

OVERVIEW & SCRUTINY COMMITTEE MEETING

Date: Wednesday 2 November 2022
Time: 6.30 pm
Venue: Town Hall, High Street Maidstone

Membership:

Councillors English (Chairman), Cannon (Vice-Chairman), Mrs Blackmore, Brice, Cleator, Conyard, Garten, Hastie, Hinder, Jeffery, Knatchbull, McKenna and T Wilkinson

The Chairman will assume that all Members will read the reports before attending the meeting. Officers are asked to assume the same when introducing reports.

<u>AGENDA</u>	<u>Page No.</u>
1. Apologies for Absence	
2. Notification of Substitute Members	
3. Urgent Items	
4. Notification of Visiting Members	
5. Disclosures by Members and Officers	
6. Disclosures of Lobbying	
7. To consider whether any items should be taken in private because of the possible disclosure of exempt information	
8. Minutes of the Meeting Held on 6 October 2022	1 - 3
9. Presentation of Petitions (if any)	
10. Question and Answer session for Local Residents (if any)	
11. Questions from Members to the Chairman (if any)	
12. Committee Work Programme	4
13. The Council's Performance against the Waste Strategy (Waste Strategy Review)	5 - 33

Issued on 25 October 2022

Continued Over/:



Alison Broom, Chief Executive

INFORMATION FOR THE PUBLIC

In order to ask a question at this meeting, please call **01622 602899** or email committee@maidstone.gov.uk by 5 p.m. one clear working day before the meeting (i.e. by 5 p.m. on Friday 28 October 2022). You will need to provide the full text in writing.

If your question is accepted, you will be provided with instructions as to how you can access the meeting.

In order to make a statement in relation to an item on the agenda, please call **01622 602899** or email committee@maidstone.gov.uk by 5 p.m. one clear working day before the meeting (i.e. by 5 p.m. on Friday 28 October 2022). You will need to tell us which agenda item you wish to speak on.

If you require this information in an alternative format please contact us, call **01622 602899** or email committee@maidstone.gov.uk.

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MAIDSTONE BOROUGH COUNCIL

OVERVIEW & SCRUTINY COMMITTEE

MINUTES OF THE MEETING HELD ON THURSDAY 6 OCTOBER 2022

Attendees:

Committee Members:	Councillors English (Chairman), Cannon, Mrs Blackmore, Cleator, Conyard, Garten, Jeffery, Knatchbull, McKenna, T Wilkinson, Brindle and Springett
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33. APOLOGIES FOR ABSENCE

Apologies were received from Councillors Brice, Hastie and Hinder.

34. NOTIFICATION OF SUBSTITUTE MEMBERS

Councillor Brindle was present as Substitute for Councillor Brice.

Councillor Springett was present as Substitute for Councillor Hinder.

35. URGENT ITEMS

There were no urgent items, however the list of working group nominees received from Group Leaders had been circulated separately to the Committee and would be considered alongside Item 14 – Water Management Cycle – Update Report.

36. NOTIFICATION OF VISITING MEMBERS

There were no Visiting Members.

37. DISCLOSURES BY MEMBERS AND OFFICERS

There were no disclosures by Members and Officers.

38. DISCLOSURES OF LOBBYING

There were no disclosures of lobbying.

39. EXEMPT ITEMS

RESOLVED: That all items be taken in public as proposed.

40. MINUTES OF THE MEETING HELD ON 19 JULY 2022

RESOLVED: That the Minutes of the Meeting held on 19 July 2022 be agreed as a correct record and signed.

41. PRESENTATION OF PETITIONS

There were no petitions.

42. QUESTION AND ANSWER SESSION FOR LOCAL RESIDENTS

There were no questions from Local Residents.

43. QUESTIONS FROM MEMBERS TO THE CHAIRMAN

There were no questions from Members.

44. COMMITTEE WORK PROGRAMME

RESOLVED: That the Committee Work Programme be noted.

45. THE COUNCIL'S PERFORMANCE AGAINST THE WASTE STRATEGY - UPDATE REPORT

The Democratic Services Officer introduced the report and stated a review into the Council's Performance against the Waste Strategy, with a focus on the waste contract's re-procurement, would not be beneficial as the re-procurement process had progressed into the advanced stages.

The alternative options contained within points 3.1 and 3.2 of the report were outlined, which included reviewing the Waste Strategy ahead of its refresh in 2023.

The Head of Environmental Services and Public Realm explained the link between the Waste Strategy and the Waste Contract; the former had contributed to many service changes, including the introduction of weekly food bin collections, adoption of the waste hierarchy and waste production communications. The latter provided for how those services were delivered.

The Council's previous Communities, Housing and Environment Committee had agreed that the contract specification would remain unchanged, and that the Council would remain within the Mid Kent Waste Partnership (MKWP). The procurement process had commenced ten-months ago, with the final decision on the contract's award expected in December 2022. Therefore, it would be difficult for the review to focus on the contract's re-procurement, which if amended would require consideration by the MKWP.

In considering the review's lines of enquiry attached at Appendix 1 to the report, the Committee felt that the communications used to improve recycling rates should be considered within the second line of enquiry. The importance of reducing waste, alongside increasing recycling rates, was questioned, with the Head of Environmental Services and Public Realm stating that whilst important, reuse of items and the overall reduction in specific waste, such as good waste, was difficult to measure. However, waste reduction methods and the diversion of waste could be considered as part of the review. The Head of Environmental Services and Public Realm further stated that Kent County Council could be consulted, as the relevant waste authority, on where the Council's recycling was distributed to.

The Committee expressed support for reviewing the Council’s Performance against the Waste Strategy, as it was felt that positive improvements could be made ahead of the document’s refresh in 2023.

The Committee would prefer for the review to take place in the evening to better suit Member’s availability.

RESOLVED: That

1. The contents of the report be noted; and
2. Option 3.1 of the report, to hold a review into the Council’s Performance against the Waste Strategy, be agreed.

46. WATER MANAGEMENT CYCLE - UPDATE REPORT

The Democratic Services Officer introduced the report, highlighting the positive responses received from the external stakeholders to be consulted as part of the review. The Council’s Political Group Leaders were asked to put forward up to two Non-Executive Members and one reserve Member, to be considered for the working group’s membership. The list of nominees had been circulated to the Committee.

During the debate, it was noted that an odd membership number would have been preferred. An additional reserve Member was drawn from the Committee, and it was felt that all reserve Members should be able to attend any meeting of the group. The reserve Members would be able to exercise informal voting rights only when a full Member of the Working Group from their political group was unable to attend.

In response to questions, the Democratic Services Officer confirmed that the Working Group was not subject to the political balance rules as it was not a formal body of the Council. The external stakeholders consulted had confirmed that they would like to partake in the review and were waiting for the group to be appointed, and its meeting’s scheduled.

RESOLVED: That the following Members be appointed to the Water Management Cycle Working Group:

Full Members	Councillors Brice, Cleator, English, Garten, Harwood and Jeffery.
Reserve Members	Councillors Conyard, Springett and D Wilkinson.

47. DURATION OF MEETING

6.30 p.m. to 7.05 p.m.

