

## RECYCLING SCRUTINY REVIEW



**Scrutiny Report of the Environment Overview & Scrutiny Committee**

***September 2019  
FINAL REPORT***

**WIRRAL BOROUGH COUNCIL**

***RECYCLING***

**SCRUTINY REVIEW**

**FINAL REPORT**

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## **1. INTRODUCTION**

At the meeting of the Environment Overview and Scrutiny Committee held on 20<sup>th</sup> September 2018, Members agreed to undertake a Task & Finish Scrutiny Review on recycling following a presentation delivered to the committee highlighting Wirral's recycling rates. As a result, a Task & Finish Review Panel comprising three Members was established to discuss recycling issues with relevant senior officers and representatives from the Merseyside Recycling and Waste Authority (MRWA).

This report highlights the discussions that took place and makes a series of recommendations arising from findings identified from the review.

## 2. MEMBERS OF THE TASK & FINISH REVIEW PANEL

***Former Councillor Adam Sykes (Chair)***



### CHAIR'S PERSONAL STATEMENT

The importance of the campaign to reduce, reuse, recycle can not be overstated. These three ways that we can reduce the impact that we have on our environment deserve our immediate attention. Working to improve the sustainability of Wirral, both as a council, and as the place we all live, work, and play, is one of most important roles. There is a lot we can do to improve our recycling rates, but much of this needs to be aligned with government strategy to have the greatest impact. The most significant takeaway message from this review, is that we need to stop the waste from getting into our bins in the first place. Reducing the amount of waste, whether food waste, or otherwise, will have the best outcomes for our sustainability as a borough. I look forward to seeing the results of these recommendations and a greener and environmentally friendly Wirral.

Other Panel Members were:

***Councillor Christina Muspratt***



***Councillor Alan Brame***



### **3. ORIGINAL SCOPE AND METHODOLOGY FOR THE REVIEW**

#### **3.1 Scope**

A scoping meeting for the scrutiny review was convened on 9<sup>th</sup> October 2018, and the agreed scoping document is included as **Appendix 1** to this report.

The main objectives of the review are:

- To understand the current waste management system in Wirral and identify where improvements can be made to enhance performance.
- To understand the requirements of the Resources and Waste Strategy and the impact this will have for Wirral Council.

#### **3.2 Methodology**

The scrutiny review was informed through:

- Evidence sessions with relevant Council officers responsible for waste prevention and specific responsibilities for recycling.
- Evidence sessions with representatives from Merseyside Recycling & Waste Authority.
- Review of relevant research and analysis on recycling undertaken by other local authorities

## 4. FINDINGS AND RECOMMENDATIONS

### 4.1 Overview of recycling in Wirral

Wirral Council is a waste collection authority and has a statutory function to collect household waste which is then consigned to the Merseyside Recycling and Waste Authority (MRWA). Controlled Waste Regulations sets out what is classed as household waste. This includes waste collected from residential properties, schools, bring banks and street cleaning and sweepings and contributes to the Council's recycling rate. Commercial waste is not included.

Wirral's current waste collection system includes the provision of three separate bins to residents which are collected on a fortnightly basis. These bins are for:

- Residual waste (Green bin)
- Garden waste (Brown bin)
- Recycling (Grey bin)

Wirral's current contract through the MRWA for recycling is for plastic bottles, paper, card, cardboard, glass bottles / jars and metal cans. Aerosols, foils, textiles, cartons are not included. The contract signed by Wirral is for 20 years from 2009. However, annual reviews on contracts do take place.

Wirral has a national target of 50% recycling rate by 2020 but this will increase to 55% by 2025, 60% by 2030 and 65% by 2035.

### 4.2 Government's Resource and Waste Strategy

Following the commencement of this review, Government published its Resource and Waste Strategy <sup>1</sup> on 18th December 2018. The strategy sets out how to preserve stock of material resources by minimising waste, promoting resource efficiency and moving towards a circular economy. Government is conducting a number of separate consultations on the proposals contained within the Resources and Waste Strategy. These proposals include:

- Every householder having a weekly separate food waste collection from 2023. (Consultation will also consider whether charges for garden waste collections should continue).
- Extending producer responsibility to ensure producers to pay the full net costs of disposal or recycling of packaging
- Introduction of a consistent set of recyclable materials collected from all households.
- Introduction of a deposit return scheme - money back on drinks containers
- A tax on plastics that do not have a minimum recycled content.
- Addressing barriers to reuse at Household Waste Recycling Centres – further measures to boost reuse, including reporting and reuse targets.
- Extending producer responsibility for waste electronic and electrical equipment (WEEE).
- Clamp-down on illegal movements of waste at home and abroad
- A review of joint working arrangements and performance metrics to move beyond current weight-based targets.

