

# Kent Resource Partnership

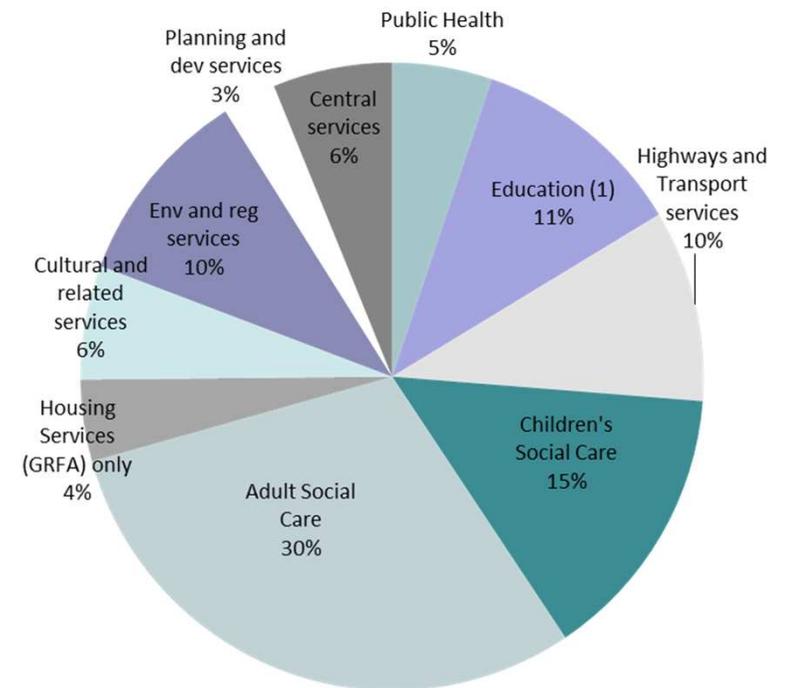
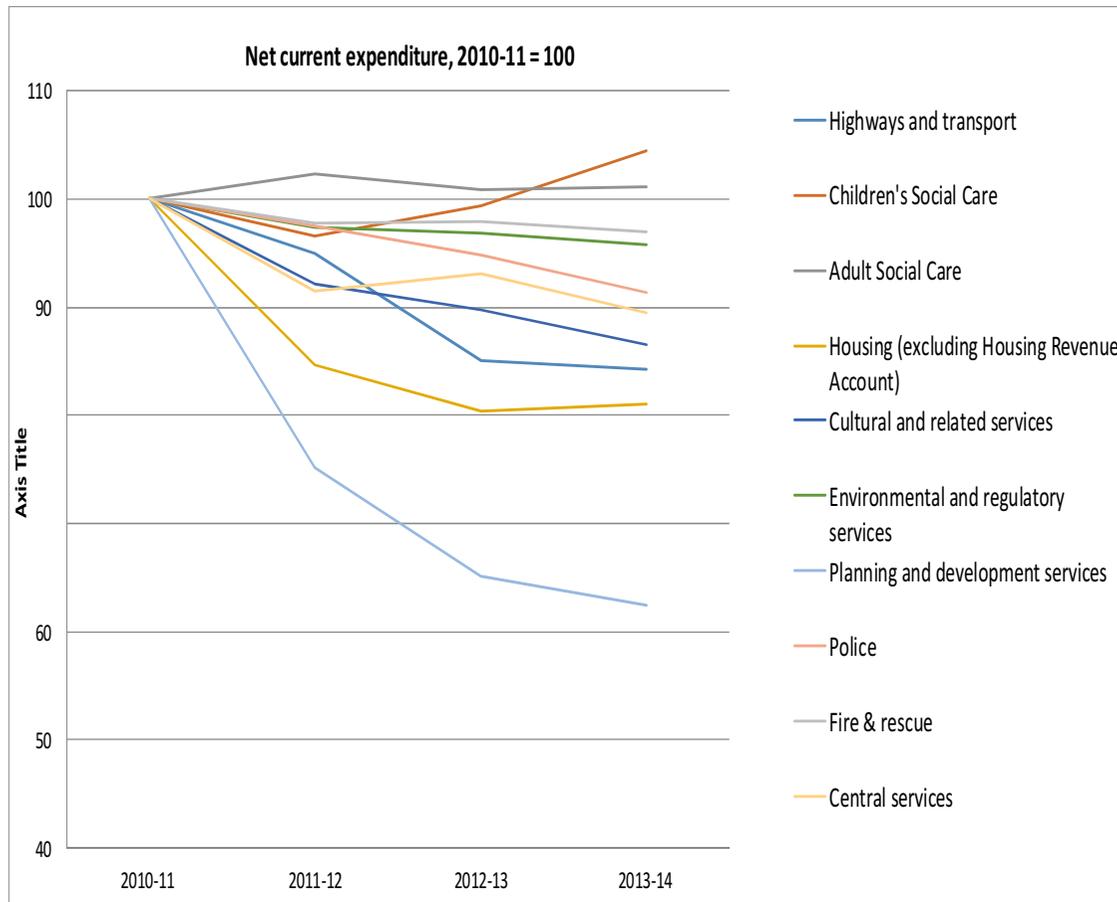
'Household waste recycling promotional campaigns: Why?'

