

Report of:	Director of Environment and Community Services: Geoff Field Executive Member for Environment: Councillor Dennis McCabe
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Submitted to:	Executive - 16 March 2021
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Subject:	Improve Recycling Rates and Participation across Middlesbrough
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Summary

Proposed decision(s)
That Executive approve the proposal for an Education and Communications plan to increase recycling across Middlesbrough.

Report for:	Key decision:	Confidential:	Is the report urgent? ¹
Decision	Yes, impacts two or more wards	No	No

Contribution to delivery of the 2020-23 Strategic Plan		
Business	Place	People
It will support the Councils Strategic plan, Green Strategy and locality working to ensure Middlesbrough Council is net carbon neutral by 2029.	The Proposal does not directly impact on the Councils Physical Regeneration strategic objectives. However, encouraging more our residents to manage their waste responsibly and improving recycling rates has a positive impact on the local environment & adds support to the councils Green strategy	It supports the Strategic Plan as we will be working with communities and other public services to improve the lives of our residents.

Ward(s) affected
The proposal impacts across all wards

¹ Remove for non-Executive reports

What is the purpose of this report?

1. To seek approval from the executive on the implementation of a Recycling Education and Communications plan.

Why does this report require a Member decision?

2. The proposal affects more than two wards and therefore is considered a key decision requiring approval by the Executive.

Report Background

3. The council has set out an ambitious vision through the emerging Green Strategy to rise to the challenge of climate change and meet our obligations through the Government's Environment Bill:
 - To ensure Middlesbrough Council is net carbon neutral by 2029.
 - To ensure Middlesbrough as a town is net carbon neutral by 2039.
 - For Middlesbrough to be a lead authority on environmental issues.
4. How the council deals with its waste is a significant part of the council's proposals around its Green Strategy.
5. Currently in Middlesbrough, we are recycling 33.49% of the waste produced by households.
6. We wish to develop a community education plan that delivers increased waste awareness and promote recycling. We would hope to move towards target of recycling 35% by December 2023.
7. To enable Middlesbrough Council to improve recycling we need to change resident's behaviours/attitudes towards recycling.
8. Key milestones are to be incorporated into the plan, to enable a measurement of performance against the intended outcomes:
 - Develop a communications and marketing plan – By June 2021
 - Develop an education plan to raise awareness of recycling across Middlesbrough – By June 2021
 - Develop a plan to work with education establishments – Commencing July 2021
 - Begin working with schools on Waste Minimisation and Recycling – Commencing September 2021
 - To have an active schools environmental sustainability programme with all schools by July 2023
9. We would embark on a substantial Education and Awareness programme where we would look to work with, the following partners, but not be limited to. We will work with these external stakeholders to assist them in forming relevant/practical solutions to improving their recycling rates
 - a. Middlesbrough Schools & Colleges
 - b. Teesside University

- c. Social Housing organisations
- d. Middlesbrough Environment City
- e. Local Businesses
- f. Thirteen Housing Group
- g. Community Hubs

10. To go alongside the education programme we would undertake a comprehensive communications and marketing plan which would include:

- Vehicle side advertising
- Assisting external stakeholders in developing recycling policies/procedures
- Recycling Roadshows (maximising recycling opportunities)
- Good practices on recycling and reducing waste
- Bin tags / stickers
- Social Media Updates
- Website updates
- Press Release / Editorial
- Love Middlesbrough Adverts / Editorial
- Staff Intranet Updates
- Staff Facebook
- Members Briefing

What decision(s) are being asked for?

11. That Executive approve the recycling education and promotional approach highlighted above.

Why is this being recommended?

12. The proposed changes would support the council's Green Strategy and therefore aid achieving a Net Carbon Neutral status by 2029. It will improve the council's current recycling rate toward the current Government target of 50% by 2020. NB, the Government are currently reviewing this target as part of the resource waste strategy. It will also embed the vision of the Council to be the lead authority on all Environmental issues.

Other potential decisions and why these have not been recommended

13. No other potential decisions.

Impact(s) of recommended decision(s)

Legal

14. There are no legal implications.

Financial

15. This approach will be funded through existing resources.

Policy Framework

16. The report sets out a proposal in accordance with the Council's approach to the delivery of efficient services.

Equality and Diversity

17. An Impact Assessment has been carried out.

Risk

18. The risk is that if the proposal is not accepted then there would be no shift toward recycling initiatives. In turn, we will not see any significant increase recycling rates in Middlesbrough.

19. We would not be aspiring to a greener Middlesbrough in line with our emerging Green Strategy and therefore not meet the Mayors ambition of ensuring our town is an absolute leader on environmental issues.

Environmental

20. If the proposal is agreed there will be a number of environmental benefits:

- A reduction in residual waste going to landfill
- a reduction in residual waste going to energy for waste
- a better understanding for what residents can/can't recycle in turn reducing residual non-recyclable waste
- Uplift in Middlesbrough's recycling rates helping toward our local target of recycling 37% by 2022
- reduced risk of land contamination
- Will contribute toward the Councils emerging Green Strategy.
- Will support the Councils aim to become Net Carbon Neutral by 2029
- Increased awareness of Environmental benefits of recycling

Actions to be taken to implement the decision(s)

21. Agree to approve the proposals for improving recycling levels within Middlesbrough,

22. A Communication, Marketing & Education campaign will be undertaken informing residents of the drive/campaign and how they can contribute.

23. To link this with colleagues in Stronger Communities so as it is picked up through the Locality working initiative.

Appendices

24. Equality impact assessment. There are no impacts.

Background papers

25. There were no background papers used in this report.

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