#### Budget Proposal for 2022/23

Report of the Chief Officer for Highways, Infrastructure Development and Waste

Please note that the following recommendations are subject to consideration and determination by the Committee before taking effect

Recommendation: that the Committee be asked to:

- (i) Agree the proposed budget for 2022/23;
- (ii) Note the 2021/22 budget position.

#### 1. Summary

This report summarises the options for the proposed funding allocations for 2022/23. It also includes an update on the current position with respect to the 2021/22 budget.

#### 2. Introduction

Over the last 3 years the budget has been allocated to 3 major areas of spend. These have been the Waste and Recycling Advisors (WRA) contract; continued funding of Reuse Credits and the 'Don't let Devon go to waste' (DLDGTW) campaign work. In addition, approximately £7,000 has been allocated each year for use in relation to the Clean Devon Partnership for reducing litter and fly tipping. It was agreed at the June 2021 meeting that, due to Covid, the remaining allocations for the Reuse Credit budget, the WRA contract and the DLDGTW budget would be carried over to 2021/22. The remaining Clean Devon budget was also carried over due to a litter campaign straddling the financial years. See minute 5 <u>Devon Authorities</u> <u>Strategic Waste Committee Minutes June 2021</u>

#### 3. Proposal for budget allocation 2022/23

#### Re-use Credits

It was agreed at the DASWC meeting on 17<sup>th</sup> October 2019 that the payment of reuse credits would be discontinued after 2021/22. See minute 59. <u>Devon</u> <u>Authorities Strategic Waste Committee Minutes October 2019</u>. There will therefore be no allocation for Reuse Credits in 2022/23. If there is an underspend in 2021/22 this could be allocated to the proposed Waste Analysis budget of £49,000, which would provide funding for a substantial and more meaningful analysis.

#### Don't let Devon go to waste

This campaign forms the backbone of waste communications in Devon and Torbay – it includes a website, public relations, social media, one-to-one engagement and publications. All the work is monitored, and campaigns targeted and researched to ensure maximum impact. The focus in 2021/22 has been on food waste and home composting, but has also been extended to plastics, paper and textiles with further specific work to support each authority. For 2022/23 given the high percentage of food and plastic waste in residual bins and particularly the carbon impact of plastic, campaign work will continue to focus on these areas as well as on metals (in small domestic appliances or small WEEE) and textiles. The proposed budget bid is for £41,000. See Appendix 1 for more detail.

#### Waste and Recycling Advisors Contract

This initiative has been ongoing since April 2017, delivered by Resource Futures. It is designed primarily to increase recycling participation rates by focussing on doorstepping householders across Devon and Torbay. The contract is proving very successful and gives all the authorities additional resource to help encourage the public to reduce, reuse and recycle more waste. An update can be found at Appendix 2. 2022/23 is the second year of a 2 year plus 3 years extension contract. The proposed budget bid is for £98,860.

#### Litter and fly tipping - Clean Devon Partnership

The partnership is beginning to work through its Action Plan and a campaign is currently underway to deter fly tipping, working with key partners including the Environment Agency, the National Farmers Union, the Country Land and Business Association, the Police, and Dartmoor National Park (DNP). A range of bookmarks were designed to encourage visitors to Devon to use a litter bin or take their litter home and were distributed to a wide range of tourist locations as well as to the DNP, libraries and shows. These accompanied a social media campaign also aimed at reducing the amount of litter dropped over the summer months. A pop-up stand was also used at a number of shows. Many partner officers were seconded to Covid emergency jobs in the last 18 months, but the partners are keen to move forward in the next year to achieve some tangible results. It is proposed that a further £7000 is allocated to Clean Devon to support the project going forward. The funding will be allocated towards elements of the Action Plan, for example litter and fly tipping campaigns, producing and distributing posters for parish councils, trailcams, and litter picking kits, potentially in partnership with Devon Communities Together. The partners are contributing in kind in the following ways: leading on communications, social media and creative design, promoting Clean Devon at country shows, contributing to company/partner newsletters, leading on autumn fly tipping campaign. See Appendix 3 for further details of the Action Plan, the bookmarks and pop-up designs.

#### Waste Analysis 2022

The Resource and Waste Management Strategy for Devon notes that an audit of dustbin waste was carried out in 2017 and that this should be carried out at 5 yearly intervals. This gives an invaluable insight into the contents of residents' bins and therefore an understanding of which materials are being placed by residents in the wrong bin. The authorities can then measure progress from previous years but most importantly target their communications appropriately.