Agenda Item 12

Maidstone Borough Council

Overview and Scrutiny Committee Work Programme 2022-23 Municipal Year

Review Title	Expected Start Date & Method	Relevant Officer/s	Objectives
The Council's Waste Strategy	To have taken place by the end of November 2022	William Cornall, Director of Regeneration and Place Jennifer Stevens, Head of Environment and Public Realm	Review the Waste Strategy whilst considering best practice of other Local Authorities to identify innovative improvements
Safety & Enforcement (Review Ongoing)	September 2022 (safety element) OSC acting as the C&D Committee Meetings	Alison Broom, Chief Executive John Littlemore, Head of Housing and Regulatory Services Martyn Jeynes, Community and Strategic Partnerships Manager	Review existing measures and ascertain any changes needed, in consultation with stakeholders.
Water Management Cycle	October 2022, Working Group.	Mark Green, Director of Finance and Business Improvement William Cornall, Director of Regeneration and Place Philip Coyne, Interim Local Plan Review Director	Focus on: <ul style="list-style-type: none"> the supply and disposal of water; and disposal of sewage to identify improvements.
Health Inequality	Early 2023	Alison Broom, Chief Executive, John Littlemore, Head of Housing and Regulatory Services Jolanda Gjioni, Senior Public Health Officer	Increased understanding of health inequalities across the borough and an overview of strategy and police across the relevant bodies.

OVERVIEW AND SCRUTINY COMMITTEE

2 November 2022

The Council's Performance against the Waste Strategy (Waste Strategy Review)

Timetable	
Meeting	Date
Overview and Scrutiny Committee	2 and 3 November 2022

Will this be a Key Decision?	No
Urgency	Not Applicable
Final Decision-Maker	Overview and Scrutiny Committee
Lead Director	Angela Woodhouse, Director of Strategy, Insight & Governance
Lead Officer and Report Author	Oliviya Parfitt, Democratic Services Officer
Classification	Public
Wards affected	All

Executive Summary

To outline the suggested approach to conducting the review into the 'Council's Performance against the Waste Strategy' and provide the supporting information required through the appended materials.

Purpose of Report

Discussion

This report makes the following recommendations to the Committee:

1. To conduct its review into the 'Council's Performance against the Waste Strategy'
2. To make recommendations arising out of the review, as applicable.

The Council's Performance against the Waste Strategy (Waste Strategy Review)

1. CROSS-CUTTING ISSUES AND IMPLICATIONS

Issue	Implications	Sign-off
Impact on Corporate Priorities	<p>The four Strategic Plan objectives are:</p> <ul style="list-style-type: none"> • Embracing Growth and Enabling Infrastructure • Safe, Clean and Green • Homes and Communities • A Thriving Place <p>The recommendations of the report support the commencement of the Committee's review into the 'Council's performance against the Waste Strategy'. The outcomes of the review could materially improve the Council's ability to achieve all corporate priorities, particularly the Safe, Clean and Green objective, depending on any resulting recommendations from the review.</p>	Director of Strategy, Insight & Governance
Cross Cutting Objectives	<p>The four cross-cutting objectives are:</p> <ul style="list-style-type: none"> • Heritage is Respected • Health Inequalities are Addressed and Reduced • Deprivation and Social Mobility is Improved • Biodiversity and Environmental Sustainability is respected <p>The recommendations of the report support the commencement of the Committee's review into the 'Council's performance against the Waste Strategy'. The outcomes of the review could materially improve the Council's ability to achieve all corporate priorities, particularly the Biodiversity and Environmental Sustainability objective, depending on any resulting recommendations from the review.</p>	Director of Strategy, Insight & Governance
Risk Management	See Section 5 of the report.	Director of Strategy, Insight & Governance

Financial	<p>The proposals set out in the recommendation are all within already approved budgetary headings and so need no new funding for implementation.</p> <p>Any actions resulting from the review will be directed to the relevant decision maker for further consideration.</p>	Head of Finance
Staffing	We will deliver the recommendations with our current staffing.	Director of Strategy, Insight & Governance
Legal	<p>In accordance with Part 1A of the Local Government Act 2000 (as amended by the Localism Act 2011) the Council is operating under Executive Arrangements.</p> <p>These arrangements must include provision for the appointment of one or more Overview and Scrutiny Committee to review and scrutinise the Executive Decisions made, or other actions taken relating to the exercise of Executive functions. – LGA 2000, Section 9F.</p>	Interim Team Leader (Contentious and Corporate Governance)
Information Governance	The recommendations do not impact personal information (as defined in UK GDPR and Data Protection Act 2018) the Council Processes.	Information Governance Team
Equalities	The recommendations do not propose a change in service therefore will not require an equalities impact assessment	Equalities and Communities Officer
Public Health	We recognise that the recommendations will not negatively impact on population health or that of individuals.	Public Health Officer
Crime and Disorder	No impacts identified.	Director of Strategy, Insight & Governance
Procurement	No impacts identified.	Director of Strategy, Insight & Governance
Biodiversity and Climate Change	The implications of this report, and the subsequent review, on biodiversity and climate change have been considered and	Biodiversity and Climate Change Manager

	aligns with actions 4.1 to 4.5 of the Biodiversity and Climate Change Action Plan	
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2. INTRODUCTION AND BACKGROUND

- 2.1 At its meeting on the 6 October 2022 the Committee agreed to conduct a review into the Council’s Performance against the Waste Strategy, ahead of its refresh in 2023. The minutes and agenda for that meeting can be accessed using the link in Section 9 of this report.
- 2.2 The lines of enquiry for the report were amended at that meeting, and have been outlined below (there is no order of importance associated):
- a) *Assess customer satisfaction with the service, including interaction with customer services and educational communications, to identify improvements;*
 - b) *To identify which actions within the Waste Strategy correspond with actions within the Biodiversity and Climate Change strategy, and make recommendations to improve their shared achievement;*
 - c) *Explore options for increasing recycling rates through assessing the best practice of other Local Authorities with similar waste collection services. This will also include reducing overall waste; and*
 - d) *To review the impact of shared waste collection facilities within/from new Housing Developments on the achievement of Waste Strategy targets.*
- 2.3 The lines of enquiry can be split into two aspects, internal and external. The first two are internal as these are within the Council’s control. The third and fourth lines of enquiry depend, in part, on the actions of external organisations.
- 2.4 Therefore, it is proposed that the first two lines of enquiry be examined at the meeting held on 2 November 2022, with the latter two examined at the meeting held on 3 November 2022. This will allow for sufficient time for the review to take place, whilst preventing the review from impacting the achievement of the other items shown within the Committee’s work programme. The invitations to Council Officers and External Attendees have been sent out with this approach in mind.
- 2.5 A timetable of the review has been included below:

Meeting Date	Approach
2 November 2022	To assess the first two lines of enquiry. Evidence collection from: Waste Manager Communications Manager Customer Services Manager Lead Member for Communities and Engagement

3 November 2022	<p>To assess the third and fourth lines of enquiry.</p> <p>Head of Environmental Services and Public Realm Major Projects Team Leader</p> <p>Golding Homes Kent County Council (Waste Disposal Authority) Kent Resource Partnership</p> <p>Lead Member for Environmental Services</p>
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2.6 This report and associated appendices will be used to conduct the review over both the 2 and 3 November 2022 meetings. No further information will be provided, however both meetings have been displayed on the Council's website to meet access to information requirements.

