

Public Document Pack

Date of meeting Wednesday, 25th July, 2018
Time 2.00 pm
Venue Knutton Lane Depot, Knutton Lane, Newcastle
Contact Geoff Durham 742240



**NEWCASTLE
UNDER LYME**
BOROUGH COUNCIL

Castle House
Barracks Road
Newcastle-under-Lyme
Staffordshire
ST5 1BL

Task and Finish Group Cabinet Panel

AGENDA

PART 1 – OPEN AGENDA

- a RESIDENT CONSULTATION ANALYSIS FIELD_PAGE_RANGE
- a OPTIONS FOR GARDEN WASTE COLLECTIONS FIELD_PAGE_RANGE

Members: Councillors Burgess, Miss J Cooper, Harrison, Johnson (Chair), Proctor, Reddish (Vice-Chair), Robinson, P Waring and Wright

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Members of the Council: If you identify any personal training/development requirements from any of the items included in this agenda or through issues raised during the meeting, please bring them to the attention of the Democratic Services Officer at the close of the meeting.

Meeting Quorums :- 16+= 5 Members; 10-15=4 Members; 5-9=3 Members; 5 or less = 2 Members.

FIELD_TITLE

Officers will be in attendance prior to the meeting for informal discussions on agenda items.

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NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE
CABINET PANEL

Date 25th July 2018.

1. **REPORT TITLE** **Recycling Satisfaction Survey**
- Submitted by:** **Executive Director of Operational Services**
- Portfolio:** **Operational Services**
- Ward(s) affected:** **All**

Purpose of the Report

To inform Cabinet Panel of the results of the recycling residents satisfaction survey and to consider the outcome and views expressed by residents in deliberation of the future direction for recycling and waste services in the Borough.

Recommendations

That the Cabinet Panel review the results of the survey and use the information as part of the ongoing process of considering options for the future design and delivery of the recycling and waste service.

Reasons

The views of residents are an integral part of deciding on a future strategy for the delivery of recycling and waste services in the Borough and the information provided through the survey is crucial to ensuring that resident's views are considered as part of the process of appraising options for future service delivery.

1. **Background**

- 1.1 The consultation was launched on 20th February 2018. The report attached at Appendix 1. was prepared on 13th June 18, having run for 16 weeks. Within that period the survey received comments from almost 1,300 people which is the highest number of respondents to any of the Council's online consultations. Assuming that responses were one per household who responded this represents around 2.5% of households in the Borough.
- 1.2 Questions were posed in respect of a range of aspects of the current service including, the frequency of service, how containers are left after emptying, the type and number of containers provided, reliability of collections, dealing with enquiries and overall satisfaction.
- 1.3 The detailed results for each question are set out in the attached survey report for Members to review including comments made by residents whilst completing the survey.
- 1.4 In respect of overall satisfaction, whilst there were significant differences in satisfaction between some wards, responses were largely negative where almost three-fifths of overall respondents (58 per cent) said that they were dissatisfied, with fewer than one in four (24 per

cent) saying they were satisfied. The remaining 18 per cent said that they were neither satisfied nor dissatisfied.

- 1.5 The highest level of overall satisfaction was expressed with the frequency of the service and the lowest level of satisfaction was expressed with the type and range of containers provided with a number of comments being made which expressed a preference for wheelie bins for recycling collection.

2. **Issues**

- 2.1 Responses from the survey indicate a significant overall level of dissatisfaction amongst residents who responded with the design and delivery of the current recycling and waste service.
- 2.2 The views of residents are an integral part of deciding on a future strategy for the delivery of recycling and waste services in the Borough and the information provided through the survey is crucial to ensuring that resident's views are considered as part of the process of appraising options for future service delivery.

3. **Proposal**

- 3.1 It is recommended that the Cabinet Panel review the results of the survey and use the information as part of the ongoing process of considering options for the future design and delivery of the recycling and waste service.

4. **Reasons for Preferred Solution**

- 4.1 The views of residents are an integral part of deciding on a future strategy for the delivery of recycling and waste services in the Borough and the information provided through the survey is crucial to ensuring that resident's views are considered as part of the process of appraising options for future service delivery.

5. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 5.1 The proposal is key to having in place an up-to-date efficient and customer focused Integrated Municipal Waste Management Strategy for Newcastle under Lyme Borough Council, and will contribute to the following corporate priorities:
 - creating a cleaner, safer and sustainable Borough
 - creating a Borough of opportunity
 - transforming our Council to achieve excellence

6. **Legal and Statutory Implications**

- 6.1 The Council has a legal duty under the Waste Framework Directive 2012, to provide collection services for non-recyclable waste, and to collect separately four streams of recycling, paper/card, metal, plastic, and glass all free of charge. The Council has no statutory responsibility to provide garden waste collection services.

7. **Equality Impact Assessment**

- 7.1 The proposal supports the Equality Impact Assessment undertaken for the effective delivery of the Integrated Municipal Waste Management Strategy for Newcastle under Lyme Borough Council

8. **Financial and Resource Implications**

8.1 The proposal has no direct financial and resource implications for the Council.

9. **Major Risks**

9.1 There are no major risks in considering the results of the recycling satisfaction survey.

10. **Key Decision Information**

10.1 The proposal and recommendation set out in this report is not a key decision as defined in the Council's Constitution.

11. **Background Papers**

11.1 NBC Recycling Satisfaction Survey results

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Recycling Satisfaction 2018
June update

Background

- 1,269 online questionnaires were submitted between 20 February and 13 June 2018, though not all respondents answered every question.
- Responses have been received from every ward, though fewer than 10 from each of Maer and Whitmore and Keele.

Headline findings

- 73% satisfied with the frequency of the recycling collection
- 49% dissatisfied with how their containers are left after they are emptied
 - 31% satisfied
 - 20% neither satisfied nor dissatisfied
- 72% dissatisfied with the type / number of containers
- 47% dissatisfied with the reliability of collections on their scheduled day
 - 37% satisfied
 - 17% neither satisfied nor dissatisfied
- 68% had contacted the council
 - 40% who had were dissatisfied
 - 30% satisfied
 - 30% neither satisfied nor dissatisfied
 - Overall satisfaction was significantly lower from respondents who had contacted the Council
- 58% dissatisfied with the overall recycling service
 - 24% satisfied
 - 18% neither satisfied nor dissatisfied
 - 78 per cent of respondents from Talke and Butt Lane were dissatisfied

Location of respondents by ward

Responses were received from all 21 wards across the Borough. However, not all of the respondents provided their postcodes, and several put, for example, CW3 or ST5, making it impossible to get a complete picture of where everyone lived. However, there were 1,049 valid postcodes, showing us where a large proportion of respondents are from. As the table below shows, large numbers of responses came from Talke and Butt Lane, Kidsgrove, Wolstanton, Crackley and Red Street and Bradwell. To some extent this may be expected, as these five wards make up more than 30 per cent of the borough's population.

