



<b>Subject:</b>	Awards for Implementation of the Zero Waste Plan
<b>Date:</b>	10 May, 2016
<b>Reporting Officer:</b>	Nigel Grimshaw, Director of City and Neighbourhood Services
<b>Contact Officer:</b>	Tim Walker, Head of Waste Management

<b>Is this report restricted?</b>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	To inform Members of the recent success of the Council in being short-listed for a number of awards in relation to waste management and request advance approval to attend such events.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to: <ul style="list-style-type: none"><li>• Approve the attendance of two team members along with the Chair (or her nominee) at the Awards for Excellence and the National Recycling Awards ceremonies.</li></ul>
<b>3.0</b>	<b>Main report</b>
3.1	<u>Key Issues</u> Members may recall that the Council prepared and delivered the “ <i>Towards Zero Waste</i> ” Action (ZAP) Plan, 2012-2015. Implementation of this plan and the public’s response saw the Council’s recycling rate increase from 32% to 44%, an increase of 12% in 3 years. While this is no guarantee for future performance, as the recycling rate rebases to zero each year, it was a significant achievement and Belfast out-performed all of its benchmark

councils over this period.

3.2 The Plan was composed of eight specific areas and, following their delivery, some consideration was given to whether these might constitute national best practice. In light of the hard work expended, some of the projects which made up the Plan were submitted. As a result, the Council has been shortlisted for several awards in the following ceremonies

3.3 **Awards for Excellence** (Letsrecycle.com): The Best Local Authority Recycling Initiative held in May. The award is targeted at an initiative in the municipal waste stream and will recognise a project developed and delivered by a local authority which indirectly or directly helps to promote one or more of greater recycling, composting, sustainability and waste prevention. The Council is one of four projects shortlisted.

1. High Rise Flats Recycling, Solihull Metropolitan Borough Council
2. Recycling contamination reduction, Ansa Environmental Services for Cheshire East Council
3. Waste Reduction, Gloucester City Council
4. **Zero Waste Action Plan, Belfast City Council**

3.4 In the Council's submission we highlighted that in 2011, with a household recycling rate of 32%, the Council decided it needed to create a game changing 3 year action plan outlining a series of targeted actions which aimed to achieve by 2015 the 2020 Household Recycling target of 50%. Implementing the ZAP plan has increased the household recycling rate from 32% to 44%. The Council's 12% growth in its household recycling rate over this time period contrasts strongly with the NI region which grew by 3% overall and with the UK growth of 4%.

3.5 **National Recycling Awards** (MRW Materials Recycling World): Communications Awards (Public Sector) held in July. The Council is one of eight projects shortlisted.

1. Dorset Waste Partnership - Recycle for Dorset
2. London Borough of Sutton - Waste Less and Recycling More Campaign
3. Rochdale Borough Council - Recycling Saves Money
4. Solihull Metropolitan Borough Council - Follow the Footsteps
5. South Gloucestershire Council - Focus on Food Project
6. Wakefield Council - 3 Stream Communications Campaign
7. Watford Borough Council - Heart Gladstone: Keep Your Street Neat!

## **8. Belfast City Council - Local Government Reform Campaign**

3.6

During 2015, the councils in NI were restructured through Local Government Reform (LGR) which extended Belfast's boundary and incorporated 53,000 new residents. The campaign we developed to promote waste and recycling collection services was the most integrated communications campaign we have ever run involving traditional and modern communication techniques.

- 22,000 new households requiring residual and recycling collections
- 10,360 households from Lisburn City Council (LCC)- retain a 3 bin system but with alternative coloured bins to those in Belfast
- 8,217 households from Castlereagh Borough Council (CBC) – a change to distribution of food waste bags
- 3,240 additional households from CBC - changed from a weekly kerbside box to a fortnightly co-mingled collection
- 164 households from North Down Borough Council (NDBC) – retain a 3 bin system but with different coloured compost bins.

3.7

**National Recycling Awards** (MRW Materials Recycling World): Team of the Year – Public/ Third Sector held in July. The Council is one of nine projects shortlisted.

1. Dorset Waste Partnership, Operations Team
2. LondonWaste, LondonWaste Reuse and Recycling Team 2015
3. Oxford City Council
4. Sampson Road Residents Association
5. St Nicks, St Nicks Community Kerbside Recycling
6. University Hospitals of North Midlands NHS Trust, Pharmacy Stores Team, Royal Stoke Hospital
7. Wakefield Council, Project Implementation Team
8. Warwickshire County Council, Waste Management Team
9. **Belfast City Council, Waste Management Education Team**

3.8

The councils in NI were restructured in 2015 with new residents needing information about impending changes to their waste and recycling collection services. Communication of the change created by LGR was a once in a generation event and required a motivated, well coordinated team who worked efficiently to meet well defined goals. Clear processes were put in place with a chain of management to enable swift resolution. The Council's key resource in communicating challenging technical information and new waste collection systems was the team who speak directly to our residents

	<ul style="list-style-type: none"> <li>▪ The Resource Advisor (RA) team, visited approximately 22,000 households speaking about the upcoming changes to bin collections, LGR and changes to their rates bill which was above and beyond the scope of their traditional role</li> <li>▪ 4 X Resource Education and Promotions Officers (REPOs) who attended 96 community events, seminars and surgeries with relevant information, engaging with approximately 5000 residents</li> </ul> <p>3.9 The Council has been successfully short-listed for these awards and, in recognition of the hard-work and diligence of the teams involved, it is proposed that two team members and the Chair (or her nominee) be granted approval to attend these awards ceremonies.</p> <p>3.10 As the events take place in late afternoon, it is proposed that travel to/from these ceremonies could take place within the same day.</p> <p>3.11 <u>Financial &amp; Resource Implications</u> The costs for attending these events are outlined per person below</p> <ul style="list-style-type: none"> <li>▪ The cost would be £199 per person for the event ticket</li> <li>▪ Day return flight, train/tube to venue, taxis, costs are likely to be £300.</li> </ul> <p>3.12 <u>Equality or Good Relations Implications</u> There are no relevant equality and good relations implications associated with this report.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
4.1	None