2.7 To assist the Committee in collecting evidence, example questions have been included below based on the lines of enquiry.

- What is the process that residents follow to contact the Council in relation to Waste Services?
- How could this process be improved?
- What educational communications have been published relating to Waste collection services?
- Are there any particular communications that went well, and how could this be repeated in future?
- Which actions within the waste strategy correspond to those within the Biodiversity and Climate Change Strategy?
- Are there any actions that should be prioritised?
- What do you think would improve the achievement of the corresponding actions within both strategies?
- Whilst other Local Authorities have similar waste collection services, are there any notable differences that you would like to highlight for the Committee to consider?
- What is the process behind diverting the Council's waste once collected?
- What waste reduction methods are used by the Council?
- Are there any methods that haven't been, but could be tried?
- Have there been any issues relating to the use of Shared Waste Collection facilities?
- How have these been communicated?
- Is there anything that this Committee should consider taking forward to improve shared waste collection facilities?

3. AVAILABLE OPTIONS

3.1 The Committee will be conducting the review and will formulate any recommendations that it feels are required.

4. PREFERRED OPTION AND REASONS FOR RECOMMENDATIONS

- 4.1 There is no preferred option from an Officer perspective, as this report aims to support the Committee in conducting its review.
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5. RISK

- 5.1 The risks associated with this proposal, including the risks if the Council does not act as recommended, have been considered in line with the Council's Risk Management Framework. We are satisfied that the risks associated are within the Council's risk appetite and will be managed as per the Policy.

6. CONSULTATION RESULTS AND PREVIOUS COMMITTEE FEEDBACK

- 6.1 The Committee agreed to undertake this review at its meeting held on 6 October 2022, and this report supports the reviews commencement.

7. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION

- 7.1 Following the review, a formal report will be produced on behalf of the Committee which will include information on the approach taken, officers and stakeholders consulted, any recommendations made by the Committee and the reasonings given. This will be presented to the Committee at its meeting in December for agreement and/or approval.
- 7.2 Once approved, the report will then be sent formally to the relevant decision-maker/s (depending on the recommendations produced) for their consideration, with the Committee informed of when this consideration will take place. The decision-maker is then required to issue the Committee with a formal response following its considerations.

8. REPORT APPENDICES

The following documents are to be published with this report and form part of the report:

- Appendix 1: The Waste Strategy 2018-2023
- Appendix 2: Recycling Data 2018-2022
- Appendix 3: Excerpt from the Biodiversity and Climate Change Action Plan
- Appendix 4: Summary of Waste Services related Communications from January 2021-October
- Appendix 5: Data on Stage 1 and 2 complaints relating to Waste Services
- Appendix 6: Excerpt from the Residents Survey Results 2022 – Waste & Recycling Summary
- Appendix 7: Top Performing Local Authorities 2020/21
- Appendix 8: Information relating to developments with shared waste collection facilities – **To Follow**

- Appendix 9: Review Scope
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9. BACKGROUND PAPERS

Overview and Scrutiny Committee Meeting held on 6 October 2022, Agenda & (draft) Minutes:
[Your Councillors - Maidstone Borough Council](#)

Waste and Recycling Strategy 2018 – 2023

Vision for 2018 - 2023

For Maidstone Borough to be at the forefront of the national drive towards eliminating unnecessary waste, particularly single-use plastics and empowering our residents to live more sustainably and actively engage in the delivery of innovative waste reduction, recycling and collection services.

Introduction

Since Maidstone first adopted a waste strategy in 2010, there have been huge changes within the industry, to EU and UK legislation and to the service provided to local residents. This has seen some significant improvements to performance but has also resulted in new challenges which need to be considered for the future.

Waste reduction and recycling remains a key priority for the Council and for the Country as a whole; however the drivers for change continue to evolve and the environmental movement as well as public focus has matured. Recycling is no longer a new concept and with that comes greater knowledge and understanding, as well as greater apathy. Recycling, for the majority, is part of our everyday lives. However our success is not guaranteed and there is significant uncertainty on the horizon.

This new Waste and Recycling Strategy looks to guide Maidstone through this period of uncertainty and instability in the market, to focus on high quality recycling and prepare it for a new collection contract in 2023.

The National Picture

The waste industry has evolved over decades to respond to changes in legislation, technology and environmental pressures driven by knowledge and cost. Now, more than ever, the need for change is being driven from all directions – from industry, from government and from the Public.

Most recently a successful driver has been the charge for single use carrier bags introduced in 2015 which resulted in 83% reduction in sales. Following Sir David Attenborough's Blue Planet 2 documentary which highlighted the impact of plastic on our oceans, there has been public outcry. More legislation is now expected to ban single-use plastics such as drinking straws and cotton buds from 2019. The Government is also consulting on a levy for disposable coffee cups and a deposit return scheme (DRS) for plastic bottles which it intends to launch later in the year.

However the biggest driver is most certainly the international market. The recent action taken by the Chinese Government to clean up the waste they import has already led to a significant shift in market prices. In July 2017, the Chinese Government told the World Trade Organisation the plan to ban certain imports of waste from December 2017. The initial focus has been on plastic and mixed paper, with instant bans on all unsorted material and a reduction in the contamination thresholds from 1.5% to 0.5% for paper. With 3.6 million tonnes

of paper exported from the UK to China last year, the stability and certainty of this market is hugely influential. In May 2018, China banned US waste paper exports for 1 month meaning this waste stream is likely to flood the Asian markets instead, placing greater competition for high quality recycling and potentially creating unwanted stockpiles of low grade material.

Whilst this may seem a world away from Maidstone, there is no doubt that the repercussions will be felt.

Maidstone's mixed recycling is sent to a local Material Recovery Facility (MRF) to be separated into the different materials and although the majority of the recycling remains in this country, the changes in China affects the market here. Tighter MRF regulations set out in the Code of Practice for England and Wales also has an impact on the value of material collected. There is a growing risk of recycling being rejected and sent for disposal if it does not meet these standards, which has financial implications for the Kent taxpayer as well as affecting our recycling performance. Maidstone as the Waste Collection Authority is required to deliver its waste as directed by Kent County Council, the Waste Disposal Authority. In Mid Kent, the County Council has retained ownership of the waste and recycling and therefore holds the risk and reward of the fluctuating markets. Currently there is a cost for the disposal and treatment of both waste and recycling, however with improved quality there is a greater opportunity to increase value of the material.

Alongside this, national targets for recycling are unlikely to go away. The Government has already indicated that the EU targets are to become part of UK law after the Country leaves the European Union in March 2019. The revised Waste Framework Directive (rWFD) sets out challenging targets of 55% by 2025, 60% by 2030 and 65% by 2035, although there is no indication yet of the implications if these are not achieved. It is also expected that separate targets for individual materials such as paper, plastic, metal and glass may also be set, which will apply even greater pressure on collection authorities such as ourselves.

A focus on specific materials is not new. At the start of the Mid Kent Contract there was significant uncertainty about the future of collection services with the requirement for all authorities to determine whether it was "necessary" to have separate collections of paper & cardboard, plastic, metals and glass to achieve high quality recycling. Whilst the Environment Agency has not taken action to change collection regimes and commingled collections are likely to continue, how to achieve the highest quality recycling and capture rates needs to be considered as part of a new collection contract. Therefore fully and partially separated collections need to be explored alongside the existing commingled service.

