

Appendix 1
Oxfordshire Joint Municipal Waste Management Strategy
Action Plan 2009/10 -2011/12

| No. | Actions | What is the outcome of the action? | SMART targets | What resources are required? | What are the risks associated with achieving this action? | When does the action need to be completed? | Who is responsible for the action? | LAA/NI priority | Progress June 09 | Comments |
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| Policy 1 - The Oxfordshire Waste Partnership will encourage the efficient use of resources, reduce resource consumption and take responsibility for the wastes they produce. | | | | | | | | | | |
| 1.1 | Show case best practice on waste reduction to Oxfordshire residents & businesses. | OWP exemplar project presented to local community. | To publicise OWP in house waste reduction project findings by Jan 2010. | Officer time, plus marketing budget of approx £2,500. Support from CAGs. | Dependency - reliant on successful completion of earlier project phases (internal waste audits and reporting). | Jan-10 | Waste Reduction Projects Group | | Amber | Not yet progressed |
| 1.2 | To hold/sponsor awards recognising green business and commercial waste reduction in Oxfordshire. | Awareness raised of commercial waste reduction possibilities. Green businesses recognised and rewarded. | To hold an awards ceremony by December 2010. | Officer time, plus OCC commercial waste reduction budget of £6,000 (subject to 09/10 OCC budget settlement). | 1. Failure to engage - limited take up. 2. Manageability - over subscription and limited support resources. | Dec-10 | OCC Waste Reduction Team & Waste Reduction Projects Group. | | Green | OWP sponsored the sustainable business award at the Oxfordshire Business awards in June. |
| 1.3 | Share best practice on buying recycled. | Best practice on buying recycled established. | Complete best practice guidance, using case studies from other councils if required, by Jul 09. | Officer time. Support from procurement officers. | 1. Duplication - work may already have been completed by procurement officers or others. | Jul-09 | Waste Reduction Projects Group | | Amber | Not yet progressed |
| 1.4 | Develop a buy recycled buyers guide. | The production of a buy recycled buyers guide for distribution to Partnership councils. | To produce a buy recycled buyers guide by Oct 09. | Officer time. Support from procurement officers. | 1. Increased costs - recycled options may be more expensive. | Oct-09 | Waste Reduction Projects Group | | Amber | Not yet progressed |
| 1.5 | Introduce buy recycled and buy local policies to main council contracts and functions. | Buy recycled guide is used to inform decision making when procuring goods and services. | Each partner council to use buy recycled guide from Dec 09. | Officer time. Support from procurement officers. | Possible adverse publicity if fail to change suppliers to ones providing 'greener' products. | Dec-09 | Waste Reduction Projects Group | | Amber | Not yet progressed |
| 1.6 | Show case best practice on buying local and buying recycled. | OWP exemplar project presented to local community. | To publicise the project findings by Oct 10. | Officer time, plus marketing budget of approx £2,500 | Dependency - reliant on successful completion of earlier project phases. | Oct-10 | Waste Reduction Projects Group | | Amber | Not yet progressed |
| 1.7 | Develop minimum environmental standards for OWP and partner council printed literature. | Environmental standards are in place and adhered to by each partner council. | OWP and partner councils to apply minimum environmental standards for printed literature by Oct 09 | Officer time | Adverse publicity from failing to change suppliers to ones providing 'greener' products. | Oct-09 | Waste Reduction Projects Group | | Amber | Not yet progressed |
| Policy 2 - The Oxfordshire Waste Partnership will lobby Central Government to focus on waste as an integral part of sustainable resource management. | | | | | | | | | | |
| 2.1 | Issue joint responses to relevant Government consultations. | Joint consultation responses. | To respond to relevant consultations within their specified timescales. | Officer time (approx 3 days per consultation). Consultation with bodies such as LARAC, NAWDO, National Partnership Officers Group, LGA. | Staff Resources - ability to respond within the specified timescales. | - | Strategy Group | | Amber | No responses issued this year to date. |
| 2.2 | Introduce a food waste packaging reduction campaign as part of wider work on reducing food waste. | A campaign leading to a decrease in the amount of waste food packaging. | To have a food packaging reduction campaign in place by Sep 09. | Officer time, communications plan budget allocation. Support from CAGs. | Public confusion/mixed messages - the validity of the campaign may be challenged by packaging industry. | Sep-09 | Waste Reduction Projects Group | LAA/NI 191 Residual waste per household. | Amber | Not yet progressed |
