

<b>Report of:</b>	<b>Cabinet Member for Clean Streets, Recycling and Environment</b>
<b>To:</b>	<b>Waste Task and Finish Group</b>
<b>Date:</b>	<b>19<sup>th</sup> April 2017</b>

## **Progress Report on Implementation: From Waste to Resources**

### **Review Information**

Date approved at City Council:	I July 2014
Member who led the original review:	Councillor Victoria Quinn
Lead Officer for the review:	Emma Williamson
Date progress last tracked:	11 Dec 2015

1. In approving this Review the City Council asked me, as the appropriate Cabinet Member for Clean Streets, Recycling and Environment, to report on progress towards these recommendations to this Overview and Scrutiny Committee.
2. Details of progress with the remaining recommendations are shown in Appendix 2.
3. Members are therefore asked to consider progress against the recommendations and give their view as to how progress is categorized for each.

### **Appendices**

<b>1</b>	<b>Scrutiny Office guidance on the tracking process</b>
<b>2</b>	<b>Recommendations you are tracking today</b>
<b>3</b>	<b>Recommendations tracked previously and concluded</b>

### **For more information about this report, please contact**

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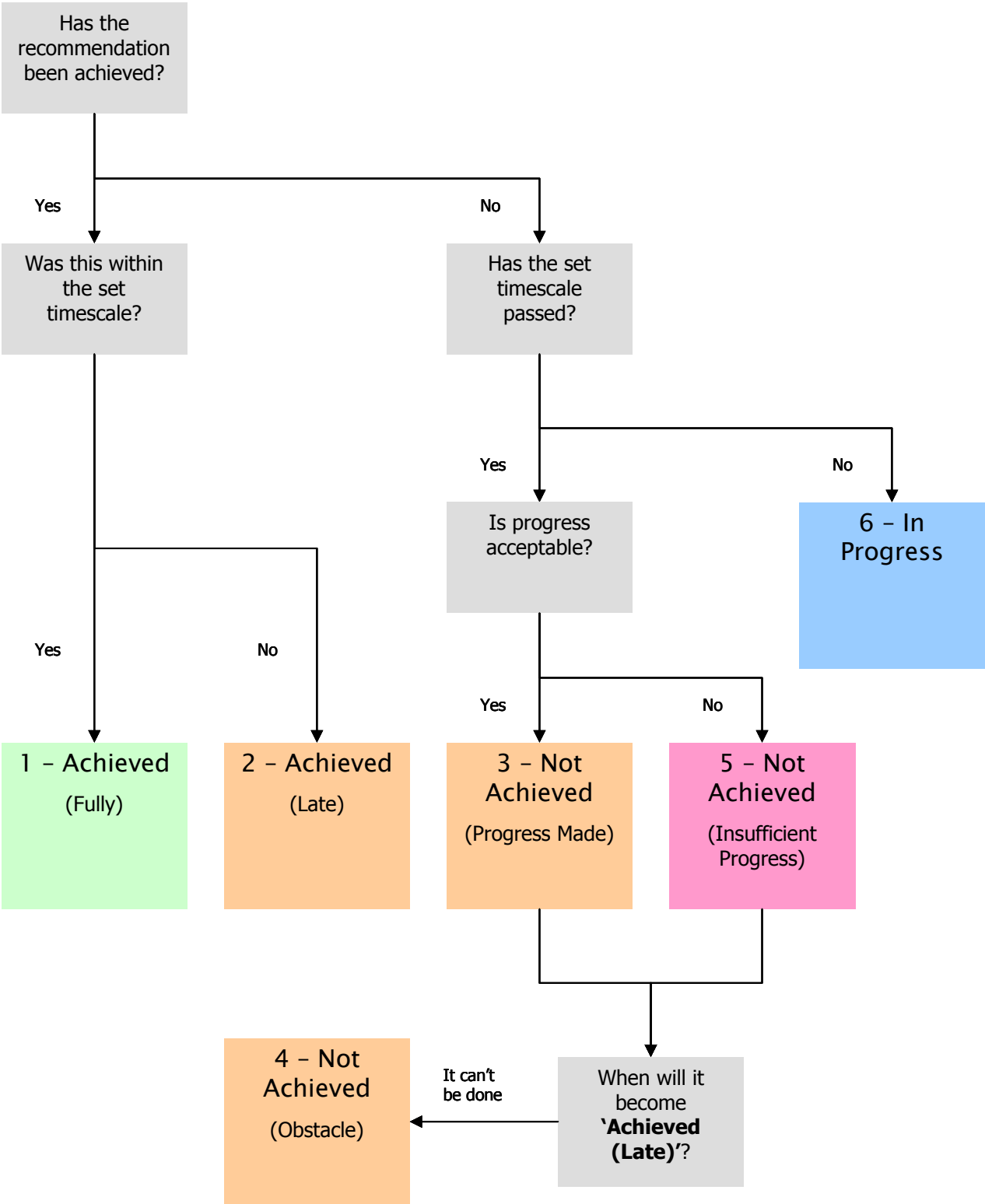
## Appendix 1: The Tracking Process

In making its assessment, the Committee may wish to consider:

- What progress/ key actions have been made against each recommendation?
- Are these actions pertinent to the measures required in the recommendation?
- Have the actions been undertaken within the time scale allocated?
- Are there any matters in the recommendation where progress is outstanding?
- Is the Committee satisfied that sufficient progress has been made and that the recommendation has been achieved?

