

WEST DUNBARTONSHIRE COUNCIL

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

Housing, Environment and Economic Development Committee: 8 June 2011

**Subject: Alternate Weekly Waste Collection System - Phase 2
Implementation Progress Report**

1. Purpose

- 1.1** The purpose of this report is to update the Committee on the implementation of Phase 2 of the alternate weekly collection (AWC) system and to report on the initial performance of the new collection system in Clydebank and surrounding areas.

2. Background

- 2.1** At its meeting held on 4 November 2009, the Committee approved the implementation of the AWC system at low level housing as the Council's Municipal Solid Waste (MSW) recycling performance had reached a plateau at around 32% and the service was not in a position to achieve longer term targets without significant change.
- 2.2** The new AWC system was implemented in the Dumbarton, Renton, the Vale of Leven and surrounding areas (Phase 1) in April 2010 and in Clydebank and surrounding areas (Phase 2) commencing with a communication campaign in December 2010 and an operational start date of 14 March 2011. This service delivery change is projected to improve the Council's MSW recycling performance to 37% in 2010/11, with a 43% recycling rate estimated for 2011/12.
- 2.3** It is projected that full implementation of the AWC system across West Dunbartonshire will divert an additional 6,000 tonnes of waste from landfill disposal annually.
- 2.4** Since Phase 1 AWC implementation in April 2010, the Scottish Government has amended its Zero Waste Policy aspirations. As a result, and in addition to achieving a household recycling rate of 40% by 2010/11, the Council is now obliged to;
- achieve a target of 50% recycling or composting and re-use of waste from households by 2013,
 - achieve a target 60% recycling or composting and re-use of waste from households by 2020
 - achieve a target of 70% recycling or composting and re-use of all waste by 2025.

- 2.5** The Council's unaudited MSW recycling performance for 2010/11 is approximately 37% which translates to a 40% recycling rate when measured against the Zero Waste Policy household recycling target.

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 previous collection system to AWC would be introduced as seamlessly as possible for the residents affected by the planned service change.
- 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 routes. This exercise was carried out to ensure that housing designated for AWC and housing designated to remain on weekly collection were properly streamed for the revised service delivery model. The newly configured collection routes have been designed to "cluster" frontline resource inputs to maximise service reliability and increase the productivity levels of the collection staff.
- 3.3** To assist householders to use the service, food waste kitchen caddies and biodegradable/compostable caddy liners were issued to over 14,000 low level households. A communication and marketing campaign was developed to inform and guide householders about the new service. The campaign involved the door to door 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. This campaign resulted in over 1,390 blue (dry recyclate) and brown (garden/food waste) wheeled bins being issued to householders requesting extra storage capacity for their recyclable waste and to those who had not previously participated in recycling their household waste.
- 3.4** A time period of six months is estimated for the new service to fully settle in, however, the majority of households are already demonstrating familiarity and compliance with the new collection arrangements.
- 3.5** In the transitional weeks, immediately following the implementation of AWC Phase 2 on 14 March, 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. This process was also assisted by contact centre and back office interventions. Around 3,000 householders have received additional help and guidance from our support staff.

- 3.6** Early monitoring of the service has identified that over 90% of households on the scheme are participating in the recycling scheme and are therefore controlling the waste which they present for landfill disposal. Further data will be available when an appraisal report is finalised by our Zero Waste partners. This will inform a further report to Committee which will include follow up results of a satisfaction survey of Phase 2 householders. This is consistent with the approach taken in Phase 1 of the service change.
- 3.7** The recycling rate of the households on Phase 2 of the new service was 42% after seven weeks, which is comparable with Phase 1 households during the early spring period in 2010.
- 3.8** The introduction of Phase 1 AWC in April 2010 contributed to a 34% increase in dry recyclate being diverted to reprocessing from landfill disposal per month and a 57% increase in organic waste being composted, when compared with 2009. An extrapolation of the early tonnage data returns for Phase 2 suggests that up to 6,000 tonnes of additional waste will be diverted from landfill by Phase 1 and 2 AWC households on an annual basis.
- 3.9** The Scottish Government has set a new Zero Waste Plan target of 50% recycling or composting and re-use of waste from households by 2013. When AWC Phase 2 is fully embedded, together with a recycling enhancement programme to provide additional recycling opportunities to household's outwith the AWC system, it is projected that the Council's recycling rate for household waste will be approximately 46% in 2011/12. Officers are currently reviewing the options available to further increase the diversion of waste from landfill disposal.
- 3.10** In terms of supporting householders in AWC Phase 2, the communication campaign designed specifically for the Council and successfully utilised in Phase 1 was deployed. The five phases of the campaign are as follows;
- The **teaser phase** contained basic information about how the service will operate, including information about the materials accepted for recycling and the change in collection frequency of wheeled bins.
 - The **main campaign phase** coincided with the introduction of the new service. Communications messages in differing formats emphasised the provision of improved recycling facilities to counter possible concerns about the reduced residual waste collection frequency.
 - The **follow up 1 phase** of the campaign will be used to feed back initial results and provide further, more specific information about the service.
 - The **follow up 2 phase** of the campaign will be used find any specific issues that need to be investigated during an appraisal phase of a campaign to support the new services and the performance of the service users.

- The **final follow up campaign phase** should feed back positive results and focus on reminding householders about what they can recycle using the service provided. The key messages should be determined by findings from the public survey phase. The findings of this survey will be reported back to Committee towards the end of 2011.

4. People Implications

4.1 None.

5. Financial Implications

5.1 None.

6. Risk Analysis

6.1 All risks have been fully considered.

7. Equalities, Health & Humans Rights Impact Assessment (EIA)

7.1 No significant issues were identified in screening for potential equality impact for this service.

8. Conclusions and Recommendations

- 8.1 The introduction of Phase 2 of the AWC system has, through the collective commitment of staff and householders generated a step change improvement in the recycling rates within the areas included in the new collection system. This success provides a robust platform upon which the Council can now move forward confidently to considering future options to meet the Scottish Governments Zero Waste Plan targets.
- 8.2 It is recommended that the Committee notes the successful implementation of Phase 2 of the AWC system and the positive impact made on the Council's waste recycling and waste diversion performance.

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Date: 10 May 2011

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Appendices:

None

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 & Economic Development on 8 April 2009, entitled; Fortnightly collection of dry recyclate pilot scheme

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

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

Wards Affected:

All