



## PORTFOLIO HOLDER DECISION NOTICE

### INDIVIDUAL DECISION BY THE PORTFOLIO HOLDER FOR ENVIRONMENT

### TOPIC – RECOMMENDATIONS OF THE PROJECT INTEGRA AND RECYCLING ISG

### PROCEDURAL INFORMATION

The Access to Information Procedure Rules – Part 4, Section 22 of the Council's Constitution provides for a decision to be made by an individual member of Cabinet.

In accordance with the Procedure Rules, the Corporate Director (Governance), the Chief Executive and the Head of Finance are consulted together with Chairman and Vice Chairman of The Overview and Scrutiny Committee and any other relevant overview and scrutiny committee. In addition, all Members are notified.

If five or more Members from those informed request, the Leader may require the matter be referred to Cabinet for determination.

### Contact Officer:

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### Committee Administrator:

Nancy Graham, Tel: 01962 848 235, Email: [ngraham@winchester.gov.uk](mailto:ngraham@winchester.gov.uk)

### SUMMARY

The Project Integra and Recycling ISG reported the outcome of their review to The Overview & Scrutiny Committee on 17 September 2012 (Report [OS52](#) refers). The minute extract from that meeting is attached as Appendix 1 to this notice.

Since the meeting, the Leader has agreed that the Portfolio Holder consider the recommendations of the ISG and outline his response in a Portfolio Holder Decision Notice.

### DECISION

That the final recommendations of the Project Integra and Recycling ISG be approved, as set out in Appendix 1.

### REASON FOR THE DECISION AND OTHER ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

All of the alternative options were considered by the original ISG who have recommended the actions within this PHD.

**RESOURCE IMPLICATIONS**

The resources implications were detailed in Report OS52.

**CONSULTATION UNDERTAKEN ON THE PROPOSED DECISION**

Former Councillor Thompson, as the original chair of the ISG, has been consulted on the content of the final recommendations contained in this PHD Notice.

**FURTHER ALTERNATIVE OPTIONS CONSIDERED AND REJECTED FOLLOWING PUBLICATION OF THE DRAFT PORTFOLIO HOLDER DECISION NOTICE**

N/A

**DECLARATION OF INTERESTS BY THE DECISION MAKER OR A MEMBER OR OFFICER CONSULTED**

N/A

**DISPENSATION GRANTED BY THE STANDARDS COMMITTEE**

N/A

Approved by: (signature)

Date of Decision: 25.10.12

Councillor Roger Huxstep - Portfolio Holder for Environment

**APPENDIX – MINUTE EXTRACT FROM THE OVERVIEW AND SCRUTINY  
COMMITTEE HELD 17 SEPTEMBER 2012**

1. **PROJECT INTEGRA AND RECYCLING INFORMAL SCRUTINY  
GROUP – RECOMMENDATIONS**

(Report OS52 refers)

The Chairman welcomed to the meeting former Councillor Thompson, who had led the Informal Scrutiny Group (ISG) on its work. At the invitation of the Chairman, Mrs Thompson introduced the Report and, in summary, commended its recommendations for approval. It had been demonstrated to the ISG that improving the 'capture rates' of recyclable materials across the District could be achieved, especially if the Council worked with its partners and other key organisations.

The Assistant Director (High Quality Environment) reported on the outcome of the recent review of the Project Integra Partnership which had concluded that its scrutiny should be passed to individual local authorities within its area.

Councillor Huxstep also reminded the Committee that a key priority of the Project Integra Partnership was to increase the capture rate of recyclable materials.

During discussion, the Committee noted that although a recycling service was costly to operate, further capital investment in recycling facilities was likely to assist in increasing capture rates. This in turn would generate more income from sales of materials. It was reported that the County Council had recently agreed that a food waste processing plant be constructed in Hampshire.

The Committee referred to wider cultural change that might potentially increase recycling, such as the development of 'circular economies'. It was agreed that this would be a useful topic for a future Member Briefing session and the Assistant Director (High Quality Environment) undertook to consider the matter.

**RESOLVED:**

1. That The Overview and Scrutiny Committee endorse the following recommendations of the Informal Scrutiny Group as set out below and recommend them to Cabinet for implementation

- a) In partnership with East Hampshire District Council the City Council should develop a behavioural change campaign aimed at:
  - (i) increasing recycling capture rates,
  - (ii) exploiting any new opportunities for collecting recyclables,
  - (iii) reducing contamination of recyclables.

- b) The campaign should inform and support the work of the shared Partner Implementation Plan with East Hampshire District Council.
- c) Any initiatives within the campaign should be subject to consideration of business cases and only introduced where it is cost effective to do so. Priority should be given to those materials with the greatest income potential.
- d) The campaign should be a combination of District wide publicity and specific campaigns to targeted areas where capture or contamination issues are known to exist.
- e) In order to support recommendation c), the partnership should make the best use of the Materials Analysis facility in order to identify the priority areas.
- f) The campaign should include reminders about the previous materials that could be recycled as well as clear information about new materials such as aerosol cans and metal bottle tops/jar lids.