Category	Criteria
<b>1: Achieved (Fully)</b>	The evidence provided shows that the recommendation has been fully implemented within the timescale specified.
<b>2: Achieved (Late)</b>	The evidence provided shows that the recommendation has been fully implemented but not within the timescale specified.
<b>3: Not Achieved (Progress Made)</b>	The evidence provided shows that the recommendation has not been fully achieved, but there has been significant progress made towards full achievement. <b>An anticipated date by which the recommendation is expected to become achieved must be advised.</b>
<b>4: Not Achieved (Obstacle)</b>	The evidence provided shows that the recommendation has not been fully achieved, but all possible action has been taken. Outstanding actions are prevented by obstacles beyond the control of the Council (such as passage of enabling legislation).
<b>5: Not Achieved (Insufficient Progress)</b>	The evidence provided shows that the recommendation has not been fully achieved and there has been insufficient progress made towards full achievement. <b>An anticipated date by which the recommendation is expected to become achieved must be advised.</b>
<b>6: In Progress</b>	It is not appropriate to monitor achievement of the recommendation at this time because the timescale specified has not yet expired.

The Tracking Process



## Appendix 2: Progress with Recommendations

No.	Recommendation	Responsibility	Original Date For Completion	Cabinet Member's Assessment
R01	That a wide-ranging exercise to engage Birmingham citizens in the creation of the new strategy is undertaken; utilising the principles set out in the District & Public Engagement O&S Committee's report "Citizen Engagement".	Cabinet Member for Clean Streets, Recycling and Environment	September 2015	<b>2-Achieved (late)</b>
Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')				
<p>The progress report of the 11<sup>th</sup> December 2015 outlined our plans for consultation and this consultation was undertaken in July 2016 with 446 responses received. In summary the responses told us :</p> <ul style="list-style-type: none"> <li>Typically 9 out of 10 respondents agreed or strongly agreed with each of the eight strategy aims.</li> <li>Support was for reduce and reuse versus energy recovery</li> <li>High support for 70% target for recycling by 2030 but challenges that it should be higher and achieved sooner</li> <li>Highest level of disagreement was around the target to reduce the amount of waste generated per person by 10% by 2020. The main reason that this was not challenging enough.</li> </ul>				
No.	Recommendation	Responsibility	Original Date For Completion	Cabinet Member's Assessment
R02	A clear evidence base is established to underpin the new strategy. This should include on-going analysis of waste and recycle collected.	Cabinet Member for Clean Streets, Recycling and Environment	September 2015	<b>2-Achieved (late)</b>
Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')				
<p>Research was undertaken and reported on in June 2016 which included a kerbside waste composition analysis which has been used to underpin the new strategy. The survey was undertaken during a two week period in May and June 2016 and focused on the levels and composition of residual and recycling bins that are currently available for collection. The sampling regime involved the direct collection and analysis of 500 properties representing each of the thirteen main socio-demographic groups. In summary it highlighted:</p> <ul style="list-style-type: none"> <li>Food waste being a major component of residual waste forming 48% of the total</li> <li>Paper items made up 9% of the residual waste and 40% of this was recyclable</li> <li>Card and cardboard made up around 4.4% of collected residual waste and 78% of this was recyclable</li> <li>16.9% of collected residual waste could have been recycled alternatively at the kerbside</li> </ul>				
No.	Recommendation	Responsibility	Original Date For Completion	Cabinet Member's Assessment
R03	That a new Waste Strategy for the city is put in place. This should include the following: <ul style="list-style-type: none"> <li>A guiding principle, or set of guiding principles, to ensure a coherent and transparent approach to any new waste</li> </ul>	Cabinet Member for Clean Streets, Recycling and Environment	March 2016	<b>3-Not achieved (Progress made)</b>

	disposal arrangements; <ul style="list-style-type: none"> <li>• A waste prevention plan for the city;</li> <li>• A consideration of all waste streams in the city including a mechanism for reviewing and, where appropriate, including new technologies to maximise the efficiency and effectiveness</li> </ul>			
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**Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')**

Given the scale and complexity of the detailed work required coupled with the impact of unforeseen organisational changes the Executive has had to revise the timescales for completion of the Strategy and it has not been possible to meet the original deadline set. That said work has continued on the Waste Strategy aligned to the procurement of the Waste Disposal Contract. Work streams include:

- A Waste Prevention Strategy which is due to be signed off in June 2017
- Feasibility study for a Materials Recycling Facility for the city, also June 2017
- Options for the collection of comingled waste will feed into this study
- A Handback and Procurement Strategy is being developed for consideration in the summer 2017

