

DERBYSHIRE COUNTY COUNCIL

MEETING OF CABINET MEMBER – JOBS, ECONOMY AND
TRANSPORT

15 April 2014

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 the Report** To seek approval from the Cabinet Member, for the allocation and expenditure of the Resource Recovery Solutions (Derbyshire) Ltd (RRS) contract Initiatives Fund and the delegation of the evaluation and detailed allocation of funding to the district/borough councils to the Strategic Director – Economy, Transport and Environment in consultation with the Cabinet Member.

(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 WMEP is produced in partnership with RRS, the County Council and Derby City Council. The WMEP is managed by RRS and delivered by the WMEO. The WMEP 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 WMEO is responsible for procuring services and merchandise relating to the WMEP.

The WMEO 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 2014/15 WMEP will target households and children in Derbyshire. A range of communication activities appropriate to each target audience will be developed and implemented.

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For 2014/15, Derby City Council is proposing that the WMEO assists the Authority in target community campaigns to increase recycling and reduce residual waste.

Both 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 (£56,260)

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

2. Children (£13,400)

- 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, in selecting areas for the household campaigns, priority will be given to at least one Thriving Families project area and that funding 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 £48,500 is allocated to this element of the plan. 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.

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An element of the Initiatives Fund (£10,000) is set aside for communications work, specifically relating to the proposed waste treatment facility at Sinfin Lane, Derby with the County Council contributing £7,740 and Derby City Council contributing £2,260 of this element. This expenditure will be dependent upon financial close being reached with RRS. In the event that funding is not required or less is required for this element, it is proposed that this funding in 2014/15 will be appropriately allocated to the other target areas specified above.

(3) **Financial Considerations** 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. The Fund seeks to reduce the Councils' exposure to the escalating cost of landfill by encouraging residents to recycle and compost their waste. In the current financial year, the County Council spent around £1.25m per month in landfill tax.

(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 2014/15 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.

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** None. Officer contact details – Philippa Roine, extension 39796.

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

9.1 Approves the allocation of the Resource Recovery Solutions (Derbyshire) Ltd Initiatives Fund, as detailed in this report.

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- 9.2 Delegates the evaluation and detailed allocation of funding to the district/borough councils to the Strategic Director – Economy, Transport and Environment in consultation with the Cabinet Member.

Mike Ashworth

Strategic Director – Economy, Transport and Environment