

Appendix 1 - Operational rollout of the trial**Summary**

- The trial was delivered to the original timetable.
- A range of direct communications was used, including several opportunities on the doorstep for residents to talk to council officers.
- Biffa supplied the bins to the council at a lower cost than originally anticipated, to minimise risk on quality and delivery times. Bins cost a total of £21,089 and were delivered to residents within three days.
- Bins were provided at least one week before the first collection. Some residents put their bin out for collection a week early, but this was handled by the Biffa crew.
- The first week of the trial raised a number of operational problems, such as use of the lifting equipment and location of the bins, which were resolved either on that day, or within 1-2 weeks.
- Written feedback was provided to residents who had put out additional waste, telling them what had gone wrong, and what they needed to do to resolve it.
- Only a small number of residents (>4%) have contacted the council to formally ask for a larger bin. Of these, less than 2% require one because they are recycling all they can and produce large amounts of waste on a regular basis.

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Timetable

Following the decision on 6th July 2016, officers planned a timetable for the rollout of the trial.

- First communication 11th July
- Local events 18th & 21st July
- Second communication early September
- Bin delivery 12th-16th September
- First collection of waste 23rd September
- Trial assessment Nov/Dec
- Decision on what happens next Dec/January

With the exception of the second communication (which was undertaken at the end of August) this timetable has been delivered.

Communications

As per section 5.5 of the decision report of 6th July 2016, it was decided that simple and clear communications should be provided to the residents within the trial, engaging in face to face and written communications. It was also decided that the sooner that communications began the better. This was for the following reasons

1. To ensure that residents were aware of the trial and why it was happening.
2. To give residents time to think about the change, and what it meant for them
3. To maximise the message about increasing recycling
4. To ensure that clear messages about the trial were provided.

First communications

On the 11th July waste officers began the communications of the trial by delivering a letter to all households in the trial area. The aim was to have a simple letter which could be printed and produced quickly, and clearly set out that the trial was coming.

The delivery of these letters was undertaken by waste officers, rather than by postal delivery, as the team also wanted to maximise the opportunity to have a face to face discussion with residents at the point of delivery. This was not only to explain the trial, but also to gather any initial feedback or concerns which could be used to help shape the trial.

First communication - letter

Dear resident

Your street and the surrounding area have been chosen to **trial wheelie bins for general household waste.**

There will be no change to your collection frequency as weekly collections will continue, but instead of putting out bin bags you'll be provided with a bin for your non-recyclable rubbish. Fortnightly recycling collections also remain unchanged.

Feedback tells us residents like the idea of a wheelie bin and other local authorities have found using them helps to increase recycling, which leads to reduced costs and cleaner streets

Bins will be delivered by 16 September, with more information about the trial, which will run for up to six months. The first collection of general household waste from these bins will be on **Friday 23 September**. We will be monitoring the amount of recycling and household waste during this trial and will provide feedback to you about the difference the trial is making.

We're also relying on your feedback to help decide whether the trial continues.

More information will follow in early September before the trial begins but if you have any questions please contact us on 023 9284 1105, visit the council's website and search 'waste trial'. Alternatively come and see us at the **Highbury Community Centre on Monday 18 and Thursday 21 July at 5-7pm.**

Kind regards

Clean City Team

Over the course of two weeks, officers visited all of the properties in the area at least once to deliver the letter and knock on the door, returning to as many properties as possible where the resident was not in on the first visit. Mostly this was undertaken between 9am-4pm, although some door knocking happened during the early evening. By the completion of this work officers were able to speak to 527 residents within the first three days, and were able to speak to further 73 within the following week.

From this officers learned that:

- The first round of door knocking was the most successful in talking to residents.
- Those not in during the working day were often back later than 5.30pm and usually not happy to speak with officers in the evening.

The initial feedback was that of the 600 people spoken to, only 34 negative comments were received on the doorstep.

