

Overview and Scrutiny Committee Recommended Action and Implementation Plan (SCRAIP)

The following recommended actions have arisen from the review into the 'Council's Performance against the Waste and Recycling Strategy, 2018-2023'. This SCRAIP provides comments on the recommendations from the relevant Lead Officer/s such as its feasibility and possible method and timeline for implementation.

Review Title: The Council's Performance against the Waste and Recycling Strategy 2018-2023			
Recommendation & Intended Outcomes	Relevant Lead Member/s (LM)	Officer Response/s	Lead Officer/s
<p>1.To lobby local manufacturers and retailers to reduce the amount of waste they produce.</p> <p>Intended Outcomes:</p> <p>The Committee felt that local manufacturers and retailers should be lobbied to reduce the amount of waste they produced, with one example given relating to the amount of plastic packaging and/or wrapping used in products.</p>	<p>LM for Environmental Services</p> <p>LM for Communities and Public Engagement</p> <p>(Recs 1&10)</p>	<p>The Government's new legislation on Extended Producer Responsibilities (EPR) will reform the existing packaging regulations and ensure producers are responsible for the full net cost of managing packaging once it become waste and will apply to household waste. Maidstone, as part of the Kent Resource Partnership, has already contributed to shaping this legislation.</p> <p>The Council will continue to work with colleagues at the Kent Resource Partnership to work with local companies to promote waste reduction. Previous work has included the partnership with Marks and Spencer's.</p> <p>More directly, the Council's commercial waste service works with local businesses to help them reduce their waste and identify opportunities for recycling, including offering a free collection of paper and cardboard.</p>	<p>Head of Environmental Services and Public Realm</p>

<p>2.To promote of waste collection facilities, waste minimisation and the implementation of the national deposit scheme, as a topic for review at the next Local Government Association Conference.</p> <p>Intended Outcomes:</p> <p>The Committee felt that this action would increase the visibility and importance of the issue, using a platform that is widely accessible and has close links to local and central government. This action would also coincide with, and support, the action above in lobbying at a local level.</p> <p>The statements made by the Lead Member for Environmental Services in relation to the importance of partnership working and lobbying contributed to this recommended action. This took place during the evidence collection (2 November 2022) process.¹</p>	<p>LM for Environmental Services</p>	<p>The LGA worked extensively with Members of Parliament and Peers during the passage of the Environment Bill to provide information and research on implications for local government, support with the drafting and tabling of amendments, influence decision makers to secure favourable outcomes for councils and garner cross-party support for amendments that were in the interest of local government.</p> <p>The issues of Extended Producer Responsibility (EPR), Deposit Return Scheme (DRS) and service consistency have already been discussed at length at national level and the LGA have been a leading influence on these topics.</p> <p>It is therefore suggested that it would be more appropriate for the Council to promote these messages more locally.</p> <p>MBC waste collection facilities are promoted in a variety of ways on a very regular basis; these include a monthly dedicated environmental newsletter, press releases (where and when appropriate), and social media messaging across all of the Council's channels.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Manager</p>
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¹ See Minutes of the Meeting held on 2 November 2022, p. 4. – See section 9 of the report for access link.

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		In addition, a dedicated 32-page edition of Borough Insight is planned for Spring 2023 which will focus on environmental issues, biodiversity and sustainability. This will include an eight page 'pull-out' section with FAQs and helpful facts, tips and information and recycling, waste and environmental issues for the reader to keep.	
<p>3.That when available, the data concerning recycling rates including good and poor performance across the borough, be presented to the Committee to ensure it remains informed following the review's conclusion.</p> <p>Intended Outcomes:</p> <p>During the evidence collection process (2 November 2022), the Committee were advised by the Head of Environmental Services and Public Realm that the waste collection service's contract re-procurement would include improved technology. This technology would allow for improved data on waste collection across the borough, that would allow for a direct, targeted communications approach in the future. Further, this would reflect the importance of ensuring that the Committee remained informed of the increased data available and the service's performance following the review.</p>	LM for Environmental Services	<p>During the mobilisation phase for the new waste collection contract, Officers will work with the contractor to shape the reporting functions and enable the required data to be available for presentation to the Committee. The data is likely to be available from July 2024.</p> <p>Working with the Mid Kent Waste Partnership (Ashford, Maidstone & Swale) waste teams, the communications departments have joined forces to draft and distribute appropriate press releases and promotional messages announcing the new contract and how the service will be implemented and work. These messages included information around reducing emissions and monitoring recycling rates in the future.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Manager</p>

