

Action	Responsibility	Date
<b>Recommendation 1: Review the Local Reward Scheme running in the borough with a view to implementing it more widely</b>		
<p><b>Comment from service:</b>                      A decision to implement a reward scheme across the Borough cannot be taken in isolation from other policy decisions on waste. An options review of potential approaches to reward that can be effectively monitored (the main challenge with reward schemes) will be completed by the summer. The Executive Mayor in Cabinet will consider this as part of a comprehensive strategic review of the Council's waste policies when making his decision on how to proceed.</p>		
An options review of potential approaches to reward that can be effectively monitored (the main challenge with reward schemes) will be completed by the summer for the Mayor in Cabinet.	Roy Ormsby / Liz Nelson, CLC	End of June 2016
<b>Recommendation 2: Promote and coordinate visits to the Material Recovery Facility for residents and estates staff</b>		
<p><b>Comment from service:</b>                      The service is already doing this and a number of visits have taken place, including with RPs and Members.</p>		
Send out next round of invitations to Landlords and monitor demand	Roy Ormsby / Liz Nelson, CLC	September 2016
Support the organisation of regular visits to the MRF, and promote through social media, housing associations, website, press release and other communications channels	Liz Nelson, CLC Communications, LPG	Ongoing

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Invite Members and the Mayor to a specific visit to the MRF and arrange for trade and local media coverage for free publicity	Liz Nelson, CLC Communications, LPG	March 2017
<b>Recommendation 3: Promote messages about recycling to residents through ESOL sessions</b>		
Veolia Education and Outreach team to devise a programme with Cultural Services that can integrate this messaging in to ESOL classes.	Roy Ormsby / Shazia Hussain, CLC	Sept 2016
Recycling elements will be in place in schemes of work for new ESOL programmes starting in September	Shazia Hussain, CLC	Sept 2016

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<p><b>Recommendation 4: Improve communication and education campaigns by making the additional costs associated with dealing with contaminated recycling waste explicit. Include clear explanatory messages about issues such as food waste and using black bin liners.</b></p>		
<p><b>Comment from service:</b>                      The team launched a recycling campaign in November 2015. Titled 'Let's sort it!' it featured local residents promoting the use of the correct bin for recycling and highlighted the cost of placing food waste, blacks sacks and other non-recyclable items in the purple recycling bins. The 'Let's sort it!' campaign was on bus shelters, billboards and on recycling vehicle sides. A detailed and pictorial leaflet was delivered to flatted properties and adverts have been in East End Life. The campaign was also supported by regular twitter feeds. This campaign is on-going and the campaign artwork and messages will continue throughout the year. It is hoped that the cost references associated with dealing with contaminated waste can be included in the next Council Tax leaflet. Where advice from communications indicates the appropriateness of the cost reference to securing engagement this will be included as a campaign reference where the opportunity arises.</p>		
<p>Reference the costs associated with dealing with Contaminated waste in the next Council Tax leaflet.</p>	<p>Roy Ormsby / Liz Nelson, CLC</p>	<p>January 2017</p>
<p>Where advice from communications indicates the appropriateness of the cost reference to securing engagement this will be included as a campaign reference where the opportunity arises.</p>	<p>Roy Ormsby / Liz Nelson, CLC</p>	<p>Ongoing</p>
<p>Review the existing suite of marketing materials to simplify content to ensure it is consistent, easy to understand and aligned with recommendations</p>	<p>Communications, LPG</p>	<p>March 2017</p>

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Regular feature in Bengali news to promote recycling amongst BME communities	Communications, LPG	Ongoing
Regular feature in council publications such as the new quarterly magazine to promote recycling including key statistics and facts including costs	Communications, LPG	Ongoing
<b>Recommendation 5: Promote recycling messages on paper communications from the council (e.g. envelopes)</b>		
<b>Comment from service:</b> The small cost associated with franking will be met within existing budgets.		
The council's franking machine will be changed to incorporate a recycling message.	Fiona Bowman (Interim Head of Facilities Management), D&R	September 2016

