

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK

ENVIRONMENT AND COMMUNITY PANEL

Minutes from the Meeting of the Environment and Community Panel held on Wednesday, 23rd March, 2016 at 6.00 pm in the Research Room, Town Hall, Saturday Market Place

PRESENT: C Sampson (Chairman)
Councillors Miss L Bambridge, Mrs C Bower, Mrs S Collop, P Colvin,
G Hipperson, M Hopkins, J Moriarty, T Smith, Mrs S Squire and Mrs J Westrop

Portfolio Holders:

Councillor B Long – Portfolio Holder for Environment

Officers:

Chris Bamfield – Executive Director

Honor Howell – Assistant Director

David Thompson – Marketing and Development Manager

By Invitation:

Councillors A Bubb, Mrs E Watson and Mrs S Young.

EC59: **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Mrs Fraser and Rochford.

EC60: **MINUTES**

RESOLVED: The Minutes from the Environment and Community Panel meeting held on 24 February 2016 were agreed as a correct record.

EC61: **DECLARATIONS OF INTEREST**

There was none.

EC62: **URGENT BUSINESS**

There was no Urgent Business.

Councillor Moriarty requested that the Norfolk Waste Contract and the impact on service and cost to the Council be considered as urgent business and discussed by the Panel. The Chairman explained that representatives from Norfolk County Council had been invited to attend the meeting but had not attended. The item of business would be considered at the Environment and Community Panel Meeting scheduled to take place on 20 April 2016 or at a date where representatives from Norfolk County Council were able to attend.

EC63: **MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

There was none.

EC64: **CHAIRMAN'S CORRESPONDENCE**

There was none.

EC65: **MATTERS REFERRED TO THE PANEL FROM OTHER COUNCIL BODIES AND RESPONSES MADE TO PREVIOUS PANEL RECOMMENDATIONS/REQUESTS**

The Panel noted the responses made by Cabinet to the recommendations from the Panel meeting on 24 February 2016 in respect of the following items:

- Crematorium Project Update
- Modifications to the Local Plan
- Assessing King's Lynn and West Norfolk's Housing Requirement.

EC66: **WASTE AND RECYCLING UPDATE**

The Marketing and Development Manager provided those present with information on communicating waste and recycling.

A copy of his presentation is attached.

The Chairman thanked the Marketing and Development Manager for his presentation and invited questions and comments from the Panel as summarised below.

Councillor Mrs Squire asked if data on levels of waste collected had been compared to population growth. The Marketing and Development Manager explained that comparisons had not been made, but information could be made available if required.

The Portfolio Holder for Environment, Councillor Long felt that the increased levels of waste could be down to affluence and people now buying more products and getting rid of old products now that the recession was over. He commented that the population increase meant more homes and more people paying Council Tax to pay for the waste collection service.

Councillor Mrs Bower referred to textiles and commented that they could sometimes be bulky items. The Marketing and Development Officer commented that textiles and bedding could not be recycled. Options could be looked at such as a textile collection services and also small electrical items which often were put in recycling and caused

contamination. The Chairman explained that there were options available to recycle textiles such as the bins at the fire station, or giving them to animal rescue centres. The Marketing and Development Officer commented that he worked with the Salvation Army.

The Vice Chairman explained that residents within her ward had raised issues regarding bagged collections and agreed to raise her issues with the Marketing and Development Manager. The Vice Chairman referred to a questionnaire which had been sent to all residents and commented that she had not received one. In response to the questions raised by the Vice Chairman, the Marketing and Development Manager explained that an information pack would be sent to all households on how they could be involved in the waste and recycling project and would include details on how residents could become Waste and Recycling Champions. He anticipated that fifty to sixty Champions would be appointed and over thirty had been appointed already from people who had expressed an interest.

The Marketing and Development Manager informed the Panel that public engagement exercises and ways to raise awareness would be carried out, including door knocking, face to face contact and the use of social media.