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<p>4.To measure the volume of waste produced, including per person, alongside the monitoring of recycling rates.</p> <p>Intended Outcomes:</p> <p>The Committee felt that this would ensuring the amount of overall waste produced is being monitored, alongside the monitoring of recycling rates.</p>	<p>LM for Environmental Services</p>	<p>This is already monitored for the Borough and the data for kg per household is already available and previously was presented as a KPI. The Communities, Housing and Environment Committee could decide to reinstate this KPI for quarterly review.</p> <p>MBC Communications continues to provide regular updates and information to promote recycling rates and encourage residents and businesses to improve their recycling. This includes monthly newsletters, social media channels, news articles and press releases.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Manager</p>
<p>5. To include questions on the types of actions that would and would not assist in increasing recycling rates within the Residents Survey.</p> <p>Intended Outcomes:</p> <p>The Committee felt that this action would help the Council in ascertaining which types of actions residents would find beneficial in supporting an increase in recycling rates.</p>	<p>LM for Environmental Services</p>	<p>In the most recent survey, additional questions were asked relating to the provision of additional containers for the capture of more recycling. However for future surveys, the motivators and barriers to recycling could be further explored to identify ways to increase the recycling participation and capture rates.</p> <p>Through the environmental newsletter – Stay Connected – the waste team will seek to survey residents on the influencing factors behind their recycling habits to determine what challenges may inhibit recycling.</p> <p>The MBC Communications team will continue to promote and provide information for residents that they may</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Manager</p>

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		find beneficial to increase recycling rates.	
<p>6.To promote improved communication between Kent County Council and the Council on highway maintenance, with particular reference to the Statutory Undertakings Team at the former.</p> <p>Intended Outcomes:</p> <p>The Committee felt that this would make sure that the issues are appropriately addressed through the Lead Members involvement in the Kent Waste Form, minimise any impacts to waste collection routes during times of highway maintenance, as Kent County Council (KCC) is the local highways authority and provide for improved communication between the two local authorities.</p> <p>During the evidence collection process (3 November 2022), the Head of Environmental Services and Public Realm outlined the good level of co-operation between KCC and the Council in avoiding waste collection routes, with the majority of issues arising from unexpected road closures. The Committee felt that increased communications between the authorities would help ensure that service delivery was not affected by road closures.</p>	LM for Environmental Services	<p>The Council already works closely with Kent Highways around planned road closures; however, it is recognised that additional work is needed to improve communication directly with local utility companies and their contractors to ensure waste collection arrangements are considered when emergency closures are put in place.</p> <p>The MBC Communications team works with KCC – Kent Resource Partnership to understand and cross- promote the partnership working and projects.</p> <p>The Waste team inform both customer services and communications on issues that may affect waste collections on a daily basis. The communications team then shares the messages as and when appropriate on various channels including social media and press releases if required.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Manager</p>

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<p>7.To consider methods to provide information relating to waste collection to Ward Cluster meetings similarly to that provided within the Town Centre Street Scene Meetings.</p> <p>Intended Outcomes:</p> <p>During the evidence collection process (3 November 2022), the Committee were advised by the Head of Environmental Services and Public Realm that it was possible for information relating to waste collection service to be reported to the Ward Cluster Meetings. The Committee felt that this would assist in replicating the positive performance and information shared of the street scene meetings and could lead to increase communications on waste collection across other areas of the borough.</p>	<p>LM for Environmental Services</p>	<p>Analysis is due to start on the vast quantity of data held relating to service requests, with a focus on how this can be presented geographically. The Waste Collection Manager will request to attend Ward Cluster meetings to improve the amount of data and information that can be shared relating to the waste and recycling service.</p> <p>The Waste team inform both customer services and communications on issues that may affect waste collections on a daily basis. The communications team then shares the messages as and when appropriate on various channels including social media and press releases if required.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Manager</p>
<p>8. For Officers to be requested to review the public realm design guide and include specific reference to Policy CSW 3 (Kent Waste and Minerals Local Plan 2013-2030), as part of the Design & Sustainability Development Plan Document, in relation to the provision of public waste collection facilities.</p> <p>Intended Outcomes:</p> <p>The Committee felt that a review of the documents would support waste collection</p>	<p>LM for Environmental Services</p> <p>LM for Planning and Infrastructure</p> <p>(Recs 8 & 19)</p>	<p>The Waste Team have provided the relevant information relating to the waste requirements for households to the Planning Team for consideration.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Interim Local Plan Review Director/Head of Spatial Planning and Economic Development as applicable</p>