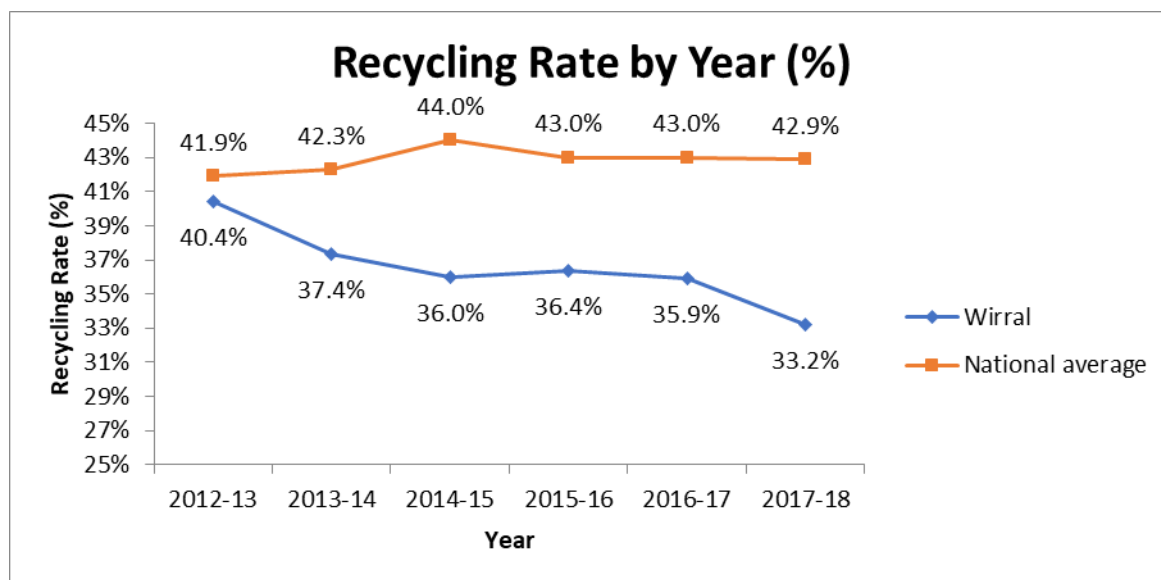
The Review Panel and officers involved in the scrutiny review agreed that the impact of this strategy for Wirral following the outcomes of the consultations will be significant in fulfilling its role as a waste authority. In considering its findings as part of the scrutiny review, Members acknowledged that any recommendations made should not be inconsistent with the Resource and Wastes Strategy and what local authorities may be required to do moving forward.

<sup>1</sup> <https://www.gov.uk/government/publications/resources-and-waste-strategy-for-england>

### 4.3 Overview of Wirral's recycling performance

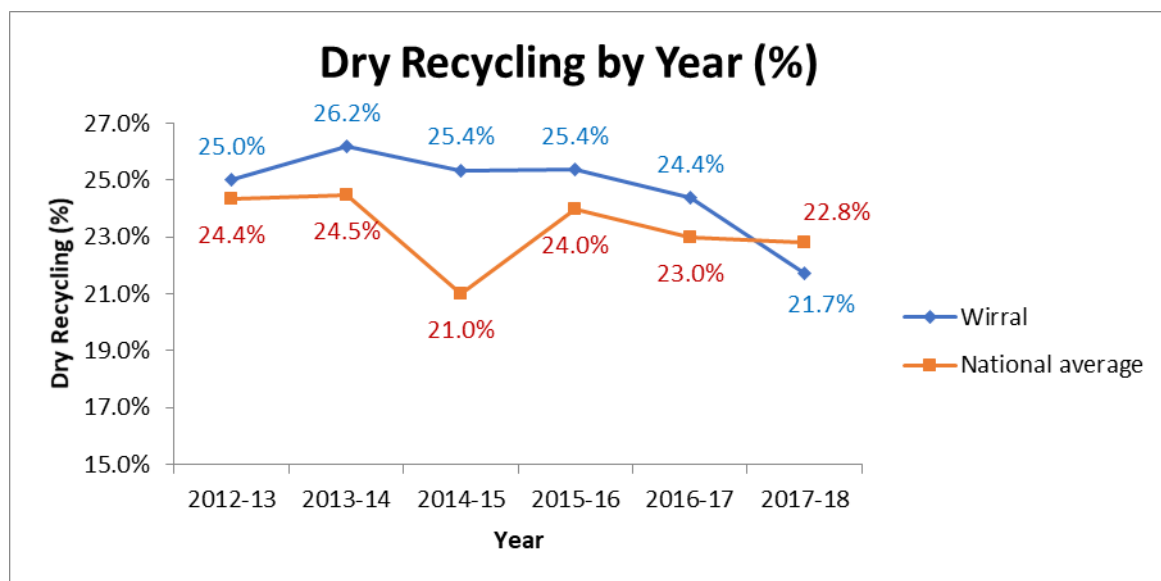
Fig.1 below shows Wirral's recycling rate since 2012. At the end of 2012, Wirral's recycling rate was 40.6% and this has generally declined since. It is understood that the initial decrease was due to the introduction of a charge for the collection of garden waste. By 2014/15, the rate reduced to 36% and this remained consistent until 2017/8 where the rate was reduced further to 33.2%.

