

Project Integra – minutes of meeting

Name of meeting	Project Integra Strategic Board– Minutes of Meeting		
Date of meeting	Thursday 4 July 2013		
Venue	Hart District Council		
Attendees	<p>Councillors</p> <p>Robert Donnell (RDo) Basingstoke & Deane BC</p> <p>Jan Warwick (JW) Winchester CC</p> <p>Louise Bloom (LB) Eastleigh BC</p> <p>Leslie Keeble (LK) Fareham BC (Chairman)</p> <p>Derek Kimber (DK) Gosport BC</p> <p>Jonathan Glen (JG) Hart DC</p> <p>Mike Fairhurst (MF) Havant BC</p> <p>Edward Heron (EH) New Forest DC (Vice Chairman)</p> <p>Roland Dibbs (RDi) Rushmoor BC</p> <p>Graham Stallard (GS) Test Valley BC</p> <p>Hampshire Waste Services (Veolia Environmental Services)</p> <p>Richard Johnson (RJ)</p> <p>Councillors in Attendance</p> <p>David Collins (DC) Havant BC</p> <p>Sandra Hawke (SH) Test Valley BC</p> <p>Officers Attending</p> <p>John Elson (JE) B&DBC/Hart DC</p> <p>Brian Turner (BT) East Hampshire DC</p> <p>Andrew Trayer (AT) Eastleigh BC</p> <p>Paul Doran (PD) Fareham BC</p> <p>Clare Saunders (CS) Hampshire CC</p> <p>Martyn Cole (MC) Hampshire CC</p> <p>Peter Vince (PV) Havant BC</p> <p>Colin Read (CR) New Forest DC</p> <p>Paul Fielding (PF) Portsmouth CC</p> <p>James Duggin (JD) Rushmoor BC</p> <p>Mike Thomas (MT) Southampton CC</p> <p>Paul Wykes (PW) Test Valley BC</p> <p>Rob Heathcock (RH) Winchester CC</p> <p>Chris Noble (CN) PI</p> <p>Tara Fitzpatrick (TF) PI</p>		

1 Apologies for Absence

- 1.1 Councillor Scott
Councillor Thorpe
Mr Ben Slater
Frances Martin
Angela Benneworth

2 Declarations of Interest

- 2.1 None were made

**3 Minutes of Last Board Meeting (Held 21 March 2013)
Marked A**

- 3.1 Resolved
That the minutes of the previous board meeting from 21 March 2013 were agreed and signed by the chairman.

4 Matters arising from the minutes

- 4.1 CN gave an update on the partners' approval of the JMWMS, Constitution, and Action Plan. GBC to sign off by mid August and BDBC imminently.
- 4.2 RDo stressed the need for full transparency of PI meetings and documents i.e. papers are published to the public.

5 Evaluation of Recycle for Hampshire activity in 12/13 (report B)

- 5.1 MC went through the highlights of the report and noted the findings of the Metal Matters and paper campaigns. Advised that there are lessons to be learnt throughout.
- 5.2 The Chairman asked members for comments
- 5.3 RDi wanted to know the capture rates of aluminium cans as previous campaigns have not had any impact on figures. Also stated that income should relate to the amount of money partners are contributing to R4H.

MC said the metal campaigns did work and that capture and participation both increased. However there was not enough confidence to report back detailed tonnages as planned.

RDo suggested campaigns similar to Metal Matters may have been a success in other areas and that we should act upon their learning's

going forward. **ACTION** CN to address in 2013/ 14 R4H programme. CN

JW asked MC to explain the lack of response to the New Forest paper campaign and how it could be done differently. EH explained the main issue was due to the small area that was targeted and difficulty in aiming effective communications at such a restricted area. Suggested moving forward with metals campaign and come back to paper trial at a later date.

Leaflets explaining the process of what happens to the recyclables and bin stickers were agreed by most to be effective ways of getting the important messages out.

JG enquired about the use of Parish and Town Council magazines. MC advised that the team were now using the Hampshire Association of Local Councils and this was working well at getting information through to Parish clerks and cascading through to those publications.

LB asked how much online advertising was used as EBC focus a lot of their communications on line with ads on web site and residents signed up to e newsletters. AT said Twitter was used but due to the restricted area of campaign they were unable to make full use of online. Going forward each authority's web pages should be consistent with clear links to R4H pages.

There was also a discussion around the effectiveness of door stepping. EH warned that although this can be seen as effective, trends have shown that there is a good initial response but six months later residents have slipped back to old habits. Therefore it is important to follow up soon after a campaign.

