

## **CUMBRIA STRATEGIC WASTE PARTNERSHIP**

Minutes of a Meeting of the Cumbria Strategic Waste Partnership held on Wednesday 23 January 2008 at Frenchfields Pavilion, Penrith at 2:15 pm.

### **PRESENT**

Mr I Stewart (Chair)

Mr G Blackwell – Copeland Borough Council  
Mr R Bloxham – Carlisle City Council  
Mr M Holliday – Eden District Council

### **Also in Attendance:**

Ms J Carrol	-	Copeland Borough Council
Mr E Davidson	-	Allerdale Borough Council
Mr R Denby	-	Cumbria County Council
Ms W Ferry	-	Cumbria County Council
Mr M Gardner	-	Carlisle City Council
Mrs S Garrett	-	Cumbria County Council
Ms M Graham	-	North West Waste Forum
Mr G Harrison	-	Cumbria County Council
Ms S Henderson	-	Environment Agency
Mr R Kitchen	-	South Lakeland District Council
Mr I F Laird	-	Barrow Borough Council
Mr J Shatwell	-	Environment Agency
Mr A Yates	-	Eden District Council

### **Presentation by Enventure Consultancy**

Ms Jessica Twemlow from Enventure Consultancy gave a presentation on the Behavioural Change Local Fund Monitoring Campaign. She began by explaining that the campaign had been developed to focus on increasing Cumbria's recycling rate from 30% to 50% by 2008. Enventure had undertaken precampaign monitoring during October 2006 and post campaign monitoring throughout January 2008. Communication used had included participation monitoring, use of Household Waste Recycling Centres (HWRCs) and surveying those who were already committed to recycling.

The campaign had been split into three ACORN (A Classification of Residential Neighbourhoods) groups based on demographics, employment, type of housing etc as follows:

Occasional Recyclers; secure and flourishing families who were being encouraged to recycle more often. This group represented 29% of the County's population spread evenly throughout the whole district.

Older families: regular recyclers who were targeted to recycle more often and with less contamination. This group represented 30% of the population and are located in some of the more remote and harder to reach areas.

Hard to reach groups: low or non recyclers who had been encouraged to recycle more that they had previously. This final group represented 30% of the population mainly from the north, west and south west of the County.

The participation rate had been calculated by dividing the number of individual households who used recycling scheme once or more during the monitoring period by the total number of houses on the collection round. In order to measure participation, collection areas had been identified according to their ACORN grouping. Monitoring had taken place over three collection periods within the period. Assessors had worked approximately 10 minutes ahead of the collectors, to classify the waste. Results had shown that the best recyclers were the older persons whilst those who were hardest to reach had the lowest participation rate although all had groups shown an improvement by the post participation stage.

Respondents were classified as committed recyclers if:

They regarded recycling as very, or fairly important and recycled even if it required additional effort. They recycled everything, or most of what could be recycled.

Use of HWRCs had been calculated as follows:

Number of Users

Number of potential users x 100

Post participation results showed an increase of 8% in recycling.

Surveys carried out around 9 sites in the County showed the following pre and post participation percentage rates: -

Site	Pre Participation %	Post Participation %
Appleby	67	90
Carlisle	32	88
Cockermouth	65	84
Dalton	29	70
Egremont	77	85
Longtown	48	52
Ulverston	32	39
Whitehaven	64	62
Windermere	63	54

Mr Laird queried which sites in Dalton had been surveyed and Ms Twemlow undertook to provide a written answer to Wendy Ferry who would circulate the information (slide 17 refers).

The Chairman informed Members that the Joint Scrutiny Committee would consider the information in detail and it was hoped that they would ask for guidance on the way forward from the CSWP. All CSWP Members felt that the partnership should be involved in the development of any and all recycling initiatives.

Ms Twemlow ended her presentation by telling Members that overall Enventure thought that the exercise had been very useful and would assist Cumbria in planning future waste minimisation, provide residents with improved service information, better knowledge of recycling possibilities thereby encouraging more recycling. A detailed report on the campaign would be circulated to Members of the partnership fairly soon.

The Chairman thanked Ms Twemlow for an interesting presentation.

### **23. APOLOGIES FOR ABSENCE**

Apologies for absence had been received from Mr B Metz (Eden District Council), Mr C Pickering (Cumbria County Council), Mr J Richardson (Cumbria County Council), Mr D Roberts (Barrow Borough Council), Mr S Standage (Allerdale Borough Council), Mr R Watson (Government Office North West) and Mrs B Woof (South Lakeland District Council).