Sevenoaks DC  
Direct & Trading Advisory Committee  
21 January 2016

Paul Vanston, KRP Manager



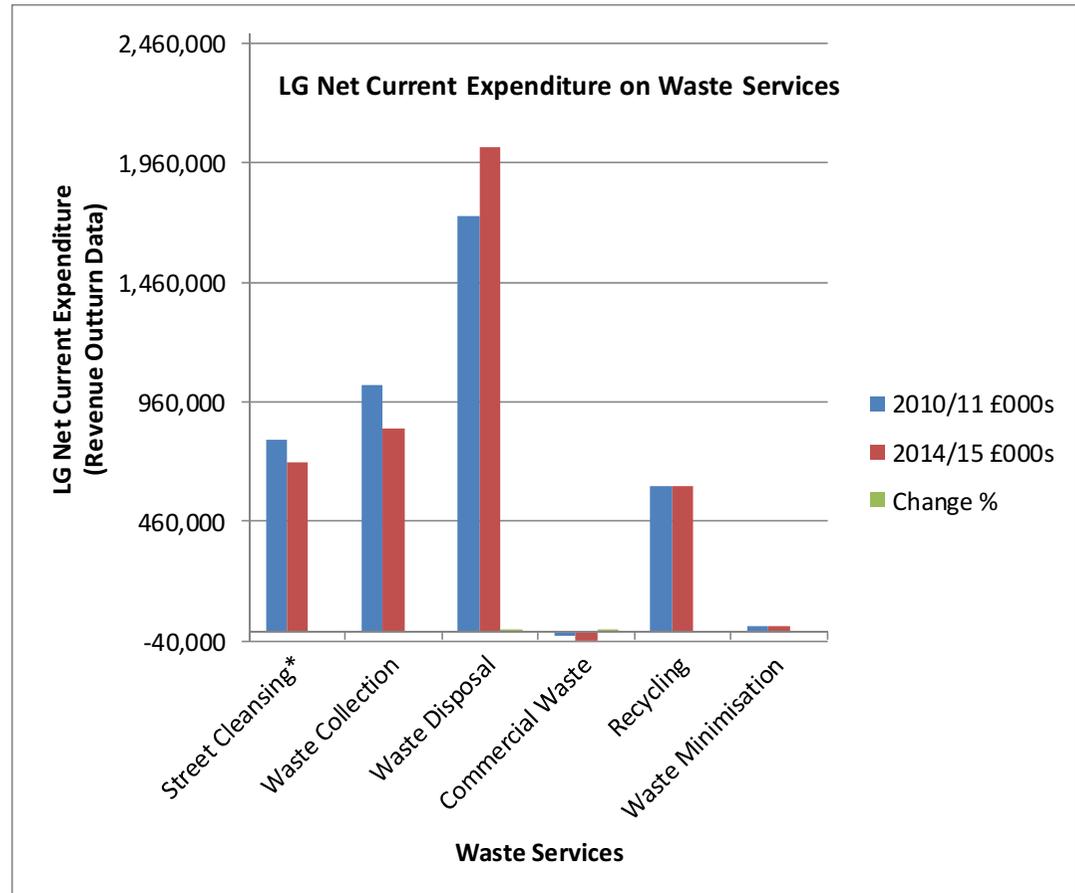
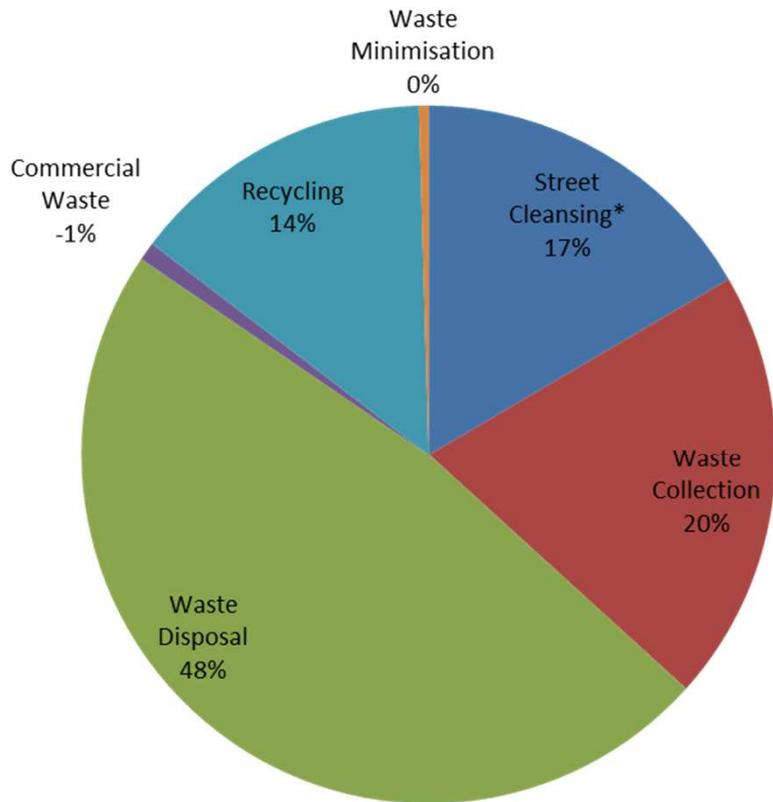
# Impacts on councils of national finances



