

Wirral Council Garden Waste Subscription Service

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- 1. Background**
- 2. Switching from free to charging - Overcoming barriers**
- 3. Maximising savings and income opportunities**
- 4. Negotiating with contractors; practical and operational considerations**
- 5. Supporting the Waste Hierarchy**
- 6. Next steps**



1. Background – pre-charging

- 146,440 households - approximately 90,000 using free garden waste service
- 240 litre **brown** wheeled bin (limit of one per house)
- Fortnightly (4 Week Xmas shut down)
- Operating for 10 years, growing from 3000t to 19,000t pa
- NI192 Recycling performance 12/13: 40.1%
- No previous support for charging prior to “budget cuts” other than consideration for charging for additional bins

2. Switching from free to charging - Overcoming barriers

Gaining political support:

- Budget deficit (£109 Million over three years – equating to £746 per household)
- Corporate Priority to protect the most vulnerable
- Cabinet requested a range of 13/14 “officer budget options” Summer 2012
- Fully researched budget option with three year saving profile detailing assumptions (£1.151m over 3 years included all costs to implement project) proposing charge (£35) and demonstrating how the price was established)
- “What Really Matters” borough wide public consultation launched Autumn 2012

Answer Options	Response Percent	Response Count
I support this under the circumstances	26.2%	1308
I accept this if it is absolutely necessary	22.1%	1101
I find this completely unacceptable	51.7%	2583

- **Common comments/concerns documented during consultation:**

Expectation of excessive fly tipping

Increased landfill costs due to displacement to residual bin

Support from households without gardens

Some households concerned about affordability – a back door council tax increase

- **Cabinet took into account the responses and survey results and:**

Offered a £5 discount for online sign up

Promoted “sharing of brown bins with neighbours”

Promoted free alternatives (HWRC’s)

Provided a home composting budget (Y1: £25K, Y2: £50K, Y3: onwards £20K)

Cabinet approved March 2013



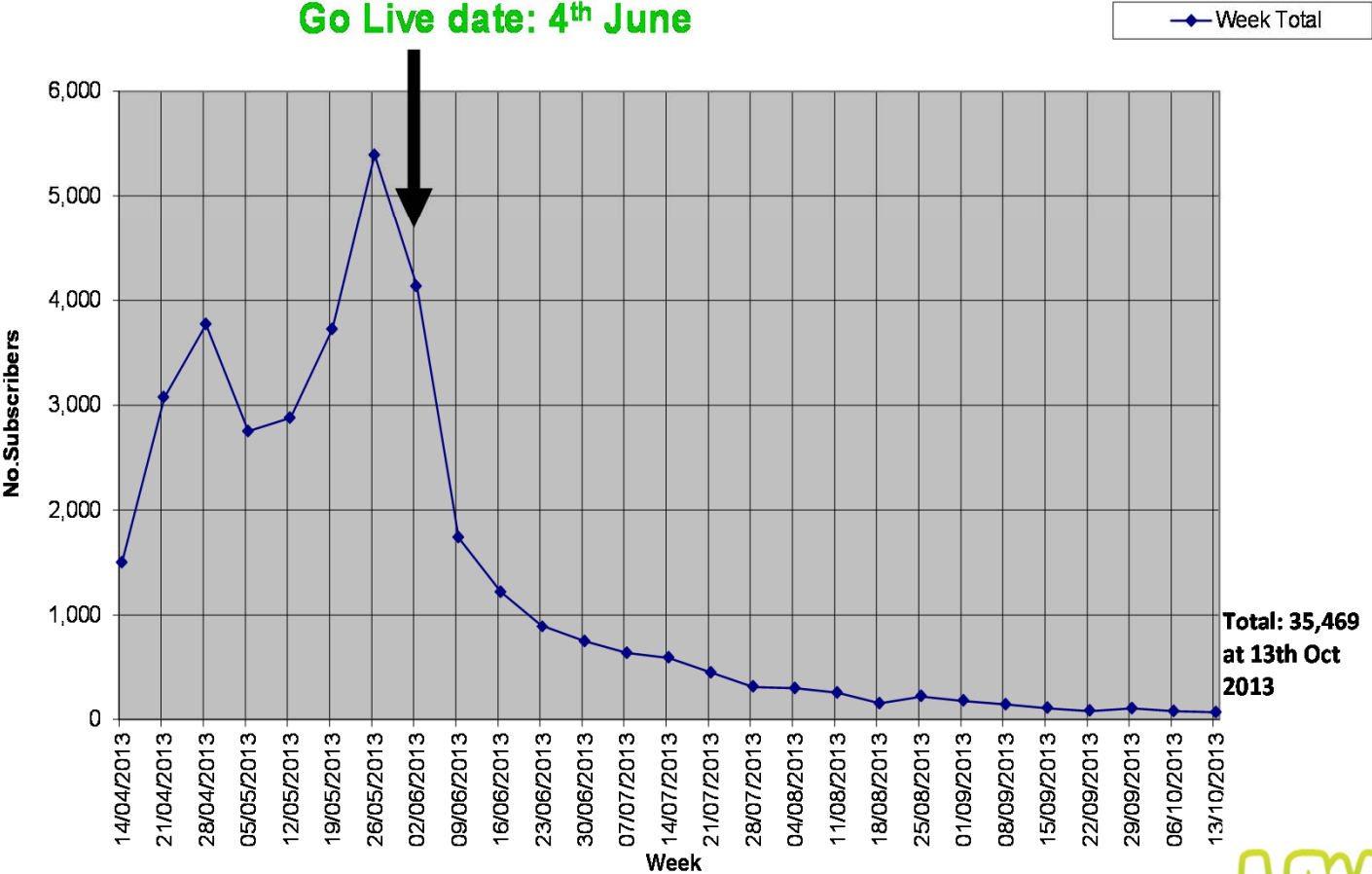
- **IT support critical –first meeting held 6 months prior to Cabinet decision.** -
 - developed CRM customer service requests in test CRM system
 - Online payment option set up
- **Determine Payment options**
Explored Direct Debit option – not enough time to procure and set up and not compatible with existing CRM system.
- **Notification of cessation of free service:**
 - Leaflet to all garden waste properties sent March/April (sample provided) -
 - Biffa stickered brown bins over 2 collection cycles March/April
- **Web info with FAQ's, home page link at all times.**
- **Call centre staff recruited and trained (5 with a view to increasing to 8)**
- **Opened for payments WB 14th April**
- **No Side Waste/ Lid down on residual bin (plus bin audit) being enforced by crews up to a year before!**
- **Full fleet retained for first 6 months to avoid round changes.**

