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Date: 22nd June 2023

To Whom It May Concern,

A multi-locational meeting of the **Joint Scrutiny Committee** will be held in Penallta House and via Microsoft Teams on **Wednesday, 28th June, 2023 at 5.00 pm** to consider the matters contained in the following agenda. Councillors and the public wishing to speak on any item can do so by making a request to the Chair. You are also welcome to use Welsh at the meeting, both these requests require a minimum notice period of 3 working days. A simultaneous translation will be provided on request.

Members of the public or Press may attend in person at Penallta House or may view the meeting live via the following link: <https://civico.net/caerphilly>

This meeting will be live-streamed and a recording made available to view via the Council's website, except for discussions involving confidential or exempt items. Therefore the images/audio of those individuals speaking will be publicly available to all via the Council website at www.caerphilly.gov.uk

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Christina Harrhy'.

Christina Harrhy
CHIEF EXECUTIVE

A G E N D A

Pages

1 To receive apologies for absence.

A greener place Man gwyrddach



2 Declarations of Interest.

Councillors and Officers are reminded of their personal responsibility to declare any personal and/or prejudicial interest(s) in respect of any item of business on this agenda in accordance with the Local Government Act 2000, the Council's Constitution and the Code of Conduct for both Councillors and Officers.

To receive and consider the following report: -

3 A Routemap to Inform Our Resource and Waste Strategy.

1 - 94

Circulation:

Councillors M.A. Adams, Mrs E.M. Aldworth, C. Bishop, A. Broughton-Pettit, M. Chacon-Dawson, R. Chapman, Mrs P. Cook, D. Cushing, C.J. Cuss, D.T. Davies, N. Dix, G. Ead, C. Elsbury, G. Enright, K. Etheridge, M. Evans, A. Farina-Childs, Mrs C. Forehead, A. Gair, C.J. Gordon, D.C. Harse, T. Heron, A. Hussey, D. Ingram-Jones, M.P. James, L. Jeremiah, G. Johnston, S. Kent, A. Leonard, C.P. Mann, A. McConnell, B. Miles, B. Owen, T. Parry, L. Phipps, M. Powell, D.W.R. Preece, Mrs D. Price, H. Pritchard, J.A. Pritchard, J. Rao, J. Reed, J.E. Roberts, S. Skivens, J. Taylor, C. Thomas, A. Whitcombe, L.G. Whittle, S. Williams, W. Williams, J. Winslade, K. Woodland and C. Wright

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JOINT SCRUTINY COMMITTEE – 28TH JUNE 2023

SUBJECT: A ROUTEMAP TO INFORM OUR RESOURCE AND WASTE STRATEGY

REPORT BY: CHIEF EXECUTIVE

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1. PURPOSE OF REPORT -

- 1.1 To seek the views of Scrutiny Committee on the Council's draft Routemap that sets out the principles of an emerging waste strategy in advance of it being presented to Cabinet.
- 1.2 To seek the views of Members on the proposed immediate interventions to improve recycling performance in Caerphilly.
- 1.3 To set out a timeframe and associated milestones for Member engagement and scrutiny in developing the Council's Resource and Waste Strategy.

2. SUMMARY

- 2.1 We are globally in a climate emergency and members are fully aware and committed to doing all the Authority can, to reduce the impact of climate change, declaring a climate emergency in 2019 and pledging to become net zero by 2030.
- 2.2 Unsustainable consumption of precious resource and waste disposal has a significant impact on our environment and cannot be decoupled from its impact on our climate. Taking steps to reduce consumption and move away from traditional linear resource models of make, buy, dispose, to a sustainable circular model. As we transition to a Circular Economy, precious resources are kept in use for longer, maximising material quality and offering social and economic opportunities.
- 2.3 As a public body we will ensure we work with our communities to protect the long-term impact of our decisions in line with the Well-Being and Future Generations Act (2015) and the Environment Act (2021). It is clear we cannot make the required step changes alone and a collective effort from residents, the workforce and the wider community will be essential to reduce consumption and improve waste and recycling in Caerphilly. A community education plan will be developed.
- 2.4 We will be guided by the Welsh National Waste Strategy, Towards Zero Waste (2010) and the Beyond Recycling - A Strategy to make the Circular Economy in Wales a reality

(2021) as well as the forthcoming Workplace Recycling Regulations. The Welsh Government has set an overall zero waste target by 2050 and challenging recycling targets for councils in the interim period. These are statutory targets and an Authority can be fined if they are not achieved. The current target of 64 percent is already in place and stretches further to 70 percent from next year (2024-25). The recycling rate in Caerphilly, was 59.70 percent in 2021-22 and projected at 60.7% for 2022/23 which is well below the levels required to achieve the current and future targets. Consequently, the Authority continues to be at risk of significant fines. Dialogue with the Minister for Climate Change and senior Welsh Government officials has led to the development of a Resource and Waste Route Map to address the performance of the Authority.

- 2.5 The Route Map sets out the plan to ensure Caerphilly meets and exceeds statutory performance targets, whilst being realistic about the timescales and resources required to meet these ambitions. It has been developed in line with the waste hierarchy (Image 1), supporting the principles of waste prevention and minimisation, supporting re-use, recycling and finally residual recovery and landfill for items not suitable for re-use or recycling.

Image 1 – Waste Hierarchy



- 2.6 In developing the route map a number of early interventions for the period 2023-2025, have been identified. Collectively, it is anticipated these will contribute to an initial uplift in recycling performance starting the journey for long term change.
- 2.7 The route map builds upon previous work and sets out the long-term plan to ensure Caerphilly meets and exceeds statutory performance targets. It sets out the anticipated

timescales and resources required to deliver a high-quality service that maximises material quality and supports the transition to a Circular Economy offering social and economic opportunities.

3. RECOMMENDATIONS

- 3.1 Through critical questioning, Members scrutinize the principles of the draft Routemap.
- 3.2 To consider and offer comments regarding the proposed early interventions, anticipated to increase current recycling performance, along with the proposal to establish a specific reserve of £2.347m funded from uncommitted capital earmarked reserves.
- 3.3 To consider the proposed Member task and finish group to assist in the development and delivery of the draft Routemap and associated Strategy thereafter.

4. REASONS FOR THE RECOMMENDATIONS

- 4.1 The Council pledged to become net zero by 2030, reducing consumption and decarbonising the waste and recycling services, is a key part of reaching this pledge.
- 4.2 The Route Map sets out the strategic direction to reduce waste and exceed Welsh Government statutory recycling targets, including short term interventions aimed at increasing performance by 2025-26.
- 4.3 The Authority is at risk of circa £2m per annum fines for not reaching statutory recycling targets, the Minister previously took the decision not to fine Caerphilly subject to a root and branch review and to take actions to meet its targets. The Resources and Waste Route Map sets out the long-term ambitions from which the new strategy will be developed and provides evidence to the Minister of Caerphilly's commitment to make change.

5. THE REPORT

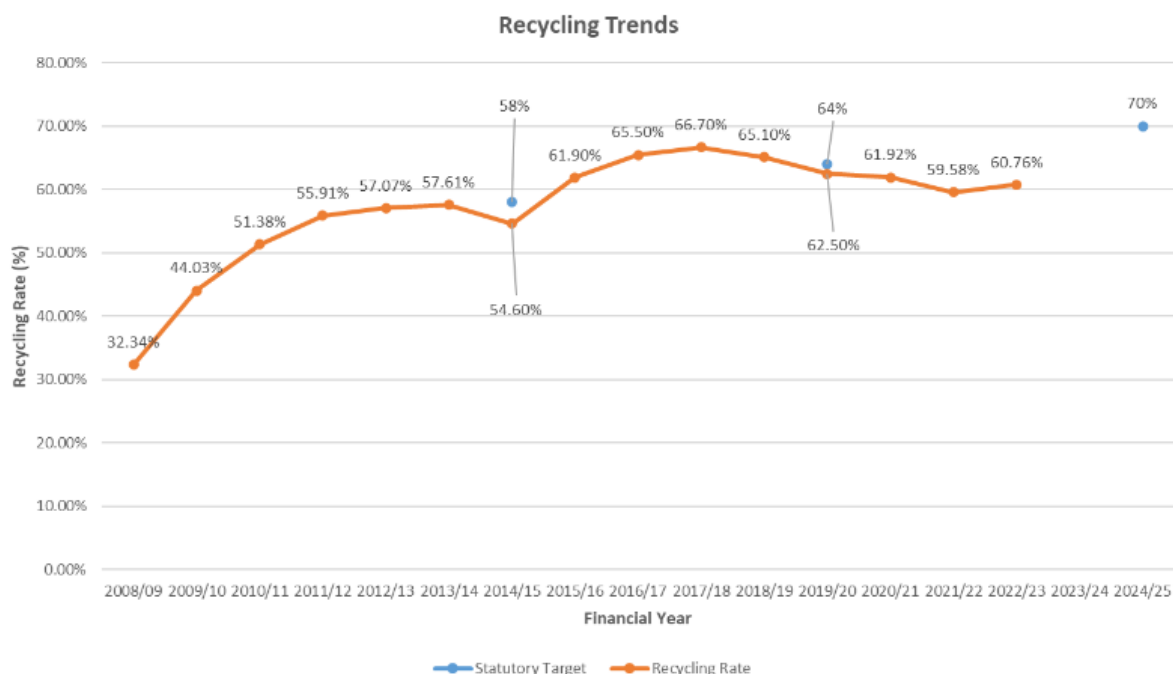
- 5.1 In responding to the Climate emergency, Caerphilly has pledged to become net zero by 2030. Addressing consumption and decarbonising the waste service is a key component of this challenge.
- 5.2 The Welsh Government, Towards Zero Waste strategy (2010), set out a series of challenging recycling targets for Local Authorities and through the Waste (Wales) Measure (2010), made the targets from 2012-13 and beyond, statutory. This status allows Welsh Government to levy financial penalties against Councils that fail to achieve them. The statutory targets are weight based and have increased gradually over time. These are outlined below:

Table One: Welsh Government Recycling Targets 2010 - 2025

	2010/12	12/13	15/16	19/20	24/25
Min. levels of reuse & recycling/composting (or AD)	40%	52%	58%	64%	70%
Min. proportion of reuse/recycling/composting from source separation*	80%	80%	80%	80%	80%
Max. level of landfill	-	-	-	10%	5%
Max. level of energy from waste	-	-	42%	36%	30%
Min. levels of preparing for reuse (excluding Waste Electrical and Electronic Equipment (WEEE))	-	0.4%	0.6%	0.8%	1.0%

5.3 Caerphilly has historically performed well against these targets, achieving 66.7 percent in 2017-18, significantly higher than the then target of 58 percent. However, over the last three years recycling performance has declined and since 2019-20 has performed below the 64 percent target. Caerphilly's recycling performance is outlined below.

Graph One Caerphilly Recycling Performance and Statutory targets





5.4 In the current national Welsh Government waste strategy, Beyond Recycling - A Strategy to make the Circular Economy in Wales a reality (2021), the Welsh



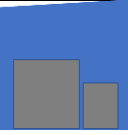
Government has stated they will work with Local Authorities and other key partners to develop further future recycling targets in line with their pathway to zero waste, with the ultimate aim of achieving 100 percent recycling by 2050. Welsh Government indicate that they will put in place further minimum statutory recycling targets for Local Authorities beyond 2025, potentially at a level of 80 percent by 2033.

5.5 The 2021/22 recycling level 59.7 percent and the projected level of 60.7% for 2022/23 are well below the levels required to achieve the 70 percent statutory target by next year (2024-25) and the Authority is at risk of significant fines. Decisions to fine an Authority are considered on its own merits and the Minister for Climate Change, took the decision for the period 2019-20, not to fine Caerphilly, subject to a root and branch review of the services and a commitment to take action.

5.6 In reviewing performance and seeking to address the issues, the following challenges have been identified:

Table 2 Key Challenges

	Challenge	Kerbside	HRC	Evidence (2021-22 performance & efficiency review)	Opportunity
 Reduce	Residents in Caerphilly are producing comparatively more residual waste	✓	✓	368kg/hh/yr which is 91kg/hh/yr higher than the national average of 277kg/hh/yr for 2022/2023.	Reduce overall consumption
	There are high waste arisings at Household Recycling Centres (HRCs), especially residual waste.		✓	Compositional analysis confirms that more than half, 58.5 percent of the residual kerbside stream contained material that could be recycled, using existing services.	
 Reuse	Material Reuse at Household Recycling Centres (HRCs) has been historically low but a reuse shop at Penallta was opened in October 2022		✓	Reported dry reuse for 2021/22 was 250.22 tonne, which is 167.84 tonnes less than the national average of 418.06 tonne.	Maximise reuse opportunities to move towards a Circular Economy in Wales

 <p>Recycle</p>	<p>There are high levels of contamination in the existing co-mingled kerbside collection of recyclable material</p>	<p>✓</p>		<p>20-23 percent of all waste collected at the kerbside for recycling is not able to be processed as recycling. This consists of untargeted materials e.g Tetrapak and contaminants e.g food waste</p>	<p>Improve material quality to move towards a Circular Economy in Wales.</p>
	<p>HRC on site recycling yields are low</p>		<p>✓</p>	<p>Reliance on secondary sort of residual waste containers which is costly and over recent years recovery rates have declined.</p>	<p>Improving the HRC recycling offer on site through a user friendly, recycling first provision with opportunities to maximise reuse</p>
 <p>Recover</p>	<p>Caerphilly has the highest quantity residual waste per person in Wales</p>	<p>✓</p>	<p>✓</p>	<p>368kg/hh/yr which is 91kg/hh/yr higher than the national average of 277kg/hh/yr for 2022/2023</p>	<p>Reduce overall residual waste</p>
	<p>There are high levels of recyclable material in the residual stream.</p>	<p>✓</p>		<p>Compositional analysis confirms that more than half, 58.5 percent of the residual kerbside stream contained material that could be recycled, using existing services.</p>	<p>Move materials from residual to recycling streams</p>
	<p>There are high levels of food waste in the residual stream.</p>	<p>✓</p>		<p>Highest percentage of recyclable waste in the residual bin was food, 30.9 percent</p>	<p>Reducing avoidable food waste and moving food waste from residual bin to existing food waste service.</p>
 <p>Infrastructure</p>	<p>The HRC network is under pressure and access to the Trehir site is challenging</p>		<p>✓</p>		<p>Ensuring user friendly, modern, efficient HRC provision is important to support</p>

	and requires a long-term investment plan.				wider service changes
	The current Waste Transfer Station at Full Moon requires significant investment and there are concerns about suitability/capacity at this site for future requirements	✓	✓		The future Resource and Waste strategy cannot be considered in isolation, developing compliant, efficient and effective infrastructure that supports a safe working environment and is suitable for our environmental aspirations must be delivered alongside the future strategy.

5.7 The Routemap (Appendix 1) builds on previous work and sets out the long-term plan to ensure Caerphilly meets and exceeds statutory performance targets. It sets out the anticipated timescales and resources required to deliver a high quality service that maximises material quality and supports the transition to a Circular Economy offering social and economic opportunities.



