: Clean and Safe Environment, Stronger Economy

Ward(s) Affected: All

Purpose of the Report:

This report provides members with proposed projects and initiatives regarding the use of the in-year additional income, savings and efficiencies that will enable us to accelerate our progress towards the initiatives set out in the delivery plan.

Recommendations:

- To recommend to Cabinet the projects and initiatives that Economy and Environment Policy Committee would like to progress inside the £1.3m earmarked reserves for Positive Planning for a post-carbon Economy and Our Environment and the £0.5m earmarked reserves relating to Accelerating Economic Growth & Prosperity.

1. Summary

- 1.1. The Council's financial performance so far this year has been strong.
- 1.2. Additional exceptional income has been received, Covid has delayed some expenditure, and the One Team has identified significant revenue savings and efficiencies from continuing activities.
- 1.3. This in-year surplus of income over expenditure, gives the Council a one-off opportunity to: further invest in our economy; invest in carbon reduction initiatives; invest in our staff; bring forward future service enhancements; and put aside money to support future initiatives to further accelerate the delivery plan and move us closer to our vision "working together to create the best place for everyone, now and for future generations."
- 1.4. On 22nd February 2022, Council agreed that a series of Earmarked Reserves be established in the following thematic areas in pursuance of Council objectives and to the aggregate sum of £2.5m. The following thematic areas and relating reserves were subsequently created:

Positive Planning for a post-carbon Economy	£1.3m
Accelerating Economic Growth & Prosperity	£0.5m
Supporting our Communities	£0.4m
Investment in our Staff, Systems & Apprenticeships	£0.3m
Total	£2.5m

- 1.5. This paper puts forward projects and initiatives for your consideration in relation to Positive Planning for a post-carbon Economy, Accelerating Economic Growth & Prosperity, and Our Environment.
- 1.6. Some of the projects and initiatives outlined in this paper may be subject to a further business case before the draw down from reserves is agreed. Where this is applicable, it has been detailed in the report.
- 1.7. Where proposed projects will cover both Broadland and South Norfolk Councils, costs for these will be split between the two authorities at the agreed 55/44.
- 1.8. An overview of the proposed projects and initiatives with estimated costs that total £1.538m for South Norfolk are shown in Table 1.0. below:

Initiative	Est.Total Cost	Subject to Full Business Case
Positive Planning for a post-carbon Economy		
Electric Vehicle Charging Points	£400,000	Yes
Solar Panels on Diss, Long Stratton and Wymondham Leisure Centres, & Kett's Park	£428,000 (+ Kett's Park c£133,000)	Yes

Solar panel carports in car parks at Wymondham / Diss / Long Stratton Leisure Centres & Kett's Park	£288,000 (+ Kett's Park c£96,000)	Yes
Accelerating Economic Growth & Prosperity		
New posts in Economic Growth (joint)	£400,000	No
Loddon Staithe Bridge Repairs	£75,000	No
Wymondham Traffic Flow Improvements	£100,000	Yes
Our Environment		
Improving Recycling Behaviours (joint)	£50,000	No
Total cost	£1,741,000	
Estimated BDC cost (for joint projects)	£202,500	
Estimated SNC cost	£1,538,500	
Estimated SNC cost incl. Ketts Park	£1,767,500	
Earmarked Reserves	£1,800,000	

Table 1.0 overview of the proposed projects and initiatives with estimated costs

2. The Opportunities - Positive Planning for a post-carbon Economy

Project: Electric Vehicle Charging Points (EVCP)

- 2.1. Building on the electric vehicle infrastructure already delivered by the Council – currently 16 Charging points in council car parks – this project looks to double/triple the number of EVCPs at existing sites (including the Council's leisure centres) as well as supporting our towns and parishes with the installation of EVCPs at community assets and supporting the provision of a 'minimum viable network' as part of the Broads Electrification Project.
- 2.2. Improved provision of electric charging points in Council owned car parks. This action would be a visible commitment to improving infrastructure and could help the tourism economy. The transition to Electric Personal Vehicles is inevitable and this would be a further step towards supporting that change.
- 2.3. The existing electric vehicle charging stations installed at South Norfolk managed car parks are 22kw chargers. All charger options will be considered and installations based on the most appropriate for each location.
- 2.4. A full business case will be developed to optimise the number of EVCPs installed across the district.

Costs

- 2.5. It is proposed that £400,000 is allocated towards delivery of this initiative. Where possible, the Council will access grant funding to support the delivery of EVCPs; in some situations, this may fund up to 75% of the cost of installation.

