

Agenda Item No. 7(k)

**DERBYSHIRE COUNTY COUNCIL**

**CABINET MEETING**

**2 December 2014**

Report of the Strategic Director - Economy, Transport and Environment

**APPROVAL TO ADOPT THE DERBYSHIRE AND DERBY JOINT  
MUNICIPAL WASTE MANAGEMENT STRATEGY (HIGHWAYS,  
TRANSPORT AND INFRASTRUCTURE)**

(1) **Purpose of Report** To seek Cabinet approval for the adoption of the Derbyshire and Derby Joint Municipal Waste Management Strategy following extensive public, partner and stakeholder consultation.

(2) **Information and Analysis** In 2013-14, 386,286 tonnes of municipal waste was produced in Derbyshire with 133,743 tonnes (34%) going to landfill. The amount of waste recycled and composted has increased from 32% in 2006/07 to 47% in 2013-14. In 2013/14, the County Council spent £32.868m managing waste of which £19.180m was the cost of dealing with residual waste, mainly to landfill. A clear, effective and sustainable waste management strategy is therefore critical to protect the County Council's limited financial resources and the local and wider environment.

The revised Derbyshire and Derby Joint Municipal Waste Management Strategy (DJMWMS) 'Dealing with Derbyshire's Waste' sets out a vision and a framework which will enable Derbyshire councils, recognising and building upon the considerable progress made in recent years, to continue to work in partnership to deliver a sustainable waste management service for Derbyshire and Derby City.

The revised strategy proposes to retain a recycling and composting target of 55% or greater by 2020. This target remains challenging and exceeds the Government's target of 50%. In order to deliver a sustainable waste management service, and to work to achieve the 55% recycling target, all Derbyshire councils will need to play their part by continuing to:

- reduce waste;
- increase reuse and recycling/composting of waste;
- reduce waste to landfill and recovering value from waste leftover;
- increase public understanding and engagement in waste and recycling leading to high levels of customer satisfaction; and

- increase and provide an accessible, efficient, effective and value for money service.

The role of district and borough councils, the Waste Collection Authorities (WCAs), is fundamental to delivery of the strategy and therefore, to support the revised strategy, ten individual council Waste Action Plans have been developed. The plans detail activities over the next five years, for each council, which will help local communities and the councils themselves to prevent waste, increase reuse and to recycle and compost more. The plans will be subject to an annual review to monitor progress.

The DJMWMS 'Looking after Derbyshire's Waste' was originally developed and adopted in 2006 by Derbyshire County Council, Derby City Council and all eight district and borough councils in Derbyshire. The DJMWMS is a partnership document and provides a framework for the development and delivery of waste management services in Derbyshire and Derby City over the period 2006-2026. The DJMWMS is subject to a five yearly review to ensure the priorities are in line with policy and legislation. In accordance with this programme, a review was scheduled for 2011.

On 6 October 2011, the Cabinet Member - Technology and Recycling approved a review of the DJMWMS to be undertaken in partnership with Derby City Council and the district/borough councils (Minute No. 45/11 refers). The review has focused on waste prevention, recycling and composting, rather than on treatment and disposal of waste that cannot be recycled and composted which forms a part of the current waste management contract with Resource Recovery Solutions (Derbyshire) Ltd.

The review included the following key elements:

1. Production of a Baseline Report and Waste Forecasting - A report was written to provide a baseline position of the waste management service in Derbyshire and to provide forward projections of Derbyshire and Derby City waste tonnages to inform the review and appraisal of delivery mechanisms (options).
2. Setting of Strategic Vision and Objectives - An overarching draft vision, strategic objectives, and a recycling and composting target for the Strategy detailed in Appendix 1 were defined through a number of separately held workshops attended by officers, elected members and stakeholders. The Stakeholder Group was attended by representatives from waste contractors, local environmental groups and statutory bodies.
3. Development of Options - A long list of delivery options to deliver the strategic objectives was developed, taking into account the views of officers, elected members and stakeholders. The development of options was informed by a review of existing plans, programmes and environmental objectives which the councils have.

4. Appraisal of Options - Following the development of the long list of options, an Officer Workshop was held to distil the long list into a proposed shortlist (see Appendix 2). Each option was evaluated in terms of deliverability and how well it met the strategic objectives. The shortlist of options was agreed with members and stakeholders through separate workshops. A detailed options appraisal was then completed on the 26 shortlisted options, including life cycle analysis, waste flow modelling and cost modelling, to allow the options to be compared.

Following completion of the above stages, a draft headline Strategy 'Dealing with Derbyshire's Waste' was developed. The Strategy sets out the approach to managing waste sustainably for the communities of Derbyshire and Derby City, and the priorities for action to help achieve the vision and objectives of the Strategy over the next five years. The Strategy provides a framework for how to reduce the amount of waste produced; to reuse, recycle and compost as much material as possible, and to find the most sustainable solutions to deal with any waste produced. Individual council waste action plans support the Strategy and detail the specific services and activities (options) planned by each council over the next five years.

A Strategic Environmental Assessment (SEA) was completed alongside the review of the Strategy and was subject to examination as part of the public consultation. The SEA is designed to appraise the impacts of the proposed strategy on the environment, help identify where the impacts are and how any negative impacts can be reduced and positive impacts increased. The SEA identified that the Strategy, through seeking to improve resource management and move waste management practices up the waste hierarchy, represents good practice. A number of points were noted to help increase the positive impacts of the Strategy and to mitigate any potential negative impacts. Nine criteria for monitoring environmental impact, e.g. landfill diversion and recycle destinations were also suggested. The points and criteria will be considered and monitored accordingly.

On 12 November 2013, the Cabinet Member - Jobs, Economy and Transport endorsed the draft Strategy and Waste Action Plans for public consultation (Minute No. 100/13 refers). A public consultation commenced on 15 November 2013 to 14 February 2014. A questionnaire was published online through Derbyshire County Council's and Derby City Council's consultation portals, along with hard copies of the questionnaire given out at 32 exhibitions held in libraries and leisure centres across the County. The consultation was promoted further through council websites, press releases and postings on social media. A wide range of stakeholders and interest groups were also contacted via email or letter.

A total of 1,636 questionnaires were completed and five letters received from stakeholders/interest groups. A summary of the public consultation findings

are detailed in Appendix 3. The comments and responses have been reviewed and analysed, and the Strategy documents modified where necessary.

The final Strategy documents and action plans have been approved by officers of the Derbyshire Waste Partnership. A full copy of the Strategy and associated documents can be made available on request and will be available at [www.derbyshire.gov.uk/wastestrategy](http://www.derbyshire.gov.uk/wastestrategy) once formally adopted. All nine partner authorities will be seeking adoption by their respective Cabinets and Committees during autumn 2014.