| 2.3 | Lobby government on increasing the recyclability of food packaging | Increase in recyclability of food packaging, through policy change | To lobby government by Jun-09 | Officer time | Effectiveness- minimal impact if lobbying as a single county | Jun-09 | Waste Reduction Projects Group | | Green | DEFRA has issued a packaging waste reduction strategy |
| Policy 3 - The Oxfordshire Waste Partnership will help householders and individuals to reduce and manage their wastes through the provision of advice and appropriate services. | | | | | | | | | | |
| 3.1 | Implement revised Joint Waste Reduction & Reuse plan. (incl. home composting, smart shopping, real nappies etc) | Relevant and effective waste reduction policies, communications and tools. | Begin implementation of Joint Waste Reduction & Reuse plan by May 09. | To be identified within the new plan. | 1. Resources - staff time to implement. | May-09 | Waste Reduction Projects Group | LAA/NI 191 Residual waste per household. | Red | Work is ongoing on the development of a revised strategy, but agreement and implementation of revised plan now likely to be Oct 09. |
| 3.2 | Recruit local recycling champions to promote and "trouble-shoot" waste reduction, recycling & composting services. | Involvement of residents in the local promotion of services. | To recruit a further team of recycling champions by Jun 2010. | Officer time (approx. 15 days), plus support from the CAG project. | 1. Failure to engage - limited take up. 2. Manageability - over subscription and limited support resources. | Jun-10 | Waste Reduction Projects Group | | Green | More Master Composters have been trained. The number of CAGs is increasing. |

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| 3.3 | To continue to provide a local "Love food Hate Waste" campaign. | A campaign leading to a reduction in the amount of food thrown away. | To introduce a further promotional campaign by Jul 2009. | Officer time, comms plan budget allocation. Support from CAGs. | Limited impact due to poor take up by local media. | Jul-09 | Waste Reduction Projects Group | LAA/NI 191 Residual waste per household. | Green | Ongoing promotion through roadshows, web and council magazines. |
| 3.4 | Support Real Nappy week | Increased public awareness of the scheme | To promote and publicise the campaign by April each year. | Officer time, comms plan budget allocation | Limited impact due to poor take up by local media. | Apr-09 | Waste Reduction Projects Group | | Green | Nappy trial packs developed and launched during Real Nappy week. |
| 3.5 | Support Recycle Now Week | Increased public awareness of the scheme | To promote and publicise the campaign by June each year | Officer time, comms plan budget allocation | Limited impact due to poor take up by local media. | Jun-09 | Waste Reduction Projects Group | | Green | Number of events and related PR were held. |
| 3.6 | Support Compost awareness week | Increased public awareness of the scheme | To promote and publicise the campaign by May each year. | Officer time, comms plan budget allocation. Support from CAGs. | Limited impact due to poor take up by local media. | May-09 | Waste Reduction Projects Group | | Green | A number of compost giveaways were held around the county in partnership with Agrivert Ltd. |
| 3.7 | Improve quality of waste management advice provided to customers by council admin/customer service teams. | Customers provided with accurate and up-to-date information on disposing of unwanted goods. | Provide admin/ customer services staff with regularly updated information on waste management services from April 09. | Officer time and the support of customer service teams at partner councils. | Resources - staff time for regular updates and training of customer service teams. | Apr-09 | Waste Reduction Projects Group | | Amber | OCC staff plan to visit district staff to exchange info. |
| Policy 4 - The Oxfordshire Waste Partnership will encourage the controlled reuse and reclamation of items through the provision of advice and appropriate services. | | | | | | | | | | |
| 4.1 | Where appropriate, promote the waste management services offered by voluntary sector organisations. | A promotional campaign promoting voluntary sector services. | To introduce a promotional campaign by Jun 2009. | Communications plan budget provision of 5K per annum. Support from CAGs. | Increased demand - ability of sector to respond to increased demand/workloads. | Jun-09 | OCC Waste Reduction Team & Waste Reduction Projects Group. | | Red | Not yet completed. Revised completion date October 09 |
| 4.2 | Support the voluntary sector in growing their skills and capacity. | More waste recovered by the voluntary sector. | To have a package of support measures in place by Jun 2009. | Officer time (20 days). Support from CAGs. | Managing expectation - risk of raised expectation and relationship damage if unable to deliver. | Jun-09 | OCC Waste Reduction Team & Waste Reduction Projects Group. | | Red | Not yet completed. Revised completion date October 09 |
