

REPORT TO: Cabinet Member - Environmental

DATE: 20th October 2010

SUBJECT: **JOINT MUNICIPAL WASTE MANAGEMENT STRATEGY – PUBLIC CONSULTATION “ DON’T WASTE YOUR SAY”**

WARDS AFFECTED: All

REPORT OF: Peter Moore
Environmental & Technical Services Director

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**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To inform the Cabinet Member – Environmental of the statutory consultation for the revision of the Merseyside Joint Municipal Waste Management Strategy “Don’t Waste Your Say”.

REASON WHY DECISION REQUIRED:

For the Cabinet Member – Environmental to note and endorse the consultation approach for the revision of the Merseyside Joint Municipal Waste Management Strategy.

RECOMMENDATION(S):

That the Cabinet Member – Environmental notes the content of this report and endorses the “Don’t Waste Your Say” consultation.

KEY DECISION: No

FORWARD PLAN: N/A

IMPLEMENTATION DATE: Immediately following the expiry of the “call-in” period for this meeting.

ALTERNATIVE OPTIONS: N/A

IMPLICATIONS:

Budget/Policy Framework: All Cost Implications are met from within existing budgets

Financial:

<u>CAPITAL EXPENDITURE</u>	2008/ 2009 £	2009/ 2010 £	2010/ 2011 £	2011/ 2012 £
Gross Increase in Capital Expenditure	-	-	-	-
Funded by:	-	-	-	-
Sefton Capital Resources	-	-	-	-
Specific Capital Resources	-	-	-	-
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure	-	-	-	-
Funded by:	-	-	-	-
Sefton funded Resources	-	-	-	-
Funded from External Resources	-	-	-	-
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

Legal: The revision of the Joint Municipal Waste Management Strategy requires public consultation.

Risk Assessment: The Council has a statutory duty to have a joint waste strategy with the other Merseyside District Councils – the risks come in securing formal agreement with all parties and then in collective delivery.

Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS

This is a formal consultation process for the revision of a mandatory strategy.

CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	√		
2	Creating Safe Communities	√		
3	Jobs and Prosperity	√		
4	Improving Health and Well-Being	√		
5	Environmental Sustainability	√		
6	Creating Inclusive Communities	√		
7	Improving the Quality of Council Services and Strengthening local Democracy	√		
8	Children and Young People		√	

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Statutory Guidance relating to Developing Municipal Waste Management Strategies.

Background and supporting information can be found at – www.dontwasteyoursay.org

Background

1. The Cabinet Member, Environmental will recall the report of 14th January 2009 relating to the remit for the formal revision of the statutory Merseyside Joint Municipal Waste Management Strategy (JMWMS) as required under the provisions of the Waste Emissions Trading Act and related statutory guidance.
2. Merseyside Waste Disposal Authority (MWDA) in partnership with the five Local Authorities – Knowsley, Liverpool, St Helens, Sefton and Wirral Councils (known as the Merseyside Waste Partnership) - is leading the formal review of the JMWMS to identify the best ways forward in delivering sustainable waste management for residents over the next twenty years. The formal review of the strategy must involve public consultation.
3. The Merseyside Waste Partnership is responsible for the total management of 767,000 tonnes of waste generated each year by 1.6 million Merseyside residents. MWDA manages 14 Household Waste Recycling Centres across the region, four waste transfer stations and the Materials Recovery Facility at Bidston, with individual districts responsible for collection of waste from households and local bring sites.
4. With a collective recycling rate of 33%, Merseyside has made significant improvements in its recycling performance in the last few years. However, more needs to be done as the cost of disposal to landfill is increasing. The Waste Partnership is committed to ensure the region continues to improve all aspects of waste management in the face of changing requirements and new legislation and an ever-present need to divert more and more waste away from landfill.
5. The Strategy was first published in 2005 and set out the guiding principles for the delivery of sustainable waste management on Merseyside over the period 2008-2020. This was updated in 2008 bringing it into line with changes in legislation, policy and performance, but kept the original aims and objectives. There was a commitment in the original Strategy to review the document after five years and that is what the Partnership is now doing.
6. A review of the Waste Strategy for England is due to be published next year by the Coalition Government and the Partnership is keen to ensure that the JMWMS is robust enough to meet the new challenges it faces over the coming years.
7. The Partnership has pledged to engage with residents on the development of the Strategy and previously announced that it was to launch a major public consultation during the Autumn of 2010.

8. The Partnership is committed to ensure that the services it provides meets the needs of the people it serves and to do this we will be consulting with as diverse and broad cross section of the community as possible, so we can seek to understand their concerns, listen to their ideas and discuss the options with them.
9. The Don't Waste Your Say consultation commenced on 5th October 2010 with a media launch and will provide a variety of ways residents can get involved.
10. The consultation starts with an element of widespread direct face-to-face engagement with a representative sample of 3,000 residents from across the five districts of Knowsley, Liverpool, St Helens, Sefton and Wirral and is planned to start on Tuesday 12 October for four weeks. Interviewers who will be calling at homes will have identification badges and letters of authority from MWDA. Officials, including Merseyside Police, will be notified of the activity.
11. During late October and early November, residents will have the opportunity to visit one of the planned 'Don't Waste Your Say' road shows, ask road show staff questions and find out more about the process. The road shows, which will be open from 10am to 5pm, will be at:
 - St Helens, Church Square (WA10 1BN) – Monday 25 October
 - Sefton, Chapel Street, Southport (PR8 1AF) – Thursday 28 October
 - Knowsley, Derby Road, Huyton Town (L36 5RT) – Friday 29 October
 - Liverpool, Williamson Square (L1 1EL) – Tuesday 2 November
 - Wirral, Liscard Way (Liscard Village/Lloyds TSB end) (CH44 5TL) – Thursday 4 November
12. After completion of the face-to-face survey and road shows, the public consultation moves on to engage with the community and explore key issues in greater detail through focus groups, each lasting for an hour and half. Groups will focus on;
 - Identifying barriers for respondents to actively do more in terms of waste management performance, including waste prevention and recycling.
 - Exploring the role of the Government, the community, the individual and the private sector (manufacturing, retail and service industries in particular) in reducing and managing their waste
13. The final element of the consultation is the online research community that will run for six weeks. Participants will be given an individual log-in to access the site where they can fill in various online surveys, post their views on the message boards, vote in Quick Polls, access articles and take part in online focus groups. Participants will be given reward points commensurate with their level of active input into the site and these points will be converted into High Street vouchers at the end of the consultation process.

14. Each week, the website will focus on a different theme such as key environmental concerns, food waste, shopping, reduction, reuse, recovery and waste management in the community.
15. By engaging people about a range of environmental and waste issues, the consultation process will be able to identify the key topics to explore and debate in more depth with residents as the consultations continues.
16. The consultation will run from October through to December 2010. All 360 Elected Members across Merseyside will be directly informed of and engaged in the consultation. The strategy review will be discussed at the relevant Overview and Scrutiny Committees in each of the Merseyside Councils in February 2011.
17. All residents may participate in the consultation via www.dontwasteyoursay.org