



Tendring
District Council



Essex Recycling Partnership 2015/16 Annual Report



Table of Contents

Contents

Summary	2
Progress towards meeting our key commitments – by the numbers	2
Meeting the Objectives set out in the Bid	3
Achievements.....	5
Lessons Learnt.....	6
Looking Forward – year two	6
Conclusion.....	8



Essex Recycling Partnership- Annual report

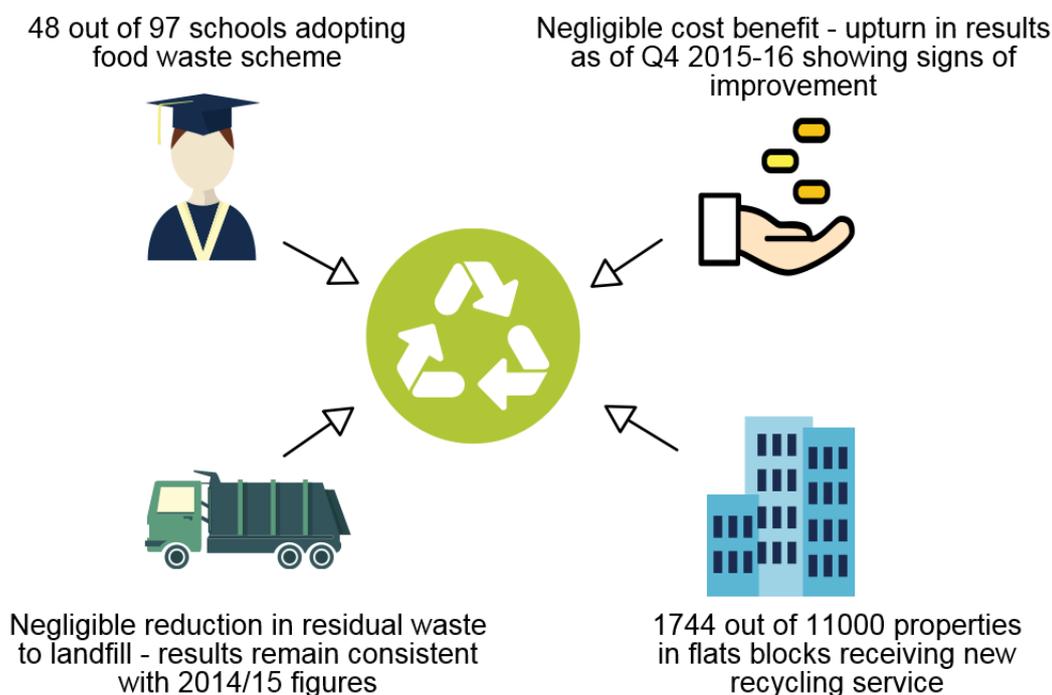
Summary

This report outlines the progress made by the Essex Recycling Partnership in achieving the project objectives and commitments made within the project bid submitted to the Department for Communities and Local Government in November 2014.

This report will summarise the performance and experiences the partnership have had during the first year of the projects rollout (April 2015 – March 2016), evidencing the partnership's progress towards their key commitments as set out in the original bid.

Progress towards meeting our key commitments – by the numbers

From the data provided by partners we are able to make the following conclusions on the progress being made to meeting the key commitments as set out in the Recycling Rewards Scheme Bid.



Additional Progress made

Number of operational Greenredeem kiosks:



Harlow currently has one Greenredeem kiosk in situ, located at Passmores Academy. Finding additional partners willing to house the remaining four continues to challenge the partnership, and currently Harlow are reporting that these are unlikely to be placed in the near future. As of Q4, Greenredeem has started to provide Harlow with performance data of the first kiosk, and it is hoped that now having the possibility to quantify the benefits of the scheme will help influence further stakeholders to consider housing the remaining units.

The main reservations being heard from potential site owners are as follows:

- Kiosks need to be connected to the internet at all times to enable reporting. Although wireless technologies mean this is a relatively simple process, the logistics of doing this for some sites is proving difficult. An additional cost of an internet connection is also a factor.
- Concerns over maintenance of kiosks and whose responsibility it will be.