5.8 To link to Waste Hierarchy, the following key objectives and associated actions have been set :

Table Two: Resource and Waste Route Map Objectives

Objective One Prevention	Objective Two Reuse	Objective Three Recycling	Objective Four Recovery
Reduce the overall waste arisings	Maximise repair and reuse	Increase quality and proportion of recycled material	Optimise contribution to renewable energy
<ul style="list-style-type: none"> Promote minimisation messages alongside targeted campaigns Develop and promote a network of library of things Reduce use of single use items including plastic and encourage others to follow Develop and promote home composting 	<ul style="list-style-type: none"> Expand reuse at HRC including making it easy to donate items Promote network of repair and reuse 	<ul style="list-style-type: none"> Increase opportunities for community to recycle e.g. separate litter and pop up events Increase participation in food waste Develop HRC to capture as much recycling as possible Introduce pre-sort requirements at HRC 	<ul style="list-style-type: none"> Reduce residual waste arisings sent to recovery through residual capacity/frequency reductions Review the garden waste collection service Enhance recovery of methane from organic waste

<ul style="list-style-type: none"> • Introduce HRC booking system – subject to trial and positive outcomes • Support Extended Producer Responsibility and Deposit Return Scheme implementation to comply with new legislation 		<ul style="list-style-type: none"> • Work together with wider public sector to tackle hard to recycle streams • Expand trade recycling collections to comply with new legislation • Improve HRC operations • Expand the range of materials collected for recycling at HRCs and the kerbside, to further improve performance and meet future legislative requirements 	<ul style="list-style-type: none"> • Optimise collections and move to ultra-low emission vehicles • Reduce waste sent to landfill
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Objective Five – Helping our residents.

- Wide ranging communication, engagement and behavioural campaign
- Digitalise the service making it as easy as possible for residents to engage whilst maximising service efficiencies by providing robust performance data
- Clear, consistent messaging and signposting
- Making desired behaviours as easy as possible
- Prepare a community education programme

5.9 To support the development of the route map, a transformation programme will be mobilised consisting of five “pillar projects” and five “enabling themes”. Each project and theme will be delivered by project teams.

5.10 Pillar projects

Household Recycling Centres – There are six HRCs managing circa 22,000 tonnes of material. A full review of sites will be undertaken, to ensure they are fit for purpose, increasing re-use and recycling opportunities and reducing residual waste. This will include a review of future site provision, developing a business case for change and implementing the recommended changes.

Kerbside Dry Recycling – Undertake a review of kerbside recycling to improve the capture and quality of material collected. Using best practice and taking an evidence-based approach, this pillar project will utilise data gathering and modelling to inform the business case for the future service and will also include the mobilisation of any service changes.

Kerbside Organic Recycling – Promote and improve existing service offers for organic kerbside collection including increasing food waste participation and developing long term plans for garden waste.

Kerbside Residual – Kerbside residual waste capacity and frequency will be reviewed. A detailed Equalities Impact Assessment will be undertaken to assist in the development of support services to assist any future changes.

Trade Waste Services - This project pillar will seek to meet the new regulations for business, third and public sector organisations across the county borough by mobilising trade waste services that include the separate collection of in scope recyclable materials.

- 5.11 The Enabling themes will run across all five pillars and support the delivery of the transformation route map.

Communication and Engagement - Following stakeholder mapping, a detailed, comprehensive and multipronged communication and engagement plan will be developed to support the delivery of the strategy. This enabling stream will permeate across the whole programme. Behavioural insight, participation mapping and nudge theory will form the foundation for the various campaigns and they will adapt and evolve as we move through the stages of the route map.

Workforce Engagement - The workforce is a key enabler to the overall success of this new approach. These changes will directly impact them and should not be underestimated. This workstream will support ongoing staff engagement, staff training, workforce consultation, health and safety and the development of new policies. This will include engagement with the workforce and their Trade Unions throughout.

Infrastructure - Building upon previous work undertaken, develop and deliver a comprehensive infrastructure strategy that supports the strategy. This will include the consideration of a Waste Transfer Station, depot requirements as well as a long-term plan for HRC provision.

Ultra Low Emission - Develop a strategy to deliver long term aspirations for an ultra-low emission fleet including procurement and required infrastructure.

Digital Offer – In line with the Council’s corporate Customer and Digital strategy, the digital capability of the service is essential to drive efficiencies and to provide end to end service information to help monitor, measure and review the service continually to ensure it meets citizen requirements. Digital deliverables include: route optimisation, front end systems and in cab devices and this work will seek to maximise opportunities to work smarter. This vital data will form a key element in understanding community behaviour changes at a hyper local level.

- 5.12 In developing the Route Map, a number of priority interventions for the period 2023-2025, have been identified, some of these are anticipated to increase recycling performance in the short term which prompts the beginning of the journey for long term change.

Table Three, Priority Interventions to increase recycling for delivery between 2023-2025

Pillar / Enabling theme	Activity	Projected Percentage point increase
Pillar 1, HRC provision	Implement recommendations from the recent WRAP observational study in relation to signage and site layout, to move focus to recycling rather than waste disposal.	1%

	<p>Introduce recycling pre-sort requirement across the HRC network. This will require site users to bring waste to the site segregated into its various material fractions.</p> <p>Improve customer engagement across the Network through the introduction of additional customer trained operatives on site.</p> <p>Introduce a trial booking system on one site (Trehir), followed by a roll out to the remaining sites if the trial proves successful. It is proposed that the trial is undertaken at Trehir due to it being the busiest site with the highest concentration of population and the options to reassign to an alternate site will be lessened.</p>	
Pillar 2, Kerbside Dry Recycling	<p>A widespread informational campaign will be launched, supported by WRAP's well established "Be Mighty" campaign to reinforce messages of acceptable materials.</p> <p>The information campaign will be further supported with a behaviour change campaign. The campaign will run alongside the informational campaign and will focus on the "why recycle?" designed to evoke an emotional response and focus on the impacts of non-participation. To support the behaviour change campaign, engagement and education staff will directly engage with residents on the doorstep to promote and maximise recycling opportunities. This will include an ongoing campaign within our schools to ensure our younger people are engaged.</p> <p>Additional capacity requirements will be discussed on an individual basis and extra containers provided on a case by case basis.</p>	1%
Pillar 3, Kerbside Organic Recycling	<p>Campaign 1 and 2 will have a significant focus on food waste participation messages, both informational and emotive to evoke a behaviour change. To support the behaviour change campaign engagement and education staff will engage with residents on the doorstep.</p> <p>This will include an ongoing campaign within our schools to ensure our younger people are engaged.</p> <p>This will be further supported by the introduction of free caddy liners for 1 year. 6 month supply of liners will be delivered to properties with an accompanying information booklet. The impact of this intervention will be reviewed thereafter.</p> <p>The team will continue with the "Mash for Cash" food waste incentivisation campaign and consider</p>	1%

	<p>rebranding and relaunching the campaign to align with the behaviour change campaign.</p> <p>Additional capacity requirements will be discussed on an individual basis and extra containers provided on a case by case basis.</p>	
Pillar 4, Kerbside Residual	Engage with residents to maximise recycling through the enforcement of existing residual waste policies, that include for top hatting (bags stacked on top of the bin) and side waste.	
Pillar 5, Trade Service	<p>Review existing service to ensure the residual trade waste service is competitive and has a focussed customer base.</p> <p>Develop business case for future trade recycling services and implement new service in line with the new commercial waste regulations.</p>	1%
Enabling Theme 1, Communication and Engagement	<p>Extensive and continuous communication is an essential ingredient throughout this programme of change. It is therefore weaved throughout each pillar, forming a vital part of service change and increased participation.</p> <p>The multipronged approach will see the delivery of two campaigns running alongside one another, the first will focus upon reinforcing information about how to recycle effectively and the second will focus upon the theme of behaviour change, focussing on the “why recycle?”.</p> <p>The campaigns will be delivered across various media channels in order to ensure we reach all segments of the community and will feature a range of key messages tailored to the audience, including our schools.</p> <p>The bespoke campaigns will be further supported by WRAP’s highly recognised “Be Mighty” campaign which focuses on a sense of teamwork and togetherness.</p> <p>Combined together all 3 campaigns will ensure we communicate the How, Why and Teamwork required to achieve success.</p>	
Enabling Theme 2, Workforce Engagement	<p>Initial meetings have held with the Trade Unions and workforce on the route map and its priority interventions. This engagement will continue throughout the programme of change and in the development of the waste strategy</p> <p>Identify key training requirements necessary to implement the interventions. This has already</p>	

	<p>commenced with additional customer service training for HRC operatives.</p> <p>Engage with collection crews on the transition to digitisation and round configuration</p>	
Enabling Theme 3, Infrastructure	Consideration of future requirements for waste transfer station and depot requirements	
Enabling Theme 4, Ultra Low Emissions	Consider opportunities for ULEV when reviewing the vehicle replacement strategy. Explore issues around charging infrastructure at Tiryberth depot. Extend the roll out of electric small supervisor vans	
Enabling Theme 5, Digital Offer	Introduce a digital mobile solution for waste collection rounds to improve efficiencies and enhance the customer experience. Linking to the back office it will enable officers to respond proactively and develop a targeted and individual approach to education and communication as well improve customer interactions and journeys.	1%

5.13 The engagement and support of elected members is crucial in shaping the policies and procedures that will be necessary to support the delivery of the Resource and Waste Route Map and the Strategy that will be developed thereafter. It is therefore proposed that a scrutiny task and finish group is established consisting of a maximum of 10 members, will all scrutiny committee members invited to express an interest. The group will report to the Housing and Environment Scrutiny Committee or a Joint Scrutiny Committee meeting, with its findings and recommendations.

5.14 It is clear we cannot make the required step changes alone and a collective effort is required. It is important that residents, and our communities have the opportunity to shape proposals and it is proposed that as the strategy is developed, a far-reaching consultation process is undertaken. Returning to Scrutiny in the Autumn a fully drafted Resource and Waste Strategy will be presented in advance of seeking approval from Cabinet to commence public consultation. The consultation will utilise a range of channels to ensure the process is fair, equitable and representative. Undertaken over an extended period in early 2024, and a further report will be considered by the Council joint scrutiny and cabinet thereafter,

Conclusion

5.15 The Council's Waste and Recycling service needs to improve to support the transition to Net Zero by 2030 and meet current and future statutory recycling targets. The resource and waste route map presented sets out the long-term ambitions for the service, structured around the waste hierarchy and with decarbonisation and reducing consumption at its heart. It includes immediate interventions that are intended to support behaviour change and achieve an initial uplift against current baseline recycling performance. It also sets out a longer-term programme of change structured with five pillar projects and five enabling themes.

The challenges to deliver such wide-ranging change should not be underestimated and the route map sets out realistic timescales to deliver the step change required. To

do this, the Council and its residents are going to need to work differently and together, as it is clear we cannot do this alone.

Our Team Caerphilly approach will help us deliver our ambition of being an exemplar Resource and Waste Council and importantly taking positive action now to preserve the Caerphilly of tomorrow for our future generations.

6. ASSUMPTIONS

- 6.1 The Authority remains at risk of a fine being levied for not meeting statutory recycling targets. It is assumed that by demonstrating commitment to the Resource and Waste Route map and development and delivery of the new Strategy, the Authority will be able to demonstrate its commitment and make the progress required to avoid future fines.
- 6.2 The immediate interventions to deliver an increase to baseline recycling performance have been reviewed and are assumed they will be achievable within the timescales detailed.
- 6.3 It is assumed that resource from WRAP Cymru will be made available as part of the Welsh Government funded Collaborative Change Programme to support the immediate interventions identified.
- 6.4 It is assumed that subject to the five-case business model and approvals, Welsh Government funding and future Cabinet approvals will be made to support the investment needed to deliver the Resource and Waste Route Map.

7. SUMMARY OF INTEGRATED IMPACT ASSESSMENT

- 7.1 The respective IIA forms have been drafted and are attached in Appendices 2 and 3 and provide contingency arrangements to meet the needs and aspirations of our residents with protected group characteristics and special requirements. These will be further refined following consideration of the public consultation feedback.

<https://www.caerphilly.gov.uk/caerphillydocs/ia/ia-form-waste-strategy-report>

<https://www.caerphilly.gov.uk/caerphillydocs/ia/ia-form-hwrc-booking-system-a-pre-sort>

8. FINANCIAL IMPLICATIONS

- 8.1 There are considerable financial implications associated with the full strategy, these will be fully considered when the strategy is brought forward to Cabinet, following consultation. At the same time a full five case business model will be developed and an understanding of Welsh Government funding support to deliver the full strategy will be provided.
- 8.2 It is important to highlight that the Council faces potential Welsh Government financial penalties for not achieving recycling targets, equating to £200k for each percentage point below target. The current recycling performance for 2021-22 (last full year of ratified data) is 59.67 percent, against a target of 64 percent and 70 percent from next

year. At 10 percent below target the Authority is at risk of a £2m fine per annum unless it acts.

8.3 The following table highlights the work needed to be undertaken in the short term. The estimated costs are £2.347m for an initial two-year period and cover the development of the strategy, consultation, and the immediate interventions identified to improve recycling performance in the short term and demonstrate progress towards targets whilst a full strategy is developed.

Pillar / Theme	Activity
	<p>Additional 2 year fixed-term appointments within the waste team to support the implementation of the actions detailed below: -</p> <ul style="list-style-type: none"> • Information Liaison Officer x 1 (£69k) • Technical Assistant x 1 (£86k) • Data Entry Administrator x 1 (£63k) • Recycling Advisors x 6 (£462k) • Health & Safety Officer x 1 (£97k)
Pillar 1, HRC provision	<p>Sites improvements to include new signage, new branded uniforms, and site reconfiguration (£20k)</p> <p>Implementation of a Digital Booking system (cost included in Enabling Theme 5 below)</p> <p>Nine additional staff at HRCs to implement service changes and improve customer engagement (£567k)</p>
Pillar 2, Kerbside Dry Recycling	Provision of Extra Bins - Based on a projected additional 8,000 bins (£180k)
Pillar 3, Kerbside Organic Recycling	<p>Provision of free food waste liners for 12 months only (£255k)</p> <p>Extra caddies to respond to any increases in participation - Based on a projected additional 10,000 caddies (£52k)</p>
Pillar 4, Kerbside Residual	Stickers for top hatting/side waste (£18k)
Pillar 5, Trade Service	A business case will be developed
Enabling Theme 1, Communication and Engagement	Communication costs to support the delivery of the interventions including advertising, design costs, events, and leaflets (£128k)
Enabling Theme 2, Workforce Engagement	Continue discussions with TU's and the workforce
Enabling Theme 3, Infrastructure	Review and develop proposals

Enabling Theme 4, Ultra Low Emission	Review and develop proposals
Enabling Theme 5, Digital Offer	Complete end to end waste digital solution (£350k)

8.4 It is proposed that the initial short-term costs of £2.347m are funded through the establishment of a specific reserve funded from current uncommitted capital earmarked reserves.

9. PERSONNEL IMPLICATIONS

9.1 The proposals in the Resource and Waste Route Map and immediate interventions to increase recycling would mean changes to the waste service and working practices. None of the changes will result in a reduced number of staff within the services but will require an increase in staffing levels as identified in 8.3, albeit that the initial increase in posts will be funded on a fixed-term basis as part of the proposed establishment of a £2.347m reserve.

9.2 The workforce has a key role to play to making the step changes required and will be engaged in the development of this strategy.

9.3 The future strategy that will be developed as part of the route map, will be subject to full consultation in 2024 and a workforce plan to support future service delivery will be developed, which will be fully costed and included in future Cabinet reports. HR and the Trade Unions will be fully engaged in this process.