(3) **Financial Considerations** The specific services and activities (options) planned by the County Council, as part of the adoption and delivery of the DJMWMS 'Dealing with Derbyshire's Waste' (detailed in Appendix 4), can be delivered within the provisions of the current Waste Management Revenue budget.

Failure to adopt the Strategy could result in increased waste to landfill and its associated financial implications.

(4) **Environmental and Health Considerations** Through the DJMWMS, the Authority is committed to increasing sustainable waste management solutions across the whole County. The development of the Strategy will contribute to the following environmental benefits:

- Waste Minimisation.
- Increased Recycling/Composting.
- Meeting Landfill Targets.
- Contributing to the Authority's Carbon Management Programme.

(5) **Equality and Diversity Considerations** A review of potential impacts of the DJMWMS on equality and diversity has been completed (see report in Appendix 5).

The potential impacts identified and mitigation methods suggested will be reviewed and monitored during the delivery of the Strategy to ensure that all communities can access and understand the waste services provided. Many of the impacts and interventions identified are dependent upon the delivery of individual waste action plans in each area and the district and borough councils are strongly encouraged to consider equality issues when delivering them.

## Other Considerations

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

(6) **Key Decision** Yes.

(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 Cabinet:

- 9.1 Approves the adoption of the Derbyshire and Derby Joint Municipal Waste Management Strategy 'Dealing with Derbyshire's Waste' and the County Council's Waste Action Plan.
- 9.2 Notes and welcomes the proposed endorsement and adoption of the Strategy and their respective Waste Action Plans by Derby City Council and the eight district/borough councils in Derbyshire.

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

## **Appendix 1 - Strategy Vision and Objectives**

The Derbyshire and Derby City Joint Municipal Waste Management Strategy aims to deliver a sustainable waste management service.

The following ten objectives have been developed to support the Strategy vision and set the framework for future Waste Management Activity.

The strategy will deliver:

- Reduced waste.
- Increased reuse and recycling/composting of waste.
- Reduced waste to landfill and recovering value from waste that is left over for disposal.
- Increased public understanding and engagement in waste and recycling leading to high levels of customer satisfaction.
- An accessible, efficient, effective and value for money service.

It will also contribute towards:

- Improved resource efficiency.
- Reduced carbon / climate change impacts.
- Protection of natural resources.
- The management of non-household waste.
- Local self-sufficiency in the management of waste.

The combined vision and objectives will enable us to reach a target of 55% recycling/composting of household waste by 2020 and to exceed this where possible.

## Appendix 2 – Shortlist of Options

	Waste Prevention Options	Option Description
1	Reduce residual bin size/capacity	Make bins for general waste smaller to encourage more recycling and composting.
2	Effective 'side waste' policy to ensure additional waste that cannot fit into the bin provided is not collected	Not collecting extra general waste put at the side of the main bin.
3	Home composting promotional campaign, including home digestion	Continue to promote home composting.
4	In-house waste prevention by councils	Make sure that councils minimise waste being produced within their own organisations.
5	Love Food Hate Waste promotional campaign to reduce food waste	Encourage people to waste less food by planning meals, only buying and cooking what is needed, storing food properly and using up leftovers.
6	Education, promotion, awareness raising to increase public understanding and engagement of waste prevention	Run more promotional campaigns to schools and householders to encourage everyone to minimise waste.
7	Promotion of SMART (Save Money And Reduce Trash) shopping	Encouraging households to help the environment by buying items with less packaging, using reusable bags and buying refill packs and recycled products.
8	Junk mail promotional campaign	Continue to promote ways people can help reduce the amount of junk mail they receive.
9	Lobby Government and relevant organisations on waste prevention issues	Lobby Government and relevant organisations on waste prevention issues.

	Reuse Options	Option Description
1	Partnering with and promoting / incentivising third sector activity on reuse	Work with charities to encourage people to donate more unwanted items rather than throwing them away.
2	Reuse at Household Waste Recycling Centres (HWRCs) including electricals (Waste Electrical and Electronic Equipment (WEEE)) and other items	Provide reuse points at recycling centres for items such as electrical items and furniture.

3	Bulky waste reuse	Increase the reuse of furniture and large items collected by councils.
4	Promotion of Freecycle / Freecycle	Promote websites where people can find a new home for items they no longer need.
5	Promotion of Auction Sites	Promote online auction sites where unwanted items can be sold.
6	Lobby Government and relevant organisations on reuse issues	Lobby Government and relevant organisations on reuse issues.
7	Education, promotion, awareness raising to increase understanding and engagement of reuse	Run more promotional campaigns to schools and householders to encourage everyone to reuse waste

	<b>Recycling and Composting Options</b>	<b>Option Description</b>
1	Trade waste recycling	Recycle more waste collected by the councils from businesses.
2	Greater range of materials collected from the kerbside/bring sites/HWRCs	Collect a greater range of materials for recycling and composting from households and at recycling centres.
3	Incentive reward schemes	Develop incentive or reward schemes for householders to encourage recycling.
4	Reducing contamination in recycling and composting	Raising householders' awareness of what can be recycled and composted, and monitoring that the right things are being recycled and composted.
5	Education, promotion, awareness raising to increase understanding and engagement in recycling/composting	Run more promotional campaigns to schools and householders to encourage everyone to recycle and compost.
6	Lower frequency of residual waste collection supported by weekly food waste	Collect general waste less often (every three weeks) whilst collecting food waste each week and recycling collections as normal.
7	Higher frequency of recycling collection	Collect recycling from households more often.
8	Separate food waste collection	Collect food waste from households in a separate container.
9	Bulky waste recycling	Increase the recycling of furniture and large items collected by the councils.
10	Lobby Government and relevant organisations on recycling issues	Lobby Government and relevant organisations on recycling issues.



## Appendix 3 - Summary of the Public Consultation Responses

### 1. How strongly do you agree or disagree with the vision and objectives of the Strategy?

A total of 94% of respondents who answered this question either strongly agreed or agreed with the proposed vision and objectives, 4% neither agreed nor disagreed and 2% disagreed or strongly disagreed.

Respondents were given the opportunity to comment on the vision and the objectives of the Strategy. Some 240 respondents made a comment relating to the vision and objectives. Of these, 26% of the respondents were supportive of the vision and objectives, 24% made reference to the importance of public understanding, engagement and education, 13% stated that the recycling and composting target was too low, 8% of respondents mentioned that recycling was the best way and that all people should be doing it.

*Resulting Action - The vision and objectives of the Strategy will remain unaltered. The terminology used in the document has been reviewed to ensure that it is easy to understand.*

### 2. How strongly do you agree or disagree with the target of recycling and composting 55% or more by 2020?

A total of 89% of respondents who answered this question either strongly agreed or agreed with the proposed target, 6% neither agreed nor disagreed and 4.6% disagreed or strongly disagreed.

