
DETAILED PROPOSAL FOR KERBSIDE RECYCLING PARTICIPATION MONITORING PROJECT

1 SUMMARY

- 1.1 The purpose of this report is to provide Members with a detailed and fully costed proposal for a period of participation monitoring and targeted leafleting, in relation to the Council's kerbside recycling scheme and to gain Members approval to pay for this project with monies from the Council's Waste Performance and Efficiency Grant (WPEG).

2 INTRODUCTION

- 2.1 At the meeting of the Waste Management & Recycling Sub-Committee on 14 June 2006 a report was presented that gave a number of proposals for the spending of the Council's WPEG funding for 2006/7.
- 2.2 One suggestion was to undertake a participation monitoring project, using a temporary member of staff travelling with the crew on all the various collection rounds, at a cost of £2720. From discussions that then took place, Members were certainly in favour of implementing a project of this nature, but felt that the proposal detailed in that report needed to be expanded, in order to gain the maximum possible benefit.
- 2.3 As a result, officers have reconsidered this particular item, taking into account Members' comments at the above mentioned meeting and have put together the following proposal detailed in section 3.

3 PARTICIPATION MONITORING

- 3.1 The proposal for the participation monitoring is as follows:-
- Employ three temporary members of staff for a period of six weeks, with them being attached to rounds 1, 2 and 3 for the first week, then rounds 4, 5 and 6 for the second week, returning to rounds 1,2 and 3 the following week and alternating thereafter for the remainder of the six weeks.
 - The staff would leaflet all properties that have not recycled on each week that they visit, with each recycling round being covered on three collection weeks.

- Although the exact content of the leaflet is yet to be determined, it is envisaged that it would contain a “thank you for recycling” message so that those people who do normally recycle but have just missed that particular week are not offended.
- Members may also wish to support the use of three slightly different leaflets so that each collection week a slightly different message could be put across, perhaps including information on tonnage levels we have recycled but also tonnage levels we need to recycle in the future.
- The estimated cost for this proposal would be £9,500, which includes staff costs and leaflet production costs.

3.2 A number of other options were considered and costed, including using only one temporary member of staff, but to gain similar coverage the project would take 24 weeks to complete and therefore, by using 3 members of staff, it was felt that the project would be implemented over a more suitable consolidated period.

3.3 Consideration was also given to a scheme whereby the temporary staff would just monitor non-participation over the first two collection weeks and then only leaflet those non-participants on the final third collection week. However, this particular method would be considerably more resource intensive, requiring two staff per collection round, in addition to a significant amount of administrative work preparing log sheets for all roads in the District, including numbers of houses and then analysing the information gathered. Further additional costs would be incurred for petrol costs, as with two staff on each round they would not be able to fit in the collection vehicle cab. The estimated cost of this particular option far exceeded the available budget in the WPEG funding.

4 ENVIRONMENTAL IMPLICATIONS

4.1 Greater participation in the Council’s kerbside recycling scheme will have a significant effect on the Council’s overall recycling rate and result in less household waste being taken to landfill sites.

5 RESOURCE IMPLICATIONS

5.1 The cost of £9,500 of implementing the scheme in the manner detailed in section 3.1 can be met from the Council’s Waste Performance & Efficiency Grant for 2006/07.

6 RECOMMENDATION

6.1 It is proposed that the Committee **RECOMMENDS** to Full Council

- (1) That a programme of participation monitoring of the Council’s kerbside recycling scheme be implemented, as described in section 3.1 of this

report, at a cost of £9,500 funded from the Council's Waste Performance and Efficiency Grant.

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Background Papers:-

None

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