

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 Thursday 27 January 2022 at 6.00pm.

Committee Members Present: Councillors: K S Kelly (Chairman), N J Brennan, (Vice-Chairman), A D Crotch, J Davis, J F Fisher, K E Lawrence, G K Nurden, S M Prutton and J M Ward.

Cabinet Member Present: Councillor: J Leggett

Officers in Attendance: The Assistant Director Community Services, Assistant Director Regulatory, Contracts, Policy & Partnerships Manager, Recycling and Partnerships Officer (NN), Senior Marketing Officer and Democratic Services Officer (JO)

24 APOLOGIES FOR ABSENCE

Apologies for absence were received from Cllr Britcher and Cllr Harpley.

25 MINUTES

The minutes of the meeting held on 18 November 2021 were agreed as a correct record.

26 WASTE VEHICLE DESIGN CONCEPTS

The Chairman agreed that the Panel be given a briefing on some concepts and designs for the livery of the Waste Vehicles from April.

Key messages that the Council would be trying to convey were:

- Recycle More
- Reduce your Waste
- Food Waste

- HVO Fuel
- Garden Waste
- WEEE and Textile Recycling
- Keeping the Streets Clean

Research had indicated that effective messages should be snappy, short and simple, as waste vehicles would only be seen by residents briefly as they passed by.

These messages should be able to be transferred to a range of marketing material, not just waste vehicles as part of an overall recycling and waste reduction campaign.

Members were asked to consider the following three concepts:

Concept One - was a monster campaign, which could be used as a mascot for all the Council's marketing material. The imagery was bright and engaging and would appeal to children and adults alike. This would transfer easily to a range of areas. For example, a garden waste monster, a food monster, a recycling monster etc. This would also help the Council engage with schools, for example by asking children to name the monster. However, there was a question mark over whether the concept would appeal to older people.

Concept Two – was a retro design, which was currently a popular means of marketing. Again it was eye catching, with bright colours and a clear message. Possible cons were that this style might go out of date and would the different signage stand out from one another.

Concept Three – was a possible safer option. Similar to what was currently produced; it was a good mixture of illustrations and photographs, with clear messaging. The cons were: the use of stock images with very good photographs would be required and there was a doubt about how well this concept would stand out. Also was it too similar to what was already being produced by the Council?

Members were advised that different panels could be used on either side of the waste collection vehicles and could be changed easily, so that new campaigns could be launched quickly.

A member suggested Concept 2, was the best option. He thought that Concept 1, was not appropriate as young children were already well-informed about recycling and would tell their parents about what could and could not be recycled. He suggested that the over 20s that were the worst at recycling, so it would be better to target this group with marketing that would appeal to them.

In response to a query about the text used in the examples, the Portfolio Holder for Environmental Excellence emphasised it was the design that members were being asked to assess, not the wording.

The Assistant Director for Community Services advised the meeting that the Waste Contract allowed for the campaigns to be changed on an annual basis. Members were also advised that a separate Waste of Electrical and Electronic Equipment (WEEE) campaign would be launched in April.

A member asked if a colour palette would be available for Concept 2 and suggested that children could be encouraged to contribute to the development of Concept 1, by engaging with schools and offering prizes.

It was confirmed that it would be too late for schools to be involved for the initial campaign but this could be looked at in the future. The Veolia contract also required engagement with a Community Forum, so this could also be involved in campaign development. It was also confirmed that there was a colour palette for each Concept and they would stand out better when printed than on the resolution available on screen.

In answer to a query, it was confirmed that the same vehicles undertook the same routes, on a two week rotation.

It was suggested that it would be useful to have the www.norfolkrecycles.com web address on the vehicles, as the website included a comprehensive range of information on recycling.

Another member suggested that Concept 1 was preferable, as it could be linked in well with a mascot.

Another member suggested a soft launch of a mascot in schools that could be developed over the course of a year and linked in with the campaign at a later date.

The Assistant Director for Community Services confirmed that the Team would develop a concept with Recycle Norfolk on it, the Broadland logo would also be on the vehicle doors. In the first year the campaign would go ahead without an overall logo, but one might be developed with schools for the second year. Some concepts for the second year could be brought back to the Panel in September.

27 RECYCLING PROJECTS UPDATE AND FUTURE PLANS

The Recycling and Partnerships Officer (N N) 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 percent 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 49 percent, a reduction from the 49.6 percent recycling rate in 2019/20, despite the actual tonnage of recycled material

increasing. This was because the pandemic had resulted in higher levels of residual waste, which impact on the recycling rate even though the tonnage of material being recycled actually increased. This was a national trend with recycling rates down by from 45.5 percent in 2019/20 to 44 percent in 2020/21. However, Broadland remained the District with the highest recycling rate in Norfolk.