Next Steps

- 2.6. A detailed business case will be developed for presentation to Cabinet in June 2022.

Risks

- 2.7. The level of need for EVCP across the district is not known and is currently subject to a mapping exercise to provide the evidence need to support the business case.

Project: Installation of Solar Panel (PV) arrays at Diss, Long Stratton and Wymondham Leisure Centres

- 2.8. The Council's recent Green House Gas report by Groundwork identified there was the potential to save up to 30% of the current electricity used at Diss and Wymondham leisure centres as they are both high consumers with the swimming pools. These two centres currently consume circa 555,000 kWh of electricity at a cost of £93,250 in 20/21. With energy prices rising rapidly, it is increasingly important to minimise the impact of this on Council spending. Reducing the usage by 30% would also save an estimated 52t CO₂e. Wymondham leisure centre has a combined heat and power unit that uses gas to generate electricity and heat at a cost of £94,500 per annum in 20/21; reducing the requirement on this unit would also reduce gas consumption.
- 2.9. While Long Stratton leisure centre does not have a pool and has an air source heat pump installed, additional supplementary electric heating (as there is no gas on site) has had to be recently installed to maintain the hot water temperature. The proposed solar PV array would result in a 30% reduction in energy demand and estimated saving of c£10,000 pa in electricity costs at current levels.
- 2.10. It is now proposed that Ketts Park is also included in the initiative. While the Council only has a lease on the site there are 18 years remaining and the main hall currently has electric space heating. A 30% reduction in energy usage at this site would equate to c£4,000 pa reduction in electricity costs, at current rates, although proposals are being developed to expand to usage of the site.
- 2.11. At present the investigations have centred on the installation of electric producing PV cells as opposed to solar thermal panels used to heat water, but consideration of these would form part of the next phase. The use of batteries for the storage of excess electricity produced, rather than selling and feeding it back into the Grid, will also be considered, but this may not be a cost-effective option.

Costs

- 2.12. An indicative budget of £438,000 has been allocated toward the installation of solar panels at the 3 leisure centres. Initial costings do not include Ketts Park, which if included could add an additional £100,000 to the costs.
- 2.13. Initial discussions with consultants, have estimated that the costs of installation would be in the order of:

Location	Costs	Provision
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Diss	£133,000	140kWp array – generating 60,000kWp pa
Long Stratton	£133,000	140kWp array – generating 60,000kWp pa
Wymondham	£162,000	170kWp array – generating 100,000kWp pa
Ketts Park	The site was not included in the initial scoping or costings	
kWp is a measure of the peak power that can be generated from PV cell		

- 2.14. It should be noted that to date there have been no site investigations and the above are indicative costs based on £950 per kWp.
- 2.15. A 30% reduction in electrical consumption would equate to approximately £44,000 pa at current costs across the four sites. Generating energy on site will minimise the impact of energy price rises on Council spending. More detailed figures will be available at the meeting.

Next Steps

- 2.16. Phase 1: Full survey and options appraisal of all the sites to establish the most effective number of panels and kWp generation that can be installed and appropriate type.
- Phase 2: Presentation to E&EP and Cabinet in July 2022 of fully costed business case with clearly defined payback periods for each individual site
- Phase 3: Procurement of contractor – 3 months
- Phase 4: Installation of panels commencing December 2022 - 2 months

Risks

- 2.17. No on-site investigations have taken place to identify the structural integrity of the individual roofs or current electrical infrastructure.
- 2.18. There are currently availability issues around being able to obtain PVs
- 2.19. Consideration will need to be given to the long-term operational future of Diss swimming pool and whether there would be sufficient time for the pay-back period to be achieved.

Project: Solar Car Ports at Leisure Centres (This could form part of the Solar Panel project above or could be a separate initiative)

- 2.20. Installation of up to 20 Solar Car Ports including some with EV car charging points at Diss, Long Stratton and Wymondham Leisure Centres. The electricity produced

would be used to charge electric cars, for which a charge could be made and used in the Centres, with any surplus potentially being sold back into the Grid.

- 2.21. It is now proposed that Ketts Park is also included in the initiative, while the Council only have a lease on the site there are 18 years remaining. The site has a large open carpark which is well used in the evening and weekends.