There were relatively few responses from Maer and Whitmore, Knutton, Loggerheads and Madeley and Betley – these are small wards that only make up 12 per cent of the borough's population.

Table 1: Number of respondents from each ward

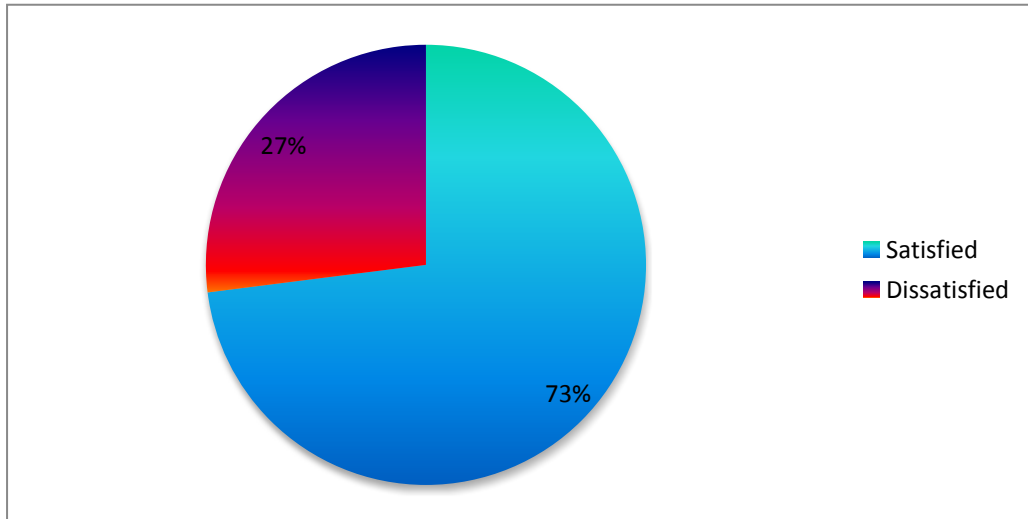
Ward name	Responses received
Audley	46
Bradwell	75
Clayton	29
Crackley and Red Street	79
Cross Heath	39
Holditch and Chesterton	46
Keele	9
Kidsgrove and Ravenscliffe	117
Knutton	12
Loggerheads	18
Madeley and Betley	18
Maer and Whitmore	8
May Bank	65
Newchapel and Mow Cop	53
Silverdale	35
Talke and Butt Lane	123
Thistleberry	41
Town	52
Westbury Park and Northwood	44
Westlands	60
Wolstanton	80

Analysis of data

Q1) Are you satisfied with the weekly frequency of the service?

Responses here were mostly positive, with almost three-quarters (73 per cent) saying that they were satisfied, but with slightly more than one-quarter (27 per cent) saying that they were not.

Figure 1: Q1) Are you satisfied with the weekly frequency of the service? 1,261 responses



Five wards had at least one in three respondents saying they were dissatisfied, with the highest proportions being in

- Newchapel and Mow Cop (38 per cent)
- Talke and Butt lane (35 per cent)
- Cross Heath (33 per cent)
- Town (33 per cent)
- Knutton (33 per cent).

But in other parts of the ward levels of dissatisfaction were significantly lower, with fewer than one in five being dissatisfied in:

- Thistleberry (10 per cent)
- Audley (11 per cent)
- Holditch and Chesterton (17 per cent)

Table 2: Proportion of respondents dissatisfied with the weekly frequency, by ward.

Ward	Dissatisfied	Total respondents	Percentage dissatisfied
Audley	5	40	11%
Bradwell	21	76	28%
Clayton	7	29	24%
Crackley and Red Street	19	79	24%
Cross Heath	13	39	33%
Holditch and Chesterton	8	46	17%
Keele	2	9	22%
Kidsgrove and Ravenscliffe	35	117	30%
Knutton	4	12	33%
Loggerheads	4	19	21%
Madeley and Betley	4	18	22%
Maer and Whitmore	2	8	25%
May Bank	14	65	22%
Newchapel and Mow Cop	20	52	38%
Silverdale	9	35	26%
Talke and Butt Lane	42	121	35%
Thistleberry	4	41	10%
Town	17	51	33%
Westbury Park and Northwood	13	44	30%
Westlands	15	58	26%
Wolstanton	21	80	26%

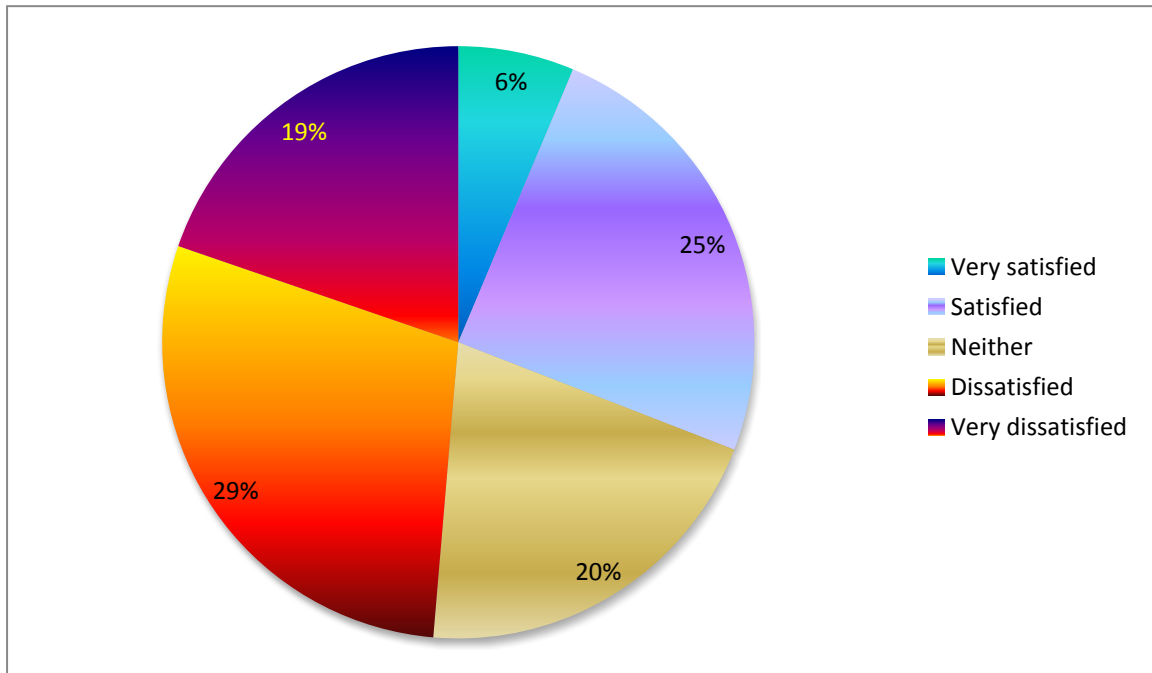
Comments were invited, with a few oft-repeated themes, as follows in order of frequency:

- It's excellent that we have a weekly service
 - Removes build-up of recycling which enables me to recycle more
 - It works really well
- It's rare that we actually get a weekly service, so many cancellations due to weather or breakdown that it's often fortnightly
- If it was reliable you could go back to fortnightly and save us the effort of having to take the bins out each week
- It's too frequent as we only have a small family and don't create much to recycle
- It's not frequent enough as we have a large family and create a lot to recycle.

Q2) How satisfied are you with how your containers are left after they are emptied?

Responses here were fairly negative. Almost half (49 per cent) said that they were dissatisfied, with 31 per cent satisfied and the remaining 20 per cent saying that they were neither satisfied nor dissatisfied. It might be of interest to note that there were fairly few respondents who gave 'extreme' responses – as the following chart shows, only 26 per cent said that they were either very satisfied or very dissatisfied.

Figure 2: Q2) How satisfied are you with how your containers are left after they are emptied? 1,262 responses



As the following table demonstrates, there was a real disparity across the wards. The following five wards had the highest proportion of dissatisfied respondents:

- Silverdale (66 per cent)
- Crackley and Red Street (61 per cent)
- Loggerheads (61 per cent)
- Holditch and Chesterton (59 per cent)
- Wolstanton (59 per cent)

The following five wards had the lowest proportion of dissatisfied respondents:

- Knutton (25 per cent)
- Madeley and Betley (28 per cent)
- Thistleberry (29 per cent)
- Audley (30 per cent)
- Town (33 per cent)

Table 3: How satisfied are you with how your containers are left after they are emptied? By ward.

	Dissatisfied	Total respondents	Percentage dissatisfied
Audley	14	46	30%
Bradwell	41	76	54%
Clayton	13	29	45%
Crackley and Red Street	48	79	61%
Cross Heath	14	39	36%
Holditch and Chesterton	27	46	59%
Keele	4	9	44%
Kidsgrove and Ravenscliffe	62	116	53%
Knutton	3	12	25%
Loggerheads	11	18	61%
Madeley and Betley	5	18	28%
Maer and Whitmore	4	8	50%
May Bank	35	64	55%
Newchapel and Mow Cop	21	52	40%
Silverdale	23	35	66%
Talke and Butt Lane	62	122	51%
Thistleberry	12	41	29%
Town	17	51	33%
Westbury Park and Northwood	20	44	45%
Westlands	21	60	35%
Wolstanton	47	79	59%

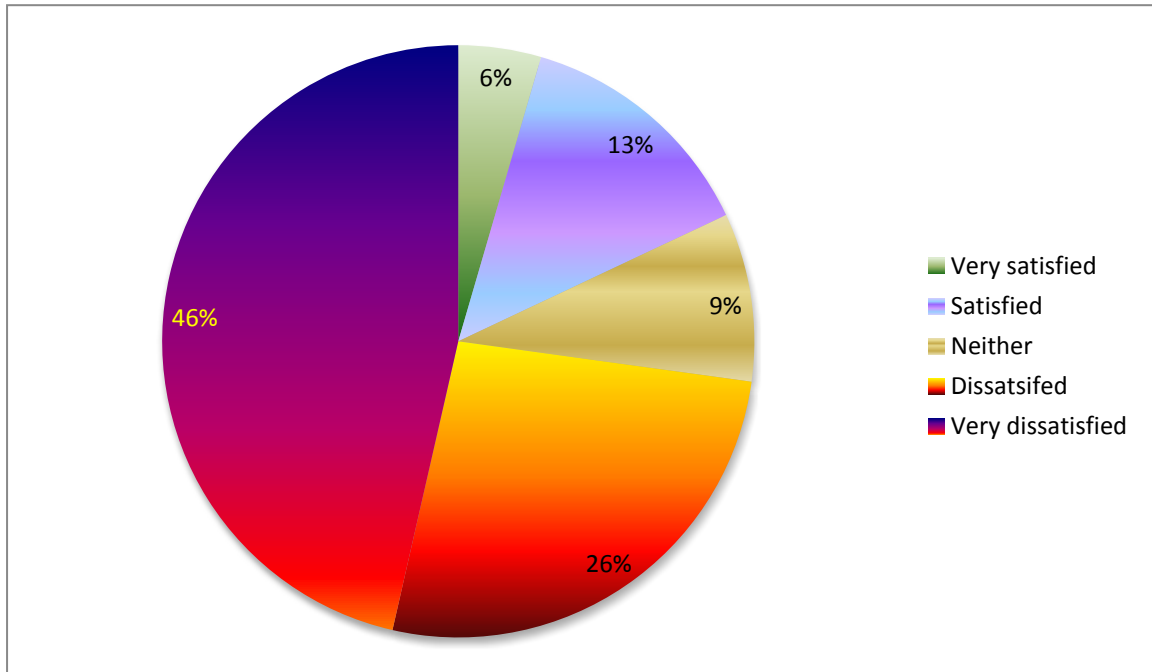
Comments were invited, with the following key themes in order of frequency:

- They never get returned to where I left them
 - They get thrown around
 - Takes ages to find mine
 - Get mixed up with my neighbours
 - Boxes and lids get smashed
 - Pavements get blocked, inconvenient for pedestrians, especially with pushchairs or wheelchairs
 - My driveway gets blocked with bins returned to the wrong location
- Lots of litter left on the pavements after collection
- Food waste often gets left in the bin which leads to smells and poor hygiene
- Depends on who is working that day
 - One team takes care and put everything back stacked up, a different team just throws them around – men often swear
- Sometimes collection is before 7am and the operatives are noisy, including having the vehicle's reversing noises – too early, this is inconsiderate

Q3) How satisfied are you with the type and number of containers provided for your recycling materials?