Fig.1 – Wirral's recycling rate (MRWA data)



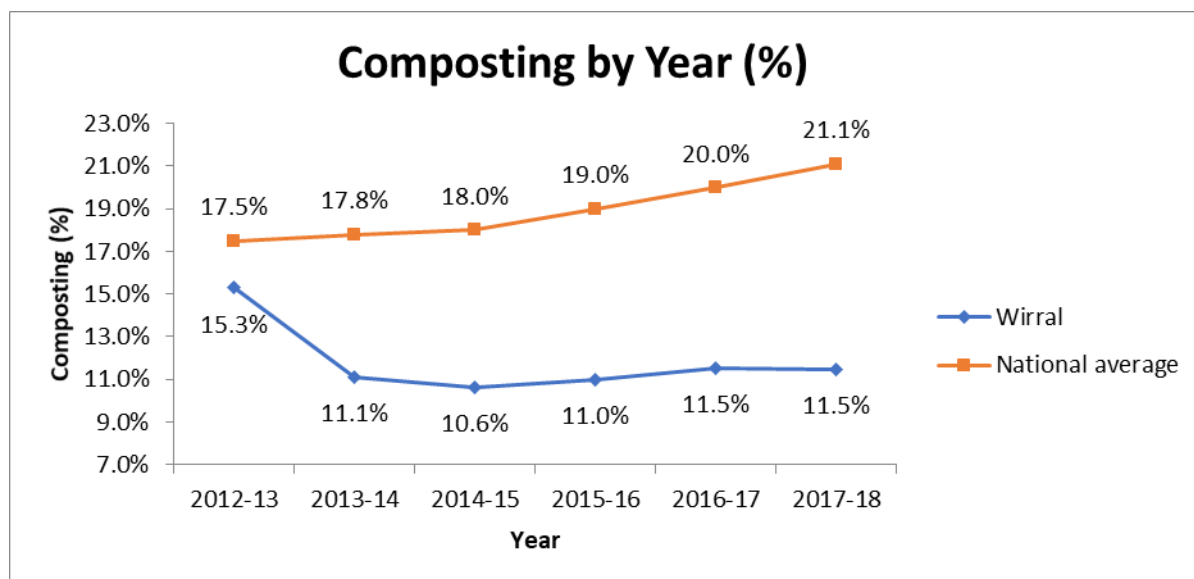
On a national level, dry recycling (paper, cardboard, glass, cans, plastics) has been decreasing and in 2017/18, it was reported that 60% of local authorities saw a decrease. Wirral has traditionally been above the national average until 2017/18 where it has slightly decreased and is now below (Fig 2.)

Fig 2. Benchmarking – Dry Recycling (MRWA data)



The national average recycling rate for composting / food treatment is 21.1% with Wirral's composting at 11.47%. Wirral attained its highest composting recycling rate (pre-subscription) of 15.28% (Fig 3.)

Fig 3. Benchmarking – Composting of Bio Waste



The Review Panel note that Wirral's 20-year waste management and recycling contract was awarded in 2009 to Veolia by the MRWA. This contract covers the recycling of plastic bottles, paper, card, cardboard, glass bottles / jars and metal cans. Aerosols, foils, textiles, cartons are not included. A significant issue noted by Members relating to reduced performance is Veolia's secondary processor for recycling no longer being available. This secondary processor is responsible for extracting recyclable material that had been rejected as non-target by the recovery facility at Bidston. Members were informed that an alternative sorting facility is now being sought.

**Appendix 2** shows how Wirral's recycling rate and what is recycled compares against Cipfa nearest neighbours. This research was undertaken by the Wirral Intelligence Service Team. Cipfa nearest neighbours are councils that are demographically most similar to Wirral. In 2017-18, recycling rates ranged broadly from 51.7% to 27.2% with the average rate being 40%. Wirral's 33.2% recycling rate is below the average.