The Marketing and Development Manager explained that data could be retrieved from the collection vehicles about the service provided, waste collected and amount of contamination. He explained that bins with obvious contamination were tagged and not collected.

The Portfolio Holder for Environment, Councillor Long explained that over the years the Council had taken many different approaches to increase recycling levels and reduce the amount of contamination. He explained that fixed penalty notices and enforcement action had been used in the past.

The Vice Chairman commented that residents in her Ward who had bagged collections had found it difficult to request more bags and the Assistant Director agreed to look at setting up an electronic form so that they could be requested online and would be delivered during the collection rounds.

Councillor Moriarty felt that the Council should look at a more purist approach and should accept that the service may come at a cost. He asked if there were ways the Council could make the trade waste collection service viable by offering incentives. He also referred to 'recycling on the move' in public places and asked how this could be rolled out as it had been in other places such as train stations and airports. The Marketing and Development Manager explained that trade waste would be looked at and how the Council could encourage take up. He referred to the Sustainable Restaurant Association which provided advice on reducing the amount of food used which would result in financial savings for the business.

In response to a question from Councillor Smith, the Marketing and Development Manager explained that social media monitoring would be used to underpin the key messages that were put out. The Council would not reply to individual comments, but use the comments to formulate the information provided to residents.

Councillor Hipperson referred to fly tipping and how incidents were usually dealt with very quickly. The Chairman reiterated Councillor Hipperson's comments and commended the service provided.

In response to a question from Councillor Moriarty, the Portfolio Holder for Environment commented that providing public recycling bins on the street was likely to result in a lot of contaminated recycling. The Executive Director explained that 'recycling in the move' worked in busy places such as airports and train stations, but did not feel that it would work in the Borough. The Executive Director referred to budget savings which were required and the limited resources available. He commented that the value of recyclables varied and any initiatives and projects taken forward by the Council needed to be financially viable. The Marketing and Development Manager commented that with regards to 'recycling on the work could be carried out to encourage people to take their recycling home with them and dispose of it correctly.

Councillor Hipperson referred to the public perception when bins were emptied as it sometimes looked as if all waste was being put into the same waste cart. The Portfolio Holder for Environment explained that the vehicles had split bodies so different types of waste could be collected on the same round. This information was available on the vehicles and some of them had side loading compartments.

RESOLVED: (i) The update was noted.
(ii) That the Marketing and Development Manager provide the Panel with an update at their meeting in August.

EC67: **ANNUAL FEEDBACK REPORTS FROM OUTSIDE BODIES**

EC68: **COLLEGE COUNCIL LIAISON COMMITTEE - REPRESENTATIVE COUNCILLOR MRS WATSON**

Councillor Mrs Watson provided the Panel with an update of the Outside Body. She explained that they had met recently and this was the first meeting for two years. She provided the Panel with details of the challenges, opportunities and successes of the College.

The Chairman thanked Councillor Mrs Watson for her report and invited questions and comments from the Panel.

The Vice Chairman asked if the College offered courses which reflected the needs of local businesses. Councillor Mrs Watson commented that the College were looking at this.

RESOLVED: The Panel noted the report.

EC69: **AREA MUSEUM COMMITTEE - REPRESENTATIVES: COUNCILLORS SMITH, WING-PENTELOW AND MRS WRIGHT**

A report had been submitted by Councillor Mrs Wright and was included in the agenda. Councillor Smith provided the Panel with an overview of the Area Museums Committee.

RESOLVED: The Panel noted the report.

EC70: **NORFOLK COMMUNITY SAFETY PARTNERSHIP SCRUTINY SUB COMMITTEE - REPRESENTATIVE: COUNCILLOR MRS WESTROP**

Councillor Mrs Westrop presented her report which had been included in the agenda. She provided the Panel with an update on the work of the Outside Body. She asked for information on what the Borough Council had in place for dealing with domestic violence and anti-social behaviour. The Chairman commented that the Police had systems in place and suggested that representatives from the Outside Body liaise with the police.