9.4 The scale of changes within the route map and subsequent strategy are wide ranging and support will be required from across the Council to deliver the changes. The programme of projects detailed within this report will be managed and delivered through a robust project management process which will involve all key service areas from across the Council.

10. CONSULTATIONS

10.1 In November/December 2022, the Council commenced a phase of engagement called 'What matters to you?'. This highlighted:

- 93 percent of respondents agreed that waste collection and recycling services should continue to be a priority when planning council services and budgets for 2022/23 and beyond.
- 86 percent of respondents felt that waste collection and recycling services was as important or more important to them than 12 months ago. Insight

10.2 An online 'quick poll' sought additional views on waste and recycling during January 2023, with 2,632 responses, insights included:

- 79% of respondents said they recycle food waste at the kerbside.
- From those respondents who don't currently recycle food waste, their reasons for not doing so were primarily that they compost any food waste,

they don't waste any food, they don't like the smell/feel its unclean or they don't have any liners to place inside the caddy.

- 99 percent of respondents said they regularly recycle using their brown bin/recycling box/recycling bags at the kerbside.
- 73 percent of respondents said they regularly make use of the green/garden waste recycling service.
- From those respondents who don't, their reasons for not doing so were primarily that they don't have any garden waste/a garden or that they use the service but seasonally (not year-round).

10.3 Meetings with Trade Union colleagues have taken place and the proposals were broadly accepted on the understanding that changes did not reduce the workforce, although it was understood some repurposing of existing roles may be required. As the workforce plan and draft waste strategy is developed, Trade Union colleagues will be fully engaged throughout the process.

10.4 Meetings with the operational workforce have taken place and the proposals were broadly accepted. There was unanimous acceptance and understanding of the need to change, with an expectation that operational challenges associated with the current operating model would be addressed. Specific concerns were raised around the increase of physical and verbal abuse incidents from the public. This matter will be explored further with the workforce and Trade Union colleagues with appropriate interventions put in place thereafter.

10.5 As previously stated we cannot do this alone, and it will take a collective effort of our residents, communities and workforce working together. As such it is important that residents help shape the future strategy and proposals. Officers propose to present the draft waste strategy to a future Scrutiny Committee and Cabinet during the Autumn period where approval will be sought to launch an extensive consultation process beginning in early 2024, following which the strategy will be finalised and approved as Council policy.

11. STATUTORY POWER

11.1 The following statutory powers, relevant to the Resource and Waste Rout Map are identified:

- Environment Protection Act (2010)
- Revised Waste Framework Directive (r2018)
- Environment Act (2021)
- Waste (Wales) Measure (2010)

Author: Hayley Jones Waste Strategy and Operations Manager / Marcus Lloyd, Head of Infrastructure

Consultees: Christina HARRY, Chief Executive
Cllr. Chris Morgan, Cabinet Member for Waste, Leisure and Green Spaces
Cllr Sean Morgan, Leader of Council
Sue Richards, Head of Education, Planning and Strategy

Ben Winstanley, Head of Land and Property Services
Stephen Harris, Head of Financial Services and S151 Officer
Rob Tranter, Head of Legal Services and Monitoring Officer
Dave Roberts, Principal Group Accountant
Cath Forbes-Thompson, Scrutiny Manager
Liz Lucas, Head of Customer and Digital Services
Rob Hartshorn, Head of Public Protection, Community and Leisure Services
Lynne Donovan, Head of People Services
Sarena Ford, Communications Manager
Stefano Jefferson, Transformation Manager – Commercial Investment
Councillor. D. Tudor Davies MBE, Chairman, Environment and Sustainability Committee
Councillor. Adrian Hussey, Vice Chairman, Environment and Sustainability Committee

Appendices: Appendix 1 – Resource and Waste Routemap
Appendix 2 - Integrated Impact Assessment (Informational Campaign Behaviour Change)
Appendix 3 – Integrated Impact Assessment (HRC Booking System and Pre-Sort)

APPENDIX 1 – Routemap



CAERPHILLY COUNTY BOROUGH COUNCIL

RESOURCE AND WASTE ROUTE MAP



CONTENTS

1	Introduction	1
2	Background	2
3	Approach	5
4	The Programme	8
5	Delivery Approach	10
6	Resources	13
7	Conclusion and Next Steps	14





INTRODUCTION

The following transformation route map outlines a credible plan that Caerphilly Council are committed to deliver, with support from Welsh Government to transform the county borough's resource and waste service.

The route map sets out the plan to ensure Caerphilly meets and exceeds statutory performance targets, whilst being realistic about the timescales and resources required. It seeks to deliver a high-quality service that maximises material quality and supports the transition to a Circular Economy, offering social and economic opportunities.

However, to do this both the Council and its residents are going to need to work differently and together. The route map outlines how this long-term change will be achieved.

The next decade will see significant policy changes to the resource and waste sector in Wales, with economic levers to reduce consumption and improve material quality and security, including Workplace Recycling Regulations, Extended Producer Responsibility (EPR), Deposit Return Scheme (DRS) and Digital Waste Tracking.





BACKGROUND

Caerphilly had historically performed well, achieving 66.7 percent recycling in 2017-18, but has since declined, and performance over the past three years has been below target with the Authority at risk of a penalty fine.

The current recycling rate is well below the levels required to achieve the statutory target of 70 percent by 2024-25 and the Authority continues to be at risk of significant fines.

This route map sets out the plan to ensure Caerphilly meets and exceeds statutory performance targets, whilst being realistic about the timescales and resources required to meet these ambitions. It has been developed in line with the waste hierarchy supporting the principles of waste prevention and minimisation, supporting re-use, recycling and finally residual recovery and landfill for items not suitable for re-use or recycling.

Table 1: Caerphilly recycling performance against targets 2019-2022




Year	Target	Actual %	Penalty liability
2019-20	64%	62.51	£272,000
2020-21		61.92	£401,800
2021-22		59.70	£838,200
2022-23		60.76 (projected)	



The Waste Hierarchy



Table 1 : Challenges

In reviewing performance and seeking to address the issues identified, the following challenges have been identified:

		Challenge	Kerbside	HRC	Evidence (2021-22 performance & efficiency review)	Opportunity
 Reduce		Residents in Caerphilly are producing comparatively more residual waste.	✓	✓	368kg/hh/yr which is 91kg/hh/yr higher than the national average of 277kg/hh/yr for 2022/2023.	Reduce overall consumption.
		There are high waste arisings at Household Recycling Centres (HRCs), especially residual waste.		✓	Compositional analysis confirms that more than half, 58.5 percent of the residual kerbside stream contained material that could be recycled, using existing services.	Reconfigure HRCs to facilitate a shift of focus from residual to recycling streams.
 Reuse		Material Reuse at HRCs has been historically low but a reuse shop at Penallta was opened in October 2022.		✓	Reported dry reuse for 2021/22 was 250.22 tonne, which is 167.84 tonnes less than the national average of 418.06 tonne.	Maximise reuse opportunities to move towards a Circular Economy in Wales.
	 Recycle		There are high levels of contamination in the existing co-mingled kerbside collection of recyclable material.	✓		20-23 percent of all waste collected at the kerbside for recycling is not able to be processed as recycling. This consists of untargeted materials e.g. Tetrapak and contaminants e.g. food waste.
		HRC on site recycling yields are low.		✓	Reliance on secondary sort of residual waste containers which is costly and over recent years recovery rates have declined.	Improving the HRC recycling offer on site through a user friendly, recycling first provision with opportunities to maximise reuse.

	Challenge	Kerbside	HRC	Evidence (2021-22 performance & efficiency review)	Opportunity
 <p>Recover</p>	Caerphilly has the highest quantity residual waste per person in Wales.	✓	✓	368kg/hh/yr which is 91kg/hh/yr higher than the national average of 277kg/hh/yr for 2022/2023.	Reduce overall residual waste.
	There are high levels of recyclable material in the residual stream.	✓		Compositional analysis confirms that more than half, 58.5 percent of the residual kerbside stream contained material that could be recycled, using existing services.	Move materials from residual to recycling streams.
	There are high levels of food waste in the residual stream.	✓		Highest percentage of recyclable waste in the residual bin was food, 30.9 percent.	Reducing avoidable food waste and moving food waste from residual bin to existing food waste service.
 <p>Infrastructure</p>	The HRC network is under pressure and access to the Trehir site is challenging and requires a long-term investment plan.		✓		Ensuring user friendly, modern, efficient HRC provision is important to support wider service changes.
	The current Waste Transfer Station at Full Moon requires significant investment and there are concerns about suitability/ capacity at this site for future requirements.	✓	✓		The future Resource and Waste strategy cannot be considered in isolation, developing compliant, efficient and effective infrastructure that supports a safe working environment and is suitable for our environmental aspirations must be delivered alongside the future strategy.



APPROACH



Working collaboratively with Welsh Government and their external advisors,⁷ an evidence led approach that maximises previous learning and best practice will ensure a long-term holistic strategy is developed and delivered, taking the service to 2030 and beyond. This will take account of current and future policy changes, including Workplace Recycling Regulations, Packaging Extended Producer Responsibility, Deposit Return Scheme, and Waste Tracking, to develop a service fit for the future and supported by the residents of Caerphilly.

It is clear that the Council cannot do this alone and a collective effort from residents, the workforce and the wider community will be essential in achieving sustained success. Residents will be at the heart of the transformation journey and where possible incremental change will be used to immediately improve performance and to help embed long term behavioural change. The changes need to result in a highly engaged population who are recycling effectively.

We are in a climate emergency and the Council declaration in 2019, committed to becoming net zero by 2030. Climate change is significantly impacted by unsustainable consumption and waste disposal. The route map and associated

change programme will develop a strong narrative to the climate emergency, creating a golden thread from climate to resource consumption, resources and waste management across the county borough. This must have, decarbonisation at its heart, seeking to reduce the amount of energy and emissions including ultra-low emission vehicles and the production of renewable energy.

The approach aligns with, and must sit within, the national context and policy framework. As a public body we will ensure we work with our communities to protect the long-term impact of our decisions in line with the Well-being and Future Generations Act (2015) and the Environment Act (2021). We will also be guided by the Welsh National Waste strategy, Towards Zero Waste, the Beyond Recycling strategy as well as the forthcoming Business, Third and Public Recycling legislation.

The programme will be presented in line with the waste hierarchy, supporting the principles of waste prevention and minimisation, supporting re-use, recycling and finally residual recovery and landfill for items not suitable for reuse or recycling. Using this approach whilst developing the strategy, will provide a framework that brings residents with us on the journey to net zero waste.

⁷ Local Partnership and WRAP Cymru



Table Two: Resource and Waste Strategy Objectives

Objective One Prevention	Objective Two Reuse	Objective Three Recycling	Objective Four Recovery	Objective Five Helping residents
Reduce the overall waste arisings.	Maximise repair and reuse.	Increase quality and proportion of recycled material.	Optimise contribution to renewable energy.	Wide ranging communication, engagement and behavioural campaign.
<p>Promote minimisation messages alongside targeted campaigns.</p> <p>Develop and promote a network of library of things.</p> <p>Reduce use of single use items including plastic and encourage others to follow.</p> <p>Develop and promote home composting.</p> <p>Introduce HRC booking system – subject to trial and positive outcomes.</p> <p>Support Extended Producer Responsibility and Deposit Return Scheme implementations to comply with new legislation.</p>	<p>Expand reuse at HRC including making it easy to donate items.</p> <p>Promote network of repair and reuse.</p>	<p>Increase opportunities for community to recycle e.g. separate litter and pop up events.</p> <p>Increase participation in food waste.</p> <p>Develop HRC to capture as much recycling as possible.</p> <p>Introduce pre-sort requirements at HRC.</p> <p>Work together with wider public sector to tackle hard to recycle streams.</p> <p>Expand trade recycling collections to comply with new legislation.</p> <p>Improve HRC operations.</p> <p>Expand the range of materials collected for recycling at HRCs and the kerbside, to further improve performance and meet future legislative requirements.</p>	<p>Reduce residual waste arisings sent to recovery through residual capacity/ frequency reductions.</p> <p>Review the garden waste collection service.</p> <p>Enhance recovery of methane from organic waste.</p> <p>Optimise collections and move to ultra-low emission vehicles.</p> <p>Reduce waste sent to landfill.</p>	<p>Digitalise the service making it as easy as possible for residents to engage whilst maximising service efficiencies by providing robust performance data.</p> <p>Clear, consistent messaging and signposting.</p> <p>Making desired behaviours as easy as possible.</p> <p>Prepare a community education programme.</p>



THE PROGRAMME

To support the development of the route map, a transformation programme will be mobilised consisting of five "Pillar Projects" and five "Enabling Themes".

PILLAR PROJECTS

Household Recycling Centres: There are six HRCs managing circa 22,000 tonnes of material. A full review of sites will be undertaken, to ensure they are fit for purpose, increasing re-use and recycling opportunities and reducing residual waste. This will include a review of future site provision, developing a business case for change and implementing the recommended changes.

Kerbside Dry Recycling: Undertake a review of kerbside recycling to improve the capture and quality of material collected. Using best practice and taking an evidence-based approach, this pillar project will utilise data gathering and modelling to inform the business case for the future service and will also include the mobilisation of any service changes.

Kerbside Organic Recycling: Promote and improve existing service offers for organic kerbside collection including increasing food waste participation and developing long term plans for garden waste.

Kerbside Residual: Kerbside residual waste capacity and frequency will be reviewed. A detailed Equalities Impact Assessment will be undertaken to assist in the development of support services to assist any future changes.

Trade Waste Services: This project pillar will seek to meet the new regulations for business, third and public sector organisations across the county borough by mobilising trade waste services that include the separate collection of in scope recyclable materials.

The following Enabling themes will run across all five pillars to support the delivery of the transformation route map.

Communication and Engagement: Following stakeholder mapping, a detailed, comprehensive and multi-pronged communication and engagement plan will be developed to support the delivery of the strategy. This enabling stream will permeate across the whole programme.

Behavioural insight, participation mapping and nudge theory will form the foundation for the various campaigns and they will adapt and evolve as we move through the stages of the route map.

Workforce Engagement: The workforce is a key enabler to the overall success of this new approach. These changes will directly impact them and should not be underestimated. This workstream will support staff engagement, staff training, workforce consultation, health and safety and the development of new policies. This will include engagement with the workforce and their Trade Unions throughout.



Infrastructure: Building upon previous work undertaken, develop and deliver a comprehensive infrastructure strategy that supports the strategy. This will include the consideration of a Waste Transfer Station, depot requirements as well as a long-term plan for HRC provision.

Ultra Low Emission: Develop a strategy to deliver long term aspirations for an ultra-low emission fleet including procurement and required infrastructure.

Digital Offer: In line with the Council's Customer and Digital strategy, the digital capability of the service is essential to drive efficiencies and to provide end-to-end service information to help monitor, measure and review the service to ensure it meets citizen requirements. Digital deliverables include: route optimisation, front end systems and in cab devices and this work will seek to maximise opportunities to work smarter. This vital data will form a key element in understanding community behaviour changes at a hyper local level.





DELIVERY APPROACH

In developing the route map, a number of immediate interventions for the period 2023- 2025, have been identified.

These are anticipated to increase recycling performance, thereby demonstrating our immediate focus upon beginning our journey for long term change.

