

# Policy Review and Development Panel

Grand Jury Room, Town Hall  
1 March 2010 at 6.00pm

The Policy Review Panel deals with reviewing policies and issues at the request of the Cabinet or Portfolio Holder, or pro-actively identifying issues that may require review; dealing with those issues either directly or by establishing Task and Finish Groups, monitoring progress of these Groups and assessing their final reports.

# Information for Members of the Public

## Access to information and meetings

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## Have Your Say!

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## Private Sessions

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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# Terms of Reference

## Policy Review and Development Panel

- To review strategies and policies at the request of the Cabinet either directly or by establishing Task and Finish Groups, and to make recommendations back to Cabinet for decision.
- To review issues at the request of a Portfolio Holder either directly or by establishing Task and Finish Groups and to make recommendations back to the Portfolio Holder for decision.
- To monitor progress of Task and Finish Groups and assess their final reports prior to their submission to either the Cabinet or the Portfolio Holder.
- To proactively identify issues that may require review and improvement and to seek Cabinet's agreement as to whether and how they should be examined.

**COLCHESTER BOROUGH COUNCIL  
POLICY REVIEW AND DEVELOPMENT PANEL  
1 March 2010 at 6:00pm**

**Members**

Chairman : Councillor Julie Young.  
Councillors Nigel Chapman, Mike Hardy, Justin Knight,  
Lesley Scott-Boutell and Jill Tod.

**Substitute Members** : All members of the Council who are not Cabinet members or members of this Panel.

**Agenda - Part A**

(open to the public including the media)

**Members of the public may wish to note that Agenda items 1 to 6 are normally brief and the last Agenda Item is a standard one for which there may be no business to consider.**

**Pages**

**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 off or to silent;
- 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 and to give reasons for the urgency.

**4. Declarations of Interest**

The Chairman to invite Councillors to declare individually any personal

interests they may have in the items on the agenda.

If the personal interest arises because of a Councillor's membership of or position of control or management on:

- any body to which the Councillor has been appointed or nominated by the Council; or
- another public body

then the interest need only be declared if the Councillor intends to speak on that item.

If a Councillor declares a personal interest they must also consider whether they have a prejudicial interest. If they have a prejudicial interest they must leave the room for that item.

If a Councillor wishes to make representations on an item on which they have a prejudicial interest they may do so if members of the public are allowed to make representations. In such circumstances a Councillor must leave the room immediately once they have finished speaking.

An interest is considered to be prejudicial if a member of the public with knowledge of the relevant facts would reasonably regard it as so significant that it is likely to prejudice the Councillor's judgement of the public interest.

Councillors should consult paragraph 7 of the Meetings General Procedure Rules for further guidance.

## **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 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 not on this agenda.

## **6. Minutes**

**1 - 7**

To confirm as a correct record the minutes of the meeting held on 11 January 2010.

## **7. Waste Prevention and Recycling Options Appraisal Task and Finish Group // Progress Report**

**8 - 15**

See report by the Head of Street Services.

## **8. Work Programme 2009/10**

**16 - 18**

See report by the Head of Corporate Management.

## **9. Exclusion of the public**

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).

**POLICY REVIEW AND DEVELOPMENT PANEL  
11 JANUARY 2010**

*Present :-* Councillor Julie Young (Chairman)  
Councillors Nick Barlow, Nigel Chapman,  
Mike Hardy, Justin Knight and Jill Tod

*Also in Attendance :-* Councillor Nigel Offen  
Councillor Paul Smith

## **21. Minutes**

The minutes of the meeting held on 9 November 2009 were confirmed as a correct record.

## **22. Single Equality Scheme**

The Panel considered a report by Executive Director, Pam Donnelly, inviting the Panel to review the contents of the draft Single Equality Scheme.

Pam Donnelly and Claire Holland, Equality and Diversity Officer, attended the meeting to assist members in their discussions.

The Council achieved Level Three of the Equality Standard for Local Government in March 2009. The Equality Standard has since changed to the Equality Framework for Local Government and we have migrated across to the Achieving Level of the framework. One of the recommendations of the review was that the Council considered moving to a Single Equality Scheme.

The Equality Bill was introduced in the House of Commons and published on Monday 27 April 2009, and sought to streamline and consolidate more than 100 pieces of legislation that related to equality and diversity in the UK. The Bill would also introduce a new duty on local authorities and public bodies. In response to this the Council had decided to draft and introduce a Single Equality Scheme, which would replace the existing schemes for race, gender and disability, as well as including religion or belief, age and sexual orientation duties in the scheme. The scheme also included information about each equality group in the borough where information was available; examples of work the council had been doing with the equality groups and a three year action plan which included equality objectives.