This question received very negative responses, with almost three-quarters (73 per cent) saying they were not satisfied and only around one in six (18 per cent) saying that they were. In fact almost half (46 per cent) said that they were very dissatisfied.

Figure 3: Q3) How satisfied are you with the type and number of containers provided for your recycling materials? 1,262 responses.



As the following table shows, while there was dissatisfaction across the borough, it was far more prominent in some wards than others. In the following five wards at least 80 per cent of respondents were dissatisfied:

- Keele (89 per cent, but from only nine respondents)
- Kidsgrove and Ravenscliffe (87 per cent)
- Talke and Butt Lane (84 per cent)
- Holditch and Chesterton (83 per cent)
- Westbury Park and Northwood (82 per cent)

In five wards, fewer than 60 per cent were dissatisfied:

- Loggerheads (33 per cent)
- Town (55 per cent)
- Madeley and Betley (56 per cent)
- Westlands (58 per cent)
- Clayton (59 per cent).

Table 4: How satisfied are you with the type and number of containers provided for your recycling materials, by ward?

Ward	Dissatisfied	Total respondents	Percentage dissatisfied
Audley	31	46	69%
Bradwell	57	76	75%
Clayton	17	29	59%
Crackley and Red Street	56	79	71%
Cross Heath	30	39	77%
Holditch and Chesterton	38	46	83%
Keele	8	9	89%
Kidsgrove and Ravenscliffe	101	116	87%
Knutton	9	12	75%
Loggerheads	6	18	33%
Madeley and Betley	10	18	56%
Maer and Whitmore	6	8	75%
May Bank	40	64	63%
Newchapel and Mow Cop	40	52	77%
Silverdale	22	35	63%
Talke and Butt Lane	102	122	84%
Thistleberry	26	41	63%
Town	28	51	55%
Westbury Park and Northwood	36	44	82%
Westlands	35	60	58%
Wolstanton	55	79	70%

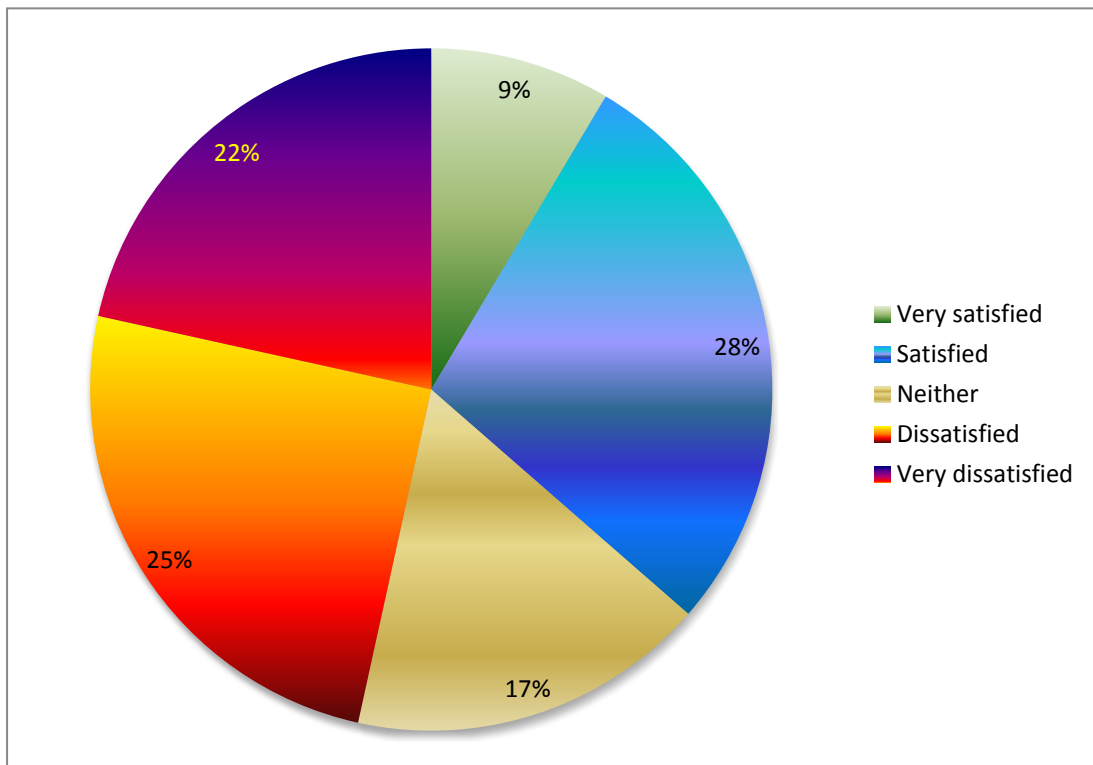
Again, there were a few themes that were prevalent, in particular the first two which were mentioned by a clear majority of respondents:

- Please can we just have one bin?
 - One bin works in Cheshire East and Stoke-on-Trent
 - Hard work for pensioners to have to sort everything
 - Heavy and awkward to transport so many bins and boxes
 - In particular for the elderly / disabled
 - So many bins look untidy / messy / unsightly
- We regularly see all of the recycling thrown into one bin – why should we sort our recycling when you do this?
 - Whenever the collection is late it all gets thrown into one bin – waste of our time separating them.
- The old system worked fine – so much better than this.

Q4) How satisfied are you with the reliability of collections made on the scheduled day?

Answers were quite negative here. Almost half (47 per cent) expressed dissatisfaction, with a little more than one-third (37 per cent) being satisfied and the remaining 17 per cent saying they were neither satisfied nor dissatisfied.

