

**WEST OXFORDSHIRE DISTRICT COUNCIL**

**ENVIRONMENT OVERVIEW AND SCRUTINY COMMITTEE**

**THURSDAY 30 JANUARY 2014**

**ANALYSIS OF RECYCLING PERFORMANCE BY AREA**

**REPORT OF THE HEAD OF ENVIRONMENT AND COMMERCIAL SERVICES**

**(Contact: Claire Locke, Tel: (01993) 861344)**

(The report is for information)

**1. PURPOSE**

To provide data on recycling performance across the district and highlight areas where performance is low and greater emphasis needs to be placed.

**2. RECOMMENDATIONS**

That, the committee notes the performance information and that the data will be utilised to effectively target promotional activity and recycling initiatives to drive up performance in poor performing areas.

**3. BACKGROUND**

3.1. Quarter 2 performance shows that 61.92% of household waste is being sent for reuse, recycling and composting in West Oxfordshire. The Council's target is currently 66% although this is not currently being achieved. The report on Performance Indicators, recommends a reduction in this target to 63% in 2014/15, however the Council will still aim to meet the Strategic Oxfordshire target of 65% by 2020.

3.2. When materials are collected, they are weighed when they are tipped at bulking or processing facilities. Tonnage data is therefore available for each vehicle for each collection day. Collections are split into rounds, with one vehicle being assigned a 'round' each day. Materials collected can therefore be reviewed per round but it is not possible to split this down further to Ward or village as some locations will form part of a round or be served by a number of whole or part rounds.

3.3. Participation in recycling and composting schemes and the volume of each type of material presented is commonly linked to socio-economic factors, however the data available to the Council for analysis does not enable this type of data breakdown.

3.4. Appendix A provides some analysis of recycling performance by round and illustrates that Monday collections on round 16 - Ascott Under Wychwood and round 19 - Chipping Norton result in particularly high presentation rates of 9.67 and 17.35 kilograms per property, respectively. As the bar chart shows, most rounds collect between 2.00 and 5.50 kilograms per property however there are some rounds which are particularly poorly performing:

Collection Day	Round	Location	Kgs per household
Wednesday	10	Part of Eynsham	0.34
Wednesday	14	Part of Eynsham & Witney	0.39
Wednesday	15	Madley Park	0.14
Monday	17	Chipping Norton centre & isolated farms in surrounding area	0.15

Tuesday	17	Rural areas inc. Wootton	0.17
Thursday	17	Part of Witney	0.38
Friday	17	Rural areas inc. Broughton Poggs	0.08

3.5. Environment & Commercial Services is working with ICT to produce maps that show the collection rounds mapped with tonnage data, showing the exact area covered by the round and its performance, with socio-economic overlays if possible. This will enable the disparity in recycling performance to be seen more clearly and key areas to be targeted. Unfortunately due to the delivery of major projects by the ICT team it has not been possible to commit resources to this yet but as soon as this work is complete maps will be circulated to Environment Overview & Scrutiny Committee for further discussion. In the meantime work can commence within the waste service to target poor performing areas.

#### **4. ALTERNATIVES/OPTIONS**

That the Council continues promotional activity but does not target activity based on performance.

#### **5. FINANCIAL IMPLICATIONS**

- 5.1. The Council currently receives recycling incentive payments from OCC however these are being withdrawn and therefore driving up recycling has limited financial benefits to WODC in the medium to long term.
- 5.2. If recycling increases this should be reflected in a reduction in residual waste, changes to collection rounds and vehicles may therefore be needed longer term if recycling can be increased and residual waste reduced.
- 5.3. There are limited budgets for promotional activity within WODC and the Council also contributes to the Oxfordshire Waste Partnership which provides collective initiatives and promotional activities Countywide. The analysis contained within this report will be used to ensure these existing resources are effectively targeted.

#### **6. RISKS**

None

#### **7. REASONS**

Recycling performance accords with the corporate aim to 'protect and enhance the environment of West Oxfordshire and maintain the district as a clean, beautiful place with low levels of crime and nuisance.

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Background Papers:  
 None

### kilograms per property per week