*Resulting Action - The recycling and composting target in the Strategy will remain unaltered.*

### 3. Ways to Prevent Waste

The Strategy identified nine activities (options) which could be developed by the councils in Derbyshire to help prevent waste. Respondents were requested to select three activities that they thought were the most important for the councils to do.

The top activities selected by respondents were:

- Encourage households to help the environment by buying items with less packaging, using reusable bags and buying refill packs and recycled products (52%).

- Encourage people to waste less food by planning meals, only buying and cooking what is needed, storing food properly and using up leftovers (47%).
- Make sure that councils minimise waste being produced within their own organisations (45%).
- Run more promotional campaigns to schools and householders to encourage everyone to minimise waste (41%).

*Resulting Action - The Waste Action Plans have been modified where necessary to ensure that they prioritise the most frequently selected options.*

#### **4. Ways to Reuse Waste**

The Strategy identified seven activities (options) which could be developed by the councils in Derbyshire to help reuse waste. Respondents were requested to select three activities that they thought were the most important for the councils to do.

The top activities selected by respondents were:

- Work with charities to encourage people to donate more unwanted items rather than throwing them away (66%).
- Provide reuse points at recycling centres for items such as electrical items and furniture (57%).
- Promote websites where people can find a new home for items they no longer want (54%).
- Increase the reuse of furniture and large items collected by councils (53%).

*Resulting Action - The Waste Action Plans have been modified where necessary to ensure that they prioritise the most frequently selected options.*

#### **5. Ways to Recycle and Compost Waste**

The Strategy identified ten activities (options) which could be developed by the councils in Derbyshire to help recycle and compost waste. Respondents were requested to select three activities that they thought were the most important for the councils to do.

The top activities selected by respondents were:

- Recycle more waste collected by the councils from businesses (46%).
- Collect a greater range of materials for recycling and composting from households and at recycling centres (46%).
- Develop incentive or reward schemes for householders to encourage recycling (45%).

*Resulting Action - The Waste Action Plans have been modified where necessary to ensure that they prioritise the most frequently selected options.*

## **6. What would help you recycle and compost more?**

When asked what would help respondents to recycle and compost more, the most popular options selected were:

- More information about what and how to recycle and compost (50%).
- More material for recycling and composting being collected at the kerbside (44%).

Respondents were requested to specify additional materials for recycling at the kerbside. The most commonly requested materials were electrical Items (13%), food waste (13%), and beverage cartons (Tetrapaks) (12%).

*Resulting Action - The partner authorities have considered the suggestions made to see if any could be implemented and the Waste Action Plans have been updated accordingly.*

## **7. Do you have other suggestions which would help you recycle or compost more?**

Respondents were asked for any suggestions which would help them to recycle or compost more. The most popular options selected were:

- More information on what can and cannot be recycled in kerbside schemes (13%).
- Packaging to be reduced by suppliers and retailers (9%).
- Provide free or discounted home compost bins (8%).
- Provide free green waste collections (including food waste) (7%).
- Provide more information, specifically on what plastics can be recycled (7%).

*Resulting Action - The partner authorities have considered the suggestions made to see if any could be implemented and the Waste Action Plans have been updated accordingly.*

## **8. How strongly do you agree or disagree with the local council action plan?**

Respondents were asked how strongly they agreed or disagreed with their local council's Waste Action Plan. Overall, 69% of respondents who answered this question strongly agreed or agreed, 27% of respondents neither agreed nor disagreed and 4% disagreed or strongly disagreed.

Respondents were given the opportunity to comment on their local council Waste Action Plans. A total of 292 respondents made comments. The comments made were wide ranging and often echoed comments made previously in the survey or to other questions.

*Resulting Action - The comments have been reviewed and considered by the relevant partner authorities. The Waste Action Plans have been modified where necessary.*

**9. How would you prefer to receive information on waste prevention, reuse, recycling and composting?**

Respondents were asked how they would prefer to receive information on waste prevention, reuse and recycling and composting. The most preferred method selected was through leaflets (43%) and council websites (44%). The most frequently specified other method was email and information stickers on wheelie bins.

*Resulting Action - The partner authorities are already using most of the methods of communication identified. For future communications work, the most frequently chosen options will be considered and implemented where appropriate.*

## Appendix 4 – Waste Action Plan Activities and Timetable.

The County Council's Waste Action Plan timetable identifies the specific action and initiatives that are planned over the next five years to help prevent, reuse and recycle/compost more waste.

	Action	2013/14				2014/15				2015/16				2016/17				2017/18			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Prevention	1 Further develop and continue the Home Composting scheme																				
	2 Encourage waste prevention practices within the council																				
	3 Further develop and deliver the Love Food Hate Waste promotional campaign																				
	4 Promote SMART (Save Money and Reduce Trash) shopping to encourage households to buy items with less packaging, use reusable bags and buy refill packs																				
	5 Increase education, promotion and awareness raising to create greater public participation in waste prevention, reuse, recycling and composting																				
	6 Lobby Government and relevant organisations on waste prevention, reuse and recycling																				
	7 Increase public awareness of reducing junk mail by using the Mail Preference Service																				
Reuse	8 Further developing partnerships with the third sector to reuse more materials such as electrical items, furniture and textiles																				
	9 Promote the use of internet auction sites along with free exchange sites such as Freecycle and Freecycle																				
	10 Explore how more large items disposed of by householders can be reused or recycled																				
Recycling & Composting	11 Continue and develop the countywide promotional activity through a range of mediums such as the recycling roadshow and education resources and promotional campaigns																				
	12 Review and develop work with DWP partners to increase business recycling																				
	13 Consider the use of incentives and reward schemes																				
	14 Develop greater reuse, recycling and composting at the Household Waste Recycling Centres for householders and potentially for businesses																				
Other	15 Work with the DWP partners to reduce contamination in recycling and composting																				
	16 Action Plan review (to include review of Strategy options)																				

Responsibility: ■ DCC ■ Derbyshire Waste Partnership

## **Appendix 5 – Equality Impact Report**

### **Derbyshire and Derby City Joint Municipal Waste Management Strategy Review**

#### **Equality Impact Assessment Report**

##### **1. Introduction**

Local authorities currently have a statutory duty to produce Joint Municipal Waste Management Strategies. Although this duty is being reviewed by the Department of Environment, Food and Rural Affairs (Defra), it is good practice to have a clear framework for the management of waste.

The Derby and Derbyshire Joint Municipal Waste Management Strategy (DJMWMS) was adopted in 2006 by Derbyshire County Council and Derby City Council, and the Derbyshire district/borough councils.