The 2017 analysis showed that for Devon 40.8% more could be recycled with collection services at the time (51,245 tonnes) and 58.6% more could be recycled with a district wide aligned option (73,600 tonnes). The net costs of this missed recycling are approximately £3 million and £4.4 million respectively, plus the loss of income of £1 – 1.5 million. If all residents put the right waste in the right bin in the above scenarios, the recycling rates would increase to 70.4% and 76.7% respectively.

For Torbay the figures show that 52.9 % more could be recycled with current collection services (14,375 tonnes), and the net costs of this missed recycling are approximately £840,000, plus the loss of income of around £280,500. If all residents put the right waste in the right bin in the above scenario, the recycling rate would increase to 66%.

Encouraging waste prevention, reuse and recycling will help to get closer to these figures, and this is where behavioural change campaigns will need to continue to focus.

The cost of a waste analysis of approximately 200 households per authority is estimated to be between £40,000 and £50,000. It could potentially include the Household Waste Recycling Centres' residual waste too. It is therefore proposed that the savings made from discontinuing the payment of Reuse Credits in 2020/21 and 2021/22 is allocated to this activity, a total sum of £49,000. Any underspend from the 2021/22 Re-use budget could be allocated to this project to enable a more comprehensive survey to be undertaken.

#### 4. Budget Statement 2021/22

Waste Prevention Pack

It was agreed at the June 2021 meeting (<u>Devon Authorities Strategic Waste</u> <u>Committee Minutes June 2021</u>) that the underspend from 2021 amounting to £21,239 would be allocated to a Waste Prevention Pack (WPP). A pilot is being carried out in September/October with a guide to be distributed to estate agents in two wards of Torbay as a trial. If successful it is proposed to roll it out to other districts.

Project	Budget 2021/22	Underspend 20/21	Total budget for 21/22	Spend for Q1/Q2	Planned outturn
Waste and recycling Advisors' Contract	£95,000	£14,985	£95,000	£37,262	£95,000
Reuse Credits	£25,000	£40,058	£65,058	£0	£65,058

Budget spend to date

Allocation for Waste Analysis	£24,000	£0	£24,000	£0	*£0
Don't let Devon go to waste	£41,000	£6,254	£41,000	£1,005	£41,000
Clean Devon	£7,000	£3,858	£10,858	£2,790	£10,858
2020/21 underspend allocated to WPP	£0	£0	£21,239	£0	£21,239
Total	£192,000	£65,155	£257,155	£41,057	£233,155
2019/20 carry over contingency	£3,840				

\* Allocation of £24,000 to be carried forward to 2022/23

#### 5. Conclusion

The proposed budget allocation for 2022/23 is listed in the table below.

Initiative	Budget
Don't let Devon go to waste (DLDGTW)	£41,000
Waste and Recycling Advisors Contract	£98,860
Clean Devon	£7,000
Waste Analysis 2022	£49,000
Total	£195,860

The total bids including the WRA contract, result in a potential budget of £195,860.

The draft top slice allocation is attached at Appendix 4.

#### 6. Financial Considerations

The draft budget allocation is detailed in paragraph 5 above. Supporting the proposed projects leads to waste being dealt with in line with the waste hierarchy. Reducing, reusing and recycling and composting bring cost savings for both collection and disposal authorities. Managing an element of the budget via a contract gives more accountable financial control over budget expenditure and allows performance to be driven by measurable targets.

#### 7. Legal Considerations

There are no legal issues arising in relation to this report.

#### 8. Environmental Impact Considerations (including Climate Change)

The initiatives proposed under this budget paper will all contribute to a reduced impact on the environment including on climate change.

#### 9. Equality Considerations

There are no negative equality considerations relating to the recommendations. The proposals for Don't let Devon go to Waste and the Waste and Recycling Advisors contract will have a positive effect on the environmental as well as on people's understanding of how to reduce, reuse and recycle, potentially saving them money too. The Clean Devon litter and fly tipping partnership will contribute to improved community relations. Litter and fly tipping both have a negative effect on community environment and wellbeing and initiatives to reduce these will therefore be beneficial.

#### 10. Risk Management Considerations

The DASWC Risk Register will be amended in light of recommendations being agreed. There are no significant risks associated with the Waste Recycling Advisors contract, Don't let Devon go to waste, the Waste Analysis and the Clean Devon budget allocations.

#### 11. Public Health Impact

There are no impacts to public health identified.