It was intended that the Scheme would be reviewed annually, with progress against the equality objectives and action plan being reported to this Panel,

and the scheme would be refreshed, with a new action plan being drafted, every three years.

An executive summary of the Scheme, draft equality objectives and action plan were sent out to more than 100 partners, stakeholders, voluntary and community groups, and the 29 Parish and Town Councils in the borough by email and post. A press release was issued and copies of the draft scheme, executive summary, equality objectives and action plan were sent to all libraries in the Borough, to be made available for public viewing. The draft scheme was also published on the council's website, with an electronic survey form to complete to feedback comments on the scheme. In addition, the council had three internal equality groups, the Diversity Steering Group, the Disability Reference Group and the Member Liaison Group, all three of which were asked to review and comment on the scheme. The draft scheme was also sent to the East of England Regional Assembly Equality and Diversity Network Members and the Essex Equality and Diversity Network Members.

The Equality and Diversity Officer circulated an Equality Impact Summary sheet which had been drafted with the intention that it be used in future to accompany reports to the Panel on new policy initiatives, providing members with a brief overview of the outcomes of Assessments. It was also explained that, in response to recent comments made regarding the negative references in the Action Plan to 'barriers stopping access to services', these would be amended to 'opportunities identified to access services'.

Councillor Smith, Portfolio Holder for Culture and Diversity, attended the meeting and, with the consent of the Chairman addressed the Panel. He wished to thank the officers for their hard work in producing the document and welcomed the amalgamation of three schemes into one for all equality groups.

*RECOMMENDED* to Cabinet that, subject to the inclusion of a summary sheet for future Equality Impact Assessments and the amendment to the wording of the Action Plan to replace any references to 'barriers' with references to 'opportunities', as referred to above, the draft Single Equality Scheme be approved and adopted.

**Councillor Nigel Chapman and Councillor Julie Young (in respect of being a member of the Board of Colchester Borough Homes) declared a personal interest in the following item pursuant to the provisions of Meetings General Procedure Rule 7(3)**

**23. Colchester Tree Policy // Consultation Responses and Equalities**



## **Impact Assessment**

The Panel received a report inviting the members to consider the consultation responses and outcome of the Equalities Impact Assessment of the draft Colchester Tree Policy prior to the adoption of the Policy by the Portfolio Holder.

A draft of the Colchester Tree Policy had been presented to the Policy Review Panel in August 2009. At the meeting Panel members commented about the Policy with regard to the growth of trees impacting on the human rights of residents and the need for an Equality Impact Assessment to take account those residents who may be affected by trees.

The Panel had been informed that in spite of the presentation of the draft Policy to Members in March 2009 and the consultation draft being available on the Council's website, consultation responses had been poor. Further efforts had been made to increase the consultation response and the consultation period had been extended from 30 June to 30 September 2009. Responses had been received from Essex County Council's Natural Environment Team, Colchester Borough Homes, this Council's Landscape Officer, this Council's Conservative Group and Councillor Paul Smith, in response to which, the draft Policy had been amended accordingly.

Trees made a significant impact on the landscape character of Colchester. It had been recognised that the presence of trees could have negative impacts on individuals particularly where trees were in close proximity to property. The draft Policy recognised the effect of trees on properties in respect of structural implications but made little reference to the human aspects of trees and particular issues where tree growth created a potentially harmful environment for local residents.

An Equality Impact Assessment had been prepared for this draft Policy which responded to the issues associated with tree growth and public health. Where it could be established that the presence of trees was causing a detriment to the health of residents, further consideration would be given to the management approach to trees. This consideration will also take in to account the quality and importance of the tree in question.

*RESOLVED* that the consultation responses and outcome of the Equalities Impact Assessment of the draft Colchester Tree Policy be noted.

## **24. Economic Prosperity Strategy 2007 - 2010**

The Panel considered a report by the Head of Strategic Policy and

Regeneration inviting the Panel to review the Council's current Economic Prosperity Strategy 2007-2010 and corresponding Delivery Plan. It was intended that the review would help to inform and shape the Council's future Economic Prosperity Strategy to 2013 which would be brought to the Policy Review and Development Panel later in 2010.

Nigel Myers, Enterprise and Tourism Manager, explained that the role of the Economic Prosperity Strategy was to set out a framework to steer the activities of the Council and partner organisations to achieve a sustainable and strong local economy, foster the conditions for economic growth and capture the economic benefits for residents and businesses in the Borough.

The Economic Prosperity Strategy recognised the strengths and opportunities of Colchester's economic base whilst acknowledging the challenges to be faced in the post recession world. The issues of job creation, business creation, retention and growth, skills and training, addressing worklessness and creating the support and infrastructure for economic growth remained central and would continue to do so for the foreseeable future.

