

**DERBYSHIRE COUNTY COUNCIL**

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

**31 May 2016**

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 (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 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 Derbyshire. This work complements the existing work undertaken by the councils.

It is proposed that the 2016-17 WMEP, which is available on request, will target households and children in Derbyshire. Communication activities, appropriate to each target audience, will be developed and implemented. The main focus of the WMEP will be the development of an education centre and associated educational programme and resources being developed as part of the development of the Derby and Derbyshire Waste Treatment Centre (WTC), currently under construction in Sinfin, 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.

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 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 (£15,000)**

- Household campaign to increase recycling/composting and reduce residual waste in the Thriving Family area of Gamesley (in partnership with High Peak Borough Council).
- Attendance at waste awareness roadshow events.

**2. Children (£9,122)**

- 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 (£60,538)**

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

As part of the Derby and Derbyshire WTC, currently under construction in Sinfen, Derby, a waste education centre is being developed which will be the public facing centre piece of the WTC. 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. The majority of the Initiatives Fund for this year has been allocated to support the development of educational and interactive resources which will ensure that the centre is both innovative and inspiring for visitors.

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 which contributes £22,600 of the Fund. The County Council's share of the Initiatives Fund (£77,400) will be met from the Waste Management Service revenue budget.

The household campaign to increase recycling/composting and reduce residual waste in the Thriving Family area of Gamesley it to be funded from the departmental earmarked waste reserve.

(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 2016-17 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.

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 Communities Department. Officer contact details – Philippa Roine, extension 39796.

(9) **OFFICER'S RECOMMENDATIONS** That the Cabinet Member approves the allocation of the Resource Recovery Solutions (Derbyshire) Ltd Initiatives Fund, as detailed in this report.

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