#### 12. Reason for Recommendation

The Devon and Torbay local authorities have long worked under the auspices of the Committee to drive sustainable waste management by sharing resources and best practice. The budget proposal for 2022/23 will enable them to continue with this valuable work benefiting from the economies of scale that partnership working brings.

Meg Booth Chief Officer Highways, Infrastructure Development and Waste

#### **Electoral Divisions: All**

Local Government Act 1972: List of Background Papers Contact for enquiries: Annette Dentith Tel No: 01392 383000

Background Paper

Date

File Ref.

Nil

#### Don't let Devon go to waste proposal for 2022/23

Don't let Devon go to waste is the umbrella campaign for waste communications in Devon and Recycle Devon communication channels are used in practice.

Joint waste communications achieve economies of scale and help to ensure consistency of message. Communications are determined by the needs of the Resource and Waste Management Strategy for Devon and Torbay and the Waste Prevention and Reuse Action Plan as follows:

#### Reduction of residual waste and increase reuse

- Produce an informational video on the process of Anaerobic Digestion and the benefits of using the food waste collection service.
- Increase outdoor promotional activities to support the Get Composting project to increase home composting.
- Continue to support Community Fridges and Larder groups to help reduce food waste.
- Work with local social media influencers to increase awareness of Love Food Hate Waste actions to prevent food waste.
- Prevent plastic waste by expanding the Refill Devon initiative to include other items such as plastic cups and containers in addition to bottles.
- Expand the waste prevention guide specifically produced for new home buyers and movers to cover all areas of Devon and Torbay.

#### Recycling

- Continue to liaise with and support individual authorities with communications for service changes and capture of specific materials or contamination issues.
- Highlight all clothing take back schemes to help increase textile recycling (and reuse).
- Increase recycling of small electrical equipment by working in partnership with individual authorities and Materials Focus to deliver local Recycle Your Electricals campaigns.

#### Reduce carbon

• Highlight the positive impact that reducing, reusing and recycling waste can have on carbon savings.

#### Motivate

- Normalise and celebrate waste prevention, reuse and recycling by providing more feedback to residents to thank them and let them know how well they are doing.
- Further work in partnership to ensure that all waste communications are consistent and clear across the county for example communicating consistent messages on the use of food caddy liners to prevent food waste.

#### Engagement

- Encourage feedback from residents on their recent charity and/or resale shop find and publicise.
- Publicise and further develop access to waste facilities for the public by organising visits to sites such as Anaerobic Digestion plants to raise awareness of food waste.
- Increase one-to-one engagement where possible it is vital that waste communicators engage with residents on a one-to-one basis to retain a high level of understanding of attitudes and needs.

#### Evaluate

Market Research is used to survey a sample representation of people across Devon and Torbay. The research provides valuable quantitative data on awareness and behavioural change actions. It is proposed that the research is carried out during September 2022.

Proposed expenditure 2022/23	Estimate
Countywide and LA specific campaigns to support achievement of the Waste Prevention and Reuse Action Plan targets as detailed above	£30,000
Recycledevon.org annual hosting fee	£500
Recycledevon.org Search Engine Optimisation fee	£3,000
Online continuous creative development	£1,500
Monitoring and evaluation research	£6,000
Total	£41,000

#### Recycle Devon achievements 2021 – 2022 to date

• 6 County-wide paid or organic campaigns taken place with a further 4 planned.

#### Recycle Devon annual performance 2020 - 2021







10 countywide campaigns



6,387 more people following Social Media channels (24K in total)

Better



Refresh



3,000 pledges to reduce, reuse and recycle

New and improved website launched



recycledevon.org

#### Appendix 2 to HIW/21/59

#### Proposal for the 2022/23 budget - Waste & Recycling Advisors (WRAs) Contract

The new contract with Resource Futures has been in place for 7 months with a previous contract in place for 4 years. A team of three trained and experienced advisors work in three local authority areas, each mainly making face-to-face calls to residents to assist them with waste prevention, recycling and composting activities. Time allocation for each authority is based on population numbers and the division of areas is based on geography and travel considerations.

Achievements for the first quarter of this year include:

- Positive feedback from all authorities involved
- High contact rates for doorstepping particularly in Teignbridge (51%) and Torridge (47%)
- 2,784 people spoken to on the doorstep

The infographic shows the results achieved in year 4 of the project (2020/21). Despite the impact of Covid-19 and furlough, the WRAs were able to diversify and provided a valuable service to the authorities.