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<p>services and improved recycling rates from publicly accessible facilities, by ensuring that these were fit for purpose.</p> <p>During the evidence collection process (3 November 2022), the Major Projects Team Leader advised that this was an example of how public spaces could be improved, given that residents were now spending an increased amount of time in their local areas. The Head of Environmental Services and Public Realm gave an example where the Council's Street Cleansing Team had previously had to replace inadequate public collection facilities.²</p>			
<p>9. To publicise the Council's enforcement action taken against those that seriously and/or recurrently breach the Council's rules on recycling and waste disposal.</p> <p>Intended Outcomes:</p> <p>To publicise and highlight the positive enforcement action taken by the Council against those individuals that breach the Council's rules on recycling and waste disposal.</p> <p>The communications produced in relation to fly-tipping were used as a comparative example.</p>	<p>LM for Environmental Services</p> <p>LM for Communities and Public Engagement</p> <p>(Recs 9 & 16)</p>	<p>Further work will be undertaken to identify opportunities to promote the collaborative work of the Waste and Waste Crime Teams. The upcoming Borough Insight magazine will also be used to ensure residents understand their responsibilities for managing their waste and recycling.</p> <p>The Communications Team is working with the Waste Crime Team to promote their work and outline the consequences of people who breach the Council's rules on recycling and waste disposal. This includes an article in the forthcoming</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Team</p>

² Minutes of the Meeting held on 3 November, pp. 2-3 – See section 9 of the report for access link.

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		Borough Insight Environmental magazine.	
<p>11.The production of further recycling focused communications, that are accessible with inclusive language, with the use of descriptive pictures.</p> <p>Intended Outcomes:</p> <p>To assist in both the maintenance and improvement of the Council's recycling rates, by ensuring that the Council's communications were accessible and inclusive to all of the borough's residents.</p>	LM for Communities and Public Engagement	<p>The next Borough Insight Magazine will be focused on sustainability and include a pull-out waste and recycling guide for residents to keep and reference. This will be as visual as possible with use of Maidstone specific images.</p> <p>The Stay Connected environmental newsletter will also be used to reinforce these messages and will continue to utilise more visual imagery to ensure the messages are accessible by a wider audience.</p> <p>The Communications team is currently working with the wasted team to produce a dedicated 32-page edition of Borough Insight; this will focus totally on environmental issues, biodiversity and sustainability.</p> <p>It will include an eight page 'pull-out' section with FAQs and helpful facts, tips and information and recycling, waste and environmental issues for the reader to keep.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Manager</p>
<p>12.The production of further communications on food storage.</p> <p>Intended Outcomes:</p>	LM for Communities and Public Engagement	This is already promoted within the environmental newsletter and social media; however, will also be captured within the new Borough Insight	Head of Environmental Services and Public Realm

