

SOUTH LONDON WASTE PARTNERSHIP JOINT COMMITTEE

TUESDAY 14 MARCH 2017

5:30 pm – 6:25 pm

London Borough of Croydon

Councillor Stuart Collins - Deputy Leader and Cabinet Member for Clean Green Croydon
* Councillor Stuart King - Cabinet Member for Transport and Environment
Reserves: Councillors Robert Canning and Pat Ryan

Royal Borough of Kingston upon Thames

Councillor Phil Doyle - Portfolio Holder - Resident Services (Chair)
Councillor Terry Paton Deputy Leader
Reserves: Councillors David Cunningham and Richard Hudson

London Borough of Merton

* Councillor Ross Garrod - Cabinet Member for Street Cleanliness and Parking
Councillor Martin Whelton - Cabinet Member for Regeneration, Environment & Housing
Reserves: Councillors Mark Allison and Nick Draper

London Borough of Sutton

Councillor Manuel Abellan - Vice-Chair of the Environment & Neighbourhood Committee
Councillor Jill Whitehead - Chair of the Environment and Neighbourhood Committee
(Vice Chair)
Reserve: Councillor Nighat Piracha

* Absent

Apologies

Alternates

Councillor Stuart King
Councillor Martin Whelton

Councillor Robert Canning

Declarations of Interest - None

30. Minutes

Appendix 1

Resolved that the minutes of the meeting held on 6 December 2016 are confirmed as a correct record.

31. Contract Management Report

Andrea Keys presented an update on the performance of the three Phase A Contracts from April to December 2016. An update on the Phase B Contract was also reported.

Contract 1 - Transport and Residual Waste management. The Contract is operating effectively. At the end of Q3 just under 183,000 tonnes of residual waste were handled; almost 20% diverted from landfill to the Lakeside ERF.

Contract 2 – Household Reuse and Recycling Centres (HRRC).

The upgrading of the Purley Oaks site was completed in December and the site reopened on 20th December. Feedback from users has been very positive.

The upgrading programme of the Kingston, Merton & Sutton sites is now complete. The separate upgrading works at the Fishers Farm site, directed by the Environment Agency, are progressing, however a recent engineering report may mean works being deferred until after spring.

Combined performance across all the sites is 72%. Performance at Garth Road is now back in line with the previous year's performance. Customer satisfaction surveys show increased satisfaction on queuing times and greeting of customers at all sites:

A targeted campaign to recycle more carpets and mattresses has diverted more than 200 tonnes from landfill between October and December 2016. This has improved recycling rates at Garth Road, Kimpton Park, and Factory Lane.

Contract 3 - Marketing of recyclates and treatment of green and food waste

This Contract is performing well.

Year to date green waste tonnages are up by approximately 2.2% on last year.

Year to date the Partnership has generated revenue of just under £200,000 from the sale of recyclable materials.

Year to date green waste tonnages are up by approximately 2.2% on last year.

Year to date the Partnership has generated revenue of just under £200,000 from the sale of recyclable materials.

Phase B Contract – Construction of an Energy Recovery Facility (ERF)

Key milestones in the construction programme have been passed, connection to the grid has been made and work is on target for completion in August 018

The quarterly Community Liaison Group meeting was held in January.

4 applications for funding from the Beddington Community Fund (BCF) have been received.

The quarterly newsletter to 14,000 households on the construction plan and other is updates was distributed at the end of February

The Viridor Beddington ERF website also provides updated information.

<https://viridor.co.uk/our-developments/beddington-erf/>

Resolved that the performance of the Phase A contracts and the current position on the Phase B contract is noted.

32. SLWP Budget Report 2016-17 Update

Michael Mackie, Finance Lead, presented an update on the budget for Q3. This forecasts an under spend for the year for all activities of £72,200 (£18,050 per borough).

On core activities. The underspend forecast is £12,700 (£3,175 per borough). Variations include a forecast underspend of £32.5k for external financial, legal and technical advice and a £17k underspend on salaries due to the Contract Data Officer post being held vacant until the end of September 2016.

The Residual Waste Procurement is currently on hold and unlikely to be carried out this financial year, resulting in a forecast underspend of £59.5k for 2016/17.

There was a discussion on whether the underspend could be carried forward into 17/18 and/or ring fenced to contribute to partnership work on education and recycling to increase rates as part of the effort to get closer to government targets.

It was noted that underspends are treated as part of individual Borough budgets and are therefore not retained in the Partnerships budget.

Resolved that the projected outturn for 2016/17 is noted.

33. The South London Waste Partnership Communications Strategy 2017 - 2018

The medium-term communications priorities covering April 2017 to April 2019 are

- April 2017 - roll-out of new collection service in Sutton and contract start in Merton (with an 'as is' collection service)
- Autumn 2017 – construction of Beddington ERF substantially complete
- Winter 2017 – commissioning of Beddington ERF
- March 2018 – Croydon join the collection contract with an 'as is' service
- May 2018 – Local Government elections in all four Partner boroughs
- Summer 2018 – Beddington ERF becomes fully operational
- October 2018 - roll-out of new collection service in Merton and Croydon
- April 2019 - roll-out of new collection service in Kingston

John Haynes presented the draft Communications Strategy for the South London Waste Partnership to cover the period April 2017 to March 2018.

The development of this Strategy has been informed by the findings of social research carried out on behalf of the South London Waste Partnership by BMG Research in late 2016. This investigated the attitudes and behaviours of local residents in relation to waste management and treatment. Findings were compared and contrasted with those obtained in 2010 and 2012 research projects and some encouraging trends in behaviour and attitudes were identified.