Y1 Chargeable service



Weekly GW Subscription Total

Go Live date: 4th June



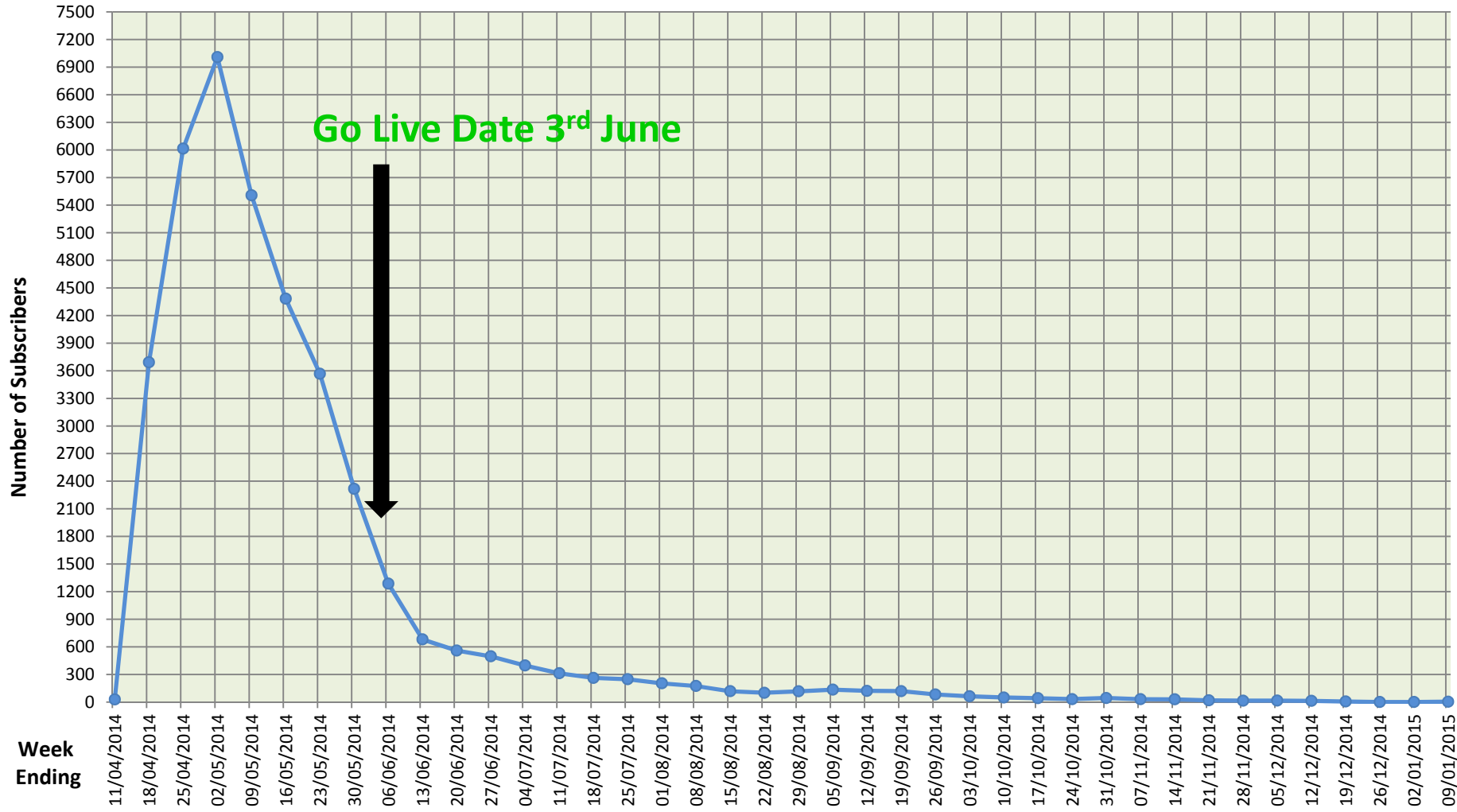
Total: 35,469
at 13th Oct
2013



Weekly Garden Waste Subscribers

Total number of subscribers - 38,272 subscribers @ 09/01/15

Weekly...



Issues

- **Higher than ever public expectations!**
 - Late sign ups (Expect to receive the service straight away)
 - Missed bin disputes
- Some residents not putting stickers (permits!) on the bins
- Media and political interest (MP/ward councillor/ opposition leader, local radio)
- Enquiries and complaints:
 - Petition (130 signatories) to remove the charge
 - Challenges to £5 online discount not available to all
 - Residents stating case for why they should get a free bin – need to stand ground
 - Refund requests from residents who thought we had banned garden waste from the residual bin. (None given refund policy in place).

3. Maximising savings and income opportunities

- Section 45/ Section 46 EPA: **To ban or not to ban!**
 - - Right to charge: Under Schedule 1 para 4 of the Controlled Waste (England and Wales) Regulations 2012/811 which make garden waste collection a prescribed case for the purposes of s45 (3) of the EPA 1990 .
