

21 January 2016 at 7.00 pm

Conference Room, Argyle Road, Sevenoaks  
Despatched: 13.01.16



# Direct & Trading Advisory Committee

## Membership:

Chairman, Cllr. Dickins; Vice-Chairman, Cllr. Mrs. Bayley  
Cllrs. Barnes, Mrs. Bosley, Cooke, Esler, Kelly, Maskell, McGregor, Parson, Pett and Thornton

## Agenda

	Pages	Contact
<b>Apologies for Absence</b>		
1. <b>Minutes</b> To agree the Minutes of the meeting of the Committee held on 6 October 2015, as a correct record.	(Pages 1 - 6)	
2. <b>Declarations of Interest</b> Any interests not already registered		
3. <b>Actions from Previous Meeting (if any)</b>		
4. <b>Referrals from Cabinet or the Audit committee (if any)</b>		
5. <b>Update from Portfolio Holder</b>		
6. <b>Household Waste Recycling Promotional Campaigns (Presentation)</b>	(Pages 7 - 10)	Richard Wilson Tel: 01732 227262
7. <b>Work Plan</b>	(Pages 11 - 12)	

### EXEMPT ITEMS

(At the time of preparing this agenda there were no exempt items. During any such items which may arise the meeting is likely NOT to be open to the public.)

If you wish to obtain further factual information on any of the agenda items listed above, please contact the named officer prior to the day of the meeting. Should you need this agenda or any of the reports in a different format, or have any other queries concerning this agenda or the meeting please contact Democratic Services on 01732 227247 or [democratic.services@sevenoaks.gov.uk](mailto:democratic.services@sevenoaks.gov.uk).



**DIRECT & TRADING ADVISORY COMMITTEE**

Minutes of the meeting held on 6 October 2015 commencing at 7.00 pm

Present: Cllr. Dickins (Chairman)

Cllr. Bayley (Vice-Chairman)

Cllrs. Mrs. Bosley, Kelly, Maskell, McGregor, Parson, Pett and Thornton

Apologies for absence were received from Cllrs. Barnes, Cooke and Esler

8. Minutes

Resolved: that the minutes of the meeting held on 30 June 2015, be approved and signed by the Chairman as a correct record.

9. Declarations of Interest

No additional declarations of interest were made.

10. Actions from Previous Meeting

There were none.

11. Referrals from Cabinet or the Audit committee

There were none.

CHANGE IN AGENDA ITEM ORDER

With the agreement of the Committee the Chairman put agenda item 10 at the end.

12. Budget: Review of Service Dashboards and Service Change Impact Assessments (SCIAs)

The Chief Finance Officer advised that the report before the Committee was the second stage of the budget process and would be presented to all Advisory Committees. The first stage had been the 'Financial Prospects and Budget Strategy' report which had been reported to Cabinet on 17 September 2015. The purpose of this report was to ensure that all Members of the Advisory Committees had a role to play in the governance of the Council and the budget decision making process and to make suggestions to Cabinet on growth and savings ideas for the services within their terms of reference.

The main message was that this should be a significant step towards the Council becoming financially self-sufficient. The 10-year budget at Appendix F to the report, included no Revenue Support Grant (RSG) from 2016/17 and no New Homes Bonus

## Agenda Item 1

### Direct & Trading Advisory Committee - 6 October 2015

(NHB) from 2019/20. In practice it was likely that some funding would still be received from these sources in the near future but the amounts were unknown. The Financial Prospects report had recommended that any amounts that were received were placed into the Financial Plan Reserve which could be used to support the 10-year budget by funding invest to save initiatives and support for the Property Investment Strategy (PIS). Using the funding for these purposes would result in additional year on year income that was not impacted by Government decisions.

Members had agreed the last 10-year budget in February and the changes that had been made since then included:

- Rolling the 10-year budget on for one year and updating base figures.
- Removing reliance on RSG
- Reducing the Council Tax increase assumption to 2% for all years
- Reducing fees and charges inflation to 2.5% for all years
- Reducing pay award inflation to 1% for 4 years
- Including income from PIS for the first time of £500k from 16/17, £700k from 18/19, £800k from 23/24
- Savings of £500k in 16/17 and then £100k pa for all future years

The current list of growth and savings proposals was £52,000 short of the £500,000 target (if all of the proposals were accepted), and Members were therefore being asked for further suggestions for growth and savings ideas. He further reminded Members that that £5.3m had been saved from 2011/12 to 2016/17 (113 items) and there had been over £10m of savings since 2005/06.

