

**RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL
MUNICIPAL YEAR 2015-16**

**PUBLIC SERVICE DELIVERY,
COMMUNITIES AND PROSPERITY
SCRUTINY COMMITTEE**

14th MARCH 2016

**REPORT OF THE DIRECTOR OF
HIGHWAYS AND STREET CARE
SERVICES**

Agenda Item No. 6

**AWARENESS CAMPAIGN IN
CILFYNYDD**

**Author: Nigel Wheeler – Director of Highways and Street Care Services
Tel. No. 01443 827707**

1. Purpose of the Report

- 1.1 This report outlines the results of the trial with Scrutiny Members on awareness raising in Cilfynydd

2. Recommendations

It is recommended that Members:

- 2.1 Scrutinise and comment on the results of the awareness campaign
- 2.2 Consider formulating recommendations in respect of the Participation Rates in Recycling work

Background

3.

- 3.1 The Council's current recycling service has over the last number years improved dramatically and gone from one of the worst to one of the most improved in Wales. Despite this, future legislative recycling targets will be difficult to achieve without a continued awareness campaign
- 3.2 The future legislative targets whilst being challenging can be achieved providing all residents play their part. Rhondda Cynon Taf CBC have a track record of year on year continual improvement and this has been made a achievable by the support of the Cabinet and the innovative ways in which the service tackles issues
- 3.3 The Council has made a commitment to maintaining a fortnightly collection service therefore we need to ensure more residents play their part, to do this the council has to adopt innovative measures to

improve participation whilst maintaining the same level of service.

- 3.4 Failure to raise the level of participation could result in the Council failing to achieve its targets and thus incurring the fines.

4.0 The Current Position

- 4.1 In 2014/2015 the council recycled 54.1% of its waste, a rise from the previous year
- 4.2 In addition to this our food waste collection scheme has improved dramatically since our awareness campaigns targeting food waste

5.0 Meeting Future Targets/ Trail Area/Door Knocking Exercise

- 5.1 In order to achieve the future targets 90% of our residents have to be recycling on a weekly basis.
- 5.2 The scheme within the County Borough is simple and easy to use but despite this, there are still residents that don't recycle on a weekly basis therefore the council needs to implement certain changes to the way it collects its material to ensure all residents take part in the scheme.
- 5.3 Awareness plays a key part of meeting future targets and the method adopted by the service of intense awareness over a set period has proved successful and it was due to this that Scrutiny Members wanted to take part in an area to see exactly what the awareness team encounter and how labour intensive this is, but more importantly to see if it really works.
- 5.4 Cilfynydd was chosen as the trial area and Members were allocated set days and times when to take part
- 5.5 Members initially undertook a training session on the targets, contamination and about the collection system in order for them to fully understand the service. This was the same training that all the council staff had received.
- 5.6 The door knocking exercise took place between 30th November and 25th December, 2015 and the results can be seen within this report

6.0 Results of the Door Knocking Exercise

- 6.1 Table 1 shows the original door knocking exercise whilst Table 2 shows the exercise Scrutiny Members took part in.
- 6.2 It is clear from both exercises that continued awareness is necessary in order to maintain a high level of participation and the method adopted by the service area clearly shows what can be achieved in both dry and food recycling

7.0 Conclusion

The Service is facing increasing pressure on its limited resources whilst, at the same time, experiencing increasing demands for it to meet its legislative targets. The aim of this trial was for Members to assess whether this method of awareness meets the demands placed on the service in order for the Council to continue to improve year on year. Without such efforts there is a very real threat that the Council will not achieve its targets and thus incur fines.

Table 1

Cilfynydd

26th May 2014 – 20th June 2014

Dry Recycling

Week 1	48.4%
Week 2	63.5%
Week 3	68.6%
Week 4	80.3%
Wk 1 – Wk 4	87.5%

Food Waste

Week 1	17.6%
Week 2	23.9%
Week 3	28.4%
Week 4	46.1%
Wk 1 – Wk 4	49.1%

Table 2**Cilfynydd****30th November 2015 – 25th December 2015****Dry Recycling**

Week 1	60.6%
Week 2	61.6%
Week 3	63.6%
Week 4	69.0%
Wk 1 – Wk 4	83.7%

Food Waste

Week 1	33.2%
Week 2	34.9%
Week 3	36.1%
Week 4	37.0%
Wk 1 – Wk 4	51.6%

LOCAL GOVERNMENT ACT 1972

AS AMENDED BY

THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

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SERVICES**

Item: **RESULTS OF THE AWARENESS CAMPAIGN IN CILFYNYDD**

Background Papers:

Freestanding Matter

Officer to contact: Nigel Wheeler – 01443 827707

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