The Portfolio Holder for Environment, Councillor Long commented that the Police and Crime Commissioner had a funding allocation for the prevention of crime and allocated money to charities who dealt with domestic violence.

The Assistant Director informed the Panel that the Council's Community Safety Team worked closely with the Police and met twice a week to share information. All reports of domestic violence and anti-social behaviour to the Council were risk assessed and then dealt with by either the Community Safety and Neighbourhood Nuisance Team or the Police, depending on the circumstances. The Assistant Director informed those present that all front line staff had received training on recognising radicalisation and safeguarding. She suggested that Councillor Mrs Westrop liaise with the Personnel and Community Safety Department, who could provide more information on the procedures in place.

RESOLVED: The report was noted.

EC71: **NORFOLK HEALTH OVERVIEW SCRUTINY COMMITTEE - REPRESENTATIVE COUNCILLOR MRS YOUNG**

Councillor Mrs Young provided the Panel with an update on the Norfolk Health Overview Scrutiny Committee. She explained that the Committee received reports from the four Clinical Commissioning Groups and concerns were addressed.

She explained that perceived shortfalls in service by Health Care providers were noted, and the relevant body was expected to address issues raised, and to return to the Committee with evidence of improvement in service. The process continued until there was evidence of good practice.

Councillor Mrs Young provided the Panel with areas of concern raised by the Committee which included the provision of mental health services, children's mental health services, continuing health care in Norfolk, out of hours services and discharges from hospitals.

RESOLVED: The report was noted.

EC72: **WEST NORFOLK COMMUNITY TRANSPORT - REPRESENTATIVE COUNCILLOR MORIARTY**

A report had been published as a supplementary item to the Agenda by Councillor Moriarty.

RESOLVED: The report was noted.

EC73: **WEST NORFOLK DISABILITY FORUM - REPRESENTATIVES COUNCILLORS BUBB, BARON CHENERY OF HORSBRUGH, BAMBRIDGE, FRASER AND SQUIRE**

Councillor Bubb presented his report on the work of the West Norfolk Disability Forum. He referred to the events put on by the Forum and felt that they needed to be refreshed and public awareness needed to be raised. Councillor Bubb commented that work needed to be carried out to increase attendance at the Forum meetings and it would be beneficial if representatives from local organisations concerned with people with disabilities could attend the meetings.

The Chairman suggested that Councillor Bubb put together proposals on how the events could be made more successful and how attendance could be increased at the meetings and liaise with the Chairman so that an update could be presented at a future meeting of the Environment and Community Panel. The Chairman suggested that Councillor Bubb could include some information in the Members Bulletin to seek the views of other Members.

RESOLVED: The report was noted.

EC74: **WORK PROGRAMME AND FORWARD DECISIONS LIST**

The Chairman referred to the Panel's Work Programme and requested that Members of the Panel contact him if they had suggestions on items they would like to be considered at a future meeting.

Councillor Bubb requested that the Panel look at urban facilities, enhancement and street furniture.

RESOLVED: The Work Programme and forward decision list was noted.

EC75: **DATE OF THE NEXT MEETING**

The next meeting of the Environment and Community Panel would be held on Wednesday 20 April 2016 at 4.00pm in the Committee Suite, King's Court, Chapel Street, King's Lynn.

