

RESPONSE TO SCRUTINY COMMITTEE ON IMPLEMENTATION FOLLOWING SCRUTINY REVIEW

Title of Review:	Review of Effectiveness of Council's Waste Collection and Disposal Education					
Timescale of Review:	July 2023 – July 2024		Post-Monitoring Period:	12 months commencing May July. Interim report due February 2025.		
Date agreed by Scrutiny:	July 2024		Date agreed by Executive:	July 2024		
Total No. of Recommendations and Sub Recommendations	Achieved	2	On track	7	Extended	2
	Achieved (Behind target)	0	Overdue	0	Alert	0

Key Achievements:

- Published recycling-related content in InTouch magazine, including features on green bins, food waste, and clothing recycling.
- Successfully aired educational segments on Bolsover TV, covering topics like damaged bins and recycling statistics.
- Launched a bi-weekly e-newsletter that includes regular waste disposal education for residents.
- Uploaded the burgundy bin diagram to the Council's website and introduced an A-Z guide on recyclable items.
- Created animated recycling adverts for digital screens in market towns to promote recycling awareness.

Reasons for non-implementation of Recommendations:

- The redesign of the bin calendar and recycling guide is still under discussion with the new Assistant Director of Streetscene, leading to a reassessment of the design approach and a delayed timeline.
- Additional planning and consultations are required for several recommendations.
- Educational materials are still being finalised, with design and content undergoing review to ensure accessibility and clarity.
- Few schools have responded to offers for recycling education visits, hindering outreach effort.

PERFORM Code	Recommendation	Lead Officer	Target Date	Completion Date	Status	Resources	Progress/Action
CSSC23-24 1.1	That the Council feature recycling information in its quarterly magazine, 'InTouch', at a minimum of twice per year, considering a double page spread devoted entirely to waste disposal and education.	Communications Marketing and Design Manager	July 2025		On track	Officer time	<p><u>INTERIM REPORT</u></p> <p>In July 2024, the Communications department published an article about the green bins and provided information on the weekly food waste collections. The October edition featured a full-page diagram outlining the items that can be placed in the burgundy bin, as well as a campaign promoting clothing recycling.</p> <p>In the January 2025 edition, a new advert will focus on plastic recycling, alongside banner adverts highlighting additional items that can be recycled in the burgundy bin.</p>
CSSC23-24 1.2	That the Council feature more waste disposal education/information and recycling themed news stories on Bolsover TV, which will be shared through	Communications Marketing and Design Manager	January 2025		On track	Officer time	<p><u>INTERIM REPORT</u></p> <p>On 13th December 2024, Bolsover TV aired a segment explaining the process for handling damaged bins. In September's episode, an</p>

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	social media, on a regular basis.						educational clip was included to raise awareness about clothing recycling. The November edition included a promotion for the newly introduced brown bin caddies, as well as a detailed feature on recycling rates and statistics.
CSSC23-24 1.3	That the Council increase the frequency of recycling champions attending schools across the District on a regular basis to promote recycling education.	Strategic Director of Services in consultation with: Recycling Promoter	July 2025		On track	Partnership Officer time	<u>INTERIM REPORT</u> The recycling promoter has emailed all schools across the District to remind them that the Council is able to visit schools to provide recycling education. By June 2024 the Recycling Promoter had 2 responses out of all schools across the District – the Council continues to struggle to get into schools but progress is being made.
CSSC23-24 1.4	That the Council promotes the educational waste disposal video by resending it to	Strategic Director of Services in	July 2025		On track	Partnership Officer time	<u>INTERIM REPORT</u> The educational video has been sent to all schools across the