Figure 4: Q4) How satisfied are you with the reliability of collections made on the scheduled day? 1,263 responses



There were eight wards where dissatisfaction rates were at least 50 per cent, with Holditch and Chesterton (71 per cent) and Talke and Butt Lane (59 per cent) seeing the highest rates. But in both Knutton and Audley, barely one in six (17 per cent) were dissatisfied, and in Cross Heath, Keele and Madeley and Betley, no more than one in three were.

Table 5: How satisfied are you with the reliability of collections made on the scheduled day? By ward

Ward	Dissatisfied	Total respondents	Percentage dissatisfied
Audley	8	46	17%
Bradwell	42	74	57%
Clayton	11	29	38%
Crackley and Red Street	42	77	55%
Cross Heath	13	39	33%
Holditch and Chesterton	32	45	71%
Keele	3	9	33%
Kidsgrove and Ravenscliffe	53	118	45%
Knutton	2	12	17%
Loggerheads	7	18	39%
Madeley and Betley	5	17	29%
Maer and Whitmore	4	8	50%
May Bank	32	64	50%
Newchapel and Mow Cop	30	52	58%
Silverdale	17	35	49%
Talke and Butt Lane	73	123	59%
Thistleberry	14	40	35%
Town	23	54	43%
Westbury Park and Northwood	21	43	49%
Westlands	34	60	57%
Wolstanton	35	77	45%

The key themes coming through further comments received were...

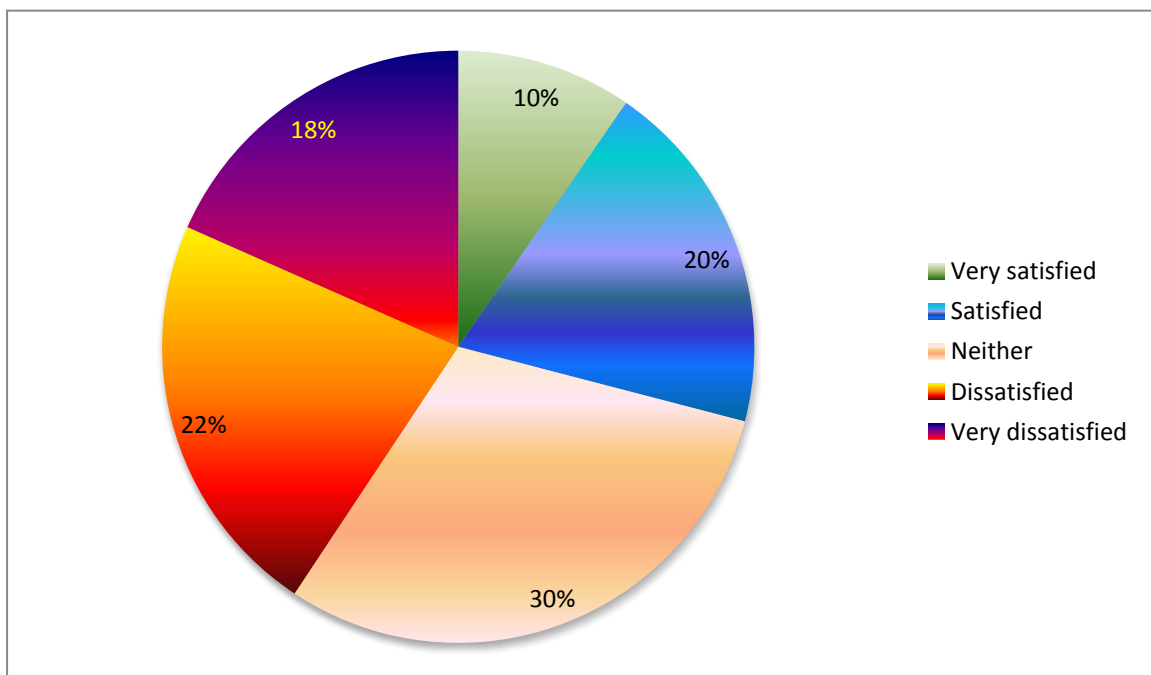
- They rarely come on the correct day
 - Lots of missed collections and we don't know whether to leave the bins out and hope or wait until the next week
 - Leaving our bins out for missed collections leads to further litter when it's windy
- It was fine until Christmas
- Mistakes on the leaflet with days on
 - Mine said there would be one on Christmas Day
- Website contains misleading or inaccurate information
 - Sometimes we're told to bring them in after a missed collection then the lorries turn up so we miss out
- Any bad weather and it stops – doesn't seem to affect other parts of the country.

5) If you have contacted the Council regarding your recycling collection, how satisfied were you with how your enquiry was dealt with?

68 per cent of respondents (834) who answered this question had contacted the Council – this figure was arrived at by subtracting the proportion who answered ‘not applicable’ (32 per cent) from the total sample – but it is possible that some respondents who answered ‘neither satisfied nor dissatisfied’ had not.

But assuming that the 834 mentioned above had contacted the Council, there were more dissatisfied respondents than those who were satisfied. 40 per cent expressed dissatisfaction, with 30 per cent answering that they were satisfied and 30 per cent saying that they were neither satisfied nor dissatisfied.

Figure 5: Q5) If you have contacted the Council regarding your recycling collection, how satisfied were you with how your enquiry was dealt with? 834 responses.



Once more there was a variance across the wards regarding their satisfaction with how their enquiry was dealt with. In six wards at least half of respondents were dissatisfied, with the highest rates in

- Loggerheads (60 per cent)
- Clayton (59 per cent)
- Silverdale (52 per cent)
- Cross Heath (50 per cent)
- Holditch and Chesterton (50 per cent)
- Maer and Whitmore (50 per cent)

But in three wards fewer than one in four were dissatisfied:

- Knutton (13 per cent – one respondent)
- Thistleberry (22 per cent)
- Madeley and Betley (23 per cent)

Table 6: Percentage of respondents dissatisfied with how their enquiry was dealt with – by ward.