The national picture will undoubtedly have a huge impact on what we do next - a new waste revolution focused on single use plastics, ambitious new recycling targets and the delivery of a circular economy package as well as instability in the recycling markets will influence our services.

Maidstone's Story

Maidstone has been at the forefront of recycling improvements in Kent with the early introduction of separate weekly food waste collections, the successful reduction in non-recyclable waste and as the lead authority for the Mid Kent Contract delivering savings of over £1 million to the Kent taxpayer.

The amount of waste recycled in the Borough has increased from 30% in 2010 to over 50% now. Maidstone is now the second highest performer in Kent and unlike many authorities across the Country has maintained performance rather than seen decline. Declining recycling rates have mainly resulted from the drive to reduce plastic in packaging, known as light-weighting and the overall increase in waste which is often linked to economic conditions.

The last significant service change was in 2013 with the addition of glass to the kerbside recycling collection. Maidstone's last waste strategy focused on education and engagement as well as exploring the use of incentives to encourage residents to recycle food waste. This did not achieve the shift in behavior and increase in food waste recycling expected. The results mirrored many of the other trials taking place across the Country, indicating that low level financial motivation does not work and funding is better invested in simple communication.

A comprehensive recycling campaign including videos, social media, leaflets, roadshows and advertising has been carried out over the past couple of years. This has most certainly helped Maidstone to defy the national trend of decreasing performance.

With such an established recycling service, enforcement powers have been positively used to ensure landlords and managing agents take responsibility for the management of waste in their properties. Over 10% of Maidstone's households have communal bins so targeting these properties has been essential to improve recycling performance. Most of these now have communal food waste and recycling collections enabling a reduction in the amount of non-recyclable waste collected.

Objectives

In order to achieve the Council's priority for *A Clean, Green and Safe Environment* and deliver our Vision, we will

- Recycle, reuse or compost over 50% of household waste
- Deliver year on year reductions in the amount of contamination collected
- Maintain the low levels of household waste produced in the Borough, with zero waste sent to landfill
- Increase capture rates of the four target materials – paper & card, plastic, metals and glass
- Produce high quality recyclables which contribute to the circular economy within Kent
- Agree a New Inter-Authority Agreement (IAA) for Mid Kent aimed at delivering a cost effective service for Kent taxpayers
- Explore opportunities for the provision of the waste service from 2023

We will also continue to follow the principles of the waste hierarchy – with waste reduction, reuse and recycling being considered before energy recovery and disposal.

Reducing Waste, Reducing Cost

Reducing waste offers the best solution for everyone, as it can save us all money. Whilst this applies to all types of waste, we will primarily focus on food waste and plastic.

We will seek to contribute to the national discussions around prevention of single use plastics, both through our role in the Kent Resource Partnership and engaging directly with the Department of Environment, Food and Rural Affairs (DEFRA).

Through the Communities, Housing and Environment Committee, we will identify and work with key, local businesses to explore initiatives to reduce plastic packaging and single use plastics to put Maidstone at the forefront of the national waste reduction agenda.

We will continue to promote national and Kent-wide campaigns focused on reducing plastic and food waste – delivering these at a local level. This will include an early engagement with the Government's proposed Deposit Return Scheme.

We will continue to promote and deliver initiatives for the Love Food, Hate Waste campaign and will use our own data on the amount of food waste thrown away to encourage residents to think about what they buy.

We will look for an opportunity for capital investment in waste reduction initiatives which have a tangible effect on behavior and particularly reduce single use plastics.

We will start discussions with Kent County Council and Ashford and Swale Borough Councils to agree beneficial partnership arrangements post 2023.

We will also commission work from the industry to model the future costs of the service and to identify a preferred collection method which will deliver a cost effective service and achieve targets set by Government.

High Quality Recycling

The quality of the recycling we collect will dictate our costs and our performance, and will ensure we can respond to the challenges we face in the market.

We will carry out targeted communications based on the data we have about the waste we collect and the communities we serve. This will sit alongside the Kent-wide campaigns for specific materials, delivered by the Kent Resource Partnership. Our communications will include face to face, social media, videos and direct mail.

We will actively engage with developers through the planning process to ensure collection arrangements are considered and residents have the opportunity to

recycle. New residents will receive welcome packs so they start off on the right track.

We will carry out training for all our collection crews so they are able to help residents to recycle correctly and provide reasons why bins cannot be emptied.

Where appropriate we will use enforcement measures to require the separation of recycling in flats and for those who repeatedly misuse the recycling services.

We will seek to understand the barriers to capturing more recycling through engagement with residents, community groups and housing trusts.

We will support Kent County Council with the procurement of treatment and disposal contracts for Mid Kent's waste to ensure we can deliver material to achieve the highest value and contract performance. This will also include exploring collection options for materials as part of the new collection contract after 2023.

We will continue to explore opportunities to work with the 3rd sector in Kent to collect items for recycling and reuse locally, including furniture and textiles.

We will focus on the separate collection of textiles for reuse and recycling and reduce the amount disposed of unnecessarily and incorrectly in the waste and mixed recycling collections.

As a member of the Kent Resource Partnership we will also support the delivery of the Kent Joint Municipal Waste Management Strategy (KJMWMS).

A Borough we are proud of

Achieving a *Clean, Green and Safe Environment* is at the centre of everything we do.

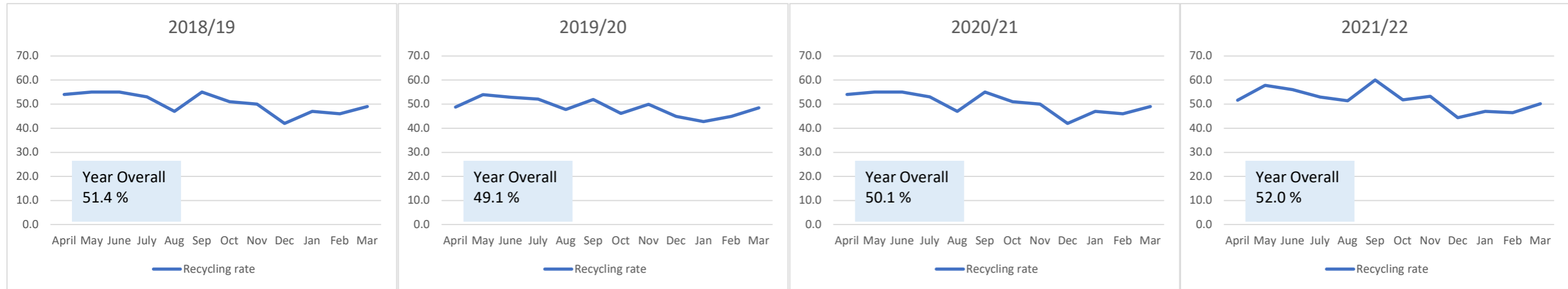
We will take a zero tolerance approach to littering and will actively enforce against all areas of waste crime.

We will work with the Intel Analyst funded by the Kent Resource Partnership to ensure intelligence is shared across Kent to persistently tackle offenders.

We will continue to support community initiatives to carry out regular clean-ups and recognize the invaluable work they carry out.