Pillar/Enabling theme	Activity	Projected % point increase
Pillar 1 HRC provision	<p>Implement recommendations from the recent WRAP observational study in relation to signage and site layout, to move focus to recycling rather than waste disposal.</p> <p>Introduce a pre-sort requirement across the HRC Network. This will require site users to bring waste to the site segregated into its various material fractions.</p> <p>Improve customer engagement across the Network through the introduction of additional customer trained operatives on site.</p> <p>Introduce a trial booking system on one site, followed by a roll out to the remaining sites if the trial proves successful.</p>	1%
Pillar 2 Kerbside Dry Recycling	<p>A widespread informational campaign will be launched, supported by WRAP's well established "Be Mighty" campaign to reinforce messages of acceptable materials.</p> <p>The information campaign will be further supported with a behaviour change campaign. The campaign will run alongside the informational campaign and will focus on the "why recycle?" designed to evoke an emotional response and focus on the impacts of non-participation. To support the behaviour change campaign, engagement and education staff will directly engage with residents on the doorstep to promote and maximise recycling opportunities. This will include an ongoing campaign within our schools to ensure our younger people are engaged.</p> <p>Additional capacity requirements 1 will be discussed on an individual basis and extra containers provided on a case by case basis.</p>	1%

Pillar/Enabling theme	Activity	Projected % point increase
<p>Pillar 3 Kerbside Organic Recycling</p>	<p>Campaign 1 and 2 will have a significant focus on food waste participation messages, both informational and emotive to evoke a behaviour change. To support the behaviour change campaign engagement and education staff will engage with residents on the doorstep.</p> <p>This will include an ongoing campaign within our schools to ensure our younger people are engaged.</p> <p>This will be further supported by the introduction of free caddy liners for 1 year. 6 month supply of liners will be delivered to properties with an accompanying information booklet. The impact of this intervention will be reviewed thereafter.</p> <p>The team will continue with the "Mash for Cash" food waste incentivisation campaign and consider rebranding and relaunching the campaign to align with the behaviour change campaign.</p>	<p>1%</p>
<p>Pillar 4 Kerbside Residual</p>	<p>Engage with residents to maximise recycling through the enforcement of existing residual waste policies, that include for top hatting (bags stacked on top of the bin) and side waste.</p>	
<p>Pillar 5 Trade Service</p>	<p>Review existing service to ensure the residual trade waste service is competitive and has a focussed customer base.</p> <p>Develop business case for future trade recycling services and implement new service in line with the new commercial waste regulations.</p>	<p>1%</p>
<p>Enabling Theme 1 Communication and Engagement</p>	<p>Extensive and continuous communication is an essential ingredient throughout this programme of change. It is therefore weaved throughout each pillar, forming a vital part of service change and increased participation.</p> <p>The multipronged approach will see the delivery of two campaigns running alongside one another, the first will focus upon reinforcing information about how to recycle effectively and the second will focus upon the theme of behaviour change, focussing on the "why recycle?".</p> <p>The campaigns will be delivered across various media channels in order to ensure we reach all segments of the community and will feature a range of key messages tailored to the audience, including our schools.</p> <p>The bespoke campaigns will be further supported by WRAP's highly recognised "Be Mighty" campaign which focuses on a sense of teamwork and togetherness.</p> <p>Combined together all 3 campaigns will ensure we communicate the How, Why and Teamwork required to achieve success.</p>	

Pillar/Enabling theme	Activity	Projected % point increase
Enabling Theme 2 Workforce Engagement	Initial meetings have held with the Trade Unions and workforce on the route map and its priority interventions. This engagement will continue throughout the programme of change and in the development of the waste strategy. Identify key training requirements necessary to implement the interventions. This has already commenced with additional customer service training for HRC operatives. Engage with collection crews on the transition to digitisation and round configuration.	
Enabling Theme 3 Infrastructure	Consideration of future requirements for waste transfer station and depot requirements.	
Enabling Theme 4 Ultra Low Emissions	Consider opportunities for ULEV when reviewing the vehicle replacement strategy. Explore issues around charging infrastructure at Tiryberth depot. Extend the roll out of electric small supervisor vans.	
Enabling Theme 5 Digital Offer	Introduce a digital mobile solution for waste collection rounds to improve efficiencies and enhance the customer experience. Linking to the back office it will enable officers to respond proactively and develop a targeted and individual approach to education and communication as well improve customer interactions and journeys.	1%





RESOURCES

The programme will require additional staff and financial resource to ensure it is delivered effectively. A Head of Waste post will be created to provide additional capacity and expertise alongside the Head of Infrastructure.

The existing waste team will be reviewed, and additional capacity and skill sets will be required to support the development and delivery of the route map, whilst ensuring the existing service is not compromised. Furthermore, an integrated programme team, supported by the corporate transformation resource has been convened which will include ICT, Health and Safety, Finance, People Services, Communications, etc. Project Managers will be required to lead the work pillars and enabling streams.

Additionally, Welsh Government will continue to provide support.





CONCLUSION & NEXT STEPS

The Council remains committed to addressing its recycling performance and the route map outlined is fully supported by the Leader, Cabinet Member and Chief Executive to deliver long term sustainable change, that aligns to our climate declaration and meets statutory recycling targets.



During this financial year we will undertake several service interventions across all five pillars and begin development towards the five enabling streams in earnest, to begin to improve our performance. A comprehensive communication and engagement campaign building on behavioural insights, will help residents fully understand and engage with existing services in the first instance. This focus will initially be upon addressing food waste, reducing contamination in the recycling stream and reducing residual waste.

In parallel, work will be undertaken over the Summer period to develop an updated draft strategy, that will include future recycling service changes and timescales for implementation for consideration by a Joint Scrutiny committee and decision by Cabinet late Autumn 2023 with a view of commencing public consultation at the beginning of 2024.



Mae'r ddogfen hon ar gael yn Gymraeg, ac mewn ieithoedd a fformatau eraill ar gais.
This document is available in Welsh, and in other languages and formats on request.

Appendix 2

Caerphilly County Borough Council - Integrated Impact Assessment

This integrated impact assessment (IIA) has been designed to help support the Council in making informed and effective decisions whilst ensuring compliance with a range of relevant legislation, including:

- Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011
- Socio-economic Duty – Sections 1 to 3 of the Equality Act 2010
- Welsh Language (Wales) Measure 2011
- Well-being of Future Generations (Wales) Act 2015
- Statutory Consultation v Doctrine of Legitimate Expectation and Gunning Principles

PLEASE NOTE: Section 3 *Socio-economic Duty* only needs to be completed if proposals are of a strategic nature or when reviewing previous strategic decisions.

See page 6 of the Preparing for the Commencement of the Socio-economic Duty Welsh Government Guidance.

1. PROPOSAL DETAILS

Lead Officer:- Rhodri Lloyd, Nicole White

Head of Service:- Marcus Lloyd

Service Area and Department:- Waste Management

Date:- 15th June 2023

What is the proposal to be assessed? *Provide brief details of the proposal and provide a link to any relevant report or documents.*

Caerphilly Council's transformation route map outlines a credible plan that the Authority is committed to deliver, with support from Welsh Government to transform the resource and waste service and ensure Caerphilly meets and exceeds statutory performance targets. It seeks to deliver a high-quality service that maximises material quality and supports the transition to a Circular Economy, offering social and economic opportunities. However, to achieve this both the Council and its residents are going to need to work differently. The route map outlines how this long-term change will be achieved.

A widespread informational campaign will be launched, supported by WRAP's well established Be Mighty campaign to reinforce messages of acceptable materials. The campaign will be further supported by a behaviour change campaign. The campaign will run in tandem with the informational campaign and will focus on the 'why' designed to evoke an emotional response and focus on the impacts of non-participation. To support the behaviour change campaign engagement and education

staff will be required to engage with residents on the doorstep to promote and maximise recycling opportunities.

The campaigns will be delivered across various media to ensure that we reach all segments of the community and will feature a range of key messages tailored to the audience. The information will be available in Welsh and other languages on request including different formats – digital and non-digital.

Information Campaign will include:

- Video
- Branding collection vehicles
- 12 month social media campaign
- Kerbside guide
- Resource Hub (Libraries)
- Waste Newline special
- Community gamification
- Community Events
- Bin personification stickers

Behaviour Campaign will include:

- Launch video
- 12 month social media campaign
- Video series
- Local art piece
- Waste Newline special
- Large scale print campaign
- Community Events

Supplementing the informational campaign there are offers proposed that will help to facilitate increased participation and capture of recyclable material collected from the kerbside services in the form of additional recycling containers (dry recycling) and supplies of bioliners (food waste).

2. EQUALITY ACT 2010 (STATUTORY DUTIES) (WALES) REGULATIONS 2011
*(The Public Sector Equality Duty requires the Council to have “due regard” to the need to eliminate unlawful discrimination, harassment and victimisation; advance equality of opportunity between different groups; and foster good relations between different groups). Please note that an individual may have more than one **protected characteristics**.*

2a Age *(people of all ages)*

(i) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral – Communication will be aimed at reducing the confusion surrounding the materials that can and cannot be recycled, providing people with more confidence in participating in the recycling service. The campaign will be delivered door-to-door so residents can benefit from receiving this information on their doorstep.

Neutral – some residents, especially the elderly may not be comfortable answering the door. A calling card/recycling information will be posted along with the telephone number of the contact centre if they wish to contact us for further information. If a resident has a ‘no cold caller’ sticker on their door staff will not knock.

The information will be available in a variety of different formats and languages upon request.

(ii) If there are negative impacts how will these be mitigated?

(iii) What evidence has been used to support this view?

2b Disability *(people with disabilities/long term conditions)*

(i) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral – Communication will be aimed at reducing the confusion surrounding the materials that can and cannot be recycled, providing people with more confidence in participating in the recycling service. The campaign will be delivered door-to-door so residents can benefit from receiving this information on their doorstep.

Neutral – some residents may find it difficult in getting to the door in time. A calling card/recycling information will be posted along with a telephone number and email address if they wish to contact us for further information. If a resident has a ‘no cold caller’ sticker on their door staff will not knock. We will adopt best practice and implement appropriate mitigation measures to deal with ability specifics.

The information will be available in a variety of different formats and languages upon request.

(ii) If there are negative impacts how will these be mitigated?

(iii) What evidence has been used to support this view?

2c Gender Reassignment (*anybody who's gender identity or gender expression is different to the sex they were assigned at birth*)

- (i) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?**

Neutral impact

- (ii) If there are negative impacts how will these be mitigated?**

- (iii) What evidence has been used to support this view?**

2d Marriage or Civil Partnership (*people who are married or in a civil partnership*)

- (i) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?**

Neutral impact

- (ii) If there are negative impacts how will these be mitigated?**

- (iii) What evidence has been used to support this view?**

2e Pregnancy and Maternity (*women who are pregnant and/or on maternity leave*)

- (i) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?**

Neutral impact. Residents will also be able to notified about the nappy collection service.

- (ii) If there are negative impacts how will these be mitigated?**

- (iii) What evidence has been used to support this view?**

2f Race (*people from black, Asian and minority ethnic communities and different racial backgrounds*)

(i) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral

(ii) If there are negative impacts how will these be mitigated?

What evidence has been used to support this view?

2g Religion or Belief (*people with different religions and beliefs including people with no beliefs*)

(i) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral

(ii) If there are negative impacts how will these be mitigated?

(iii) What evidence has been used to support this view?

2h Sex (*women and men, girls and boys and those who self-identify their gender*)

(i) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral

(ii) If there are negative impacts how will these be mitigated?

(iii) What evidence has been used to support this view?

2i Sexual Orientation (*lesbian, gay, bisexual, heterosexual, other*)

(i) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral

(ii) If there are negative impacts how will these be mitigated?

(iii) What evidence has been used to support this view?

3. SOCIO-ECONOMIC DUTY (STRATEGIC DECISIONS ONLY)

*(The Socio-economic Duty gives us an opportunity to do things differently and put tackling inequality genuinely at the heart of key decision making. **Socio-economic disadvantage** means living on a low income compared to others in Wales, with little or no accumulated wealth, leading to greater material deprivation, restricting the ability to access basic goods and services)*

Please consider these additional vulnerable group and the impact your proposal may or may not have on them:

- Single parents and vulnerable families
- People with low literacy/numeracy
- Pensioners
- Looked after children
- Homeless people
- Carers
- Armed Forces Community
- Students
- Single adult households
- People misusing substances
- People who have experienced the asylum system
- People of all ages leaving a care setting
- People living in the most deprived areas in Wales (WIMD)
- People involved in the criminal justice system

3a Low Income / Income Poverty *(cannot afford to maintain regular payments such as bills, food, clothing, transport etc.)*

- (i) Does the proposal have any positive, negative or neutral impacts on the following and how?**
- (ii) If there are negative impacts how will these be mitigated?**
- (iii) What evidence has been used to support this view?**

3b Low and/or No Wealth (*enough money to meet basic living costs and pay bills but have no savings to deal with any unexpected spends and no provisions for the future*)

(i) Does the proposal have any positive, negative or neutral impacts on the following and how?

(ii) If there are negative impacts how will these be mitigated?

(iii) What evidence has been used to support this view?

3c Material Deprivation (*unable to access basic goods and services i.e. financial products like life insurance, repair/replace broken electrical goods, warm home, hobbies etc.*)

(i) Does the proposal have any positive, negative or neutral impacts on the following and how?

(ii) If there are negative impacts how will these be mitigated?

(iii) What evidence has been used to support this view?

3d Area Deprivation (*where you live (rural areas), where you work (accessibility of public transport) Impact on the environment?*)

(i) Does the proposal have any positive, negative or neutral impacts on the following and how?

(ii) If there are negative impacts how will these be mitigated?

(iii) What evidence has been used to support this view?

3e Socio-economic Background (*social class i.e. parents education, employment and income*)

- (i) Does the proposal have any positive, negative or neutral impacts on the following and how?**

- (ii) If there are negative impacts how will these be mitigated?**

- (iii) What evidence has been used to support this view?**

3f Socio-economic Disadvantage (*What cumulative impact will the proposal have on people or groups because of their protected characteristic(s) or vulnerability or because they are already disadvantaged*)

- (i) Does the proposal have any positive, negative or neutral impacts on the following and how?**

 - (ii) If there are negative impacts how will these be mitigated?**

 - (iii) What evidence has been used to support this view?**
-

4. CORPORATE PLAN – COUNCIL’S WELL-BEING OBJECTIVES

(How does your proposal deliver against any/all of the Council’s Well-being Objectives? Which in turn support the national well-being goals for Wales as outlined in the Well-being of Future Generations (Wales) Act 2015. Are there any impacts (positive, negative or neutral? If there are negative impacts how have these been mitigated?) Well-being Objectives

Objective 1 - Improve education opportunities for all

Educational campaigns for kerbside dry recycling and kerbside organic recycling will help reduce confusion surrounding what can and cannot be recycled. The campaign will be supported by WRAP’s well established ‘Be Mighty’ campaign and a behaviour change campaign, whereby education staff will engage with residents face to face on the doorstep.

Objective 2 - Enabling employment

The proposal will likely result in additional staff being required to deliver the campaigns. Additional resources will be required as currently there are insufficient resources to undertake the campaign. Current staff are committed to delivering existing service provisions.

Objective 3 - Address the availability, condition and sustainability of homes throughout the county borough and provide advice, assistance or support to help improve people’s well-being

Effective recycling supports a positive living environment for all residents living in the county borough which will ensure positive well-being.