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<p><b>Recommendation 6: Improve the size, quality, quantity and distribution of bags provided for residents for recycling waste, for example:</b></p> <ul style="list-style-type: none"> <li>• <b>Introduce smaller bags;</b></li> <li>• <b>Increase the number of bags produced to meet demand; and</b></li> <li>• <b>Increase the number of collection points bags can be obtained</b></li> </ul>		
<p>This needs to form part of a wider review of containerisation for the future and ensure it meets the needs of waste reduction, recycling, avoidance and re-use in the future</p>	<p>Roy Ormsby / Liz Nelson, CLC</p>	<p>March 2017</p>
<p>The team, working with Veolia Communications, Education and Outreach, will be piloting the use of reusable recycling bags on a number of blocks. This is a small scale pilot targeting around 400 residents using two different sizes of bags. Residents will be engaged and feedback sought to help determine whether this is a viable option for the future.</p>	<p>Roy Ormsby / Liz Nelson, CLC</p>	<p>March 2017</p>

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<b>Recommendation 7: Introduce a re-balancing of general and recycling waste bins on estates in the borough</b>		
<p><b>Comment from service:</b>                      This needs to form part of a wider review of containerisation for the future and ensure it meets the needs of waste reduction, recycling, avoidance and re-use in the long-term. This is not a decision that can be made in isolation from wider strategic waste policy decisions. This will be considered by the Executive in the context of the council’s waste policy review linked to the procurement strategy for waste services.</p>		
Include re-balancing in the wider review of containerisation which will be undertaken as part of the review.	Roy Ormsby / Liz Nelson, CLC	March 2017
Including re-balancing as part of the procurement strategy for waste services	Roy Ormsby / Liz Nelson, CLC	March 2017

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<p><b>Recommendation 8: Undertake a feasibility study to assess the suitability of a range of alternative service design improvements including re-use facilities in the borough.</b></p>		
<p><b>Comment from service:</b>                      Assessment of the effectiveness of current service design is already underway as part of the strategic review of the Waste Service. It is likely to involve a major review of waste capacity provision and must take into account future waste, population and contractual needs. Much of the critical infrastructure supporting effective waste and recycling is not owned or controlled or designed by the Council or its contractors. The review of waste service will consider how the Council can encourage developers and landlords to adopt more effective and consistent approaches to waste containment and recycling. This is unlikely to take the form of a feasibility study and is more likely to engage policy, relationship management, partnership development and planning guidance issues.</p>		
<p>Incorporate assessing the suitability of a range of alternative service design improvements as part of the strategic review of waste services.</p>	<p>Roy Ormsby, CLC</p>	<p>March 2017</p>
<p>Evaluate the new forms of bin (lockable and caged) currently being piloted</p>	<p>Roy Ormsby / Liz Nelson, CLC</p>	<p>September 2016</p>

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<p><b>Recommendation 9: Promote the THHF public-realm sub group, encourage attendance and the sharing of good practice amongst Registered Providers.</b></p>		
<p><b>Comment from service:</b>                      The Mayor has recently met with the Local Strategic Partnership Executive to agree a programme to remodel and re-launch it. THHF have been clear about their ongoing support for the Local Strategic Partnership and see the THHF public Realm sub group as an important part of the Partnership Infrastructure.</p>		
<p>Promote the THHF public-realm sub group via the THHF website – particularly when any major events such as the Caretakers conference happen.</p>	<p>Tracey St Hill, D&amp;R</p>	<p>March 2017</p>
<p>Ensure at least 4 Public Realm sub-group meetings occur each year</p>	<p>Tracey St Hill / Chair of sub-group, D&amp;R</p>	<p>December 2016</p>
<p>Ensure that recycling good practice is shared among the RPs attending the Public Realm sub-group</p>	<p>Tracey St Hill / Chair of sub-group, D&amp;R</p>	<p>Ongoing</p>
<p>Encourage RPs to work with the Council to promote recycling targets within their respective organisations</p>	<p>Tracey St Hill, D&amp;R / Roy Ormsby, CLC / Chair of sub-group</p>	<p>Ongoing</p>
<p>The Mayor will be meeting with representatives of Borough RPs later this year to address key environmental issues including waste management and recycling.</p>	<p>Corporate Director CLC / Robin Beattie, CLC</p>	<p>TBC</p>