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<p>The Committee felt that additional food communications on food storage would prevent unnecessary food wastage and provide helpful tips for residents. The previous food-related initiatives provided by the Council were highlighted to the Committee during the evidence collection process (2 November 2022).</p>		<p>magazine and through the ongoing social media posts.</p> <p>The forthcoming Borough Insight Magazine will also include a section on food related initiatives providing residents and business with helpful facts, tips and information and recycling, waste and environmental issues for residents and businesses across the borough.</p>	<p>Communications Team</p>
<p>13.Increased messaging from the Council on shared waste collection facilities, including within flats.</p> <p>Intended Outcome:</p> <p>The Committee felt that increased messaging from the Council in this area would assist in improving the use of shared waste collection facilities, including within flats, to in turn increase the recycling rates of those facilities. This was highlighted by the Committee in the context of the ongoing work between the Council and Housing Associations to support this aim, which was highlighted by the Waste Manager during the 2 November 2022 meeting.</p>	<p>LM for Communities and Public Engagement</p>	<p>From end of March 2024, there will be a dedicated Special Projects Officer for Mid Kent who will deliver projects focused at improving recycling at communal flats. This will include improved communications as well as targeted interventions to bin stores and communal bins.</p> <p>The Waste Team are also working closely with some local managing agents to provide information for residents and help design bin store improvements to facilitate greater recycling.</p> <p>The Communications team is working with Waste to explore areas where we can focus on the use of shared waste collection facilities and the issues faced by both residents/businesses and the waste team in collecting.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Team</p>

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		It will explore messaging to highlight miss-use and advise on the correct use to encourage recycling rates of those facilities.	
<p>14.To introduce a webpage on the Council's website that outlines which materials can be recycled, and at which locations.</p> <p>Intended Outcomes:</p> <p>The Committee felt that this would provide easily accessible information to residents on which materials can and cannot be recycled, and where those materials can be recycled.</p> <p>During the evidence collection (2 November 2022) the importance of helpful communications in maintaining and improving the service's performance was highlighted. The Head of Environmental Services and Public Realm further advised that the Council would assist in the promotion of alternative recycling facilities.³</p>	LM for Communities and Public Engagement	<p>The Waste Team will work with Digital Team to create a new webpage based on the information within the waste pull-out of the Borough Insight.</p> <p>The Communications Team is working with the above teams.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Team</p>
15.That the Overview and Scrutiny Committee be provided with Customer	LM for Communities and Public Engagement	The formal complaints data will need to be provided by the Information and Governance Team.	Customer Services Manager

³ Minutes of the Meeting held on 2 November, p. 3 – See section 9 of the report for access link.

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<p>Services Complaints data (relating to Waste Services) on a quarterly basis.</p> <p>Intended Outcomes:</p> <p>The Committee felt that this would enable it to ascertain whether there were any particular issues and investigate solutions to those issues, as a direct link to line of enquiry A for the review.</p>		<p>Customer Services can provide quarterly customer satisfaction data from the surveys sent to customers and pull out any comments highlighting issues with the service.</p>	
<p>That the Lead Member for Planning and Infrastructure recommend that the Head of Development Management be recommended to:</p> <p>20. Give consideration to recommended action 18, as applicable to the consideration of planning applications:</p> <p>(Rec 18) That Consideration be given to implementing additional conditions, where appropriate, concerning the waste collection facilities from commercial establishments that may generate high levels of waste.</p> <p>Intended Outcomes:</p> <p>The Committee felt that this would support the Planning Committee's consideration of applications where high levels of waste may be generated from the site to the</p>	<p>LM for Planning and Infrastructure</p> <p>(Recs 18 & 20)</p>	<p>Comments TO FOLLOW.</p>	<p>Head of Development Management</p>

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benefit of the local surroundings and to support the Council's waste collection services and overall strategy.			
<p>That the Lead Member for Planning and Infrastructure recommend that the Head of Development Management be recommended to:</p> <p>21. Amend the Development Management Officer report templates used for Planning Committee agendas to include a prompt on waste considerations, as soon as possible.</p> <p>Intended Outcomes:</p> <p>To ensure that Officers due consideration to waste collection facilities when presenting reports to the Planning Committee.</p> <p>This supports the below recommendation on training provision and was an action suggested by the Major Projects Team Leader during the evidence collection process (3 November 2022).⁴</p>	LM for Planning and Infrastructure	<p>The Waste Team support this for both domestic and commercial premises.</p> <p>Further comments TO FOLLOW.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Head of Development Management & Major Projects Team Leader</p>

⁴ Minutes of the Meeting held on 3 November, p. 4 – See section 9 of the report for access link.