The 2006 Strategy set out the Councils' approach to managing waste sustainably for the communities of Derbyshire and Derby City, and the priorities for action for the next 20 years. It provided a framework on how to reduce the amount of waste the County produces, to reuse, recycle and compost as much material as possible, and to find the most sustainable solutions to deal with any waste produced.

The Strategy was subject to a five yearly review to ensure that it remained up to date and in line with waste policy and legislation. A review of the Strategy has been completed by Derbyshire County Council and Derby City Council, in partnership with the Derbyshire district/borough councils. The potential impacts on equality from the revised Strategy have been considered and the findings presented in this report.

##### **2. Scope of Strategy Review**

The Strategy Review focused upon waste prevention, recycling and composting, rather than on treatment and disposal of waste that cannot be recycled and composted. Arrangements for the treatment and disposal of waste that is not recycled or composted have not been considered as this is managed through an existing long term waste management contract. The Strategy does not cover waste management planning issues. Commercial, industrial, construction and demolition, waste managed by private waste contractors, is also not a focus of this Strategy.

The revised headline Strategy 'Dealing with Derbyshire's Waste' will be supported by Waste Action Plans for each council detailing individual activities at a local level. It has been developed alongside and supported by a number of technical studies.

##### **3. Strategy Consultation**

###### **3.1 Engagement**

A consultation was undertaken on the draft Strategy and Council Waste Action Plans to seek views from residents and interested parties on the proposed

## Appendix 5 – Equality Impact Report

vision and objectives, recycling and composting target and ways for the Councils to help prevent, reuse and recycle, and compost more waste.

The purpose of the consultation was to:

- provide appropriate information to explain the proposals, different options and the drivers and rationale behind them;
- engage, seek views and gather opinion on the draft DJMWMS and waste action plans documents, and the proposals within them;
- explore the suitability of potential options with service users and seek other solutions and ideas concerning the way the County Council provides waste and recycling services;
- provide decision makers with information to assist them in making informed decisions about waste and recycling services, and to enable the DJMWMS to be modified and adopted by the ten partner authorities.

The consultation ran from 15 November 2013 to 14 February 2014 (13 weeks). During the consultation period, local residents and interested parties could access consultation documents through the County Council and City Council websites. Documents were also available in paper form on request.

Consultation documents included:

- Dealing with Derbyshire's Waste Draft Strategy.
- Strategic Environmental Assessment Draft Environment Report.
- Draft Council Waste Action Plans.
- Options Appraisal Report.
- Waste Forecasting Report.

The consultation process involved the following main methods of consultation:

- A consultation survey that was web-based and in paper form.
- A series of roadshow sessions held at 20 libraries and 12 leisure centres.

The following additional methods were used to raise awareness of the consultation:

- Information was emailed/posted out to a wide range of stakeholders including:
  - Statutory Stakeholders: Peak District National Park Authority, Natural England, English Heritage and the Environment Agency.
  - 22 neighbouring authorities.
  - Town and parish councils.
  - Local churches and religious organisations.
  - Disability and age associated groups.
  - Local interest groups.
  - Sure Start Children's Centres.
  - Waste companies.

## Appendix 5 – Equality Impact Report

- Council employees.
- Engagement with Black and Minority Ethnic (BME) communities was undertaken via an established BME forum.
- Derbyshire Citizen Panel – detail of the consultation questionnaire was sent out electronically to those members of the panel who had access to email.
- Banners were displayed at nine Household Waste Recycling Centres (HWRCs) and paper questionnaires handed out to residents.
- Information on the consultation and a link was also placed on the eight district/borough councils' websites with feature stories being added to front pages.

A press release was distributed to local newspapers and postings made via the County Council's Social Media on Facebook and Twitter.

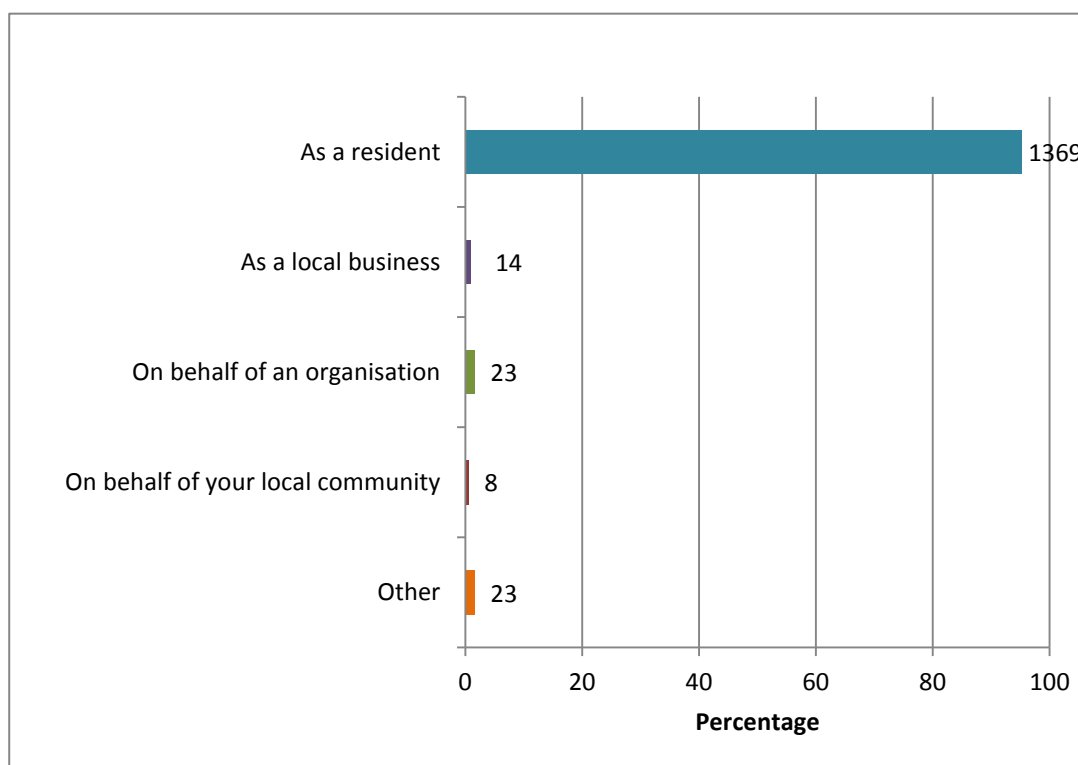
### 3.2 Consultation Results

1,636 completed questionnaires were received. The demographics and results are given below.

#### 3.2.1 Demographics

Respondents were asked to state how they were responding to the questionnaire. Figure 1 below shows that of those who responded 95% were from residents.