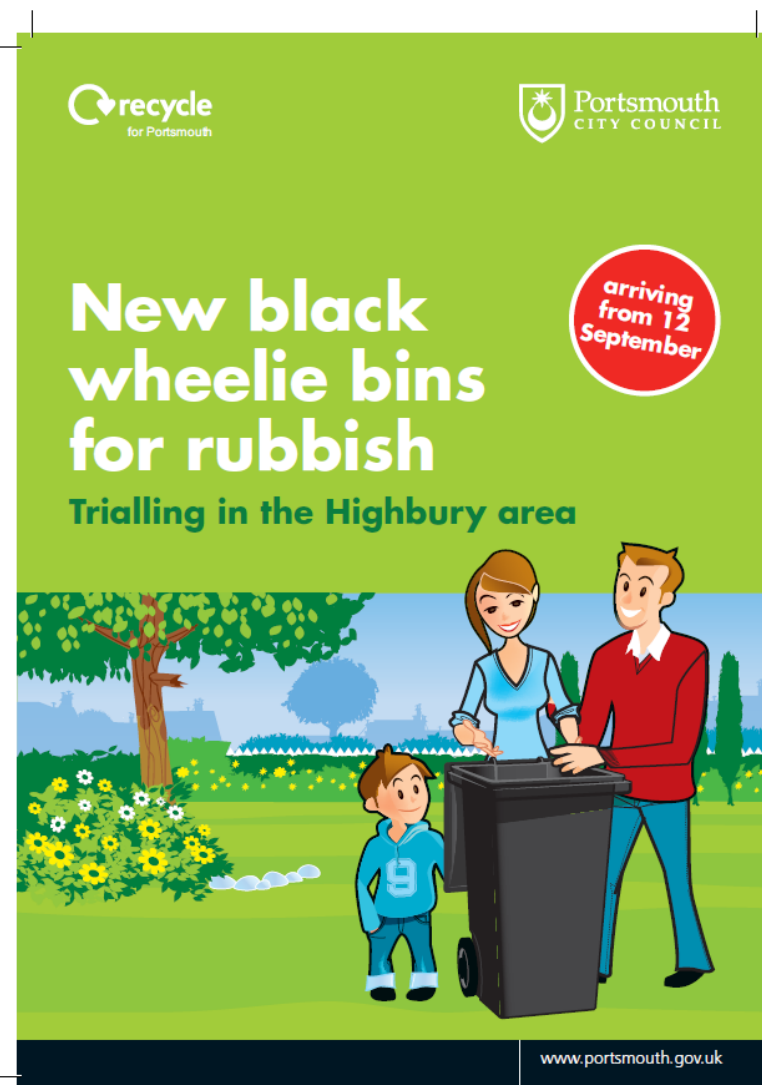
In the **letter**, residents were invited to one of the two drop in sessions held at the local community centre. Three officers, including a senior manager, attended each session. There were a small number of people attending each session (less than 10). Those that came were able to see the 140ltr wheelie bin, gain additional written information, and talk to the officers about the trial. Information was also gained about potential problems which were used to inform the Frequently Asked Questions (FAQs) and future communications.

Second communications

Using the feedback received from the first communication, and similar communications used by Crawley BC who had previously undertaken a similar scheme, officers from waste management and the corporate communications team designed a **leaflet**. This leaflet was intended to provide more information about the trial and help residents to understand what to expect when the bin arrived.

This leaflet came with a smaller leaflet about recycling, mapping the location of the recycling banks in the area. These were delivered by an external delivery company on w/b 22nd August.

Second communications - information leaflet (pages 1 & 2)



Why am I getting a bin for rubbish?

The aim of this six month trial is to find improvements for waste collection. If everybody can minimise their rubbish, and recycle as much as possible, we can improve recycling rates and reduce the overall cost to you the taxpayer.

Many residents have said that they would like a wheelie bin to reduce spillages or sacks splitting, this also helps keep streets cleaner.

You will still keep your green bin for all of your recycling, and it will continue to be collected every other Friday.

Do I have to have a new bin?

During the trial we are only collecting rubbish from the black wheelie bins provided. The lid should be shut and only rubbish in the bin will be collected.

When will my bin be delivered?

Your bin will be delivered between 12 and 16 September. You don't need to be at home for the delivery and an

information pack will be provided. If you don't receive your new bin by 4pm on Friday 16 September contact us on 023 9284 1105.

What will my bin look like and how big will it be?

Your bin will be black and 140ltrs in size. It is approximately 110cm high, 50cm wide and 60cm deep. The base is no larger than a normal sized round dustbin, so if you have one of those you should have space for the new wheelie bin.

When will I be able to use my bin?

Please put the bin out for collection on Friday 23 September and every following Friday during the trial.

Do I still have to put my rubbish in sacks?

Please put all rubbish in tied carrier bags or sacks where possible. This helps to keep the bin clean, minimises smell and makes it easier for the collection team.

