

# Scrutiny Panel Meeting

**Grand Jury Room, Town Hall, High Street,  
Colchester, CO1 1PJ  
Monday, 12 December 2016 at 18:00**

The Scrutiny Panel examines the policies and strategies from a borough-wide perspective and ensure the actions of the Cabinet accord with the Council's policies and budget. The Panel reviews corporate strategies that form the Council's Strategic Plan, Council partnerships and the Council's budgetary guidelines, and scrutinises Cabinet or Portfolio Holder decisions which have been called in.

## **Information for Members of the Public**

### **Access to information and meetings**

You have the right to attend all meetings of the Council, its Committees and Cabinet. You also have the right to see the agenda, which is usually published five working days before the meeting, and minutes once they are published. Dates of the meetings are available at [www.colchester.gov.uk](http://www.colchester.gov.uk) or from Democratic Services. Occasionally meetings will need to discuss issues in private. This can only happen on a limited range of issues, which are set by law. When a committee does so, you will be asked to leave the meeting.

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## Scrutiny Panel – Terms of Reference

1. To fulfil all the functions of an overview and scrutiny committee under section 9F of the Local Government Act 2000 (as amended by the Localism Act 2011) and in particular (but not limited to):

- (a) To review corporate strategies;
- (b) To ensure that actions of the Cabinet accord with the policies and budget of the Council;
- (c) To monitor and scrutinise the financial performance of the Council, performance reporting and to make recommendations to the Cabinet particularly in relation to annual revenue and capital guidelines, bids and submissions;
- (d) To review the Council's spending proposals to the policy priorities and review progress towards achieving those priorities against the Strategic and Implementation Plans;
- (e) To review the financial performance of the Council and to make recommendations to the Cabinet in relation to financial outturns, revenue and capital expenditure monitors;
- (f) To review or scrutinise executive decisions made by Cabinet, the North Essex Parking Partnership Joint Committee (in relation to decisions relating to offstreet matters only) and the Colchester and Ipswich Joint Museums Committee which have been made but not implemented referred to the Panel pursuant to the Call-In Procedure;
- (g) To review or scrutinise executive decisions made by Portfolio Holders and officers taking key decisions which have been made but not implemented referred to the Panel pursuant to the Call-In Procedure;
- (h) To monitor the effectiveness and application of the Call-In Procedure, to report on the number and reasons for Call-In and to make recommendations to the Council on any changes required to ensure the efficient and effective operation of the process;
- (i) To review or scrutinise decisions made, or other action taken, in connection with the discharge of functions which are not the responsibility of the Cabinet;
- (j) At the request of the Cabinet, to make decisions about the priority of referrals made in the event of the volume of reports to the Cabinet or creating difficulty for the management of Cabinet business or jeopardising the efficient running of Council business;

2. To fulfil all the functions of the Council's designated Crime and Disorder Committee ("the Committee") under the Police and Justice Act 2006 and in particular (but not limited to):

- (a) To review and scrutinise decisions made, or other action taken, in connection with the discharge of the responsible authorities of their crime and disorder functions;
- (b) To make reports and recommendations to the Council or the Cabinet with respect to the discharge of those functions.

**COLCHESTER BOROUGH COUNCIL**  
**Scrutiny Panel**  
**Monday, 12 December 2016 at 18:00**

**Member:**

Councillor Beverly Davies  
Councillor Christopher Arnold  
Councillor Phil Coleman  
Councillor Adam Fox  
Councillor Mike Hogg  
Councillor Lee Scordis  
Councillor Barbara Wood

Chairman  
Deputy Chairman

**Substitutes:**

All members of the Council who are not Cabinet members or members of this Panel.

**AGENDA - Part A**  
(open to the public including the press)

**Members of the public may wish to note that Agenda items 1 to 5 are normally brief.**

**1 Welcome and Announcements**

- a) The Chairman to welcome members of the public and Councillors and to remind all speakers of the requirement for microphones to be used at all times.
- (b) At the Chairman's discretion, to announce information on:
  - action in the event of an emergency;
  - mobile phones switched to silent;
  - the audio-recording of meetings;
  - location of toilets;
  - introduction of members of the meeting.

**2 Substitutions**

Members may arrange for a substitute councillor to attend a meeting on their behalf, subject to prior notice being given. The attendance of substitute councillors must be recorded.

**3 Urgent Items**

To announce any items not on the agenda which the Chairman has agreed to consider because they are urgent, to give reasons for the urgency and to indicate where in the order of business the item will be considered.

#### **4 Declarations of Interest**

The Chairman to invite Councillors to declare individually any interests they may have in the items on the agenda. Councillors should consult Meetings General Procedure Rule 7 for full guidance on the registration and declaration of interests. However Councillors may wish to note the following:-

- Where a Councillor has a disclosable pecuniary interest, other pecuniary interest or a non-pecuniary interest in any business of the authority and he/she is present at a meeting of the authority at which the business is considered, the Councillor must disclose to that meeting the existence and nature of that interest, whether or not such interest is registered on his/her register of Interests or if he/she has made a pending notification.
- If a Councillor has a disclosable pecuniary interest in a matter being considered at a meeting, he/she must not participate in any discussion or vote on the matter at the meeting. The Councillor must withdraw from the room where the meeting is being held unless he/she has received a dispensation from the Monitoring Officer.
- Where a Councillor has another pecuniary interest in a matter being considered at a meeting and where the interest is one which a member of the public with knowledge of the relevant facts would reasonably regard as so significant that it is likely to prejudice the Councillor's judgement of the public interest, the Councillor must disclose the existence and nature of the interest and withdraw from the room where the meeting is being held unless he/she has received a dispensation from the Monitoring Officer.
- Failure to comply with the arrangements regarding disclosable pecuniary interests without reasonable excuse is a criminal offence, with a penalty of up to £5,000 and disqualification from office for up to 5 years.

#### **5 Have Your Say!**

a) The Chairman to invite members of the public to indicate if they wish to speak or present a petition at this meeting – either on an item on the agenda or on a general matter relating to the terms of reference of the Committee/Panel not on this agenda. You should indicate your wish to speak at this point if your name has not been noted by Council staff.

(b) The Chairman to invite contributions from members of the public who wish to Have Your Say! on a general matter relating to the terms of reference of the Committee/Panel not on this agenda.

#### **6 Decisions Taken Under Special Urgency Provisions**

To consider any Cabinet decisions taken under the special

urgency provisions.

**7 Decisions taken under special urgency provisions**

To consider any Portfolio Holder decisions taken under the special urgency provisions.

**8 Referred items under the Call in Procedure**

To consider any decisions taken under the Call in Procedure.

**9 Items requested by members of the Panel and other Members**

(a) To evaluate requests by members of the Panel for an item relevant to the Panel's functions to be considered.

(b) To evaluate requests by other members of the Council for an item relevant to the Panel's functions to be considered.

***Members of the panel may use agenda item 'a' (all other members will use agenda item 'b') as the appropriate route for referring a 'local government matter' in the context of the Councillor Call for Action to the panel. Please refer to the panel's terms of reference for further procedural arrangements.***

**10 Colchester Waste Collection Strategy**

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See report of Chief Operating Officer.

**11 Exclusion of the Public (Scrutiny)**

In accordance with Section 100A(4) of the Local Government Act 1972 and in accordance with The Local Authorities (Executive Arrangements) (Access to Information) (England) Regulations 2000 (as amended) to exclude the public, including the press, from the meeting so that any items containing exempt information (for example confidential personal, financial or legal advice), in Part B of this agenda (printed on yellow paper) can be decided. (Exempt information is defined in Section 100I and Schedule 12A of the Local Government Act 1972).

