

Agenda Item No. 4 (c)

**DERBYSHIRE COUNTY COUNCIL**

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

**14 April 2015**

Report of the Strategic Director – Economy, Transport and Environment

**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 funding from the Resource Recovery Solutions Contracts Initiatives fund for a campaign aimed at increasing recycling and waste minimisation.

(2) **Information and Analysis** The long term waste contract with RRS includes the requirement to provide a full-time Waste Minimisation and Education Officer (WMEO), 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 Education Officer. The plan is supported by the Initiatives Fund of £100,000, which the County Council contributes 77.4% of and Derby City Council contributing 22.6%. The Education Officer is responsible for procuring services and merchandise relating to the plan.

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

It is proposed that the 2015-16 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.

The councils' campaigns seek to reduce the impact on the environment of landfilling waste, and mitigate the councils' exposure to the escalating costs of landfill charges and tax.

Subject to approval being granted for the proposed target areas of households and children, approval is also sought for the allocation of the Initiatives Fund to support this work as detailed below. A small 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 WMEP. The overall expenditure will not exceed the County Council's £77,400 proportion of the Initiatives Fund.

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

**1. Households (£56,252)**

- Household campaigns to increase recycling/composting and reduce residual waste in specific areas in Derbyshire (in partnership with district/borough councils).
- Development and delivery of a campaign to promote waste reduction and recycling messages at Household Waste Recycling Centres.
- Development of promotional material.
- Attendance at waste awareness roadshow events.

**2. Children (£13,408)**

- School visits to promote waste reduction, reuse and recycling/composting.
- Educational resource boxes for 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.

It is proposed that, when areas are selected for the household campaigns, priority will be given to at least one Thriving Families project area for a targeted community campaign. Funding will also be made available for the district/borough councils to use for additional campaigns in other areas which will focus on increasing recycling/composting performance and reducing residual waste. It is proposed a maximum of £48,511 is allocated for the household campaigns. Proposals will be requested from the district/borough councils and will be evaluated by officers to identify those initiatives which deliver the greatest benefits in recycling/composting performance and value for money.

For 2015-16, Derby City Council is proposing that the WMEO assists the City Council in community campaigns to increase recycling and reduce residual waste.

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

(3) **Financial Considerations** As stated in the report, the cost of the campaign (£77,400) will be met from the initiatives fund.

(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 2015-16 will contribute to the following environmental benefits:

- Waste minimisation.
- Increased recycling/composting.
- Meeting landfill diversion targets.
- Contributing to the County Council's carbon management programme.

### **Other Considerations**

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.

(6) **Key Decision** No.

(7) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(8) **Background Papers** Held on file within the Economy, Transport and Environment Department. Officer contact details – Philippa Roine, extension 39796.

(9) **OFFICER'S RECOMMENDATIONS** That the Cabinet Member:

9.1 Approves the funding of the proposed campaign from the Initiatives Fund.

**Mike Ashworth**  
**Strategic Director – Economy, Transport and Environment**