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<p>That the Lead Member for Planning and Infrastructure recommend that the Head of Development Management be recommended to:</p> <p>22. Initiate a design review process in accordance with recommendation one of appendix 8 of the written information provided to the committee in conducting the review, alongside any supplementary planning guidance as required.</p> <p>Intended Outcomes:</p> <p>The Committee felt that this action would ensure that waste management is considered as part of any design review, where appropriate, with a formal process initiated as these reviews are currently carried out on an ad-hoc basis. This would be supplemented with planning guidance as required to support the process.</p> <p>This was an action proposed by the Major Projects Team Leader during the evidence collection process (3 November 2022).</p> <p>Design Review Process to be initiated for the relevant schemes, to include waste management.</p>	<p>LM for Planning and Infrastructure</p>	<p>Comments TO FOLLOW.</p>	<p>Head of Development Management & Major Projects Team Leader</p>
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<p>That the Lead Member for Planning and Infrastructure recommend that the Head of Development Management be recommended to:</p> <p>23. Give higher prominence to Policy CSW 3 of the Kent Minerals and Waste Plan within the assessment of planning applications.</p> <p>Intended Outcomes:</p> <p>The Committee felt that this would promote the policy's consideration within planning applications to improve waste collection services. During the evidence collection process (3 November 2022), the Major Projects Team Leader advised that this policy could be considered where applicable, during the Council's assessment of planning applications.⁵</p>	<p>Lead Member for Planning and Infrastructure</p>	<p>Comments TO FOLLOW.</p>	<p>Head of Development Management & Major Projects Team Leader</p>
<p>That the Lead Member for Planning and Infrastructure recommend that the Head of Development Management be recommended to:</p> <p>24. That the Development Management Officers receive training in accordance with recommendation two of appendix 8, of the written information provided</p>	<p>LM for Planning and Infrastructure</p>	<p>Comments TO FOLLOW.</p>	<p>Head of Development Management & Major Projects Team Leader</p>

⁵ Minutes of the Meeting held on 3 November, p. 3 – See section 9 of the report for access link.

<p>to the committee in conducting the review</p> <p>Intended Outcomes:</p> <p>To increase Planning Committee Member's knowledge in relation to Policy CSW 3, to assist in ensuring that waste collection and waste collection facilities are appropriately considered.</p> <p>This was an action proposed by the Major Projects Team Leader during the evidence collection process (3 November 2022),⁶ and is linked to the above action.</p> <p>The training would cover, for example:</p> <ul style="list-style-type: none"> • The importance of applying the waste hierarchy (as part of the wider 'sustainability circle') when assessing relevant planning applications • The wider value of planning officers adopting a positive role in terms of aligning with Corporate approaches • The national policy context • Existing local MBC/KCC policy and guidance • The scope of waste related consideration that can be material to the consideration and determination of a planning application 			
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⁶ Minutes of the Meeting held on 3 November, p. 3 – See section 9 of the report for access link.

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<p>25. That One Maidstone be recommended to include street cleaning provisions within their next bid (concerning town centre management)</p> <p>Intended Outcomes:</p> <p>The Committee noted that this is an existing service provided by One Maidstone in their management of the town centre. The Committee recommended that this function be retained by including it within the organisation's next bid (if applicable) for the town centre's management.</p>	<p>One Maidstone</p>	<p>This has already been raised through the latest Town Centre Street Scene Meeting and the Public Realm Operations Manager will continue to work closely with One Maidstone to identify improvements that could be captured within the scope of the Bid.</p>	<p>Head of Environmental Services and Public Realm</p>
<p>26. That Kent County Council be recommended to provide a substitute representative when their initial representative is unable to attend a meeting of the Committee.</p> <p>Intended Outcomes:</p> <p>The Committee felt that a representative of Kent County Council should attend a meeting of the Committee. At the commencement of the 3 November 2022 meeting, the Democratic Services Officer advised that a KCC representative was unable to attend the meeting, but that an informal offer of engagement had been received.</p>	<p>KCC</p>	<p>Whilst a representative was unable to attend the meeting, they have offered to have an informal meeting with Committee representatives. They have also advised that they watched the meetings and so are aware of the points raised.</p>	<p>Head of Environmental Services and Public Realm</p>