**Part B**

(not open to the public including the press)

Report of	Chief Operating Officer	Author	Ann Hedges ☎ 282211
Title	Colchester Waste Collection Strategy		
Wards affected	All Wards		

**The Panel is invited to comment on the report going to the Cabinet meeting on 20 December 2016 concerning the implementation of changes to the way the Borough collects waste and recycling**

### 1. Action required

- 1.1 The Panel is invited to provide comment to the Cabinet for consideration at their meeting on 20 December 2016 on the report setting out a series of changes to the way in which the Borough collects waste and recycling.

### 2. Reason for scrutiny

- 2.1 The Council is now proposing changes to the collection methods employed by the waste service and the views of the Scrutiny Panel are sought on the proposed changes set out in the attached report going to the Cabinet meeting

### 3. Background information

- 3.1. The Cabinet report is attached and sets out in detail the changes and the decisions required from the Cabinet.
- 3.2. There are four appendices to consider alongside the report and these are:
- Appendix 1 - Exemptions Policy
  - Appendix 2 - Summary of Ward position on wheeled bins and comments made
  - Appendix 3 - Communications Plan
  - Appendix 4 - Equality Impact Assessment
- 3.3 The Scrutiny Panel's comments will be recorded and presented in written form to the Cabinet for consideration at their meeting

### 4. Standard References

- 4.1 All standard references are included in the detail of the attached Cabinet report.





Report of	Chief Operating Officer	Author	Ann Hedges
Title	Colchester Waste Collection Strategy		☎ 282202
Wards affected	All		

**This report concerns the implementation of changes to the way we collect waste and recycling**

## 1. Decision(s) Required

- 1.1 To agree a series of changes to the way in which the Borough collects waste and recycling:
  - 1.1.1 End the provision of free black sacks
  - 1.1.2 Residual waste to be collected fortnightly
  - 1.1.3 A limit of three black sacks for residual waste for areas that don't have wheeled bins
  - 1.1.4 Introduction of a second green box so that glass and cans are separated
  - 1.1.5 Provision of free white garden sacks in areas that will not have wheeled bins from the date of the introduction of the changes
  - 1.1.6 Introduction of wheeled bin collections for specific areas of the Borough; one for residual waste and a second optional bin for garden waste
  - 1.1.7 The continued provision of free clear sacks for recycling materials as at present
- 1.2 To agree the exemptions policy that will allow households who are unable to reduce their residual waste for example because of the size of the household, to put out additional residual waste and provision of a weekly collection of medical waste
- 1.3 To agree to include the revenue implications set out in this report in the 2017/18 budget and Medium Term Financial Forecast.
- 1.4 To agree that as part of the final budget report to recommend to Council the inclusion in the capital programme of the capital budget requirements set out in this report.
- 1.5 To agree that subject to appropriate budget provisions being agreed to delegate to the Chief Operating Officer in consultation with the Portfolio Holder the procurement of the appropriate number of wheeled bins, green boxes and other capital expenditure as outlined in section 12 to be funded from the capital programme

## 2. Reasons for Decision(s)

- 2.1 A waste vision was adopted by the Council in 2015 which sets out how decisions relating to waste management will be reviewed:
  - Waste is managed in accordance with the waste hierarchy, so that waste is prevented and minimised where possible
  - Reuse activity is encouraged in households and businesses

- Recycling activity increases the quantity of recyclable material and produces high quality materials that are required by re-processors
- The environmental impacts of the whole system of waste management are minimised
- The recycling and waste collection service provided by the Council provides value for money for its customers

## 2.2 The key aims of the proposals are

- To improve our performance, in particular reducing residual waste and increasing recycling
- To provide a waste and recycling collection service requested by residents

## 3. Alternative Options

- 3.1 To retain the current collection methods and to accept inability to improve recycling or further reduce residual waste.
- 3.2 To introduce wheeled bins across the whole Borough
- 3.3 There are a variety of other options around some of the detail, but the decisions proposed, following careful consideration and analysis, are believed to be those that
- most closely meet the views of the public
  - deliver the most benefit in terms of improving performance
  - provide the best value for money
  - meet the priorities set out in the Waste Vision

## 4. Supporting Information

- 4.1 Currently the service carries out over 16,000,000 individual collections per year from around 78,000 properties, a mixture of residual waste, food waste, garden waste, paper, glass, cans and textiles from households. It also provides a network of bring sites across the Borough for residents to place recyclable materials into.
- 4.2 The service that is currently provided has evolved over time. The collection of residual waste has been a constant service and the first material collected for recycling, many years ago, was paper. The separate collection of glass and cans followed in 1999 with the introduction of the still used green boxes along with a fleet of new collection vehicles. A garden waste collection service was introduced in 2004, following a successful bid for funding to DEFRA and the collection of plastics followed shortly thereafter.
- 4.3 In July 2011 the service moved from a five day to a four day week operation to improve the service to customers around Bank Holidays and in October 2013 food waste collections, following a successful funding bid to DCLG, were introduced to all households in the Borough. All of these additions bring us to where the service is today.
- 4.4 As a result of the service seeing different materials added over a period of time, there are a range of different containers which customers are asked to separate recycling into over a fortnightly schedule (blue and green weeks).

4.5 In order to assist with the collection of waste and recycling, the Council provides the following equipment to residents:

- 52 black sacks annually (for residual waste)
- Unlimited numbers of clear sacks (for paper and plastic collections)
- Unlimited green boxes (for glass and cans collections)
- Unlimited Food waste internal and external caddies
- 52 Food waste caddy liners - free with first kit then purchased
- White hessian sacks (for garden waste) – at a cost of £3.70 per sack

4.6 The frequency of collections with these containers is shown in the diagram below:

## Current Service



## 5. Proposals

5.1 The proposed changes to the recycling and waste service will create two methods of collection.

5.1.1 Introduction of wheeled bin collections for specific areas of the Borough; one for residual waste (180 litre) collected fortnightly and a second optional bin for garden waste (240 litre) also collected fortnightly. Residents will be able to opt out of having the second bin for garden waste if they have no requirement for garden waste to be collected.

5.1.2 Residual waste in all other areas will be collected in black sacks, 3 sacks fortnightly. We will limit the size of black sacks to 60 litres, so that three equates to 180 litres. Garden waste will be collected in white sacks, on alternate weeks. White sacks for garden waste will be provided free of charge with a limit of 4 sacks throughout the year to match the capacity of a 240 litre wheeled bin

5.2 Recycling collections will be the same as they are now for all households with the addition of a second green box for the separate collection of glass and cans across the whole of the Borough.

5.3 Food waste – the food waste collection will remain unchanged ie a weekly collection for all households

5.4 Flats and communal bin stores – at this point there will be no changes to the collection methods for properties with communal bin stores. There are a set of opportunities to look at how to improve participation in recycling and reduce residual waste collected from flats and communal bin stores. This work will be looked at following the implementation of the changes and a settling down period. We envisage that this work could be undertaken in early 2018.

5.5 The two methods of collection are shown in the diagrams below.

## New Service - sacks



## New Service - Wheeled bins



## **6. Exemptions Policy**

6.1 An Exemptions Policy has been developed to try and deal individually with those who will be unable to meet the requirements of the new system, for example because of:

- 6.1.1 The size of the household
- 6.1.2 Medical waste
- 6.1.3 Assisted collections

6.2 The other issue is the storage of medical waste, nappies and sanitary products (defined as “offensive waste” in the exemption policy) for alternate weekly collections. An additional collection will be available to houses where this is identified as an issue. Applications for the additional service would be made in the same way as for other exemptions

6.3 Assisted collections will remain and we recognise that there will be different households that will require assistance.