| 4.3 | Promote suitable reuse schemes at WRCs. | Greater reuse of materials delivered to WRCs through partnership working with voluntary sector. | To further expand current arrangements by Mar 10. | OCC Officer time, plus buy-in from voluntary groups and site contractors. | Customer care - reclamation needs to be controlled. | Mar-10 | OCC Service Delivery Team | | Amber | Trial with Emmaus at certain WRC sites is on-going. |
| 4.4 | Introduce a waste exchange for businesses. | A forum for businesses to arrange the exchange of materials, by-products and wastes. | To introduce a waste exchange by Jan 10. | Officer time (largely OCC), plus support from regional agencies. | Poor take up by local businesses. | Jan-10 | Waste Reduction Projects Group | | Green | BREW project funding obtained. Recruitment for one-year post underway. |
| 4.5 | Support the CAG county wide swap shops. | Increase number and scope of swap shops and increase the amount of materials both reused & recycled. | To deliver support measures by Mar 10. | Officer time, comms plan budget allocation. Support of CAGs. | Capacity - demand may outstrip our capacity to support and deliver events. | Mar-10 | Waste Reduction Projects Group | LAA/NI 191 Residual waste per household. | Green | Regular liaison with CAG project through Waste Reduction Projects Group |
| Policy 5 - In accordance with regional policy, OWP will seek to reduce the growth of municipal waste across the county to 0% per person per annum by 2012. | | | | | | | | | | |
| 5.1 | Continue to deliver a Countywide communications campaign promoting waste reduction, reuse & recycling services. | A communications campaign leading to a decrease in the amount of residual waste collected. | To have a communications plan for the 2009/12 period in place by April 2009. | Total comms plan budget provision of 150K per annum. OWP Communications Officer post. | Consistency - ability of Partner Councils to abide by OWP Media Protocol and key messages of the Communications Plan. | Apr-09 | Waste Reduction Projects Group | | Green | Communications plan in place. Approved by Officer Strategy Group. |
| 5.2 | Develop common policies and consistent approaches to limit the impact of any amendment to the definition of household waste. | Minimise waste increases resulting from the re-definition of household waste. | To have policies relating to the collection and disposal of relevant waste streams drafted and agreed by April 09 | Officer time and increased waste disposal budget provision. | Increased costs (largely disposal). | Apr-09 | Officer Strategy Group | LAA/NI 191 Residual waste per household. | Green | Consistent policies developed for charities and work underway on a similar approach for educational establishments. |
| 5.3 | Promote home composting as an ongoing option when food waste collection schemes are introduced. | Householders continue to home compost after the introduction of food waste collections | To introduce a campaign by Aug 09 | Officer time, comms plan budget allocation. Support of CAGs. | Public confusion - need to ensure that promotions are kept simple/concise and do not have too many messages within them. | Aug-09 | Waste Reduction Projects Group | LAA/NI 191 Residual waste per household. | Green | Home composting bin promotion and Master Composter scheme operating. |
| 5.4 | To share knowledge on the inclusion of waste collection facilities within (Town & Country Planning Act 1990) s.106 agreements (eg. Provision of home composters, bring sites etc.) | Information exchange on the successful inclusion of waste collection facilities within s.106 agreements. | Knowledge exchange by Oct 10 | Support from planning officers | Strength of the economy resulting in less new housing. | Oct-10 | Waste & Recycling Operations Group | | Amber | Work undertaken by partner councils, with information exchange planned by Waste & Recycling Operations Group. |

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| 5.5 | Consider development of an Oxfordshire zero waste place. | An assessment of the potential for a zero waste place within Oxfordshire. | A decision reached on whether to apply for zero waste place status by Jun 09 | Officer time and information from the BREW centre. | Raised expectation that a zero waste place will be developed. | Jun-09 | Waste Reduction Projects Group | | Red | Not progressed. Suggest project is postponed pending review of first tranche of proposals supported by DEFRA. |
| Policy 6 - The Oxfordshire Waste Partnership will provide an integrated system of collection and processing of household waste which will achieve, as a minimum: By 31 Mar 2010: recycle or compost at least 40% of household waste; By 31 Mar 2015: recycle or compost at least 45% of household waste; By 31 Mar 2020: recycle or compost at least 55% of household waste. | | | | | | | | | | |