**Figure 1 - How are you responding to this survey?**



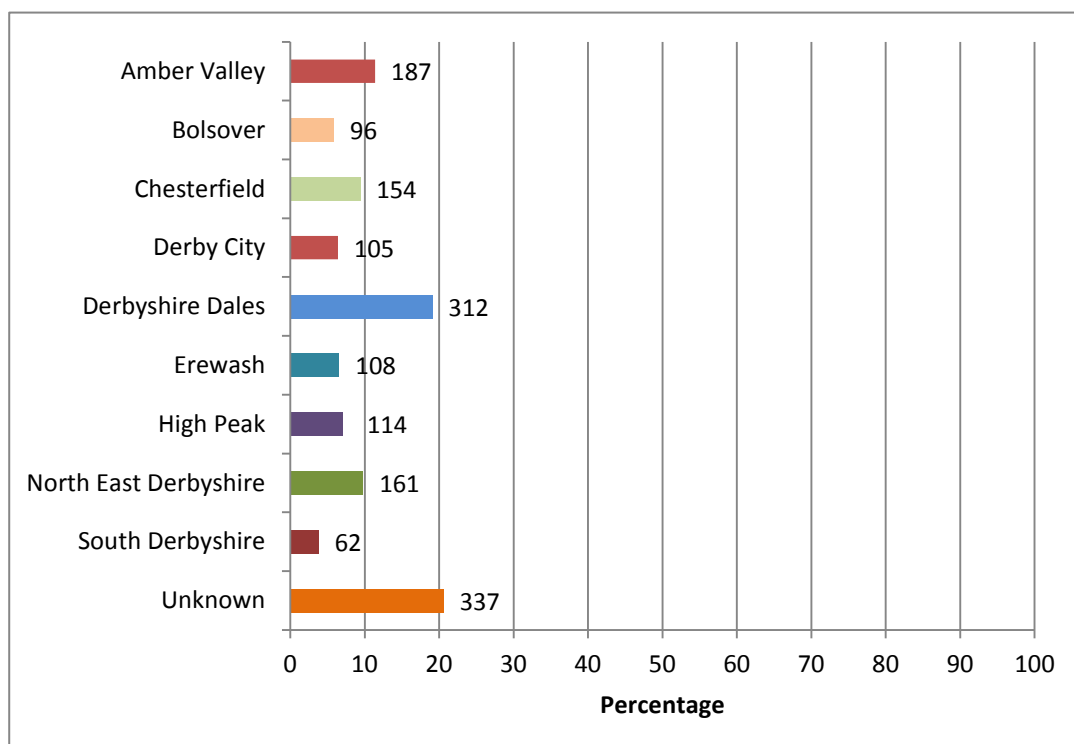


## Appendix 5 – Equality Impact Report

### Location of Respondents

Figure 2 shows the percentage spread of responses received from each council area based on postcode. Questionnaires were received from all residents from all areas of Derbyshire. 21% of respondents did not specify a postcode.

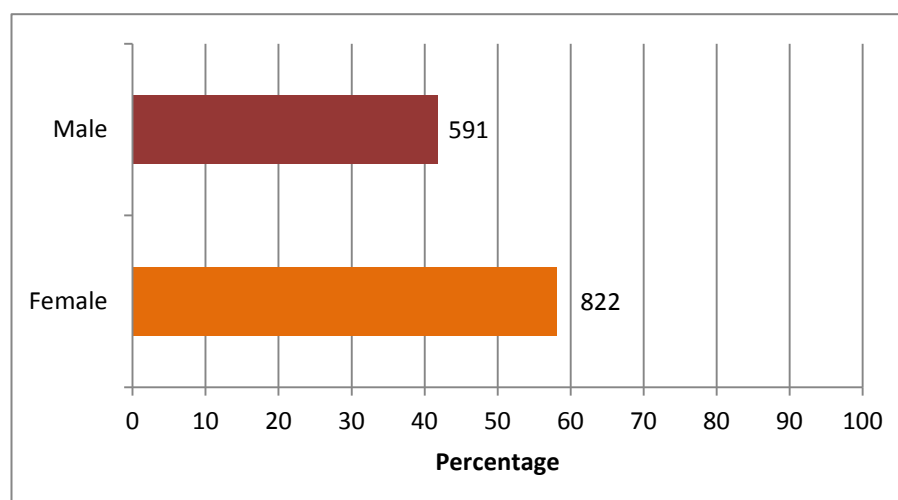
**Figure 2 - Questionnaires completed by area**



### Gender

Respondents were asked to provide information on gender. Figure 3 shows that of those who provided information on gender, 58% were female and 42% male.

**Figure 3 - Gender profile of respondents**

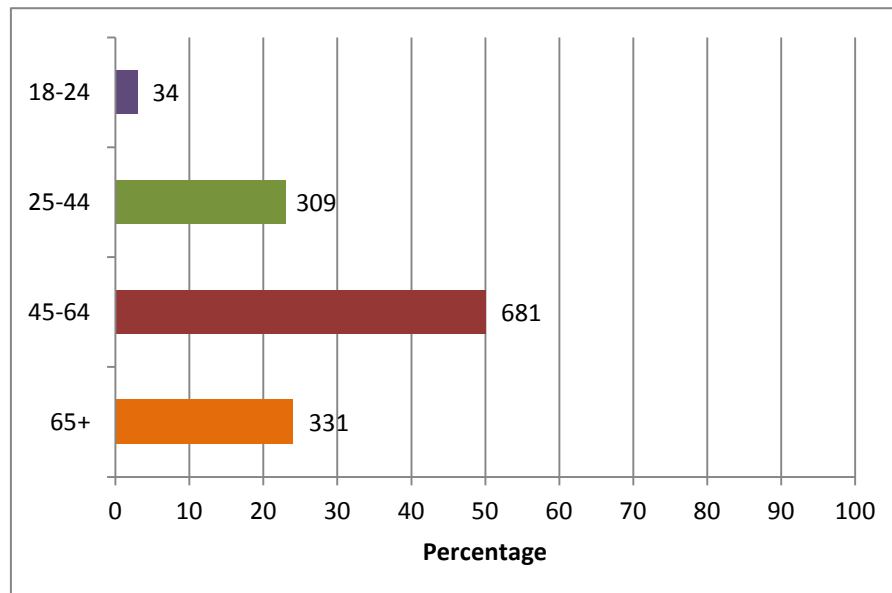


## Appendix 5 – Equality Impact Report

### Age

Figure 4 provides a breakdown of the age of respondents. Responses were received from across all age ranges. For those respondents who provided information on age, the overall predominant age of those participating in the consultation (50%) was between 45-64 years. The smallest numbers of responses (34%) received were from those between the ages of 18-24.