Objective 4 - Promote a modern, integrated and sustainable transport system that increases opportunity, promotes prosperity and minimises the adverse impact on the environment

N/A

Objective 5 - Creating a county borough that supports healthy lifestyle in accordance with the Sustainable Development principle with in the Well-being of Future Generations (Wales) Act 2015

Effective recycling supports people to live a healthy lifestyle by ensuring positive well being and managing waste sustainably.

Objective 6 - Support citizens to remain independent and improve their well-being

Effective recycling supports people to live a healthy lifestyle by ensuring positive well-being and managing waste sustainably.

4a. Links to any other relevant Council Policy (How does your proposal deliver against any other relevant Council Policy)

Waste Strategy
Decarbonisation
Well-being Plan
Corporate Plan

-
- 5.** Well-being of Future Generations (Wales) Act 2015 – The Five Ways of Working
*(ALSO KNOWN AS THE SUSTAINABLE DEVELOPMENT PRINCIPLES. THE ACT
REQUIRES THE COUNCIL TO CONSIDER HOW ANY PROPOSAL IMPROVES
THE ECONOMIC, SOCIAL, ENVIRONMENTAL AND CULTURAL WELL-BEING OF*

WALES USING THE FIVE WAYS OF WORKING AS A BASELINE)

How have you used the Sustainable Development Principles in forming the proposal?

Long Term

The proposal will support and encourage better waste and recycling practices in the long term and change people's way of thinking for future generations. The overarching aim is to reduce the total volume of residual waste collected by encouraging people to recycle more of their waste. Ultimately this will allow us to work towards a Circular Economy, reduce carbon footprint and become more resource efficient.

Prevention

The proposal will support and encourage better waste and recycling practices and change people's way of thinking for future generations. The intention of the proposal is to prevent recyclable materials (including food waste) being placed into the general waste bin.

Integration

Working with all partners in the waste management sector e.g. CCBC Community Safety Wardens, Waste and Resources Action Programme, WLGA, Welsh Government, external consultants, NRW, neighbouring Local Authorities, digital providers.

This supports our ambition to work 'Towards Zero Waste' the Welsh Government's strategy.

Collaboration

Working with all partners in the waste management sector e.g. CCBC Community Safety Wardens, Waste and Resources Action Programme, WLGA, Welsh Government, external consultants, NRW, neighbouring Local Authorities, digital providers.

This supports our ambition to work 'Towards Zero Waste' the Welsh Government's strategy.

Involvement

Every effort will be made to ensure all residents are able to access the necessary information. The information will be available in a variety of different formats and languages upon request.

6. WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015

Does the proposal maximise our contribution to the Well-being Goals and how?

A Prosperous Wales

The proposal will support Wales in being a 'prosperous society' by encouraging more sustainable waste management and recycling practices. This will be achieved through the encouragement of recycling and reducing reliance on residual disposal methods such as Energy from Waste/Landfill. Supporting the Welsh Government's Circular Economy, reducing carbon footprint and becoming more resource efficient.

Resilient Wales

The proposal will support and help us work towards a Circular Economy by increasing recycling and reducing the volume of general waste. Initiating this project now is the beginning of us working towards Zero Waste by 2050 and reduce greenhouse gas emissions through the reduction in resource use. This in turn will support biodiversity, which is significantly impacted during the extraction of resources for the products we consume.

A Healthier Wales

The proposal will encourage and provide employment opportunities, which in turn will benefit people's lifestyles and their mental and physical well-being. It will also provide training for staff to increase their knowledge and provide them the tools they need for potential career progression in the future.

A More Equal Wales

The proposal will support people and our communities by providing employment for people from all backgrounds. Everyone will have the opportunity to speak to an officer on the door-step, receive information. If they are not home they will receive information through their door providing a telephone number, email address **and information will be available in a number of different formats and languages on request.**

A Wales of Cohesive Communities

The proposal will help connect the Authority with the local community through collaborative working, face to face engagement, education etc, whilst also providing additional employment opportunities.

A Wales of Vibrant Culture and Thriving Welsh Language

The proposal will comply with the Welsh Language Measure 2011 in all aspects of education, engagement, communication etc. The proposal is fully compliant with the Welsh Language (Wales) Measure 2011 and associated Welsh Language Standards. The proposal will encourage any service users to speak their first language (Welsh, English or any other).

- We have staff within the department who are able to converse in Welsh whether that be by telephone, text or email
- All leaflets and information will be available in both English and Welsh

A Globally Responsible Wales

The proposal will support and help us work towards a Circular Economy and become a more globally responsible Wales. Initiating this project now is the beginning of us working towards Welsh Government's Towards Zero Waste Strategy, which aims to achieve zero waste by 2050 and reduce greenhouse gas emissions through the reduction in resource use and increasing recycling. This in turn will support biodiversity, which is significantly impacted during the extraction of resources for the products we consume.

7. WELSH LANGUAGE (WALES) MEASURE 2011 AND WELSH LANGUAGE

STANDARDS

(The Welsh Language Measure 2011 and the Welsh Language Standards require the Council to have 'due regard' for the positive or negative impact a proposal may have on opportunities to use the Welsh language and ensuring the Welsh language is treated no less favourably than the English language) **Policy Making Standards - Good Practice Advice Document**

7a. Links with Welsh Government's Cymraeg 2050 Strategy and CCBC's Five Year Welsh Language Strategy 2022-2027 and the Language Profile

- (i) Does the proposal have any positive, negative or neutral impacts on the following and how?

Neutral - Communication through social media platforms, internet, council website, leaflets, telephone systems etc will all be bilingual.

The department is committed to complying with the requirements of the Welsh Language (Wales) Measure 2011 and as a matter of course issues, all its communications bilingually. The department has a significant proportion of Welsh speakers across all tiers and can communicate both verbally and in the written form to queries and service requests. The department supports all the Welsh Government sustainable waste campaigns, all of which include bilingual narrative and branding. The Waste team supports the National 'Be Mighty' campaign, which is aiming for Wales to become the top recycling nation in the world.

- (ii) If there are negative impacts how will these be mitigated?

There will be no negative impact on the Welsh language.

- (iii) What evidence has been used to support this view? *e.g. the WESP, TAN20, LDP, Pupil Level Annual School Census*

N/A

7b. Compliance with the Welsh Language Standards. *Specifically Standards 88–93*

- (i) Does the proposal have any positive, negative or neutral impacts on the following and how?

Communication through social media platforms, internet, council website, leaflets, telephone systems etc will all be bilingual.

- (ii) If there are negative impacts how will these be mitigated?

(iii) What evidence has been used to support this view? *e.g. the WESP, TAN20, LDP, Pupil Level Annual School Census*

7c. Opportunities to promote the Welsh language *e.g. status, use of Welsh language services, use of Welsh in everyday life in work / community*

(i) Does the proposal have any positive, negative or neutral impacts on the following and how?

We will ensure that those requiring support to be delivered in Welsh are in no way discriminated against. The service will always be delivered using the service users preferred language.

If there are negative impacts how will these be mitigated?

N/A

What evidence has been used to support this view? *e.g. the WESP, TAN20, LDP, Pupil Level Annual School Census*

7d. Opportunities for persons to use the Welsh language *e.g. staff, residents and visitors*

Does the proposal have any positive, negative or neutral impacts on the following and how?

Staff will be able transverse in both English and Welsh.**If there are negative impacts how will these be mitigated?**

What evidence has been used to support this view? *e.g. the WESP, TAN20, LDP, Pupil Level Annual School Census*

7e. Treating the Welsh language no less favourably than the English language

(ii) Does the proposal have any positive, negative or neutral impacts on the following and how?

All communication and information on the website will be available in English and Welsh. This will allow the service user to read/access information in their chosen language.

- (i) **If there are negative impacts how will these be mitigated?**
- (ii) **What evidence has been used to support this view?** e.g. the WESP, TAN20, LDP, Pupil Level Annual School Census

7f. Having considered the impacts above, how has the proposal been developed so that there are positive effects, or increased positive effects on (a) opportunities for persons to use the Welsh language, and (b) treating the Welsh language no less favourably than the English language.

The service will be fully compliant with the Welsh Language (Wales) Measure 2011/Welsh language standards which will allow and encourage our service users to access information in their preferred language, whether that be English or Welsh.

8. DATA AND INFORMATION

(What data or other evidence has been used to inform the development of the proposal? Evidence may include the outcome of previous consultations, existing databases, pilot projects, review of customer complaints and compliments and or other service user feedback, national and regional data, academic publications and consultants' reports etc.)

Data/evidence *(Please provide link to report if appropriate)*

In November/December 2022, the council ran a phase of engagement called 'What matters to you?' 93% of respondents agreed that waste collection and recycling services should continue to be a priority when planning council services and budgets for 2022/23 and beyond. Through that same engagement activity, 86% of respondents felt that waste collection and recycling services was as important, or more important to them than 12 months ago. Insight from the 'What matters to you?' phase also suggested that residents appreciate the simplicity of our current recycling system. In addition, an online 'quick poll' sought additional views on waste and recycling during January 2023. Key insights from this poll, which received 2,632 responses included:

- 79% of respondents said they recycle food waste at the kerbside. From those respondents who don't currently recycle food waste, their reasons for not doing so were primarily that they compost any food waste, they don't waste any food, they don't like the smell/feel its unclean or they don't have any liners to place inside the caddy.
- 99% of respondents said they regularly recycle using their brown bin/recycling box/recycling bags at the kerbside.
- 73% of respondents said they regularly make use of the green/garden waste recycling service. From those respondents who don't, their reasons for not doing so were primarily that they don't have any garden waste/a garden or that they use the service but seasonally (not year-round).

Summary reports for the ‘What matters to you?’ November/December 2022 engagement phase and the ‘Caerphilly Conversation – budget setting 2023/24’ engagement programme can be found at www.caerphilly.gov.uk/caerphillyconversation

Key relevant findings

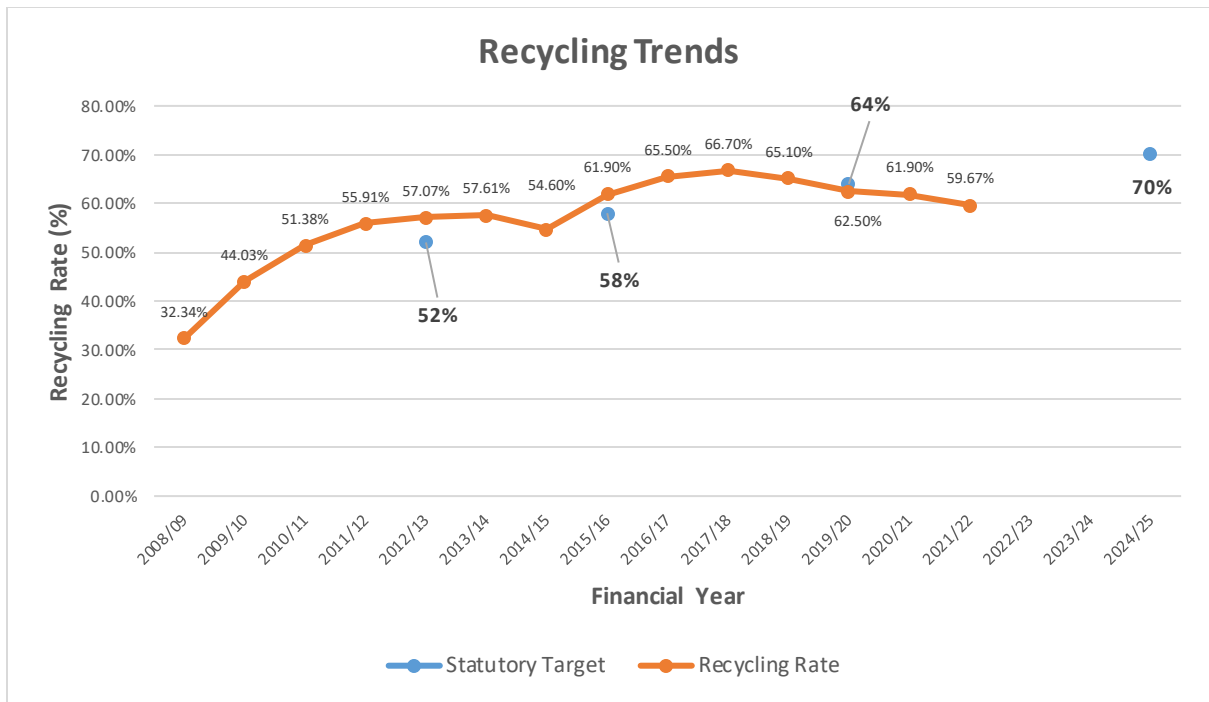
Overall, the findings suggest that the public do not want change. The service is easy and convenient for a large majority of our residents and they are happy with the way things are. However, we are always looking at ways to improve our services and we need change to ensure the Authority remains financially stable now and in the future. Making changes now will secure this for the Authority.

The survey was undertaken during the Covid-19 pandemic, the context has now changed and we are in a different situation now to what we were at the time of the survey.

The Welsh National Waste Strategy, Towards Zero Waste was launched on 21 June 2010. The strategy set out a series of challenging statutory recycling targets for Local Authorities to deliver. These are as outlined below:

	2010/12	12/13	15/16	19/20	24/25
Min. levels of reuse & recycling/composting (or AD)	40%	52%	58%	64%	70%
Min. proportion of reuse/recycling/composting from source separation*	80%	80%	80%	80%	80%
Max. level of landfill	-	-	-	10%	5%
Max. level of energy from waste	-	-	42%	36%	30%
Min. levels of preparing for reuse (excluding Waste Electrical and Electronic Equipment (WEEE))	-	0.4%	0.6%	0.8%	1.0%

Caerphilly’s recycling performance is outlined below alongside the Welsh Government statutory targets. As Graph 1 illustrates, Caerphilly has historically performed well against Welsh Government targets however, over the last 3 years recycling performance has declined. Performance for 2019/20 of 62.51%, 2020/21 of 61.90%, and 2021/22 of 59% all fell below the statutory target of 64%.



Through the Waste (Wales) Measure 2010, the Welsh Government (WG) made recycling targets from 2012-13 and beyond, statutory targets. This status allows Welsh Government to levy financial penalties against Councils that fail to achieve them. The statutory targets are weight based and increased gradually over time. In the current national Welsh Government waste strategy “Beyond Recycling - A Strategy to make the Circular Economy in Wales a reality”, the Welsh Government has stated they will work with Local Authorities and other key partners to develop further future recycling targets in line with their pathway to zero waste, with the aim of achieving 100% recycling by 2050. Welsh Government indicate that they will put in place further minimum statutory recycling targets for Local Authorities beyond 2025, potentially at a level of 80% by 2033.

How has the data/evidence informed this proposal?

The results of the survey reflect that the service is of high importance and the public recognise this. This initiative facilitates better performance and supports the financial stability of the authority.

The survey was undertaken during the Covid-19 pandemic, the context has now changed and we are in a different situation now to what we were at the time of the survey.

The data/evidence has shaped the strategy and this proposal in its entirety.

Were there any gaps identified in the evidence and data used to develop this proposal and how will these gaps be filled? *Details of further consultation can be included in Section 9.*

An external consultant has worked alongside the council to develop a series of behaviour change proposals with the aim of identifying gaps in current levels of understanding amongst the community. This has shaped the communication strategy for this proposal.