6 Head of PI Review of Recycle for Hampshire (report C)

- 6.1 CN went through his review and updated Board that TVBC have withdrawn from R4H as of 1 July in addition to SCC and PCC. BDBC will also be withdrawing imminently. However the review was carried out with the inclusion of TVBC and BDBC.

The recycling performance of those authorities withdrawing will be monitored for future discussion. Also the communications programmes and incentive schemes at PCC and SCC will provide useful learning for the rest of the authorities.

CN emphasised the positives in the strong branding, strength in communications with the same materials being captured and that the district and county wide campaigns should complement each other and not be separate.

JW asked how else the successes are measured for example the

messages getting home to parents from the schools programme. CN advised that as a part of the 2013/ 14 programme, there will be parent surveys going out, which should be effective at gauging behaviours.

Due to the withdrawals from R4H JG suggested that each authority should send out a press release to local radio and newspapers to emphasise that despite other authorities pulling out they are still committed to the campaign and have plans to move forward. Suggested members taking part in a day of interviews so there is a constant message going out. **ACTION** AT offered to draft a press release for circulation to all partners.

AT

- 6.2 CN confirmed that a proportionate share of the carry-over from 2012/ 13 R4H fund will be returned to each of the four authorities withdrawing.
- 6.3 Resolved – that all 14 recommendations were agreed by all.
- 6.4 LK brought the Board's attention to the on-going issue of those authorities with contamination rates over the 5% threshold. County and unitary authorities currently pick up this extra cost but if this continues it may be reassessed in future.

7 Communications Sub Committee membership

- 7.1 Resolved – that Councillor Jan Warwick and Councillor Derek Kimber will join the Committee with immediate effect.

8 2012/ 13 Project Integra Accounts (report D)

- 8.1 CN presented the report on PI accounts.
- 8.2 Resolved
 - 1 That members approved:
 - The Annual Statement of Account
 - The Annual Governance Statement
 - The Annual Internal Audit Report
 - 2 That members noted the annual budget outturn.
 - 3 That members agreed that the Recruitment Reserve is amalgamated within the main PI account.
 - 4 That members asked the Chairman to sign the Annual Return

9 Reports for information:

- i. 2012/ 13 Materials Analysis Review (report E)

MT presented the MAF review. The Waste Technical Group has reviewed the MAF in greater detail and will continue to develop the programme in 13/14. MT advised that for detailed accurate sampling of the residual waste, the waste should be un-compacted.

- ii. 2012/ 13 Performance monitoring (report F)

- 9.1 There was a small reduction in the recycling rate but BDBC and SCC increased slightly. RDo advised this was due to kerb side glass collection and local targeted publicity in Basingstoke, and the previous industrial action had an impact in Southampton.
- 9.2 Several authorities have found the Environment Agency guidance on leaf composting has driven their recycling rates down. However LB is hoping EBC rates will increase by up to 4% when they change to bins instead of sacks for garden waste.
- 9.3 JG suggested that when planning applications are considered there is a condition that the applicant must put good recycling measures in place by collecting recycling at the point of purchase. **ACTION** CN to assess planning procedures regarding waste management by November Board. CN

10 SE7 Update

- 10.1 County Council portfolio holders within SE7 are being asked to play an active role in working through partnerships such as PI to engage districts and boroughs, to drive out savings and innovation. Overall CS advised that work was progressing well but there had been a delay to the main report due to go in June now delayed until September. PI will be kept updated with developments; the November meeting is the next logical place to do this.

11 Project Integra Contractual Arrangements

- 11.1 CS advised that the Employment Liability Agreement document has been circulated to partners and will need to be signed by each authority.

12 Any Other Business

- 12.1 JG believes that the PISB need to effectively address innovation for a successful future. Members should stay ahead of developments for example by visiting any new facilities. Joint procurement and commercial waste are important also. CN will be progressing these

points as part of the Action Plan and will update at the November Board meeting.

- 12.3 CN advised that he will be replacing CR as the Strategy Officers Group Chairman and that CR will be Vice Chair.

13 Date of Next Meeting

Tuesday 26 November 2013 (AGM), 10am-12.30pm, Council Chamber, Fareham BC

Resolved

That the press and public be excluded from the meeting for consideration of items of business on the ground that it is likely, in view of the nature of the business to be transacted, that if members of the public were present during those items there would be disclosure to them of exempt information, being information relating to the financial or business affairs of any particular person (including the authority holding that information), further to Paragraphs 1 and 3 of Part 1 of schedule 12A to the Local Government Act 1972.

14 Confidential Item

FBC update on textile banks.

15 Confidential Item

Collected Materials Strategy