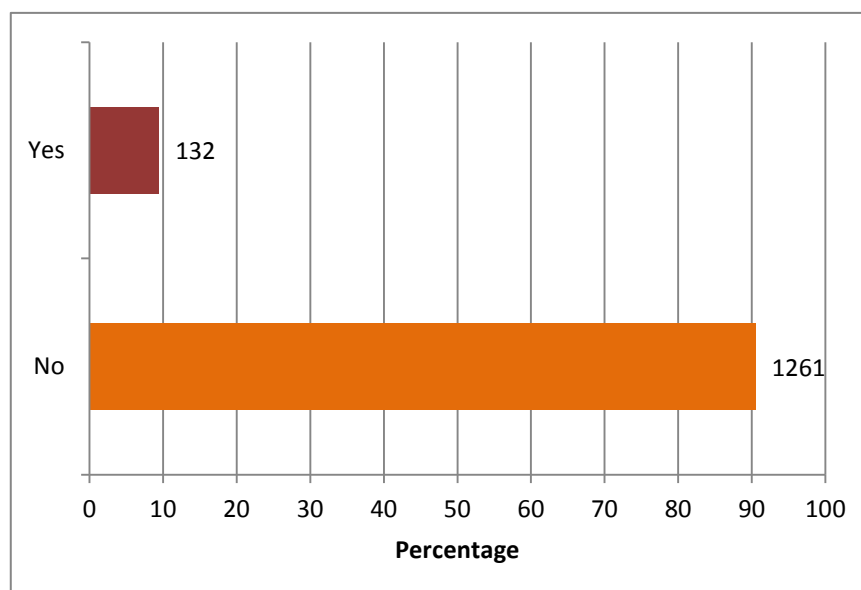
**Figure 4 - Age profile of respondents**



### Disability

Figure 5 provides a breakdown of whether respondents had a disability defined under the Equality Act 2010. For those respondents who completed information on disability, 91% did not consider themselves to have a disability.

**Figure 5 - Do you consider yourself to have a disability?**



## Appendix 5 – Equality Impact Report

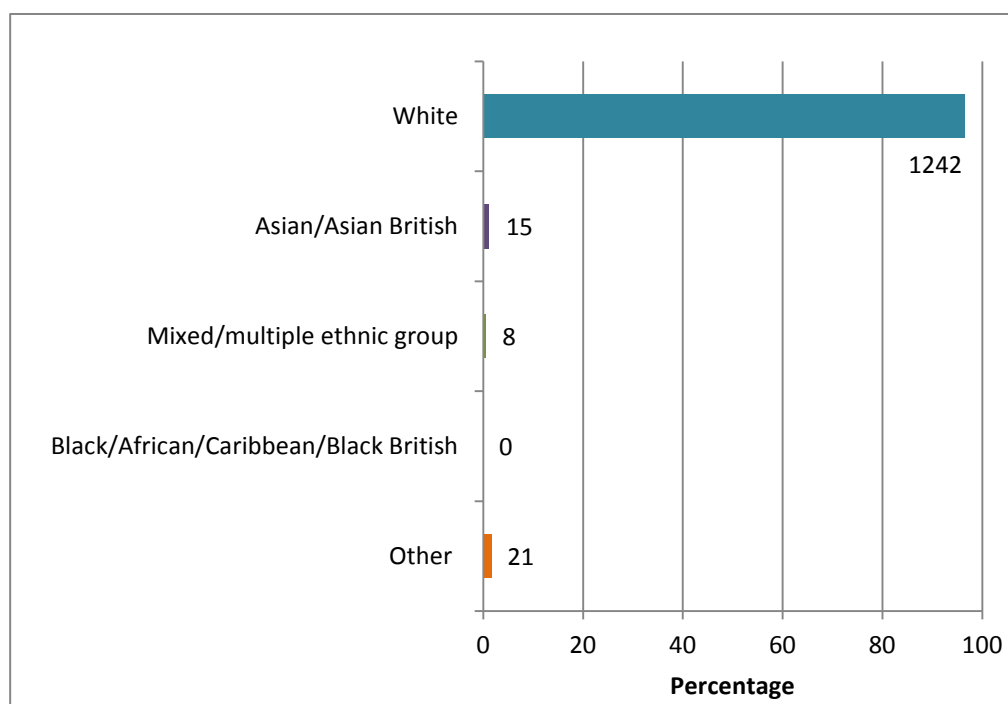
### Ethnicity

Figures 6 and 7 show a breakdown of ethnic groups specified by the respondents. Different groupings were used on the online version of the questionnaire by Derby City Council and these results are presented separately in Figure 7.

A range of ethnic groups were represented in the responses received overall. The majority of responses were received from those identifying themselves as White – English/Welsh/Scottish/Northern Irish/British.

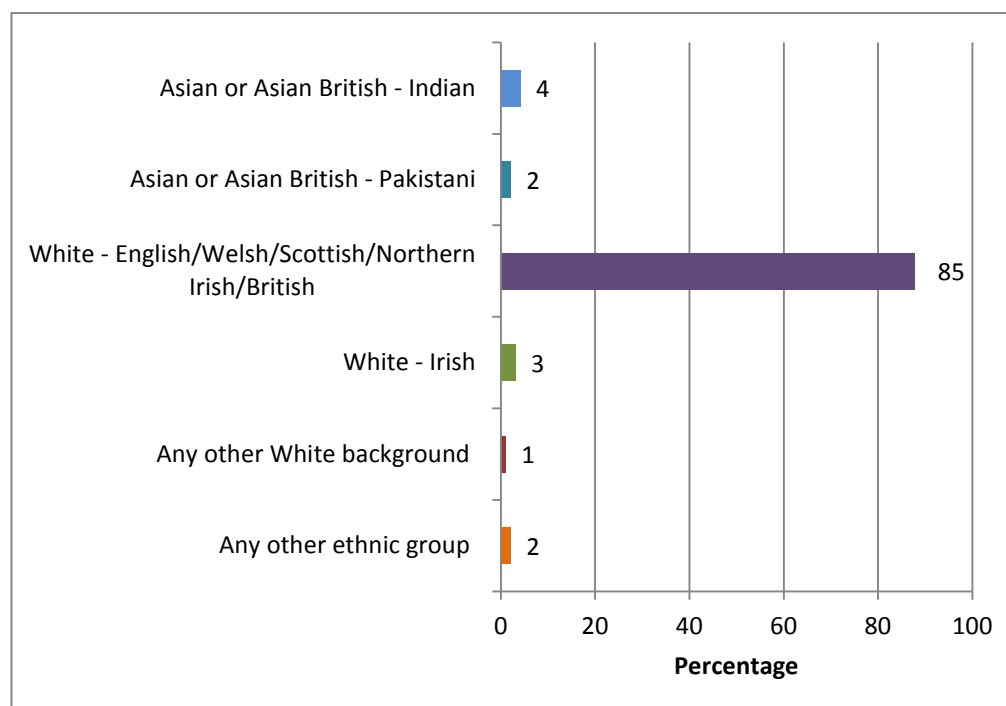
Ethnic groups specified by respondents under the option of “Other” included Filipino, Romany Gypsy, Travellers and Chinese.