6.4 We are undertaking a profiling exercise to help identify the approximate number of households that might apply

The policy is attached as Appendix 1.

## **7. Routing and areas for wheeled bins**

7.1 One of the key elements of the new proposals has been the decisions around where wheeled bins would be implemented. Following the formal consultation and the first discussion at Scrutiny it was agreed that Ward Councillors would be asked for their input as representatives of their respective wards. All Ward Councillors were individually asked to comment on the implementation of wheeled bins in their wards. A summary of the responses and comments are attached at Appendix 2.

7.2 The other factor that had to be taken into account was that, to be economically viable, four rounds which make up one week of work for a waste vehicle had to be identified. A round for wheeled bins needs to contain approximately 1,800 properties in relatively close proximity. Rounds are not co-terminus with ward boundaries, presenting a further complication.

7.3 The outcome is a number of wards where there was both majority Ward Councillor support and are operationally suitable. These wards are:

- Mile End
- Greenstead
- Old Heath & The Hythe (excluding The Hythe and Rowhedge)
- Shrub End – particularly the Garrison areas. There was a question at the last Scrutiny meeting about any security issues for the Garrison in having wheeled bins. We have been in touch with the Garrison Commander about any security concerns and he has confirmed that he does not consider there to be an increased risk
- Stanway
- Berechurch

7.4 Based on the number of properties in these wards we will be able to implement 8 rounds, 2 routes

- 7.5 Even where a ward has been included in the list, it is recognised that not all properties or areas will be suitable. More detailed work will now be undertaken to clarify exactly where wheeled bins will be implemented. Ward Councillors will be fully involved in discussions, in recognition of their role as community representatives as well as consideration of criteria set out in the exemptions policy:
- Properties situated on a steep slope
  - Properties accessed by several steps
  - Properties where storage of wheeled bins prevent access to the boundary or safe presentation for bin collections (for example terraced houses directly fronting the street)

## **8. Implementation and time scales**

- 8.1 The aim is to implement from June 2017 as this is felt to give the service enough time to put in place the new routes and to undertake the actions needed. There are a number of factors that will impact on this timescale including the speed at which procurement of the wheeled bins can be achieved in.
- 8.2 Prior to implementation a comprehensive communications strategy (Appendix 3) will be put in place and additional resources allocated in both the Customer Service Centre and in the Zone team. Additional staff and existing staff will receive training in the new system to ensure they can support customers with the changes.
- 8.3 Work in areas that will have wheeled bins will identify properties that will not be suitable and will retain black sack collections. The details of how these properties will be identified are outlined in the exemption policy. During this time work will also support households that apply for exemptions where they believe they will be unable to limit their residual waste to the maximum allowed. Before implementation we will continue visits to households who put out lots of black sacks and advise of the changes.
- 8.4 For at least the first six months following implementation the service will identify properties who are not able to limit their residual waste to three black sacks (or contained in a wheeled bin). The emphasis during the first six months of implementation will be education, support and help to households to move to the new system. This will include the promotion of home composting to help reduce the amount of garden waste collected.
- 8.5 This approach is similar to that adopted by other Councils that have recently implemented changes in their waste collection and has proved successful.
- 8.6 A review will be undertaken at six months to consider the introduction of enforcement action to ensure full implementation. The principles of enforcement will be about households that are choosing not to recycle, not against those that are unable to. Further work and decision making will be required on exactly what this will look like. There are a range of powers available to Local Authorities. However the priority for at least the first six months will be education and support. The introduction of enforcement action will be subject to further decisions but is likely to include the option of fixed penalties or similar.

## **9. Strategic Plan References**

- 9.1 The proposals specifically support the Strategic Plan:

- Welcoming – improve the sustainability, cleanliness and health to make the borough a place where people can grow and be proud to live
- Vibrant – work hard to shape our future, develop a strong sense of community across the borough by enabling people and groups to take more ownership and responsibility for their quality of life

## **10. Consultation**

- 10.1 A comprehensive external consultation was undertaken between March and June and has informed the proposals. This consultation was reported to Scrutiny on 21 September 2016
- 10.2 Following the Scrutiny meeting on 21 September 2016 all Ward Councillors were asked if they felt their Wards would support the introduction of wheeled bins. This information has been one of the fundamental elements of deciding where wheeled bins would be implemented.
- 10.3 Only wards where all or a majority of ward Councillors indicated they would support the implementation of wheeled bins have been considered.

## **11. Publicity Considerations**

- 11.1 The waste and recycling service touches every household every week and changes will need to be clearly communicated. Given the level of change we need to use many different communication mechanisms to make sure every household understands the changes. A full communications plan is in place. This is not a static document and will continue to develop over time.
- 11.2 For two months prior to implementation and for six months following it is planned to have additional resource to support the change. This will include:
- Additional resource in the Customer Service Centre to respond to specific enquiries
  - Additional Zone wardens to work with households who need help in reducing residual waste and increasing their recycling so that they do not exceed the three bag limit for residual waste. This resource will also support households who need to make applications for exemptions
- 11.3 These changes will require a change of behaviour for many of our residents and the principle for at least six months following implementation will be education and support
- 11.4 Previous changes in the waste service give a set of lessons learned about which methods of communication are most effective and these are reflected in the communications plan

## **12. Financial Implications**

- 12.1 This strategy carries a range of financial implications, including one-off and ongoing costs, recurring savings and a requirement for capital investment

### **Revenue Implications**

- 12.2 The ongoing revenue implications of the Waste Collection Strategy primarily revolve around recycling income, supplies and services costs.
- 12.3 To deliver the changes to waste services there will be a number of one off revenue costs incurred. These will include:

- a project manager
- communications and print costs
- additional customer service centre support
- dedicated Zone wardens who will be required as additional temporary resources to accommodate the project requirements.

12.4 Any one-off costs incurred in 2016/17 will be met from existing budgets, however, there is a forecast one-off in 2017/18 of £159k. The 2016/17 Government Finance Settlement included the announcement of a grant paid to those authorities affected most by the reductions announced. Cabinet has already allocated the grant in 2016/17 and a further one off grant of £87k will be received in 2017/18. It is proposed that this is used to part fund the one-off costs arising from this review.

12.5 We currently receive £1.1m of recycling and composting credits. It is anticipated that with the increase in recycling levels referred to in the report, income will increase by £46k in the first year (5% for the part year) and by £110k ongoing (10%).

12.6 White Garden Sacks are currently chargeable but will now be provided free of charge which will result in a loss of income of £46k per year, with an increase in cost of £30k to purchase the sacks.

### ***Table of Revenue Implications***

	<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>	<b>2019/20</b>
<b>Revenue Implications</b>	<b>£000's</b>	<b>£000's</b>	<b>£000's</b>	<b>£000's</b>
<b><i>Expenditure:-</i></b>				
Black Sacks		-100	-100	-100
White Sacks	0	30	30	30
Routing Software Licence Costs	0	7	7	7
Medical Waste Collection		25	30	30
<b>Total Expenditure</b>	<b>0</b>	<b>-38</b>	<b>-33</b>	<b>-33</b>
<b><i>Income:-</i></b>				
Recycling/Composting credits	0	-46	-110	-110
Sales of White Garden Sacks	0	46	46	46
<b>Total Income</b>	<b>0</b>	<b>0</b>	<b>-64</b>	<b>-64</b>
<b>Net Recurring Saving</b>		-38	-97	-97
One-Off Costs	87	159	0	0
Less: Transition Grant		-87	0	0
<b>Overall Net Revenue Impact</b>	<b>87</b>	<b>34</b>	<b>-97</b>	<b>-97</b>



- 12.7 The capital expenditure requirements of the Strategy will include the costs of vehicle adaptation, the purchase of bins and green boxes and routing software. It is estimated that based on eight rounds these will require capital expenditure of circa £860k as set out in the following table:-

### **Capital Implications**

<b>Item</b>	<b>Homes</b>	<b>Rounds</b>	<b>Unit Cost (£)</b>	<b>Total (£)</b>
Wheeled bins	1,800	8	20	<b>288,000</b>
Wheeled bins for Garden Waste (75% take up)	1,350	8	20	<b>216,000</b>
Green boxes	60,000		5	<b>300,000</b>
Vehicle conversion (x 2)			18,000	<b>36,000</b>
Routing software licence (x 1)			16,500	<b>16,500</b>
<b>Total</b>				<b>856,500</b>

- 12.8 Based on the current forecast of resources there is sufficient unallocated funding in the capital programme to meet these estimated costs.

