

Agenda Item No. 4(d)

DERBYSHIRE COUNTY COUNCIL

**MEETING OF CABINET MEMBER – HIGHWAYS, TRANSPORT AND
INFRASTRUCTURE**

11 April 2017

Report of the Strategic Director – Economy, Transport and Communities

**APPROVAL FOR THE ALLOCATION OF THE RESOURCE RECOVERY
SOLUTIONS (DERBYSHIRE) LTD WASTE MINIMISATION AND
EDUCATION INITIATIVES FUND**

(1) **Purpose of Report** To seek approval for the allocation and expenditure of the Resource Recovery Solutions (RRS) Contract Initiatives Fund aimed at increasing recycling and waste minimisation and for the development of educational resources.

(2) **Information and Analysis** The long term waste contract with RRS includes the requirement to provide a full-time Waste Minimisation and Education Officer and the development of an annual Waste Minimisation and Education Plan (WMEP).

The plan is produced in partnership with RRS, the County Council and Derby City Council. The plan is managed by RRS and delivered by the Waste Minimisation and Education Officer (WMEO). The Plan is supported by an annual Initiatives Fund of £100,000. The County Council contributes 77.4% of the fund with Derby City Council contributing 22.6%. The Education Officer is responsible for procuring services and merchandise relating to the plan.

The WMEO works in partnership with the councils to promote waste minimisation, reuse and recycling/composting to schools and to the wider community in Derby and Derbyshire. This work complements the existing work undertaken by the councils.

It is proposed that the 2017-18 Plan, which is available on request, will target households and children in Derbyshire. A range of communication activities appropriate to each target audience will be developed and implemented. In addition to this an education centre and associated educational programme and resources will also be developed as part of the development of the Derby and Derbyshire Waste Treatment Centre (WTC), currently under construction in Sinfen, Derby.

The councils' campaigns seek to reduce the impact on the environment of landfilling waste by increasing recycling/composting and reducing residual waste, mitigating the councils' exposure to the escalating costs of landfill charges and tax.

Approval is sought for the allocation of the Initiatives Fund to support this work as detailed below. A degree of variance may occur from the proposed budget allocations, dependent on the detail of the communication activities prepared. Any funding not fully utilised will be used to supplement other areas of the plan. The overall expenditure will not exceed the County Council's £77,400 proportion of the Initiatives Fund.

Derby City Council is making its own decision with regards to how their contribution will be spent within the city.

A summary of the proposed initiatives are outlined below, together with the proposed allocation of funding:

1. Households (£42,000)

- Household campaigns to increase recycling/composting and reduce residual waste in specific areas in Derbyshire (in partnership with district/borough councils) through a range of small scale initiatives.
- Working in partnership with the county council on the development and delivery of a campaign to promote waste reduction and recycling messages.
- Development of promotional material.
- Attendance at waste awareness roadshow events.

2. Children (£8,000)

- School visits to promote waste reduction, reuse and recycling/composting.
- Development of educational resources for use in schools.
- Support to schools to progress waste related topics in the Eco Schools programme.
- Children's newsletter promoting waste reduction, reuse and recycling/composting.
- Assistance at the annual Eco Schools Conference arranged for teachers by the County Council's Eco Schools Officer.

3. WTC Education Centre (£20,000)

- Development of the indoor and outdoor space at the education centre.
- Development of educational resources for children and adult visitors to the education centre.

Item 3 above relates to the waste education centre at the Derby and Derbyshire Waste Transfer Centre that is currently under construction. The

education centre will host educational sessions for schools and groups to help inform about the WTC but with a focus on how people can deal with their waste sustainably. £45,000 of the 2016-17 Initiatives Fund has been carried forward to support the development of educational and interactive resources for the centre. £10,000 of the 17-18 Initiatives Fund will also be allocated to establishing this facility and its resources.

An element of the Initiatives Fund (£10,000) is set aside for communications work, specifically relating to the waste treatment centre at Sinfin Lane, Derby which is currently under construction. The County Council will contribute £7,740 and the City Council £2,260 of this element of the fund.

(3) **Financial Considerations** As stated in the report, the £100,000 Initiatives Fund is shared with Derby City Council who contributes £22,600 of the fund. The County Council's share of the Initiatives Fund (£77,400) is funded from the Waste Management Service revenue budget.

(4) **Legal Considerations** The provision of the Initiatives Fund by the County Council and City Council is a requirement set out in the long term contract with RRS.

(5) **Environmental and Health Considerations** The County Council is committed to increasing sustainable waste management solutions across the whole County. The implementation of the WMEP 2017-18 will contribute to the following environmental benefits:

- Waste minimisation.
- Increased recycling/composting.
- Diverting waste from landfill.
- Contributing to the County Council's carbon management programme.

(6) **Social Value Considerations** As indicated in the report the role of the Waste Minimisation and Education Officer is to provide waste education to Derbyshire residents. This takes the form of communication campaigns and direct communication with a wide range of adults and children. This provides a greater understanding of the management of wastes that society creates and wider sustainability issues. The role informs and more importantly, changes public behaviour towards managing waste in the county.

In preparing this report the relevance of the following factors has been considered: prevention of crime and disorder, equality and diversity, human resources, property and transport considerations.

(7) **Key Decision No.**

- (8) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.
- (9) **Background Papers** Held on file within the Economy, Transport and Communities Department. Officer contact details – Neil Haslam, extension 39787.
- (10) **OFFICER'S RECOMMENDATION** That the Cabinet Member approves the allocation County Council's contribution to Recovery Solutions (Derbyshire) Ltd Initiatives Fund as detailed in the report.

Mike Ashworth
Strategic Director – Economy, Transport and Communities