

## **WEST DUNBARTONSHIRE COUNCIL**

### **Report by the Executive Director of Housing, Environmental and Economic Development**

**Housing, Environment and Economic Development Committee:  
11 January 2012**

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**Subject: Alternate Weekly Collection System - Phase 2 Implementation  
Appraisal and Householder Satisfaction Results**

#### **1. Purpose**

**1.1** The purpose of this report is to inform the Committee of the successful implementation of Phase 2 of the alternate weekly collection (AWC) system in Clydebank and surrounding areas and report the key findings of an independent service appraisal report and a householder satisfaction survey.

#### **2. Background**

**2.1** At a meeting of the Housing, Environment and Economic Development Committee held on 4 November 2009, approval was given for the implementation of an AWC system at low level housing in two phases. Phase 1, from April 2010 in the Dumbarton, the Vale of Leven and surrounding areas and commencing in December 2010, Phase 2, in Clydebank and surrounding areas.

**2.2** It was projected that full implementation of the AWC system at all low level housing in West Dunbartonshire would divert an additional 6,000 tonnes of waste away from landfill disposal annually and result in an estimated Council recycling rate of 43% being achieved during 2011/12.

**2.3** Since the implementation of AWC Phase 1 in April 2010, the Scottish Government has altered its Zero Waste Policy targets. As a result, and in addition to achieving a recycling rate of 40% by 2010/11, the Council will be obliged to;

- achieve a target of 50% recycling /composting and re-use of waste from households by 2013,
- achieve a target 60% recycling /composting and re-use of waste from households by 2020
- achieve a target of 70% recycling /composting and re-use of all waste by 2025.

### **3. Main Issues**

- 3.1** As part of the Phase 2 implementation plan, officers established an AWC implementation working group to ensure that the change from the existing waste collection system to AWC was introduced as seamlessly as possible for householders in Clydebank and surrounding areas.
- 3.2** In consultation with frontline collection staff, collection routes were reconfigured to separate the previously integrated high rise/tenemental housing and low level housing collection routes. This exercise was carried out to ensure that housing designated for alternate weekly collection and housing designated to remain on weekly collection were properly streamed for the revised service delivery model. The new alternate weekly collection routes were designed to “cluster” frontline resource inputs to maximise service reliability and increase the productivity levels of the collection staff.
- 3.3** To ensure householders have an “easy to use” service for recycling their food waste, kitchen caddie’s and biodegradable/compostable caddy liners were issued to around 15,000 low level households in the Clydebank area.
- 3.4** A communication and marketing campaign was developed to inform and guide householders about the new service in Phase 1 of the service change. The same campaign which included the delivery of information leaflets, recycling guides and collection calendars to each household, complemented by a series of open walk in days at a number of public buildings, was used in Phase 2. This resulted in over 2,300 blue (dry recyclate) and brown (garden/food waste) wheeled bins being issued to Phase 2 householders requiring extra storage capacity for their recyclable waste and to those who had not previously participated in recycling their household waste.
- 3.5** A time period of six months, from the Phase 2 operational commencement date of 14 March 2011, was estimated for the new service to settle in and by September 2011 the new service appeared to have fully embedded with Phase 2 householder’s generally demonstrating familiarity and compliance with the new collection arrangements.
- 3.6** In the transitional weeks, immediately following the operational commencement of AWC Phase 2, the new service was augmented by support officers secured through our partners within the Zero Waste Scotland (ZWS) programme. These officers accompanied our collection staff on their rounds and offered additional face to face guidance and support to householders. Our ZWS partners also provided a service appraisal report on Phase 2 of the implementation programme, a summary of which is attached as Appendix A.
- 3.7** The appraisal identified that the average participation rate for the new service was 79% on the blue bin scheme and 61% on the brown bin scheme and, importantly, that the average yield per household of residual (landfill) waste had decreased as a result of the new collection arrangements.