Source: DCLG, September 2015 (Local Gov't Finance Revenue Outturn Figures)

# How much is spent on recycling, waste & cleansing?

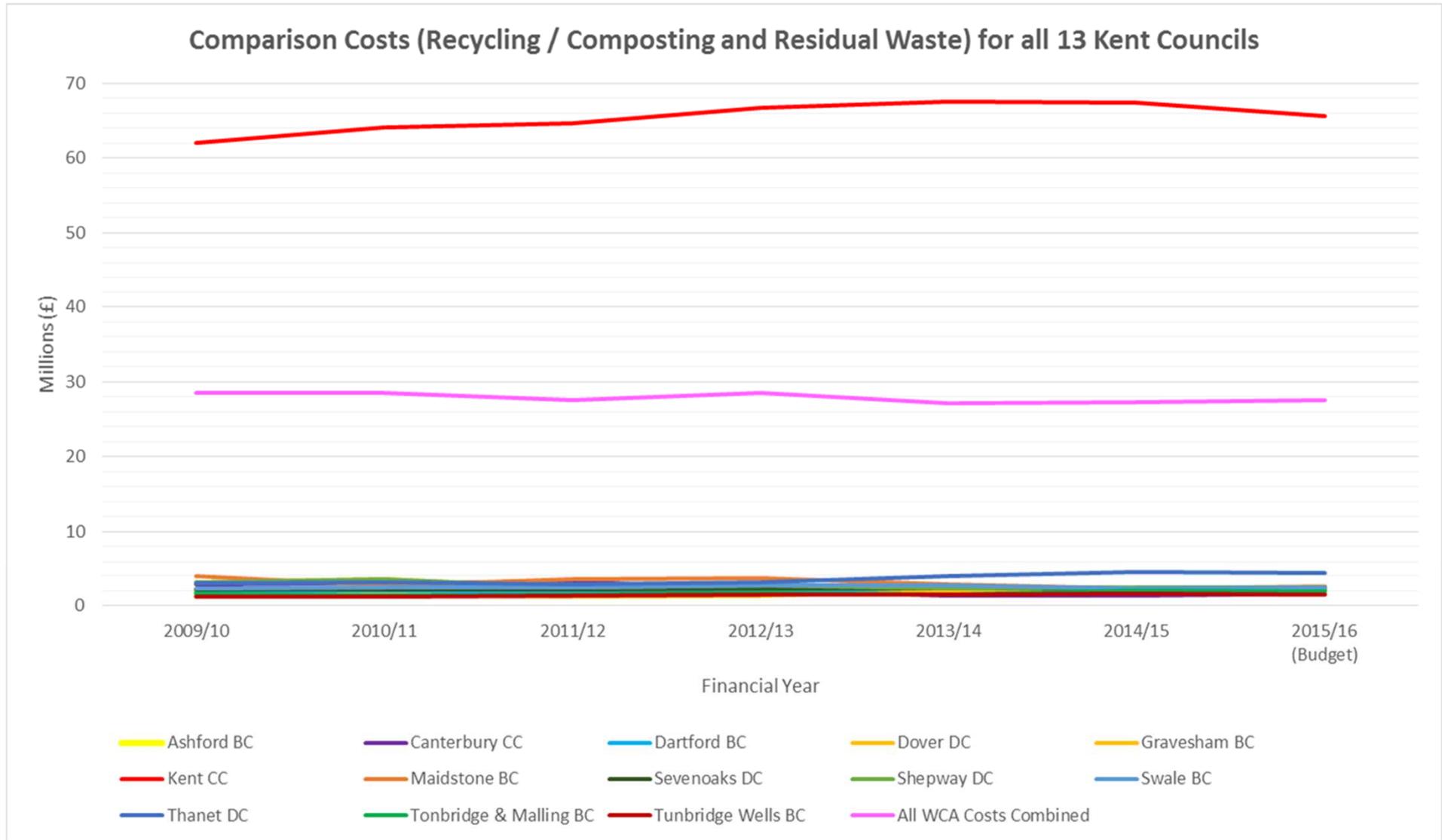
Total local gov't net expenditure on waste and street cleansing services in 2014/15 was around **£4bn**