The onset of the recession in 2008 prompted a re-evaluation of Strategy to ensure that it remained 'fit for purpose' in the light of a dramatically changed economic environment. This re-evaluation resulted in an even greater emphasis being placed on working with partners on initiatives that would help local businesses in the context of an economic downturn. The setting up of 'Business Clinics' had enabled businesses to access face to face expert help and assistance tailored to their specific needs. The business helpline and improved signposting had enabled the Enterprise Team to help local businesses to get the support they needed quickly and effectively. Campaign activity had been realigned to promote 'Buy Local' and public procurement opportunities.

The Delivery Plan set out the Actions, Resources and Target Outcomes for the Strategy. A 'traffic light' system had been used throughout the lifetime of the strategy to track and monitor delivery against target. The Plan and the ambitious targets set across all the priority areas represented a step change in economic development in Colchester.

Ewan Dodds, lead partner for Business with Colchester 2020 and Ron Levy of the Colchester Retail Business Association (CORBA) attended the meeting to assist members in their discussions. Mr Dodds explained the work which had been undertaken jointly with the Council to signpost the opportunities available. Mr Levy took the opportunity to explain the support received from Council officers and the relevant Portfolio Holder. In particular, he welcomed the introduction of special offer car parking charges, the support for the Buy Local campaign and the lessons to be learnt from the Tour Series cycle race.

Councillor Offen, Portfolio Holder for Resources and Business attended and, with the consent of the Chairman, addressed the Panel. He referred to the issues of Park and Ride, the A12 link and the Business Incubation Unit.

The Panel gave particular consideration to the following issues:-

- Whether there was any interest in reviving the Business Improvement District initiative;
- The need to link work on the Economic Prosperity Strategy with the other Town Centre initiatives such as Public Realm;
- Views on the appointment of a new Town Centre Manager;
- The future facing unemployed 18 to 24 year olds in the current economic climate;
- The great diversity of business types in Colchester and the need to encourage a cluster approach at the same time as looking to attract larger companies.

*RESOLVED* that the review the Council's current Economic Prosperity Strategy 2007 to 2010 and its assistance in informing and shaping the Council's future Economic Prosperity Strategy to 2013 which would be brought to the Policy Review and Development Panel later in 2010 be noted.

**Councillor Nigel Chapman (in respect of his chairmanship of the Dedham Vale and Stour Valley Advisory Committee) declared a personal interest in the following item pursuant to the provisions of Meetings General Procedure Rule 7(3)**

## **25. Review of the Colchester Destination Development Plan 2006-9**

The Panel considered a report by the Head of Strategic Policy and Regeneration concerning the outputs and outcomes of activity of the Council's Tourism & Visitor Services team in delivering the Colchester Destination Development Plan between 2006 and 2009.

Claire Taylor, Visitor Services Officer, explained that the current Destination Development Plan had been produced in consultation with the local tourism industry and other key interests and set out the Council's priorities in developing Colchester as a visitor destination. The Plan had helped raise the profile of tourism in the area, had reinforced its importance in economic development and employment terms and helped create a climate to enable the

industry to maximise opportunities to attract visitors. A paper detailing the outputs and outcomes delivered to support the Plan included the following highlights:

- The positive trends in the three key performance indicators (volume of visitor trips, economic impact of tourism and number of local people employed in tourism);
- Colchester's information services had been acknowledged nationally winning silver in the EnjoyEngland Awards for Excellence under the National Tourist Information Centre of the Year category;
- Identification of further opportunities to improve the visitor experience and stimulate civic pride and understanding of Colchester's history (through interpreting the Roman Walls for instance) and the recently announced Heritage Lottery Funded redisplay of Colchester Castle Museum which commences in 2011;
- Interest generated in developing hotels in Colchester following the publication of the Humberts Report;
- The Welcome Mat and Choose Colchester parking initiatives had made Colchester a more welcoming and better value place to visit;
- Colchester's street scene and toilets had also been improved following significant investment.

Significant progress was being made both in improving the visitor experience and also providing the infrastructure necessary for growth. However, there were some areas of delivery, such as tourism skills development, which needed to be progressed further. However, it was anticipated that the UK's only Hotel School, a prestigious new development at Wivenhoe House Hotel, would enable local hotels to develop hospitality skills and compete more effectively and would build on the strength of Colchester Institute's School of Hospitality which was a partner in this important project.

Councillor Offen, Portfolio Holder for Resources and Business attended and, with the consent of the Chairman, addressed the Panel. He referred to the importance of tourism to the local economy, his admiration for the people working in the Visitor Information Centre, his hope that greater progress would be made to promote Colchester through the use of the internet and the possibility of increased tourism activity from Europe.