 - - “If you want to prescribe bin contents (as in preclude certain items) then you have to serve a notice under s46 to be 100% sure of then being able to rely on the non - collection provision under s45.”
- LA's with combined food and garden waste: View from Walker Morris Solicitors- **Possible... but is it practicable?**
- Pro-rata charging (or not!)
- New bins or old? (Assume high bin take back costs and low yield!)
- Use of offers/ deals – LA restrictions
- Price will impact on initial take up. Lower cost = higher take up

Garden Waste Subscriber Numbers

Figures as at 11 December 2014:

- 38,272 subscribers (to 7 January 2015)
- 33,274 were re-subscribers
- 4915 were new subscribers to the service this year
- 3,100 (approx) have not re-subscribed YET – targeted marketing / survey needed
- 896 properties have more than one bin – additional 1,003 bins to be collected (Target of 5000 by end Y3) – considering marketing offer.

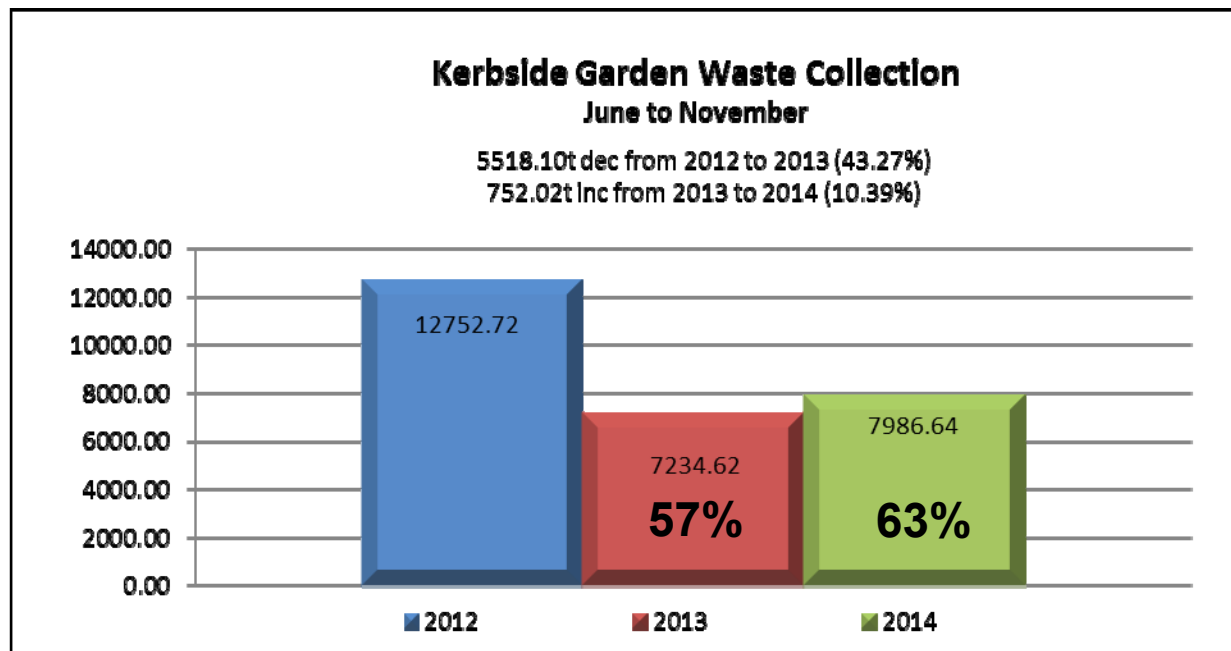
4. Negotiating with contractors; practical and operational considerations