| 6.1 | Implement collection schemes for food waste. | Collections of food waste from households. | To commence food waste collections from Aug 09. | Costings to be provided on a scheme by scheme basis. | 1. Public participation and buy-in 2. Risk of impact for other partners' schemes (positive and negative). | Aug-09 | Waste & Recycling Operations Group | LAA/NI 192 Household waste recycled and composted. | Green | Food waste collections commenced in South Oxfordshire. OWP New Initiatives Funding awarded to Cherwell and Oxford for schemes launching this autumn. |
| 6.2 | Increase on-street recycling systems. | More on-street recycling facilities in the county's main centres of population. | Each partner council to introduce at least one additional on-street recycling facility by Mar 2010. | Approx £500 for purchase and installation of each bin. Costs to be met by each Partner Council. | 1. Siting - Conservation area issues. 2. Resources - cost of purchasing and installing containers, fit with cleansing/operations. 3. Quality - contamination issues. | Mar-10 | Waste & Recycling Operations Group | LAA/NI 192 Household waste recycled and composted. | Green | Number of facilities recently expanded in Cherwell. |
| 6.3 | Procure a facility for the acceptance and reprocessing of food waste. | A facility for processing food waste collected from Oxfordshire households. | To ensure that a facility for the treatment of food waste is available in Oxfordshire by Sept 2009. | Procurement project team & technical support financed by OCC. | Deliverability - Short timescales, planning and construction risks. | Sep-09 | Strategy Group & OWP | LAA/NI 192 Household waste recycled and composted. | Green | Contract awarded. Planning permission granted for two of three sites. |
| 6.4 | Undertake a programme of WRC refurbishment. | Refurbishment of a further 3 WRCs. | To complete refurbishment by Mar 2010. | Capital programme budget at OCC. | Sites may have to be closed during refurbishment. This may result in increased fly-tipping and reduced levels of recycling. | Mar-10 | OCC Service Delivery Team | | Green | Refurbishment of Oakley Wood site completed June 09. |
| 6.5 | Continue to deliver a Countywide communications campaign promoting waste reduction, reuse & recycling services. | Increased public participation, increased recycling rates and a further reduction in the amount of residual waste produced. | To have a communications plan for the 2009/12 period in place by April 09 | Officer time, Comms budget. | Consistency - ability of Partner Councils to abide by OWP Media Protocol and key messages of the Communications Plan. | Apr-09 | Waste Reduction Projects Group | | Green | Communications plan in place. Approved by Officer Strategy Group. |
| 6.6 | Implement policies to reduce illegal deposit of trade waste within domestic waste streams | A reduction in the amount of trade waste entering domestic waste streams. | Introduce trade waste reduction policies and plans by Jun 09. | Officer time & member approval of policy implementation. | Adverse publicity surrounding enforcement of new policies. Policies need to be considered reasonable and fit for purpose. | Jun-09 | Waste & Recycling Operations Group & Env Quality and Cleanliness Group | LAA/NI 191 Residual waste per household. | Red | Research work ongoing. Recommendations will be subject to approval by Oxfordshire County Council. Revised implementation date April 10. |
| Policy 7 - OWP will ensure that recycling facilities and services are available to all residents. | | | | | | | | | | |
| 7.1 | Expand the number of recycling facilities provided at flats. | More material collected for recycling from flats. | To implement recycling systems at all flats by Mar 2010. | Approx £500 for purchase and installation of each site. Costs to be met by each Partner Council. | Increased collection costs. | Mar-10 | Waste & Recycling Operations Group | LAA/NI 192 Household waste recycled and composted. | Amber | Ongoing within Oxford City. Systems in place at other district councils. |
| 7.2 | Share best practice on managing assisted collection services. | Best practice on managing assisted collection services established. | Complete best practice guidance, using case studies from other councils if required, by May 09. | Officer time | A lack of available information might limit usefulness of this work. | May-09 | Waste & Recycling Operations Group | | Red | Not yet completed. Revised completion date October 09. |
| 7.3 | Raise awareness of services such as assisted collections that improve the accessibility of waste collection services. | Increased uptake of assisted collection schemes by those eligible. | Publicise the existence of these services by Jul-09. | Officer time, comms budget | Over-subscription to the scheme, increased expenditure associated with assisted collections. | Jul-09 | Waste & Recycling Operations Group | | Red | Not yet completed. Revised completion date December 09. |
