

FAREHAM

BOROUGH COUNCIL

Report to Streetscene Scrutiny Panel

Date **05 July 2023**

Report of: **Head of Streetscene**

Subject: **Clip and Collect Garden Waste Service Update**

SUMMARY

This report provides an overview of the operation and performance of the Garden Waste Clip and Collect Service since its introduction in February 2022.

RECOMMENDATION

It is recommended that the Panel scrutinise the performance of the Clip & Collect Chargeable Garden Waste Service and comment accordingly.

INTRODUCTION

1. The Council's new chargeable garden waste service, Clip and Collect, commenced in February 2022. This followed the 'early bird sign up' period where residents could subscribe to the new service and receive their bin for half price.
2. In February 2023 the new service completed its first full year in operation and is now well into its second year. The period of first year subscription renewals concluded towards the end of April 2023. This marks the end of the project implementation phase and the transition to business as normal.
3. The project implementation has been very successful, and this report provides a summary of the subscription and renewal numbers and details of the summer promotion to sell an additional 2000 subscriptions.

BACKGROUND

4. When the Review of the Garden Waste Collection Service report was presented to the Executive in October 2020, the projection was to achieve 15,000 subscribers to the new service by the second year of operation. The breakdown was to provide:
 - 13,000 - year 1 subscriptions
 - 15,000 - year 2 subscriptions
5. At the peak of the growing season, May/June 2022, there were over 20,000 subscriptions. This represents a significant increase on both the year 1 and 2 sales targets.

SUBSCRIPTION RENEWALS

6. March 2023 was the first phase of subscription renewals for the bulk of the customers who signed up to the service during the promotional period in September/October 2021. This was around 15,000 in total.
7. At the end of the renewal period there were 1130 properties that had not renewed their subscription. Around a quarter of these were due to changes in residents' circumstances i.e. moving out of the area or deceased.
8. However, the majority have made the conscious decision not to renew. These households were sent up to three reminder emails or letters, about renewing the subscription but the majority did not respond. The collection crews do not collect any bins that are put out without an active subscription.
9. On the positive side there have been 1332 new subscriptions since the March 2023 and the current number of active subscriptions totals 20,143.
10. Residents have a choice of bin size at 140 litres or 240 litres capacity and can have up to 5 bins. The 240-litre bin is the most popular size with 13,700 being sold against 5,900 140 litre bins.

SALES PROMOTION

11. To encourage even more residents to benefit from a subscription, the Council is launching a special offer for a limited time only. From 5 June 2023 until 31 August 2023, residents can receive their brown-lidded wheelie bin for half price.
12. Residents can choose from two bin sizes:
- (a) **140 litre wheelie bin:**
 - i. Annual subscription £55
 - ii. Bin £18.50 instead of £37
 - (b) **240 litre wheelie bin:**
 - i. Annual subscription £65
 - ii. Bin £19.50 instead of £39
13. Residents can have up to five bins and this offer also extends to existing subscribers who wish to purchase additional bins. The brown-lidded bins keep waste contained and dry with less mess, plus each one collected by the Council helps to reduce carbon emissions in the Borough as it avoids residents making unnecessary trips to the tip.
14. The target is to sell 2000 additional subscriptions during the promotional period. The table below shows the number of sales at the report deadline 14 June 2023 since the commencement of the promotion on 5 June 2023.

Subscription option	Amount (5/06 to 14/06)	Income to FBC
140 Litre wheelie bin	211	£11,605
240 Litre wheelie bin	609	£39,585
Total	820	£51,190

SERVICE OPERATION

15. The garden waste collection service operates with three daily core collection rounds plus a one day a week collection for the narrow access properties. Each vehicle has a driver and one loader, but this increases to two loaders when the weight collected on the collection round exceeds eight tonnes.
16. Vehicles are fitted with an electronic tablet that is connected to the garden waste management system database. This shows which properties have an active subscription and this information is highlighted on the tablet as the vehicle passes the property.
17. The crews also use the tablet to input information such as 'bin not out' or 'bin out' without a subscription which helps the garden waste administrator to deal with resident's enquiries.

18. A comparison of how garden waste volumes collected have changed, following the introduction of chargeable wheeled bin service, is difficult due to other factors impacting collection volumes, including weather and the pandemic.
19. However, the figures indicate an increase in the tonnage of garden waste collected since the new service commenced in February 2022. In 2021, when collections were via a 20kg reusable sack, 4152 tonnes were collected. This increased to 5009 tonnes in 2022 following the introduction of the new service. This increase is reflected in a 1.67% improvement in the Council's recycling rate which is now 35.84%.
20. The table in appendix A illustrates the tonnes of garden waste collected each month from 2020 to April 2023. This highlights May and June as the months that normally generate the highest tonnages. This is evident from the figures for May 2023 which show 885 tonnes collected in the month, which is by far the highest weight collected.

CONCLUSION

21. The introduction of a chargeable garden waste collection service has been very successful, exceeding initial projections and generating a valuable revenue source for the Council in the region of £1.5m. This income helps to offset the cost of waste and recycling collections in the Borough.
22. The scheme currently has 20143 active subscribers, and the target is to increase this by 2000 with the summer promotion. This promotion is currently going well with 820 additional subscriptions sold to date.

Appendices: APPENDIX A – Monthly Garden Waste Tonnages

Background Papers: Executive Report - Review of the Garden Waste Collection Service
October 2020

Reference Papers: None

Enquiries:

For further information on this report please contact Mark Bowler Head of Streetscene

APPENDIX A – Monthly Garden Waste Tonnages

