

Consultation Project Plan

Waste Collection Strategy 2010-2015

Background and reason for consulting

Brent's waste collection strategy needs to be updated to help reduce the amount of waste sent to landfill, implement efficiency savings, reduce waste arisings and meet current and future national indicators for recycling. The waste collection strategy aims to promote waste reduction, reuse and recycling, maintain high levels of residents' satisfaction, reduce the cost of waste collection and disposal and reduce the carbon footprint associated with the waste collection service.

The strategy only covers household waste.

The waste collection strategy is developed as part of the One Council Waste and Street Cleansing Review (Gold project).

The primary objective of the Gold review is to realise cost efficiency savings of at least £500,000 in waste collection and disposal.

The activities carried out as part of the gold review include:

- Where are we today? – Oct – Nov 2009 – literature research and evidence base gathering
- Where do we want to get to? – December 2009 - May 2010
 - December 2009 - away day to select a shortlist of options for waste collection schemes
 - January – March 2010 – consultants appointed to carry out analysis of six options and assesses them on environmental performance, diversion rate and efficiency savings
 - March – May 2010 – Brent officers and Veolia finalise costs of implementing preferred option in Brent
- What do we need to do to get there? - February 2010 – March 2011
 - February – May 2010 – waste collection strategy production
 - May 2010 – draft strategy submitted to CMT
 - July 2010 – draft strategy submitted to PCG
 - July 2010 – draft strategy submitted to the Executive to seek approval to consult with Brent residents
 - Summer/Autumn 2010 – consultation
 - November 2010 – waste collection strategy submitted to the Executive for adoption
 - December 2010 – July 2011 – implementation of new collection service
 - July 2011 – new waste collection service starts.

The aim of the public consultation on the draft waste collection strategy is to provide residents and stakeholders with the opportunity to influence the decision making associated with waste management in Brent over the next five years.

Timeframe

Public consultation on the draft waste collection strategy will take place for a total of 7 weeks.

- Planned start date: 30 August 2010
- Planned end date: 19 October 2010

Who will we be consulting?

Key stakeholders to be engaged in the consultation period are as follows:

- Residents
- Residents associations
- The Citizens Panel – Area Consultative Forums
- Brent Sustainability Forum
- BRAIN and Brava
- Neighbourhood Working Groups

Consultation area (geographical)

The consultation will be borough-wide and all residents are invited to participate.

Contact Details

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Partner(s)

This consultation will not be carried out in partnership.

Consultation method(s)

The following activities have been identified as key consultative methods:

- StreetCare issues the Green Pages quarterly as a four side centre spread in the Brent Magazine. It is anticipated that the edition of the Green Pages during the consultation period will be centred on the consultation. This in effect means that all households in the borough will receive information about the consultation in hard copy format. There will be an opportunity to insert the questionnaire with the Green Pages
- The consultation questionnaire will appear on the Brent web-site and links from other sites (e.g. BRAIN, WLWA) will signpost this on-line version
- An electronic version of the questionnaire will also be issued to the Brent Citizens' Panel, Brent Housing Partnership, community networks and Brent Sustainability Forum members
- The consultation message will also be spread across Brent Council through Insight Magazine, Take 5 and the Brent Brief and Brent Staff Panel. The six Brent Staff Fora will also be approached
- Presentations will be made during the second cycle of the Area Consultative Forums
- Information stalls at Brent summer festivals.

Application of findings

The findings of the consultation will inform the final version of the waste collection strategy. We estimate that the revised waste collection strategy will be adopted at the Executive meeting in November 2010.

An implementation phase will then follow to introduce the new waste collection services.

In addition the new waste collection strategy will be delivered through annual waste reduction and reuse, communications and community engagement plans. The Council will develop a programme of public involvement so that the annual plans benefit from the input of Brent residents who will assist shaping priorities and sharing the ownership of the borough's commitment to manage waste in more sustainable ways.

Cost of consultation

The majority of the cost related to this consultation will be related to officer time.

Veolia Environmental Management (the waste services contractor) funds the Green Pages.

There will be costs associated with the design of the questionnaire and the presentation of the strategy document. These costs are not known at this stage.