- WCA's to consider **drop in kerbside tonnage** and impact on composting provider and liability for cost. (use of exclusivity clause)
- **In-cab PDA's upgrades**.... To cope with property level data (write into costs)
- Managing missed bin disputes and overloaded/ contaminated bins (installation of 360 degree cameras)
- **Crew motivation** / buy in (potential reduction in crews)
- Negotiating savings from waste collection provider - depending on risk transfer and resource levels
 - do you base future cost on subscriber levels or number of crews
 - consider pros and cons of sharing risk and income
 - Is the service ran as a separate entity to the Council?

(Resource management – consider reducing loader numbers out of main growing season?)

5. Supporting the Waste Hierarchy

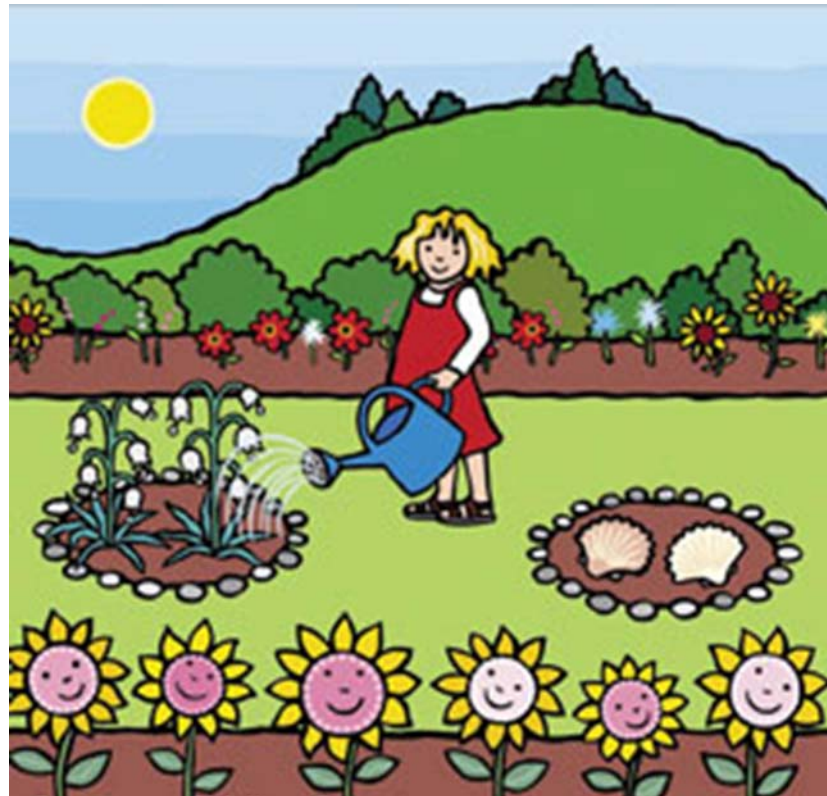
- Recycling rates (NI192) – how are they affected?
 - 2012/13 recycling rate 40.1% (WCA)
 - 2013/14 recycling rate: 37.26% (WCA)

