

PRIORITY ACTION PLAN

PRIORITY	Recycling			
PRIORITY CATEGORY	Category A			
PRIORITY PORTFOLIO HOLDER	Healthy Environment lead with essential contributions across all service areas			
PRIORITY LEAD OFFICER	Corporate Head of Healthy Environment but requires corporate ownership from whole management board as it is a cross cutting priority			
PRIORITY PROJECT TEAM				
The priority project team will be drawn from representatives of the following groups, taking account of the cross cutting and corporate nature of the priority:				
<ul style="list-style-type: none"> o Strategic Management Team o Operational Management Team o Assets and Facilities o Street Scene o Communications o Accountancy 				
PRIORITY SCOPE & DEFINITION	The main feature of this priority is the achievement Council's ambitious aim to recycle 60% of household waste by 2011 together with the recycling of waste arising directly from Council operations/activities and trade waste recycling.			
CONTEXT	The Government set out how it intends to deal with waste in the Waste Strategy 2007 which includes targets to increase recycling and composting and divert more biodegradeable waste from biodegradable waste from landfill.			
LINKS TO OTHER STRATEGIES	Lincolnshire Waste Partnership – Municipal Waste Management Strategy Corporate Plan Sustainable Waste Strategy Waste Minimisation Strategy Medium Term Financial Strategy Asset Management Plan Capital Strategy ICT Strategy Human Resources (People) Strategy			
OUTCOMES	TARGETS	<i>Point of assessment /assessment measure</i>		
Reduction in weight of household waste deposited in landfill per head	Total residual waste sent to landfill per head of population 2007/08 – 208 Kg 2009/10 – 190Kg	Annual assessment using waste data flow information system – Management Board performance monitoring. (Target based on 1.7% waste growth)		

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	20010/11 – 164 Kg	
Increase in percentage of combined recycling/composting rate of household waste	2007/8 - 50% 2009/10 - 55% 2010/11 – 60%	Annual assessment using waste data flow information system Management Board performance monitoring
Provision of on-street recycling facilities at appropriate locations	Assess the feasibility of providing on-street recycling facilities by September 2008 and if successful identify suitable locations across the district for extended provision early 2009/10	Project governance arrangements - final report to Management Board
Provision of adequate trade waste recycling facilities within the district	Assessment of the scope and capacity of trade waste recycling services across the district together with costed options to fill any substantial gaps by September 2008	Priority Project governance arrangements – final report to Management Board
Recycling of waste arising directly from Council activities	50% of waste arising from Council activities recycled by March 2008 80% of office waste arising from Council activities recycled by March 2009	Performance management framework
Zero waste communities	At least 1 village/community actively working towards zero residual waste by March 2011	Priority plan monitoring
MEASURES OF SUCCESS/KEY ACTIONS	Increase in percentage of combined recycling/composting rate of household waste	Extension of separate garden waste collection service across the district Analysis of waste data to identify areas of low participation Increasing awareness of recycling benefits/ opportunities in poorer performing areas, schools and community groups Evaluation of "pay as you throw"

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		pilot schemes Development of a sustainable incentivisation scheme for households who demonstrate consistently high levels of recycling/low levels of waste arisings/head Support the development of "zero waste" communities	
	Zero growth in waste arisings/head	Provision of advice on ways to re-use and recycle Partnership working with Lincs WMP	
	Completion and evaluation of a robust Pilot project incorporating the DEFRA guidance "Recycle on the go" by September 2008	Completed feasibility study, with identified revenue/capital implications for inclusion in 2009/10 budget	
	Introduction of recycling system for all Council buildings , including leisure centres by July 2008	Launch of recycling facilities and guidance to staff. Usage monitoring	
CAPITAL & REVENUE REQUIREMENTS (3 YEARS)	2008/9 £ 172k Capital – 50K (additional green waste bins) Revenue – 70K (net of one-off income)	2009/10 £307k Capital – 260k for two 32 tonne vehicles Rev £ 47K for extended green waste crew	2010/11 £3,000k Capital Vehicle replacement programme £3million (currently not included in capital programme as this is subject to financial evaluation of options)
PEOPLE RESOURCE IMPLICATIONS	<ul style="list-style-type: none"> o Key skills required for public communications, design and marketing of services o Training for operational staff involved in changes to service delivery 		
ICT RESOURCE IMPLICATIONS	<ul style="list-style-type: none"> o Ensure that good quality , up to date information available on web site promoting key messages 		
RISK ASSESSMENT	<ul style="list-style-type: none"> o Web site management arrangements o Competing education/promotional priorities for staff time 		

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	<ul style="list-style-type: none"> ○ and revenue resources ○ Review of fleet management strategy
KEY COMPONENTS OF COMMUNICATION	<ul style="list-style-type: none"> ○ All communications to be coordinated through PR team ○ Ensure that good quality , up to date information available on web site promoting key messages ○ Proactive promotion of success (internal and external) to ensure subject retains high public profile
PROPOSED DELIVERY METHODS	<ul style="list-style-type: none"> ○ Through staff already engaged on waste strategy, education, enforcement ○ Waste collection and street cleaning operations ○ Assets and facilities team
EQUALITY ASSESSMENT	<ul style="list-style-type: none"> ○ Equality impact assess – priority plan and action plan ○ Equality impact assess – service and financial plans
RELATED PROJECTS	<ul style="list-style-type: none"> ○
RELATED PRIORITIES	<ul style="list-style-type: none"> ○ Climate Change ○ Communications ○ Use of Resources