

# CUMBRIA STRATEGIC WASTE PARTNERSHIP MEMORANDUM OF UNDERSTANDING AND ANNUAL REVIEW

EXE 02/10/07  
Item 11

**EXECUTIVE MEMBER:** Deputy Leader Councillor George Clements  
Portfolio Holder Councillor Geoff Blackwell  
**LEAD OFFICER:** Keith Parker, Head of Leisure and Environmental Services  
**REPORT AUTHOR:** Janice Carrol, Waste Services Manager

**Summary and Recommendation:** This report outlines the Cumbria Strategic Waste Partnership Memorandum of Understanding and updates members on the activity of the Cumbria Strategic Waste Partnership (CSWP). Members are asked to note and agree to the CSWP's Memorandum of Understanding, which will require to be signed by the Copeland board member on the partnership and to note the Annual Report for 2006/7.

## 1. MEMORANDUM OF UNDERSTANDING

- 1.1 The purpose of the Memorandum of Understanding (MOU) is to set out how the seven Cumbrian Councils, the partners to the Memorandum will work together as the Cumbria Strategic Waste Partnership (CSWP) on waste management issues. The MOU clarifies the roles and responsibilities of each partner both individually and collectively.
- 1.2 The MoU also sets out the Partnership's goals, which are to:
- Modernise Cumbria's approach to municipal waste management so that it contributes to a sustainable Cumbria;
  - Implement a sustainable waste management programme;
  - Maximise the economic, environmental and social benefits to the people of Cumbria when managing municipal waste.
- 1.3 The benefits of partnership working include:
- Developing a consistent and innovative approach to waste and resource management;
  - Sharing information, experiences and expertise to tackle the complexity of waste and resource management;
  - Establishing and expanding county-wide best-practice;
  - Ensuring best-value waste and resource management services to Cumbria's citizens;
  - Meeting, and where possible, exceeding the agreed recycling and composting target for 2007/08 of 33% of municipal waste.

## 2. THE DOCUMENT

2.1 Although the MOU is not a legally binding document, by signing it the partners agree to the following key principles to guide the activities of the Partnership:

That for financial, efficiency, effectiveness and economies of scale purposes the Partners accept the need to:-

- work together, through the Partnership on the development of waste disposal, waste collection, waste minimisation and reuse/ recycling strategies
- collectively monitor the effectiveness of the strategies
- review the options for the future delivery of services to meet the aims and objectives of the strategies
- to work together in a spirit of mutual trust, support and respect, and to ensure that when difficulties or differences of opinion arise they are addressed quickly, honestly and openly, if necessary by holding a joint meeting with the Cumbria Chief Executives.
- to share in a fair and equitable manner the costs and work involved in achieving the key principles and the objective

## 3 BEHAVIOURAL CHANGE LOCAL FUND (BCLF) AND CSWP ANNUAL REVIEW

3.1 As a result of improved partnership working across Cumbria over recent years a considerable amount of waste minimisation, recycling and composting activities were carried out during 2006/7 leading to 34% of Cumbria's household waste being recycled. The Cumbria Waste partnership has produced an Annual Review Document for 2006/7, which being the first of its type outlines the work of the partnership to date. The following paragraphs summarises one of the significant activities of the last 12 months that members may not be aware of. The full document is available in the members Room.

3.2 **Behavioural Change Local Fund (BCLF) and CSWP Annual Review:** The Cumbria Waste Partnership made a successful funding bid to a central Government fund, the Behavioural Change Local Fund (BCLF), in order to publicise and promote waste management and recycling activity across Cumbria in a uniform manner. The BCLF awarded CSWP £392,000 to be used over a two year period for a high profile marketing campaign entitled 'Recycle for Cumbria' to encourage residents to use the existing facilities within their District to recycle more of their waste more often. The CSWP was re-branded *Resource Cumbria* (logo below, figure 1).



Figure 1 - Resource Cumbria Logo.

Since its inception, the campaign has achieved the following:

- Christmas advertising campaign – (anecdotal feedback suggests that Christmas campaigns are successful in increasing recycling levels over the festive season).
- 'Recycling Times' newspaper supplement circulated to over 160,000 households
- Waste Helpline set up.
- Three Recycling Rangers recruited and supplied with highly visible liveried, vehicles (employed by CCC but seconded to district councils – shared resource). Copeland and Allerdale share one of the three rangers.
- Recycling themed Golf Tournament (Cumbria wide) – (Positive broadcast and press coverage obtained through use of John Craven as campaign celebrity).
- The development of a suite of communication materials for use by each of the Partnership authorities ensuring a consistent look and feel of recycling materials countywide.
- A targeted campaign aimed at traditionally hard to reach householders including bus advertising, free newspaper recycling competition and householder information packs all targeted specifically using this groups' known interests and hobbies.

Full details of the campaign and other activities the CSWP has been involved in can be found in the Annual Report.

#### **4. SUMMARY**

- 4.1 As the MOU simply sets out the working arrangements for the CSWP that are already in place, Executive are asked to note the Memorandum of Understanding and give approval for Councillor Geoff Blackwell, Copeland's Partnership Representative to sign the MOU document on behalf of this Council. The Executive is also asked to note the Cumbria Strategic Waste Partnership's Annual Report 2006/7 and the progress made in recycling and waste minimisation in Cumbria.

#### **5. FINANCIAL AND HUMAN RESOURCES IMPLICATIONS (INCLUDING SOURCES OF FINANCE)**

5.1 There are no additional direct human or financial resource implications above those the council already dedicates to the partnership.

## 6. PROJECT AND RISK MANAGEMENT

6.1 There are no project or risk management issues in relation to this report

## 7. IMPACT ON CORPORATE PLAN

7.1 This report directly supports Corporate Plan priority 3.3.4

### List of Appendices

### Cumbria Strategic Waste Partnership Memorandum of Understanding

List of Background Documents: CSWP Annual Review 2006/7

List of Consultees: Deputy Leader, Portfolio Holder, Corporate Team.

### CHECKLIST FOR DEALING WITH KEY ISSUES

Please confirm against the issue if the key issues below have been addressed. This can be by either a short narrative or quoting the paragraph number in the report in which it has been covered.

Impact on Crime and Disorder	No issues
Impact on Sustainability	Has a positive impact on sustainability
Impact on Rural Proofing	No issues
Health and Safety Implications	No issues
Impact on Equality and Diversity Issues	No issues
Children and Young Persons Implications	No issues
Human Rights Act Implications	No issues

Please say if this report will require the making of a Key Decision No.