Members reviewed Appendix D which contained the growth and savings proposals put forward by the Portfolio Holders and Chief Officers, and the Service Change Impact Assessments (SCIAs) in Appendix E. Members also considered and gave individual answers to the following five questions:

- a) What services should the Council invest more in?
- b) What services should the Council disinvest from?
- c) What services work well?
- d) What services don't work well?
- e) What issues would you like Cabinet to take into account?

The Chief Finance Officer summarised the views put forward and Members considered whether there was anything they wanted taken forward as potential growth or savings suggestions.

In response to questions the Head of Direct Services advised that a part time enforcement officer would be reactive to fly tipping and investigate incidences of fly tipping. Enforcement action such as formal interviews, and warnings could also be given and it was hoped to secure more successful prosecutions in the future. The committee was informed that should a safety issue arise with the playground equipment it would be rectified.

Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That

- a) the growth proposal identified in Appendix D to the report applicable to the Advisory Committee (SCIA 2 Fly-tipping Clearance and Enforcement Action including a part time enforcement officer on band D) be recommended to Cabinet;
- b) the savings proposal identified in Appendix D to the report applicable to the Advisory Committee (SCIA 8 – Playgrounds, SCIA 9 – Public Conveniences), be recommended to Cabinet; and
- c) no further suggestions for growth and savings be recommended to Cabinet.

At 8.40pm the Chairman adjourned the committee for the convenience of Members.

13. Annual Review of Parking Charges for 2016-17

The Parking Manager presented the annual review of parking charges for 2016/17 which proposed revised tariffs in the Council's off-street car parks and on-street pay and display parking bays. He also gave a presentation on the location of car parks in Sevenoaks Town Centre.

Members discussed the review of the fees and charges for off street and on street pay and display parking bays. Some Members expressed concern that there was currently no enforcement for parking regulations on Sundays, especially in Blighs carpark with it's proximity to the town shop staff and shoppers took advantage of the free parking and as a result there was little turn over of cars. Members were advised that, were the relevant proposal approved, the signs would be changed to reflect that free all day parking was available in the Council Offices on a Sunday and enforcement in Blighs would then be introduced.

It was noted that when previously considering on-street parking charges Members had been keen for all such tariffs in Sevenoaks to be the same. Members were advised that this was not always suitable but that all the charges would continue to be reviewed to ensure they struck an appropriate balance between turnover, efficient management of a limited resource, affordability and customer satisfaction.

Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That it be recommended to Cabinet that

- a) the views of the Advisory Committee be considered; and

## Agenda Item 1

### Direct & Trading Advisory Committee - 6 October 2015

- b) the proposals for revised parking charges for 2016/17 for consultation be agreed.

#### 14. Christmas Parking 2015

The Parking Manager presented a report that proposed free concessionary parking for two Saturdays on 12 and 19 December 2015 before Christmas.

A Member expressed concern that in a previous year the dates of the free parking did not correspond with 'trade events' that had taken place in the town and requested that if similar events were taking place again this year before Christmas then the free concessionary parking take place on the same dates.

#### Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That it be recommended to Cabinet that the proposals for free parking for two Saturdays on 12 and 19 December 2015 preceding Christmas be agreed and if minded to agree the proposals, recommend to Council that the cost of funding be met from supplementary estimates

#### 15. Pest Control Services

The Head of Direct Services introduced a report which explained that at the meeting of the Local Planning and Environment Committee on 1 July 2014, a report had been considered on the results of a competition exercise for providing the Pest Control Service. It was requested that a report on the income of the Pest Control Service be presented to the Committee in 12 months time. Following a change in Terms of Reference the report detailing the income was provided to Direct & Trading Advisory Committee.

Members were advised that the service was in a stronger position compared to 2014/15 as last year there was a small deficit in the trading account. This year it was hoped to break even. It was thought that part of the increase was due to the marketing exercise but there were still areas to improve.

Resolved: That the report be noted.

#### 16. Work Plan

The work plan was noted.

#### 17. Update from Portfolio Holder

The Chairman and Portfolio Holder for Direct & Trading Services advised Members that

- There was a successful fly-tipping prosecution;
- The induction of enforcement action being taken against those who park over a dropped kerb was well received; and

- The Kent Resource Partnership was looking at what residents were recycling and which items were being put in the wrong sacks. A recycling campaign would follow.

THE MEETING WAS CONCLUDED AT 9.27 PM

CHAIRMAN

This page is intentionally left blank



## HOUSEHOLD WASTE RECYCLING PROMOTIONAL CAMPAIGNS

Direct and Trading Services Advisory Committee - 21 January 2016

Report of Chief Officer Environmental and Operational Services

Status: Presentation

Key Decision: No

---

**This report supports the Key Aims of a clean and healthy environment.**

**Portfolio Holder** Cllr. Matthew Dickins

**Contact Officer(s)** Paul Vanston (KRP Manager) Ext. 7127  
Charles Nouhan (Recycling Manager) Ext. 7420

---

### **Recommendation to Direct and Trading Services Advisory Committee:**

To note the presentation.