Mr Holliday updated Members on how Mr Metz was following his recent illness. Members asked that their best wishes be passed to Mr Metz.

### **24. DISCLOSURES OF INTEREST**

Mr Blackwell, Mr Bloxham, Mr Holliday and Mr Stewart declared a personal interest in all items of business on the Agenda relating to the their relevant District Councils.

### **25. MINUTES**

**AGREED,** that subject to Mr D Roberts' name being deleted as a member of Eden District and Copeland being listed as a Borough Council and not a District Council (under apologies) the Minutes of the meeting of the Cumbria Strategic Waste Partnership held on 12 December 2007 be confirmed as a correct record and signed by the Chair.

## **26. MATTERS ARISING**

### **Minute 7 – WDA Top Up Funding and WPEG for 2008/09**

Members queried what funding the County Council had received for WPEG and whether a letter had been sent from the CSWP to each District explaining the new arrangements. Mr Harrison informed the Group that the total WPEG revenue funding awarded to the Cumbrian authorities was in the region of £1,000,000 and that this had been allocated directly to the constituent authorities. A letter had been sent from the Director of Finance to each District Treasurer requesting that WPEG revenue money be sent to a central “pot” so that it could be divided appropriately for 2008/09. It was agreed that the pooled WPEG revenue money will be allocated as per Appendix of Paper 8 presented to, and approved by, the CSWP at its meeting held on Wednesday 31<sup>st</sup> October 2007.

Mr Harrison informed the meeting that the County Council had received a further £869K of WPEG capital funding and that this money will be allocated in a similar manner to the revenue funding, subject to full council approval (Officers will consider proposals at the next meeting of the Officer group scheduled for 19<sup>th</sup> February).

## **27. MINUTES OF OFFICER GROUP MEETINGS**

Andrew Yates presented the minutes of the officer group meetings held on 18 December 2007 and 8 January 2008.

### **18 December 2007**

**Current spends** – A report would be presented to the officer group highlighting that because South Lakeland had not needed as many bins had been anticipated. There would be a slight underspend in the region of £40-£50k on WPEG 2007/08.

Members of the CSWP suggested that the Chair and Vice Chair decide on how the underspend be allocated. However, it was agreed that an email would be sent to all elected Members asking them to let their respective officers know their suggestions. These would be put to the next meeting of the officer group.

### **8 January 2008**

Barbara Jones had now left the partnership and until the post of Project Officer had been filled the responsibilities, as listed in the minutes, would be shared amongst the remaining officers on the Group.

Members of the CSWP sought clarification on the length of contract for the Project Officer post and Mr Harrison confirmed that as far as he was aware this was a full time post with costs divided equally between the seven partner councils.

The officer group had agreed that there was no 'one size fits all' method of collection, but the partnership strategy was to achieve a common method of kerb side recycling including whether co-mingled collections (or not) should be undertaken.

The possibility of cross boundary working with each authority was also suggested as often a wagon from one authority had to pass a few properties in another area at some point during the round and it seemed logical that they could collect waste from these properties whilst in that area rather than a second authority having to send out another wagon to arrange a separate collection. This would also aid reduction of carbon footprints.

**AGREED,** that the Minutes of the meeting of the Officer Group held on 18 December 2007 and 8 January 2008 be received.

Mr Bloxham brought to Members attention, a copy of a table of Performance Indicators (PIs) which Richard Watson from Government Office North West (GONW) and given to Mike Gardner for information. Mr Bloxham felt that the idea of a table was very useful and requested that the Partnership discuss PIs with a view to compiling its own list.

Mr Harrison informed the meeting that he had commissioned Mathew Heath Consultancy to calculate the LATS breakdown by District and mentioned that Waste Collection colleagues may well get a call from Mr Heath and they were asked to assist if possible.

## **28. WASTE MANAGEMENT UPDATE**

Graham Harrison updated Members on a range of issues that had taken place since the last meeting of the Partnership.

He and Martin Allman had attended a meeting of the Cumbria Strategic Partnership on 22 January to inform that Group about the work of Waste Management. Their presentation had resulted in the Lake District National Park Authority, the Fire Brigade, Primary Care Trust and Cumbria Police wanting further information on how to get more involved in recycling.