Second communications - information leaflet (pages 3 & 4)**Can I have a bigger bin?**

The 140ltr bin will be large enough for the majority of households if available recycling services are being fully used.

If, after using the new bin for at least one week, you find that the bin isn't big enough please contact us. A waste officer will visit to discuss your request and you will need to show us that you make full use of the fortnightly recycling service. You also need to recycle glass bottles and textiles at local bring banks or the Port Solent Recycling Centre.

I am unable to get a rubbish bin to my front boundary for collection, what can I do?

An assisted collection service can be provided for those not physically capable of putting their rubbish bin at the front boundary.

Call 023 9284 1105 to apply for a new assisted collection. If you already have an assisted collection, this will automatically apply to your new bin.

What to expect

- You don't need to be at home when your bin is delivered.
- An information pack will be delivered with your new bin with details about how to use it.
- Two blank stickers will also be delivered with your new bin - one for your new black bin and one for your green recycling bin. You can write your house number on these to help identify your bin.



For more information:

- Call 023 9284 1105
- Email recyclingandrefuse@portsmouthcc.gov.uk
- Search waste trial at www.portsmouth.gov.uk



You can get this information in large print, Braille, audio or in another language by calling 023 9284 1105

Designed by: marketing@portsmouthcc.gov.uk • Published: August 2016 • Ref: 34.56

www.portsmouth.gov.uk

Third communications

The final piece of written communications before the start of the trial was delivered along with the wheelie bin. This began on Monday 12th September and was completed within three days. Again, this was delivered by waste management officers who knocked on doors and offered a conversation as well as delivering the information pack. This **pack** consisted of the following:

- A4 leaflet
- A4 Bin sticker for the recycling bin
- A4 Bin sticker for the new rubbish bin
- A5 Small recycling leaflet

During this delivery the officers knocked many of the properties and spoke to a number of residents, showing them the bin and presenting their pack of information.

The following formats for communications were considered but rejected

- Flagship. Due to the specific area to which the information was relevant, this would have required a specific print run, and care that it was only delivered to specific homes.
- Radio/TV. Again it was important that the information on the trial only went to the people in area.

Recycling leaflet provided in the second and third communications




What can I recycle?

Put ALL of these items IN your green recycling bin when they are empty.


Paper


Metal cans


Card


Plastic bottles


Aerosols

Put small electrical items in a carrier bag and put it on top of your green recycling bin on collection day.

Put ALL of these items in local bring banks (Portsmouth Road, Hawthorn Crescent, Tudor Crescent), or use the Recycling Centre at Port Solent


Glass bottles


Textile and clothes

Take items that don't fit in your bin to the Recycling Centre at Port Solent

www.portsmouth.gov.uk

Where can I recycle?



1	TESCO CAR PARK	TEXTILES	SHOES
2	WOOTON STREET BHF CAR PARK	TEXTILES	
3	WOOTON STREET CAR PARK	GLASS	TEXTILES BOOKS CDS
4	COSHAM BUS INTERCHANGE	GLASS	
5	HIGHBURY BUILDINGS	TEXTILES	CDS
6	TUDOR CRESCENT	GLASS	TEXTILES
7	HAWTHORN CRESCENT (BY HOUSING OFFICE)	GLASS	TEXTILES BOOKS CDS

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Third communications - information leaflet (pages 2 & 3) and recycling bin sticker

Your new black rubbish bin

Why am I getting a bin for rubbish?
The aim of this six month trial is to find improvements to waste collection. If everybody can minimise their rubbish, and recycle as much as possible, we can improve recycling rates and reduce the overall cost to you the taxpayer.

Many residents have said that they would like a wheelie bin to reduce spillages or sacks splitting, this also helps keep streets cleaner.

Do I have to have this new bin?
During the trial we are only collecting rubbish from the black wheeled bins provided. The lid should be shut and only rubbish in the bin will be collected.

Is anything changing for the green recycling bin?
No. You will still keep the green bin for all of your recycling, and it will continue to be collected every other Friday.

What should I do with my old bin?
As this is only a trial, we suggest that you keep any dustbins or other containers that you have until the trial has finished.

Who owns the bin?
Portsmouth City Council owns the bin but it is your responsibility to look after it, keep it clean and place it carefully at the boundary and not blocking the pavement/road. If you move house please ensure that you leave the bin at the property.

Before taking your bin out for collection, check:

All rubbish is in the black bin.