Looking forward, the work of the WRAs continues to provide much needed one-to-one engagement with residents particularly at a time when authorities are introducing new or changed services. Additionally, waste in general, avoidance of single use plastics and the reduction of carbon remains topical and the WRAs are addressing concerns from residents and answering their queries.

Due to contractual obligations funding for this project is already committed, hence, the proposal for 2022/23 is to:

- Agree the draft budget proposal of £98,860 which is based on the current annual contract rate plus the RPI index for August 2021.
- Build upon the success of previous years and continue to heed lessons learnt.
- Consider doorstepping areas and activities for WRA work in 2022/23 by early December so a timed plan of work can be developed and commence in April 2022.



#### Appendix 3 To HIW/21/59

Clean Devon Action Plan 2021									
Objective	Action	Sub Action for 2021	Lead by	Timescale	Progress				
Strategic	Strategic								
OS1.Develop a partnership of interested parties	S1. Invite new members	Contact Marine Conservation Society and Visit Devon	DCC	December	Liaising with MCS				
OS2.To collaborate to agree policies, r	S2. To create a single reporting procedure to be used by all partners	To create a single reporting procedure to be used by all partners	TG1/TG2	Spring 2022	Police flow chart updated. Work underway to identify current incident reporting procedures for (1) ease (2) private land, (3) out of area (best practice) for LAs initially				
		Fly tipping: WDF reporting consistency; fly trap initiative	TG2	Spring 2022	Work underway to identify current procedures for LA incident data collection and reporting in line with WDF reporting guidance.				
		Planning and litter – HMO/flats	TG2	Spring 2022	Work underway to identify working relations and agreement with LAs through waste management and planning.				
OS3.To develop aligned reporting and recording systems for mapping hotspots, collating data and responding to incidents.	S3. Agree a baseline date and the scope for the preferred data.	Agree a baseline date and the scope for the preferred data.	TG1	December	Delayed due to Covid				
OS4.To lobby to further the reach and impact of Clean Devon	S4. To publish a communications plan to address the promotion of Clean Devon at every level.	Develop a short Communication Plan	TG5	Draft prepared. Also Litter specific one – end January	Needs feedback Completed				

Objective	Action	Sub Action for 2021	Lead by	Timescale	Progress
Educational/ Engagement					
OE1. Engage the public	E1a.To develop and deliver regular bespoke public awareness campaigns.	Agree branding	TG5 +All	January	Completed
		Agree key messages	TG5+All	Ongoing but developing a list	Agreed: Positive, encouraging, collaborative
		Litter campaign March/April	TG5+All	March/ April	Achieved
		Relaunch Autumn – fly tipping scenario? Ideas include Fake fly tip/lfor trailer load/#mattress of doom	TG5+All	October or November	Ideas being discussed, assessing EA's Cornwall event
	E1b. To include, on the website a list of appropriate national, regional and local celebrations to avoid any clashing dates or messages.	Develop website	TG5+All	March	Website refreshed
	E1c.To establish a defined press protocol to be used by all partners.	Develop Press protocol	TG5 +All	December	
OE2. Engage with schools	E2. To develop a school's programme that complements the National Curriculum and local circumstances.	In the interim use existing networks to involve children in Spring campaign e.g. <u>https://zone.recycledevon.org/li</u> <u>tter/Recycle</u>	TG5 with input from all	March	Occasional link up with schools but still too many Covid issues in schools at present

Objective	Action	Sub Action for 2021	Lead by	Timescale	Progress
Educational/ Engagement					
Continued: OE2. Engage with schools		Hold a competition for primary schools.	TG5 + All	Autumn	Move to Spring 2022
OE3. Engage with businesses	E3. To engage key business partnerships (including the Chamber, FSB network, Manufacturing Groups and the LSP) in a programme of awareness and information.	Feature for Chamber/FSB/Rotary newsletters - include profile of the business that joined BWC as a waste haulier, info about the partnership and the website	TG3	Ongoing	Items included in business newsletters and also in CPRE newsletter
		Investigate Business Partnership publications for promotion opportunities.	TG3	Ongoing	Will be included in newsletter
		Link in with businesses climate change needs	TG3	Ongoing	
OE4. Engage with landowners and landowner organisations	<i>E4. To establish key concerns and develop the Action Plan to address these.</i>	Actions related to litter campaign 2 min clean (swim pool analogy, money saved)	TG4/TG5 +All	Q2	Social media memes used
		Images – livestock/wildlife harm (not graphic)	TG4/TG5 +All	Q2	Images agreed and used
		Spring into Action campaign – countryside video	TG4/TG5 +All	Q2	No video as yet
		Scout/Guide badge	TG4/TG5 +All	Q3	Delayed due to Covid