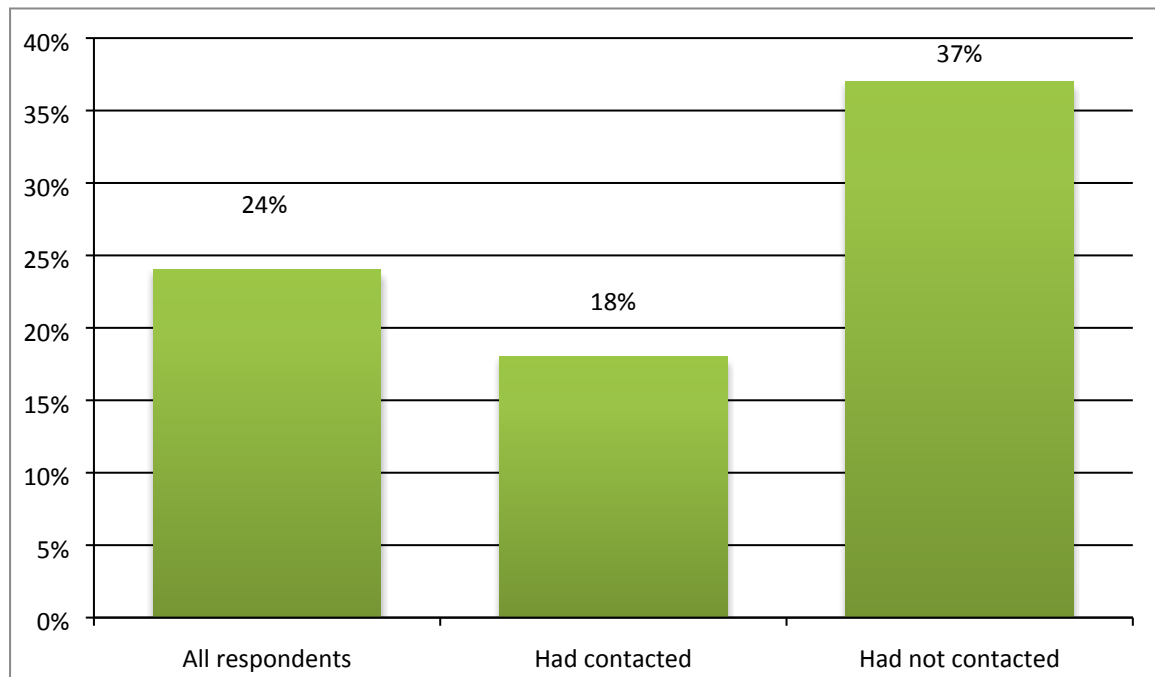
Ward	Dissatisfied	Respondents	Percentage dissatisfied
Audley	12	31	39%
Bradwell	22	49	45%
Clayton	10	17	59%
Crackley and Red Street	22	57	39%
Cross Heath	12	24	50%
Holditch and Chesterton	14	28	50%
Keele	3	7	43%
Kidsgrove and Ravenscliffe	27	68	40%
Knutton	1	8	13%
Loggerheads	9	15	60%
Madeley and Betley	3	13	23%
Maer and Whitmore	3	6	50%
May Bank	16	41	39%
Newchapel and Mow Cop	14	37	38%
Silverdale	13	25	52%
Talke and Butt Lane	36	88	41%
Thistleberry	6	27	22%
Town	15	34	44%
Westbury Park and Northwood	13	32	41%
Westlands	16	35	46%
Wolstanton	20	54	37%

The key themes from the comments were....

- Always helpful and polite
- I rarely get a response
- Pointless enquiring online as it takes weeks to get a response–if at all, so I always phone now
- I need to know that my enquiry has been received so I phone
- They are polite and friendly but it's clear they are working with their hands tied
- Takes so long to get replacement bins / bags
- They tell us our bins will be emptied but they're not...not the staff's fault but it's frustrating
- Information on the website is out of date or inaccurate
- Website highlights the problem of just how many missed collections there are
 - At least spell the streets correctly

It may be interesting to note that overall satisfaction (see next question) was far lower from respondents who had made contact with the Council. Whereas overall satisfaction from respondents who had **not** contacted the council was 37 per cent, this falls to just 18 per cent from those who had contacted us. Note that, as the majority (68 per cent) of respondents to the survey had made contact, the overall rate is much closer to the proportion who had than who had not.

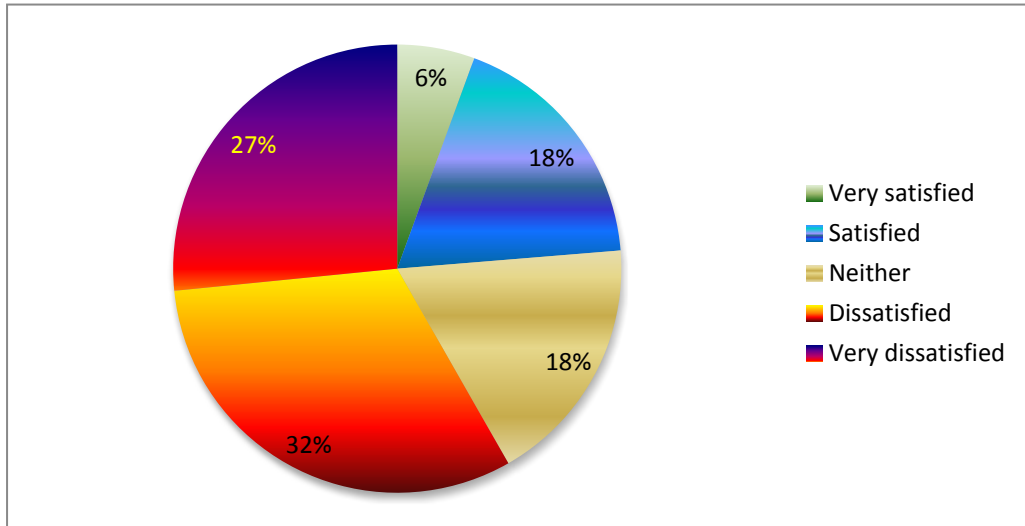
Figure 6: Proportion of respondents who were satisfied, overall, with recycling, based on if they had contacted the Council about their collection.



Q6) How would you rate your overall satisfaction with the Council's recycling service?

Responses were largely negative. Almost three-fifths of respondents (58 per cent) said that they were dissatisfied, with fewer than one in four (24 per cent) saying they were satisfied. The remaining 18 per cent said that they were neither satisfied nor dissatisfied.