### **Summary**

- 12.9 Based on the assumptions within this report it is estimated that there is a net recurring revenue saving from 2017/18. It is proposed that the revenue implications, costs and income, arising from this review are reflected in the final budget proposals for 2017/18 and the medium term financial forecast. As part of this consideration will be given to funding the net one off costs from balances.
- 12.10 Unallocated funding remains in the capital programme to meet the estimated costs of this strategy.

## **13. Equality, Diversity and Human Rights implications**

- 13.1 An Equality Impact Assessment is attached in Appendix 4.

## **14. Community Safety Implications**

- 14.1 There are no community safety implications.

## **15. Health and Safety Implications**

- 15.1 A full review of Health and Safety requirements as a result of any changes to the waste service will be undertaken to ensure compliance with all relevant legislation. This will include specific training for waste staff in new equipment required specifically bin lifting equipment.

## **16. Risk Management Implications**

- 16.1 The Waste Service is the only service that impacts on all households every week and there is a significant reputation risk if changes are not communicated clearly and implementation is not effective.

16.2 A full risk assessment of all the service changes taking place will be carried out.

## **Appendices**

Appendix 1 - Exemptions Policy

Appendix 2 - Summary of Ward position on wheeled bins and comments made

Appendix 3 - Communications Plan

Appendix 4 - Equality Impact Assessment

## **Background Papers**

QA consultation report.

## **Exemptions Policy - Recycling and Waste Collections**

The Council recognises that properties, locations and circumstances within the Borough are diverse and that there are a number of property types and personal circumstances that will need adjustments to the standard collection methods. It is unavoidable that some properties will not be able to use wheeled bins, due to the access and location of their property or that some households may find the capacity and frequency of collections more challenging for various reasons. Such properties will be identified through this exemptions policy. This policy is specific to those properties receiving a kerbside collection for recycling and waste.

Properties using communal storage areas are not applicable to this policy.

Those properties and circumstances considered unsuitable for the standard collection service will be identified through a number of measures including:

- GIS Mapping
- Local zone officer knowledge
- Site visits
- Resident contact and special requests followed up by zone and recycling staff assessment.

Properties that may be considered unsuitable for wheeled bins include those properties for which unhindered access to place wheeled bins on the boundary is problematic. For example:

- Properties situated on a steep slope
- Properties accessed by several steps
- Properties where storage of wheeled bins prevent access to the boundary or safe presentation of the bin for collection (for example: terraced houses directly fronting the street)

It is also acknowledged that for a proportion of residents, their circumstances rather than the property itself will present difficulties for either a single 180ltr wheeled bin or an alternate weekly collection. For example:

- Residents living in large Houses of Multiple Occupation (HMOs) or large families.
- Residents requiring collection of offensive waste such as those self-treating at home and families with young children in nappies.

The purpose of this policy is to address these issues and put alternative measures in place to ensure waste and recycling collections meet the needs of affected residents. The Council reserves the right to review properties on exempt collections, and if deemed no longer appropriate, to withdraw this service.

### Flats and communal Bin Stores

Some properties within the Borough already have communal wheeled bin storage areas. These areas will not be affected by the changes to collection methods.

### Assisted Collections

Elderly or disabled residents in wheeled bin areas may have concerns regarding the ability to manoeuvre wheeled bins or may already be supported by receiving the assisted collection service. Subject to usual reviews of the assisted collection service, currently entitled residents will continue to receive this service. Those for whom the changes represent a potential issue, application to the assisted collection service will be available via [the online application help with your regular recycling and rubbish collection](#) or our customer service centre. Assisted Collection service users may also qualify for further exemptions as detailed in this policy.

### **Definitions of waste**

Definitions of 'household', 'clinical' and 'offensive waste' are key to establishing what should be collected and by who. For clarity, the legal definitions have been interpreted and simplified as follows.

#### **Household Waste**

Waste generated by a property used for domestic purposes: house, caravan, vessel, etc collected through normal domestic waste collections.

#### **Offensive Waste**

Household waste containing bodily fluids, secretions, or excretions, which are not infectious and does not require treatment for disposal. Examples include: dressings, gloves, nappies, incontinence pads and sanitary products.

This waste can be collected through the normal domestic waste collection as long as it is appropriately bagged and sealed.

#### **Clinical Waste (including sharps/needles)**

Waste containing infectious material, such as something for which antibiotics may be prescribed, produced by a healthcare activity in the home is the responsibility of the authority giving the treatment to remove from the property.

This material **must not be placed in with household waste collections.**

Sharps boxes are available on prescription (FP10) and can be returned to the healthcare trust free of charge. Local Authorities currently have a duty to collect and

dispose of clinical waste but may make a charge to cover the cost of collection. This will continue to be the case going forward.

### **Collection of offensive waste from the home**

Colchester Borough Council will continue to collect offensive waste as part of normal residual waste collections either in sacks or bins.

Residents that qualify for an exemption as a result of large quantities of offensive waste will be provided with a weekly collection of this additional waste **only**.

Stickers will be provided to residents by the Council which will need to be placed on the bags containing offensive waste placed out for collection. **Only** bags with the appropriate stickers will be collected.

Numbers of sacks being collected will be monitored and qualifying circumstances will be reviewed periodically to ensure the service is still required.

Further information on these collections, including detailed definitions and how to request an exemption as a result of large quantities of offensive waste, is available on our website.

<b><u>Properties with unsuitable access or storage issues</u></b>
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### **Wheeled Bin Areas:**

Residents living in a property recognised as unsuitable for wheeled bins but living within an area collectively identified as supportive of wheeled bins are likely to be exempt and will be identified by using GIS, Zone Warden recommendation, results from the members consultation exercise and upon special request from the householder.

Properties identified as being exempt will not be issued with wheeled bins, and will receive the alternate weekly black sack collection for residual waste and alternate weekly collection using white sacks for garden waste. The residual waste collection is limited to three black bags per household unless the property is considered exempt by virtue of other exemptions identified through this policy.

Dry recycling will be collected on alternate weeks, through the green recycling box or clear sacks collection methods in line with the rest of the Borough. Food waste will be collected weekly.

<b><u>Large households (inc HMOs)</u></b>
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Whilst it is recognised that larger families and households may create more waste, research has shown that moving towards an alternate weekly collection will support a more responsible attitude towards waste, created in part, by the restrictions on the bin space available.

Each household will have the capacity equivalent to an 180ltr wheeled bin (or 3 black sacks every two weeks) for residual waste. Recycling will be collected on alternate weeks with no capacity restrictions. Food waste will still be collected weekly.