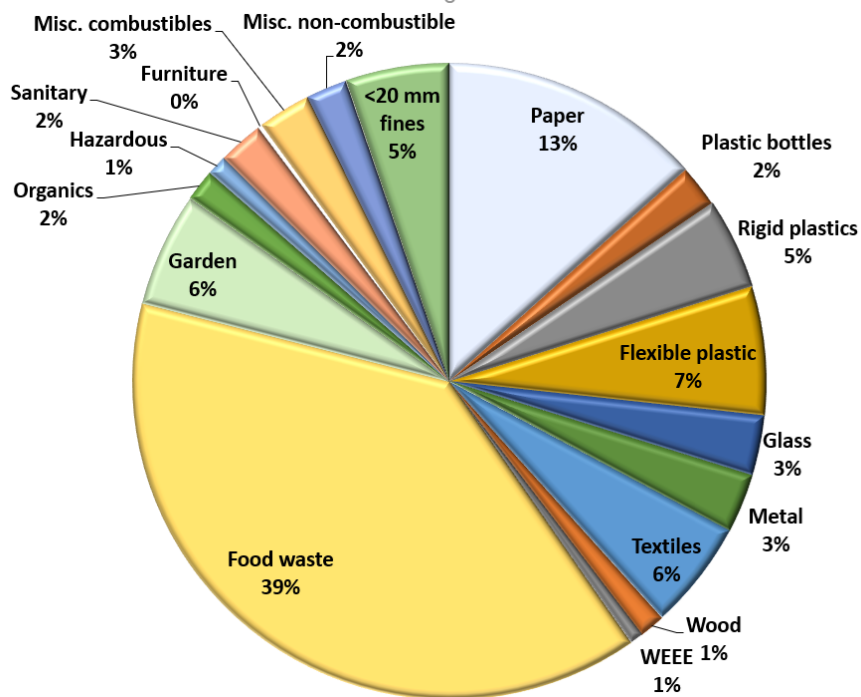
Of the top five performing local authorities, three collect free garden waste and food waste and four collect plastic tubs, aluminium foil and aerosols. Two also recycle textiles. Wirral does not currently collect food waste, textiles and other materials such as plastic pots, tubs and trays. Bury has a 50% recycling rate and collects its food and garden waste together. Bury also has a three weekly refuse collection and Members were informed that this encourages people to use the dry recycling and food collection which has been successful.

#### Waste composition analysis

Merseyside Recycling & Waste Authority produced a detailed waste composition analysis for 2015/16 for Merseyside districts. This involved analysing the contents of recycling, residual and garden waste bins from kerbside collections and waste and recycling received at Household Waste Recycling Centres across Merseyside and Halton. The analysis for Wirral relating to residual waste (green bin) is detailed on the following page (Fig. 4).



Fig 4. Wirral Residual Waste Composition (MRWA 2015-16)



#### 4.4 Collection of food waste

Desktop research was undertaken on other local authorities where information was published and available on recycling. Of the 318 local authorities:

- 44% provide a food waste collection service. Most provide food caddies; some have mixed food and garden waste bins. Food collections are generally weekly.
- There is a correlation between higher recycling rates and food waste collection services
  - 50% or higher recycling rates: 67% of these councils provide this service
  - 40% - 49% recycling rates: 38% of these councils provide this service
  - Less than 40% recycling rates: 19% of these councils provide this service

The composition analysis for Wirral in **Fig.4** identified that around **39%** of what is disposed through residual waste is avoidable food and this is comparable across Merseyside. Only two councils collect food waste - St. Helens and Sefton. Sefton's recycling rate just on food collection is **10%** and the system is 'opt in' with residents having to contact the council to ask for a food waste collection container. St. Helens has an 'opt out' system and all residents receive a food container unless otherwise directed. It's recycling rate for food collection is **21%**.

The MRWA reported to Members that Wirral disposes of approximately 28K tonnes of waste food each year and that around 10K tonnes of this could be extracted for recycling purposes. Wirral Council officers believe that food collection could add approximately **8%** to its recycling rate. Wirral has previously considered food collection but it was not affordable. Members heard from officers that it would cost approximately £1.5M per year to implement a food collection system for operatives, vehicles, caddies and liners.

The MRWA summarised a number of key issues if other local authorities in Merseyside wanted to carry out food collection. These were:

- Dedicated food waste vehicles as the waste is unable to be kept in a standard waste bin.
- The need for dedicated rounds for food waste collections
- The requirement for a joint procurement exercise for a system to ensure cost effectiveness.

Additionally, it was also highlighted to Members that the Waste Levy mechanism does not incentivise any council to make investments into food waste collection as waste treatment and disposal costs are shared amongst all districts, resulting in any savings also being shared.

In principle, Members of the Review Panel support the collection of food waste as, and agreed by officers, this would present the biggest shift in increasing its recycling rate. However, with the Government's consultation still ongoing on requiring all local authorities to introduce a weekly food collection, there is still uncertainty on how this would be implemented nationally and whether consistent systems will be required. Importantly, a subsidy may be provided to offset the costs which has prohibited Wirral previously. Members agreed that it would therefore be prudent to wait for the outcomes of the consultation when all local authorities will be in a better position to understand what will be required.

