

**ENVIRONMENT, CULTURE AND COMMUNITIES OVERVIEW AND SCRUTINY PANEL
8 DECEMBER 2009**

**EXECUTIVE RESPONSE TO 'WASTE NOT WANT NOT' - THE REVIEW OF WASTE AND
RECYCLING SERVICES**

Assistant Chief Executive

1 INTRODUCTION

- 1.1 This report presents the attached Executive response to the review of waste and recycling undertaken by a working group of the Environment, Culture and Communities Overview and Scrutiny Panel.

2 SUGGESTED ACTION

- 2.1 **That the Environment, Culture and Communities Overview and Scrutiny Panel considers the response of the Executive to the review of waste and recycling and notes the points made by the Overview and Scrutiny Commission at its meeting on 19 November.**

3 SUPPORTING INFORMATION

- 3.1 The Executive agreed the attached recommended responses to the Working Group's report on the review of waste and recycling at its meeting on 20 October 2009. The Executive's response omitted to respond to recommendation 5.12 in the report: 'The feasibility of introducing a holistic Council-wide Borough slogan and / or logo to promote waste reduction and recycling for use on all paperwork, publications, bins and Council owned vehicles be considered'. The attention of the Executive Member was drawn to the omission and her subsequent response is set out below for the Panel's consideration:
- 3.2 'In terms of a response to this recommendation we must firstly be guided by our Corporate Communications Strategy which describes what we have agreed as a Council regarding how we will present our services in a consistent way to our residents. We are also in partnership through RE3 and that has a logo which our residents recognise and which it is also important that we do not dilute its use since this could be construed as diluting the partnership. We use standard signage such as 'recycle now', standard lines such as 'zeroing in on waste' and we also introduce temporary messages to maintain interest and highlight specific aspects of waste reduction and recycling. As a consequence of all those initiatives, I do not feel that creating another logo would improve our visibility or more importantly give any clearer messages to our residents.'
- 3.3 The Overview and Scrutiny Commission noted the Executive's response at its meeting on 19 November 2009, and asked that the Panel continue to monitor how all the recommendations are implemented. The Commission expressed specific interest relating to contamination of recyclable material and the availability of brown bins / green waste bags to residents. The relevant extract from the draft minutes of the Commission meeting is attached. The Panel will receive regular updates about the

Council's performance through the Performance Monitoring Report and a detailed annual review will be presented next Autumn.

Background Papers

'Waste Not Want Not' – A review of waste and recycling undertaken by a working group of the Environment, Culture and Communities Overview and Scrutiny Panel, June 2009.

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44. Executive Response to the Review of Waste and Recycling Services

The Commission noted the response of the Executive to the review of Waste and Recycling Services. The report had been written prior to the meeting of the Executive on 20 October 2009 at which the recommendation responses contained within paragraph 5 were approved.

The response would be taken back to the Environment, Culture and Communities Overview and Scrutiny Panel.

Arising from discussion –

- It was noted that the report was well considered and had resulted in helpful recommendations.
- The Commission noted that the Executive member had subsequently sent a response to recommendation 5.12 of the Waste and Recycling Services report, and this would be included in the covering report to the Environment, Culture and Communities Overview and Scrutiny Panel.
- Information was requested regarding the poor performing areas referred to in the Executive response to recommendation 5.6.
- Members raised concerns regarding recommendation 5.7 of the report and wished to reinforce the issue raised regarding the purchase of brown bins or garden refuse sacks as some residents refused to pay the £30 charge.
- It was noted that some residents in the borough did not have back gates to provide easy access for the moving of bins from the back of the property to the front for collection or room to store all three coloured bins on their property.
- The Commission noted the comments relating to green cones which were available for food recycling and looked forward to future developments and initiatives in recycling.
- The Commission agreed to include the minutes of the Overview and Scrutiny Commission discussion in the covering report to Environment, Culture and Communities Overview and Scrutiny Panel on 8 December 2009.