The Panel gave particular consideration to the following issues:-

- The extent to which those in the hospitality industry were working with other business partnerships;
- The need for further work to be undertaken to deliver special offer deals for tourists to take advantage of;

- The extent of work undertaken to attract the national tour operators to the town;
- An acknowledgement that the expected development potential would see a levelling off over the next few years in line with the economic down-turn;
- Information on the impact on the service of recent budget cuts;
- The apparent disparity of the Tourism budget figure reported in the Statement of Accounts (£441,000) and the costs quoted in this report to the Panel (£480,000).

*RESOLVED* that the outputs and outcomes of activity of the Council's Tourism & Visitor Services team in delivering the Colchester Destination Development Plan between 2006 and 2009 be noted together with the intention to review and update the strategy for the period 2010 to 2013.

## **26. Work Programme 2009/10**

The Panel considered a report from the Head of Corporate Management setting out the current situation regarding the Panel's work programme for 2009/10.

The Panel had one further meeting scheduled for the current year but there remained five items to be considered.

*RESOLVED* that the work programme for 2009/10 be amended as follows:

(i) Subject to the agreement of the lead officers, arrangements be made to hold an additional meeting of the Panel in February to consider:

- Town Centre Improvements // Joint Presentation with Essex County Council and
- Night Time Economy // Final Report.

(ii) The business to be conducted at the Panel meeting on 1 March 2010 be:

- Waste Prevention and Recycling Options Appraisal / Final Report and
- 20 mph speed limit // Engagement Plan.

(iii) The item relating to Community Development / Neighbourhoods be deferred to the next Municipal Year.



## Policy Review and Development Panel

Item

7

1 March 2010

Report of	Head of Street Services	Author	Chris Dowsing ☎ 282752
Title	Waste Prevention and Recycling Options Appraisal Task and Finish Group – Progress Report		
Wards affected	All		

**This report puts forward recommendations from the Waste Prevention and Recycling Options Appraisal Task and Finish Group**

### 1. Decision(s) Required

1.1 The Policy Review and Development Panel are asked to endorse the following recommendations from the Waste Prevention and Recycling Options Task and Finish Group. It is recommended that:

- The work of the Waste Prevention and Recycling Options Task and Finish group continues and a new work programme is developed to allow recommendations to be made to the Cabinet on future waste and recycling services.
- The Task and Finish group look specifically at ways of strongly encouraging participation in the Council's recycling collection schemes.

1.2 The Policy Review and Development Panel recommends to the Cabinet that the Portfolio Holder for Street and Waste Services be authorised to establish trials to test the acceptability and performance of different collection systems including food waste collection.

### 2. Reasons for Decision(s)

2.1 The Council conducted a consultation between 2 November 2009 and 29 January 2010. A total of 1,171 people responded to the survey either through the Courier or online; 821 of left comments. A further 128 comments were received via the comments slips available at the launch event, Customer Service Centre and Essex University. It is estimated that 45% of surveys were completed online. This is a very successful and encouraging response and highlights the importance of internet based consultation methods.

2.2 The results of the consultation showed strong support for recycling and the reduction of waste going to landfill. There was also significant support for food waste collections. The Members of the Task and Finish group feel that further work with officers is required to analyse the results and develop trials that include food waste collection and methods that can be implemented in the Borough which strongly support participation in the Council's recycling collection schemes.

### 3. Alternative Options

3.1 To not support the recommendations from the Task and Finish Group.

## 4. Supporting Information

- 4.1 A waste options appraisal was requested by the administration that would look at how the Council could improve its recycling and composting performance to the levels being achieved by the highest performing authorities. This appraisal was presented to:

Finance and Audit Scrutiny Panel - 24/02/09  
Policy Review and Development Panel – 02/03/09  
Strategic Overview and Scrutiny 17/3/09 and  
Cabinet – 18/03/09

- 4.2 Following a recommendation from the Policy Review and Development Panel, endorsed by the Strategic Overview and Scrutiny Panel the Cabinet requested the establishment of a cross party Task and Finish Group to explore the options set out in the appraisal further.

- 4.3 The Members of the Council serving on the Task and Finish Group are:  
Councillor Nick Barlow (Chairman) Liberal Democrats,  
Councillor Paul Smith, Liberal Democrats  
Councillor Julie Young, Labour  
Councillor Peter Chillingworth, Conservative  
Councillor Christopher Arnold, Conservative  
Councillor Phillip Oxford, The Highwoods Group

- 4.4 The groups Terms of Reference are:

To aid the Portfolio Holder for Waste and Street Services in considering the reduction of waste arisings, the amount of residual waste going to landfill and other matters relating to the Waste Prevention and Recycling Options appraisal. The group will also consider the types of waste collection services being offered elsewhere in other waste collection authority areas and the levels of recycling performance being achieved. The group will need to have particular regard to the types and frequency of materials collected and the issues around the collection of food waste.