9. CONSULTATION

*(In some instances, there is a legal requirement to consult. In others, even where there is no legal obligation, there may be a legitimate expectation from people that a consultation will take place. Where it has been determined that consultation is required, **The Gunning Principles** must be adhered to. Consider the **Consultation and Engagement Framework**. Please note that this may need to be updated as the proposal develops and to strengthen the assessment.*

Briefly describe any recent or planned consultations paying particular attention to evidencing the Gunning Principles.

Who was consulted?

See above – insight gathered to date through the Caerphilly Conversation and recent quick poll.

When they were consulted did the consultation take place at the formative stage and was adequate time given for consultees to consider and respond?

Yes

Was sufficient information provided to consultees to allow them to make an informed decision on the proposal?

Yes

What were the key findings?

See above – insight gathered to date through the Caerphilly Conversation and recent quick poll.

How have the consultation findings been taken into account?

The findings have been fed back to senior managers and members through the decision making process. In addition, the insight gathered has formed the basis for the Scrutiny/Cabinet report being considered in June and July 2023.

10. MONITORING AND REVIEW

How will the implementation and the impact of the proposal be monitored, including implementation of any amendments?

Speaking to residents face -to-face allows us to gather information on the demographic profile, allows us to assess age, residential location and other customer information that could also help us to shape and improve the service we provide as well as planning resources to assist those residents who may require special assistance. The proposal could also ultimately help us with planning sustainable waste management initiatives. The information will be provided by the resident either at the door step or via a telephone conversation at a later date if they wish to speak with us via telephone following the visit. This could for example be that they require an assisted collection if they are elderly and/or disabled, require a new/additional food waste caddy etc. Such monitoring will allow us to target resources and provide bespoke solutions for respective groupings in our communities and help make the waste department become a smarter, more responsive and more citizen focussed service provider. This could mean providing extra support for those persons that are less digitally focussed.

Key to the successful monitoring will be engagement with residents to gather feedback on behaviour change and whether they have indeed altered their behaviour as a result of the information campaign. Simple tonnage figures, for example, could be attributed to a variety of sources.

What are the practical arrangements for monitoring?

The overarching aim of the proposal is to improve our services for users, secure the financial stability of the authority, increase recycling/recovery rates and reduce the overall volume of residual waste collected. Recycling figures and recovery tonnages can be monitored based on data captured in Waste Data Flow.

Key to the successful monitoring will be engagement with residents to gather feedback on behaviour change and whether they have indeed altered their behaviour as a result of the information campaign. Simple tonnage figures, for example, could be attributed to a variety of sources.

How will the results of the monitoring be used to develop future proposals?

Any monitoring measures that are introduced will be revisited on a regular basis to ensure the implementation is successful or not, as well as capturing any data needed, or improving the service delivery. Data will be captured through Waste Data Flow

Information/data received will be analysed and used to form future commissioning decisions.

Key to the successful monitoring will be engagement with residents to gather feedback on behaviour change and whether they have indeed altered their behaviour as a result of the information campaign. Simple tonnage figures, for example, could be attributed to a variety of sources.

Depending on the outcomes of the monitoring, alternative methods and messages will need to be considered as the campaign progresses.

When is the proposal due to be reviewed?

The proposal will be reviewed on an ongoing basis to ensure the proposals are having the desired effect. Data will be collected through Waste Data Flow.

Who is responsible for ensuring this happens?

Rhodri Lloyd

11. RECOMMENDATION AND REASONING (delete as applicable)

- **Implement proposal with no amendments**
- **Implement proposal taking account of the mitigating actions outlined**
- **Reject the proposal due to disproportionate impact on equality, poverty and socio-economic disadvantage**

Have you contacted relevant officers for advice and guidance? (delete as applicable)

- **Yes**

12. REASON(S) FOR RECOMMENDATIONS

(Provide below a summary of the Integrated Impact Assessment. This summary should be included in the "Summary of Integrated Impact Assessment" section of the Corporate Report Template. The Integrated Impact Assessment should be published alongside the Report proposal).

To ensure Caerphilly is able to achieve the required Welsh Government statutory recycling target of 70% in 2024/25.

To ensure Caerphilly is best placed to move beyond the required 2024/25 recycling target of 70% in subsequent years and be best placed to work towards the zero waste.

Welsh Government aspiration.

13. VERSION CONTROL

(The IIA should be used in the early stages of the proposal development process. The IIA can be strengthened as time progresses to help shape the proposal. The Version Control section will act as an audit trail to evidence how the IIA has been developed over time) (Add or delete versions as applicable)

➤ **Version 1**

Author:- Nicole White

Brief description of the amendments/update:-

Revision Date:- 19th June 2023



INTEGRATED IMPACT ASSESSMENT AUTHOR

Name:-Rhodri Lloyd

Job Title:-Principal Waste Management Officer

Date:-19th June 2023

HEAD OF SERVICE APPROVAL

Name:-Marcus Lloyd

Job Title:-Head of Infrastructure & Waste Management

Signature:-

A handwritten signature in black ink, appearing to read 'M. Lloyd'.

Date: 19th June 2023



Appendix 3

Caerphilly County Borough Council - Integrated Impact Assessment

This integrated impact assessment (IIA) has been designed to help support the Council in making informed and effective decisions whilst ensuring compliance with a range of relevant legislation, including:

- Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011
- Socio-economic Duty – Sections 1 to 3 of the Equality Act 2010
- Welsh Language (Wales) Measure 2011
- Well-being of Future Generations (Wales) Act 2015
- Statutory Consultation v Doctrine of Legitimate Expectation and Gunning Principles

PLEASE NOTE: Section 3 Socio-economic Duty only needs to be completed if proposals are of a strategic nature or when reviewing previous strategic decisions.

See page 6 of the Preparing for the Commencement of the Socio-economic Duty Welsh Government Guidance.

14. PROPOSAL DETAILS

Lead Officer:- Rhodri Lloyd, Nicole White

Head of Service:- Marcus Lloyd

Service Area and Department:- Waste Management

Date:- 19th June 2023

What is the proposal to be assessed? *Provide brief details of the proposal and provide a link to any relevant report or documents.*

The proposal is to introduce a booking system for residents to gain access to the network of the Council's Household Waste Recycling Centres (HWRC) complimented by sort stipulations for waste and recycling materials. A booking system would provide the opportunity for our residents to have a dedicated timeslot at the facility whereby they can dispose and recycle their household waste, in a controlled and safe environment. We anticipate that this will provide a much more pleasant experience than what happens presently, as the sites currently receive traffic on a sometimes chaotic and "free for all" basis where impatience, tension and conflict are consequences of residents turning up unannounced. A booking system offers residents the opportunity to use tipping facilities in a more controlled and safer manner and benefit from preplanned assistance (to be provided by our site attendants). Such an offer has the potential to



eradicate traffic build ups outside of the facilities too. Traffic flows should be much more fluid and time slots will enable more sustainable vehicle movements to and from our network of facilities.

A booking system will also help control the misuse of our sites. At present we suspect a significant proportion of site users are traders/builders/landscape gardeners and many other trades people that arrive in unmarked vehicles due to the type of waste they present at site and the frequency of their visits. Currently, staff turn away people on a daily basis if they are not CCBC residents using the proof of residency checking system. A booking system should be able to control this level of misuse significantly which in turn provides more tipping opportunities for our householders. In addition, and despite our endeavour on checking proof of residency with the resource we have available, there are a significant number of non CCBC residents slipping through the net. Moreover, given the decision by many of our neighbouring Councils to implement 3 and or 4 weekly collections we anticipate a considerable influx of cross border traffic at our HWRC's especially those sites bordering Blaenau Gwent (Rhymney, Penmaen & Full Moon) who have confirmed a four-weekly residual waste (refuse) collection. A booking system will help us ensure we are not taking household waste from other council areas, and in turn help improve our recovery rate performance against other local authorities using data evidenced and collected through Waste Data Flow.

In deflecting the rogue commercial element from our sites (these groups will be politely directed to more appropriate private sector outlets/skip hire providers) we anticipate that the Authority's residual waste tonnage will decrease. The requirement to pre-sort will reduce residual waste tonnage and increase recycling, which will be evidenced in our quarterly Waste Data Flow. Presently, our waste composition contains a significant amount of difficult to recover/reprocess i.e. material which is not of a household nature and this is increasing the risks of the Authority failing to achieve government recycling targets. Controlling misuse by introducing a booking system will help in this regard whilst at the same time increasing the opportunities for our residents.

It is proposed that Residents will be able to book a slot in one of the following ways:

- i) on-line
- ii) making an appointment to visit a Customer Service Centre by telephoning 01443 866571.

Customer Service Centre opening hours:

Monday - Hanbury Chapel – 09:30 – 15:15 last appointment
Tuesday - Caerphilly – 09:30 – 15:45 last appointment
Wednesday - Ty Penallta - 09:30 – 16:15 last appointment
Thursday - Blackwood - 09:30 – 15:45 last appointment
Friday - Risca - 09:30 – 15:15 last appointment

Residents will need to use these facilities during normal opening hours (Monday-Friday) if they wish to book a slot for the weekend.



Local Authorities across the country operate booking systems for access to their HWRC facilities and more have implemented such systems in 2020 and many Authorities in the region all have heaped praise on this method.

The introduction of a booking system would ensure greater control over site usage. If a site was closed for essential maintenance this could be reflected in the system and if the site must close unexpectedly, we would be able to contact residents and offer alternative options. It would also provide the Authority with the opportunity to communicate with residents prior to their arrival on site. This could include informing residents of the latest site rules/safety measures and advise them on good recycling and sorting practice. In the same way as assisted kerbside collections operate, the booking system would allow the service teams to identify those protected groups who may require additional support. In turn, our sites can be pre-notified of residents in need of assistance with unloading, especially for people with protected characteristics. Residents would be communicated with in their preferred language which they would have advised during the initial booking and only if they gave permissions initially to be contacted regarding their booking.

The Authority has received requests and recommendations from service users for a booking system. The general consensus of this feedback is that a booking system would alleviate queue times, ease congestion and enhance the user experience.

Residents that are not digitally enabled or unable to make a booking online for any reason will still be able to call the contact centre to make a booking using their language preference. Our team of customer service advisors will be able to process their information

Pre-sort requirements at the HWRC

In order to improve our performance, we recognise that we have to reconfigure the layouts of our HWRC sites to make it:

- i) easier to recycle and
- ii) more difficult to throw everything into the general waste skip.

Providing more skip containers for a wider range of recyclable materials (carpets, mattresses etc.) will help to facilitate more recovery activity. In tandem with this refinement, implementing a policy for pre-sorting waste will help us achieve better recovery rates. Pre-sorting requirements would be stipulated at the appointment booking stage and site attendants would verify that residents, on arrival, had pre-sorted their waste before being allowed to proceed to the HWRC tipping points. If residents have not pre-sorted their waste they will be asked to return at another time once their waste has been sorted as the time slot will not allow for sorting of waste. The length of time slots will be monitored and adjusted if needed. Also worth noting that following a recent review of the service by WRAP options are being considered whereby sorting facilities are installed at the sites (as offered by sites in other Council areas in the region).

15. EQUALITY ACT 2010 (STATUTORY DUTIES) (WALES) REGULATIONS 2011

*(The Public Sector Equality Duty requires the Council to have “due regard” to the need to eliminate unlawful discrimination, harassment and victimisation; advance equality of opportunity between different groups; and foster good relations between different groups). Please note that an individual may have more than one **protected characteristics**.*

2a Age (people of all ages)

(iv) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Positive:-

The booking system offers a dedicated timeslot for an individual whereby they are able to use the facility in a safe and user-friendly environment.

The booking system also enables the Authority to alert the waste team to any older people needing assistance with unloading at the facility which can then allow our site staff to be ready to help the resident on arrival.

(v) If there are negative impacts how will these be mitigated?

The requirement to pre-sort waste could have a negative impact on older residents who have never been required to do this before. However, this would be stipulated at the booking stage. This will ensure the waste team are alerted prior to the resident attending the site allowing our site staff to be ready to help the resident on arrival.

(vi) What evidence has been used to support this view?

The service is available to all users regardless of their age. Assistance from site staff will be provided to users regardless of their age as required

2b Disability (people with disabilities/long term conditions)

(iv) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Positive:-

The booking system provides a dedicated timeslot for an individual whereby they are able to use the facility in a safe and user friendly environment



The booking system also enables the Authority to alert the waste team to any residents with a disability needing assistance with unloading at the facility which can then allow our site staff to be ready to help the resident on arrival.

(v) If there are negative impacts how will these be mitigated?

The requirement to pre-sort waste could have a negative impact on those with a disability if they are physically unable to do this. However, this would be stipulated at the booking stage. This will ensure the waste team are alerted prior to the resident attending the site allowing our site staff to be ready to help the resident on arrival.

(vi) What evidence has been used to support this view?

The service is available to all users regardless of their protected characteristics. Assistance from site staff will be provided if required to users regardless of their disability.

2c Gender Reassignment (*anybody who's gender identity or gender expression is different to the sex they were assigned at birth*)

(iv) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral:-

The booking system provides a dedicated timeslot for an individual whereby they are able to use the facility in a safe and user friendly environment.

(v) If there are negative impacts how will these be mitigated?

N/A

(vi) What evidence has been used to support this view?

The service is available to all users regardless of their protected characteristics. Assistance from site staff will be provided if required to users regardless of their gender reassignment.

2d Marriage or Civil Partnership (*people who are married or in a civil partnership*)

(iv) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral:-

The booking system provides a dedicated timeslot for an individual whereby they are able to use the facility in a safe and user friendly environment



(v) If there are negative impacts how will these be mitigated?

N/A

(vi) What evidence has been used to support this view?

The service is available to all users regardless of their protected characteristics. Assistance from site staff will be provided if required to users regardless of marriage/civil partnership.

2e Pregnancy and Maternity (*women who are pregnant and/or on maternity leave*)

(iv) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral:-

The booking system offers an opportunity for an individual to book a timeslot whereby they are able to use the facility in a safe and user friendly environment.

The system also enables the Authority to alert the waste team to any residents in this grouping needing assistance with unloading at the facility which can then allow our site staff to be ready to help the resident on arrival.

(v) If there are negative impacts how will these be mitigated?

N/A

(vi) What evidence has been used to support this view?

The service is available to all users regardless of their protected characteristics. Assistance from site staff will be provided if required to users regardless of pregnancy and maternity.

2f **Race** (*people from black, Asian and minority ethnic communities and different racial backgrounds*)

(iii) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral:-

The booking system provides a dedicated timeslot for an individual whereby they are able to use the facility in a safe and user friendly environment.

(iv) If there are negative impacts how will these be mitigated?

N/A

(v) What evidence has been used to support this view?

The service is available to all users regardless of their protected characteristics. Assistance from site staff will be provided if required to users regardless of race.

2g **Religion or Belief** (*people with different religions and beliefs including people with no beliefs*)

(iv) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral:-

The booking system provides a dedicated timeslot for an individual whereby they are able to use the facility in a safe and user friendly environment.

(v) If there are negative impacts how will these be mitigated?

N/A

(vi) What evidence has been used to support this view?

The service is available to all users regardless of their age. Assistance from site staff will be provided if required to users regardless of religion or belief.

2h **Sex** (*women and men, girls and boys and those who self-identify their gender*)

(iv) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral:-

The booking system provides a dedicated timeslot for an individual whereby they are able to use the facility in a safe and user friendly environment.

(v) If there are negative impacts how will these be mitigated?

N/A

(vi) What evidence has been used to support this view?

