

Record of operational decision

Decision title:	Decision to implement a recycling campaign across Herefordshire to increase recycling and reduce contamination
Date of decision:	15 March 2022
Decision maker:	Director of Resources and Assurance, (Section 151 Officer)
Authority for delegated decision:	<p>The Cabinet decision report 'To set out the councils new Integrated Waste Management Strategy and Waste Handling Pilots' dated 29 July 2021 approved council officers to design and implement new waste handling pilot schemes and approve the drawdown of the waste management reserve to fund such pilots.</p> <p>The report also authorises the section 151 officer to take all operational decisions relating to the recommendations outlined in the report. The report can be viewed using the link below:</p> <p>Decision - To set out the councils new Integrated Waste Management Strategy and Waste Handling Pilots - Herefordshire Council</p>
Ward:	Countywide
Consultation:	<p>Cabinet Member - Commissioning, Procurement and Assets Interim Programme Director – Waste Initiative Head of Environment, Climate Emergency & Waste Head of Law and Legal Business Partner Economy & Place Waste Services Manager Finance Manager – Corporate Services Communications Manager – Corporate Services Commercial property Manager - Corporate Services</p> <p>During the Rubbish and Recycling consultation that took place between December 2020 and February 2021 which gathered feedback from residents on the future of rubbish and recycling collections, 49 % of the 3498 respondents said their preferred way of receiving waste information was by leaflet followed by email and included in the annual council tax bill.</p> <p>Most people (43%) had seen advertisements & information about waste services on the council's website followed by receiving a leaflet and finally on social media.</p> <p>All this information will be used to shape the campaign and how we engage with the target audience.</p>
Decision made:	To implement a waste communications campaign in 2022-23 across Herefordshire to support and promote the waste handling pilots to increase recycling, improve recycling quality, encourage food waste reduction and the use of reusable nappies at a cost of no more than £50,000 + VAT.
Reasons for decision:	<p>Cabinet agreed the recommendations in decision report 'To set out the councils new Integrated Waste Management Strategy and Waste Handling Pilots' which included authorising the new Integrated Waste Management strategy for Herefordshire, adopting the new targets within Appendix A to the report and authorised the development of a benefits realisation action plan to achieve the agreed targets.</p> <p>Appendix A outlines activities which will be delivered by this communications campaign:</p> <p>Appendix A - Waste Strategy.pdf (herefordshire.gov.uk)</p>

	<p>This report also acknowledged that a new communications Strategy would be needed. This campaign contributes the first part of this new strategy, setting the groundwork for improving recycling quality, reducing food waste and encouraging the use of reusable nappies prior to implementation of the new services which will need to ensure that recycling quality, specifically paper and cardboard, is high with limited contamination.</p> <p>The County Plan (2020-2024) has a priority to minimise waste and increase reuse, repair and recycling and to invest in low carbon projects. The aim of this communications campaign is to increase recycling rates and reduce contamination which meets these aims of the county plan.</p> <p>Budget for this campaign will be drawn from the waste reserve as outlined in the resource implications of the Cabinet report 'To set out the councils new Integrated Waste Management Strategy and Waste Handling Pilots'</p> <p>There is no conflict with any council policy, strategy or service plan.</p> <p>This decision does not amend existing policy nor raise new policy issues.</p> <p>In accordance with the council's procurement guidance, best value will be obtained by asking for quotes where possible from a number of service providers. Where the service can only be provided by 1 supplier, guidance will be sought from the commercial team on how to secure best value e.g. replacement of the panels on the side of the refuse collection vehicles.</p>
<p>Highlight any associated risks/finance/legal/equality considerations:</p>	<p>Recycling sent from Herefordshire to our material recovery facility is mixed with recycling from the districts across Worcestershire County Council. The quantity of rejects from the facility are split amongst the 2 county councils therefore if a similar contamination reduction campaign does not take place across Worcestershire there is a risk that we will be unable to quantify the success of the campaign.</p> <p>There is a risk that the campaign may not be noticed or resident's ignore the information being conveyed, resulting in minimal behaviour change towards increasing the current recycling rate and reducing the percent of contamination. A strong communication plan has been developed using existing information and the data collected during the Rubbish and Recycling consultation to drive behaviour change across all communication channels and reduce the risk of the campaign going unnoticed.</p>
<p>Details of any alternative options considered and rejected:</p>	<p>Do nothing. However this has been dismissed as a large scale waste communications campaign has not taken place since 2014, recycling rates are falling and there is a necessity to increase recycling in line with the aims of the Resources and Waste Strategy, to meet the priorities outlined in the County Plan and to meet the targets in our new Integrated Waste Management Strategy. It is also imperative that we improve the quality of recycling prior to the introduction of the new services in 2023/4.</p> <p>Outsource the campaign to an external communications agency to implement, run and monitor. This has been dismissed because it's better value for money to have an integrated approach with the waste management and communications team working together to provide relevant knowledge and expertise.</p>
<p>O Details of any declarations of interest made:</p>	<p>N/A</p>

Signed

Andrew Lovegrove
Director of Resources and Assurance

Date: 15 March 2022