		April	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Year total
2018/19	Recycling rate	54.0	55.0	55.0	53.0	47.0	55.0	51.0	50.0	42.0	47.0	46.0	49.0	51.4
	Contamination	8.8	11.4	11.2	11.1	9.4	9.7	8.5	10.3	12.4	9.4	9.4	8.2	
	Tonnage	5055	5824	5292	4983	4842	4933	4946	4819	4230	5026	3989	4503	
2019/20	Recycling rate	48.8	53.9	52.9	52.1	47.7	51.9	46.2	49.9	44.9	42.8	44.9	48.5	49.1
	Contamination	13.0	9.0	8.0	11.0	11.0	12.0	13.0	7.0	7.0	9.0	9.0	5.0	
	Tonnage	5286	5554	4850	5280	5017	4567	5021	4796	4497	4454	3795	4676	
2020/21	Recycling rate	52.1	55.0	51.0	53.5	45.4	52.8	49.8	50.6	42.9	46.0	41.0	58.0	50.1
	Contamination	7.5	6.5	7.5	8.0	12.0	8.7	9.5	11.0	12.0	9.0	9.0	7.0	
	Tonnage	6044	5909	5941	5945	5014	5592	5315	5330	5318	5142	4342	5016	
2021/22	Recycling rate	51.6	57.8	56.0	52.9	51.4	60.0	51.8	53.3	44.4	47.0	46.5	50.1	52.0
	Contamination	8.0	8.0	9.0	8.0	9.0	7.5	7.0	8.7	9.6	7.1	9.4	8.8	
	Tonnage	5318	4836	6123	6079	5447	4784	4768	5183	4995	4732	4040	5079	
2022/23	Recycling rate	51.8	53.2	52.0	50.0									
	Contamination	8.6	6.8	11.0	8.5									
	Tonnage	5066	5599	5692	4738									

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Appendix 3: Excerpt from the Biodiversity and Climate Change Action Plan

Reducing waste and increasing energy efficiency								
4.1	<p>Increase percentage of waste re-used recycled/composted by;</p> <ul style="list-style-type: none"> encouraging residents to separate food and recyclables (particularly metals and textiles), use appropriate bins and avoid contamination reviewing, and where possible, improving recycling facilities for flats and those with communal collections produce waste and recycling guidance with as much planning policy as possible to be adopted for all new developments; and assess feasibility of weekly recycling collections 	<p>Indicator SA33: Number of complaints to the Council related to waste storage and collection at new developments</p> <p>Indicator SA35: Waste generated per capita¹</p>	<p>Increase in borough recycling</p> <p>Increase in home anaerobic composting</p>	Graham Gosden	2020-30	<p>Started – the Biodiversity and Climate Change Engagement Strategy, which includes awareness raising on composting and recycling is rolling out in 2022, in partnership with local community groups, and will encourage widescale behaviour change to increase recycling and composting for residents.</p> <p>there has been a decrease in the amount of household waste generated in Maidstone of 4%. Similarly, the amount of household waste collected per person in Kent has also seen a decrease of 9%.</p>	The Councils recycling rate for 2021/22 is 51% one of the highest rates recorded in Kent this year and a slight increase on last years. This year's main focus has been on the quality of recycling collected and we have noted a reduction in the number of rejected loads by promotion of the 5 Step approach to all residents via bin hangers.	Amber
4.2	Create and implement a plan to ensure all types of waste are processed in or as close to the borough as possible	Indicator SA34: Amount of construction and demolition waste ²	Waste processed in or as close to the borough as possible	Graham Gosden	2021-23	Started	Local waste processing is undertaken by KCC via various contractors, the information on local processing is published in the annual end destination report and the vast majority is treated within Kent. MBC currently have no direct control over this aspect although it is a shared aim with KCC.	Amber
4.3	Introduce recycling into the street cleansing service including offering community litter picks the opportunity to recycle the waste collected	Trial period to ascertain capacity and inputs needed for recycling as part of street cleansing service	Increase in recycling from street cleansing	John Edwards	2022-22	Started	<p>After a 6 months trail of asking a selected community/volunteer groups to separate recyclable litter, the waste management team have decided to stop the trail as the standard of waste separation was poor with a high level of contamination.</p> <p>The newly appointed Biodiversity and climate Engagement Officer is seeking awareness activities and events to support raising public awareness of this topic to reduce contamination.</p>	Red

¹ Maidstone Authority Monitoring [Report](#) (AMR) 2020-2021

² Maidstone Authority Monitoring [Report](#) (AMR) 2020-2021

Appendix 3: Excerpt from the Biodiversity and Climate Change Action Plan

4.4	Reduce fly-tipping	Seek policy, enforcement measures and awareness raising	Reduction in fly-tipping	John Edwards	2020-25	Started	<p>Reducing fly-tipping is a standard street cleansing requirement and the reduction of fly tipping is linked with other factors such as increase levels of enforcement, wider KCC communications and national views.</p> <p>The newly appointed Biodiversity and climate Engagement Officer is seeking awareness activities and events to support raising public awareness and reducing fly-tipping.</p>	Red
4.5	Investigate options to encourage home composting and using an anaerobic digester to process the domestic food waste collected.	Support residents to access affordable home compost units	Increase in home composting and use of anaerobic digesters	Graham Gosden	2021-22	Started	<p>Home compost units can be purchased online with a discount for MBC residents. The link is promoted on MBC website and environment services quarterly newsletter.</p> <p>The newly appointed Biodiversity and climate Engagement Officer is seeking awareness activities and events to support raising public awareness of home composting.</p>	Red

MBC Communications Team Summary Report

Support for Waste and Environmental January 2021 – September 2022

Press Releases:

The MBC Communications Team has produced 13 press releases specifically focusing on waste services, recycling and reducing waste.

All PRs are shared to an extensive media contact list for local, regional, national press and trade publications. They are also sent to all elected members, then published on the MBC News page and shared via the Council's social media channels.

These have included:

- MBC on a mission to #CleanUpMaidstone
- Get a garden waste bin for £45 a year
- Changes to waste collection service
- MBC obtains Mandatory Injunction to protect AONB
- Commercial Waste Team on Jubilee Square
- Maidstone Recycling Rates more than national average
- MBC asks residents to step up recycling rates
- Earl Street Blitz with One Maidstone
- Council takes legal action against landowner
- Maidstone Borough Council Waste Crime Team on BBC Defenders
- Waste Collections hit by lack of HGV Drivers
- Motorists face a new £120 litter fine in Maidstone
- Litterers beware

Waste services targeted campaigns:

Working with all of the Waste and Environmental Services the Communications Team has created several MBC targeted waste PR campaigns. To promote these we have produced focused social media messaging, Gov Delivery Stay Connected Newsletter articles and extensive design work. These include:

- #CleanUpMaidstone
- Five Steps to Recycling
- Bin the Nappy
- Maidstone Town Centre Blitz with One Maidstone
- #CleanUpMaidstone – Love Where You Live
- #CleanUpMaidstone – Community Project
- Contamination Waste Bin Hangers
- Reuse and Recycling Calendar
- Don't risk it check it – Bin Contamination
- Christmas and New Year Recycling
- Taking Pride in our borough
- 12 Days of Recycling Tips

Media coverage:

Through proactive promotion of the waste service, recycling and to help reducing waste the MBC Comms Team has achieved a wide variety of media coverage locally and nationally including over 150 separate published articles, TV and radio interviews.