This should provide ample disposal space if recycling responsibly. If capacity issues are not resolved by this method, in the first instance, advice and guidance will be offered to those households by our Community Zone Teams, where they make request for additional bin capacity. This will cover issues such as 'waste conscious' shopping, home composting and increasing recycling. A further visit to the property may be necessary if unresolved to ensure that the household is fully participating in the recycling collection services and should be recycling as responsibly as possible in line with previous advice in order to qualify for any additional bin capacity.

If it is recognised that a household requires the additional capacity, this will be allocated to the householder. If the householder moves house, they must inform the council and leave the authorised bin in place for us to remove. If they require additional refuse capacity at their new address, then they must re-apply.

This does not apply to families or large households otherwise identified through the Exemptions Policy.

### Ward position on wheeled bins

Ward	
Berechurch	Majority member support
Castle	No member support
Greenstead	Full member support
Highwoods	No member support
Lexden & Braiswick	No member support
Marks Tey & Layer	No member support
Mersea & Pyefleet	Majority of members not supporting
Mile End	Full member support
New Town & Christ Church	No member support
Old Heath & The Hythe	Full member support for parts of the ward
Prettygate	No member support
Rural North	No member support
Shrub End	Majority member support for parts of the ward
St Annes and St Johns	No member support
Stanway	Majority member support for parts of the ward
Tiptree	No member support
Wivenhoe	No member support

## Summary of Councillor comments

There were a number of points raised which have been summarised below. Notably the number of wheelie bins, terraced houses, storage of wheelie bins and access.

Point raised	Comment
Number of wheelie bins	<ul style="list-style-type: none"> <li>• Support for one bin only.</li> <li>• Against a second or third wheelie bin for recycling.</li> <li>• Support one wheelie bin for residual waste; one for recycling and the option of one for green waste.</li> <li>• Support three wheelie bins.</li> </ul>
Frequency of collection	<ul style="list-style-type: none"> <li>• Support fortnightly collections.</li> </ul>
Sanitary waste	<ul style="list-style-type: none"> <li>• Concerns over sanitary waste.</li> </ul>
Terraced houses in wheeled bins areas	<ul style="list-style-type: none"> <li>• If meet criteria, can terraced houses in wheeled bin areas store residual waste in black sacks?</li> <li>• Concerns over smaller terraced housing and how far people will have to wheel bins.</li> </ul>
Limited storage space for wheelie bins	<ul style="list-style-type: none"> <li>• Concerns over some houses which have access via a shared parking area.</li> </ul>
Extra container for glass and cans	<ul style="list-style-type: none"> <li>• People may potentially be missing their existing recycling box.</li> <li>• Does not support the addition of a further container.</li> </ul>
Assisted collections	<ul style="list-style-type: none"> <li>• Believe many people will need assisted refuse collections.</li> </ul>



## **Project: Recycling and Waste Review Communications Plan**

**Dates:** November 2016 – September 2017

### **Project Overview**

To communicate possible changes to waste and recycling collections from June 2017. Cabinet is due to make a formal decision in December 2016 as to what these changes will look like. Throughout the campaign there will be a continued focus on providing ongoing promotion of core waste and recycling activity.

### **Background**

It was recognised that to make the next substantial improvement to Colchester's recycling and waste performance it was necessary to engage closer with residents, which has been achieved through formal consultation. The results of the consultation has led to the following refinements to Colchester recycling and waste collection service:

- End of free black sacks
- Introduction of fortnightly residual waste collections
- Limit of three black sacks per household, per collection
- Free garden sacks
- Introduction of wheeled bins to specific Wards (*to be identified*)
- Continuation of current recycling of paper; card; cans; glass and plastic
- Continuation of the weekly collections of food waste
- Additional free recycling box for glass

Cabinet is due to make a formal decision in December 2016 as to what these changes will look like.

### **In Context**

A proactive communications programme has been developed to deliver the key messages detailed below, to Colchester residents over the next 12 months.

This Plan will allow the department to co-ordinate promotional activities with service delivery. It will also ensure a focus on communicating key recycling and waste messages to residents using a range of channels to ensure maximum engagement, understanding and participation.

### **Business Objectives**

- Colchester's waste and recycling collection service needs to change to meet future challenges of a thriving borough
- To effectively promote waste prevention and recycling to Colchester residents, motivating and enthusing residents to take responsibility for managing their waste in a more sustainable way
- To contribute towards meeting Colchester's targets for reducing waste and increasing the sustainability of waste collection operations
- Colchester had a recycling rate of 45% in 2015/16. We want to support residents' efforts to increase this percentage significantly, but more importantly reduce the amount of waste going to landfill.

## Appendix 3

### Marketing Objectives

- Build awareness in residents that the Council is looking to make changes to the way waste and recycling collections operate
- Ensure ongoing customer messaging is clear, non-technical, open and effective, whilst being honest, positive and accurate. Working with all frontline services to ensure consistent messaging
- Communications to have a built in flexibility, to enable all plans and messages to develop whether referring to changes that affect all residents, or those in new wheeled bin areas
- Use a wide promotional mix to motivate customers in behaviour change to increase recycling and reduce black sack waste
- Increase social media activity; using posts to provide regular publicity for motivational boosts, encouraging residents to continue to participate and responding to residents' questions
- Use environmentally friendly products for the production of all campaign, communication, promotional and publicity materials where practicable and whilst maintaining value for money
- To monitor and evaluate communications and adjust where necessary

### Target Audience

- Colchester Borough residents (all), Colchester Borough residents (wheeled bin specific areas); Council staff involved with the service; Ward and Parish Councillors, all other Council staff and the local media

### Key Messages

- How to understand and use the new collection service and reminder of collection days
- Recycling is easy in Colchester; motivate what you can do to reduce and recycle more of your rubbish
- What can be reused, recycled and composted
- Information on waste prevention; e.g. Love Food Hate Waste (LFHW)
- Environmental and financial benefits of increasing recycling and reducing waste for residents and the Borough
- Increasing recycling contributes towards a substantial improvement in the Borough's recycling performance and reduce the waste sent for disposal/landfill

### Communications Project Team

Matthew Young, Head of Operational Services (MY)

Laura Hardisty, Communications Business Partner (LH)

Jolene Rogers, Recycling and Waste, Strategy and Performance (JoR)

Andrew Rogan, Recycling and Waste Operations Manager (AR)

Charlotte Holl, Waste Services Project Manager (CH)

Jay Bolaky, Customer Services Call Centre Manager (JB)

Jay Regan, Community Zone Operational Manager (JR)

Report to: Ann Hedges, Chief Operating Officer, Executive Management Team (AH)

Portfolio Holder: Cllr Dominic Graham, Waste and Sustainability (Cllr G)

Chris Dowsing, Group Manager – Recycling, Waste and Fleet (CD)

