

<b>Subject:</b>	<b>Communal Recycling Trial City Centre</b>		
<b>Date of Meeting:</b>	<b>24<sup>th</sup> January 2012</b>		
<b>Report of:</b>	<b>Strategic Director, Place</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Jan Jonker</b>	<b>Tel: 29-4722</b>
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<b>Key Decision:</b>	<b>No</b>	<b>Forward Plan No: N/A</b>	
<b>Ward(s) affected:</b>	<b>Brunswick and Adelaide</b>		

**FOR GENERAL RELEASE.**

**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 The council's Waste Management Strategy Action Plan 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 At the October 2011 meeting of the Environment Transport and Sustainability Cabinet Meeting permission was granted to consult on proposals to trial communal recycling in a certain part of Brunswick and Adelaide. This report summarises the response to the consultation and seeks approval for the trial.

**2. RECOMMENDATIONS:**

- 2.1 That the Cabinet Member notes the outcome of the consultation.
- 2.2 That the Cabinet Member approves the proposals for the trial which will commence by April 2012 and run for a period of 12 months. The trial will be funded through the PFI reserve.
- 2.3 That the Cabinet Member approves the submission of a bid for Interreg funding towards the costs of the trial. Any funding received from Interreg will reduce the financial burden to the council.

**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. Through the council's Community Waste Forum (CWF) it has been proposed to run the trial in an area of Brunswick and Adelaide Ward.
- 3.3 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.
- 3.4 Approximately 3,274 households would be included in the trial.

#### 4. COMMUNITY ENGAGEMENT AND CONSULTATION

- 4.1 Consultation has taken place with all households in the proposed trial area. It consisted of:
- Meetings with local residents associations in the area who provided feedback on the consultation process before the mail out was finalised.
  - A mail out consisting of information about the proposals and a questionnaire to all households. People could respond by post using the freepost envelope provided or respond on line. The Environment contact centre number was provided if people had any queries. A copy of the consultation document is attached as Appendix 2.
  - An exhibition where residents could ask questions about the proposals and give their feedback
- 4.3 The consultation ran between the 7<sup>th</sup> of November and 9<sup>th</sup> of December 2011.
- 4.4 The results of the consultation are presented in detail as Appendix 3. The consultation document was sent out to 3,274 households. The response rate was very high at 17%; 555 responses were received. The headline responses are summarised below:

	<b>Yes</b>	<b>No</b>	<b>No Strong Opinion</b>
Would you be willing to give communal recycling a go?	86.7%	10.3%	2.7%
Do you agree with the proposed locations of the communal recycling bins?	71.2%	20.2%	7.7%

	<b>Number of responses</b>	<b>As % of people disagreeing with bin locations</b>
If you disagree with the proposed locations of the communal recycling bins is this because:		
I don't want bins outside your house	31	27.7%
It is not in keeping with the surroundings of my house	21	18.7%
The bins are too far from my house	35	31.2%
I am concerned about loss of parking space	55	49.1%

4.5 The final question allowed for respondents to make any further comments about the proposed trial. The comments have been grouped in to 19 themed areas as follows:

<b>Comment</b>	<b>Number</b>	<b>% of all comments</b>
General positive comments	169	33
Bins are too far from my house	56	11
I am concerned about the noise (especially glass)	45	9
I am concerned about the loss of parking spaces	42	8
More glass bins are needed	35	7
It will be good not to see black boxes on pavements	33	6.5
The current black box scheme works very well	24	4.5
More information is needed about what can be recycled	21	4
This will make recycling less convenient	20	4
Put the bins outside shops	9	2
Want organic waste collected	9	2
Too many bins	9	2
This will lead to more fly-tipping	9	2
I have no room for boxes in my flat	9	2
Want recycling and general refuse bins placed together	7	1
Want local tetrapak recycling facilities	6	1
Bins will reduce visibility at junctions	2	-
These bins are eyesores	2	-
Bins of the same colour may get confusing	2	-
<b>Total comments made</b>	<b>518</b>	

4.6 All the specific comments received will be considered in detail and amended where there were good reasons and it is practicable to do so. More general comments about waste and recycling will be fed back to the council's Waste Advisory Group for consideration.

## **5. Details of Proposed Trial**

- 5.1 In light of the response to the consultation it is recommended the trial goes ahead in the area which has been consulted.
- 5.2 The bins will be the same as those used at other recycling sites and they are approximately 1/3 of the size of communal refuse bins. They will be placed side on to the pavement and kept in place with a locking post. There will be fewer glass bins as finding suitable locations for these is more difficult due to potential noise problems. An example of a communal recycling bin positioned next to a communal refuse bin is shown in the picture in the consultation document attached as Appendix 2.
- 5.3 In the trial area the weekly black box collection service will be suspended. The trial will be deemed a success if it makes it easier for people to recycle and results in an increase in recycling rates. In order to evaluate the trial the weight of recycling collected in the trial area through the existing black box scheme will be measured before implementation. This will be compared to the weight of recycling collected using the communal recycling bins as part of the trial.
- 6.4 Views from residents taking part in the trial will be sought through a survey once the trial is established in the autumn of 2012. The results of the trial will be reported back to this Cabinet Member Meeting.

## **6. FINANCIAL & OTHER IMPLICATIONS:**

### Financial Implications:

- 6.1 It is anticipated that the cost of the trial will be £122,000. This will be funded through the PFI reserve from funds set aside for the implementation of the waste strategy. A bid for match funding is under review by Interreg and a decision is expected in June 2012. If this bid is successful it will reduce the net cost to the PFI reserve.
- 6.2 If the trial is successful and implemented more widely it will result in an efficiency saving as the proposed collection methodology is more cost effective than the black box collection service.

*Finance Officer Consulted: Karen Brookshaw*

*Date: 22/12/11*

### Legal Implications:

- 6.3 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. There are no adverse Human Rights Act implications arising from this report.

*Lawyer Consulted: Elizabeth Culbert*

*Date: 20/12/11*

#### Equalities Implications:

- 6.4 Recycling services need to be accessible for all residents. The proposed collection methodology has been subject to an Equalities Impact Assessment and consultation with the Federation for Disabled People. Residents who are unable to take their recycling to the communal recycling bins can apply for an assisted collection and will receive a weekly door step collection.

#### Sustainability Implications:

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

#### Crime & Disorder Implications:

- 6.6 There are no implications for crime and public disorder

#### Risk and Opportunity Management Implications:

- 6.7 The risks associated with the trial are low. If it is not successful it can be withdrawn easily and the black box scheme reintroduced.

#### Public Health Implications:

- 6.8 There are no implications for public health.

#### Corporate / Citywide Implications:

- 6.9 If the trial is successful it will lead to an increase in recycling rates for the city as a whole.

### **7. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

- 71 Communal recycling is the only main alternative to the current door step collection service.

### **8 REASONS FOR REPORT RECOMMENDATIONS**

- 6.1 The consultation has shown there is extensive support for the trial. The trial is low risk, if it does not increase recycling and is not supported by residents it can be withdrawn easily and the existing black box scheme reintroduced. The bins used for the trial are widely used in other parts of the city so can be used elsewhere.

## **SUPPORTING DOCUMENTATION**

### **Appendices:**

1. Map of Proposed Trial Area
2. Copy of Consultation Document

### 3. Consultation Results

#### **Background Documents**

1. Brighton & Hove City Council Municipal Waste Management Strategy