Though LG expenditure on waste services has decreased, waste services are increasing their share of total local authority service expenditure (7.6% from 6.4%)

Source: DCLG, September 2015 (Local Gov't Finance Revenue Outturn Figures)

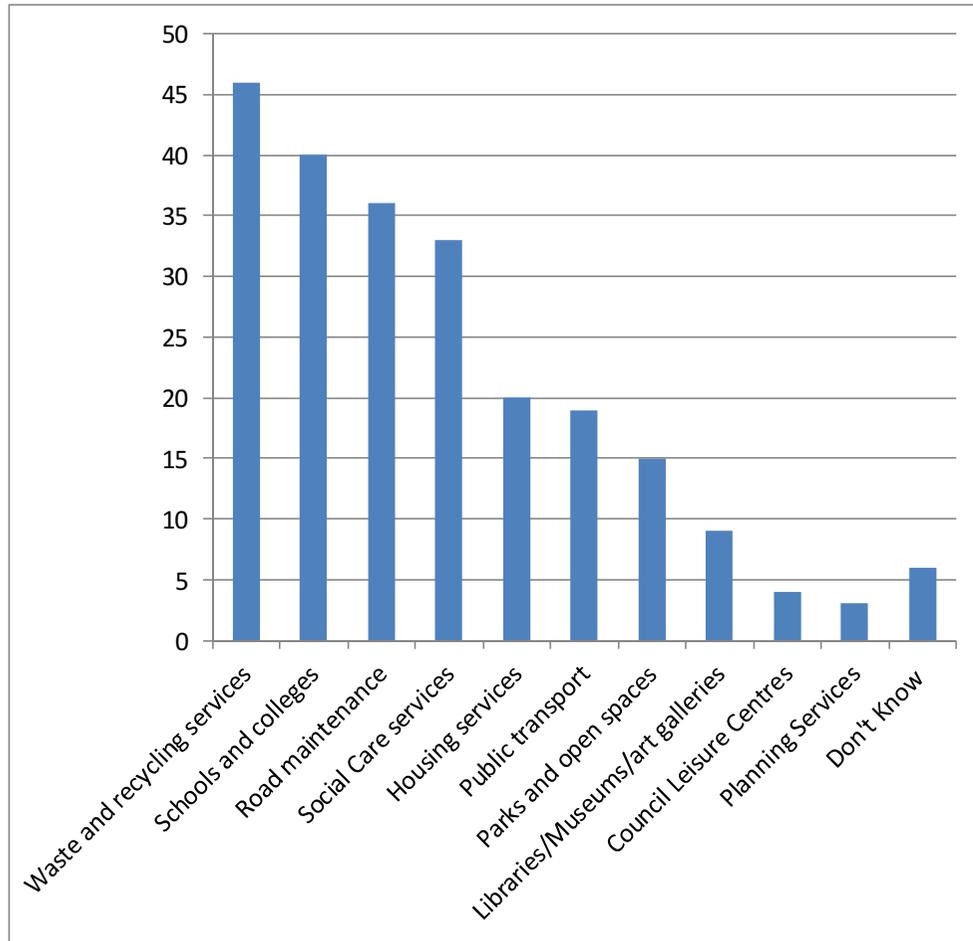
# Districts' and County Costs – Comparison of Scale



