

OPTION 5 (Preferred) - Weekly Kerbside Sort (including food waste), 4- weekly residual, AHP service

Well-being Impact Assessment Report

This report summarises the likely impact of the proposal on the social, economic, environmental and cultural well-being of Denbighshire, Wales and the world.


Assessment Number:	407
Brief description:	<p>This assessment is required as the Council needs to fundamentally change the way we collect household waste to further improve recycling in the County as part of strategy to meet Welsh Government 70% recycling target by 2024/25 and to address on-going budget pressure expected to rise to £900,000 by 2019/20 due to the current cost of sending our mixed blue bin recycling for further separation at a Materials recovery Facility. In Option 5 (preferred) the comingled blue recycling 240l bin would be replaced with a TrolliBocs System, where residents present sorted waste into separate stackable containers. The Trollibocs and the existing food waste caddy would be collected weekly on the same vehicle, resulting in resource revenue savings from the provision of higher quality, pre-sorted recycling. . Residual waste would be collected every 4 weeks in a 240l black bin (as opposed to fortnightly in a 140/180l bin) which is projected to reduce the amount of waste that could have been recycled going in the black bin (currently 51% of items in the black bin could have been recycled on our other kerbside services). An optional human hygiene waste service would be offered to remove "smelly waste" from the residual bin where required. New recycling waste streams would be targeted, including batteries, small electrical, electronic equipment (WEEE) and textiles and collected on the same day as the recycling, but every fortnight. Currently residents put paper, card, wax cartons, plastic containers/bottles, can and glass bottles/jars altogether in a 240litre blue bin which is collected fortnightly.</p>
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Completed by:	Tara Dumas
Responsible Service:	Highways & Environmental Services
Localities affected by the proposal:	Whole County,
Who will be affected by the proposal?	All Residents / Households in Denbighshire; Operational Waste Team as new model rolled out
Was this impact assessment completed as a group?	Yes

IMPACT ASSESSMENT SUMMARY AND CONCLUSION

Before we look in detail at the contribution and impact of the proposal, it is important to consider how the proposal is applying the sustainable development principle. This means that we must act "in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs."

Score for the sustainability of the approach


 (3 out of 4 stars) Actual score : 27 / 30.

Implications of the score

Implementing the preferred option will align DCC to the Welsh Government waste collection blueprint, meaning that we are operating to a consistent approach to other Welsh LA's in order to maximise the quantity and quality of recyclable household waste we collect. The preferred option seeks to restrict residual capacity further than the blueprint by The Welsh Government have carried out relevant sustainability and economic appraisals on their blue print (Independently reviewed in March 2016 by Eunomia) to determine it to be the most economically and environmentally practical approach to managing household waste.

Summary of impact

Well-being Goals

A prosperous Denbighshire	Positive
A resilient Denbighshire	Positive
A healthier Denbighshire	Neutral
A more equal Denbighshire	Neutral
A Denbighshire of cohesive communities	Neutral
A Denbighshire of vibrant culture and thriving Welsh language	Neutral
A globally responsible Denbighshire	Positive



Main conclusions

Overall the proposed project to Remodel the Waste Service Collection should have positive impacts in terms of a prosperous and resilient and a globally responsible Denbighshire as the new service will increase recycling performance by at least 3%. The higher quality recyclable stream will support the adoption of EU Circular Economy measures and the Welsh Economic Action Plan. The model is also the most cost efficient of all options considered, bringing in a new income stream that protects other council services from further resource reductions. There is a neutral impact on equality due to the introduction of a new service to deal with hygiene waste sometimes produced by young families and the elderly. We have reviewed (currently in draft) our waste policies to ensure exemptions can be awarded to households that struggle to participate fully in the recycling service for genuine physical or mental health reasons. There are no health implications for the new service. Residual waste will be collected less frequently but smelly waste such as nappies and food waste will be collected weekly. There is a neutral impact on vibrant culture and welsh language as all communications will be available in Welsh and English. There will be a significant focus on community engagement throughout and post implementation, encouraging intergenerational learning (young people as ambassadors) and motivational communications material. There is a neutral impact on cohesive

communities as the new waste model supports and strengthens a social enterprise operating model for the collection and re-use of textiles, and the service changes are supported through a new (draft) household waste collection policy, to support the regulation of the new operating model.