#### 4.5 Garden Waste

Wirral Council charges for garden waste collection and, on average, collects 13,000 tonnes from those who subscribe. The recycling rate for Wirral's garden waste in 2017/18 was reported as **11.5%** and Members noted that our nearest neighbours that provided a free garden waste service have a higher recycling rate (**Appendix 2**). However, Members were informed that when garden waste was free in Wirral prior to June 2013, around 18K tonnes of waste (an increase of approx. 6K tonnes) was collected and this provided a recycling rate of 15% from composting.

For Wirral to provide a free garden waste service, it is understood that this would cost £1.7M per year and would only represent an approximate 4% increase on the current 11.5% recycling rate. Given the relatively small increase in recycling rate with a free service, Members queried the cost/benefit of this. Purely in terms of recycling, officers and Members queried the cost implication to subsidise it. Similarly, as with food recycling, it is also understood that Government as part of the ongoing consultation may restrict all local authorities in applying charges to garden waste collection and Members feel it is prudent to await the outcome of this where a subsidy may be provided.

#### 4.6 Textile recycling

The MRWA reported to Members that around 17K tonnes of textiles were potentially recyclable based on the 2015/16 composition analysis and this is 93% of textiles left in kerbside waste. Only three local authorities from Wirral's nearest neighbours recycle textiles (**Appendix 2**). Nationally, around 28% provide a textile collection service based on a sample of 318 sampled through desktop research. Many don't collect textiles separately but work closely with local charities.

Wirral does not offer a textile collection service as a separate kerbside collection would be needed and this would represent an additional cost. The MRWA's composition analysis (*Fig. 4*) shows textile waste accounting for approximately 4% of residual waste. Members highlighted that there are numerous competing charity collections that leave a high number of plastic bags to be left out for collection by residents and most are never used.

Members suggested that Wirral could do more to tackle textile waste which is unnecessarily disposed of in residual bins through working with reputable charities to encourage and improve collection. A potential system, which would require the feasibility of it being explored in terms of take-up and cost, could include the Council providing appropriate plastic bags to residents for textiles only and collection of these arranged with reputable charities working

together. For simplicity, collection could be on the same day as recycling bins are collected as this would avoid any confusion with residents on when they are collected. Members see the benefit of eliminating the need to deliver the current flimsy bags, reduced waste and more income being provided to charities. Members highlighted that officers would also need to incorporate a system to capture what is collected to ensure it is included in its recycling rate.

#### **Recommendation 1**

The Review Panel recommends that officers explore opportunities to engage with and support local, reputable charities that collect textiles.

### **4.7 Plastic Recycling**

Wirral Council encourages appropriate waste plastic items to be recycled and Members highlighted that one of the barriers to recycling could be confusion with residents on what can be recycled which may result in disposal through residual waste. If all plastic waste is put in the recycling bin, this could contaminate all the good plastic that the MRWA will receive income from. This income is used to offset the Levy, resulting in an increase in the total Levy across all local authorities in Merseyside.

As part of Government's consultations, a specific set of materials may need to be collected in respect to plastics and this may include tubs, pots and trays. As only Wirral uses Bidston Recycling Centre for recycling, it was suggested by the Chief Executive of the MRWA that this would be an ideal location to undertake a geographical pilot for the comingled system to collect all plastics in the grey recycling bin, to assess how the system would work. This pilot would target a few collection rounds deemed appropriate based on their recycling performance and would cover a period of time to allow a full assessment of the results to be taken. It was agreed that the key benefits of undertaking a pilot scheme would be:

- Understanding the impact contamination has on good plastic (plastic bottles).
- Identifying any increase in recyclable plastics.
- Understanding the cost implications of any Wirral-wide system.
- Identifying potential markets for certain plastic products.
- Ensuring Wirral is better prepared for implementing future Government requirements.

Members and officers support this proposal and see it as a barometer of what could work and what will not in terms of recycling, including the potential costs of any system implemented Wirral wide.

#### **Recommendation 2**

The Review Panel recommends that officers undertake a feasibility study on introducing a pilot scheme to collect all plastic waste from designated rounds as part of a comingled system. The feasibility study should be undertaken in consultation with the Merseyside Recycling & Waste Authority and any other relevant stakeholder, to determine how this can be delivered, including resources. Upon completion of the feasibility study, an outline report should be presented to Overview & Scrutiny for consideration, detailing how a pilot could be delivered, including timescales and resources required.

#### 4.8 Reuse and Prevention

The Chief Executive of the MRWA recognised that Wirral Council – like any other council – wants to improve its recycling rate. However, there is a strong push for the prevention of waste to remain as a key strategic focus as this is the best way to reduce disposal costs.

The MRWA states that reuse of materials, in general, is not very well undertaken by local authorities and this is an area that should not be dismissed as part of the wider thinking about waste and recycling. Officers acknowledged that Wirral Council is no different. Members also noted from discussions with the MRWA that the volume of residual waste is increasing year on year, despite enforcement policies on what will and will not be collected. This then increases the cost to councils through the existing levy mechanism. Members were informed by the Chief Executive of the MRWA that Wirral could explore reuse with the many voluntary organisations and other social enterprises which can reuse material and keep it out of the system to reduce costs.