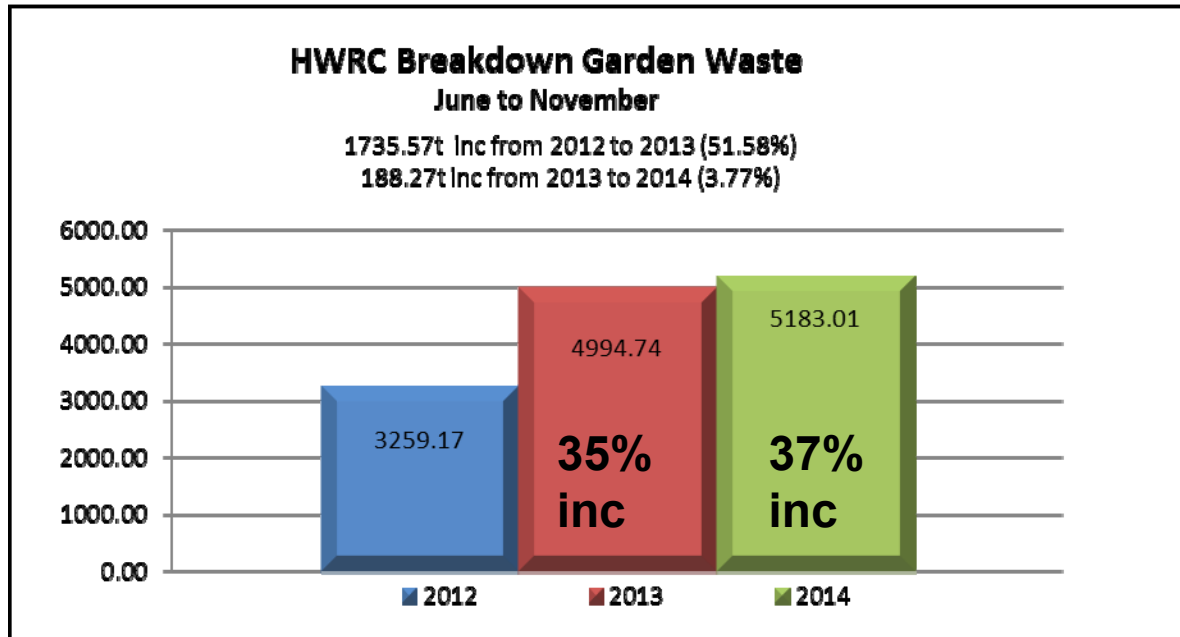


Direction of travel:



“Mary Mary quite contrary where does your garden go?!”