Effective and well-planned communications and community engagement activities will play a key role in ensuring the challenges of the year ahead are met and the opportunities maximised.

Given the current budgets and constraints of the Partnership itself, much of the supporting work will be delivered by the four partner boroughs and the Partnership's key commercial partners; Veolia, Viridor and idverde. The themes and activities contained within the strategy have been discussed with the Communications Leads from the four Partner boroughs and the Partnership's Management Group.

The 2017/18 strategy sets out
the 10 themes which emerged from research which have helped identify the key communications priorities;
the supporting evidence for each theme
the communications activities aligned to each theme and measurable targets wherever possible

The 10 Themes are:

- 1 Residents believe they are recycling more; it is environmental concerns (rather than financial ones) that are motivating them to do so)
- 2 The power of social norms is leading to an ever-increasing mismatch between reported recycling and actual recycling tonnages
- 3 Recycling apathy amongst 'Millennials' – the 16-34 year olds
- 4 Trust is improving
- 5 Strengthening support for finding new ways of tackling waste
- 6 Growing awareness of the Beddington ERF, but still work to do
- 7 Recycling and energy recovery can live happily side by side
- 8 Satisfaction with Recycling Centres is high
- 9 Residents feel less informed than they used to
- 10 A partnership known for innovation and enterprise – delivering exceptional value for money and high quality service for local taxpayers

The Strategy and the BMG Research findings report – Appendix E of the agenda - were discussed together, see also minute 34.

Members were pleased that awareness of the partnership has doubled – currently 23% - but concerned about:

Residents feeling less informed than they used to
The perception that 50% of refuse is recycled; against the reality of 40%
Apathy among 'Millennials' who are 'too busy to recycle more'

The proposed actions in the Strategy on clearer communications were supported. These include using social media platforms; Apps and targeted TV advertising to convey messages on recycling. The aim being to increase rates, change perceptions on how much is actually recycled and reassure residents on where recycling is carried out and the products produced from it.

Previous comments on following up campaigns with face to face conversations, clear and uniform labelling of bins, sharing skills and good practice were reiterated.

It was noted that use will be made of Recycle for London's 3-year communication and education campaign (2017-20) focussed on 18-34 year olds and recent work done by the London Environmental Directors' network around how to encourage people who live in flats to recycle more.

Officers were also asked to produce a discussion paper on a common approach to recycling, mechanisms for encouraging recycling – eg a ‘reward’ scheme and mechanisms to encourage compliance with recycling standards and discourage apathy/ignorance.

The Committee thanked John Haynes for his work on this Strategy.

Resolved that the South London Waste Partnership Communications Strategy 2017 – 2018 is approved.

34. Measuring resident perceptions of waste management

Following a competitive tendering process, the South London Waste Partnership commissioned BMG Research to conduct social research on its behalf in September 2016.

The aim was to obtain a representative and robust measurement of resident perceptions of waste management across the Partnership and to use benchmarking data from 2010 and 2012 comparable research projects (conducted by Ipsos MORI) to identify trends in opinions and behaviours.

As indicated in minute 33 the 10 themes emerging from the research have informed the 2017/18 Communications Strategy.

Some highlights from the research are:

Compared to 2012 there has been a significant increase in the proportion of residents stating that waste management and recycling services are very important to them.

The main motivational factor behind residents recycling is the resulting environmental benefits; 6 in 10 state this as the reason they recycle.

What motivates residents is largely unchanged since 2012 and there is a slight indication that residents now need less encouragement from their local council to recycle.

There is a large variation in opinion between age groups; those aged between 16 and 34 are significantly less likely than older residents to state that waste management and recycling services are very important (69%) or that they would recycle as much as they can even if it requires additional effort (54%).

Around half agree that they need more information on what can and can't be recycled and the proportion strongly agreeing with this has increased significantly since 2012 (27%:16).

The majority of residents agree that they feel their own recycling effort makes a difference (82%). Less than 4 in 10 do not believe the council actually recycles all the items collected for recycling (39%); this is a reduction of around 8% since 2012.

Residents believe that a recycling rate of 68% is achievable in 5 years' time, however this is based on an optimistic view that the current recycling rate is 50% whereas the actual rate is 40%.

Resolved that the contents of the Research Report are noted.

35. Meeting Dates 2017-18

The next meeting will be
Tuesday 6 June 2017 5:30pm at Guildhall, Kingston upon Thames KT1 1EU

NB subsequently rescheduled to 27 June due to the general election.

The following dates for 2017/18 were confirmed, subject to these having been included in individual Borough calendars

These will be at 5:30 at Sutton Council offices

Tuesday 12 September 2017

Tuesday 5 December 2017

Tuesday 6 March 2018

Wednesday 13 June 2018

36. Exclusion of the Press and Public

Resolved that the public are excluded from the meeting under Section 100(A)(4) of the Local Government Act 1972 on the grounds that it is likely that exempt information, as defined in paragraph 3 of Part I of Schedule 12A to the Act, would be disclosed and the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

This paragraph covers information relating to the financial or business affairs of any particular person (including the authority holding that information)

37. Risk Register

The Risk Register was reviewed. There are no Red risks..

Resolved that the current position on the Risk Register is noted.

CHAIR'S THANKS

Councillor Phil Doyle stated that at the next meeting he would be handing over as Chair to Sutton.

He thanked officers and members of the Joint Committee for all their help and support over his year as Chair.

Signed.....Date.....
Chair