Figure 7: Q6) How would you rate your overall satisfaction with the Council's recycling service? 1,253 responses



In four wards, at least 65 per cent of respondents were dissatisfied...

- Talke and Butt Lane (78 per cent)
- Holditch and Chesterton (67 per cent)
- Bradwell (66 per cent)
- Kidsgrove and Ravenscliffe (65 per cent)

...but there were four wards where rates of dissatisfaction were lower than 40 per cent.

- Madeley and Betley (18 per cent)
- Clayton (31 per cent)
- Loggerheads (39 per cent)
- Thistleberry (39 per cent).

It may be of interest to note that, generally, the wards where dissatisfaction was highest provided the largest number of responses. The following table shows this.

Table 7: Percentage of respondents who were dissatisfied, overall, with the recycling service – by ward.

Ward	Dissatisfied	Total respondents	Percentage dissatisfied
Audley	19	46	41%
Bradwell	49	74	66%
Clayton	9	29	31%
Crackley and Red Street	50	79	63%
Cross Heath	21	38	55%
Holditch and Chesterton	30	45	67%
Keele	4	9	44%
Kidsgrove and Ravenscliffe	75	116	65%
Knutton	6	12	50%
Loggerheads	7	18	39%
Madeley and Betley	3	17	18%
Maer and Whitmore	5	8	63%
May Bank	35	63	56%
Newchapel and Mow Cop	31	52	60%
Silverdale	19	35	54%
Talke and Butt Lane	95	122	78%
Thistleberry	16	41	39%
Town	22	52	42%
Westbury Park and Northwood	24	43	56%
Westlands	33	60	55%
Wolstanton	45	75	60%

Many of the comments reiterated feelings that had been expressed to previous questions (in particular pleas for just one recycle bin) so they are not repeated here. However, there were some new themes that came through, as follows:

- Please work with Keele University
 - To educate students as to what they should and should not be recycling
 - To tell students that they should not be leaving their bins permanently out
- Please fine people who litter the streets
 - Including recycling operatives
- Educate residents that they need to flatten cardboard
 - Tell them to put the lids on – not the operatives fault but things blow away and cause a mess
- I no longer recycle as it's too much hard work – everything goes in the waste bin
- I wish you would tell us which plastics we could recycle, I worry that I am ruining it for people by putting the wrong plastic in the boxes
 - Conflicting information about which plastics can be recycled

- Can you carry spare boxes and lids on the trucks so that when you break them during collections you can replace them?
- Can you work with Streetscene so that they clear up the mess after the recycling has been collected?
 - The mess left by the recycling crews makes the area look so untidy
 - Pointless having so many flowers when there is such a mess left by the recycling crews
- Workers put themselves at risk by sorting the recycling out in the middle of the road when traffic is coming

Customer Insight Analysis

Socio-economic data produced by Experian allows us to see the demographic profile of the borough and the respondents to the survey, to see how representative of the borough our respondents are. Each postcode is allocated to a group dependent on the predominate characteristics of its residents – not all households in a postcode will have the same characteristics, meaning that postcode-level classifications will not be as accurate as information at household-level.

This analysis shows that the survey was fairly well-representative of the borough's population.

However, the survey attracted fewer than its fair share of rural residents. As the following table shows, the two rural groups (A and G) contain 10 per cent of the borough's population, but only 4 per cent of respondents to this survey.

The two pensioner groups (F and N) were quite well matched, with 21 per cent of the borough and 17 per cent of the sample, though there was an under-representation of the more deprived elderly group (N – Vintage Value).

There was also a fair representation of the most deprived non-pensioner groups (M and O) with 15 per cent of the borough's population and also 15 per cent of respondents. Of this though, it was the most deprived group (O) who were slightly under-represented and the slightly less deprived (M) who were slightly over-represented.

The two wealthiest groups (B and C) only make up a small proportion of the borough's population but were still fairly well represented, with 4 per cent of both the borough and of respondents.

Table 8: Socio-economic profile of the respondents compared to the borough's population.

Group	Description	% of respondents	% of borough population
A	Country Living – Well-off residents in rural locations	3%	6%
B	Prestige Positions – Upmarket families in large homes	4%	4%
C	City Prosperity – High status city dwellers	0%	0%
D	Domestic Success – Thriving families concerned with careers and their children	10%	6%
E	Suburban Stability – Mature suburb-dwellers in mid-range housing	11%	9%
F	Senior Security – Elderly people enjoying a comfortable retirement	13%	13%
G	Rural Reality – Village communities in inexpensive homes	1%	4%
H	Aspiring Homemakers – Younger households in housing priced within their means	17%	12%
I	Urban Cohesion – Settled urban communities	0%	0%
J	Rental Hubs – Well-educated young renters	1%	2%
K	Modest Traditions – Mature homeowners enjoying stable lifestyles	9%	11%
L	Transient Renters – Single people, privately renting low-value houses for the short-term	11%	9%
M	Family Basics – Families with limited resources struggling to make ends meet	12%	10%
N	Vintage Value – Elderly residents relying on support for financial or practical help	4%	8%
O	Municipal Challenge – Urban renters in social housing facing many challenges	4%	5%

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

REPORT TO CABINET TASK & FINISH GROUP

Date 25th July 2018.

1. **REPORT TITLE** Options for Garden Waste Collections
- Submitted by:** Head of Recycling & Fleet - Andrew Bird
- Portfolio:** Operational Services
- Ward(s) affected:** All

Purpose of the Report

To inform members of the Cabinet Task & Finish Group for Recycling, of Staffordshire County Councils recent decision to remove payment of recycling credits for garden waste material, consider the impact of these changes and review options for the garden waste collection service moving forward.

Recommendations

That members of the Councils Cabinet Task & Finish Group for Recycling note the financial implications and consider three options for the future provision of garden waste collections following the withdrawal of recycling credits paid by the County Council, and makes recommendations to the Councils Cabinet on future service provision.