Projects undertaken in the past year included:

- The Food Waste Collection Scheme was rolled out to a further 1,700 extra households, which generated an additional 140 tonnes of food waste.
- A Food Waste participation campaign, saw an increase in requests for caddies from eligible households.
- A food waste reduction campaign, to encourage residents to waste less food at home.
- A waste prevention trial was carried out in three areas in Acle and Aylsham.
- A Norfolk-wide waste compositional analysis, so communications could be targeted at what was in the bins.
- A Christmas Recycling communications to remind residents of best practice.
- A Garden Waste participation and contamination campaign saw an increase of 443 subscribers and raised awareness of what should not go in brown bins.
- Campaigns for Food Waste Action Week and Recycling Week.

Projects proposed for the next 12 months included:

- Food waste expansion to the whole District from October 2022.
- Kerbside collections of textiles, WEEE and batteries.
- Rubbish prevention campaign to change behaviours.
- Garden waste participation and decrease contamination.
- Dry recycling contamination.
- Phase 2 of the waste compositional analysis would be completed in the spring.

Further ahead in 2023/24 a District-wide survey on recycling and waste behaviour would be held after the new contract had been embedded.

The report also proposed that from 1 October 2022 the Council should only provide 180L residual bins to new properties or as replacement bins instead of the current 240L.

Members were advised that restricting the capacity of residual waste bins was a proven method of reducing residual waste and therefore increasing recycling and the recycling rate. It was estimated from the planning applications coming through that there would be around 1,000 new households per year from 2022/23 to 2025/26 in the District, with a further 1,000 replacement bins.

A member welcomed the proposal for smaller bins, but suggested rolling the scheme out as soon as possible, rather than waiting until October, as this had been demonstrated as an effective means of reducing waste by many other local

authorities around the Country and because so many new houses were being completed every week. He also suggested a rolling programme over ten years to replace existing 240L bins with smaller 180L ones.

Another member agreed with this view and suggested that another alternative was to go to a three week collection. He also suggested that the WRAP presentation that had taken place that Monday be rearranged for a meeting of Council.

However, another member noted that the Council would not want to be left with a stock of brand new 240L bins that it could not use following the rollout of smaller bins.

In response, the Assistant Director Community Services explained that this was the reason for introducing the policy from October 2022, when the food waste scheme would be introduced to the whole District, as households would then have the capacity to recycle their food waste and, therefore, free up space in their residual waste bins. The stock of 240L bins would be used up before the rollout commenced. Members were also advised that from informal discussions with DEFRA, he had been informed that the Government would not be allowing three weekly collections to take place.

In answer to a question about brown bin contamination, the Panel was informed that the main things being found were plastic pots, metal, glass, rubble and wooden furniture.

A member noted that there was confusion amongst many residents about what could and could not be recycled and suggested working with green networks and community organisations to get the message across more effectively. Norfolk-wide, the recycling contamination rate was around 7.7 percent.

In response, it was confirmed that online talks had been held over the pandemic, with schools and communities, but networks of people who were interested in recycling could be an even more effective means of spreading information so this could be looked into.

A member also suggested that messaging was very important to encourage recycling and if residents could be informed of what use their waste had been put to it would encourage more recycling.

The Assistant Director Community Services informed the meeting that under the new Waste Contract Veolia would be giving away free compost made from recycled brown bin waste for the Platinum Jubilee.

In response to a number of questions from the Portfolio Holder for Environmental Excellence the meeting was informed that:

- No side waste was collected, apart from some at Christmas when there had been a long gap in collections.
- WEEE and textiles would be added to the recycling rate
- Raw data from waste compositional analysis showed packaged food being thrown away in the residual waste bins, one area had a high amount of DIY waste and ceramics, and recyclable waste in the residual bins consisting mostly of plastic pots and tubs, papers and textiles.
- Contamination in recycling bins was mostly types of glass that were not recyclable (e.g. Pyrex) and small amounts of food.

- Stickers were a popular means of promoting recycling.
- The Council was reliant on the MRF to advise on what commodities were the most valuable, but the Council would seek to work in a more reactive way to address this in future.
- Food waste accounted for five percent of the overall recycling rate and this would increase to approximately eight and a half percent with the full rollout across the District.
- Broadland's recycling rate in Quarter 2 was 54.6 percent, an increase of 4.6 percent and the highest rate in the County. However, there were always variations across quarters.

It was confirmed that a WRAP presentation would be arranged for a forthcoming meeting of Council.

AGREED

To note and support the proposed programme with the goal of increasing the recycling rate to meet the Council's 60 percent recycling rate target by 2025.

RECOMMENDED TO CABINET

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

28 WORK PROGRAMME

In addition to the items already on the Work Programme, a Waste Report would be brought to the 14 April 2022 meeting.

(The meeting concluded at 7.10 pm)

Chairman