- 3.8** The average blue bin yields for 2011/12 are now projected at 2.94 kg of dry recyclate per household per week compared to 1.76 kg pre Phase 2 roll out. Average brown bin yields for 2011/12 are now projected at 3.62 kg of garden and food waste per household per week compared to 1.70 kg pre Phase 2 roll out.
- 3.9** The recycling rate of the households on AWC Phase 2 of the new service was 52% by the end of June 2011.
- 3.10** As a result of the implementation of Phase 1 of the AWC system in the Dumbarton, Vale of Leven and surrounding areas in April 2010, the Council achieved a household waste recycling rate of 42.96% in 2010/11. With the AWC system now embedded across the Council area at approximately 30,000 households together with the enhancement applied to the recycling service for high rise and tenemental housing through the collection of glass bottles & jars, the Council's audited recycling rate for household waste 2011/12 is expected to be between 46% and 48%.
- 3.11** With regard to AWC Phase 2 householder satisfaction with the new service, an independent survey was commissioned to assess householder opinions. A total of 443 households, a representative sample, were doorstep surveyed in Clydebank and surrounding areas during October 2011. The survey report is attached as Appendix B. The key findings of the survey were that;
- The majority of householders, 98%, now recycle 'at home' using the blue and brown bin system with 78% rating themselves as regular recyclers.
  - The alternate weekly collection kerbside recycling service is very highly regarded by the public with 83% of all householders rating the service as excellent or good.
  - 98% of householders who use the food waste kitchen caddies also used the compostable caddy liners to help them to recycle food waste. Recycling food waste had also increased householder awareness of how much food is wasted within the home.
  - Overall the change to the collection frequency of residual/landfill bins from weekly to fortnightly was adapted to with relative ease with 75% of households having no particular difficulty.
  - Around 11% of households experienced some initial difficulty in adapting and 14% were still finding it difficult to adapt, especially those with larger families, or with children still in nappies. (Committee is asked to note that additional residual/landfill waste storage provision is available for households with 6 or more in residence, those with several children in nappies and households generating medical waste).

- 3.12** During the satisfaction survey householders were asked what other material they would like to recycle using the blue bin system. Of those surveyed 83% indicated that they would be willing to recycle glass in their blue bins.
- 3.13** In order to further enhance the Councils recycling performance, discussions are being held with the current dry recyclate reprocessing contractor on the feasibility, from a technical perspective, of separating out glass from the existing materials being captured through the blue bin system without compromising the quality of the recyclate. Initial indications are that this will be achievable and, if confirmed, it is planned to permit all householders on the AWC system to recycle their glass bottles and jars by placing them in their blue bins from April 2012. An appropriate communication technique would be used to inform householders of this enhancement to their existing 'at home' recycling service.
- 3.14** It is projected that up to 1,100 tonnes of glass, currently being landfilled annually through householder's residual/landfill bins, would be diverted for recycling through this taking this action which would improve the household recycling rate by two to three percentage points.
- 3.15** Proposals for further recycling improvements to the refuse collection service will be developed and presented to a future meeting of the Housing, Environment and Economic Development Committee.

#### **4. People Implications**

- 4.1** There are no people implications associated with this report

#### **5. Financial Implications**

- 5.1** There are no financial implications associated with this report.

#### **6. Risk Analysis**

- 6.1** All risks have been fully considered.

#### **7. Equalities Impact Assessment (EIA)**

- 7.1** No significant issues were identified in a screening for potential equality impacts.

#### **8. Strategic Assessment**

##### Fit for Purpose Services

- 8.1** The planned addition of a fortnightly glass collection service for households on the AWC system utilising the existing blue bin scheme, would be delivered without additional operational costs.

## 9. Conclusions and Recommendations

- 9.1 It is recommended that the Committee notes the successful implementation of Phase 2 of the alternate weekly waste collection system and the resultant positive impact on the Council's landfill diversion and recycling performance.

**Elaine Melrose**

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**Date: 12 December 2011**

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**Appendices:** Appendix A: Kerbside Recycling Service Appraisal - Phase 2 of the Alternate Weekly Collection System.

Appendix B: Executive Summary.

**Background Papers:** Report to Community Safety and Environmental Services on 3 March 2004, entitled; Landfill Allowance Regulations

Report to Community Safety and Environmental Services on 2 February 2005, entitled; Landfill Allowance Scheme

Report to Community Safety and Environmental Services on 11 January 2006, entitled; Waste Management Strategic Outline Case

Report to Community Safety and Environmental Services on 5 March 2008, entitled; Zero Waste Scotland - Implications for West Dunbartonshire

Report to Housing, Environment and Economic Development on 8 April 2009, entitled; Fortnightly collection of dry recycle pilot scheme

Report to Housing, Environment and Economic Development Committee, 4 November 2009, entitled; Waste Management Issues for West Dunbartonshire

Report to Housing, Environment and Economic Development Committee, 6 October 2010, entitled; Alternate Weekly Waste Collection System - Phase 1 Implementation Appraisal and Phase 2 Implementation Plan.

Landfill Allowance Scheme (Scotland) Regulations 2005  
Scottish Executive Guidance: March 2007

**Wards Affected:** All