The service is available to all users regardless of their protected characteristics. Assistance from site staff will be provided if required to users regardless of sex.

2i Sexual Orientation (*lesbian, gay, bisexual, heterosexual, other*)

(iv) Does the proposal have any positive, negative or neutral impacts on the protected characteristics and how?

Neutral:-

The booking system provides a dedicated timeslot for an individual whereby they are able to use the facility in a safe and user friendly environment.

(v) If there are negative impacts how will these be mitigated?

N/A

(vi) What evidence has been used to support this view?

The service is available to all users regardless of their protected characteristic. Assistance from site staff will be provided if required to users regardless of sexual orientation.

16. SOCIO-ECONOMIC DUTY (STRATEGIC DECISIONS ONLY)

*(The Socio-economic Duty gives us an opportunity to do things differently and put tackling inequality genuinely at the heart of key decision making. **Socio-economic disadvantage** means living on a low income compared to others in Wales, with little or no accumulated wealth, leading to greater material deprivation, restricting the ability to access basic goods and services)*

Please consider these additional vulnerable group and the impact your proposal may or may not have on them:

- Single parents and vulnerable families
- People with low literacy/numeracy
- Pensioners
- Looked after children
- Homeless people
- Carers
- Armed Forces Community
- Students
- Single adult households
- People misusing substances
- People who have experienced the asylum system
- People of all ages leaving a care setting
- People living in the most deprived areas in Wales (WIMD)
- People involved in the criminal justice system

3a Low Income / Income Poverty *(cannot afford to maintain regular payments such as bills, food, clothing, transport etc.)*

(iv) Does the proposal have any positive, negative or neutral impacts on the following and how?

(v)

The service offer is designed to have significant positive benefits for our service users, and whilst the facilities are not currently used by a significant portion of our population, all residents will experience an indirect positive impact as the financial burden on the department and the Authority lessens. Ultimately, leading to improvements in more efficient disposal operations. This will be achieved through the authority avoiding fines from Welsh Government for not achieving recycling targets. As state above we anticipate recycling to increase which will allow us to avoid substantial financial penalties.



(vi) If there are negative impacts how will these be mitigated?

N/A

(vii) What evidence has been used to support this view?

The service is available to any individual regardless of their income. Although residents must be aware that these are 'drive to' sites.

Local Libraries can be used for internet access to make a booking. Alternatively, a booking can be made in person at one of the council's customer first outlets or by telephone.

3b Low and/or No Wealth (*enough money to meet basic living costs and pay bills but have no savings to deal with any unexpected spends and no provisions for the future*)

(iv) Does the proposal have any positive, negative or neutral impacts on the following and how?

As above

(v) If there are negative impacts how will these be mitigated?

N/A

(vi) What evidence has been used to support this view?

The service is available to any individual regardless of their wealth. However, residents must be made aware that these are 'drive to' sites.

3c Material Deprivation (*unable to access basic goods and services i.e. financial products like life insurance, repair/replace broken electrical goods, warm home, hobbies etc.*)

(iv) Does the proposal have any positive, negative or neutral impacts on the following and how?

As above

(v) If there are negative impacts how will these be mitigated?

NA

(vi) What evidence has been used to support this view?

The service is available to any individual regardless of material deprivation. Although residents must be made aware that these are 'drive to' sites.

Local libraries can be used for internet access to make a booking. Alternatively, a booking can be made in person at one of the council's customer first outlets or by telephone.



3d Area Deprivation (*where you live (rural areas), where you work (accessibility of public transport) Impact on the environment?*)

(iv) Does the proposal have any positive, negative or neutral impacts on the following and how?

As above

(v) If there are negative impacts how will these be mitigated?

N/A

(vi) What evidence has been used to support this view?

The service is available to any individual regardless of area deprivation. Although residents must be made aware that these are 'drive to' sites.

Local libraries can be used for internet access to make a booking. Alternatively, a booking can be made in person at one of the council's customer first outlets or by telephone.

3e Socio-economic Background (*social class i.e. parents education, employment and income*)

(iv) Does the proposal have any positive, negative or neutral impacts on the following and how?

As above

(v) If there are negative impacts how will these be mitigated?

N/A

(vi) What evidence has been used to support this view?

The service is available to any individual regardless of socio-economic background. Residents must be made aware that these are 'drive to' sites.

Local libraries can be used for internet access to make a booking. Alternatively, a booking can be made in person at one of the council's customer first outlets or by telephone.

3f Socio-economic Disadvantage (*What cumulative impact will the proposal have on people or groups because of their protected characteristic(s) or vulnerability or because they are already disadvantaged*)

(iv) Does the proposal have any positive, negative or neutral impacts on the following and how?

As above

(v) If there are negative impacts how will these be mitigated?

N/A



(vi) What evidence has been used to support this view?

The service is available to any individual regardless of socio-economic disadvantage. Residents must be made aware that these are 'drive to' sites.

Local libraries can be used for internet access to make a booking. Alternatively, a booking can be made in person at one of the council's customer first outlets



17. CORPORATE PLAN – COUNCIL'S WELL-BEING OBJECTIVES

(How does your proposal deliver against any/all of the Council's Well-being Objectives? Which in turn support the national well-being goals for Wales as outlined in the Well-being of Future Generations (Wales) Act 2015. Are there any impacts (positive, negative or neutral? If there are negative impacts how have these been mitigated?) Well-being Objectives

Objective 1 - Improve education opportunities for all

The requirement to pre-sort will educate people how to sustainably manage their waste rather than placing everything into a black bag and taking it to site

Objective 2 - Enabling employment

The proposal includes a new staffing structure, which will look at appointing additional staff who will focus on digitalisation, health and safety and performance in recovery rates.

Objective 3 - Address the availability, condition and sustainability of homes throughout the county borough and provide advice, assistance or support to help improve people's well-being

N/A

Objective 4 - Promote a modern, integrated and sustainable transport system that increases opportunity, promotes prosperity and minimises the adverse impact on the environment

N/A

Objective 5 - Creating a county borough that supports healthy lifestyle in accordance with the Sustainable Development principle within the Well-being of Future Generations (Wales) Act 2015

This will be achieved by an education campaign to advise residents of the need to be sustainable in the way they deal with their products that would previously have been considered waste by promoting reduce, reuse and recycle.

Objective 6 - Support citizens to remain independent and improve their well-being

A booking system offers the opportunity to use HWRC facilities in a more controlled and safer manner and benefit from preplanned assistance (to be provided by our site attendants).

In the same way as assisted kerbside collections operate, the booking system would allow for the service teams to identify those protected groups who may require additional support. In turn our sites can be pre-notified of those in need of assistance with unloading especially for those groups with protected characteristics notably the elderly, infirm, pregnant categories and other persons who have highlighted a specific need.

4a. Links to any other relevant Council Policy (*How does your proposal deliver against any other relevant Council Policy*)

Waste Strategy
Decarbonisation
Well-being Plan
Corporate Plan

18. Well-being of Future Generations (Wales) Act 2015 – The Five Ways of Working (*ALSO KNOWN AS THE SUSTAINABLE DEVELOPMENT PRINCIPLES. THE ACT REQUIRES THE COUNCIL TO CONSIDER HOW ANY PROPOSAL IMPROVES THE ECONOMIC, SOCIAL, ENVIRONMENTAL AND CULTURAL WELL-BEING OF WALES USING THE FIVE WAYS OF WORKING AS A BASELINE*)

How have you used the Sustainable Development Principles in forming the proposal?

Long Term

Long term, the proposals will have a positive impact on service users. A booking system gathers information on the demographic profile allowing us to assess details such as protected characteristics if they will impact on the way we deliver the service in the future, and residential location of the service users, that will allow us to shape our facilities, refine and improve site layouts as well planning resources to assist those residents who may require special assistance. It could ultimately help us with profiling waste compositions and planning sustainable waste management initiatives. We regularly undertake independent compositional analysis surveys and report regularly using the statutory Waste Data Flow collection which will help us achieve this.

Such monitoring will allow us to target resources and provide bespoke solutions for different groups of people in our communities and help make the waste department become a smarter, more responsive and more citizen focussed service provider. This could mean providing extra support for people who are digitally excluded, monitoring trends and gaging feedback, tailoring the service to allow staff to help people on site.

The proposal will support and encourage better waste and recycling practices in the long term, and change people's way of thinking for future generations. The requirement to pre-sort will educate people in better waste management practices and encouraging them not to put everything in the general waste. The volume of waste coming into the sites will be reduced through reduction in footfall and discouraging traders and commercial enterprises from using the sites. Ultimately, this will allow us to work towards a Circular Economy, reduce carbon footprint and become more resource efficient. More enforcement presence will tackle fly tipping issues.



Prevention

The benefit of a booking system is that service users can inform staff prior to their visit of any assistance they may require. Assistance can then be provided immediately when the service user arrives at the site avoiding any unnecessary stress/anxiety that may have occurred if staff were unaware prior to the visit.

Integration

All the relevant waste services will become more integrated with the use of appropriate technology becoming a more responsive and resident focussed.

Collaboration

The system will work closely with our customer services/contact centre. The customer services department will be the initial point of contact for the service user where the relevant information will be obtained in order to create the booking.

Involvement

As part of the waste strategy consultation process (see section 9)



19. WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015

Does the proposal maximise our contribution to the Well-being Goals and how?

A Prosperous Wales

An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work

The proposal will support Wales in being a 'prosperous society' by encouraging more sustainable waste management and recycling practices. This will be achieved through the encouragement of recycling and reducing reliance on residual disposal methods such as Energy from Waste/Landfill. Supporting the Welsh Government's Circular Economy, reducing carbon footprint and becoming more resource efficient.

We anticipate a booking system will greatly reduce congestion and the volume of traffic in and around the sites by controlling the number of visitors at any given time. This will allow us to avoid an influx of people at the site time. Thus, reducing localised air pollution and reducing Carbon Dioxide emissions through queuing vehicles.

The proposal will support and provide good quality jobs, in turn supporting the local economy through the development of local skills and providing training.

Resilient Wales

A nation which maintains and enhances a biodiverse natural environment healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for climate change).

The pre-sort proposal will support and help us work towards a Circular Economy by increasing recycling and reducing the volume of general waste entering the sites. Initiating this project now is the beginning of us working towards Zero Waste by 2050 and reduce greenhouse gas emissions through the reduction in resource use. This in turn will support biodiversity, which is significantly impacted during the extraction of resources for the products we consume.

A Healthier Wales

A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood

The proposal will encourage and provide employment opportunities, which in turn will benefit people's lifestyles and their mental and physical well-being. It will also provide training for staff to increase their knowledge and provide them the tools they need for potential career progression in the future.



By providing controlled and safe facilities reducing tension, conflict and queuing will hopefully provide a less stressful experience for residents.

A More Equal Wales

A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances)

The proposal will support people and our communities by providing employment for people from all backgrounds. Everyone has the opportunity to book a slot, whether that be in person, over the telephone or online. We can then offer special assistance to those who require it by assisting them when they're on site, ultimately leading to an equal service for all.

A Wales of Cohesive Communities

Attractive, viable, safe and well-connected communities

The proposal will help connect the Authority with the local community through collaborative working, face to face engagement, education etc, whilst also providing additional employment opportunities.

A Wales of Vibrant Culture and Thriving Welsh Language

A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation

The proposal will comply with the Welsh Language Measure 2011 in all aspects of education, engagement, communication etc. The proposal is fully compliant with the Welsh Language (Wales) Measure 2011 and associated Welsh Language Standards and encourages any service users to speak their first language (where Welsh, English or any other).

- The booking system will be bilingual and residents will have the opportunity to state their language preference
- We have staff within the department who are able to converse in Welsh whether that be by phone, text or email
- The paperwork (booking confirmation) will be available in both English and Welsh.

A Globally Responsible Wales

A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being

The booking system and supplementary pre-sort requirement will support and help us work towards a Circular Economy and become a more globally responsible Wales. Initiating this project now is the beginning of us working towards Welsh Government's Towards Zero Waste Strategy, which aims to achieve zero waste by 2050 and reduce greenhouse gas emissions through the reduction in resource use



and increasing recycling. This in turn will support biodiversity, which is significantly impacted during the extraction of resources for the products we consume.



20. WELSH LANGUAGE (WALES) MEASURE 2011 AND WELSH LANGUAGE



STANDARDS

(The Welsh Language Measure 2011 and the Welsh Language Standards require the Council to have 'due regard' for the positive or negative impact a proposal may have on opportunities to use the Welsh language and ensuring the Welsh language is treated no less favourably than the English language) Policy Making Standards - Good Practice Advice Document

7a. Links with Welsh Government's Cymraeg 2050 Strategy and CCBC's Five Year Welsh Language Strategy 2022-2027 and the Language Profile

(iv) Does the proposal have any positive, negative or neutral impacts on the following and how?

Neutral - All signage at Household Waste Recycling Centres will be bilingual. In addition to communication through social media platforms, internet, council website, leaflets, online booking systems, telephone booking systems etc which will all be bilingual.

The department is committed to complying with the requirements of the Welsh Language (Wales) Measure 2011 and as a matter of course issues, all its communications bilingually. The department has a significant proportion of Welsh speakers across all tiers and are able to communicate both verbally and in the written form to queries and service requests. The department supports all the Welsh Government sustainable waste campaigns all of which include bilingual narrative and branding. The Waste team supports the National Be Mighty campaign, which is aiming for Wales to become the top recycling nation in the world.

The booking system service will be communicated through all media platforms in Welsh and thereby support the above commitments.

(v) If there are negative impacts how will these be mitigated?

There will be no negative impact on the Welsh language.

(vi) What evidence has been used to support this view? e.g. the WESP, TAN20, LDP, Pupil Level Annual School Census

7b. Compliance with the Welsh Language Standards. Specifically Standards 88–93

(iv) Does the proposal have any positive, negative or neutral impacts on the following and how?

Positive - All signage at Household Waste Recycling Centres will be bilingual. In addition to communication through social media platforms, internet, council website, leaflets, online booking systems, telephone booking systems etc which will all be bilingual.

(v) If there are negative impacts how will these be mitigated?

There will be no negative impacts on the Welsh language.

(vi) What evidence has been used to support this view? e.g. the WESP, TAN20, LDP, Pupil Level Annual School Census

7c. Opportunities to promote the Welsh language e.g. status, use of Welsh language services, use of Welsh in everyday life in work / community

(ii) Does the proposal have any positive, negative or neutral impacts on the following and how?

The service once in place will need to be communicated, making it clear that the service is available in Welsh. This will encourage Welsh speakers to actively engage in their preferred language should that be Welsh.

We will ensure that those requiring support to be delivered in Welsh are in no way discriminated against. The service will always be delivered using the service users preferred language.

If there are negative impacts how will these be mitigated?

N/A **What evidence has been used to support this view? e.g. the WESP, TAN20, LDP, Pupil Level Annual School Census**

7d. Opportunities for persons to use the Welsh language e.g. staff, residents and visitors

Does the proposal have any positive, negative or neutral impacts on the following and how?

As above

If there are negative impacts how will these be mitigated?

What evidence has been used to support this view? e.g. the WESP, TAN20, LDP, Pupil Level Annual School Census

7e. Treating the Welsh language no less favourably than the English language

(iii) Does the proposal have any positive, negative or neutral impacts on the following and how?

All communication, signage and information on the website will be available in English and Welsh. This will allow the service user to read/access information in their chosen language.

(iv) If there are negative impacts how will these be mitigated?