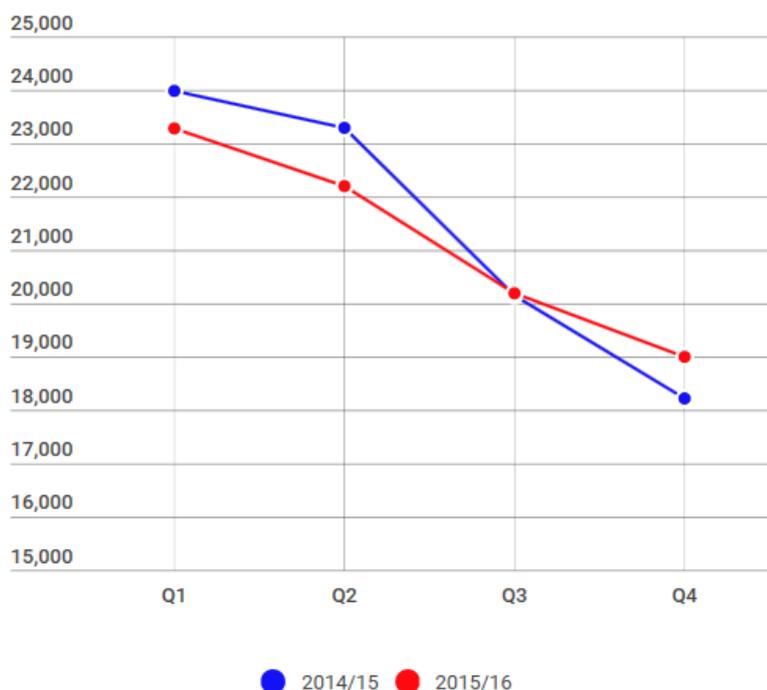
Meeting the Objectives set out in the Bid

The “**outputs and benefits**” section of the original bid document outlined three future positive impacts that would derive from implementing this scheme. The three key data points to analyse within this document against real data are:

Change in volume of recyclate collected:

Since Q3 2015/16 the partnership has reported an increase in volume of recyclate collected when compared with the corresponding quarters in 2014/15:





Total households benefitting from the scheme:

The below comprises the strategy the partnership has to ensure the scheme reaches the 114,500 households targeted by the scheme. For future reporting, the number of households impacted via pupils attending schools participating in the food waste scheme will be collected:



11,000 flats benchmarked for scheme



Pupils at targeted schools will bring home their learning



Greenredeem kiosks to educate and reward members of public



Remainder targeted by canvassing campaign



Contamination rate across the districts:

One aim of the project is to reduce the contamination rate across the districts to 3.42%. The current rate is 4.30%. No trend has been visible to determine if the partnership is on course to achieve this, however with the scheduled marketing campaign and education programmes across the schools, the partnership anticipate a shift in the contamination rate which, although subjective, can be attributed to the project.

Achievements

The food waste schemes in school have been a great success for both Braintree and Tendring who are implementing this part of the project in their districts. By the end of 2015/16 they have reached 49% of their target and have exceeded the estimations for rollout planned for the end of the first year. Q4 also saw a significant increase in food waste collection in both districts.

Braintree and Tendring have achieved equally effective buy-in from schools in their districts, and the success of the schemes in primary schools has led to an enquiry from a secondary school in Tendring about the possibility of implementing a similar scheme there too. The partnership could now look at adapting their current models for potential rollout to secondary schools, though the immediate focus is on the targeted primary schools.

It is also expected that the early reporting of food waste collection in 2016-17 will decrease in quarters one and two as it is reported by the schools that in the summer months pupils will typically switch from hot school dinners to packed lunches which generates less waste.



Lessons Learnt

As part of phase two, partners were required to submit information about the lessons they have learnt so far during the early stages of the scheme. Below is a summary of feedback the partnership has provided which has impacted project delivery to date:



Looking Forward – year two

Based on their experiences so far, a number of challenges have been forecast for year two:

Future delivery challenges:

- Lack of knowledge in regards to target audience
- Choosing appropriate rewards for this audience
- Setting appropriate targets
- Communications - especially in raising awareness of the scheme
- Attracting business buy-in
- Ensuring partners are fully engaged and have the right skills and capacity to deliver according to the project plan
- Operational issues with regards to service provision
- Ability to demonstrate impact and attribution of rewards



