



INFORMATION NOTE

GREEN WASTE SUBSCRIPTION SERVICE – UPDATE

The Council has an approved corporate priority to 'Mitigate the impact of the loss of the LCC waste subsidy', as set out in the Corporate Plan. The reduction in funding to Fylde Council from LCC is £763,000 per annum from 2018/19 onwards. As part of planning to mitigate this deficit the Council meeting of 5th December 2016, Council agreed to introduce an 'opt-in' green waste subscription service to mitigate some of the funding gap. The £763,000 contribution from LCC part funded all the recyclable collections (paper, cans, plastics, glass and green waste) however, green waste is the only recyclable material that can be charged for in legislation with many local authorities doing so from inception of the service. Lancashire districts have benefitted from LCC funding the service as part of the cost sharing agreement to support recycling initiatives across the county. The decision by LCC to withdraw the subsidy that funded the service has led to almost all the Lancashire districts having to introduce a subscription service for the collection of green waste.

At the January 2017 Operational Management Committee it was RESOLVED to approve the introduction of a subscription service from 1st June 2017 at an annual subscription of £25 per bin in year 1, increasing in to £30 from year 2 (full year service April 1st to March 31st).

Following this decision, employees from Waste Services, Customer Services, IT, Finance and Communications met regularly to implement arrangements for the rollout of the scheme. An information leaflet was delivered to all suitable properties during March 2017 with details of the subscription service and how to make payment online, together with a comprehensive list of FAQs. The information circulated in the press and social media, encouraging residents to sign up at www.fylde.gov.uk/greenwaste. Electronic payments methods were preferred in line with the corporate digital transformation strategy, a small number of cash/cheques were accepted to assist residents who were unable to sign up and pay online.

Two temporary Customer Services staff were recruited for a six month period to support the team with the increased number of enquiries associated with the subscription service. The whole team underwent training to respond to green waste queries and assist residents in subscribing to and making electronic payment for the service over the phone and face to face in the contact centre. The waste team also worked closely with Customer Services staff to finalise appropriate scripts and frequently asked question responses to ensure the correct information was provided to Customers.

ICT and finance staff supported waste colleagues to ensure that the correct information was recorded at sign up and payment so that address details for subscribed properties could be uploaded into the Bartec system. Subscribed properties have an icon next to the address on the in-cab screen so the crews collect only from subscribed properties. Residents received a service sticker to attach to the green bin to assist the crews in identifying subscribed properties.

The service went live on the 1st June as scheduled. Unauthorised bins that were presented for collection were recorded so that targeted communications could be sent to encourage subscription to the scheme. This proved successful as the number of unauthorised bins presented steadily declined and subscriptions increased. Subscription rates peaked in mid-May ahead of the launch of the scheme however subscriptions continued to come in over the summer months as awareness of the scheme increased. Subscriptions for year 1 remain open until the end of November to capture those properties with heavier leaf fall. Officers will carry out further systems development and testing during December in preparation for year 2 subscription payments from January 2018.

Charges for the green waste service were introduced in order to achieve the stated priority in the council's Corporate Plan to "mitigate the impact of the loss of the LCC waste subsidy", not to cover the cost of the green

waste subscription service. Fylde residents clearly recognise the value of this service with over 17,000 subscriptions. However, the income generated has only gone some way towards mitigating the £763,000 that will be lost when the County Council withdraws the subsidy. The decision was made by the Council to introduce the subscription service a year before the withdrawal of the subsidy from LCC to accommodate the cost of setting up and embedding the service from the initial part year subscriptions.

Attached: *Appendix 1: Estimated Costs and Income - Green Waste Collection Service 2017/18*

FURTHER INFORMATION AVAILABLE FROM

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Estimated Costs and Income - Green Waste Collection Service 2017/18

6 x front line refuse collection vehicles + 1 spare *	Totals 2017-18 Estimated cost of green bin collection service	
Estimated Labour Costs, including NI and pension costs		
Drivers	£76,069	
Loaders	£139,328	
Supervisor / Admin	£31,054	
Agency / Overtime / Bank Holiday / Protective Clothing / Other	£51,212	
Sub-total	£297,663	<i>Direct</i>
Estimated Vehicle Costs		
Twin Bin Refuse Collection Vehicles	£202,500	
Sub-total	£202,500	<i>Direct</i>
Estimated Container Costs		
Cost of replacement Green Bins (approx 2,800)	£50,000	
Sub-total	£50,000	<i>Direct</i>
Estimated Promotion / Subscription Fee Collection Costs		
Estimated leaflet and temporary backoffice support staffing costs	£32,000	
Additional comms and sticker costs	£23,000	
Bank Charges	£12,000	
Sub-total	£67,000	<i>Direct</i>
Total Operational Costs - Direct Costs	£617,163	
Estimated Support Service Costs		
All Support Service / Service Management Costs	£92,198	
Total Operational Costs - Indirect Costs	£92,198	<i>Indirect</i>
Total Estimated Operational and Support Costs - Green Waste Service:	£709,361	
2017/18 Income (17,209 subscriptions @ £25 per bin):	<u>-£430,225</u>	
2017/18 Estimated Net Cost of Service after income from subscriptions	£279,136	

* 86% uptake on regularly presented bins therefore no reduction in operational resources delivering the service