## Recycling and Waste Review Communications Action Plan

Date	Activity Description	Action
<b>Oct 2016</b>		
1 -19 Oct	Email engagement with Members on consultation results	MY/AH/ Comms
Monthly	<ul style="list-style-type: none"> <li>Zone Managers and Collection crew update</li> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	JR/JoR LH  LH LH
<b>Nov 2016</b>		
Monthly	<ul style="list-style-type: none"> <li>Zone Managers and Collection crew update</li> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	JR/JoR LH  LH LH
w/c 14 Nov	Collection crew internal digital messaging on in-house screens at Shrub End Christmas webpage drafted and ready to go live 28 Nov	LH JoR
16 Nov	Leadership meeting	MY/AH/C
22 Nov	Postcard for collection crew and Zone teams as a tool for customer engagement. Messaging to include: Looking at changes and timescale on decision, reduce reuse recycle (3Rs), food waste and Christmas collection details. Promote Green Living e-newsletter subscription.	LH
25 Nov	Annual messaging for Christmas collection dates reminder as a countdown to Christmas: <ul style="list-style-type: none"> <li>Social media – ongoing to New Year and share with Colchester Borough Homes</li> <li>Press release: Christmas collection dates, save money by 3Rs seasonal message</li> <li>Screen slide design for Community Hub</li> <li>Internal messaging for Council staff</li> <li>Email update to Members for Christmas webpage</li> <li>Postcard artwork as download from website</li> </ul>	LH LH  LH LH JoR JoR
28 Nov	<ul style="list-style-type: none"> <li>Design starts for two month recycling calendar to be issued with council tax bill <ul style="list-style-type: none"> <li>Clarity on changes that will be made</li> <li>sack collections – love recycling and reduce waste</li> </ul> </li> <li>Design start for postcard for collection and Zones team for distribution after Cabinet decision</li> </ul>	LH   LH
29 Nov	Local media briefing in Braintree 1pm. Including: <ul style="list-style-type: none"> <li>Underline changes for all households</li> </ul>	Cllr G/ MY/CD

### Appendix 3

	<ul style="list-style-type: none"> <li>Confirmation of wheeled bin areas and exemptions - underline that specific details still to be worked on.</li> <li>Include postcard image</li> <li>Update webpage ready to go live 1 Dec</li> <li>Press release: Cabinet decision</li> <li>Customer Service Centre update</li> </ul>	LH JoR LH JB
30 Nov	Scrutiny Panel agenda published	
<b>Dec 2016</b>		
Monthly	<ul style="list-style-type: none"> <li>Members Information Bulletin update</li> <li>Zone Managers and Collection crew update</li> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	MY JR/JoR LH  LH  LH
5 Dec	Work starts to build customer relationship management system with waste collection details to enable targeted collection day reminder texts - to be launched within four months	JB
6 Dec	Green Living e-newsletter: Christmas	LH
8 Dec	Cabinet agenda published	
9 Dec	Borough News e-newsletter: Cabinet decision	LH
w/c 12 Dec	Website banner on <a href="http://www.colchester.gov.uk">www.colchester.gov.uk</a> residents tab: Christmas dates reminder Work with St Helena Hospice for Christmas tree collection promotion	LH  LH/JoR
12 Dec	Scrutiny Panel meeting	
13-18 Dec	Reactive media responses to Scrutiny feedback	Cllr G/ MY/LH
19 Dec	Normal Press release, reminder Christmas collections and LFHW seasonal messaging	LH
20 Dec	Cabinet meeting	
21 Dec	Press release to confirm Cabinet decision	LH
21 Dec	<ul style="list-style-type: none"> <li>Collection crew, Zone team and Customer Service Centre briefing in Colchester</li> <li>Update webpage: Cabinet</li> <li>Normal Customer Service phone line message for Christmas missed collections</li> </ul>	Cllr G/ AH/MY/CD/JR  JoR AR/JB
<b>Jan 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>Members Information Bulletin update</li> <li>Zone Managers and Collection crew update</li> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	MY JR/AR LH  LH LH LH

### Appendix 3

w/c 2 Jan	Draft leaflets <ul style="list-style-type: none"> <li>• Clarity on changes that will be made</li> <li>• Wheeled Bins: Timescales for delivery &amp; start</li> <li>• Sack collections: love recycling &amp; reduce waste</li> <li>• Calendar in council tax bill</li> </ul>	LH  LH
7/8 Jan	St Helena Christmas tree recycling <ul style="list-style-type: none"> <li>• Media promotion of collection: St Helena Hospice to lead</li> </ul>	LH
w/c 9 Jan	Update Zone team waste and recycling School presentation slides; alongside Schools' food waste messaging	JR
w/c 16 Jan	Review and promote Green Living e-newsletter for waste and recycling <ul style="list-style-type: none"> <li>• Press release</li> <li>• Customer Service Centre update</li> <li>• Add sign up to e-newsletter to /recycling webpages</li> <li>• Web banner on www.colchester.gov.uk residents tab</li> <li>• Screen slide at Community Hub</li> <li>• Social media post boost</li> </ul>	LH JB LH/MY  LH  LH LH
30 Jan	<ul style="list-style-type: none"> <li>• Design of stickers for new recycling tubs and wheeled bins</li> <li>• Add two month recycling calendar to council tax e-bill – first item viewed</li> </ul>	LH  LH/JB
<b>Feb 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>• Members Information Bulletin update</li> <li>• Zone Managers and Collection crew update</li> <li>• Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>• Proactive social media messaging and engagement</li> <li>• Review messages and monitor public response</li> </ul>	MY JR/AR LH  LH  LH
w/c 6 Feb	Draft updated design for collection vehicle advertising – 'collection changes coming soon' message	LH/MY
14 Feb	Green Living Newsletter issued	LH
20 Feb (tbc)	Distribute leaflet - door drop for wheeled bin areas: <ul style="list-style-type: none"> <li>• Clarity on changes that will be made</li> <li>• Wheeled Bins: Timescales for delivery &amp; start</li> <li>• Sack collections: love recycling &amp; reduce waste</li> </ul> Add URL on exemptions policy, page 3	LH   MY/LH
<b>Mar 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>• Members Information Bulletin update</li> <li>• Zone Managers and Collection crew update</li> <li>• Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>• Proactive social media messaging and engagement</li> <li>• Review messages and monitor public response</li> </ul>	MY JR/JAR LH  LH  LH

### Appendix 3

w/c 6 Mar – throughout month	<p>Messaging on clear sack dates, no black sacks and sack limits. Tie in messaging on Easter collection changes:</p> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Borough News e-newsletter</li> <li>• Press release</li> <li>• Web banner on <a href="http://www.colchester.gov.uk">www.colchester.gov.uk</a> residents tab</li> <li>• Screen slide at Community Hub</li> <li>• Posters at recycling stockist locations</li> <li>• Update Zones team educational leaflet - clarify what this is</li> <li>• Article in Colchester Borough Homes Housing News &amp; Views magazine</li> <li>• Coordinate communication with other social housing landlords</li> <li>• Coordinate communication with the University and the Garrison</li> <li>• Updates to Members for Ward newsletters</li> </ul>	<p>LH LH LH LH JR/LH</p> <p>LH LH LH</p> <p>LH</p> <p>LH</p> <p>LH</p> <p>LH</p>
w/c 6 March	Design and agree wheeled bin delivery communication leaflets	LH
TO BE AGREED	PH decision on purchase of wheeled bins – PR support	MY/LH
TO BE AGREED	<p>New collection vehicle advertising launch:</p> <ul style="list-style-type: none"> <li>• Press release and media photo opportunity</li> <li>• Social media</li> </ul>	<p>LH LH</p>
<b>Apr 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>• Members Information Bulletin update</li> <li>• Zone Managers and Collection crew update</li> <li>• Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>• Proactive social media messaging and engagement</li> <li>• Review messages and monitor public response</li> </ul>	<p>MY JR/AR LH</p> <p>LH</p> <p>LH</p>
w/c 3 Apr	<p>Distribution starts of annual recycling calendar and launch of new text message alerts for collection reminders:</p> <ul style="list-style-type: none"> <li>• Door drop for delivery</li> <li>• Press release and media photo opportunity</li> <li>• Social media</li> <li>• Website update</li> </ul> <p>Design of leaflet: reminder new collection changes start</p> <p>Design collection vehicle livery for after June</p>	<p>JR LH LH LH</p> <p>LH</p> <p>LH</p>
Early Apr	<ul style="list-style-type: none"> <li>• Additional customer service and customer facing staff start</li> <li>• Communications training workshop</li> </ul>	<p>JB/JR</p> <p>LH</p>
Early Apr	Update to CBC website - includes pages for waste and recycling	LH