The MRWA highlighted the use of reuse shops at Household Waste Recycling Centres across Merseyside but clarified that most reuse is done by charities and not actually councils and Members agreed that more needs to be done in this area. However, the three Household Waste Recycling Centres in Wirral do not have the required space but Members suggest that Wirral Council could look into other feasible options of supporting interested organisations in establishing a reuse hub / shop which can be accessed to drop off bulky items or other items which have a reuse value.

The Review Panel notes that Liverpool City Council has a contract with Bulky Bobs to intercept the furniture and white goods which could be reused. This results in less waste given to MRWA so their levy is less. However, it is acknowledged that the Council pays a significant amount each year to Bulky Bobs for this service. The MRWA reported to Members that it would be in receipt of around 33% more waste without these organisations.

In respect of items that could be reused but often put in the bin, Members suggest that more promotion should be undertaken on where residents can take these to enhance reuse and avoid unnecessary residual waste. These items could include books, electrical items and mobile phones.

#### **Recommendation 3**

To improve reuse of materials across Wirral, officers are requested to:

- i) Explore opportunities to support or launch reuse hubs, working with local charities or private organisations.
- ii) Plan and run a campaign to highlight existing repair and reuse channels in Wirral.

#### 4.9 Promotion and Communication

Wirral Council's website details the grey recycling bin collection dates for residents across Wirral. It also provides a list of the items and type of material which are allowed in them. It was reported that stickers detailing these items will be included on recycling bins as part of future plans. The Council website also includes a link to 'Recycle Right' which is a comprehensive guide developed by the MRWA to educate residents across Merseyside on effective recycling. It includes an intuitive search function to confirm if a specific item entered can be recycled or not. A number of roadshows were scheduled to take place during July/August for members of the public to raise awareness of recycling in Wirral.

Wirral has also developed a Single Use Plastic Policy to get rid of single-use plastics in Wirral. The key highlights of this policy include:

- All council procurement processes, services and events being required to be single-use plastic free wherever possible in a bid to reduce their environmental impact.
- A voluntary SUP free code for Wirral businesses being developed in partnership with the Chamber of Commerce and Surfers Against Sewage (SAS).
- The council supporting the Refill scheme to encourage residents to fill up drinking bottles and reduce single-use plastic bottles.
- The council working with local community groups to support local schemes and projects working to tackle SUPs.

Members welcomed the work the Council was doing in this area and it is also understood that Wirral has a strategic partnership and one of the objectives is to encourage its partners, including the NHS, Police, Fire Service and housing associations to adopt the policy. Members are keen to ensure that the policy is working and that scrutiny should have an active role in monitoring its effectiveness to enable Wirral to become plastic free. It is anticipated that over the next two years, Wirral could become single-use plastic free. Education for staff has already taken place with some becoming a 'Champion'. Members welcomed the recognition local business receive through 'Surfers Against Sewage' which is an environmental charity campaigning to protect oceans, beaches and marine life.

In addition, Members expressed the importance of raising awareness of recycling, single-use plastics and waste prevention with schools. Schools in Wirral are supported by an Eco Schools Officer who undertakes projects on these key issues but it is acknowledged that this resource is limited. However, Members proposed a further commitment from schools to becoming plastic free by introducing a specific target for when this could be achieved. It was highlighted that when children speak to Members as part of the Civic Award, they are very interested in green issues. To build on this, Members considered that the Civic Award could include a separate criteria built in to raise awareness and reward those children.

#### **Recommendation 4**

To monitor the progress and effectiveness of the Single Use Plastic Free Wirral policy, officers are requested to:

- i) Deliver a programme of action to fully implement the Single Use Plastic Free Policy, with set milestones.

#### **Recommendation 5**

The Review Panel recommends that officers introduce targets for schools to become Single Use Plastic Free (or be working towards this award) by the end of the 2019/20 school year and to investigate the addition of an SUP element to the Civic Award for Young People criteria.

#### **4.10 Wirral's Waste Improvement Plan**

Wirral has implemented the Waste Improvement Plan to look at getting the most efficiency out of the current system. One of the strands includes the provision of grey bins being given out for free to residents and subsidised using the Waste Development Fund. From March 2018, approximately 2000 grey bins were delivered to residents and this is a significant increase of around 1000 bins being delivered from 2017.

Members were informed that the first round of the improvement plan identified the need for more grey bins. This will be followed by looking at the high number of properties authorised to have an additional green bin due to a review not being carried out for a number of years. A recent audit identified around 1700 bins which were previously authorised but a large number of these no longer meet the criteria. Members were assured that new requests for green bins will be subject to review against criteria to ensure provision is appropriate. Any declined requests will include information to residents on how to use their existing bins more effectively. The provision of extra bins will also be monitored periodically and there is assurance that Biffa is aware of the number of bins they should be collecting from each household.

