



Waste Collection Service Changes

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Background

- East Cambridgeshire was a recycling pioneer
- Services have not kept up with progress
- We now recycle less than any other Cambridgeshire District
- Recycling performance is going backwards

2008/9	2009/10	2010/11	2011/12	2012/13
37%	37%	37%	36%	34%



DCLG's 'Supporting Weekly Collections Fund'

- Aim – To encourage councils to retain or return to weekly refuse collections.
- If refuse collections were weekly, funds were targeted at improving recycling services.
- £250 million available over 3 years from 2012/13 – 2014/15.
- Guidance stated that there was 'limited capacity for bids above £5 million'.



The New Collection Service

	Current service		New service	
	Container	Materials	Container	Materials
Recyclables	Black box (materials separated)	<ul style="list-style-type: none"> •Paper •Glass •Cans 	Wheeled bin (materials mixed)	<ul style="list-style-type: none"> •Paper •Glass •Cans •Plastic •Tetrapak •Cardboard
Garden & Food Waste	Brown sacks	<ul style="list-style-type: none"> •Garden waste •Food waste •Cardboard 	Wheeled bin	<ul style="list-style-type: none"> •Garden waste •Food waste
Refuse	No change			



Alternative services will be provided where space or access issues prevent introduction of the new service



Aims of service changes

- ✓ Improved recycling rate 34% to 45-50%
- ✓ Compliance with EU targets to recycle plastics from kerbside by 2015, with progress towards 2020 recycling target of 50%
- ✓ Wider range of materials recycled
- ✓ Simpler service for users
- ✓ Increased satisfaction with services
- ✓ Increased alignment with neighbouring councils



Success!



Use of funds

Item	Allocation
Purchase of vehicles	£2,043,757.68
Purchase & distribution of bins	£1,817,870.61
Additional collection costs (To 03.15)	£841,030.99
Additional fixed term staff	£258,674.61
Promotional activities	£24,678.41
Computer software licences	£7,500
Total	£4,993,512.30



Consultation

% support	Issue
95%	Council should do more to increase recycling
79%	Council right to bid for funding
76%	Proposal would improve recycling services
66%	Proposal would improve organics collections
-	More would recycle current materials - paper 86-93%, glass 89-93%, cans 77-91%
89%	Average participation for new recyclables – plastic, card Tetrapak
73%	Would include food waste – up from 46%
63%	Anticipate recycling or composting more than currently
84%	Would recycle garden waste, down from 87%



- Total responses - 347
- Additional comments (249)
 - 132 (53%) – Pro wheeled bin
 - 81 (33%) – Anti wheeled bin
 - 36 (14%) - Other



Satisfaction with doorstep recycling services

	Satisfaction with services
Huntingdon	80%
South Cambs	79%
Cambridge City	71%
Fenland	69%
East Cambs	65%

*Source - Place Survey 2009



Spreading the word

- Local identity
- Roadshows
- Press ads – with competitions
- Radio ads
- Web site & SYP
- E-mail updates
- Leaflets, posters & displays
- Information pack with bins
- Schools programme
- Presentations- Neighbourhood Panels, Parish Councils
- Media releases
- Information boards on new vehicles



Progress to Date

- Recruitment of additional temporary staff
 - Project Manager
 - 2 x Project Officer
 - 4 x Promotions Officers
- Purchase of
 - Vehicles
 - Wheeled bins
 - Recycling facility services
- Round scheduling – no change to collection days
- Survey of properties for suitability of new service
- Awareness raising activities planning



Service introduction

- Bins delivered over a 10 week period commencing 2nd September
- Recyclables and garden & food waste on alternate weeks
 - fewer bins out for collection
 - fewer collection vehicles in area at any time



Recycling League Table

	Percentage recycling	Position in League Table
2011/12	36 %	264 (of 352)
2012/13	34 %	282
Low estimate	45%	134
High estimate	50%	71