| 7.4 | Complete an Equalities Impact Assessment of OWP. | An Equalities Impact Assessment of OWP. | To complete an Equalities Impact Assessment by Mar 10. | Support from Equalities team at Cherwell D.C | - | Mar-10 | Strategy Group | | Green | Currently negotiating project support from Equalities officer group. |

| Policy 8 - The Oxfordshire Waste Partnership will encourage householders and businesses to separate waste for recycling collections by providing targeted information and awareness raising campaigns. | | | | | | | | | | |
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| 8.1 | Continue to deliver a Countywide communications campaign promoting waste reduction, reuse & recycling services. | A communications campaign leading to a decrease in the amount of residual waste collected. | To have a communications plan for the 2009/12 period in place by April 2009. | Total comms plan budget provision of 150K per annum. OWP Communications Officer post. | Consistency - ability of Partner Councils to abide by OWP Media Protocol and key messages of the Communications Plan. | Apr-09 | Waste Reduction Projects Group | | Green | Communications plan in place. Approved by Officer Strategy Group. |
| 8.2 | Provide recycling collection services to commercial waste customers. | A greater number of commercial waste customers receive a waste recycling service. | To ensure that all commercial waste customers have recycling systems in place by Mar 2010. | Start up costs to be determined by each Partner Council. Aim for schemes to become revenue neutral. | 1. Take up by commercial customers. 2. Changes to legislation and market trends. | Mar-10 | Waste & Recycling Operations Group | | Green | OWP NIF funding has allowed growth of commercial recycling schemes in Cherwell and Oxford City and has funded an options appraisal for West Oxfordshire. |
| 8.3 | Investigate the separate collection of food waste from commercial customers. | Method of recovering food waste from commercial customers established. | A trial collection scheme is delivered by at least one partner council by Mar 2010. | Start up costs to be determined by each Partner Council. Aim for schemes to become revenue neutral. | 1. Availability of outlet for processing of collected material. 2. Take up by customers. | Mar-10 | Waste & Recycling Operations Group | | Green | OWP NIF funded study underway by Oxford City and West Oxfordshire. |
| 8.4 | Reduce the amount of residual waste collected per customer for commercial waste collection services. | Reduced residual waste collected per customer. | To achieve an overall reduction average of 10% of residual waste per customer by Mar 2011. | Officer time and availability of commercial waste recycling schemes. | Take up of recycling initiatives by customers. | Mar-11 | Waste & Recycling Operations Group | | Amber | Additional recycling has not yet resulted in reduced landfill arisings. Tonnage figures are being reviewed monthly. |
| 8.5 | Provide advice and recommendations to SMEs to enable them to reduce waste. | Reduction in the amount of commercial waste being sent to landfill. | To audit a further 300 business by March 10. | Officer time, OCC funding with potential external funding and partnership match funding. | 1. Uptake from businesses. 2. Lack of resources and funding to deliver outcomes. | Mar-10 | OCC Waste Reduction Team & Waste Reduction Projects Group. | | Red | Subsidy previously offered by OCC for waste audits has been removed. Businesses will now have to pay for this service. |
| 8.6 | Introduce a householder recycling incentives scheme (such as "Cash for Trash"). | Increased participation and recycling capture rates as a result of the incentive scheme(s). | To introduce an incentive scheme by Sept 09 | Support of collection and recycling contractors. Communications plan budget. | 1. Potential for adverse publicity (some residents might disagree with the incentives concept). 2. Lack of impact on participation & capture rates. | Sep-09 | Waste Reduction Projects Group | LAA/Ni 192 Household waste recycled and composted. | Green | Outline scheme planning completed. Portfolio holder support from each partner council will be sought before scheme is developed further. |
| 8.7 | Explore the feasibility of introducing trade waste recycling facilities at WRCs. | Trade waste recycling facilities at more WRCs. | Produce report detailing feasibility of introducing trade waste recycling facilities at more WRCs by Oct 10. | Officer time and possible OCC budget contribution. | 1. Raised expectation. 2. Increased WRC costs. | Oct-10 | OCC Service Delivery Team & Waste & Recycling Operations Group. | | Amber | Work ongoing at OCC. |
| Policy 9 - The Oxfordshire Waste Partnership will provide a system for recovering value from residual wastes in order to meet LATS targets. | | | | | | | | | | |