The Improvement Plan also includes a communication campaign targeting the ten lowest performing recycling rounds including campaigning through 'RecycleRight'. The MRWA has two trial areas within Wirral (Birkenhead and Seacombe as the lowest performing rounds) as part of campaigning. An analysis of what was being disposed in grey bins was carried out prior to starting on any campaigns. Campaigns commenced at the beginning of January 2018 including the use of social media, and it was reported that there have been noticeable reductions in contamination from the first round of analysis. Members were also made aware that using the analysis from the data will allow for more targeted campaigning in the future.

However, it was explained to Members that the Waste Improvement Plan by itself will not achieve the higher recycling rates required in the future. With a perfect system that has all residents recycling correctly all the time, including garden waste, the following increased rates were reported as what would be achieved (Based on the 2015 composition analysis):

- Current system → 42.4%
- Add cartons, aerosols, other plastics → 44.7%
- Add food → 69.7%

Members and officers agreed that Wirral needs to improve the performance of the current system through maximising its potential. This includes fewer green bins (including removing those which are unauthorised), more grey bins, better targeted communication on poor performing rounds and better application of policy in respect to requests for additional green bins through site visit audits. However, the higher recycling rate required by the Resources and Waste Strategy will require significant service change in the future.

## Appendix 1: Scoping Document

### Scrutiny Review Scoping Template

**Review Title:** Recycling

**Responsible Committee:** Environment Overview and Scrutiny Committee

**Date:** 9<sup>th</sup> October 2018

|  |   |
|--|---|
| <b>1. Contact Information:</b>   |   |
| <b>Scrutiny Panel Chair:</b><br><br>Cllr Adam Sykes<br><br><b>Panel Members:</b><br><br>Cllr Christina Muspratt<br><a href="mailto:christinamuspratt@wirral.gov.uk">christinamuspratt@wirral.gov.uk</a><br><br>Cllr Allan Brame<br><a href="mailto:allanbrame@wirral.gov.uk">allanbrame@wirral.gov.uk</a>  | <b>Lead Officer(s):</b><br><br>Mark Smith<br><a href="mailto:marksmith@wirral.gov.uk">marksmith@wirral.gov.uk</a><br><br>Mike Cockburn<br><a href="mailto:mikecockburn@wirral.gov.uk">mikecockburn@wirral.gov.uk</a><br><br><b>Scrutiny Officer(s):</b><br><br>Michael Lester<br><a href="mailto:michaellester@wirral.gov.uk">michaellester@wirral.gov.uk</a> |
| <b>2. Review Aims:</b>   |   |
| <b>Wirral Plan Pledge/s:</b><br><br>“Attractive local environment”<br><br><b>Key Issues:</b> <ul style="list-style-type: none"><li>• A report to Environment O&amp;S Committee on 20<sup>th</sup> September indicated a declining trend in Wirral’s recycling rate following the implementation of the garden waste subscription in 2012.</li><li>• A national Resources and Waste Strategy is being developed by Government and will be published towards the end of 2018. The strategy will have an impact on local authorities and has a number of key objectives, including becoming a zero avoidable waste economy by 2050 and phasing out avoidable plastic waste by 2042.</li></ul> <b>Review Objectives:</b> <ul style="list-style-type: none"><li>• Understanding the current waste management system in Wirral to identify where improvements can be made to enhance performance.</li><li>• Understanding the requirements of the Resources and Waste Strategy and the impact this will have for Wirral Council.</li></ul> |   |
| <b>4. Risks and Implications</b>   |   |

**Potential Risks/Implications:**

- Failure to address issues may see the continual decline in recycling rates.
- The Council may not be able to deliver on the Resources and Waste Management Strategy.

**5. Review Plan****Review Approach:**

A Task & Finish approach will be undertaken for the review.  
It is proposed to have two key evidence sessions and a wrap up session

Evidence Session 1

- Officers to present the current waste management system in Wirral, supported by representatives of Merseyside Recycling and Waste Authority overview.
- Review of research / intelligence into recycling for Wirral and other local authorities

Evidence Session 2

- Review of the Resources and Waste Strategy to understand the impact for Wirral
- Consider views from supermarkets on how Wirral can work together to improve recycling.
- Consideration of any other evidence requested as an outcome of Evidence Session 1.
- Consideration of key findings and recommendations.

**Review Duration:**

It is expected that the review will be completed by early 2019.

**Scheduled Committee Report Date:**

March 2019

**Scheduled Cabinet Report Date:**

The report will be referred to the first Cabinet meeting in the new municipal year.