The bin lid is closed.



The bin is at the front boundary of your house by 7am on Friday



Making your bin right for you

Address labels
To help your collection team and neighbours know which bins are yours, use the labels provided to write your house number in permanent marker and stick on your new black bin and your green recycling bin. Place stickers on the back of the bins below the handles. A recycling sticker has also been provided to put on the lid of your green bin to remind you of all of what you can recycle in Portsmouth.

Damaged or missing bins / lids?
Your new bin is robust but if you find it's damaged or goes missing please contact us.

The right size
The 140ltr bin will be large enough for the majority of households if the available recycling services are being fully used.

If, after using the new bin for at least one week, you still find that the bin isn't big enough then contact us.

A waste officer will visit to discuss your request and you will need to show us that you make full use of the fortnightly recycling service. You also need to recycle glass bottles and textiles at local bring banks or the Port Solent Recycling Centre.



Green bin for recycling

Please put these in here

















Bin supply, cost and delivery

The council needed to procure and provide wheelie bins for all of the properties identified as being within the trial area. In addition, contingency was made for a situation where some residents would require a larger bin. Therefore an initial order of 1450 x 140ltr bins, 30 x 180ltr bins and 30 x 240ltrs was required. Orders could be placed knowing that any bins not required for this trial could be reused for regular recycling collections in other parts of the city.

As the council is a member of the Eastern Shires Purchasing Organisation (ESPO), and has access to a framework agreement for the provision of bins, it was decided to review this framework to identify the current market rate for bins. From this it could be seen that 140ltr bins were between £13.40 and £16.98 per bin (depending upon volume ordered, colour, supplier etc.). However the council had no experience of the quality of the bins or any of the providers on the framework.

The council has contracted out the purchase and supply of wheelie bins for the main household waste contract to Biffa, and they were also asked if they could supply bins at a similar rate. Biffa confirmed that they could supply bins at the rate of £13.20 per unit, plus the standard contract 5% mark up. Officers consider the two options of:

1. Purchasing directly from a manufacture or
2. Requesting Biffa undertake the purchase, adding its mark up.

Whilst there was a cost difference of £1004 for purchasing the bins through Biffa, the council obtained the following advantages:

1. Not having a formal procurement exercise which would have been likely to take significantly longer than the timescales indicated within the report. Also this would have incurred procurement costs for the council.
2. Responsibility for the quality of the bins, and their ability to be used with the existing fleet, remained with Biffa. This risk materialised when a number of bins were delivered without wheels, and Biffa dealt with the manufacturer to resolve this.
3. Responsibility for the bins being delivered on time remained with Biffa.

Therefore it was decided, for the purpose of the trial, that the bins would be procured through Biffa, and all of the bins were procured, and delivered, for a cost of £21,089.25.

Bins came with the metal axle and rubber wheels separate, so required assembly on site. This is usual for wheelie bins.

The bins were delivered to the council site at Northarbour Road, where they were stored until the beginning of the rollout phase.

Bin roll out

Bins were delivered to the houses in the trial area on 12th-14th September 2016. This was undertaken by using four Biffa staff that would normally have been working on the normal collections work across the city. Bins were collected from the site at Northharbour Road and delivered to the Highbury area using a tail lift caged vehicle that is normally used to deliver recycling or collect bulky waste. The use of this vehicle, and staff, ensured that the additional costs for the delivery of the bins were avoided as these costs are already with the main collection contract with Biffa. However as a result of this it meant that normal deliveries of recycling bins across the city were delayed and took three weeks to catch up

The delivery crew were supported by council waste officers who helped in construction of the bins as well as posting the delivery pack and engaging with residents.

There were a very small number of properties who didn't get a bin during this delivery, and officers made dedicated special deliveries to ensure that all had a bin by the 16th September.

Despite the label on the delivery pack to advise residents that the bin was not to be put out for collection until 23rd September, it was anticipated that some residents may put their rubbish bin out a week early (i.e. on the 16th September) and so the only vehicle currently in the Portsmouth Biffa fleet which can safely handle bins *and* bags was put on the Highbury round for this Friday.

On Friday 16th September council officers were in the trial area and found that approximately 10% of residents had out their rubbish out in wheelie bins for collection. However, due to having the correct vehicle all of the waste, whether presented in a bin or a bag, was removed.

