



St Edmundsbury
BOROUGH COUNCIL

D204

Cabinet 21 November 2012

Report of the West Suffolk Waste and Street Scene Services Joint Committee: 19 October 2012

(The following is a summary of the decisions taken by the Joint Committee. This is for information only and no decisions are required by the Cabinet.)

Cabinet Members:
Cllrs David Ray and
Peter Stevens

**Vice-Chairman of the Joint
Committee:** Cllr Peter Stevens

1. Progress on Delivering the 2012/2013 Joint Waste Service Plan and Review of Performance (Report JWC13/048)

RESOLVED That:-

- (1) progress made against the projects identified in the Joint Service Plan 2012/2013 be noted; and**
- (2) performance in relation to the Service Performance Indicators be noted.**

Report JWC12/048 was submitted which gave an update on progress against the key tasks in the 2012/2013 Joint Service Plan as set out in Appendix 1, together with the Service Indicators set out in Table 2. The report followed the standard format and covered performance for the first quarter, April to June 2012.

Over 50% of service indicators are currently on target which, as performance was cumulative, was the position expected at Quarter 1.

The trend for levels of residual household waste for the joint authorities shows an overall increase which equated to 3kg per household. Some trade waste has been re-categorised as domestic waste which has impacted on the figures. Recycling from brown and blue bins, street sweepings and white metals has increased by a total of 501 tonnes which has had a positive impact on the percentage recycled and composted in comparison to the same period last year.

Officers acknowledge that there have been some issues with performance in the street cleansing, littering and detritus indicators which have failed to meet targets to date. However, management has taken a number of positive remedial actions and anticipate performance will improve.

Problems with road sweeping, caused by on-road parking, is ongoing. Officers are continuing to use a number of methods to improve performance where possible.

Performance for fly-tipping has moved into 'Not Effective' as a result of five additional incidents compared to the same period last year. To achieve 'Effective' within this Performance Indicator, there has to be a continuously increasing number of enforcement actions, coupled with a continuous reduction of incidents. Therefore, any marginal increase in incidents will result in a 'Not Effective' Indicator. Fly tipping tends to be caused by irresponsible residents rather than criminal acts of illegal tipping. At the meeting, it was requested that consideration be given to changing this Performance Indicator to provide more detail.

Members commented that when the final structure of the Department is in place, the savings that have been achieved should be quantified and publicised, in recognition of the success of the first joint venture.

2. Update on Vehicle Sign Branding Project

A verbal update was noted on the progress of the Vehicle Sign Branding Project. A number of slides showed the final design selected. This design has also been submitted to the Joint Leadership Team and Communications. The style and concept is simple and clear; the image of the ribbon, taken from the original West Suffolk logo, being extended along the length of all of the vehicles in the fleet reiterates the joint working partnership ethos.

The commercial message '*Job Done*' will be used on trade refuse trucks making a bold statement about the ability to deliver the services detailed on the truck, simply and with no fuss.

Vehicle signage is one element of a wider marketing campaign, additional literature and information is produced for trade fairs and other business events.

Work has now started on wording and iconography for domestic vehicles which will fit in with the overall look and encourage positive changes in behaviour, for instance in relation to recycling.

3. Update on Suffolk Waste Partnership (SWP) Textile Project

A verbal update was noted on the progress of the textile project. The scheme was launched on 21 July 2012 and has generated 60 tonnes of recycled textiles in West Suffolk to date. Anecdotally, charities have

reported that they have seen an increase in textiles, possibly as a result of the publicity surrounding the scheme.

The scheme is still relatively new both to residents and operatives, however, out of 75,000 households, only 70 calls had been made in respect of non-delivery of replacement bags. In response to a suggestion at the meeting that a refresher campaign would be useful, Officers stated that Suffolk Waste Partnership has designed a leaflet for Christmas to promote the scheme. Images of clothing used will give a wintry feel with hats and scarves. There will also be advertising via newspapers, radio and roadshows.

A questionnaire will also be issued to all staff in West Suffolk asking for their immediate reaction to gain feedback about the scheme.

After some initial reservations about operational practicality the scheme has proven to work well as it is straightforward and, critically, has not increased tipping costs.

4. Update on the Procurement of Waste Transfer and Recycling Services (Exempt Report No JWC12/048X)

RESOLVED That:-

- (1) the contents of the report be noted;**
- (2) the respective Portfolio Holders at Forest Heath District Council and St Edmundsbury Borough Council to remain fully engaged with the Suffolk Waste Partnership (SWP) colleagues throughout the decision making process; and**
- (3) a further report be submitted to the West Suffolk Waste and Street Scene Services Joint Committee to update Members on the progress of this procurement.**

Exempt Report JWC 12/048X was submitted, which provided an update on the proposals for the joint procurement of waste transfer and recycling infrastructure services in Suffolk.

Decisions made by the Suffolk Waste Partnership, at their meeting on 29 June 2012 in respect of the options for developing a procurement strategy were discussed.