Evidence to support the Well-being Impact Assessment

- We have consulted published research or guides that inform us about the likely impact of the proposal
- We have involved an expert / consulted a group who represent those who may affected by the proposal
- We have engaged with people who will be affected by the proposal

THE LIKELY IMPACT ON DENBIGHSHIRE, WALES AND THE WORLD

A prosperous Denbighshire

Overall Impact	Positive
Justification for impact	The new waste service will secure the long term future of the service and associated jobs and importantly contribute to increasing recycling rates in the County which will minimise residual waste generated by the County's residents. There is an overall reduction in the Council's carbon footprint through enhanced capture of recycling, especially food waste. Materials recycled are of higher quality which will help stimulate growth in the manufacturing industry within the UK.
Further actions required	Maximising the positive impacts from higher recycling rates will be dependant on undertaking a comprehensive communication campaign and ongoing education strategy that provides both instructional and motivational information to encourage people to take the extra effort to recycle more and separate their household waste items into various containers. A YouGov Survey stated that 70% of people want to know what happens to their rubbish and 32% would be more likely to separate their materials if they knew what happened to them. the Viridor Recycling Index 2017 (consumer survey) showed that only a quarter of people believed their waste was properly recycled and showed a clear need for better education, with seven in ten (69%) people feeling frustrated about not having enough education materials on recycling. There is an opportunity to re-engage with Denbighshire citizens to provide the information that will inform and influence pro-environmental behaviours. Consideration to reducing manual handling concerns will be given when specifying the new kerbside recycling vehicles, including consultation with Unions and the workforce. W and R team to investigate introduction of a "ready for work" programme to train up new operatives (workforce succession planning) and career pathways opportunities for existing employees to upskill.

Positive impacts identified:

A low carbon society	<p>Application of the waste hierarchy, enhanced opportunity for closed loop recycling, greater quantities of waste recycled, less vehicle passes to each households over a 4 week period, vehicle haulage movements as recycling is bailed locally - so overall greater environmental benefits. Increased in recycling performance of 3.1% projected. There is a wide evidence base to show that Kerbside Sort yields a lower carbon footprint than co-mingled collections. The carbon impacts of different methods of collection and post collection sorting were shown by the ADAS report for London Borough of Camden which stated that: "The carbon footprint of the whole process for the co-mingled collection, transfer and MRF is 77% greater than for the kerbside sorted recycle collection system."</p> <p>High quality materials are more likely to be used in closed loop recycling where glass bottles and jars are recycled into similar products, paper into paper and so on. The carbon benefits of the closed loop recycling of glass were demonstrated in a 2006 paper "The impact of the carbon agenda on the waste management business", Grant Thornton, Oakdene Hollins. The reduced carbon impact of kerbside sort vehicles compared to large Refuse Collection Vehicles currently used to collect recycling in DCC are considerably lower, as supported by the following paper "Kerbside Recycling in Wales: Environmental Costs, Waste and Resources action Programme (WRAP) Page 47 2009.</p>
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<p>Quality communications, infrastructure and transport</p>	<p>All new waste collection rounds will undertake route optimisation analysis to reduce unnecessary mileage and optimise efficiency, as well as round risk assessments to avoid traffic congestion where practical. The changes will be supported by a communications plan, to include face to face public engagement, a schools education package, and revised instructional material. Option 5 will result in significant capital investment in local authority depots (North Wales) and new waste containers. There may be an opportunity to combine the provision of salt barns with the depot bulking facilities at one of the sites, improving the way we manage winter maintenance resources.</p>
<p>Economic development</p>	<p>Collected recycling will be of adequate quality to be reprocessed in the UK (as opposed to being shipped overseas), encouraging home grown manufacturing industries to develop/expand. Collecting high quality recycling through source segregation is a priority for Welsh Government as they recognise the opportunities the EU "Circular Economy" package brings to helping Wales grow its own economy, and in a more sustainable way (www.gov.wales news article "Wales leading the way towards becoming a circular economy" 28th June 2018. Positive impacts of the circular economy on economic growth are also recognised in the Welsh Government's Economic Action Plan.</p> <p>The paper by the Resources Association "Putting quality recycling at the heart of a circular economy" August 2015 concludes that mandatory source separation of recyclables, including biowaste, would reduce recycling contamination and create new economic opportunity. By example, an article by Simon Weston (LetsRecycle.com 17th July 2017) director of raw materials (Confederation of Paper Industries) states "Recent work conducted by the Confederation of Paper Industries (CPI) estimates that an increase of one percentage point in contamination would increase costs by about £8 million per annum across the entire UK mill system. For a large paper reprocessor this could equate to as much as £1.25 million per percentage point increase for each 100,000 tonnes of raw material procured. These sorts of additional costs undermine the viability of domestic re-processors when compared with foreign competitors using other material streams, and could lead to plant closures and job losses."</p> <p>Kerbside Sort systems yield very low contamination rates (1% Friends of the Earth, compared to Commingled recycling schemes that rarely achieve contamination rates below 5% and often in excess of 10%). Hygiene waste will be collected separately in the Option. It is possible that this waste stream can be recycled and future discussions with Welsh Government are anticipated over the opportunity for this waste to be re-processed in Denbighshire. This would created further jobs through the construction and operation of a new facility.</p>
<p>Quality skills for the long term</p>	<p>Waste operatives will require enhanced manual handling training. In addition, the service will be modernised to closely monitor recycling habits of individuals through enhanced data capture of weight based information. Team members will be trained to use route optimisation software. DCC's waste technical team will be trained to collate and report on a wider range of performance data. The team will be required to deliver behaviour change messages to a wide range of audiences, including to school groups and private/social landlords. Increased procurement skills and experience will also be required. The service change would be supported through the adoption of an environmental enforcement policy which the team will be required to adopt. Whilst the existing enforcement team have all existing knowledge and skills, wider adoption by the rest of the team will be required.</p>

Quality jobs for the long term	<p>All waste operatives will be required to become "recycling ambassadors" as their acceptance/rejection of presented material will be fundamental to providing weekly feedback to the residents about what can and can not be collected on the kerbside sort scheme. Expected that Waste team jobs will be secured, may be need for additional Waste Team members depending on future operational model - to be confirmed as part of further development of Business Case. The baseline is unaffordable and jobs across other council service are at risk should we not change the way we deliver our services.</p> <p>This option will secure at least 9 full time jobs in a local Social Enterprise, and support at least 18 people with learning disabilities, through the collection, sorting , cleaning and resale of textiles.</p>
Childcare	There are no known increased benefits arising from changing from the baseline to Option 5. Working hours are not modelled to change.

Negative impacts identified:

A low carbon society	<p>approx. 35,000 Blue recycling bins and 30,000 grey residual bins will become redundant but recovered bins will be collected and sent for recycling. Recovered plastic is often recycled into new waste containers. procurement of new containers will specify some recycled content (whilst maintaining strength / life expectancy of the container).</p> <p>Option 4 and 5 include the option to direct deliver recycling from the North of the County to a Conwy facility (additional 6-8 miles round trip)increasing the distance travelled by affected vehicles. This is yet to be decided.</p>
Quality communications, infrastructure and transport	Option 4 and 5 include the option to direct deliver recycling from the North of the County to a Conwy facility (additional 6-8 miles round trip)increasing the distance travelled by affected vehicles.
Economic development	None - the current receiver of comingled recycling would prefer source segregated material, due to higher quality of paper.
Quality skills for the long term	It is envisaged that the increased manual handling requirements on the kerbside sort option will lead to a number of operatives seeking redeployment or retirement. This will produce a knowledge gap in the service for which we must prepare over the next 2 years.
Quality jobs for the long term	The manual handling implications of the kerbside sort system may present as a barrier to older operatives or operatives with pre-existing conditions that limit repetitive lifting operations. A key HR work stream has been set up to identify redeployment opportunities for staff who may not be able to carry out the new duties and jobs will be re-evaluated to reflect the change in operations. The Service has already identified the Council's Career Pathways programme as a strategy to deliver succession planning and develop skills of existing employees. They are also proactively engaged in promoting career opportunities externally, such as attending job fairs.
Childcare	There are no known increased implications arising from changing from the baseline to Option 5.