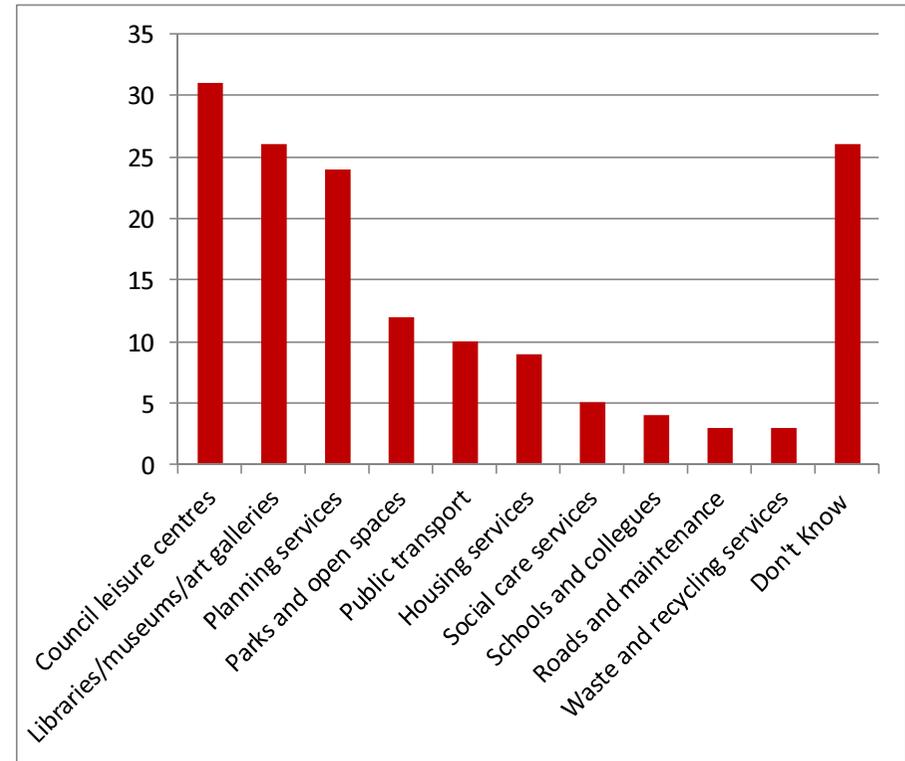
# Residents' views are ... ?

A 2013 You Gov poll found waste and recycling services are the most important service provided by the council.

Which of the following do you believe is the MOST important thing provided by your local council (Please tick up to three)?