### Appendix 3

w/c 10 Apr	Engage with Estate Agents and Developers on changes from June Advertising with Rightmove for new residents moving into Borough (tbc)	AR/JR  LH
11 Apr	Greener Living e-newsletter issued: Easter collection changes	LH
<b>May 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>Members Information Bulletin update</li> <li>Zone Managers and Collection crew update</li> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	MY JR/AR LH  LH  LH
May (tbc)	National Compost Awareness Week <ul style="list-style-type: none"> <li>Press release</li> </ul>	
w/c 1 May – throughout month	Display van in key community locations to engage with residents on changes, e.g. supermarkets <ul style="list-style-type: none"> <li>Press release and media photo opportunity</li> <li>Social media</li> <li>Text alert for areas where van will be</li> <li>Website update with locations</li> <li>Web banner <a href="http://www.colchester.gov.uk">www.colchester.gov.uk</a> residents tab</li> </ul> FAQs on collection changes to upload on website Stickers ready for new recycling tubs and wheeled bins: bright and motivational messaging YouTube educational videos – to be used through social media and online communications	JR/LH  LH LH JB LH LH LH AR  LH
9 May	Customer Services phone line message: new collections	AR/JB
12 May	Borough News e-newsletter article: Display van locations	LH
15 May (tbc)	Clear sack delivery <ul style="list-style-type: none"> <li>Web page update</li> <li>Member email update</li> <li>Customer Service phone line</li> <li>Social media</li> <li>Screen slide at Community Hub</li> <li>Web banner on <a href="http://www.colchester.gov.uk">www.colchester.gov.uk</a> residents tab</li> </ul>	LH AR/MY AR/JB LH LH LH
w/c 15 May	Waste and recycling trends data capture	AR/JR
w/c 22 May	Delivery of wheeled bins to households	
w/c 22 May	Heart Radio advert for 3 weeks: Main message alternate weekly collections. Mention areas for wheeled bins and direction to website for info.	LH
w/c 22 May	Distribution of leaflet to all households : your new collection  All messaging focus on 'coming soon': <ul style="list-style-type: none"> <li>Social media</li> <li>Website update</li> </ul>	   LH LH

### Appendix 3

	<ul style="list-style-type: none"> <li>Green Living mailshot</li> </ul>	LH
<b>Jun 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>Members Information Bulletin update</li> <li>Zone Managers and Collection crew update</li> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	MY JR/AR LH  LH  LH
June (tbc)	National Recycling Week <ul style="list-style-type: none"> <li>Press release</li> </ul>	
5 June	Collection vehicle livery goes live	Service
Early June	New waste and recycling collection changes start <ul style="list-style-type: none"> <li>Web banner <a href="http://www.colchester.gov.uk">www.colchester.gov.uk</a> residents tab</li> <li>Update webpage /recycling</li> <li>Screen slide at Community Hub</li> <li>Customer Services phone line message</li> <li>Member email update</li> </ul>	LH LH LH AR/JB AR
June – onwards	Print, online and outdoor advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling.	LH
13 June	Greener Living e-newsletter issued	LH
<b>Jul 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>Members Information Bulletin update</li> <li>Zone Managers and Collection crew update</li> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	MY JR/AR LH  LH  LH
July – onwards	Print and online advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
<b>Aug 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>Members Information Bulletin update</li> <li>Zone Managers and Collection crew update</li> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	MY JR/AR LH  LH  LH
Aug – onwards	Print and online advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
15 Aug	Greener Living e-newsletter issued	LH
<b>Sep 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>Members Information Bulletin update</li> <li>Zone Managers and Collection crew update</li> </ul>	MY JR/AR



### Appendix 3

	<ul style="list-style-type: none"> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	LH LH LH
Sep-onwards	Print and online advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
Sep (tbc)	Work with University of Essex for students that live off campus, engage on new collections as come back to courses	LH/JR
<b>Oct 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>Members Information Bulletin update</li> <li>Zone Managers and Collection crew update</li> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	MY JR/AR LH  LH LH
Oct – onwards	Print and online advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
17 Oct	Greener Living e-newsletter issued	LH
<b>Nov 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>Members Information Bulletin update</li> <li>Zone Managers and Collection crew update</li> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	MY JR/AR LH  LH LH
Nov – onwards	Print, online and outdoor advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
Nov-onwards	Christmas communications as Nov/Dec 2016 focussed on first year alternate weekly collections	LH
<b>Dec 2017</b>		
Monthly	<ul style="list-style-type: none"> <li>Members Information Bulletin update</li> <li>Zone Managers and Collection crew update</li> <li>Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer</li> <li>Proactive social media messaging and engagement</li> <li>Review messages and monitor public response</li> </ul>	MY JR/AR LH  LH LH
Dec-onwards	Print and online advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
5 Dec	Greener Living e-newsletter issued	LH

### Appendix 3

Dec	Christmas communications as Nov/Dec 2016 focussed on first year alternate weekly collections	LH
18 Dec (tbc)	Heart Radio advert campaign for 2 week. Christmas collections and recycling message	LH

### Evaluation

Monitoring will take place throughout and following conclusion of the project to assess the effectiveness of communications to residents, members and staff. This will include:

- Participation rates
- Press coverage, including specialist publications
- Website hit
- Uptake on offers (text service)
- Calls received
- Leaflets distributed
- Roadshows / events attended
- Opportunities to see (OTS)
- Social media reach and engagement
- Resident, Member and staff feedback

Communications monitoring can be reviewed alongside reporting information provided by Recycling and Waste services, on satisfaction. These will assist with the overall project evaluation including the success of behaviour change, increased recycling rates and reduced landfill.

## **Colchester Borough Council**

### **Equality Impact Assessment Form - An Analysis of the Effects on Equality**

#### Section 1: Initial Equality Impact Assessment

Name of policy to be assessed:

- Waste and Recycling Service

1. What is the main purpose of the policy?

- To deliver waste and recycling services to residents

2. What main areas or activities does it cover?

- Collecting waste and recycling for residents

3. Are there changes to an existing policy being considered in this assessment? If so what are they?

- Proposed change from weekly to fortnightly collections for residential waste
- Proposed introduction of wheeled bins
- Provision to better meet the needs of people with disabilities

4. Who are the main audience, users or customers who will be affected by the policy?

- Residents of the borough

5. What outcomes do you want to achieve from the policy?

- Increase rates of recycling
- Reduce the amount of residual waste going to landfill

## Appendix 4

6. Are other service areas or partner agencies involved in delivery? If so, please give details below:

- Customer Services
- Zones Teams
- Professional Services – Professional Support Unit (PSU)
- Corporate and Financial Management – Corporate ICT; Communications

7. Are you aware of any relevant information, data, surveys or consultations<sup>1</sup> which help us to assess the likely or actual impact of the policy upon customers or staff?

- A consultation has been carried out with Colchester Borough residents in 2016 the feedback from which has been used in drafting this EqIA.

8. The 'general duty' states that we must have "due regard" to the need to:

- (a) eliminate unlawful discrimination, harassment and victimisation
- (b) advance equality of opportunity between people who share a 'protected characteristic'<sup>2</sup> and those who do not<sup>3</sup>
- (c) foster good relations between people who share a protected characteristic and those who do not<sup>4</sup>

*Where applicable, explain how this policy helps us to meet the 'general duty':*

The policy helps us to 'eliminate unlawful discrimination, harassment and victimisation' in the following way(s):

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<sup>1</sup>Click on [surveys or consultations](#) for more information. The Council's surveys and consultations include 'equality monitoring information' to help us identify any particular concerns or views expressed by any particular group or 'protected characteristic'. It can also help us to assess how representative of our customers the respondent group is. Local Data on the Protected Characteristics is available [on this page](#) of the Hub.