Crew preparation

All of the crew had received training on wheelie bin emptying. This crew had been given some additional time on the recycling rounds to ensure that they knew how to use the lifting mechanism safely and handle bins properly.

Start of the trial and monitoring

The first official collection of rubbish from wheelie bins took place on Friday 23rd September. Vehicle (VN13 EWA) was transferred from its normal duties (on bulk collections) to undertake the collections, keeping the usual crew who worked on that round.

This Friday was not a recycling week for this round, and therefore the only bins presented for collection were the black rubbish wheelie bins.

Officers and bin crew were at the start of the round at 6.55am. The crew consisted of a driver and two loaders. There were six monitoring officers from the council (two on each side of street plus two dealing with any concerns from residents). The aim of the monitoring was to establish the following:

- The number of properties who had not put a bin out at all
- The number who had put their bin in the wrong place for collection
- The number that presented black bag waste not in their bin, either as extra waste or instead of the bin, and how many bags were presented
- The number who had an overflowing bin

Where a problem was observed, the officers would deliver a simple piece of written feedback, posted through the door, which outlined what the problem was and what needed to be done to ensure that a collection took place next time.



Feedback information to residents who put out side waste

There was a problem with your rubbish collection today

We will not be collecting any rubbish left as a result of the problem(s) identified.

Please take it back onto your property and place it in your black bin and put this out, next Friday, to be emptied. Alternatively you can take your rubbish to the Recycling Centre at Port Solent.

☐

Your wheelie bin was not in the right location

Please place your wheelie bin at the front boundary of your property by 7am on Friday.

☐

Your rubbish was not in the black wheelie bin provided by Portsmouth City Council

Please place all your rubbish in the black wheelie bin provided. We do not collect any bags that are put next to the bin.

☐

Your bin was too full

Please make sure the lid of your wheelie bin is closed. You can reduce the amount of rubbish in your bin by recycling as much as possible.



If you need further information you can find it on our website www.portsmouth.gov.uk. If you need to contact us, please call or e-mail.

The following issues were observed during the first collection round on 23rd September.

- The crew were informed that side waste should not be taken.
- Whilst some residents had already started their working day, most still appeared to be at home at the start of the round.
- Initially it took approximately 1hr for the crew, with help from the supervisor, to work the lifter properly. This combined with the crews collecting wheelie bins of rubbish for the first time on a full round meant that the crew were initially slower than normal.
- The waste came out of the bins on lifting almost every time. The number of bags that had to be manually removed from the bin was very small.
- Some residents came out to discuss the trial, with a range of opinions either happy at the use of bins, or unhappy that they weren't big enough.
- The crews collected the bins from where the resident had placed them, looked inside to ensure that it was normal household rubbish, and pulled them to the lorry for emptying. The vast majority of bins were put back on boundary, at the place where they were collected from.
- The round was finished at 1.45pm, and all of the waste fitted onto one load (but was just under maximum allowed weight). The vehicle arrived at Veolia Energy Recovery Facility at 1.57pm, and had tipped and left the site by 2.09pm.

The information gained from the monitoring by council officers on the first collection day is shown in Appendix 2 of the report.

Assessments for larger bins

As outlined in the leaflet, and identified from both customer concerns and a review of how other local authorities have approached this type of change, it was expected that there would be some properties who would request a larger bin for their rubbish. This may be as a result of the type of waste being produced (non-infectious clinical waste such as incontinence pads, nappies etc.) or due to the number of people living in the property.

The council took an approach that larger bins would be supplied to residents providing:

- The customer was placing all of their kerbside recyclable material in their green recycling bin(s)
- They were using the bring banks for glass, textiles etc. and so had none of these items in their rubbish.
- They were regularly producing more waste that could be fitted into the bin

Residents who wanted to be assessed were able to contact the council and ask for an assessment. There was an initial conversation on the phone to ensure the resident understood the requirements before an officer was sent to visit.

If an officer was sent to visit, a time would be arranged with the resident, usually as near as possible to the next recycling collection. The officer would attend, meet with the resident, explain the process and then, with the residents permission, look through the rubbish in the bin and bags. Officers would make a judgement regarding the waste and then inform the residents if they were meeting the criteria above.

As of the 28th November (nine weeks into the trial), the council has received approximately 60 calls requesting a larger bin for rubbish, and attended 40 properties to undertake an assessment. Following assessment the council has provided larger bins (usually 180ltr bins) to 20 properties. This is less than 2% of the households in the trial.