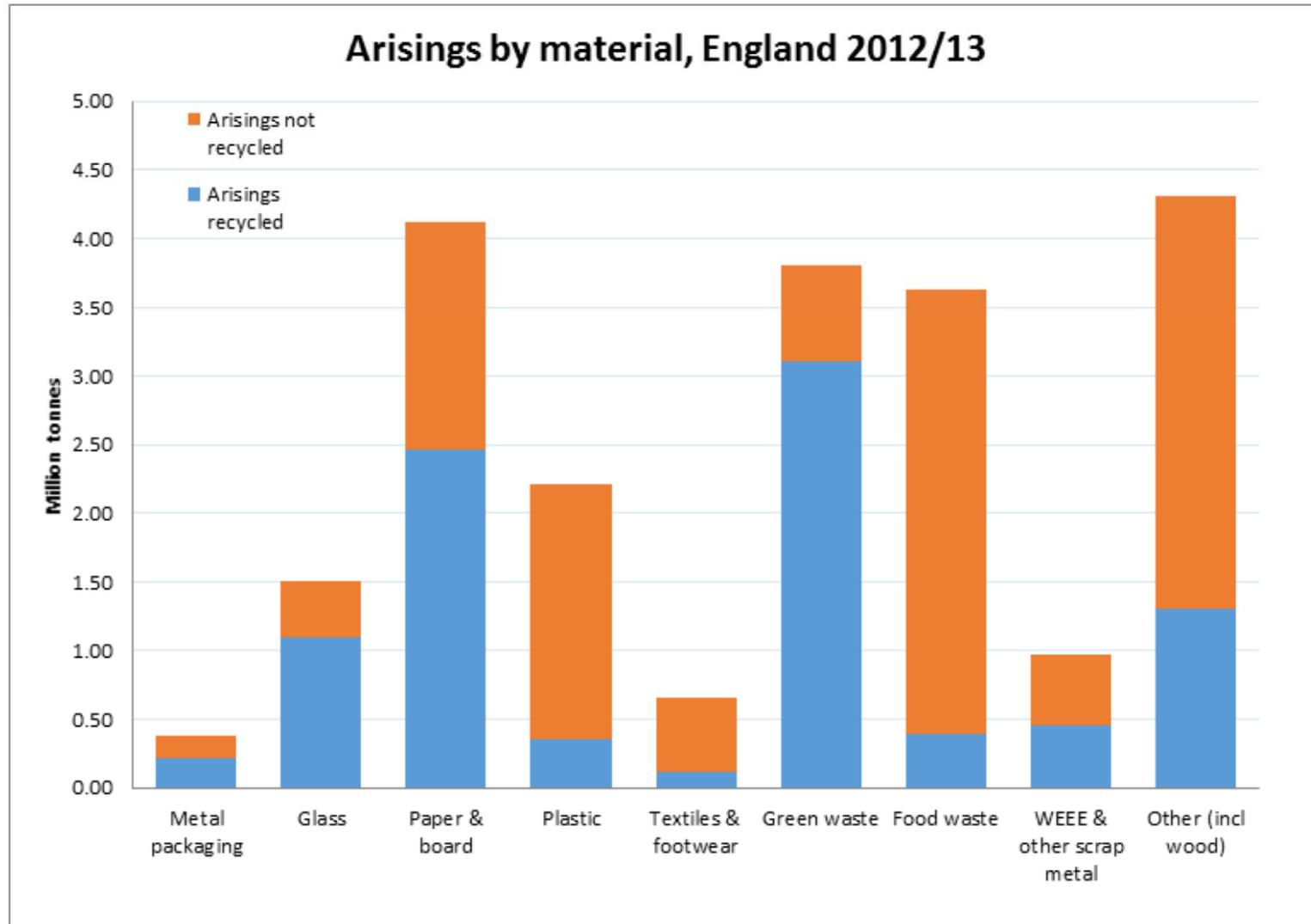


Which of the following do you believe is the LEAST important thing provided by your local council (Please tick up to three)?



Source: DCLG, September 2015 (You Gov poll of 2013)

# What goes into the bins? Opportunity or cost?



Source: WRAP, October 2015

# Why does the Partnership exist?



Waste and Emissions Trading Act 2003

*That's the original legal reason.*

## 32 Joint municipal waste management strategies: England

- (1) The waste authorities for a two-tier area must, at all times after the end of the period of 18 months beginning with the day on which this Act is passed, have for the area a joint strategy for the management of—
  - (a) waste from households, and
  - (b) other waste that, because of its nature or composition, is similar to waste from households.
- (2) The waste authorities for a two-tier area must keep under review the policies formulated by them for the purposes of subsection (1).