We also use digital communications including the Gov Deliver – MBC Stay Connected newsletters which are shared on a monthly basis. All waste services communications are also shared on the Council’s social media channels.

Some coverage achieved by MBC has included:

Broadcast Media:

- ITV Meridian News
- BBC South East Today
- BBC Radio Kent
- BBC 1 - The One Show
- BBC 1 - BBC Defenders
- ITN News
- Sky News

Print Publications:

- The Kent Messenger
- Downs Mail
- The Sunday Times – Interview
- The Times
- Daily Mail
- The Sun
- Daily Star
- Borough Insight Magazine

Advertising:

We have used a variety of advertising methods (budget allowing) for waste services which have included:

- Global Advertising bus advertising 17 buses #CleanupMaidstone
- 30 Lamppost Banners print & fit changeover
- #CleanUp Maidstone - Love where you live
- Borough Insight #CleanUpMaidstone

MBC News Website:

The Council’s News Website can be accessed using the below link:

[Home - MBC News Website \(maidstone.gov.uk\)](http://maidstone.gov.uk)

Appendix 4: Summary of Waste Services related Communications from January 2021-October 2022

Due to the significant volume of Waste Service-related Communications as outlined above, a few examples of the communications produced have been included below to support this summary. This has taken place following consultation with the Waste Manager.

This includes:

Contamination Waste Bin Hangers

Insider Waste Tips (as shown above with the 12 Days of Recycling Tips)

We are here to help

Any questions about household waste or recycling services in Maidstone, please contact us using:

 recycling@Maidstone.gov.uk



Most residents follow the 5 steps to get their recycling right



1

Use the separate weekly food collection service



2

Stick to the dry material recycling list

Paper & cardboard, glass bottles & jars, metal food & drinks cans, foil, plastic bottles, tubs, pots & trays & tetrapacks.



3

Make sure all bottles, cans and containers are empty



4

No plastic bags or nappies in your recycling



5

Use a separate garden bin or home compost your garden waste

We are here to help, any questions about household waste /recycling services in Maidstone, please contact us using:

 recycling@Maidstone.gov.uk

If you are unsure about recycling an item, please check with us beforehand.



Contamination prevents good recycling being recycled and is completely avoidable!

What is contamination?

It's the wrong materials or items which haven't been emptied or rinsed well enough in your recycling bin.

We can't empty contaminated bins or bins where recycling is in carrier bags or sacks - all recycling must be loose in your green bin.

What to do if your bin has not been emptied because it is contaminated:

- Check what we can recycle
www.maidstone.gov.uk/recycling
if it's not listed, remove it from your bin and dispose of it separately
- Remove any food and rinse packaging
- Ensure your recycling is loose in the bin
- Present the bin on your next recycling collection. You can present extra recycling beside your bin in a cardboard box

For more information:



www.maidstone.gov.uk



01622 602600

THE INSIDER - WASTE TIP #1



**Get more into your
recycling bin...
Empty, rinse and
squash your plastic
bottles before
recycling**

Waste Complaints

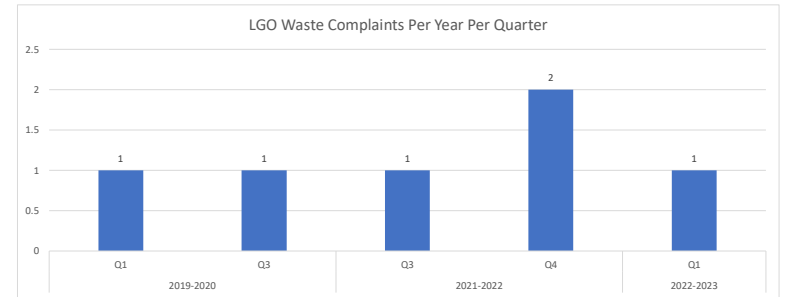
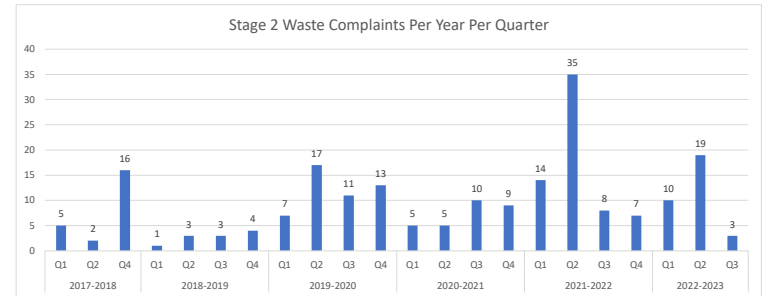
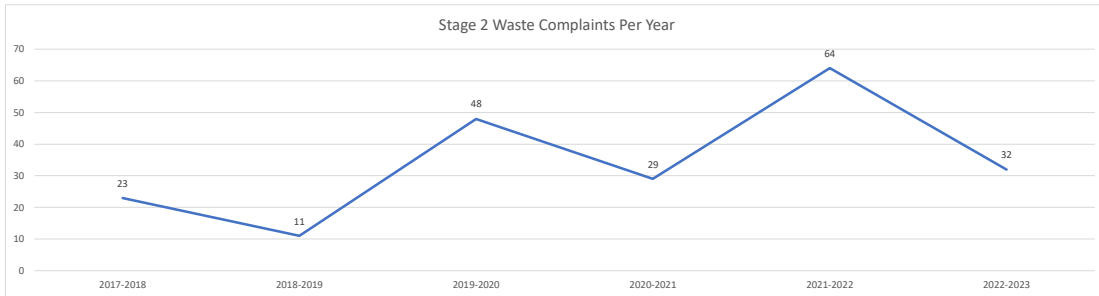
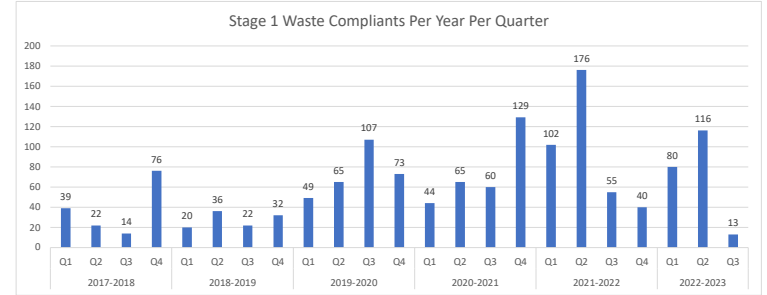
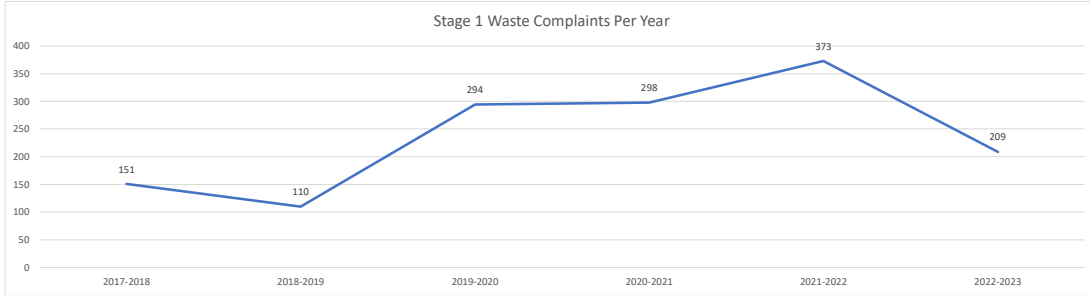
- 1.1. The Council operates an internal two stage complaints process:
1. All stage 1 complaints will be investigated by the service manager and responded to within 10 working days.
 2. Customers have the right to take the complaint to stage 2 for an independent assessment by the Information Governance Team. The Information Governance team will then undertake an assessment of the complaint, within 5 working days, in order to determine whether a full investigation would be able to add anything to the stage 1 response and/or achieve the desired outcome. If the assessment concludes that further investigation is warranted, then a full response is sent within 20 working days.
- 1.2. If, after following our complaints process, customers are still unhappy, they can contact the Local Government and Social Care Ombudsman (LGO), an independent service set up by the Government to investigate complaints about most council matters. The Ombudsman will not investigate complaints until they have been through both stages of the Council’s complaints process.
- 1.3. The number of complaints for Waste - Household is shown on the next page. For comparison, at stage 1 and stage 2, Waste - Household has received more complaints than any other department in each financial year below.