Reasons

The Staffordshire County Council have confirmed the intention to reduce recycling credits for garden waste down to just paying for treatment over the next four years. If no action is taken, this decision will create additional significant budget pressures for the Council

1. **Background**

- 1.1 As part of its recycling and waste strategy, the Council operates a separate garden waste service to the majority of residents within the Borough. This service has remained largely unchanged since its phased introduction in the mid 2000's, apart from the introduction of a paid for subscription service in 2011 for residents who wish to have additional garden waste bins.
- 1.2 Garden waste is composted at a site within the Borough boundary, under a contract with Veolia which will run until July 2022. The gate fee paid to the contractor, who turn the collected garden waste into compost is currently £23.84p per tonne.
- 1.3 As with dry recycling, recycling credits are paid to the Council by the County Council for all garden waste collected. The rate however is a little less per tonne than that which we receive for other materials, currently standing at £51.58p / tonne, for this financial year
- 1.4 In late 2017, the County Council, as Waste Disposal Authority (WDA) initiated discussions with the eight district waste collection authorities (WCA's) as they wished to stop paying recycling credits for garden waste collections, and merely reimburse WCA's for the cost of

treatment for the material. This was in order for the WDA to contribute towards significant savings the County Council has to make as part of its Medium Term Financial Strategy (MTFS), and follows a similar policy approach adopted by many WDA's, operating in two tier authority systems.

- 1.5 The Council has subsequently been informed of the County Councils intention to bring in phased reductions in the payments of recycling credits for garden waste, over a four year period, down to reimbursement of treatment costs only.
- 1.6 This change will bring an additional and significant budget pressure with the loss of £275,600/year in recycling credit income by 2022, when the County Council will only reimburse for the cost of treatment at £23.84p per tonne.

2. **Issues**

- 2.1 It is vitally important that the Council looks to obtain the best financial value from the services it operates, but also high customer satisfaction.
- 2.2 The separate garden waste collection service is popular with residents, and the Council collects on average around 10,500 tonnes of garden waste each year which is processed into compost mainly for the agricultural market.
- 2.4 Loss or a reduction in the amount of garden waste collected will result in lower overall recycling performance for the Council due to the significance (in weight) of this stream of the Councils recycling service to the overall recycling rate for the Borough

3. **Proposal**

- 3.1 It is recommended that the Council's Cabinet Task and Finish Group note the financial implications to the Council of the impending withdrawal of recycling credits and consider options for the future provision of garden waste collections.
- 3.2 In considering the garden waste collection service, there are generally three options to be evaluated –
 - Do nothing and continue to provide the service as is, and find a way of dealing with the additional financial pressure of £275,600 on the Councils MTFS.
 - Introduce a chargeable garden waste collection service, whereby residents wishing to receive a garden waste collection service pay an annual subscription fee. This system is now operated by around 60% of WCA's in England.
 - Outsource the provision of a garden waste collection service to a private sector waste management company, a number of whom operate services in this way to a number of authorities.
- 3.3 In essence it is the latter two options which members are recommended to consider in more depth, in order that a popular service could continue to be delivered, but without the added cost burden to the Council resulting from the withdrawal of Recycling Credits.

4. **Reasons for Preferred Solution**

- 4.1 Separate collection of garden waste is popular with residents who are able to take advantage of it, and its collection has helped the Councils overall recycling performance, which sits in the upper quartile of performance when measured against WCA's across the

UK. However the withdrawal of Recycling Credit payments, which have been used to fund the collection service, will have a significant increase in budgetary pressure faced by the Council. Additionally there are a number of residents who cannot take part in the scheme as they do not have gardens, but are subject to the same Council Tax levels as those who have, and therefore it could be argued are receiving less service from the Council.

4.2 The first option stated in paragraph 3.2 is the least favourable of the three proposals put forward, as it is difficult to see where the Council could find the additional revenue required to continue the service without receipt of recycling credits. The proposal therefore is to look at the latter two options outlined in paragraph 3.2.

4.3 It is timely therefore to consider these options, along with review of the Recycling Collection Service, through the Cabinet Member Task and Finish Group with a view to making recommendations for a new service to Cabinet in September.

5. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

5.1 The proposal is key to having in place an up-to-date efficient and customer focused Integrated Municipal Waste Management Strategy for Newcastle under Lyme Borough Council, and will contribute to the following corporate priorities:

- creating a cleaner, safer and sustainable Borough
- creating a Borough of opportunity
- transforming our Council to achieve excellence

6. **Legal and Statutory Implications**

6.1 The Council has no statutory responsibility to provide garden waste collection services, and can cease to provide the service or introduce a charge for doing so if it so wishes.

6.2 Currently the Council does not have any statutory recycling targets imposed by Central Government; however there is a service level agreement with the County Council to deliver recycling levels above 55% as part of their PFI arrangements for their Energy from Waste Plant in the South of the County.

7. **Equality Impact Assessment**

7.1 The proposal supports the Equality Impact Assessment undertaken for the effective delivery of the Integrated Municipal Waste Management Strategy for Newcastle under Lyme Borough Council

8. **Financial and Resource Implications**

8.1 The proposal has financial and resource implications for the Council.

8.2 The 'do nothing' approach and continue to operate the service with reduced payments for recycling would have the following financial burden on the Council

- 2019/20 - £68,900.
- 2020/21 - £137,800.
- 2021/22 - £206,700.
- 2022/23 - £275,600.

8.4 Charging for the collection of garden waste, assuming a £36 charge per bin, per year would offset the loss in recycling credit payments, and provide revenue saving at the following levels. Figures assume an initial uptake of 20% rising to 40% in five years. Figures also assume the cost of subscription would also rise to £38 in the same five year period.

- 2019/20 - £84,984
- 2020/21 - £162,517
- 2021/22 - £248,159
- 2022/23 - £314,411 – *at this point the Council would make a surplus.(£ 63,271)*

8.5 Outsourcing the service to the private sector, for them to provide the whole service, including revenue generation would result in a saving to the Council of £545,184. This would be subject to any TUPE negotiations.

8.6 With exception of the last option, it is assumed that the same level of resources employed to carry out the garden waste collection service currently in terms of vehicles and staff is maintained until a clear picture of take-up is known.

9. **Major Risks**

9.1 Charging for a service which was previously provided free of charge for one garden waste bin per household is likely to be unpopular, and will therefore need to be managed effectively from a communications process.

9.2 Poor take up of service with resources maintained at their current level could result in overall savings not being achieved.

9.3 A reduction in garden waste tonnage collected will have an adverse effect on the Councils Recycling performance, which in turn could impact on the County Council reach an overall 55% recycling target for Staffordshire, imposed as part of the WDA's PFI contract arrangements with DEFRA, which are valued at around £5million a year.