
Report To	Environment and Regeneration Committee	Date 30 August 2012
Report By	Corporate Director Environment, Regeneration & Resources	Report No SSC/ENV/IM/12.129
Contact Officer	Kenny Lang	Contact No 5906
Subject	Introduction of a Food Waste Collection Service	

1.0 PURPOSE

- 1.1 The purpose of this report is to advise Committee of the new food waste collection service to Inverclyde Council residents.

2.0 SUMMARY

- 2.1 A report was submitted to Committee in February 2012 on the planned implementation of a new food waste collection service to Inverclyde Council residents, this report aims to provide an update on the roll out and the initial yields.
- 2.2 The Waste (Scotland) Regulations 2012 place an obligation on all Councils to provide a separate food waste collection service to all households by the 1st January 2014.
- 2.3 Inverclyde Council successfully secured £685,000 of funding, over the period 2011/12 to 2014/15, from Zero Waste Scotland's Food Waste Programme to support the implementation of a food waste collection to around 32,000 households.
- 2.4 Following an agreed publicity campaign the distribution of containers commenced on the 25th June 2012 with the first collections occurring on 2nd July. The roll out of the containers was completed in house over a 5 week phased roll out period.

3.0 RECOMMENDATION

- 3.1 Committee note the introduction of the new service and the initial levels of performance.

Ian Moffat
Head of Environmental and Commercial Services

4.0 BACKGROUND

- 4.1 The recently published Waste (Scotland) Regulations 2012 place an obligation on all Councils to provide a separate food waste collection service to all households by the 1st January 2014.
- 4.2 The requirements for these collections were included in the Zero Waste Regulations Consultation reported to committee.
- 4.3 In advance of the legislation Inverclyde Council applied for and were successful in achieving support funding from Zero Waste Scotland's Food Waste Programme. The funding is broken down as follows

Financial year	Funding awarded
2011 to 2012	£346,000
2012 to 2013	£189,000
2013 to 2014	£100,000
2014 to 2015	£ 50,000
Total	£685,000

- 4.4 In order to secure the funding the Council had to agree a publicity, communications and delivery programme with Zero Waste Scotland which has now been implemented.
- 4.5 Inverclyde Council allocated an additional annual budget of £400,000 to the food waste programme. This was identified through a budget pressure in December 2010. Min Ref
753

5.0 PUBLICITY AND COMMUNICATIONS PROGRAMME

- 5.1 Inverclyde Council developed a 3 stage communications and publicity plan to promote the introduction of the new weekly food waste collection service.

- Teaser phase
- Main phase
- Follow up / Feedback phase (to be arranged)

For all of 3 phases Inverclyde will utilise the following media:

- Outdoor (including 6 sheets & 48 sheets)
- Press adverts
- Online publications
- A4/A3 posters
- Monitors linked through all participating council and health centre premises.
- Promotional banners
- Information sessions

- 5.2 The timeline for each of the phases will be:
- Teaser – week commencing 28th May for a 2 week period
 - Main – week commencing 25th June for a 4 week period
 - Follow up / Feedback running from September 2012 to March 2013.
- 5.3 The programme was developed by the Waste Strategy Unit supported by the in-house communications and design team and agreed with Zero Waste Scotland to ensure the campaign was consistent with the approach across Scotland.
- 5.4 The materials used in the campaign follow a similar brand to that already successfully used by Inverclyde in the promotion of their existing, blue bin, brown bin and recycling centres and points campaigns.

5.5 Information sessions were held during the weeks of 18th June and 25th June and during this period staff from the Waste Strategy Unit met and discussed with 566 members of the public. There was a large degree of support for the scheme in line with the recent Citizens Panel findings. Further information sessions are being planned for once all the roll outs have been completed.

6.0 DELIVERY

6.1 A delivery programme was developed utilising in house staff funded through the food waste grant funding. A total of 10 staff have been taken on to deliver containers and undertake collections.

6.2 Prior to delivery an intensive period of procurement took place in order to secure the following:

- Vehicles
- Bio-degradable Bags
- Containers
- Food waste treatment

6.3 The deliveries commenced on Monday 25th June, with households being issued an internal caddy, biodegradable sacks, a user guide and an outdoor caddy.

6.4 In order to simplify the collections, householders are required to put their container out on the same day as their residual or recycling collection on a weekly basis.

7.0 COLLECTIONS

7.1 It has been projected that Inverclyde Council will achieve an average yield rate of 1.5 kg/hh/wk (kilograms/household/week) along side that, Zero Waste Scotland anticipate a participation rate of c40% which would produce an annual tonnage of approximately 1,000 tonnes.

7.2 The trial scheme in Inverclyde was more successful than that with a participation rate of around 53% although in common with most food waste collections the initial tonnage did drop over the first term of the service largely as a result of behaviour change when the residents realise the amount of food waste being thrown away.

7.3 Collections commenced on Monday 2nd July and officers have been monitoring the initial weeks performance.

7.4 The table below shows the expected and actual yield for the first four weeks of the roll out based on Zero Waste Scotland's benchmark target of 1.5 kg of food waste per household per week.

Week	Expected kg	Actual kg	Participation based on weight
1	3,325	4,320	52%
2	10,470	13,350	51%
3	18,700	19,170	41%
4	22,280	23,950	43%
Total	54,775	60,790	44%

7.5 The initial five week phased roll out has been completed and the Council have provided the food waste service to approximately 28,000 properties. The balance of 4,000 properties are made up from the High Rise and Tenemental collections. Zero Waste Scotland will be running trials with Edinburgh City Council for collections from flatted

properties. The Council have been in discussion with Zero Waste Scotland and have agreed to await the finding from these trials prior to the roll out of the remaining properties. The Council will also be challenging the weight assumptions as the 1.5kg indicative weight is based on traditional back and front door collections.

7.6 Inverclyde Council are already providing collections to tenemental properties and participation in these areas by weight appears to be below average. Scheduled post implementation surveys are programmed which will focus on increasing participation in these areas.

7.7 The collected waste is deposited at Pottery Street and subsequently collected by our contractor to undergo a process of anaerobic digestion. This process captures methane from the decomposition of organic materials which in turn is used to produce renewable energy. The resultant residue of this process is a compost like material which is accredited by Association for Organic Recyclers (AOR) (formally the Composting Association).

8.0 CONSULTATION

8.1 Consultation has been held with Finance in respect of this report.

9.0 FINANCIAL IMPLICATIONS

9.1 Financial Implications – One off Costs

Cost Centre	Budget Heading	Budget Year	Proposed spend This Report	Virement From	Other Comments
Waste Strategy	Grant Income Other Expenditure	2011/12	(£346,000) £346,000		Grant income from Zero Waste Scotland.
Waste Strategy	Grant Income Other Expenditure	2012/13	(£189,000) £189,000		Grant income from Zero Waste Scotland.
Waste Strategy	Grant Income Other Expenditure	2013/14	(£100,000) £100,000		Grant income from Zero Waste Scotland.
Waste Strategy	Grant Income Other Expenditure	2014/15	(£50,000) £50,000		Grant income from Zero Waste Scotland.
Waste Strategy	Grant Income Other Expenditure				

Financial Implications – One off Costs

Cost Centre	Budget Heading	Budget Year	Proposed spend This Report	Virement From	Other Comments
Waste Strategy	Other Expenditure	2012/13	£400,000		Food Waste Expenditure budget included in core revenue budget.