Financial Year	Stage 1 Count – All Departments	Stage 1 Count – Waste Household
2017-2018	744	151
2018-2019	568	110
2019-2020	720	294
2020-2021	568	298
2021-2022	681	373
2022-2023	363	209

Financial Year	Stage 2 Count – All Departments	Stage 2 Count – Waste Household
2017-2018	123	23
2018-2019	110	11
2019-2020	110	48
2020-2021	59	29
2021-2022	95	64
2022-2023	41	32

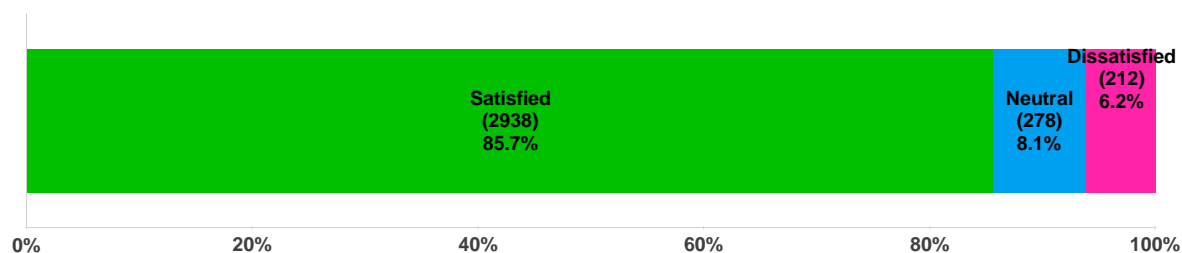
Waste Complaints

As at 25/10/2022



Resident Survey 2022 – Waste & Recycling Summary

Satisfaction with Rubbish collection (black bin)

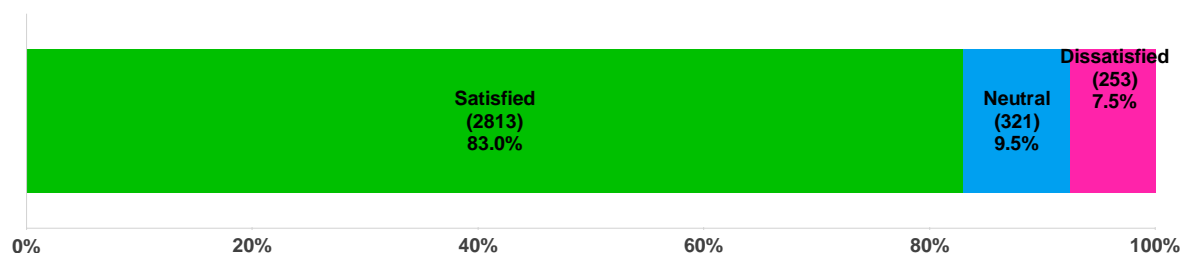


More than four out of five respondents were satisfied with rubbish collection (86%).

The following groups expressed significantly greater dissatisfaction when compared to their comparators:

- Respondents from multiple person households (11%)
- Respondents with a household income less than £9,999 (10%)

Satisfaction with Recycling collection (green bin)



More than four out of five respondents were satisfied with recycling collection (83%).

The following groups expressed significantly greater dissatisfaction than their comparators:

- Respondents who have lived in the borough between 6 and 10 years (14%)
- Lone parents with dependent children (11%)
- Respondents with a household income of £100,000 or more (10%)

Resident Survey 2022 – Waste & Recycling Summary

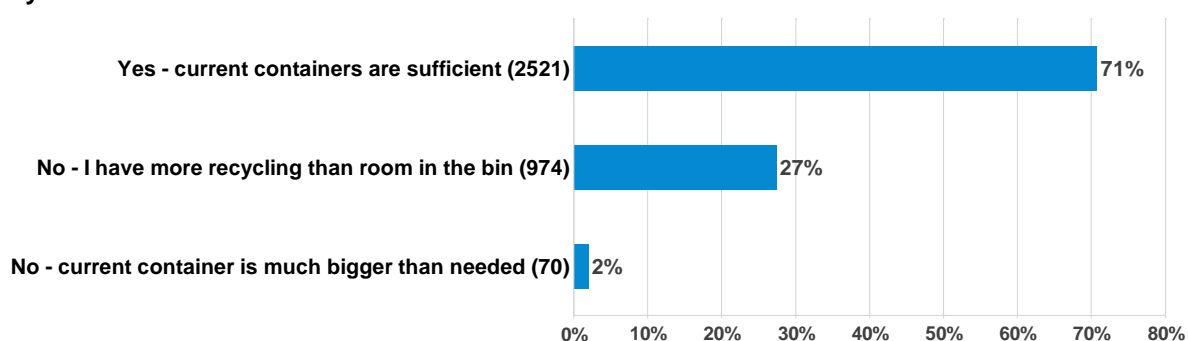
Ward (Unweighted)	Satisfied Black Bin	Satisfied Green bin
Allington (229)	95.2%	92.1%
Barming and Teston (67)	92.5%	93.8%
Bearsted (203)	90.1%	89.1%
Boughton Monchelsea and Chart Sutton (85)	91.8%	90.5%
Boxley(176)	86.9%	86.9%
Bridge (180)	82.8%	81.0%
Coxheath and Hunton(182)	86.8%	86.9%
Detling and Thurnham (79)	87.3%	84.8%
Downswood and Otham (74)	83.8%	80.3%
East (231)	90.5%	90.8%
Fant (225)	85.3%	84.5%
Harrietsham and Lenham (135)	84.4%	83.5%
Headcorn (112)	86.6%	84.8%
Heath (136)	80.1%	80.1%
High Street(243)	86.0%	84.0%
Leeds (47)	85.1%	83.0%
Loose (63)	84.1%	79.3%
Marden and Yalding (139)	92.8%	89.9%
North Downs (56)	91.1%	85.5%
North (220)	82.7%	80.5%
Park Wood (105)	81.0%	76.7%
Shepway North (165)	86.7%	87.9%
Shepway South (75)	85.3%	81.3%
South (190)	83.7%	83.4%
Staplehurst (139)	89.2%	84.8%
Sutton Valence and Langley (72)	80.6%	80.0%

Satisfaction by ward

This table shows the unweighted proportions that were satisfied with rubbish collections (black bin) and recycling collections (green bin) by ward.