<p>The Partnership Executive Board will define the partnership priorities at a meeting in June but have already indicated that environmental management issues will be important to them.</p>	<p>Robin Beattie, CLC</p>	<p>June 2016</p>
<p>Working with colleagues to raise the profile of the THHF public realm sub-group through regular coverage of the successes and achievements of the group via 'real stories' and case studies. (Promoted via managers' bulletin, TH Now, Intranet etc)</p>	<p>Communications, LPG</p>	<p>Ongoing</p>
<p><b>Recommendation 10: Amend Local Plan policy DM14 Managing Waste to provide more explicit guidance on waste and recycling facilities.</b></p>		
<p><b>Comment from service:</b> DM14 encourages the development industry to demonstrate how a proposal will help minimise waste and maximise recycling. As part of the Local Plan preparation, there is a scope for this policy to be updated based on a new Waste Management Strategy, which has been commissioned by the Plan Making team with support from the council's Waste team. One of the main aims of this study is to help the council to develop options for efficiently managing waste collection in high density development, including looking into new technology. However, all the policy requirements set out in the new Local Plan is subject to a viability assessment. This is to ensure that the Plan is deliverable. In addition, it is for the Waste Team to further advise the Plan Making team whether or not a supplementary guidance will be a more effective tool to respond to the growing needs in waste.</p> <p>The use of S106/CIL to help improve recycling facilities on estates is currently reviewed by Infrastructure Planning Team through its Draft Revised Planning Obligations SPD and Regulation 123 List. These two documents will be submitted to Cabinet for public consultation in April 2016.</p>		
<p>Consult on the Local Plan Waste Evidence base</p>	<p>Owen Whalley / Adele Maher, D&amp;R</p>	<p>November – December 2016</p>
<p>Consult on the Local Plan Waste Policy</p>	<p>Owen Whalley / Adele Maher, D&amp;R</p>	<p>November – December 2016</p>
<p>Consult on the Revised Regulations 123 List and Planning Obligations SPD</p>	<p>Owen Whalley / Adele Maher, D&amp;R</p>	<p>April – June 2016</p>

**Recommendation 11: Work with developers to incorporate innovative general waste and recycling waste management systems into the Isle of Dogs opportunity area, area planning framework where possible.**

**Comment from service:** The Council is working in partnership with the GLA on the Isle of Dogs Opportunity Area Plan Framework (OAPF) and in other regeneration initiative areas such as the Housing Zone and in Whitechapel. The Mayor and the Lead Member for Strategic Development are both sitting on the Strategic Board to influence the direction of travel of the project. The overall infrastructure provision to support the level of growth planned for is a major concern which the council shares with the GLA. The Plan Making team will link in with Infrastructure Planning team to continue to raise this with the GLA to ensure on-going discussions with developers in respect of infrastructure provision, including incorporating innovative general waste and recycling waste management systems into the area.

Influence the content of the GLA's draft OAPF document	Owen Whalley / Adele Maher, D&R	August 2016
Respond to public consultation of the Draft OAPF document	Owen Whalley / Adele Maher, D&R	September 2016

**Recommendation 12: Lobby Government to require packaging industry to include standardised recyclability messages on all recyclable material.**

**Comment from service:** In London, we have got the London Waste and Recycling Board (<http://www.lwarb.gov.uk/what-we-do/>), which can be considered as a useful group to help lobby the government on this matter. Lobbying government for policy change is a political responsibility. Officers can provide the relevant technical context for specific arguments and can respond to requests by government for technical observations on proposed changes to policy or law. It would be inappropriate to task officers with the responsibility to actively lobby government directly for policy change.