However, the Kent Resource Partnership has established for itself: -

- Joint work on **reducing costs** is mutually essential.
- We **protect our interests** e.g. legal, money, performance, taxpayers.
- We **maximise our 'clout'** with private sector and government.
- External funding is scarce – **increase our chances together.**
- Are there really any better alternatives to managing costs/performance?



Michelle Obama, First Lady of the United States,  
Speech in London, June 2015

*'It's not enough to  
**want** change.*

*You have to know how to  
**effect** change'.*

# How is the KRP effecting change?

- Joint working between Kent councils
  - East and Mid Kent Projects: avoiding £60 million of costs
- Approx. £10 million in external funds into services & communications
  - £1 million from WRAP and private sector bodies
  - £8.8 million from DCLG
- Substantial 'clout' with government and supply chain
  - 'At the negotiating table' on behalf of local gov't (e.g. formation of Regulations).
  - Ministerial attention and support for Kent initiatives
- KRP colleagues influencing national agenda
  - Advisory Committee on Packaging (ACP)
  - Local Authority Recycling Advisory Committee (LARAC)
  - National Association of Waste Disposal Organisations (NAWDO)
  - WRAP: Courtauld 2025, Food Waste, Communications, Plastics, Electricals, Textiles
  - Resource Association
  - Chartered Institution of Wastes Management

# Public-Private Collaborations



£70,694



£10,000



£30,000



£70,000  
(to be finalised)

£110k



# Industry Press Coverage – 19 & 20 January 2016



letsrecycle.com

NEWS VIDEOS EVENTS PACKAGING

Batteries Business Councils ELVs-Tyres Energy General Glass Legislation Metals Organ

Whitham Mills ENGINEERING WHITHAM MILLS

COUNCILS

19 JANUARY 2016 by Tom Goulding

## Kent gains over £100,000 for fresh recycling drive

The Kent Resource Partnership has received more than £100,000 to fund plastics and metal recycling communications across 11 local authority areas.

Over £70,000 has been secured via Authorities' fund – and a further £40,000 from WRAP's "Increasing Communications Through Local Authorities" fund, and a further £40,000 from



CIWM Journal Online

New to CIWM J Why not try our

CIWM HOME NEWS & INSIGHT MEMBERSHIP KNOWLEDGE TRAINING & DEVELOPMENT EV

AMCS AMCS ERP - Truly end-to-end waste and recycling software solutions

HOME NEWS ARCHIVE MAGAZINE ARCHIVE OPINION VIDEO ADVERTISING CONTACTS

## Kent Resource Partnership Wins £110,000 Funding

Posted on 19 January 2016 by Darrel Moore

The Kent Resource Partnership (KRP) has won funding of £70,694 from WRAP's "Increasing Communications Through Local Authorities" fund, and a further £40,000 from

for organisations, ed today (19

money will be port important ations to over

# Kent Resource Partnership



resource

Daily news and features for the waste to resources industry

Thu 21 Jan 2016

NEWS MATERIALS BUSINESS GOVERNMENT RESOURCE

GOVERNMENT UK LOCAL AUTHORITY

## KENT SECURES £110K FUNDING FOR RECYCLING COMMS

By Edward Perchard | 20 January 2016 | Add a Comment

PRINT E-MAIL SHARE

# Public-Private Collaborations



Jan 2016



Feb & March 2016

## Focus for next 4 years: 'Big ticket' projects

- **West Kent Project:** financial & performance benefits.
- **East and Mid Kent Projects:** preparing for future phases (2021 and 2023 respectively).
- **Reducing avoidable food waste:** with WRAP, Courtauld 2025 Project.
- **Recyclates:** improving quantity and quality across Kent. Audits of 'residual waste' taking place in 2015/16.
- **Protecting councils' interests:** legal, financial, performance, reputations, influence/clout. Communicating with residents can provide strategic and legal benefits.

---

Thank you very much for listening.



@PaulVanston

