

Subject:	Permission to Consult – Communal Recycling Trial City Centre		
Date of Meeting:	4 October 2011		
Report of:	Strategic Director, Place		
Contact Officer:	Name:	Gillian Marston	Tel: 29-4725
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Key Decision:	No		
Ward(s) affected:	Brunswick and Adelaide		

FOR GENERAL RELEASE.

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The council's Waste Management Strategy Action Plan was adopted by the Council in March 2010 and sets out a commitment to trial communal recycling in the city centre to increase recycling rates.
- 1.2 Through the council's Community Waste Forum an area of Brunswick and Adelaide Ward has been put forward as a potential trial area.
- 1.3 This report seeks permission to consult with residents in the area on introducing a communal recycling trial. The outcome of the consultation will be reported back to this meeting to inform the decision on the implementation of the trial.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member for Environment & Sustainability endorses proposals to consult with residents in the identified streets on the introduction of communal recycling.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 A weekly recycling collection service is provided in the city centre. However many residents have limited room to store their recycling and a high turnover of population means that not all residents are aware of how to access the weekly black box recycling service.
- 3.2 To address some of these issues the council's Waste Management Strategy Action Plan includes an action to trial communal recycling to make it easier for residents to recycle and to increase recycling rates.
- 3.3 Increasing recycling is a priority for the council and ward councillors for Brunswick and Adelaide ward have suggested the trial is run in their area, subject to consultation.

- 3.4 A map of the proposed trial area is attached as Appendix 1. It would consist of:
- Roads between Western Road and Lansdowne Road, from Holland Road in the West across to Norfolk Road in the East.
 - The roads south of Western Road from Brunswick Street East and Western Street/ Norfolk Square.

3.5 Approximately 5,200 households would be included in the trial.

4. COMMUNITY ENGAGEMENT AND CONSULTATION

4.1 This report seeks permission to consult on a trial. If permission is granted we will consult and engage with residents to seek their views on:

- The current recycling service
- Whether they are in favour of being part of the trial
- What if any concerns they have about the trial and how these might be mitigated
- Views on the types of recycling containers that could be used and their positioning.

4.2 The consultation will include:

- a focus group to help develop detailed proposals for the trial;
- attendance at residents association meetings and other relevant meetings to gain views on the proposals;
- a mail out to all households in the trial area to seek their views on the proposed trial.

4.3 If approval is granted the consultation will run in November and December 2011.

4.3.1 The results of the consultation will be brought back to a later Cabinet Member Meeting for consideration.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

5.1 The cost of the consultation is estimated to be approximately £10,000. This will be funded through the Waste PFI reserve, from funds set aside for the implementation of the waste strategy. The cost of the trial is expected to be no more than £140,000 and this will also be funded through the Waste PFI reserve set aside for the implementation of the waste strategy. The exact costs will be determined based on the outcome of the consultation. Approval for the trial will be sought on completion of the consultation.

Finance Officer Consulted: Karen Brookshaw Date: 08/09/11

Legal Implications:

5.2 There are no legal implications arising from this report. The Council has powers to specify and to provide the types of receptacles to be used for depositing waste for collection and may also require particular locations, including the highway, to be used. The results of consultation will need to be taken into account in coming to decisions

Lawyer Consulted: Elizabeth Culbert Date:07/09/11

Equalities Implications:

- 5.3 Recycling services need to be accessible for all residents. Proposals for the trial will be subject to an Equalities Impact Assessment to identify potential equality implications and take appropriate measures to address these implications. The council provides an assisted service for people who are not able to use communal bins or handle refuse and recycling containers. This service has been developed with various groups across the city such as the Federation for Disabled People. It will operate in the proposed recycling trial area and will be advertised so those in need are able to access it

Sustainability Implications:

- 5.4 The purpose of the trial is to see whether it increases recycling rates. This will be monitored and evaluated as part of the trial.

Crime & Disorder Implications:

- 5.5 There are no implications for crime and public disorder

Risk and Opportunity Management Implications:

- 5.6 There are no particular risks associated with the proposed consultation. The consultation itself will help inform any risks associated with any proposed trial.

Public Health Implications:

- 5.7 There are no implications for public health.

Corporate / Citywide Implications:

- 5.8 If the trial is successful it could lead to an increase in recycling rates. If this was the case, and residents response to the trial is positive, the council could consider extending the scheme subject to consultation with residents and ward councillors. .

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 Communal recycling is the only main alternative to the current door step collection service. Options as to how it can best be implemented will be explored with residents as part of the consultation and evaluated as part of the process.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 The trial has been identified as an action in the council's Waste Management Strategy. Further requests for the trial have been received through the Community Waste Forum.

SUPPORTING DOCUMENTATION

Appendices:

1. Map of proposed trial/ consultation area

Documents In Members' Rooms

None

Background Documents

1. Brighton & Hove City Council Municipal Waste Management Strategy