Costs

- 2.22. An indicative budget of £288,000 has been allocated toward the installation of solar panels, which didn't include Ketts Park. Initial discussions with consultants, have estimated that the costs of installation would be in the order of:

Diss - £96,000

Long Stratton - £96,000

Wymondham - £96,000

Ketts Park site was not included in the initial scoping

- 2.23. Including Ketts Park would potentially add an additional £96,000 to the costs, which currently haven't been included in the indicative budget, alternatively the number of car ports at the other centres could be reduced.

- 2.24. It should be noted that to date there have been no site investigations and indicative costs are based on £4,800 per space - more detailed figures will be available at the meeting.

Next Steps

- 2.25. Phase 1: Full survey and options appraisal of all the sites to establish the most effective number, lay out and location of car ports, kWp generation that can be achieved and number of car charging points required.

Phase 2: Presentation to E&EP and Cabinet in July 2022 of fully costed business case with clearly defined payback periods for each individual site

Phase 3: Procurement of contractor – 3 months, Securing planning permission

Phase 4: Installation of car ports commencing December 2022 - 2 months

Risks

- 2.26. No on-site investigations have taken place to consider the current layout of the car parks to ensure current Centre users would not be compromised i.e. school buses.
- 2.27. Access to the current electrical infrastructure would also need to be considered with regard to the location of the car ports.
- 2.28. Consideration would also need to be given to the risk of vandalism as the car parks are not secured at night.

3. The Opportunities - Accelerating Economic Growth & Prosperity

Project: New posts in Economic Growth to support and accelerate growth.

- 3.1. The Council has recently approved the creation of a Community Infrastructure loan scheme in South Norfolk which will allow for the community infrastructure required to support growth to be delivered alongside new development rather than in delay. To make best use of this fund, additional resource is required to build on existing relationships with towns and parishes, offering support with the creation of infrastructure plans and ideas and ultimately to help deliver key infrastructure.
- 3.2. Economic Growth is resource hungry on the organisation as many of the opportunities explored require a quick reaction to circumstance. There has also been an increase in complexity, both financially and practically, as officers explore and implement opportunities for growth.
- 3.3. The following additional posts will allow for greater support, and ultimately faster growth, across the district.

Community Infrastructure Officer

- 3.4. This post will proactively engage with Parish and Town Councils to facilitate the delivery of infrastructure spending. There are significant economic, community and place benefits in accelerating infrastructure delivery in line with growth opportunities. Acting as the Local Planning Authority, Council officers can understand and forecast future CIL receipts of parish and town Councils, based on knowledge of the expected delivery of growth in the area.

Growth Delivery Officer

- 3.5. This post will support and accelerate the ambitious capital programme and aid the delivery of the Council's One Public Estate projects. As the capital programme continues to grow additional resource is required to meet that ambition, ensuring due diligence, cost management and the flexibility to move faster still.

Economic Growth Finance Officer

- 3.6. This post will provide in house finance resource for the intensive and complex work undertaken by Economic Growth. Reduced demand on finance team could be beneficial to the wider organisation. Internal ownership of complicated financial projects and reporting.
- 3.7. Ongoing financial modelling is required for all existing and projected capital projects. In addition, complex financial reporting is needed to ensure due diligence and compliance to external funding programmes (as required). This resource is essential to meet projected delivery ambition.

Costs

- 3.8. A £400,000 cost for the first two years of these additional permanent posts will be divided on a 55:45 basis.

Risks

- 3.9. After the initial two-year the costs will be absorbed into project programmes. The risk is that, if not managed effectively, these positions could become a consolidated cost.

Project: Loddon Staithe Bridge Repairs

- 3.10. This project will see delivery of a lasting memorial for the Queen's Jubilee year with the repair of the Staithe Bridge in Loddon as a jubilee legacy project, joining up existing / planned walking routes in the area to improve the 'place' to include; Pyes Mill and the Wherryman's Way.
- 3.11. The project will allow for the reopening of a pedestrian link across the river at Loddon Staithe, connecting the public realm on either side of the river and creating a lasting memorial for the Queen's Jubilee

Costs

- 3.12. A previous survey estimated the repair work at £40,000. Allowing for a cost of materials uplift a budget of £75,000 is proposed for delivery of this project.