Objective	Action	Sub Action for 2021	Lead by	Timescale	Progress
Educational/ Engagement					
Contd: OE4. Engage with landowners and landowner organisations	Contd: E4. To establish key concerns and develop the Action Plan to address these.	Actions relating to Fly tipping Discussion with TG1 regarding fly tipping on private land – best practice	TG4/TG1	December	To be picked up at Autumn meeting
		Encourage reporting	TG4	Q3	Autumn campaign being planned
		CCTV? Evidence – funding?	TG4	Q4	Research into highway venues complete
		Organised waste crime scams – liaise with Police and EA	TG4/TG1	Q1	Sharing intel & social media
		Target hardening and prevention measures.	TG4/TG1	December	CLA/NFU looking at this
OE5. Engage with the wider (waste) world	E5. Actively record and publish best practice findings.	Online Conference/Webinar See website as resource hub below	Lead by TG5 with input from all	Winter? Depends on Covid	Waiting on Devon WI
OE6. Create, maintain & promote an online, public facing single point of reference & communication hub	E6a. Commission the further development of a versatile and flexible Clean Devon website.	Decide who should do this and at what cost	TG5/All	March, prior to litter campaign	Website good but needs to be developed further
		Develop website as a resource hub	TG5/All/web master	Will follow on from initial refresh above	Newsletter proposed
		Contact Parish Councils to advise who we are and ask them how we can help & update our website to thank people for the litter picks	TG5/TG3	Prior to promoting litter picking, but after website refresh	Some research carried out. Now working with DCT and DALC

Objective	Action	Sub Action for 2021	Lead by	Timescale	Progress
Educational/ Engagement					
Continued: OE6. Create, maintain & promote an online, public facing single point of reference & communication hub	Continued: E6a. Commission the further development of a versatile and flexible Clean Devon website.	Include plastic specific info on the website to support plastic free movement	TG5/webma ster	In tandem with website refresh	Not yet implemented
	E6b. Incorporate baseline data into the design of the website or alternative IT platform.	Incorporate baseline data	TG1/TG2 Webmaster	Spring 2022	Baseline data under discussion
	<i>E6c. Commission a</i> <i>survey</i> (to understand people's knowledge of and opinions on e.g. their legal obligations in relation to waste disposal, their understanding of fines, their views on littering etc) <i>in an appropriate</i> <i>time frame and enable</i> <i>the findings to inform the</i> <i>website content.</i>	Commission a survey	TG5	Q3	Working with DCT on a survey for PCs

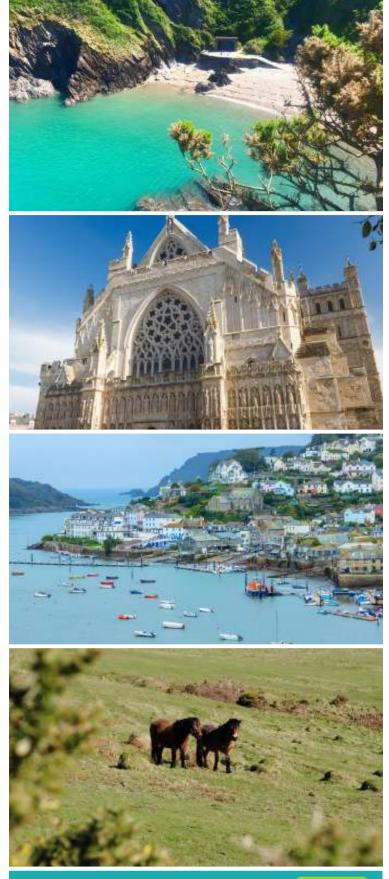
Objective	Action	Sub Action for 2021	Lead by	Timescale	Progress
Operational					
OO1.To share intelligence and information	O1a. Agree the protocol for knowledge and information sharing (to include respect for confidentiality and GDPR/privacy rulings)	Agree the protocol for knowledge and information sharing (to include respect for confidentiality and GDPR/privacy rulings)	TG1	December 2021	See below
	O1b. Partners to sign up to an Information Sharing Agreement	Partners to sign up to an Information Sharing Agreement	All	December 2021	ISA being prepared by Police
	O1c. Develop a local MOU for Intel Sharing for district councils	Develop a local MOU for Intel Sharing for district councils	Partner LAs	Q4	Delayed due to Covid
OO2. To plan to carry out a clean-up of hotspots across the county by partner agencies including the development of better ways of working and a more coordinated multi agency approach.	O2a. Ensure a 'diary' function is included in the website's development that is easy to use and update and easily accessible to all parties.	Local Authority Operations:	TG2	2022	Working with Highways England to ensure coordination of road works and litter picking. Work underway to include TG2 findings in DESMG 'Convergence Plan' to develop LA service standards and responsibilities. Iden tification of clean-up groups and existing support available.