**6. Sources of Evidence:****Key Witnesses:**

- Mike Cockburn, Lead Commissioner – Environment
- Claire Brandwood, Team Leader (Waste Prevention)
- Carl Beer, Merseyside Recycling and Waste Authority
- Ian Stephenson, Merseyside Recycling and Waste Authority
- Performance Officers, Wirral Intelligence Service

**Supporting Papers / Documentation / Wirral intelligence Service Website:**



Supporting documents are likely to include, but not be limited to, the following:

- Wirral's Recycling Performance Presentation – Committee Presentation
- Detailed analysis of Wirral's recycling performance
- Research on other local authority recycling initiatives and marketing campaigns
- Feedback from supermarkets on how Wirral can work together to improve recycling.
- External publications and key findings

**Involvement of service users / public:**

Not applicable for this review

**7. Key Communications and timings:**

**Cabinet Member:**

- The scope document will be shared with the relevant portfolio holder at the start of the review.

**Press Office:**

- Not relevant at this stage

## Appendix 2: Cipfa Nearest Neighbour Recycling Rates and materials recycled (2017-18)

|                      | Household Recycling rates |                     |                |                    | Materials Recycled |                   |                              |           |          |                 |          | Residual Waste       |                      |
|----------------------|---------------------------|---------------------|----------------|--------------------|--------------------|-------------------|------------------------------|-----------|----------|-----------------|----------|----------------------|----------------------|
|                      | Waste recycled            | Recycling direction | Green recycled | Waste dry recycled | Food               | Free garden waste | Plastic tubs, pots and trays | aluminium | Aerosols | Split recycling | Textiles | Collection Frequency | Size of Residual Bin |
| Bury                 | 51.70%                    | Worsening           | 27.10%         | 24.50%             | Y                  | Y                 | N                            | Y         | Y        | Y               | N        | 3-weekly             | 240                  |
| Wigan                | 48.50%                    | Improving           | 18.50%         | 29.90%             | Y                  | Y                 | Y                            | Y         | Y        | Y               | N        | 3-weekly             | 240                  |
| Calderdale           | 48.00%                    | Worsening           | 15.70%         | 32.20%             | Y                  | N                 | Y                            | Y         | Y        | Y               | Y        | Fortnightly          | 240                  |
| Southend-on-Sea      | 47.10%                    | Improving           | 20.40%         | 26.70%             | Y                  | N                 | Y                            | Y         | Y        | Y               | Y        | Weekly               | Black sack           |
| Rotherham            | 43.60%                    | Improving           | 20.50%         | 23.10%             | N                  | to Oct '18        | N                            | Y         | Y        | Y               | N        | Fortnightly          | 240                  |
| Torbay               | 42.40%                    | Improving           | 15.30%         | 27.10%             | Y                  | N                 | Y                            | Y         | Y        | Y               | Y        | Fortnightly          | 240                  |
| Darlington           | 40.60%                    | Improving           | 8.60%          | 32.00%             | N                  | N                 | Y                            | Y         | Y        | N               | N        | Fortnightly          | 240                  |
| Durham               | 40.00%                    | Improving           | 12.40%         | 27.70%             | N                  | N                 | Y                            | Y         | Y        | Y               | N        | Fortnightly          | 240                  |
| Redcar and Cleveland | 39.90%                    | Worsening           | 17.50%         | 22.40%             | N                  | Y                 | Y                            | N         | Y        | N               | N        | Fortnightly          | 240                  |
| Sefton               | 36.90%                    | Worsening           | 18.30%         | 18.60%             | Y                  | Y                 | N                            | N         | N        | N               | N        | Fortnightly          | 240                  |
| Northumberland       | 36.20%                    | Worsening           | 13.90%         | 22.30%             | N                  | N                 | N                            | N         | Y        | N               | N        | Fortnightly          | 240                  |
| St Helens            | 35.90%                    | Worsening           | 15.90%         | 20.00%             | Y                  | Y                 | N                            | Y         | Y        | Y               | N        | Fortnightly          | 240                  |
| Dudley               | 35.50%                    | Worsening           | 17.50%         | 18.00%             | N                  | Y                 | N                            | N         | Y        | Y               | N        | Weekly               | Black sack           |
| North Tyneside       | 33.40%                    | Worsening           | 16.20%         | 17.20%             | N                  | Y                 | N                            | Y         | Y        | Y               | N        | Fortnightly          | 240                  |
| Wirral               | 33.20%                    | Worsening           | 11.50%         | 21.70%             | N                  | N                 | N                            | N         | N        | N               | N        | Fortnightly          | 240                  |
| Kirklees             | 27.20%                    | Worsening           | 10.30%         | 16.90%             | N                  | N                 | N                            | N         | Y        | N               | N        | Fortnightly          | 240                  |
| Average / Total      | 40.00%                    | 6 improved          | 16.20%         | 23.80%             | 7                  | 7                 | 7                            | 10        | 14       | 10              | 3        |                      |                      |