- 4.5 Within the original options appraisal there were twenty potential options for the group to consider. The group was asked to narrow down the range of options presented in the report to a number that they could consider in more detail. Members considered the following criteria to be important in their considerations:

- To identify options that remained reasonably close to the way in which the service was currently delivered;
- To include at least one wheeled bin option by way of comparison.

- 4.6 The Group agreed that the following four options would be taken forward for further consideration:

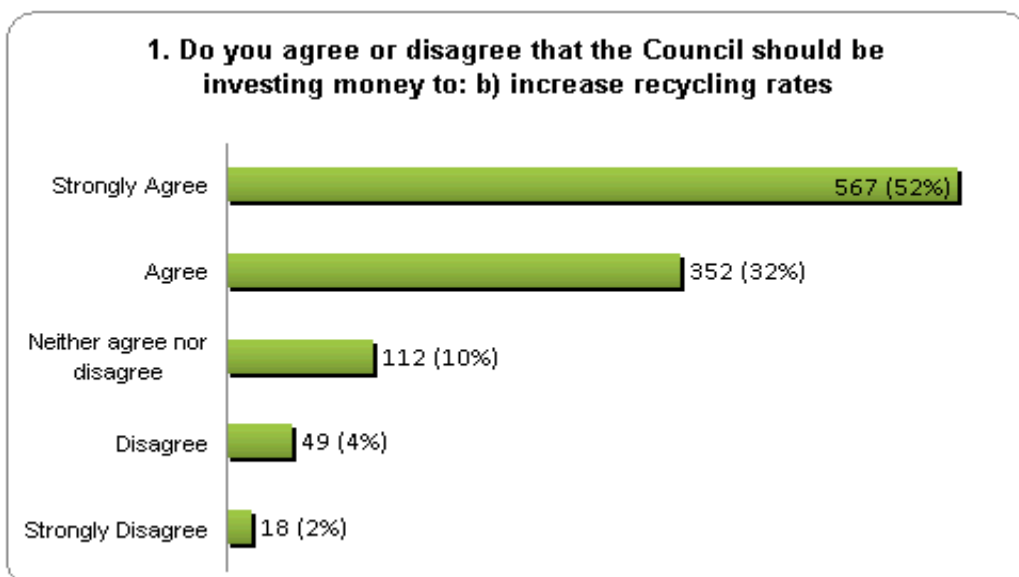
- Option A – fortnightly residual, garden waste and recycling collections with weekly food waste collections;
- Option B – fortnightly garden waste and recycling collections with weekly residual and food waste collections;
- Option C – fortnightly residual and garden waste collections with weekly recycling and food waste collections;
- Option D – fortnightly separate residual and garden waste wheeled bins with recycling boxes and weekly food waste collections.

- 4.7 Further modelling work was undertaken on each of the options to ensure that the latest information was being analysed. The group also received information regarding the

performance levels being achieved by the highest performing authorities and details on the types of collection schemes being used.

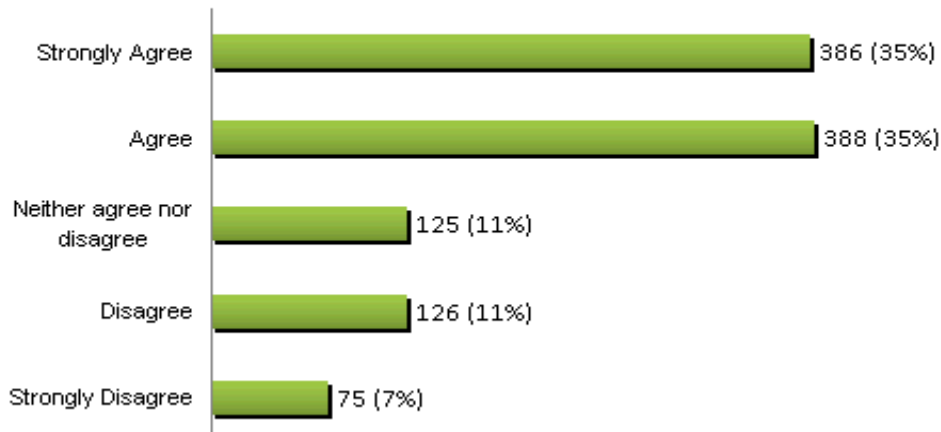
4.8 It was agreed by the group that the four options would form the basis for a public consultation alongside questions relating to investment by the Council to reduce waste going to landfill, increasing recycling rates, enforcing recycling standards, introducing food waste collections and the frequency of residual waste collection.