The meeting closed at 8.00 pm



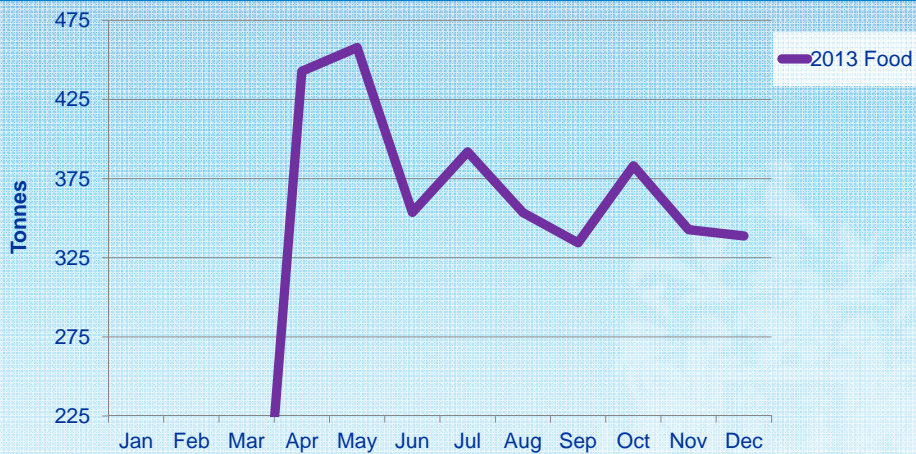
Communicating Waste & Recycling

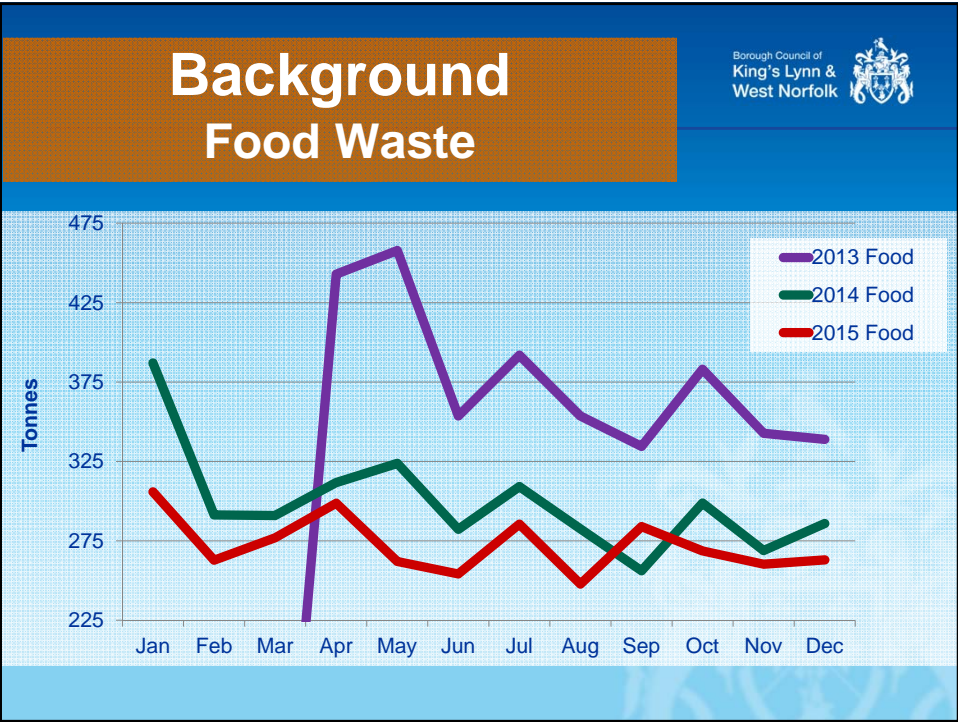


David Thompson

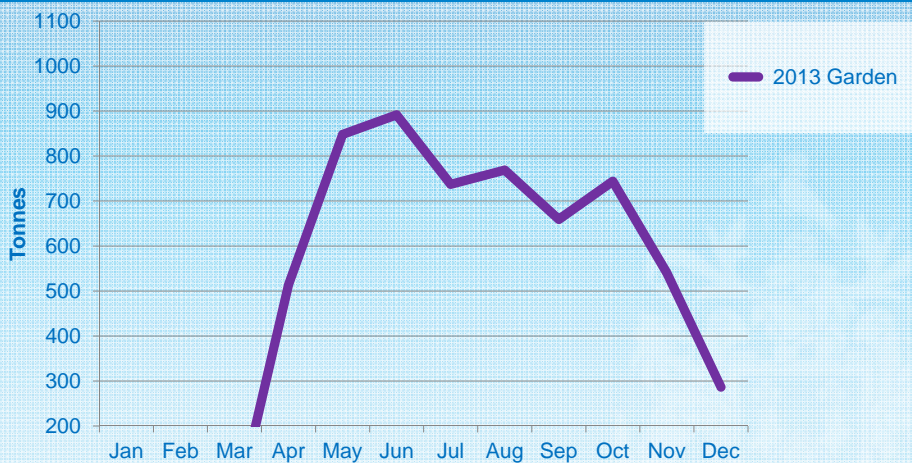
Waste & Recycling Department
Marketing & Development Officer