**Figure 6 - Ethnic groupings identified from County Council online and paper questionnaires**



## Appendix 5 – Equality Impact Report

**Figure 7 - Ethnic groupings identified on City Council online questionnaires**



For the responses received through the City Council's website, no responses were received from people in the following groups:

Asian or Asian British – Bangladeshi, Asian or Asian British – Chinese, Any other Asian Background, Black or Black British – African, Black or Black British – Caribbean, Any other Black background, Dual Heritage – White and Black Caribbean, Dual Heritage – White and Black African, Dual Heritage – White and Asian, Any other Dual Heritage background, White – Gypsy or Irish Traveller, Other ethnic group – Arab.

### 3.2.2 Consultation Responses

#### Waste Strategy Vision and Objectives

There was considerable support for the DJMWMS vision and objectives. 93% of respondents either strongly agreed or agreed with the proposed Vision and Objectives.

#### Recycling and Composting Target

There was considerable support for the recycling and composting target of 55% or more by 2020. 90% of respondents either strongly agreed or agreed with the proposed target.

240 respondents made a comment on the DJMWMS vision and objectives. Of these 26% of the respondents were supportive of the Vision and Objective, 24% made reference to importance of public understanding, engagement and education, 13% stated that the recycling and composting target was too low

## **Appendix 5 – Equality Impact Report**

and 8% of respondents mentioned that recycling was the best way and that all people should be doing it.

### **Ways to Prevent Waste**

The overall top activities selected by respondents were:

- Encourage households to help the environment by buying items with less packaging, using reusable bags and buying refill packs and recycled products (52%).
- Encourage people to waste less food by planning meals, only buying and cooking what is needed, storing food properly and using up leftovers (47%).
- Make sure that councils minimise waste being produced within their own organisations (45%).
- Run more promotional campaigns to schools and householders to encourage everyone to minimise waste (41%).

### **Ways to Reuse Waste**

The overall top activities selected by respondents were:

- Work with charities to encourage people to donate more unwanted items rather than throwing them away (66%).
- Provide reuse points at recycling centres for items such as electrical items and furniture (57%).
- Promote websites where people can find a new home for items they no longer want (54%).
- Increase the reuse of furniture and large items collected by councils (53%).

### **Ways to Recycle and Compost Waste**

The overall top activities selected by respondents were:

- Recycle more waste collected by the councils from businesses (46%).
- Collect a greater range of materials for recycling and composting from households and at recycling centres (46%).
- Develop incentive or reward schemes for householders to encourage recycling (45%).

### **What would help you recycle and compost more?**

When asked what would help respondents to recycle and compost more, the most popular options selected were:

- More information about what and how to recycle and compost (50%).
- More material for recycling and composting being collected at the kerbside (44%).

## **Appendix 5 – Equality Impact Report**

Respondents were requested to specify additional materials for recycling at the kerbside. The most commonly requested materials were electrical items (13%), food waste (13%), and beverage cartons (Tetrapaks) (12%).

### **Do you have other suggestions which would help you recycle or compost more?**

Respondents were asked for any suggestions which would help them to recycle or compost more. The most popular options selected were:

- More information on what can and cannot be recycled in kerbside schemes (13%).
- Packaging to be reduced by suppliers and retailers (9%).
- Provide free or discounted home compost bins (8%).
- Provide free green waste collections (including food waste) (7%).
- Provide more information, specifically on what plastics can be recycled (7%).

### **How strongly do you agree or disagree with the local Council Action Plan?**

Respondents were asked how strongly they agreed or disagreed with their local council's Waste Action Plan. Overall, 28% of respondents strongly agreed or agreed. 11% of respondents neither agreed nor disagreed. 59% of respondents had not read their local Waste Action Plan.

293 respondents made a comment on their local council Waste Action Plans. The comments made were wide ranging and often echoed comments made previously in the survey or to other questions.

### **How would you prefer to receive information on waste prevention, reuse, recycling and composting?**

Respondents were asked how they would prefer to receive information on waste prevention, reuse and recycling and composting. The most preferred method selected was through leaflets (43%) and council websites (44%). Most frequently specified other method was email and information stickers on wheelie bins.

The results of this consultation process have been reviewed and the final Strategy and suite of Waste Action Plans modified where necessary. The protected groups which responded to the consultation were supportive of the Strategy.

## **4. Known Impacts on Protected Characteristic Groups**

The Strategy and Waste Action Plans provide a framework for how the councils will work to reduce the amount of waste produced, to reuse, recycle and compost as much material as possible, and to find the most sustainable solutions to deal with any waste produced.

## Appendix 5 – Equality Impact Report

The Strategy relies heavily on everyone playing their part to reduce, reuse and recycle/compost more waste. It is recognised that this can bring challenges and issues for certain protected groups and poorer and disadvantaged communities, whether it be participating in kerbside schemes, communication/engagement methods used to convey messages and information, or in the use of other waste services such as the HWRCs.

Table 1 details identified potential impacts of the Strategy on protected groups.

**Table 1 Potential Impact on Protected Groups**

Protected Group	Potential Impacts
Age including children and families, older people	<p>The County's age profile is already considerably older than the national average, and it is predicted that the County will see an increasingly ageing population in the future.</p> <p><b>Older People</b></p> <ul style="list-style-type: none"> <li>Older people may be more likely to suffer from mobility problems, therefore help and support in the home to use facilities provided to enable waste recycling may be required.</li> <li>Older people may be less likely to have access to their own transport making it more difficult for them to access HWRC sites.</li> <li>Older people may be less likely to have access to online facilities for receiving and viewing information.</li> </ul> <p><b>Younger People</b> Younger people may not always have access to HWRC sites due to not having their own transport.</p>
Disabled people including mobility, sensory, learning, mental health, HIV, and also include carers and relatives	<p>People with a disability may experience difficulties in using the HWRC sites for disposal and recycling of their waste without support.</p> <p>Waste recycling facilities in the home may present problems for people with a disability without support. The facilities may be difficult for them to use, the amount of space required for bins and the potential for causing an obstruction/access issues.</p> <p>Information provided may be in formats which are not understandable.</p>
Gender (Sex) including men and women, boys and girls	No particular issues identified.
Gender reassignment – including impact if any on Transgender people	No particular issues identified.
Marriage and civil partnership – also	No particular issues identified.