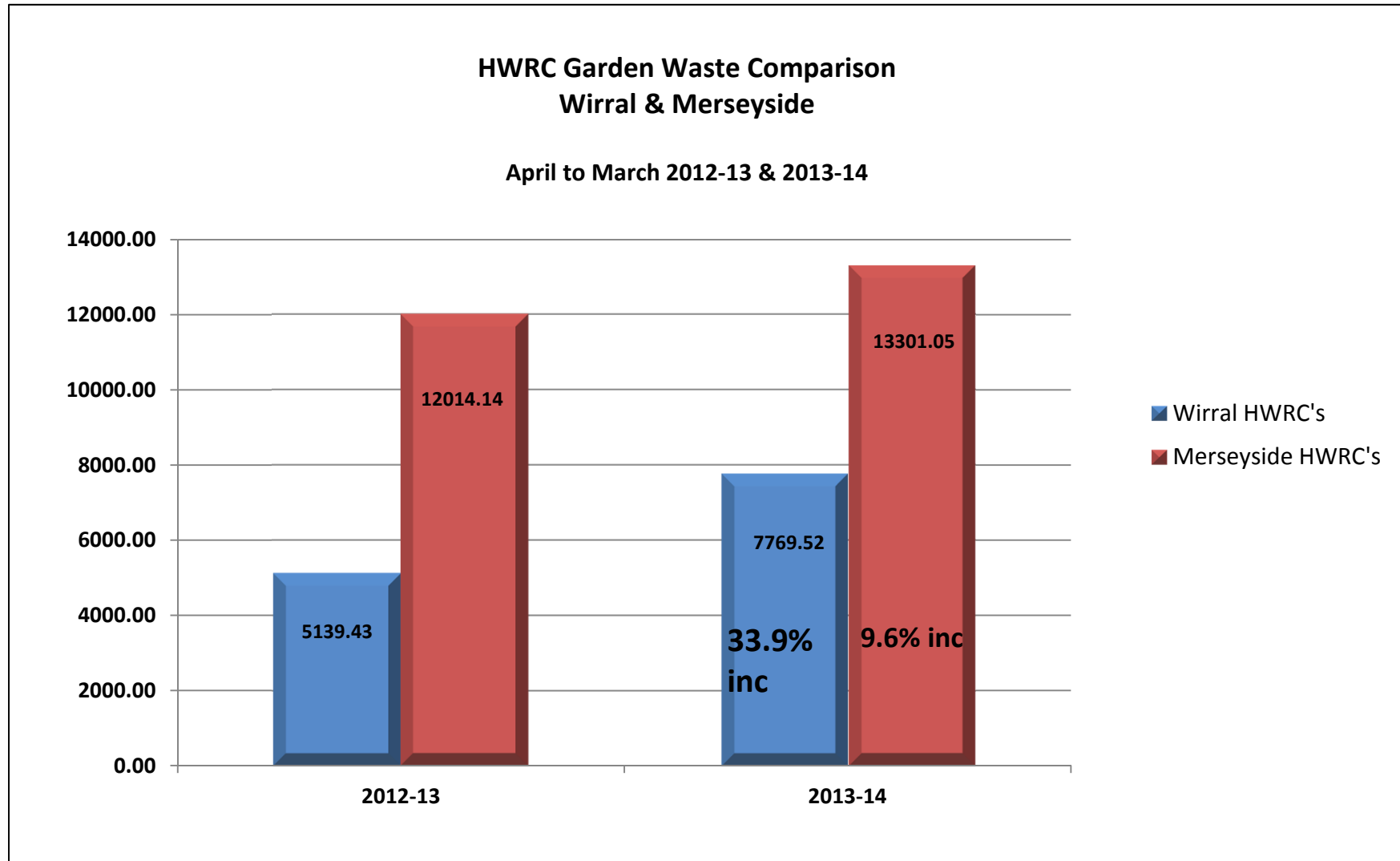


This year (June to Nov)

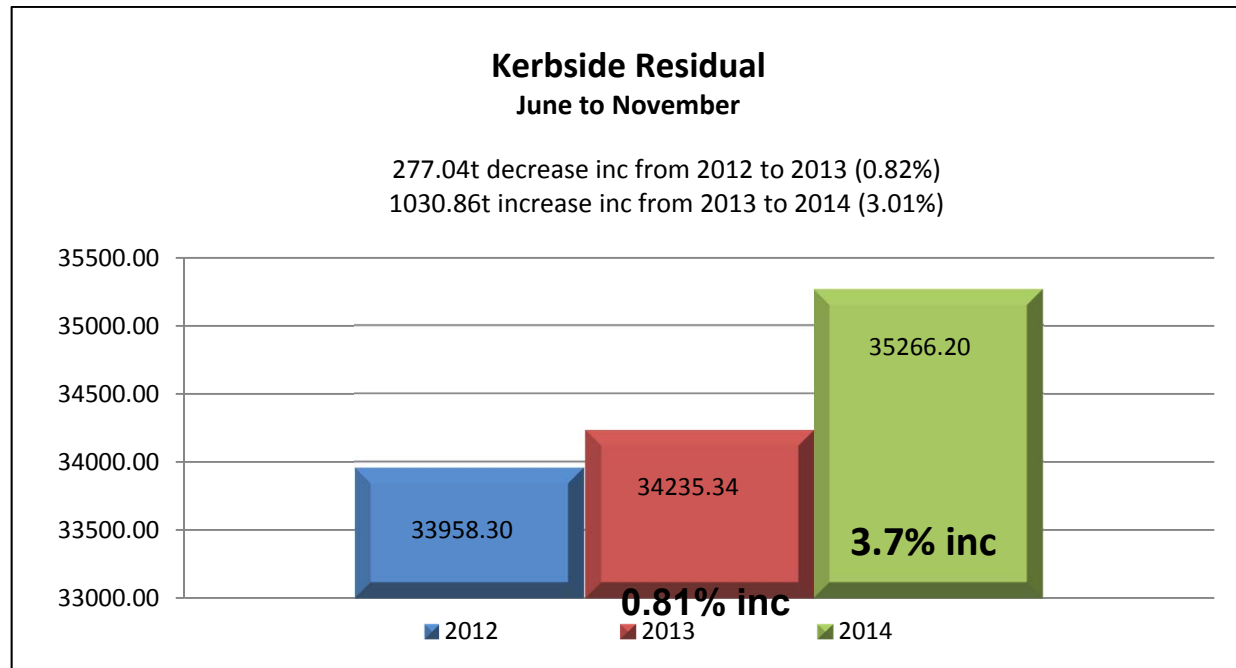
Collected **4766** tonnes less on kerbside than when service was free

Collected **1924t** more at 3 x HWRC's than when service was free

Leaves **2842t** unaccounted for (part year)



Full year (13-14) additional 2630 tonnes to Wirral HWRC's.
Assume **2,377t** of this due to garden waste subscription service and rest to seasonal variation.



2013/14 (full year) – 0.46% increase in LA collected waste not sent for recycling.

Average North West WCA figure = 2.83% decrease.

Is this because of the garden waste going into the residual?