4.9 The 'Express Your View on Waste' consultation took place between 2 November 2009 and 15 January 2010 (11 weeks). The consultation was then extended for two weeks until 29 January 2010. This report covers the full set of results from all 13 weeks of engagement. The results of the four main survey questions are summarised in the charts below.

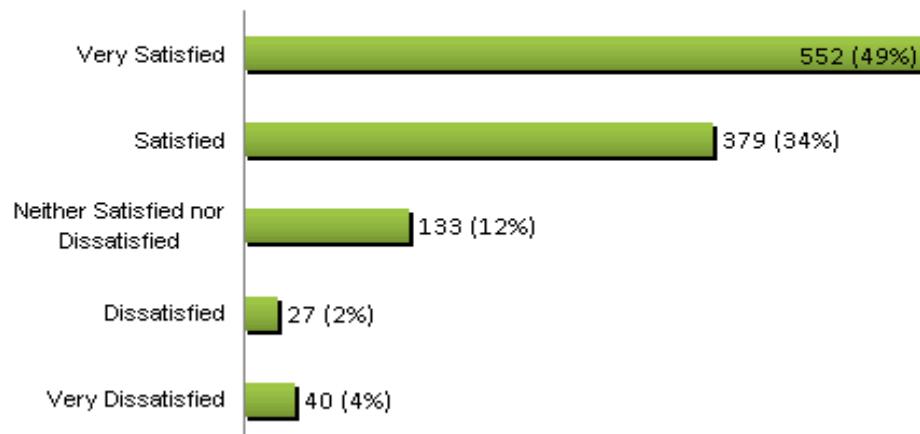




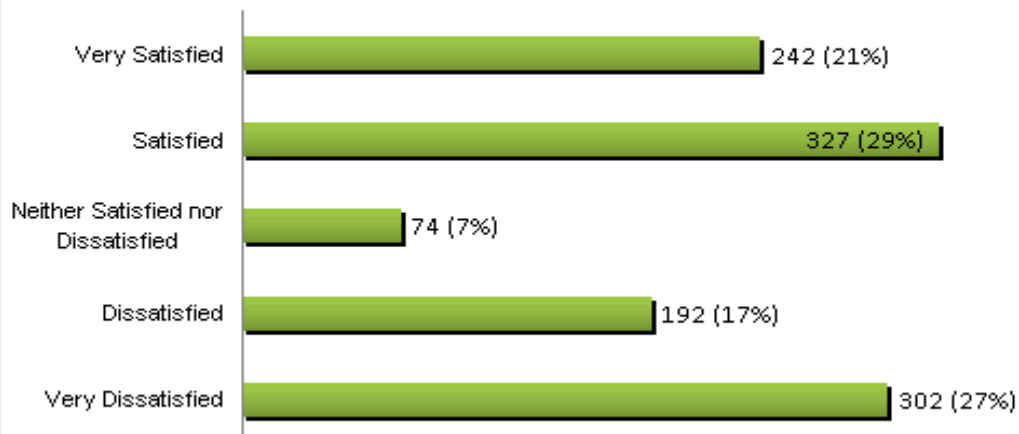
**2. Do you agree or disagree that the Council should enforce recycling standards across the Borough to meet the above aims?**



**3) Would you be satisfied with a weekly food collection service?**



**4. Would you be satisfied with fortnightly collections of your remaining waste?**



- 4.10 There was significant praise for the current waste and recycling collection service and the courtesy of the recycling and refuse collection crew. Around 10% of respondent to the consultation left comments that they were happy with the current situation. These two aspects are seen as a strength in terms of how the current service is delivered that can be built on in the future.
- 4.11 There was also significant support for a weekly food waste collection service with 83% of respondents stated that they would be satisfied or very satisfied with a weekly food collection service. As separate food waste collection was present in each of the options this support has confirmed to the Task and Finish Group that it is something that would be supported if introduced.
- 4.12 Option D was the only option that included wheelie bins as part of the service. Although a specific question was not asked as to whether or not people supported the use of wheelie bins, a substantial number of comments was received on their use. A total of 344 comments were received on the subject of the potential implementation of wheelie bins and of those 29 respondents were 'for' and 315 'against.'

