

ESSENTIAL REFERENCE PAPER 'A'

IMPLICATIONS/CONSULTATIONS

<p>Contribution to the Council's Corporate Priorities/ Objectives <i>(delete as appropriate):</i></p>	<p>Place This priority focuses on the standard of the built environment and our neighbourhoods and ensuring our towns and villages are safe and clean.</p>
<p>Consultation:</p>	<p><i>There has been no specific consultation in relation to this report. Resident's satisfaction with waste and recycling services is captured through the residents survey, every 2 years. This was last conducted in November last year and reported to Joint Scrutiny Committee on 14th February 2012. Results showed that public satisfaction with recycling and composting services increased by 9% from 68% to 77%.</i></p> <p><i>Satisfaction with the types of material collected rose 28% from 51% to 79%.</i></p> <p><i>Satisfaction with the information provided about recycling and collection services increased from 79% to 87%, an 8% increase.</i></p> <p><i>The SURGE campaign supports the Council's objectives of raising public awareness about the benefits of recycling and satisfaction with these services.</i></p>
<p>Legal:</p>	<p><i>There are none.</i></p>
<p>Financial:</p>	<p><i>The Council generates around £1m per annum from the sale of materials and 'recycling credits' received from the County Council for diverting waste from landfill. This is used to partly offset the costs of waste collection services. The economic downturn has resulting in a decline in the amount of waste residents are producing and therefore the tonnage of recycling. In the last financial year this resulted in an under recovery of income of approximately £150,000. With the increasing use of electronic media and the decline in the newspapers, magazines and junk mail, these trends are likely to continue.</i></p>

	<p><i>The SURGE project seeks to offset some of this by encouraging residents to divert more waste from the black bin to the recycling box.</i></p> <p><i>Expenditure on media material for this project is expected to cost £6,700, which will allow for each household to receive the hanger if necessary. This is being funded from existing Service budgets set aside for the production of collection calendars and publicity.</i></p>
Human Resource:	<i>There are none</i>
Risk Management:	<i>It is essential that the Council continues to promote recycling services and encourage residents to recycle as much of their waste as possible to maintain both environmental and financial performance.</i>

