

Warwickshire Waste Partnership – 21 September 2010

Project to Increase the Number of Households Participating in Recycling in the Boroughs of North Warwickshire and Nuneaton and Bedworth

Report of the Strategic Director for Environment and Economy on behalf of the Officers Group

Summary

The report summarises the progress made on a project to increase the number of households participating in recycling in the Boroughs of North Warwickshire and Nuneaton and Bedworth. Further to the Board meeting on 15/6/2010, Members asked for quarterly updates for the duration of the project.

Recommendation

That the Board notes the work taking place between the partners and receives further updates throughout the life of the project.

1. Introduction

- 1.1 Statistics for both dry recycling levels and residual waste levels across the five Warwickshire waste collection authority areas were compared at the half way point during the financial year 2009/10. It was found that Nuneaton and Bedworth Borough and North Warwickshire Borough were performing below the level of the other three authorities. A decision was made, during the service planning process between the partners, that additional funding and support would be needed by the two Boroughs to help them improve their performance over the next 12 months.
- 1.2 In previous years, the other three authorities have received help from the County Council to put in place their alternate week collection infrastructure and communications campaigns.

2. Background

- 2.1 Of the five waste collection authorities in Warwickshire, three have introduced alternate week collection methods over the past few years: Rugby, Stratford and Warwick. These authorities currently perform better than the remaining two, in terms of both dry recycling rates and residual waste levels. The following

table demonstrates averaged rates for the five waste collection authorities and the average for the County, for data from Q1 to Q3 inclusive 2009/2010.

Authority	Average household dry recycling rate	Total residual household waste per household (kg)
North Warwickshire	9.57%	610.50
Nuneaton and Bedworth	16.31%	485.15
Rugby	25.04%	360.29
Stratford	25.52%	296.06
Warwick	21.20%	313.48
Warwickshire	22.64%	451.91

- 2.2 The elevated performance of Rugby, Stratford and Warwick can be attributed, at least in part, to these authorities moving to an alternate week collection method. Additionally, when these changes were made over the past few years, large scale communications campaigns were employed to explain the changes and encourage full participation. The authorities received assistance with these campaigns from Warwickshire County Council staff.
- 2.3 Currently Nuneaton and Bedworth Borough Council (NBBC) collect both residual waste and dry recycling on a weekly basis. North Warwickshire Borough Council (NWBC) collect residual waste weekly and dry recycling fortnightly. Until this year, very little assistance has been given to the Boroughs to support increasing participation in recycling, increasing recycling levels or decreasing residual waste.

This new assistance is in the form of funding and additional help from the Waste Projects Team. It is envisaged that the funding will be spent in three areas, namely:-

- (i) A temporary member of staff for each authority until 31 March 2011, to co-ordinate the project
- (ii) Two full dry recycling participation surveys across all households in both Boroughs. One at the start and one at the end of the funding period.
- (iii) A targeted communication campaign to encourage participation

3. Progress Update

- 3.1 Warwickshire Waste Projects Team have met regularly with representatives from the two Boroughs to manage the project.
- 3.2 A Project co-ordinator for each Borough has been appointed. They have spent time working together at the Nuneaton depot and at the Warwickshire County Council (WCC) offices.
- 3.3 The 'on the ground' work for the NBBC baseline participation survey is complete. The raw data is currently being collated using the best practice methodology set out by WRAP. The collated data will be analysed to provide us with an overall participation rate. This will be used to finalise the NBBC increase in participation

target. The Warwickshire Observatory will assist in manipulating the data to demonstrate the localities and demographic groups which exhibit the lowest participation levels.

- 3.4 The 'on the ground' work for the NWBC baseline participation survey is underway. Experienced agency staff are surveying the set out rate of recycling across the Borough over a six week period which is due to end Monday 4 October. The data collected will then be collated and analysed as detailed above.
- 3.5 Nuneaton and Bedworth has been selected by the Beverage Can Manufacturers Europe (BCME) to receive significant funding to increase the levels of metal recycling in the Borough. The campaign began on 22 August 2010 and will run until 23 September 2010. Activities will include attitudinal surveys, leaflets, road shows and billboards at bus stops.
- 3.6 In North Warwickshire the launch of the collection of two new recycling streams is due on 18 October 2010 when plastic and cardboard collections will be introduced. This will be preceded by a three week intensive campaign to promote the new service which will involve further collaboration between WCC and NWBC and the project co-ordinator will assist with this work.

4. Success Criteria

- 4.1 North Warwickshire estimate that their recycling participation level is at about 35% to 40%. On this basis, we have put forward a target of a five percentage point increase in participation rate.
- 4.2 Nuneaton and Bedworth had a sample participation survey carried out in January 2009, which suggested their recycling participation rate is higher. This is backed up by their higher recycling rate and lower residual waste per household. A five percentage point increase from a higher starting baseline may not be totally realistic. When the initial participation data is in, we will take advice from WRAP over what increase in participation target is fair and achievable, it may be different for each authority.
- 4.3 Assuming a five percentage point increase in participation, this would result in 4000 additional households participating each week or fortnight. Assuming also that each new participating household segregates 4 kg of dry recyclables each week, this will result in a reduction of residual waste sent for treatment of 800 tonnes. Based on an average landfill disposal cost for this year of £62, this results in disposal savings of £50,000. The Borough Councils receive £38 per tone in recycling credits which will lead to a total increase income for them of £30,500.

5. Next Steps

- 5.1 The data from the baseline participation survey, coupled with that from the Project Transform composition analysis, will be used to develop targeted promotional work to increase participation in recycling, and to encourage waste minimisation and increase levels of recycling. The Waste Projects Team will

support the two Project co-ordinators in doing this and envisage the work to include targeted leaflets, local authority newsletters, local PR, road shows, work with schools and community groups and competitions. The campaign will look to examine and address any barriers that prevent householders from recycling. The marketing campaign will be focussed on the low participation areas and demographic group identified by the baseline survey. The design and execution of the campaigns will be the project co-ordinators' key task until 2011.

5.2 The final participation surveys will take place in February and March 2011.

Enquiries: about this report should be made to Ruth Dixon - Senior Waste Management Officer, 01926 412961 email ruthdixon@warwickshire.gov.uk.

Background Papers

NBBC NWBC participation update for 20100615.doc.

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