Results shown in green fall in the upper quartile, while those shown as red are in the bottom quartile.

Do you feel the current supply of recycling containers is enough for the amount of recycling you have?



Resident Survey 2022 – Waste & Recycling Summary

More than seven in ten respondents said that the current supply of waste containers met their needs.

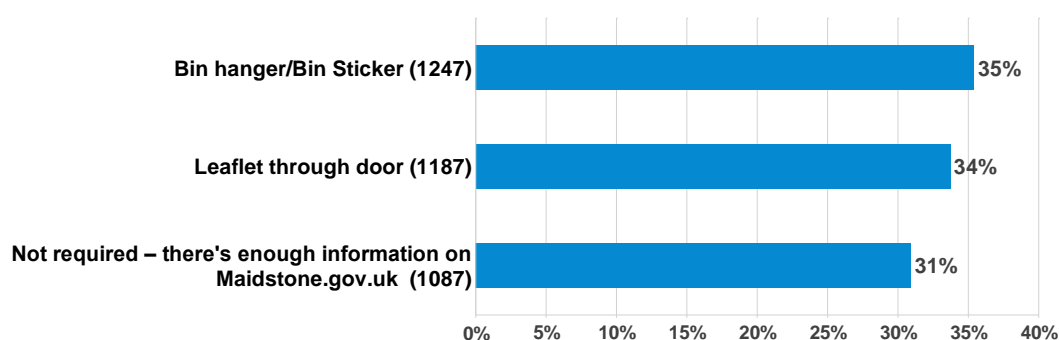
The following groups had significantly greater proportions, compared to their compactor groups, that stated they have more recycling than room in their bin:

- Respondents who have lived in the borough for less than a year (38%)
- Respondents aged 18 to 34 years (37%) and respondents aged 35 to 44 years (43%)
- Respondents in couples with dependents (41%)
- Lone parent respondents with dependents (37%)

The following groups had significantly greater proportions stating the current recycling container is much bigger than they need than their comparators:

- Respondents who have lived in the borough less than a year (5%)

How would you like to receive recycling service information?



Respondents from multiple person households had the greatest proportion answering bin hanger/sticker at 50%. In contrast, respondents who have lived in the borough less than a year had the lowest proportion selecting this response at 22%.

Respondents with a household income of between £40,000 and £50,000 had the greatest response to leaflet through door at 39%. In contrast, respondents with a household income of less than £9,999 had the lowest proportion selecting this response at 23%.

Respondents with a household income of less than £9,999 households had the greatest proportion of responses answering that recycling information was not required as there is enough information on the Council's website at 47%, whereas respondents from multiple person households had the lowest proportion selecting this response at 20%.

Top Performing Local Authorities 2020/21

These are the most up to date available statistics [Source: www.letsrecycle.com]

	Local Authority	Recycling Rate	Service Provision	Same as MBC
1.	St Albans City and District Council	64.2%	Alternate Weekly Collection with Twin-stream recycling	
2.	South Oxfordshire District Council	63.6%	Alternate Weekly Collection, fully commingled recycling	X
3.	Three Rivers District Council	63.1%	Weekly Recycling & Food, fortnightly refuse	
4.	Vale of White Horse District Council	62.6%	Alternate Weekly Collection, fully commingled recycling	X
5.	Surrey Heath Borough Council	61.3%	Alternate Weekly Collection, fully commingled recycling	X
6.	East Riding of Yorkshire Council	60.4%	Alternate Weekly Collection, fully commingled recycling, free garden waste	
7.	North Somerset Council	60.4%	Weekly recycling in boxes – kerbside sort, fortnightly refuse	
8.	Dorset Council	60.1%	Alternate Weekly Collection, Twin-stream for glass	
9.	East Devon District Council	60%	Weekly recycling and food waste, 3-weekly refuse	
10.	Tandridge District Council	59.9%	Alternate Weekly Collection, fully commingled recycling	X

Definitions:

Alternate Weekly Collections – *refuse and recycling are collected fortnightly on alternate weeks*

Twin-stream – *recycling is separated into two components, usually Paper and card in one container and plastic, glass and metals in another. Occasionally glass is collected as the separate material*

Commingled – *all dry recycling i.e. paper, card, plastic, glass and cans, are collected in the same bin*

Maidstone operate an Alternate Weekly Collection with a fully commingled recycling and chargeable garden waste.

Appendix 9 - Review Scope (refined)

<p><u>Proposed Topic</u></p> <p>Waste Review</p>
<p><u>Description and Reason for Review</u></p> <p>Description</p> <p>Review into the service to inform the new Waste Strategy priorities and areas of action.</p> <p>Reason for Review</p> <p>The scope focused on the Waste Strategy (2018-2023) identifying that whilst the Council is exceeding its recycling target and is currently the second highest performer in Kent, similar services provided elsewhere have delivered higher performance.</p> <p>As the strategy will need refreshing in the near future, any resulting actions from a review would have the potential to be implemented within the new strategy</p>
<p><u>Link to Priorities</u></p> <p>Strategic Plan Priority: Safe, Clean and Green.</p> <p>Other: To support the Council in its partnership with Ashford and Swale Borough Councils, and with Kent County Council as the Waste Authority.</p> <p>Executive Priorities: The Commitment to tackling climate change in everything the Council does</p> <p>Other: Support from the relevant Lead Member on the Executive for Environmental Services.</p>
<p><u>Spotlight Review (in-depth day/two-day review)</u></p> <p>1. <u>lines of enquiry:</u></p> <ul style="list-style-type: none">• Explore options for increasing recycling rates through assessing the best practice of other Local Authorities with similar waste collection services. This should include reducing overall waste.• Assess customer satisfaction with the service, including interaction with customer services, and educational communications, to identify improvements.• To review the impact of shared waste collection facilities within/from new Housing Developments on the achievement of Waste Strategy targets.

- To identify which actions within the Waste Strategy correspond with actions within the Biodiversity and Climate Change Strategy, and make recommendations to improve their shared achievement.

2. Agree stakeholders to be consulted/interviewed

Director of Regeneration and Place
Head of Environment & Public Realm
Waste Manager
Communications Manager
Customer Services Manager
Planning Dept. Major Projects Team Leader

Leader of the Council
Lead Members for Communication and Engagement and Environmental Services.

External Stakeholders:
Golding Homes
Hyde Housing
KCC/Kent Resource Partnership
KP Waste Crime Unit

3. Possible timescales

Spotlight review to be completed in 2 days in November, report to Committee and recommendation in December

4. Produce Evidence Pack to support review

(Put together ahead of Spotlight Review)

Includes:

Waste and Recycling Strategy 2018-2023
Information from APSE and the LGA
Data from other authorities; Kent, CIPFA nearest neighbours
Data on Stage 1 and 2 complaints relating to the service
Data from Biffa, e.g. route failures
Previous consultation data from residents' surveys

5. Produce questions to be put to consultees

Formulated via informal consultation with the Committee, based on lines of enquiry and the evidence pack.