

**Waste, Recycling and Cleansing Policy Development Advisory Group**  
**23 MARCH 2017**

Present: Councillors: Roy Cornell (Chairman), John Bailey, Toni Bradnum, Christian Mitchell, Mike Morgan and Godfrey Newman

Apologies: Councillors: John Blackall, David Coldwell, Matthew French, Tim Lloyd and Simon Torn

22 **TO APPROVE THE NOTES OF THE PREVIOUS MEETING**

The group approved the notes of the meeting held on 19 January and requested that the Chairman of the group set a start time of 17:30 for forthcoming meetings of the group.

23 **ALTERNATE WEEKLY COLLECTION PROGRAMME**

The Project Manager tabled a Waste Implementation Review Programme. The programme identified the timeline of activities, including:

- Fleet procurement
- In-cab technology
- Route optimisation
- Service restructure
- Alternate weekly collections service launch
- Communications strategy

The Chairman of the group invited Members to comment. Members noted that the year listed for the service launch was incorrectly stated as 2017, and would be amended to February 2018. In response to a question from a Member, officers explained that modelling of the zonal areas where the service would start was underway. The group supported the programme.

24 **FLEET PROCUREMENT**

The Project Manager reminded the group that a framework agreement was being used to procure the fleet vehicles. The ESPO Framework had been chosen, and bidders were due to respond to the council by 7 April. The group heard that all major fleet suppliers had indicated an intention to bid. Cabinet would consequently be able to award the contract on 27 April 2017. The target on the timeline was December 2017 and the forthcoming route optimisation project would indicate the final number of vehicles required. In response to Members' questions, officers explained that the framework agreement offered some flexibility in the final number of vehicles, and that the disposal of the existing fleet would be at best sale price.

The group supported the progress on fleet procurement.

25 **ALTERNATE WEEKLY COLLECTION: COMMUNICATION, PR AND MARKETING**

The Communications and Marketing Officer, and the Recycling Projects Manager presented the *Communications Plan January 2017 – May 2018* to the group. Four activity areas were explained:

- Media
- Online and social media
- Residents and Parishes
- Internal communications

At the invitation of the Chairman, the group discussed the communications plan as follows:

- The 'soft launch' of communications was underway
- That the key work before the autumn was the 'think before you throw' campaign
- The new collections calendar would be delivered to all households in January 2018, and that officers were considering a range of direct communications options to include bin hangers if appropriate
- Clarification of the recycling target, in the context of literature from 2011
- That parish and partner organisations' be approached to host communications messages on their own websites
- How members at parish council meetings could assist with dissemination of information
- That the HALC meeting would be a useful communication meeting
- That an all-member seminar be held in November, not December 2017
- Large supermarkets could be asked to display posters

A Member welcomed the proposal for leaflets to be delivered to all households, but urged that learning from the wording of the car parking leaflets was needed to ensure that the message was unambiguous.

Members thanked officers for the plan, and subject to the Cabinet Member noting the views of members, the plan be supported.

26 **ENFORCEMENT**

The Head of Waste, Recycling, Street Scene & Fleet Services advised Members of the successful prosecution of *Pret a Manager* for poor waste management. A further case of fly tipping was due to be heard and camera technology would be installed at known hotspots.

27 **ISOLATED COLLECTIONS**

Head of Waste, Recycling, Street Scene & Fleet Services reminded members of their advice on the first phase of isolated collections and outlined proposals for the second phase of circa 200 properties. Members asked about feedback from the first phase and officers confirmed that the phase had been successfully delivered with very few complaints. The group heard that collections had to continue to respond to health and safety legislative requirements and that consistency of service delivery is required where possible. The assisted collections policy was in place according to need. Cabinet would be requested to delegate the subsequent phase of the programme to the Cabinet Member as a Cabinet Member non-key decision.

The group, having given support previously to the programme, noted the update.

*The meeting closed at 19:20*

CHAIRMAN