## **5. Proposals**

- 5.1 The results of the questions posed in the Consultation showed that
- 91% of respondents agreed or strongly agreed that the Council should be investing money to reduce waste going to landfill.
  - 84% of respondents agreed or strongly agreed that the Council should be investing money to increase recycling rates.
  - 70% of respondents agreed or strongly agreed that the Council should enforce recycling standards across the Borough.
  - 83% of respondents stated that they would be satisfied or very satisfied with a weekly food collection service.
  - 50% of respondents stated that they would be satisfied or very satisfied with fortnightly collections of remaining waste. 44% however were either dissatisfied or very dissatisfied.
- 5.2 The Task and Finish group wishes to build on this strong level of support to increase recycling and is especially pleased with the level of support for food waste collection shown in the consultation responses. There was also significant support for the existing service and praise for how it is currently delivered.
- 5.3 In order to increase levels of recycling within the Borough it is necessary however to explore how we can raise our levels of participation and in turn increase the amount of material diverted away from landfill and into recycling. As stated previously in other forums the group is not seeking to make change for change's sake. There will be increasing pressure in the short and medium terms to increase levels of recycling and remove waste from landfill with potential for certain materials being banned from landfill altogether. There are also significant environmental benefits to be gained from increased recycling as well as minimising the amount of waste being produced in the first place in line with the waste hierarchy.
- 5.4 The Task and Finish group wishes to explore with officers how the Council can more strongly encourage participation in the recycling services we provide. Responses to the

consultation showed that there was strong support for the Council enforcing recycling standards across the Borough. There are many ways that this could be achieved and the group wishes to explore this area in more detail. Other authorities employ many different methods for encouraging residents to participate in recycling schemes that cover a wide spectrum of activities and these need to be researched and explored to understand how they work and what is put in place to ensure they are successful. It is also important that a scheme that is suitable for Colchester is developed.

- 5.5 The collection of food waste will require coordination both in terms of the collection methodology and the provision of suitable treatment facilities. Whilst there are a number of authorities operating food waste collection schemes and these have been reported on through various national reports, the group feels that the introduction of this service to Colchester would be best done through the implementation of trials. This would allow a suitable scheme to be developed for the Borough that provides the required performance levels both in terms of customer participation and diversion of food waste from landfill. The Council will need to work with its residents to ensure that the material quality put out for collection is suitable and minimal levels of contamination occur. To do this an education and support programme for residents will need to be developed and the operational efficiency and effectiveness of the collection system will be closely monitored so that lessons can be learned before a possible wider implementation.
- 5.6 It is for these reasons the Task and Finish Group recommends that their work continues so that a work programme can be devised that takes into account their recommendations as well as ensuring best practice can be explored and applied or modified. This would ensure that any schemes that improve participation levels and increased levels of recycling introduced in the Borough are suitable and achieve high levels of customer satisfaction.

## **6. Strategic Plan References**

- 6.1 The work of the Task and Finish group relate directly to the Council's Cleaner and Greener objective within the strategic plan. It forms part of the priority to Reduce, Reuse and Recycle.

## **7. Consultation**

- 7.1 The 'Express Your View on Waste' consultation commenced on 2 November 2009 and continued for 11 weeks until 15 January 2010. A two week extension to the consultation then continued until the 29 January 2010.
- 7.2 The aim of the consultation was to communicate the following four messages to our customers and seek their views on them:
- Colchester's waste and recycling collection service needs to change to meet future challenges.
  - Colchester had an excellent recycling rate of 37% in 2008/9. We want to further support residents' good efforts by helping them to increase future recycling levels and reduce the waste going to landfill.
  - Raise awareness of the four options that have been identified to deliver further recycling opportunities.
  - Encouraging residents to express their views on waste and recycling and we will listen and respond to residents' opinions.

- 7.3 The consultation involved various methods of community engagement including a borough-wide survey, media campaign and a 'launch event' with open discussion. The consultation was carried out jointly by the Strategic Waste Team, the Research and Engagement Team and the Corporate Communications Team. The consultation followed the corporate research guidelines as provided by the Research and Engagement Team.
- 7.4 It is estimated that 45% of surveys were completed online. This is a very successful and encouraging response and highlights the importance of internet based consultation methods. The results of the survey were broadly representative of Colchester's resident population although it is recognised that more could be done to engage with seldom heard from communities in the future if greater time and financial resources are applied.

## **8. Publicity Considerations**

- 8.1 A communications strategy was developed to co-ordinate and communicate key recycling and waste messages for the waste consultation and the outcomes of the Task and Finish Groups work to residents.
- 8.2 A wide range of communication channels were used to encourage participation in the public consultation and deliver information about options, progress and decisions to be taken. The programme was developed to deliver the key messages detailed below, to external audiences across the borough.

### **Key messages:**

- Colchester's waste and recycling collection service needs to change to meet future challenges.
- Colchester had an excellent recycling rate of 37% in 2008/9. We want to further support residents' good efforts by helping them to increase future recycling levels and reduce the waste going to landfill.
- Raise awareness of the four options that have been identified to deliver further recycling opportunities.
- We are encouraging residents to express their views on waste and recycling and we will listen and respond to residents' opinions.