---

### **Introduction**

- 1 A presentation will be provided to the Advisory Committee on current and future household waste recycling promotional campaigns.
- 2 The campaigns will target various household waste items for recycling to encourage greater participation and capture rate and to promote high quality recycling.
- 3 The District recycling/composting rate for the month of November 2015 was 37.53%; comprising 23.54% dry recycling and 13.99% garden waste for composting. The annualised average for the financial year to 30 November is 36.80% (22.40% dry recycling & 14.40% composting). This compares with a Kent average for District Councils of 42.6% (Quarter 1 2015/16).
- 4 The Councils current recycling services collect a range of dry recyclable materials (paper, card, plastic, cans) by the weekly clear sack collection.
- 5 There is also a network of 51 community-based recycling sites, collecting a range of materials not collected at kerbside, particularly glass.
- 6 A pre-paid fortnightly garden waste collection service is also provided, collecting garden waste for composting. 4,723 tonnes of garden waste were collected during FY 2014/15.

## Agenda Item 6

- 7 The presentation will be jointly presented by Paul Vanston (Kent Resource Partnership Manager) and Charles Nouhan (SDC Recycling Manager).

### Background

- 8 The England and Wales Waste Regulations 2012 were introduced to promote high quality recycling.
- 9 A report presented to the Local Planning and Environment Advisory Committee on 22 October 2014 and Cabinet on 13 November 2015, following an Independent assessment, concluded that, on the basis that the recommended actions are implemented, the council could continue with the current method of collection in order to promote high quality recycling.

### Planned Actions

#### a) Communications

- 10 Improving participation, set out rates and minimising contamination are fundamental to improving the Councils performance. To this end SDC has been given funding from the Kent Resource Partnership to conduct a resident's communication campaign on recycling.
- 11 The funding is to be used to provide more information to the public about the Councils recycling services and ensure it is better engaged in the District's efforts to reduce its waste stream and fully recover valuable resources from it.
- 12 The campaign 'Recycle Right' will include direct delivery to households, public relations - through events and press, and use of electronic media. The aim of the campaign is to boost both the quantity of dry recycling captured, improve the quality of the material, and reduce contamination. There will be topic-specific messages during the course of the campaign, including an improved version of the recycling message which all residents will receive with the delivery of recycling sacks.
- 13 The scope and reach of the campaign will be magnified by linking it to other related activities for example, the expanded kerbside collection service resulting from the new Provision of Dry Recyclate Processing for Kent County Council, and the national campaigns Fresher for Longer, Metal Matters and Pledge for Plastics. The second year of the campaign might include a smartphone and tablet-based App to link all District recycling activities and - where possible - national campaigns with the same goals.
- 14 In addition to the above, the Council plans to:
- Reinforce the campaign through articles every quarter in its In Shape magazine delivered to every District household;
  - The Councils website will be refreshed to provide updated information on services and performance; and

- Incorporate kerbside recycling reminders in the rolls of 30 single use recycling sacks that it delivers to District households every 20 weeks.

b) Improvement in Managing Material Recycling Facility (MRF) process and outlet markets

15 In the short term the Council will work with its District partners, Kent County Council and the existing MRF contractor to:

- Further improve the current quality of SDC's MRF material; and
- Investigate what options exist to further improve SDC's current collection methodology to improve the end market use quality;

16 In the longer term the Council will work with its partners and KCC to ensure quality control and end market requirements are included within the MRF specification for future years.

c) Carry out a composition analysis (waste Audit) of residual and recycling waste.

17 The presentation will provide an update on progress with the agreed action plan, particularly the communication aspects.

### **Key Implications**

#### Financial

The funding for the Kent and SDC campaigns are funded by the Kent Resource Partnership, with further support from the Waste & Resources Action Programme (WRAP).

#### Legal Implications and Risk Assessment Statement.

The action plan was agreed to ensure compliance with the requirements of the England and Wales Waste Regulations 2012.

#### Equality Assessment

No implications or equity issues.

Background Papers:                      None

**Richard Wilson**  
**Chief Officer Environmental and Operational Services**

This page is intentionally left blank

**Direct & Trading Advisory Committee Work Plan 2015/16 (as at 21/12/15)**

<b>21 January 2016</b>	<b>12 April 2016</b>	<b>Summer 2016</b>	<b>Autumn 2016</b>
	Flytipping		Annual review of parking charges  Christmas parking  Budget: Review of Service Dashboards and Service Change Impact Assessments (SCIAs)

This page is intentionally left blank