<sup>2</sup> The Equality Act's 'protected characteristics' include age, disability, gender reassignment, pregnancy and maternity, race, religion or belief and sex and sexual orientation. It also covers marriage and civil partnerships, but not for all aspects of the duty.

<sup>3</sup> This involves having due regard, in particular, to the need to: (a) remove or minimise disadvantages suffered by persons who share a protected characteristic that are connected to that characteristic; (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it, and (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

<sup>4</sup> This involves having due regard, in particular, to the need to (a) tackle prejudice, and (b) promote understanding.

## Appendix 4

- Provision to better meet the needs of customers with disabilities may help us to meet this aim.

The policy helps us to 'advance equality of opportunity...' in the following way(s):

- Provision to better meet the needs of customers with disabilities may help us to meet this aim.

The policy helps us to 'foster good relations...' in the following way(s):

- It is not held that that this policy/ service will specifically help us to meet this aim.

9. This section helps us to identify any disproportionate impacts. Please indicate in the table below whether the policy is likely to particularly benefit or disadvantage any of the 'protected characteristics'.

Remember to include reference to any relevant consultation, data or information.

- Proposed change from weekly to fortnightly collections for residential waste
- Proposed introduction of wheeled bins
- Provision to better meet the needs of people with disabilities

'Protected characteristic' group		Positive Impact	Explain how it could particularly benefit the group	Negative Impact	Explain how it could particularly disadvantage the group
Age	Older people (60+)		None identified	X	Some older people may have particular difficulty in manoeuvring wheeled bins.
	Younger people (17-25) and children (0-16)		None identified		None identified

## Appendix 4

'Protected characteristic' group		Positive Impact	Explain how it could particularly benefit the group	Negative Impact	Explain how it could particularly disadvantage the group
Disability	Physical	X	Provision to better meet the needs of people with disabilities will particularly benefit this group. This includes arrangements for the hygienic collection of colostomy bags and incontinence pads.  The Assisted Collection service will continue to benefit this group.	X	Fortnightly collections could lead to the build-up of offensive waste.
	Sensory	X	The Assisted Collection service will continue to benefit this group.		None identified
	Learning	X	The Assisted Collection service will continue to benefit this group.		None identified
	Mental health issues	X	The Assisted Collection service will continue to benefit this group.		None identified
	Other – <i>specify</i>				None identified
Ethnicity <sup>5</sup>	White		None identified		None identified
	Black		None identified		None identified
	Chinese		None identified		None identified
	Mixed Ethnic Origin		None identified		None identified
	Gypsies/ Travellers		None identified		None identified
	Other – <i>please state</i>				
Language	English not first language		None identified	X	Printed and online information is provided in English which could impact negatively upon this group.

<sup>5</sup> National Census 2011 categories are: Bangladeshi, Indian, Pakistani, Other Asian (Asian or Asian British), African, Caribbean, Other Black (Black or Black British), White and Black African, White and Asian, White and Black Caribbean (Mixed), British, Irish, Other White (White), Chinese, Other (Other Ethnic Group).

## Appendix 4

'Protected characteristic' group		Positive Impact	Explain how it could particularly benefit the group	Negative Impact	Explain how it could particularly disadvantage the group
Pregnancy and Maternity	Women who are pregnant or have given birth in last 26 weeks	X	The Assisted Collection service will continue to benefit this group.	X	Individuals within this group may have particular difficulty in manoeuvring wheeled bins.  Fortnightly collections could lead to the build-up of offensive waste.
Religion or Belief	People with a religious belief (or none)		None identified		None identified
Sex	Men		None identified		None identified
	Women		None identified		None identified
Gender Reassignment <sup>6</sup>	Transgender/ Transsexual		None identified		None identified
Sexual Orientation	Bisexual, Heterosexual, Gay or Lesbian		None identified		None identified
Marriage and Civil Partnership	People who are married or in a civil partnership		None identified		None identified

10. If you have identified any negative impacts (above) how can they be minimised or removed?

*(This is a key section: Please deal with each negative impact noted above in turn.)*

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<sup>6</sup> The protected characteristic of gender reassignment is defined by the Equality Act 2010 as “a person proposing to undergo, is undergoing or has undergone a process (or part of a process) for the purpose of reassigning the person's sex by changing physiological or other attributes of sex.” This is a personal process that may involve medical interventions such as counselling, psychotherapy, hormone therapy or surgery, but does not have to. NB: It is generally held that transgender people disguise their features or clothing to resemble their preferred sex, whereas transsexual people wish to change their body to completely resemble their preferred sex.

## Appendix 4

Older people (60+)	X	Some older people may have particular difficulty in manoeuvring wheeled bins.
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The Assisted Collection Service will continue to help customers who have particular difficulty in presenting their waste on the boundary of their property. This will extend to assisting with wheeled bins where appropriate.

Physical	X	Fortnightly collections could lead to the build-up of offensive waste.
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A special service will be available for the hygienic collection of offensive waste such as colostomy bags and incontinence pads. Information will be provided to households following which customers will need to contact the Council to request the service.

English not first language	X	Printed and online information is provided in English which could impact negatively upon this group.
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Website beside information can be translated via Google translate. Customers which first language is not English can request that letters or leaflets are provided in a preferred language. Officers have access to a range of translation tools including text translation, instant telephone translation and face-to-face translation services.

Women who are pregnant or have given birth in last 26 weeks	X	Individuals within this group may have particular difficulty in manoeuvring wheeled bins. Fortnightly collections could lead to the build-up of offensive waste.
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The Assisted Collection Service will continue to help customers who have particular difficulty in presenting their waste on the boundary of their property. This will extend to assisting with wheeled bins where appropriate. A special service will be available for the hygienic collection of offensive waste such as colostomy bags and incontinence pads. Information will be provided to households following which customers will need to contact the Council to request the service.

11. Could the policy discriminate<sup>7</sup> against any 'protected characteristic', either directly or indirectly<sup>8</sup>? No

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<sup>7</sup> The Council has a general duty to 'eliminate unlawful discrimination, harassment and victimisation'. Direct discrimination occurs when a person is treated less favourably than another in a comparable situation because of their 'protected characteristic' whether on grounds of age, disability, pregnancy and maternity, ethnicity; religion or belief; sex (gender), sexual orientation, or marriage and civil partnership. Indirect discrimination occurs when an apparently neutral provision or practice would nevertheless disadvantage people on the grounds of their 'protected characteristic'.

<sup>8</sup> If you answer 'yes' to question 11 (above) you will need to complete this section *and* go on to complete Section 2 in order to conduct a full Equality Impact Assessment.



## Appendix 4

### Summary and findings of Initial Equality Impact Assessment

12. Please put a tick in the relevant box to confirm your findings, and what the next step is:

Findings	Action required
No negative impacts have been identified <input type="checkbox"/>	Sign off screening and finish.
<b>Negative impacts have been identified but have been minimised or removed X</b>	<b>Sign off screening and finish.</b>
Negative impacts could not be minimised or removed <input type="checkbox"/>	Sign off screening and complete a full impact assessment – Section 2.
There is insufficient evidence to make a judgement. <input type="checkbox"/>	Sign off screening and complete a full impact assessment – Section 2.

13. Name and job title of person completing this form:

Andrew Rogan

14. Date of completion:

October 2016

15. Date for update or review of this screening:

October 2017