Need to consider:

Introduction of other recycling schemes

Introduction of new policy or enforcement

Waste growth

New method of calculating recycling

WCA/Unitary differences

Impact on HWRC's difficult to measure if cross boundary use in place

Climate from one region to another

Etc...

Evidence to help

- ✓ Waste composition (snap shot data before and after charging indicates minimal transfer to residual bin – approx. 500t in year 1)
- ✓ Disposal authority data
- ✓ Benchmark with nearby districts – understanding service changes etc..

- ✓ Longer term trend tracking -National data links for 12/13 and 14/15 respectively:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/310067/Copy_of_2012-13_ANNUAL_publication_LA_level_WITHOUTLINKS3.xls

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/386270/LA_and_Regional_spreadsheet_2013-14_publicationv2.ods





**Comparison Change - Kerbside combined : Dry Recycling/Kitchen Waste/Residual/Fly Tip
June to November**

Knowsley :
5.02% reduction from 2012 to 2013
4.69% reduction from 2013 to 2014
(Fly Tip 2014 - June data only)

Halton :
0.52% reduction from 2012 to 2013
2.04% reduction from 2013 to 2014

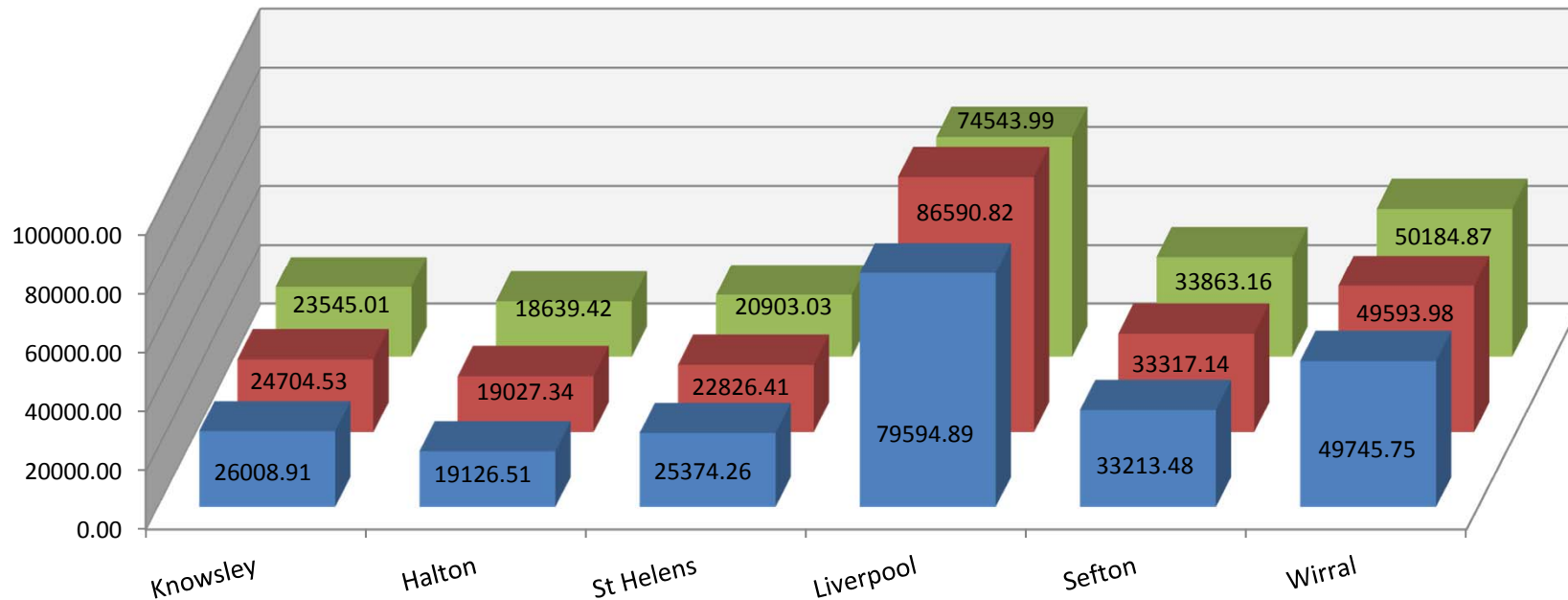
St Helen's :
10.04% reduction from 2012 to 2013
8.43% reduction from 2013 to 2014
(Fly Tip 2014 - June data only)

Liverpool :
8.79% increase from 2012 to 2013
13.91% reduction from 2013 to 2014
(Fly Tip 2014 - data to Sept only)

Sefton :
0.31% increase from 2012 to 2013
1.64% increase from 2013 to 2014
(Fly Tip 2014 - data to Oct only)