March 2016

Background Food Waste

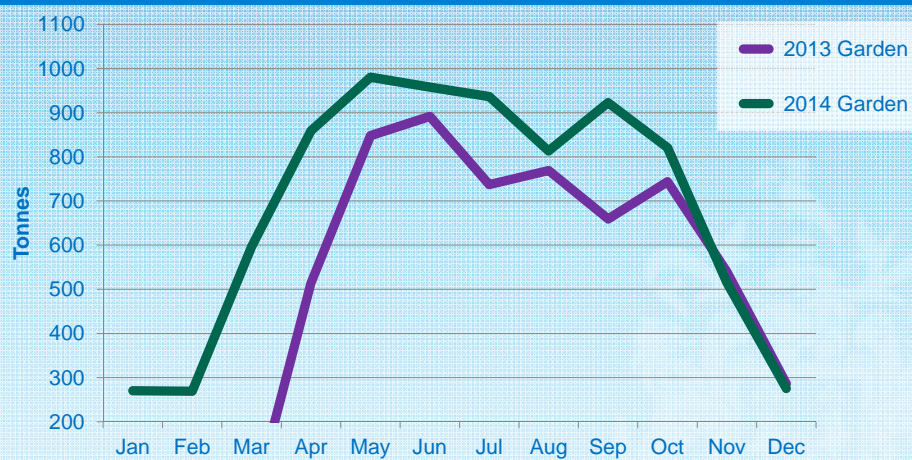




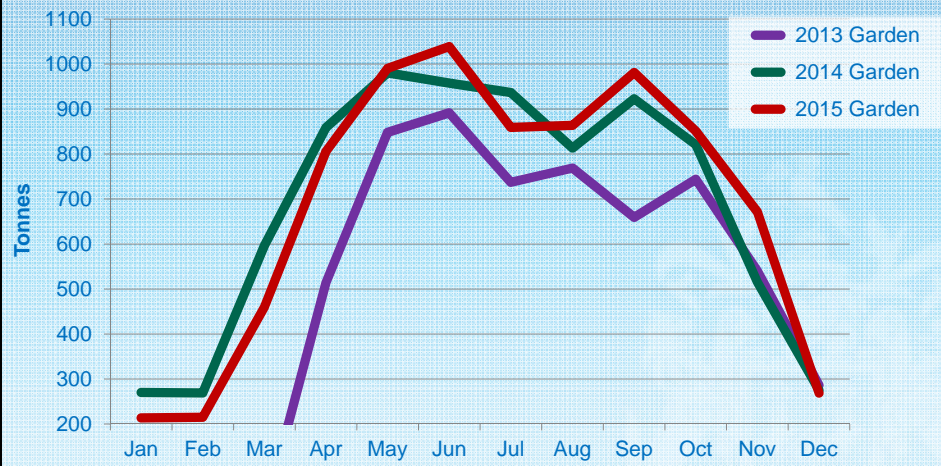
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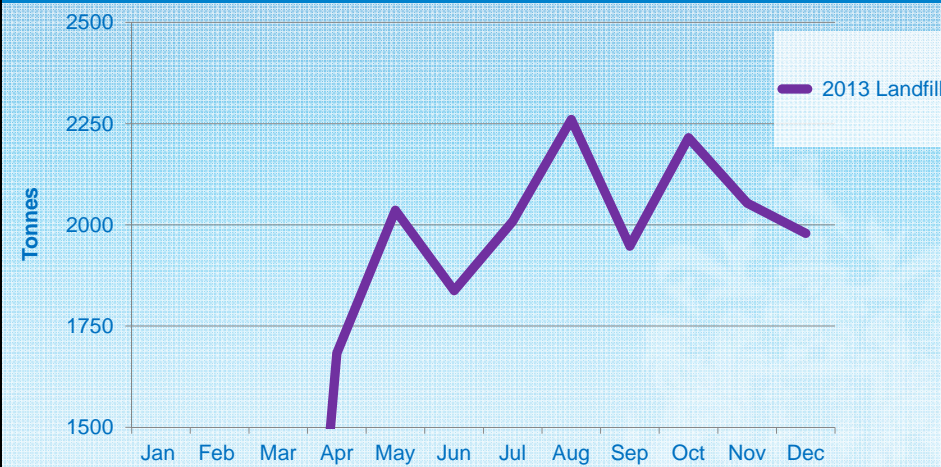
Background Garden Waste