N/A

(v) What evidence has been used to support this view? e.g. the WESP, TAN20, LDP, Pupil Level Annual School Census

f. Having considered the impacts above, how has the proposal been developed so that there are positive effects, or increased positive effects on (a) opportunities for persons to use the Welsh language, and (b) treating the Welsh language no less favourably than the English language.

The service will be fully compliant with the Welsh Language (Wales) Measure 2011/Welsh language standards which will allow and encourage our service users to access information in their preferred language, whether that be English or Welsh.

21. DATA AND INFORMATION

(What data or other evidence has been used to inform the development of the proposal? Evidence may include the outcome of previous consultations, existing databases, pilot projects, review of customer complaints and compliments and or other service user feedback, national and regional data, academic publications and consultants' reports etc.)

Data/evidence *(Please provide link to report if appropriate)*

In November/December 2022, the council ran a phase of engagement called 'What matters to you?'. 93% of respondents agreed that waste collection and recycling services should continue to be a priority when planning council services and budgets for 2022/23 and beyond. Through that same engagement activity, 86% of respondents felt that waste collection and recycling services was as important or more important to them than 12 months ago. Insight from the 'What matters to you?' phase also suggested that residents appreciate the simplicity of our current recycling system in place.

In addition, an online 'quick poll' sought additional views on waste and recycling during January 2023. Key insights from this poll, which received 2,632 responses included:

- 79% of respondents said they recycle food waste at the kerbside. From those respondents who don't currently recycle food waste, their reasons for not doing so were primarily that they compost any food waste, they don't waste any food, they don't like the smell/feel its unclean or they don't have any liners to place inside the caddy.
- 99% of respondents said they regularly recycle using their brown bin/recycling box/recycling bags at the kerbside
- 73% of respondents said they regularly make use of the green/garden waste recycling service. From those respondents who don't, their reasons for not doing so were primarily that they don't have any garden waste/a garden or that they use the service but seasonally (not year-round)

Summary reports for the 'What matters to you?' November/December 2022 engagement phase and the 'Caerphilly Conversation – budget setting 2023/24' engagement programme can be found at www.caerphilly.gov.uk/caerphillyconversation

In 2021 a corporate Snap survey was conducted with the public to introduce a trial booking system for the HWRCs.

Key relevant findings

Overall, the findings suggest that the public do not want change. The service is easy and convenient for a large majority of our residents and they are happy with the way things are. However, we are always looking at ways to improve our services and we need change to ensure the Authority remains financially stable now and in the future. Making changes now will secure this for the Authority.

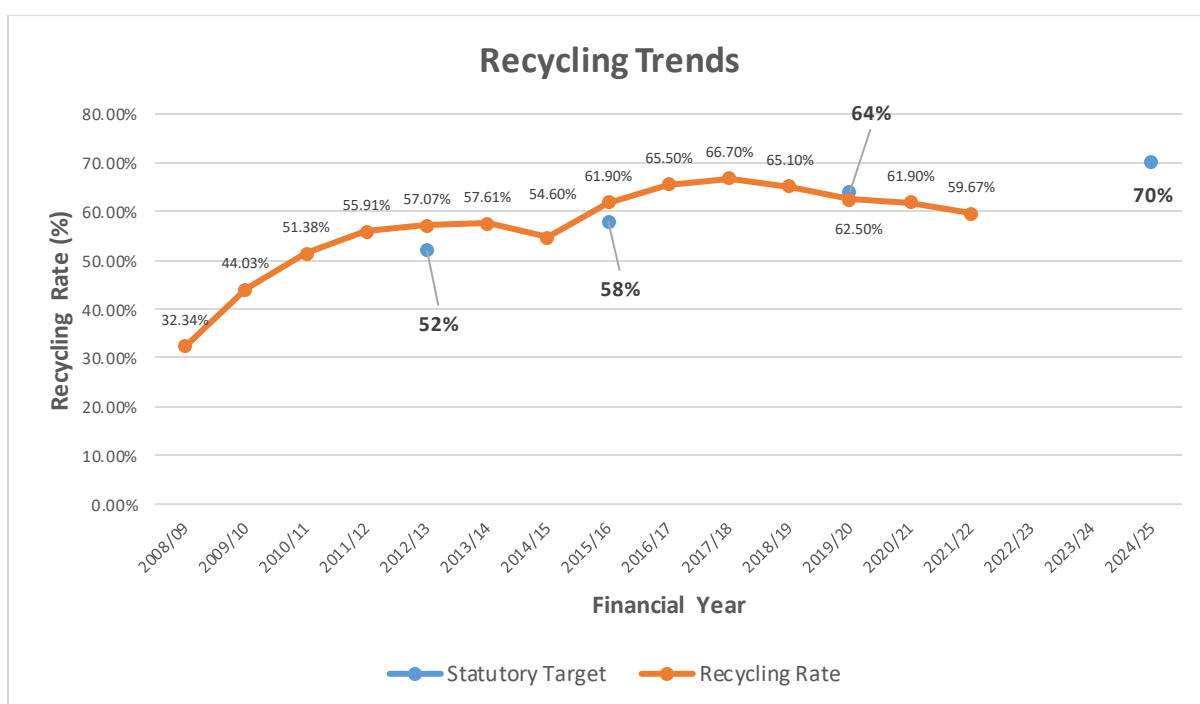
The survey was undertaken during the Covid-19 pandemic, the context has now changed and we are in a different situation now to what we were at the time of the survey.

The Welsh National Waste Strategy, Towards Zero Waste was launched on 21 June 2010. The strategy set out a series of challenging statutory recycling targets for Local Authorities to deliver. These are as outlined below:

	2010/12	12/13	15/16	19/20	24/25
Min. levels of reuse & recycling/composting (or AD)	40%	52%	58%	64%	70%
Min. proportion of reuse/recycling/composting from source separation*	80%	80%	80%	80%	80%
Max. level of landfill	-	-	-	10%	5%
Max. level of energy from waste	-	-	42%	36%	30%

Min. levels of preparing for reuse (excluding Waste Electrical and Electronic Equipment (WEEE))	-	0.4%	0.6%	0.8%	1.0%
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5.2 Caerphilly’s recycling performance is outlined below alongside the Welsh Government statutory targets. As Graph 1 illustrates, Caerphilly has historically performed well against Welsh Government targets however, over the last 3 years recycling performance has declined. Performance for 2019/20 of 62.51%, 2020/21 of 61.90%, and 2021/22 of 59% all fell below the statutory target of 64%.



Through the Waste (Wales) Measure 2010, the Welsh Government (WG) made recycling targets from 2012-13 and beyond, statutory targets. This status allows Welsh Government to levy financial penalties against Council’s that fail to achieve them. The statutory targets are weight based and increased gradually over time. In the current national Welsh Government waste strategy “Beyond Recycling - A Strategy to make the Circular Economy in Wales a reality”, the Welsh Government has stated they will work with Local Authorities and other key partners to develop further future recycling targets in line with their pathway to zero waste, with the aim of achieving 100% recycling by 2050. Welsh Government indicate that they will put in place further minimum statutory recycling targets for Local Authorities beyond 2025, potentially at a level of 80% by 2033.



How has the data/evidence informed this proposal?

The results of the survey reflect that the service is of high importance and the public recognise this. This initiative facilitates better performance and supports the financial stability of the authority.

The survey was undertaken during the Covid-19 pandemic, the context has now changed and we are in a different situation now to what we were at the time of the survey.

The data/evidence has shaped the strategy and this proposal in its entirety.

Were there any gaps identified in the evidence and data used to develop this proposal and how will these gaps be filled? *Details of further consultation can be included in Section 9.*

An external consultant has worked alongside the council to develop a series of behaviour change proposals with the aim of identifying gaps in current levels of understanding amongst the community. This has shaped the communication strategy for this proposal.

22. CONSULTATION

*(In some instances, there is a legal requirement to consult. In others, even where there is no legal obligation, there may be a legitimate expectation from people that a consultation will take place. Where it has been determined that consultation is required, **The Gunning Principles** must be adhered to. Consider the **Consultation and Engagement Framework**. Please note that this may need to be updated as the proposal develops and to strengthen the assessment.*

Briefly describe any recent or planned consultations paying particular attention to evidencing the Gunning Principles.

Integral to the above service options is the undertaking of a public consultation on the proposals. It is proposed that this will be delivered within a 6 week timescale and will utilise a range of systems to ensure that the consultation process is fair, equitable and representative. It is proposed that this will commence shortly after Cabinet have considered and made decisions based on the report recommendations. The public consultation is proposed to run January 2024. Residents will be invited to give their views in a variety of ways:

- A survey will be available on the council's website www.caerphilly.gov.uk. It will be available online and in printed copy. Hard copies will be available from all libraries across the county borough and returned via libraries or through the post.

- A series of informal face-to-face drop-in sessions for residents will be arranged at libraries across the borough. Three online face-to-face sessions will also be scheduled. As far as possible, these sessions will be held on different days of the week and different times of the day, including early evening, to enable as many people as possible to attend. They will also be planned to coincide with times of highest footfall at individual libraries.
- A dedicated meeting of the Viewpoint Panel. The Viewpoint Panel is a group of residents who are regularly invited to get involved in the council's engagement and consultation activities. Anyone who is a resident of the county borough can join.
- Online engagement opportunities through the council's new digital engagement platform
- Targeted engagement with stakeholders and seldom heard groups – identification of these was supported through the development of in-depth integrated impact assessments (IIAs) for the draft proposals.

The Authority has been in active dialogue with the waste sector about booking systems. A communications plan has been drafted to compliment the proposed offer and it follows that we envisage that the new service offer would follow the same process as that of the proof of residency initiative. ie. pre-communications on all media platforms, issue of literature at sites, site signage notifying of pending service initiative complimented by face-to-face dialogue between users and waste officers at the network of facilities.

It is important to note that approximately only one fifth of the population use our "drive to" sites. Most residents rely on the range of regular recycling and refuse collections and the bulky collection by request services. A significant number of residents also employ the services of private waste contractors and skip hire operators to manage their wastes generated from construction DIY and gardening projects. Undertaking a site user survey at this moment would not be reliable as it would be very susceptible to bias because of the amount of "non-householder" traffic having a say where they are not entitled. In the same vein consulting the majority of the public on facilities they do not benefit from is of little relevance or use to us in this particular service development. However, a survey at a subsequent time when we have gathered information on residents booking contact details would enable us to consult more effectively and garner more accurate and relevant feedback for us to use and reshape the service.

Who was consulted?

When we talk about engaging our communities and stakeholders we make a commitment to engage, as appropriate, with:

- Residents – people from every part of the county borough and from every community and of all ages, making a particular effort to encourage those not currently engaged/seldom heard including:

- Community groups and clubs including those on our various panels, community, voluntary and special interest groups
- Users of specific council services
- Vulnerable groups and those with protected characteristics as identified within the Equality Act (2010) and the Public Sector Equality Duty (Wales)
- Children and young people including those on the Youth and Junior Forums
- Employees of the council
- Relevant trade unions
- Business owners/business forums
- Those who visit, work or participate in activities within the county borough
- Our democratically elected representatives
- Town and Community Councils
- Members of the Senedd and Members of Parliament
- Partner organisations
- Welsh Commissioners (Children's, Welsh Language, Older Persons, Future Generations)
- Specific subject forums
- Any other body or group with an interest in the work of the authority and the future wellbeing of the area

An extensive engagement strategy has also been developed to support this proposal.

When they were consulted did the consultation take place at the formative stage and was adequate time given for consultees to consider and respond?

Consultation is being carried out in line with the gunning principles at the formative stage.

Was sufficient information provided to consultees to allow them to make an informed decision on the proposal?

Consultation is being carried out in line with the gunning principles at the formative stage.

What were the key findings?

These will be identified during the period of consultation.



How have the consultation findings been taken into account?

Following the 6 week consultation period, the findings will be analysed and reported back to members and the public. This will enable members to make an informed decision on the basis of what our residents have told us.

23. MONITORING AND REVIEW

How will the implementation and the impact of the proposal be monitored, including implementation of any amendments?

It is important to reiterate that the HWRC sites are “drive to & drive through” facilities and thus they automatically exclude a major proportion of the County Borough’s populace. A booking system though gathers information on the demographic profile and we will be able to assess age, residential location and other customer information that could also help us to shape facilities, refine and improve site layouts as well planning resources to assist those residents who may require special assistance. It could ultimately help us with profiling waste compositions and planning sustainable waste management initiatives. The information will be provided by the resident at the time of booking if they wish to disclose this, for example they may wish to disclose they are elderly and need special assistance.

Such monitoring will allow us to target resources and provide bespoke solutions for respective groupings in our communities and help make the waste department become a smarter, more responsive and more citizen focussed service provider. This could mean providing extra support for those persons that are less digitally focussed.

What are the practical arrangements for monitoring?

The overarching aim of the changes is to improve the facilities for service users, secure the financial stability of the authority, increase recycling/recovery rates and reduce the overall volume of residual waste entering the HWRCs. The introduction of an appointment service to access the HWRC sites complimented by the introduction of pre-sort requirements is estimated to achieve an increase in recovery rates of up to 3%. This figure will be monitored based on data captured in Waste Data Flow.

How will the results of the monitoring be used to develop future proposals?

Any monitoring measures that are introduced will be revisited on a regular basis to ensure the implementation is successful or not, as well as capturing any data needed, or improving the service delivery. Data will be captured through Waste Data Flow

Information/data received will be analysed and used to form future commissioning decisions.



When is the proposal due to be reviewed?

The proposal will be reviewed on an ongoing basis to ensure the proposals are having the desired effect. Data will be collected through Waste Data Flow.

Who is responsible for ensuring this happens?

Rhodri Lloyd
HRC Supervisors

24. RECOMMENDATION AND REASONING (delete as applicable)

- **Implement proposal with no amendments**
- **Implement proposal taking account of the mitigating actions outlined**
- **Reject the proposal due to disproportionate impact on equality, poverty and socio-economic disadvantage**

Have you contacted relevant officers for advice and guidance? (delete as applicable)

- **Yes**

25. REASON(S) FOR RECOMMENDATIONS

(Provide below a summary of the Integrated Impact Assessment. This summary should be included in the "Summary of Integrated Impact Assessment" section of the Corporate Report Template. The Integrated Impact Assessment should be published alongside the Report proposal).

To ensure Caerphilly is able to achieve the required Welsh Government statutory Recycling target of 70% in 2024/25.

To ensure Caerphilly is best placed to move beyond the required 2024/25 recycling target of 70% in subsequent years and be best placed to work towards the zero waste Welsh Government aspiration.

26. VERSION CONTROL

(The IIA should be used in the early stages of the proposal development process. The IIA can be strengthened as time progresses to help shape the proposal. The Version Control section will act as an audit trail to evidence how the IIA has been developed over time) (Add or delete versions as applicable)

➤ **Version 1**

Author:-Rhodri Lloyd & Nicole White

Brief description of the amendments/update:-

Revision Date:-19th June 2023



INTEGRATED IMPACT ASSESSMENT AUTHOR

Name:-Rhodri Lloyd

Job Title:-Principal Waste Management Officer

Date:-19th June 2023

HEAD OF SERVICE APPROVAL

Name:-Marcus Lloyd

Job Title:-Head of Infrastructure & Waste Management

Signature:-

A handwritten signature in black ink, appearing to read 'M. Lloyd'.

Date: 19th June 2023