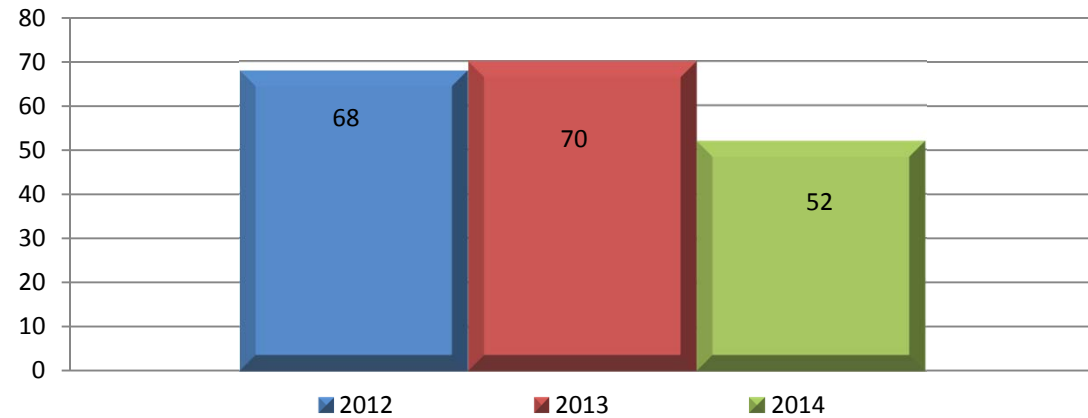
Wirral :
0.31% reduction from 2012 to 2013
1.19% increase from 2013 to 2014
(Fly Tip 2014 - data to Sept only)

■ 2012 ■ 2013 ■ 2014

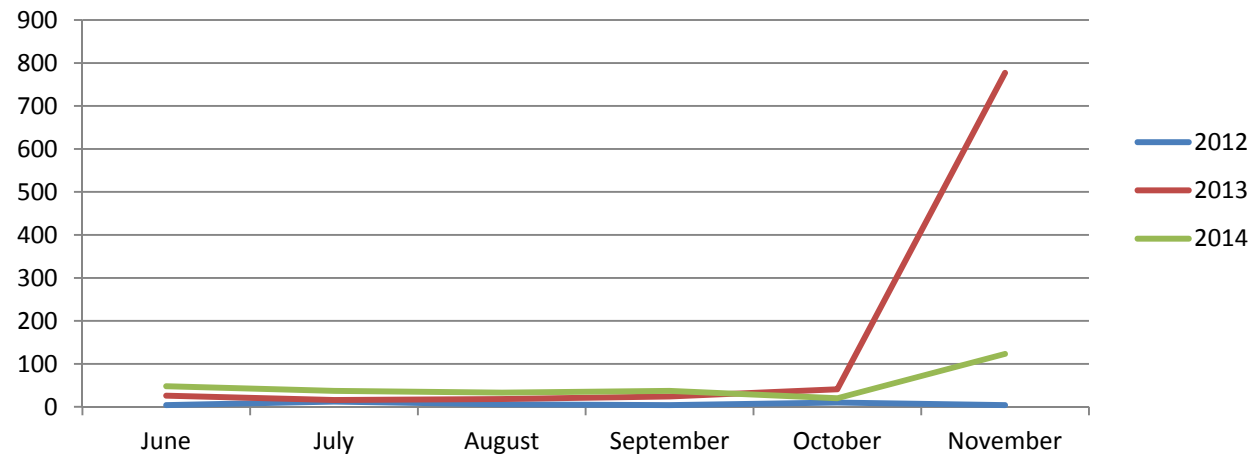


Fly Tipping Incidents of Garden Waste June to November

2.94% inc from 2012 to 2013
25.71% dec from 2013 to 2014



Compost Bin Sales June to November



6. Next Steps

- Home composting promotion –ongoing / Apprentice scheme... roadshows/cascade training. Wormery trial!
- Branding
- Targeted marketing / surveying – attempt to regain lost customers
- Targeted Marketing and discount offer for additional bins (1,003 so far – 5,000 target)
- Improving collection reliability – high customer expectation... 360 degree cameras –to counter unjustified missed bin reporting
- Permanent retention of commercial waste services post (2 year fixed term)
- Credit Card style permits or stickers in future? £1 per tag outsourced vs £0.35 sticker(ish)
- Work with contractor to maximise collection efficiency
- Will we ever sell the service???

Further information

Contact Di Bradbury, Wirral Council for:

- Original business case
- Background research (probably not outdated)
- Three year detailed budget/savings profile (actual)
- Examples of comms material used (very basic though!)
- Recent briefing not on alternative payment options

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