| 9.1 | Procure and construct a residual waste treatment facility to meet the medium to long term requirements of the Landfill Allowance Trading Scheme. | Procurement of a waste treatment facility for Oxfordshire's residual waste. | To reach contract close by April 09. | Procurement project team comprising OCC Officers and OWP Coordinator, plus technical support. Project costs are met by OCC. | A separate risk register is maintained for this project. | Apr-09 | OCC & OWP | | Amber | Project progressing well, but contract close now anticipated for the autumn. |
| 9.2 | Introduce new OWP financial arrangements (in place of recycling credits) that incentivise residual waste reduction. | A new financial model that encourages residual waste reduction. | To have the new financial arrangements in operation by April 2009. | Officer time to develop Agreement & administration measures (approx 10 days). Legal support from OCC. | Affordability resulting from variance from projected performance & payments. | Apr-09 | Strategy group | | Green | New arrangements are now operating. |
| Policy 10 - The Oxfordshire Waste Partnership will ensure optimum use of landfill void. | | | | | | | | | | |
| 10.1 | To secure sufficient landfill capacity for Oxfordshire's municipal waste. | Procurement of landfill capacity in place of two current contracts that end in 2009. | To have a new landfill arrangements in place by Oct 2009. | Procurement project team comprising OCC Officers and OWP Coordinator. | 1. Sufficient competition. 2. Interface risks with other procurements and contracts. | Oct-09 | OCC | | Green | Oxfordshire County Council currently in procurement. |
| 10.2 | To secure ongoing Waste Recycling Centre provision for Oxfordshire's municipal waste. | Re-let contracts for six of the eight WRCs within Oxfordshire. | To have new WRC contracts in place by Oct 2009 | Procurement project team comprising OCC Officers and OWP Coordinator. | 1. Sufficient competition. 2. Interface risks with other procurements and contracts. | Oct-09 | OCC | | Green | Contract awarded. |

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| 14.1 | Implement the agreed OWP communications plan. | Residents and other identified stakeholders have a greater awareness of OWP. | Detailed within the Communications plan. | Total comms plan budget provision of 150K per annum. OWP Communications Officer post. | 1. Media interest. 2. Consistency - ability of Partner Councils to abide by OWP Media Protocol and key messages of the Communications Plan. | Ongoing | OWP Communications Officer & Waste Reduction Projects group. | | Green | Communications plan in place and is being implemented. |
| 14.2 | Explore opportunities for joint purchasing of supplies and equipment. | Cost Savings as a result of joint purchasing. | To report on joint purchasing opportunities by Oct 2009. | Officer time (approx. 5 days per authority). | Failure to identify savings. | Oct-09 | Strategy Group | | Green | Use of regional framework agreement for purchase of food waste caddies and liners is being explored. |
| 14.3 | Improve the quality of waste data management through the provision of a shared data management system. | Improved data and information for performance monitoring. | To introduce a shared data management system by Mar 2010. | To be determined following assessment of available software. | 1. Affordability of new software package. 2. Compatibility with other systems in use at partner councils. | Mar-10 | Waste & Recycling Operations Group. | | Amber | Software packages are currently being procured by a number of partner councils. |
| 14.4 | Update branding usage guidelines and press release protocol for OWP and OWP funded projects. | Consistent use of OWP branding and consistent messages within press releases. | To update the current branding usage guidelines and press release protocol by May 2009. | Officer time. | 1. Failure to reach agreement. 2. Failure to embed the guidelines within partner councils communications work. | May-09 | OWP Communications Officer & Waste Reduction Projects Group. | | Green | Completed and agreed by Waste Reduction Projects Group. |
| 14.5 | Review the current Joint Municipal Waste Management Strategy. | Completion of a scheduled review of the JMWMS. | Complete review by Mar 2012. | Officer time. | Failure to agree upon review findings. | Mar-12 | Strategy group | | Amber | Not yet progressed |
| 14.6 | Review the operational effectiveness of OWP. | A review with recommendations of the working of OWP | To complete a review by Mar 10. | Officer time and support from the Partnerships Unit at OCC. | Failure to agree upon review findings. | Mar-10 | Strategy group | | Amber | Not yet progressed |
| 14.7 | Support the Wild Waste Show in identifying and securing funding for a replacement bus. | Funding for a replacement bus when the current vehicle reaches the end of its operational life. | To secure funding for a replacement vehicle by Mar 2011. | Officer time | Failure to identify and secure sufficient funds. | Mar-11 | Waste Reduction Projects Group | | Amber | No funds have yet been secured. |