Objective	Action	Sub Action for 2021	Lead by	Timescale	Progress
Operational					
		Domestic r/c collections – look into container presentation and collection day litter issues	TG2	2022	Work underway to include TG2 findings in DESMG 'Convergence Plan' to develop LA service standards and responsibilities for LAs, householders & business
		Street bins – infrastructure and any bin will do review	TG2	2022	Work underway to include TG2 findings in DESMG 'Convergence Plan' to develop LA service standards and responsibilities. Assessment of existing data and policies. To include survey.
		Vehicle littering – fast food litter	TG2	2022	Work underway to include TG2 findings in DESMG 'Convergence Plan' to develop LA service standards and responsibilities. Policies procedu res and opportunities currently being explored.
	O2b. Identify hotspots & carry out a clean up		TG2	2022	
OO3. To back up the public, business and landowner awareness campaigns, by effective enforcement by the Clean Devon agencies.	O3a. Facilitate and support the more extensive utilisation of all relevant regulatory powers appropriately and consistently across the county.	Investigate possibility of linking in with Neighbourhood Watch	TG1	Ongoing	All to ensure publicity for prosecutions

Objective	Action	Sub Action for 2021	Lead by	Timescale	Progress
Operational					
	O3b. Ensure regular monitoring and reporting of the action taken; using the outcomes as positive reinforcement.	Regular reporting	TG1	Ongoing	EA to ensure low level crime reported to LAs

Objective	Action	Sub Action for 2021	Lead by	Timescale	Progress
Financial					
OF1: To have a fully funded and resourced partnership	Action F1: Agree the basic resource package available from existing partners and use this to highlight any shortfalls to be covered by a) sponsorship and/or b) external funding applications.	Assess funding	AD	Ongoing	Sponsorship being considered. Grant funding being considered.
	Action F2: Secure sustainable funding to ensure the continuation of the project	Secure funding	AD	Ongoing	



































# Welcome to Devon

Please respect, protect and enjoy our beautiful county



## Follow the Countryside Code



#### **Respect everyone**

- ⊘ be considerate to those living in, working in and enjoying the countryside
- ⊘ leave gates and property as you find them
- ⊘ do not block access to gateways or driveways when parking
- $\odot$  be nice, say hello and share the space
- ⊘ follow local signs and keep to marked paths unless wider access is available

#### Protect the environment

- ⊘ take your litter home leave no trace of your visit
- do not light fires and only have BBQs where signs say you can
- ⊘ always keep dogs under control and in sight
- ⊘ dog poo bag it and bin it any public waste bin will do
- ⊘ care for nature do not cause damage or disturbance

#### Enjoy the outdoors

- ⊘ check your route and local conditions
- ⊘ plan your adventure know what to expect and what you can do
- ⊘ enjoy your visit, have fun, make a memory









There is no excuse for littering

## Find a bin or take it home



#### Appendix 4 to HIW/21/59

## **Devon Authorities Strategic Waste Committee (DASWC) 'top slice' calculation for 2022/23** Based on the DASWC Budget Proposal for 2022/23 report: 14<sup>th</sup> October 2021.

Scheme	Application
Waste & Recycling Advisors	£98,860
Don't let Devon go to waste	£41,000
Clean Devon	£7,000
Waste Audit 2022	£49,000
Total 'topslice' required	£195,860

DASWC Authority	Projected Amount Payable
East Devon	£13,237.56
Exeter City	£10,681.05
Mid Devon	£8,272.54
North Devon	£10,865.81
South Hams	£9,786.71
Teignbridge	£14,580.02
Torridge	£7,245.56
West Devon	£5,229.02
Devon County Council	£99,914.76
Torbay	£16,046.97
Topslice Recovered (Projected)	£195,860.00