

Item 17 – Response to the Report of the Overview and Scrutiny Committee – Recommended Actions Arising from the Review into the ‘Council’s Performance against the Waste Strategy 2018-2023’

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 Executive’s response to those recommendations.

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>Agreed - For Ongoing Action</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>

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		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>Agreed</p> <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>
<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 ensure the amount of overall waste produced is being</p>	LM for Environmental Services	<p>Noted: Action already in place</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>	Head of Environmental Services and Public Realm

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<p>monitored, alongside the monitoring of recycling rates.</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>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>Agreed</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 find beneficial to increase recycling rates.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Manager</p>
<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>LM for Environmental Services</p>	<p>Agreed – Action Completed</p> <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>Head of Environmental Services and Public Realm</p>

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<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>		<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 daily. The communications team then shares the messages as and when appropriate on various channels including social media and press releases if required.</p>	<p>Communications Manager</p>
<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.</p>	<p>LM for Environmental Services</p>	<p>Agreed</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 daily. The communications team then shares the messages as and when appropriate on</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Manager</p>

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<p>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>various channels including social media and press releases if required.</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 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</p>	<p>LM for Environmental Services</p> <p>LM for Planning and Infrastructure</p> <p>(Recs 8 & 19)</p>	<p>Partly Agreed</p> <p>The Waste Team have provided the relevant information relating to the waste requirements for households to the Planning Team for consideration in any design guidance.</p> <p>Consideration will be given to including a policy hook in the Design and Sustainability DPD to a refreshed version of the Public Realm Design Guide</p> <p>When the Public Realm Design Guide is updated, it will include contemporary guidance for waste storage and collection arrangements for residential, commercial, and other types of development.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Interim Local Plan Review Director</p>

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<p>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. 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>Noted: Action already being taken</p> <p>Further work will be undertaken to identify opportunities to promote the collaborative work of the Waste and Waste Crime Teams. The recent Borough Insight magazine has included information 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 recent Borough Insight Environmental magazine.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Team</p>
<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>	<p>LM for Communities and Public Engagement</p>	<p>Agreed: Action Completed</p> <p>The most recent Borough Insight Magazine is focused on sustainability and included a pull-out waste and recycling guide for residents to keep and reference. This includes visual material 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>Head of Environmental Services and Public Realm</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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		<p>The Communications team has worked with the waste team to produce a dedicated 32-page edition of Borough Insight; this focuses totally on environmental issues, biodiversity, and sustainability.</p> <p>It includes 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>Communications Manager</p>
<p>12.The production of further communications on food storage.</p> <p>Intended Outcomes:</p> <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>LM for Communities and Public Engagement</p>	<p>Agreed: Action Completed</p> <p>This is already promoted within the environmental newsletter and social media; it has also been captured within the new Borough Insight magazine and through the ongoing social media posts.</p> <p>The recent Borough Insight Magazine also includes 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>Head of Environmental Services and Public Realm</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</p>	<p>LM for Communities and Public Engagement</p>	<p>Agreed</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</p>	<p>Head of Environmental Services and Public Realm</p>

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<p>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>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>It will explore messaging to highlight misuse and advise on the correct use to encourage recycling rates of those facilities.</p>	<p>Communications Team</p>
<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</p>	<p>LM for Communities and Public Engagement</p>	<p>Agreed</p> <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 and will continue to amplify the messages via social media.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Communications Team</p>

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<p>assist in the promotion of alternative recycling facilities.³</p>			
<p>15. That the Overview and Scrutiny Committee be provided with Customer 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>LM for Communities and Public Engagement</p>	<p>Noted</p> <p>The formal complaints data will need to be provided by the Information and Governance Team.</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>Customer Services Manager</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</p>	<p>LM for Planning and Infrastructure</p> <p>(Recs 18 & 20)</p>	<p>Agreed</p> <p>Conditions must meet the 6 statutory tests, but can be used to, for example, to ensure that approved refuse facilities are retained and maintained in a useable condition.</p> <p>For detailed permission, waste provision should not be deferred to a condition as an approved site layout of building footprint may not be able to retrofit adequate provision. Instead, the location and design of waste receptacles is a long-standing material consideration. Design guidance on this topic along with adequate turning areas for refuse</p>	<p>Head of Development Management &/or Major Projects Team Leader.</p>

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>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 benefit of the local surroundings and to support the Council’s waste collection services and overall strategy.</p>		<p>trucks is one of the design criteria in Maidstone Building for Life 12.</p> <p>For outline permission, conditions will be considered requiring a waste and recycling strategy to be submitted at the reserved matters stage for appropriate development.</p> <p>To facilitate this, the Council will include specific policy in the Design and Sustainability Development Plan Document and then specific waste guidance can flow from this as a Supplementary Planning Document.</p>	
<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 give 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</p>	<p>LM for Planning and Infrastructure</p>	<p>Agreed</p> <p>Templates for both delegated and Committee reports are regularly updated. A ‘prompt’ will be added to appropriate report templates (new build or residential conversion and applicable commercial uses/change of use/extensions), to ensure that the officer considers relevant waste considerations.</p> <p>In addition, the Waste Team will be consulted on relevant applications in relation to the adequacy of proposed waste and recycling provision in order to ensure that future problems are designed out and on whether applications for ‘major’ development should be accompanied by a ‘waste and recycling strategy’ for both buildings and public realm.</p> <p>We will ensure that any amendments to the validation check list arising from the actions are made.</p>	<p>Head of Environmental Services and Public Realm</p> <p>Head of Development Management &/or Major Projects Team Leader</p>

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evidence collection process (3 November 2022). ⁴			
<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>	LM for Planning and Infrastructure	<p>Agreed</p> <p>The Head of Development Management has already initiated peer (Design) reviews for selected developments, and this includes arrangements for waste storage and collection.</p> <p>In parallel, the pre-application letter template (for relevant development types) will be developed to include a prompt to Officers to consider whether an application should be accompanied by relevant material.</p>	Head of Development Management & Major Projects Team Leader

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>Design Review Process to be initiated for the relevant schemes, to include waste management.</p>			
<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>Agreed</p> <p>Policy CSW3 relates to the reduction as well as storage of waste and is therefore concerned with the higher, as well lower, end of the waste hierarchy. Whilst there are concerns as to the level of detail contained in the determination of planning applications, there is opportunity for this to be resolved through the proposed waste SPD.</p> <p>The Design and Sustainability DPD will act as a signpost back to CSW3 and any subsequent DPD but will avoid creating another layer of policy.</p>	<p>Head of Development Management &/or 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>LM for Planning and Infrastructure</p>	<p>Agreed</p> <p>Internal officer training and guidance already includes this topic and will be part and parcel of the Maidstone Building for Life refresher training</p>	<p>Head of Development Management &</p>

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

<p>24. That the Development Management Officers receive training in accordance with recommendation two of appendix 8, of the written information provided 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 			<p>Major Projects Team Leader</p>
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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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<ul style="list-style-type: none"> The scope of waste related consideration that can be material to the consideration and determination of a planning application 			
<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>Agreed: Completed</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</p>	<p>KCC</p>	<p>Agreed: Completed</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>

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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.			
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