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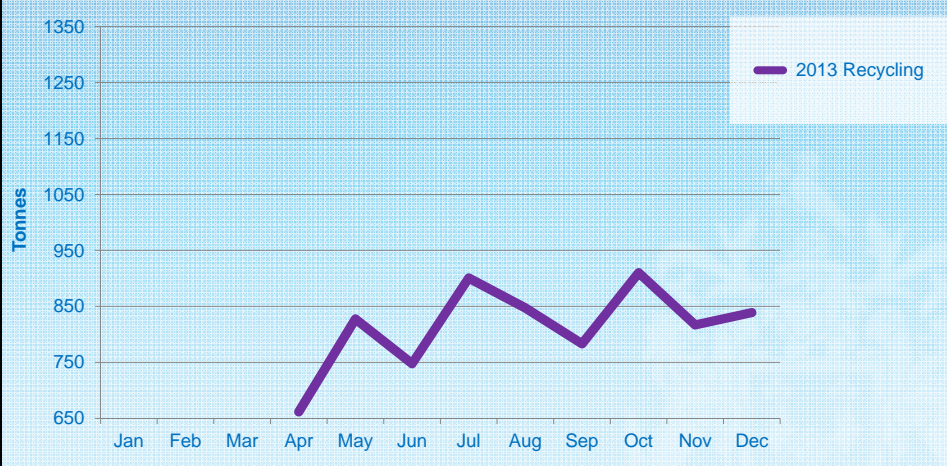