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	schools, after school clubs and community youth groups, to be shown to young people.	consultation with: Communications Marketing and Design Manager Recycling Promoter					<p>District. Over the summer the Recycling Promoter had two responses out of all schools across the District regarding making visits to schools.</p> <p>The Council has also developed another video educating the process of how old bins are recycled when they are replaced which can be shown in schools.</p> <p>Additionally, the Communications Team will launch a weekly video series on YouTube, explaining what can be recycled in burgundy bins. They will also encourage viewers to submit questions, with the aim of addressing them in future videos.</p>
CSSC23-24 1.5	That the Council holds a youth competition across the District to design and create recycling posters that encourage and promote the correct ways to recycle. The	Strategic Director of Services in consultation with: Recycling Promoter	July 2025		On track	Partnership Officer time	<p><u>INTERIM REPORT</u></p> <p>The Council has been In touch with HW Martin on how they can support the Council with this project. The progress on the project is still ongoing and in the early stages.</p>

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	posters can be posted across the District in public spaces as well as through parish council communication channels (i.e., parish notice boards and magazines).	Partnership Policy Officer Communications Marketing and Design Manager					
CSSC23-24 1.6	That the Council uploads an accessible image of the burgundy bin diagram (as featured in the October 2023 Issue 62 of InTouch) to the Council's website and makes better use of the diagram in public spaces and across the Council's channels of communication as well as through parish council communication channels (i.e., parish notice boards and magazines).	Communications Marketing and Design Manager	January 2025	October 2024	Achieved	Officer time	<u>INTERIM REPORT</u> The burgundy bin diagram has been uploaded to the Council website. Additionally, the Communications team has introduced an A-Z guide on recyclable items.

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CSSC23-24 1.7	That the Council publishes educational recycling information, e.g., the accessible burgundy bin poster, across the District on the electronic bulletin boards in the four main market towns.	Communications Marketing and Design Manager in consultation with: Recycling Promoter	January 2025 (initial date) July 2025 (Extended date)		Extended	Officer time	<u>INTERIM REPORT</u> The burgundy bin diagram was deemed too thin and therefore not used. Instead, animated adverts have been created for display on digital screens in the Market Towns. These adverts encourage recycling and provide information on the types of products that can be recycled, such as the materials glass and metal can be turned into.
CSSC23-24 1.8	That the Council publishes regular waste disposal education through the weekly e-newsletter service for residents.	Recycling Promoter in consultation with: Communications Officer Communications Marketing and Design Manager	January 2025		Achieved	Officer time	<u>INTERIM REPORT</u> Regular waste disposal education has been included in the - newsletter for residents, published every two weeks by the Communications Team since 21st October 2024.
CSSC23-24 1.9	That the Council redesigns the bin calendar/recycling guide booklet and uploads an	Communications Marketing and Design Manager	January 2025 (initial date)		Extended	Officer time	<u>INTERIM REPORT</u> Discussions regarding the redesign of the bin calendar and recycling

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	accessible PDF of the calendar on the Council's website.		July 2025 (Extended date)				guide booklet are currently ongoing with the newly appointed Assistant Director of Streetscene. As a result, the target date for completion has been extended to allow for further planning and input.
CSSC23-24 1.10	That the Council considers the development of an 'app' as a long-term investment, modelled on systems used by the top performing waste authorities (detailed in Appendix 3 of the report) through benchmarking and comparing business processes and performance metrics.	Communications Marketing and Design Manager	January 2029		On track	Officer time Budget	<u>INTERIM REPORT</u> This has not yet been initiated, as priority has been given to other recommendations and their respective target dates.sc

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CSSC23-24 1.11	That the Council reinforces the established policy on refusing the collection of bins as detailed in section 3.17 of the Council's Waste Collection Policy, and undertakes doorstep education to influence the reduction of contamination in burgundy bins.	Strategic Director of Services in consultation with: Recycling Promoter	July 2025		On track	Officer time	<u>INTERIM REPORT</u> Bin hangers have been produced and are being distributed by the Recycling Promoter as needed, in accordance with Section 3.17 of the Council's Waste Collection Policy. The Recycling Promoter has also been visiting households where the Burgundy bin collection was delayed due to contamination.