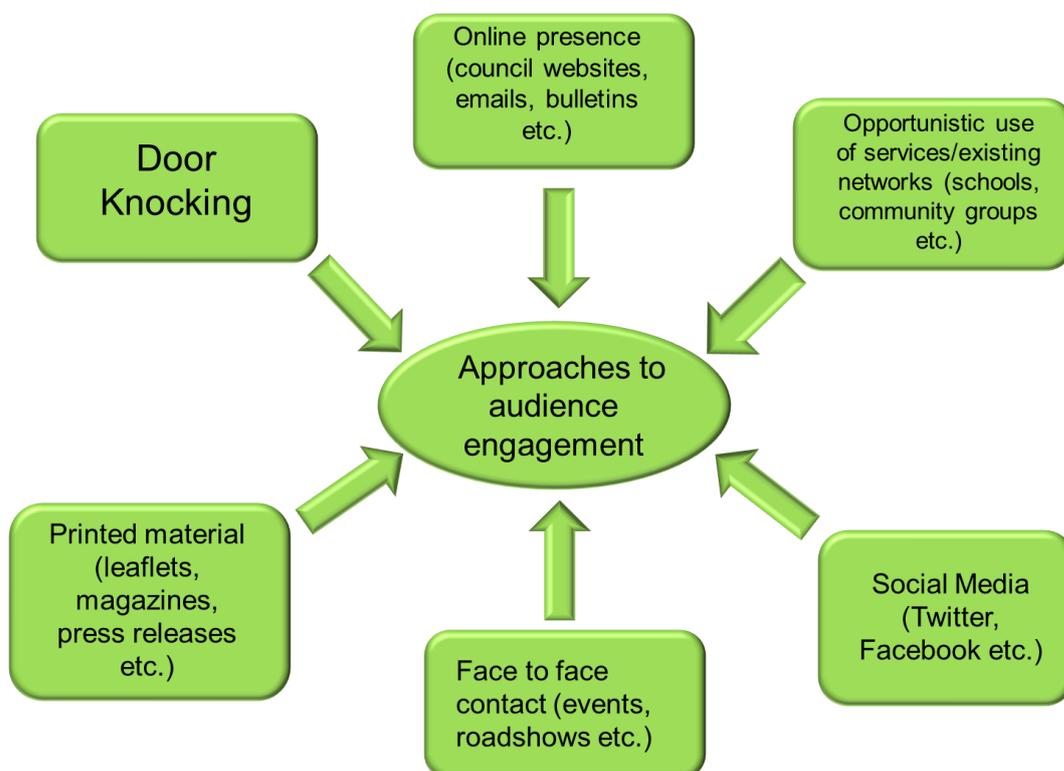
Despite the fact that Braintree and Tendring have robust structures in place to maintain the rollout of the scheme, concerns over the placing of additional Greenredeem kiosks remain. Harlow has been unable to report substantial progress in securing further sites since Q2. Epping Forest is yet to fully recover from the localised issues they experienced prior to the start of the project, and any progress made in the coming months will likely be slow and hard fought.

Future actions:

As part of the original bid funding has been earmarked for the introduction of a communications plan covering a wide variety of channels to highlight the existence of the scheme and the benefits of using it.

Upon much consideration and discussion amongst partners, it has been decided that a joint communications strategy is the most favoured approach and the partnership will be going out to tender to procure the services of communication specialists to facilitate this.

The following actions will be taken to achieve this: to be taken:



Reporting methods

To better assess the partnership's performance, 2016-17 will see the introduction of amended reporting criteria in order to effectively examine the performance of partners. Upon feedback, it was determined that some reporting criteria were largely redundant and masked some of the positive results of the scheme.

As such, the number of households benefitting from the scheme will now take into account the number of pupils benefitting from the food waste and educational schemes at the targeted schools. The rationale for this is that pupils will be taking their learning home, beginning a lasting recycling legacy through to 2020.

Conclusion

The experience for the partnership to date has been a challenging one and has presented a number of difficulties and yielded mixed results. Both Braintree District Council and Tendring District Council are on track to meet their objectives, and have robust structures in place to ensure delivery stays on track. The work in schools is showing real promise, and it is hoped that the changes made there will embed recycling behaviours that the children can take home with them and leave a strong legacy of recycling within these districts.

The rewards element of the scheme is to be introduced in greater quantities in the forthcoming year, and it is important to gauge feedback from stakeholders and review evidence from the other DCLG funded rewards schemes to ensure that the rewards are suitable for the target audience.