Risks

- 3.13. None

Project: Wymondham Traffic Flow improvements

- 3.14. Despite its large size and evident investment in high quality surfaces and street furniture the central Market Place area still feels cut off from pedestrians moving east-west on both sides of the square due to the width of the running carriageway. Alongside this, the Market Cross building feels remote from the main flow of pedestrians due to the severance also caused by the significant width of the surrounding carriageways.
- 3.15. In several locations where there is a more generous pedestrian environment and the pavement widens significantly, spaces that might otherwise provide a setting for social interactions, dwell time and activity have been inhabited by an accumulation of street furniture which compromises the form and function of these other-wise useful pockets of public space. This project, which would require stakeholder engagement and support, will maintain the improved conditions for pedestrians, leading to increased dwell time, making the Market Cross more accessible and providing space for quality street furniture.
- 3.16. The project will maintain the improved conditions for pedestrians and provide the following benefits:
- Increased Dwell time,
 - Market Cross more 'accessible',
 - Provide space for quality street furniture.
 - Solution for TTRO extension

Risks

- 3.17. When first implemented the one-way system was met with significant opposition. Support for the permanence of the scheme is informal and would require stakeholder engagement.

Costs

- 3.18. c.£100,000, subject to a full business case to be brought back to Cabinet in July 2022.

4. The Opportunity - Our Environment

Project: Improving Recycling Behaviours (Joint Project across South Norfolk and Broadland funded 55:45)

- 4.1. The engagement of consultants to assist with the development of a targeted communication strategy and infographics to influence and nudge resident behaviour to reduce contamination and increase levels of recycling to assist in meeting the Council's 60% target by 2025. The Council's current recycling rate is at 47.2%.
- 4.2. The initiative would also seek to build upon the previous Behavioural Change project undertaken by Jump on an estate in Sprowston in Broadland, which unfortunately wasn't fully completed due to Covid 19.
- 4.3. Evidence from WRAP (the Government's advisers on waste strategy) of the results achieved from initiatives undertaken in other local authorities clearly demonstrates that continual communications is the most effective means of reducing contamination and increasing recycling rates, where the introduction of major changes such as introducing smaller sized bins or moving to three weekly collections is not an option.
- 4.4. Between April 2021 - January 2022 South Norfolk collected a total of 11,757 tonnes of dry recyclable materials, across all Norfolk authorities there was an average contamination rate of 15.25%, giving a contamination cost of £16.14/t which cost the authority c£190,000. The initiative would target changing behaviour to recycle correctly, reducing the Council's contamination rate by just 5% would generate a saving of c£9,500. An increase of just 2% in the volume of dry recycled materials collected, based on 11,757 tonnes would generate an additional c£15,500 in recycling credits, based on a credit of £65.96/t for the Council.

Costs

- 4.5. The total costs of the initiative would be £50K and divided on a 55:45 basis, these costs would principally be used to engage specialist communications consultants to develop bespoke materials, plus meeting the printing costs of specialist materials and the purchase of bins.

Next Steps

- 4.6. Phase 1: Develop a consultants brief working with WRAP and drawing on best practice from other authorities, with report back to EEPD June 2022.

Phase 2: Procurement of consultants – 2 months

Phase 3: Targeted communications/behavioural change campaign in two specific locations and development of collection of marketing materials for on-going use.

Phase 4: Evaluation and analysis of impact of initiative.

Risks

- 4.7. A range of communications campaigns have previously been tried with limited success, which could suggest there is a degree of apathy among residents to recycling. This project will seek to use different bespoke forms of communication and infographics targeting specific contaminants and high value recyclable materials.
- 4.8. Benchmark data and key performance indicators would need to be developed to clearly identify the added value generated through the initiative.
- 4.9. Changes in Government legislation following the consultation the new Waste Strategy may impose new burdens upon the Council that could impact on initiatives.

5. Issues and risks

5.1 Resource Implications – as set out in the report above

5.2 Legal Implications – To be considered as part of full business cases.

5.3 Equality Implications – As we are proposing additional items of expenditure it is very unlikely that there will be any significant negative impact on those who share protected characteristics as defined in the Equality Act 2010.5.4

Environmental Impact – the options set out within this report provide the Council with the opportunity to improve the environment

6. Conclusion

- 6.1 The report sets out a range of initiatives that address the priorities of Positive Planning for a post-carbon Economy, Accelerating Economic Growth and Prosperity and Our Environment at a cost of £1,538,500 to South Norfolk, which increases to £1,767,500 if Ketts Park is included, against earmarked reserves of £1,800,000.

7. Recommendations

- To recommend to Cabinet the projects and initiatives that Economy and Environment Policy Committee would like to progress inside the £1.3m earmarked reserves for Positive Planning for a post-carbon Economy and Our Environment and the £0.5m earmarked reserves relating to Accelerating Economic Growth & Prosperity.

Background Papers

None