

**ENVIRONMENT SCRUTINY PANEL
WASTE MANAGEMENT - ACTION PLAN**

(EXECUTIVE DATE : 5 March 2025)

SCRUTINY RECOMMENDATION	PROPOSED ACTION	POST TITLE	BUDGET COST	TIMESCALE
A) To maximise participation in recycling, the Panel recommends that the Service area continues to work with experts in the field to develop a comprehensive communication and community engagement plan informing households about the changes that have taken place and future changes regarding all waste collections and how they can make a difference by recycling. This should include:-	The Waste management team continue to work with industry experts to advise the council on new and changing legislation and practices.	Environment Sustainability Manager	Will be determined by the requirement Most of the time it will be £0	31st March 2026
i) A video on the Council website and social media accounts showing what happens to our recycling, from collection to processing at the recycling plant, with clear information on each of the waste streams (recycling, residual, green waste and future food waste), which bin/receptacle materials should be placed in, together with details about how to access the green waste subscription service and bulky waste collections and associated charges.	Videos have recently been created and shown on various social media outlets. Videos are going to be uploaded to the council's website during 2025.			31st March 2025

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ii) A clear, pictorial leaflet to be distributed to households (potentially with annual Council Tax bill), and made available in public buildings (community hubs, libraries, etc) illustrating which materials can be placed in each bin, and a list of items that cannot be recycled. This should be replicated on the Council's website, in a prominent location, and social media accounts, and also be made available in languages other than English.	<p>Leaflets are already designed; the information is replicated on the website.</p> <p>Leaflets will form part of the waste education programme and work in conjunction with the roll out of food waste and the second recycling collection stream associated with the governments "Simpler Recycling" policy.</p>	Environment Sustainability Manager and Comms teams.	No additional cost. This will be funded as part of the existing Waste education programme	April 2026
B) That the Service area develops a programme of education and outreach work with key partners, volunteers, and community groups, to tackle low recycling rates, contamination, and fly-tipping in hot spot areas.	To ensure that the council educates correctly with partners and residents it will expand the team to include an additional 3 environmental sustainability officers fixed term for 2 years. This will be funded from Transformation Programme funding from flexible use of capital receipts for a period of up to 2 years.	Environment Sustainability Manager	£149,481 per annum for up to 2 years	October 2025
C) That customer satisfaction, in relation to waste collection and recycling services (including green waste collection and bulky waste collections if applicable) be monitored through the Council's existing residents' survey. Feedback will assist the Service Area to monitor and evaluate outcomes such as identifying good practice and any recurrent issues.	To include recycling within the resident's satisfaction survey.	Environment Sustainability Manager	No additional cost	31 March 2026

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D) To review the Council's Green Strategy and relevant policies - particularly in relation to planning and new housing developments, to ensure that recycling and waste minimisation requirements are embedded, for example, ensuring all new housing developments are designed with the space and facilities (individual properties and communal) - to encourage sustainable waste management and promote recycling.	<p>To be included in the Waste policy in relation to the positioning and placement of the bins and what provision new developments need to arrange.</p> <p>To review the green strategy and relevant policies to include encouraging sustainable waste management and promoting recycling.</p>	<p>Waste Disposal Manager</p> <p>Environment Sustainability Manager</p>	£0	July 2025
E) That the environmental enforcement work being carried out be significantly increased and that a campaign be launched within the next 12 months to raise awareness around fly-tipping and the associated penalties, including information for householders around using only licensed waste carriers.	A team of relevant officers to work together to plan workloads for increased enforcement action within the town to carry out more joint working with colleagues to encourage people to increase recycling and to carry out more investigations.	Waste & Enforcement Manager	£0	January 2026
F) That the Service Area provides the Scrutiny Panel with an update on progress in relation to all of the recommendations, within the next 12 months.	To update scrutiny on progress of the action plan	Head of Neighbourhoods & Environment and Operations Manager	£0	January 2026