As the cost of the contract with the preferred bidder for waste removal had increased somewhat significantly a letter had been sent to the Company asking for final clarification of the cost for the Waste Management contract. The Company had been given to 8<sup>th</sup> February to provide the information and a final decision would then be made regarding progression with the current bidder

The report listed waste performance statistics for the whole of the County to the end of November as follows:

Title	2006/7	End October	End November	y/e forecast
BVPI 82 a – recycling	18%	21%	23%	22%
BVPI 82 b - composting	14%	20%	17%	18%
BVPI 82 d ii – h/h landfilled	195,741 tonnes	96626 tonnes	107,158 tonnes	165,600 tonnes
BVPI 84	594 kgs	331kgs	535	560 kgs
LAA – reduction in % of municipal waste landfilled	n/a	12%	14%	10%
LAA - % of municipal waste recycled and composted	29%	37%	41%	37%

The New Performance Framework for Local Authorities and Local Authority Partnerships had set 198 indicators which would underpin the new performance framework for local government. Each agreement would include up to 35 indicators negotiated through new LAAS. Cumbria's agreed indicators for waste and street scene were:

- NI193 - Municipal waste landfilled
- NI195 - Improved street and environmental cleanliness (level of graffiti litter detritus and fly posting)

Mr Harrison suggested that more appropriate targets for waste management would be

- NI191 - Residential household waste per head

particularly as NI 191 was a target to reduce residual waste by better composing and recycling. It is likely that because of our historic poor performance in this area, the Government Office North West are likely to ask us to focus on improvement.

Members **AGREED** that proposed changes to National Indicators be included on the agenda for the meeting of the Partnership on 5 March 2008.

Recycling Rewards for schools was working well with 221 out of 280 primary schools now registered to the 3<sup>rd</sup> year of the scheme.

Hawkshead and Esthwaite CE Primary School were congratulated on achieving the green flag in the national Eco schools programme.

The CSWP had been successful in attracting external funding over the past two years and known funding for the current year was:

<b>OrgaNI'sation</b>	<b>Project</b>	<b>Funding received</b>
Waste & Recycling Action Programme (WRAP)	To fund Recycling Credits review (Support) DTI funding to upgrade HWRC's for WEEE	£108k
DEFRA	Consultancy Support 4P's For SSP	£240k
LAA	Pump Priming Grant	£45k
WRAP	Behavioral Change Fund	£198k
*DEFRA	Dry Lane Landfill Kendal/ Greenmill Wood Longtown	£154,600
WPEG	LATS avoidance	£1,008,184

Mr Harrison informed the Group that the County Council had inherited several old landfill sites which had had to be investigated for possible pollution linkages prior to closing them. DEFRA had awarded a grant of £154,600 to enable this work to be carried out at Dry Lane in Kendal and Greenmill Wood at Longtown.

ACE were to be asked to arrange and fund training sessions to assist officers in dealing with the press and media and six places had been set aside for District colleagues. Anyone interested in attending should contact Wendy Ferry on 01228 607780 or by e-mail to [wendy.ferry@cumbriacc.gov.uk](mailto:wendy.ferry@cumbriacc.gov.uk)

Appended to the report for Members information was the job description and person specification for the post of Cumbria Strategic Waste Partnership Project Officer. The strategic part of the post had been strengthened and subject to Members agreement the post would be evaluated by Human Resources and then advertised.

**AGREED,** that

- (a) the report be received;
- (b) District colleagues interested in attending training sessions on dealing with the media and the press should contact Wendy Ferry;
- (c) changes to NI's for waste management be included on the agenda for the meeting of the Partnership on 5 March 2008;
- (d) an advertisement for the post of Cumbria Strategic Waste Partnership Project Officer be placed once the post has been evaluated by Cumbria County Council's Human Resources.

## **29. GOVERNMENT OFFICE NORTH WEST UPDATE**

No update for this meeting.

## **30. ANY OTHER BUSINESS**

Wendy Ferry informed the Group that two visits to the Shanks Plant in Dumfries and Galloway had been arranged for 12 and 27 February. The Secretary would send a letter to Members asking for nominations and preferred dates.

## **31. DATE OF NEXT MEETING**

Members noted that the next meeting of the CSWP would take place at Cumbria Rural Enterprise Agency on Wednesday 5 March 2008 commencing at 1.00 pm. A light buffet lunch would be available from 12.30 pm and a workshop on updating the CSWP on progress on the recommended options within the Joint Municipal Waste Management Strategy with would take place from 1.00 pm until approximately 2.00 pm.

The meeting ended at 3:45 pm.