Background Landfill Waste

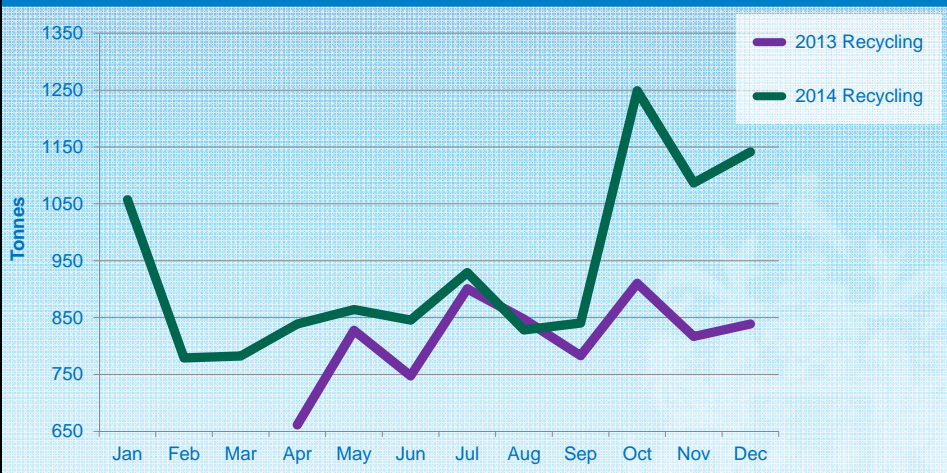




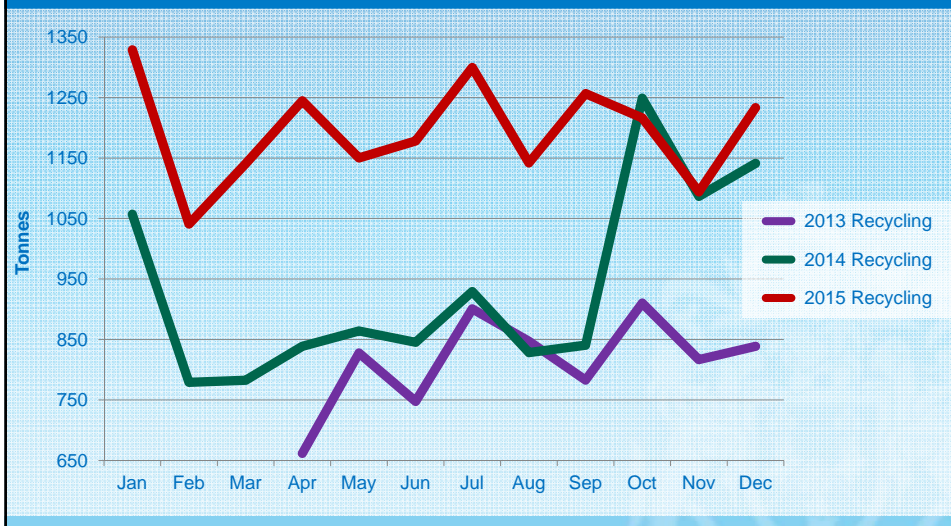
Background Recycling Waste



Background Recycling Waste



Background Recycling Waste



Waste & Recycling Department Activity



- Bin Calendars redesigned to be more customer friendly
- Christmas calendars redesigned to include recycling tips
- Bagged waste calendars redesigned to reduce waste
- A4 recycling bin stickers
- Additional pages on website to marry with Norfolk Waste Partnership Wrap campaign
- Meeting with NCC and UEA to discuss behaviour change.



Partnership Activity

- **Norfolk Waste Partnership**
 - Exhibition stand – recycling around the home
 - Almost 300 'Leave it Loose' recycling bags
 - Advertising on bus backs, radio, posters, print advertising and a video game
 - 50 Acorn group 3 residents (poor recyclers) – face-to-face questionnaire and given recycling bags for behaviour change
- **Developing statistical model to improve messaging through community networks**
- **Recycling Rewards Scheme.**



Future Issues

- New rounds (NCC landfill changes) – new calendars etc.
- New Council Website
- New recycling targets
- Circular economy – emphasis on reducing rather than recycling
- Food waste
- Contamination
- Recycling Rewards scheme
- Tribalist – Network Monitoring.



Recycling Rewards Scheme

- DCLG Fund bid - £272,606
- Contractor - Local Green Points
- Rewards – Money, vouchers etc.
- Community rewards
 - Local or national charities
 - Schools, parks, playgrounds etc.
- Web based - Individual rewards
- Presentation to E&C Panel in August 2016
- Target related bonus
- Includes rollout to other 6 Districts in year 2
- West Norfolk brand.



Network Data Insight

- Contractor - Tribalist
- Networks of local connections through social media, blogs, news media etc.
- Regular data harvesting – dynamic real time info
- Cluster into themes, issues and key hub points
- Identify key issues before they become formal complaints
- Feed out key messages or service problems
- Data analysis of complaints through an automated triage system
- Monitoring tool for Recycling Rewards Scheme.



Any Questions?