## Appendix 5 – Equality Impact Report

include impacts on lone parents and unmarried couples	
Pregnancy and maternity – including new mothers/ parents	Pregnant women may find waste recycling facilities in the home difficult to use without support i.e. wheeling heavy wheelie bins. Additional support may be required at HWRCs by pregnant women in relation to manual handling and heavy lifting.
Race – including all racial groups, including impact if any on Gypsies and Travellers	Minority ethnic groups may experience problems in accessing information. Language barriers may prevent effective use of HWRCs and also waste recycling facilities provided within the home.
Religion and belief including non-belief, including religious minority communities, Humanists	No particular issues identified.
Sexual orientation – including the impact if any on Lesbians, Gay and Bisexual people	No particular issues identified.
Non-Statutory - Poorer and disadvantaged communities	Poorer and disadvantaged communities may experience problems in accessing information. Higher levels of illiteracy may prevent effective use of waste recycling facilities provided within the home. Also, housing type, ie rental and multi-occupancy dwellings, may make effective use of waste recycling facilities provided difficult. May be less likely to have access to their own transport making it more difficult for them to access HWRC sites without additional support.

It is not thought that the Strategy has direct implications relating to gender differences, religion and belief differences or sexual orientation.

### **5. Ways of mitigating adverse impacts or to promoting improved equality of opportunity or good relations**

It is intended that the Strategy will have a positive impact on all residents in Derbyshire, including character groups, by helping them to reduce waste, recycle more and use resources more sustainably. However, there is potential for the Strategy to result in adverse impacts, albeit sometimes directly or indirectly, on the protected character groups of those with disabilities, the older sectors of the population and the BME population.

The Strategy is a high level strategic document and many of its impacts and interventions will be dependent upon delivery of the individual Waste Action Plans that contribute to the overall Strategy vision, objectives and targets in a local area.



## **Appendix 5 – Equality Impact Report**

### **Mitigation Measures**

#### **Disabled and Older People**

The potential adverse impacts of the Strategy identified for disabled and older sectors of the population relate to being able to access services, i.e. the ability to use kerbside collection services and the HWRCs, and to understand information provided. With the increasingly ageing population in Derbyshire, it is critical access to waste services is maintained. Such impacts can be mitigated by the continued provision of assisted collection services and the provision of help and assistance at the HWRCs, along with communication and information being provided in a range of formats and methods.

#### **Younger People**

Ensuring that younger people are not disengaged on waste issues is important so that they gain an understanding about how to deal with waste sustainably for when they will manage their own households. This can be achieved by engaging with children and young people through education, e.g. the use of the Eco Schools Programme, the provision of a Waste Minimisation and Education Officer through the main waste contract to lead educational sessions in schools and the delivery of the Waste Watchers secondary school theatre project. Provision of waste recycling facilities need to be also available and promoted within educational establishments. Information on waste promotions needs to be delivered in a suitable and relevant style, such as via social media.

#### **Race**

In regard to the BME communities, the potential adverse impacts relate to language barriers. It is essential communities are informed and understand the services available, any changes in services that are implemented and all changes to behaviour required by the delivery of the Strategy. These impacts can be mitigated by effectively engaging with BME communities and delivering, where appropriate, information in a range of different ways and languages.

#### **Poorer and Disadvantaged Communities**

The potential adverse impacts of the Strategy on poorer and more disadvantaged communities relate to access to services, i.e. their understanding of why and how to use kerbside collection services and also their ability to access HWRCs. It is important communities understand the services available, any changes in services that are implemented and all changes to behaviour required by the delivery of the Strategy. Running community targeted waste recycling campaigns, when resources allow, is a way which will help to address this. Monitoring the campaigns success will help to identify which engagement methods work.

#### **Communication**

It is essential that all communities, including those already identified, are informed and understand the services available, any changes in services that are implemented and changes to behaviour required by the delivery of the

## **Appendix 5 – Equality Impact Report**

Strategy. These impacts can be mitigated by effectively engaging and delivering information in a range of different ways and formats to enable everyone, including older and disabled groups, to understand and then act.

A number of positive actions have been taken to improve communications, specifically with regard to the provision of information about the waste services available, any changes in services that are implemented and all changes to behaviour required.

The district and borough councils and the County Council have adopted the national “Recycle Now” branding and material stream icons on literature, signage and other social media. This branding uses icons to identify different types of waste and materials for recycling e.g. paper, plastic, glass, with each having a distinct colour and pictorial image. Importantly, the icons are easy for people with language or literacy issues, or those with disabilities to understand. They provide a consistent look and feel across recycling communications and are recognised nationally across recycling services. In addition, where targeted recycling campaigns take place, communication materials and engagement are delivered in the local key languages.

### **HWRCs**

Staff at the HWRCs undergo regular customer care training which includes equality and diversity. The staff are required to offer and provide reasonable assistance to all communities, including protected character groups, and to treat everyone with dignity and respect at all times.

The Council's main HWRC contractor is required to conduct an annual HWRC satisfaction survey in order to ascertain the effectiveness of its services and to gauge a level of opinion from customers. To meet its obligations, the contractor employs an independent research company to attain unbiased and statistically significant results. Interviews are conducted face to face with visitors to HWRCs and the survey is also available on-line.

The satisfaction survey incorporates equality monitoring questions which enable the Council and contractor to review feedback from protected characteristic groups and to identify any areas for improvement, e.g. ease of access, clarity of signage and information, whether assistance is offered and any suggested overall improvements.

## **6. Monitoring**

Once published, the Strategy outcomes and impacts will be monitored. Any impacts on protected character groups will be dealt with through the delivery of the Strategy with resulting initiatives and activities being assessed against equality impacts where appropriate. In addition, district and borough councils are strongly encouraged to consider equality issues when preparing their individual Waste Action Plans. Any issues relating to character groups in their areas should be reflected at the local level and, where relevant, passed onto the County Council.

## **Appendix 5 – Equality Impact Report**

The review of the Waste Strategy is an objective of the Economy, Transport and Environment Department's Service Plan. The Strategy will be reviewed every five years or where a substantial change in legislation, policy or other circumstance merits a review outside that timetable. The individual Waste Action Plans will be reviewed annually.

### **7. Conclusion**

The Strategy is a high level strategic Countywide document and deals with all households equally, regardless of age, ethnicity and disability. It provides a framework to assist in providing improved services and sustainable solutions to manage waste in Derbyshire which will be of benefit to all communities in Derbyshire.

A challenge for future service provision will be to ensure that older, younger, and disabled people, BME communities and poorer and disadvantaged communities can access, understand and are engaged with the waste services provided and that their needs are met.

The potential impacts identified for protected groups and mitigation methods suggested will be reviewed and monitored during the delivery of the Strategy. Many of the impacts and interventions identified will be dependent upon the delivery of individual Waste Action Plans in each area.

It is not thought that the Strategy has direct implications relating to gender differences, religion and belief differences or sexual orientation.