<b>No.</b>	<b>Recommendation</b>	<b>Responsibility</b>	<b>Original Date For Completion</b>	<b>Cabinet Member's Assessment</b>
R04	That a draft procurement plan to achieve the goals of the Waste Strategy is brought to the committee for discussion. This to include the following : <ul style="list-style-type: none"> <li>• How income / financial efficiency will be maximised from the new approach.</li> <li>• How flexibility in future contractual arrangements will be achieved;</li> <li>• A statement on the role of Tyseley Energy from Waste (EfW) Plant will play and how opportunities to invest in Tyseley to improve both economic and environmental performance will be fully explored; and</li> <li>• How the City Council will be in a position to react to and employ new technologies in waste and recycling processing.</li> </ul>	Cabinet Member for Clean Streets, Recycling and Environment	November 2015	<b>3-Not achieved (Progress made)</b>

**Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')**

As stated in the evidence of progress against R03 the Executive has had to revise the timescales for completion of the Waste Strategy and the associated procurement for the reasons stated. However work on the procurement strategy will continue throughout this year ready for the procurement to start in the autumn of 2017.

<b>No.</b>	<b>Recommendation</b>	<b>Responsibility</b>	<b>Original Date For Completion</b>	<b>Cabinet Member's Assessment</b>
R05	As part of the management of the current contract, arrangements are made for a rigorous analysis of the Tyseley plant and site, to be conducted prior to the hand-over back to the City Council. This should include full inspection by appropriate experts to ensure that the plant and site are returned in accordance with the contract, and that any losses are fully accounted for	Cabinet Member for Clean Streets, Recycling and Environment	December 2017	<b>6-In progress</b>
Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')				
Rigorous work is being undertaken to assess the condition of the site at Tyseley with the due diligence survey results due to be reported back in June 2017. Expert support is required and has been brought in to support this critical piece of work.				
<b>No.</b>	<b>Recommendation</b>	<b>Responsibility</b>	<b>Original Date For Completion</b>	<b>Cabinet Member's Assessment</b>
R06	A revitalised waste communication plan is needed, taking into account the outcomes of the public engagement exercise in R01. This should include: <ul style="list-style-type: none"> <li>• A range of communication options to ensure messages reach the widest possible audience;</li> <li>• More user-friendly detail about the destination of waste and recycling on the website;</li> <li>• Engaging with local Councillors to give them the resources to pass on key messages;</li> <li>• Engaging with local community groups/spaces (including schools, mosques, churches, community centres) to give them the resources to pass on key messages;</li> <li>• More information/explanation about why Birmingham has made the choices it has and the positive outcomes from that.</li> </ul>	Cabinet Member for Clean Streets, Recycling and Environment	September 2015	<b>2-Achieved (Late)</b>
Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')				
A communication plan has been developed having taken into account the activity carried out in R01 and consequently has not been achieved within the original timescale. A three-year campaign has been developed to help reshape attitudes and behaviour across the city with the aim of delivering cleaner, greener streets for all neighbourhoods, enabling citizens and community groups to play a greater part in achieving this. Local Councillors, community groups and schools have all been engaged. The campaign is based on a three pronged approach covering Education, Engagement and Enforcement				

An outline of year one of the campaign is:

Zero Heroes (formerly the 3 Rs: Reduce, Re-use and Recycle)

- creating a brand identity (superheroes of the city)
- Two completed phases of activity (Community awareness raising, followed by schools and business-specific strand)
- Third upcoming phase transitions to year 2/3 of the campaign
- Focus shifts to behaviour change (from awareness raising)

Hubbub work

- Litter picks in the city centre (inc. social media videos)
- Phase 2 – due for rollout Q1 of 2017

Dedicated web content and proactive communications

- Animations to highlight good practice (how to use bins, report fly tipping etc)
- Seasonal:
  - Advent calendar (videos featuring reduce, re-use and recycle tips)
  - Christmas collections (adverts and social media)
  - Christmas tree recycling

## Appendix ③: Concluded Recommendations

**These recommendations have been tracked previously and concluded. They are presented here for information only.**

**concluded**

No.	Recommendation	Responsibility	Date Concluded by Overview and Scrutiny Committee	Tracking Assessment
R07	<p>That a report is brought to the Transport, Connectivity &amp; Sustainability O&amp;S Committee on Household Recycling Centres (HRCs), their future and the options, with a view to the Committee undertaking a short piece of work on new HRCs in the city.</p> <p>This should include options for improving access to current HRCs, including :</p> <ul style="list-style-type: none"><li>• Opening hours;</li><li>• Actions to reduce queues and congestion</li><li>• Allow waste and recycling to be delivered on foot</li></ul> <p>It should also address how the number of HRCs in the city might be increased, particularly with regard to smaller, more local, sites.</p>	Cabinet Member for Clean Streets, Recycling and Environment	24 February 2015	1-Achieved (Fully)
R08	<p>Progress towards achievement of these recommendations should be reported to the Transport, Connectivity and Sustainability Overview and Scrutiny Committee no later than December 2014. Subsequent progress reports will be scheduled by the Committee thereafter, until all recommendations are implemented</p>	Cabinet Member for Clean Streets, Recycling and Environment	24 February 2015	1-Achieve (Fully)