| Environmental Quality & Cleanliness | | | | | | | | | | |
| 15.1 | Develop a countywide campaign to reduce fly-tipping. | A communications and enforcement based campaign to deter fly-tipping. | To implement a campaign from Jun 09. | Application to the New Initiative Fund. | Dependent upon approval of NIF bid. | Jun-09 | Env Quality and Cleanliness Group | LAA/Ni 196 Improved street and environmental cleanliness – fly tipping. | Amber | Campaign being developed for launch in Aug. |
| 15.2 | Introduce an anti litter campaign targetting young people. | A campaign targetting youth groups resulting in increased awareness and decreased occurrences of littering. | To implement a campaign by Oct 09. | Officer time, comms plan budget allocation. Support of CAGs. | Effectiveness - take up of campaign message by schools and youth groups. | Oct-09 | Env Quality and Cleanliness Group | LAA/Ni 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting. | Amber | Not yet progressed |
| 15.3 | Raise awareness that partner councils issue Fixed Penalty Notices (FPNs) for littering. | Increased public awareness that littering carries an on the spot fine. | To complete a publicity campaign by Jun 09 | Officer time and communications budget. | Effectiveness - take up by local media. | Jun-09 | Env Quality and Cleanliness Group | LAA/Ni 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting. | Amber | Recent PR following prosecutions by Cherwell D.C |
| 15.4 | Promotional campaigns to target a reduction of commonly littered items: Chewing gum, cigarette butts & fast food packaging. | Promotional campaign(s) to reduce littering. | To deliver promotional campaigns focussing on at least one commonly littered item by Oct 09. | Officer time and communications budget. | Effectiveness - take up by local media. | Oct-09 | Env Quality and Cleanliness Group | LAA/Ni 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting. | Amber | May be dealt with through encams car litter campaign in Jul. |

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| 15.5 | Develop multi-agency approach to enforcement (working with the police, trading standards and Environment Agency and British Transport Police) | An integrated approach to environmental enforcement. | To deliver an integrated enforcement campaign by Oct 2011 | Support from relevant partner organisations | Failure to gain support of other agencies. Manageability - complexity of organising a multi-agency approach | Oct-11 | Env Quality and Cleanliness Group | | Amber | Contact with EA is improving and EA now attend some OWP officer group meetings. |
| 15.6 | Deliver a countywide Big Tidy Up/spring clean campaign. | Volunteers participating in a countywide Big Tidy up/ Spring clean. | To run a campaign during April 09 | Officer time, Comms Budget. Support from CAGs. | Take up - lack of public participation. Resources - sufficient staff and resources to manage the campaign. | Apr-09 | Env Quality and Cleanliness Group | LAA/NI 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting. | Green | Campaign was completed. Over 40 community groups participated. |
| 15.7 | Develop a programme of cleaning for cigarette butts, using OWP "Glutton" street cleaning machine. | Effective use and efficient sharing of OWP Glutton leading to improved cleanliness standards. | Each partner council to have used the glutton machine for at least five working weeks by Mar 10 | Officer time | - | Mar-10 | Env Quality and Cleanliness Group | | Amber | Insurance issues need to be resolved before all partner councils begin using the machine. |
| 15.8 | Lobby government on strengthening current code of practice on litter on the go (fast food packaging) | Increased sign-up by fast food retailers to code of practice | To lobby government by Jun-09 | Officer time | Effectiveness- minimal impact if lobbying as a single county | Jun-09 | Env Quality and Cleanliness Group | | Amber | Lobbying ongoing through encams forums and seminars. Letter to government to be drafted. |
| 15.9 | Improve partnership working with OCC Highways on the cleaning of fast roads. | Improved cleanliness standards on fast roads. | Options for improved cleaning of fast roads to be trialled by April 09 | Officer time and support from OCC Highways and their appointed contractors. | 1. Increased costs. 2. Failure to work effectively with Highways Authority and contractors. | Apr-09 | Stategy group | LAA/NI 195 Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting. | Amber | Discussions with OCC highways and their contractors are on-going. |
| 15.1 | Lobby government on introducing a Fixed Penalty Notice option for low level flytipping | Increased flexibility in enforcement options and more effective use of officer time. | To lobby government by Jun-09 | Officer time | Effectiveness- minimal impact if lobbying as a single county | Jun-09 | Env Quality and Cleanliness Group | | Amber | Lobbying ongoing through encams forums and seminars. Letter to government to be drafted. |