## **9. Financial Implications**

- 9.1 Each of the options set out in the public consultation carried differing costs that were modelled for comparison against a baseline so that a fair comparison of costs and performance could be made. These costs were indicative and contained assumptions.
- 9.2 If trials are developed these will be fully costed once the exact methodology and implementation is agreed.

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

- 10.1 An Equality Impact Assessment has been carried out in relation to the Council's waste to resources action plan and is available on the Council's website.  
[http://www.colchester.gov.uk/Info\\_page\\_two\\_pic\\_2\\_det.asp?art\\_id=7977&sec\\_id=1988](http://www.colchester.gov.uk/Info_page_two_pic_2_det.asp?art_id=7977&sec_id=1988)
- 10.2 A further full Equality Impact Assessment will be carried out before any changes to the service are implemented.

## **11. Community Safety Implications**

- 11.1 There are no community safety implications relating to the decisions within this report.

## **12. Health and Safety Implications**

12.1 There are no health and safety implications relating to the decisions in this report.

## **13. Risk Management Implications**

13.1 The risk of not allowing the Task and Finish Group's work to continue in some form would mean that the Council would probably not be able to deliver on the stretching targets relating to waste minimisation and recycling that are likely to be set by Government.



# Policy Review and Development Panel

Item

8

1 March 2010

<b>Report of</b>	<b>Head of Corporate Management</b>	<b>Author</b>	<b>Amanda Chidgey</b>
<b>Title</b>	<b>Work Programme 2009/10</b>		<b>☎ 282227</b>
<b>Wards affected</b>	Not applicable		

This report sets out the current Work Programme 2009/2010 for the Policy Review and Development Panel.

## 1. Decision Required

- 1.1 The Policy Review and Development Panel is asked to note the current situation regarding the Panel's work programme for 2009/10.

## 2. Introduction

- 2.1 At each meeting of the Panel, the opportunity is taken for the work programme to be reviewed and, if necessary, amended according to current circumstances.

## 3. Current Situation

- 3.1 The Work Programme has been updated since the meeting of the Panel held on 11 January 2010 to take into account the following:
- Work has not progressed sufficiently regarding the Town Centre Improvements // Joint Presentation with Essex County Council and the Night Time Economy // Final Report to enable consideration to be made at an additional meeting of the Panel or on the engagement plan for the 20 mph speed limit proposals to enable this to be considered at this meeting of the Panel
  - These three items together with details of the Community Development / Neighbourhoods work have therefore been deferred for consideration in the next Municipal Year.

## 4. Alternative options

- 4.1 This function forms part of the Panel's Terms of Reference and, as such, no alternative options are presented.

## 5. Standard References

- 5.1 There are no specific strategic plan references or financial, equality, diversity and human rights, community safety, health and safety, publicity and risk management implications in this matter.

Policy Review and Development Panel  
**WORK PROGRAMME 2009/10**

	<u>15 June 2009</u>	<u>10 August 2009</u>	<u>23 September 2009</u>
<b>Policy Initiatives</b>		Tree Strategy	Historic Town Centre Improvements: - Draft Public Realm Strategy - Draft Lighting Strategy
<b>Review of Corporate Policies</b>	Procurement Strategy 2009 – 2012	Historic Town Centre	
<b>Task and Finish Groups</b>	Night Time Economy // Update Historic Town Centre Improvements // Update Waste Prevention and Recycling Options Appraisal // Update	Mayorality // Report on Findings Waste Prevention and Recycling Options Appraisal // Update	Night Time Economy // Draft Conclusions 20mph speed limit Task and Finish Group // Update Waste Prevention and Recycling Options Appraisal // Update

	<u>9 November 2009</u>	<u>11 January 2010</u>	<u>1 March 2010</u>
<b>Policy Initiatives</b>		Colchester Tree Policy // Post Consultation	
<b>Review of Corporate Policies</b>		Economic Prosperity Strategy 2007 – 2010 Single Equality Scheme // Draft report	
<b>Task and Finish Groups</b>	20mph speed limit // Draft Conclusions Mayoralty // Report on Findings		Waste Prevention and Recycling Options Appraisal // Final Report

**Items to be deferred to next Municipal Year:**

- Community development/ neighbourhoods;
- Town Centre Improvements // Joint Presentation with Essex County Council;
- 20mph speed limit // Engagement Plan
- Night Time Economy // Final Report

<b>Task and Finish Groups</b>	<b>Membership</b>
Night Time Economy	Councillors Barlow, Davies, Naish and B. Oxford
20 mph speed limit	Councillors Ford, Hardy, G. Oxford and Sykes
Mayoralty	Councillors Garnett, Hall, Naish and B. Oxford
Waste Prevention and Recycling Options Appraisal	Councillors Arnold, Barlow, Chillingworth, P. Oxford, Smith and J. Young