A resilient Denbighshire

Overall Impact	Positive
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Justification for impact	Overall, despite potential for negative consequences due to potential increase in collection vehicle mileage and possible negative behaviour reactions by disgruntled residents who may take against recycling agenda as a consequence overall it is felt the overall message will raise awareness of the importance of recycling and the new model will support the capacity to further increase domestic recycling rates
Further actions required	Negative behaviour issues will be tackled through targeted communications on the benefits of the change to collection model to try to get all residents on board. As far as is possible new collection vehicles will be the most fuel efficient models affordable to reduce fuel consumption and emissions as far as practical to mitigate this issue.

Positive impacts identified:

Biodiversity and the natural environment	This option enables the reprocessing industry to operate closed loop recycling solutions, saving the need to use virgin materials extracted from the natural environment across the world. More recycling will be recovered than the baseline option. Evidence suggest that people adopting pro-recycling behaviours on a kerbside sort system become more supportive of wider environmental issues.
Biodiversity in the built environment	Currently around 10,000 households are receiving a sack collection for residual/recyclable waste. Sacks are ripped open by scavenging animals (seagulls, rats and foxes) providing an unnatural source of food, leading to unhealthy increases in populations of some species that may displace other species. This option will seek to reduce the number of households on a sack collection and provide a more regulated system that will prohibit residents placing food waste into sacks. The Trollibocs system does help contain litter as it must be presented lidded but will require enforcement to ensure boxes are not presented off the trolley and without lids.
Reducing waste, reusing and recycling	Option will improve and increase domestic recycling performance and produce cleaner material more suitable for closed loop recycling.
Reduced energy/fuel consumption	Food waste is co-collected on the same recycling vehicle as dry material and the number of residual collection passes per month are reduced. Overall this results in less vehicle movements.
People's awareness of the environment and biodiversity	New collection model will further raise awareness of need to and issues around recycling. A communications Strategy has been developed and includes an Education Campaign to promote pro-recycling behaviours in young people, and encourage them to take home important messages.
Flood risk management	Any changes in use to the Lon Parcwr depot to receive waste will require enhanced flood mitigation due to proximity of river. This option is still being considered and will be revisited if this depot will be used.

Negative impacts identified:

Biodiversity and the natural environment	Any development at the Lon Parcwr Depot could have an adverse effect on the local environment (Salmon River adjacent) and therefore consultation with NRW and Planning will inform depot options appraisal. As a result of the service change around 35,000 blue wheeled bins and up to 30,000 black wheeled bins will become redundant. These will be collected for recycling into new bins. To partially offset the environmental impact, new containers will contain the optimum recycled content whilst maintaining durability. Residents will be asked to request a larger black bin only if they need it, in order to reduce wastage and cost.
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Biodiversity in the built environment	Development of a waste transfer facility could impact, depending on location, yet to be determined.
Reducing waste, reusing and recycling	May encourage negative behaviour from disgruntled Residents who take against new arrangements and deliberately reduce recycling efforts. Many local authorities have restricted residual waste capacity and reduced collections to 3 weekly. there is no evidence to suggest an increase in fly tipping in these authorities. However, it is necessary to support these service changes with fair but firm household waste collection policy and resource enforcement activities adequately to ensure that dumping of rubbish and deliberately cross contaminating waste streams is appropriately regulated.
Reduced energy/fuel consumption	New collection model may generate additional distance travelled that may increase fuel consumption - to be confirmed once new collection model analysed in detail and location of tipping facilities are confirmed. Initially, households may take extra journeys to the household recycling parcs to dispose of excess waste. Overall, capacity for their waste will be increased by 57litres each week. Therefore as long as waste is segregated it should be able to be managed kerbside. The household waste collection policy will specify that households will qualify for additional capacity as long as they can demonstrate they recycle all they can, and capacity is a regular issue. Residents taking "black bag" type waste to the Recycling Parcs will be asked to segregate recyclables or the bags will be rejected. Therefore encouraging the correct behaviours at home, negating the need for additional journeys.
People's awareness of the environment and biodiversity	May encourage negative behaviour from disgruntled Residents who take against new arrangements and deliberately reduce recycling
Flood risk management	

A healthier Denbighshire

Overall Impact	Neutral
Justification for impact	Neutral overall as few relevant impacts, where potential impacts do exist they are likely to be minimal
Further actions required	Positives on engaging people in a positive way will be stressed and highlighted as part of communications during/post implementation

Positive impacts identified:

A social and physical environment that encourage and support health and well-being	This option requires the householder to do more to manage their waste responsibly. More support will be offered to residents to comply and a sustained and focussed environmental campaign will offer opportunities for social norming and intergenerational learning, where schools and their pupils encourage their communities to recycle more.
Access to good quality, healthy food	NONE
People's emotional and mental well-being	Engaging people further in the need and activity of increasing recycling will engage them in a positive activity that can improve their sense of participation and doing good. There is evidence that people using a kerbside sort system are more "bought into" recycling as they believe more strongly the material is going to be made into new products. There is also evidence to suggest engaged recyclers are more likely to engage or be supportive of wider environmental initiatives.

Access to healthcare	NONE
Participation in leisure opportunities	NONE

Negative impacts identified:

A social and physical environment that encourage and support health and well-being	There is a risk that those residents who do not currently engage with DCC's waste collection system will find the new system more challenging. therefore incidents of alleyway dumping may increase if not managed. DCC will introduce a new enforcement policy and increased communications programme to mitigate these risks.
Access to good quality, healthy food	NONE
People's emotional and mental well-being	Possible issues with the change upsetting residents and affecting their well being due to change and the need to adapt to new arrangements which they may feel antagonism towards, or be fearful they will not be able to cope with the new system.
Access to healthcare	NONE
Participation in leisure opportunities	NONE

A more equal Denbighshire

Overall Impact	Neutral
Justification for impact	Most protected groups should be unaffected by the new waste model as households already present and segregate their rubbish. There may be a negative impact on residents with disability or who are elderly/infirm but variants to the main system will be put in place to recognise and manage this.
Further actions required	Recycling rates in areas with poor economic circumstances is often lower than in other areas. More targeted communications, such as roadshows, School visits and door to door support will be required to ensure residents in these areas fully understand the new system and take care to store their waste and recycling containers on their own properties so they are not abused or stolen.

Positive impacts identified:

<p>Improving the well-being of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation</p>	<p>The new Service will include a free separate collection of nappy/incontinence waste upon request, helping households with young children, or residents with medical needs cope better with the Waste Collection Service. This is an improvement to the existing service. Where possible discreet but accessible collection points from inside the household property boundary may be requested for those requiring the services due to medical conditions.</p>
<p>People who suffer discrimination or disadvantage</p>	<p>NONE</p>
<p>Areas with poor economic, health or educational outcomes</p>	<p>All trollibocs and new waste containers will be provided free of charge during the service change, even though the Council has a right to charge for them.</p> <p>W and R department will liaise with the Council's troubled families team and other appropriate outreach workers to ensure that waste requirements are understood and passed on to households, should waste issues or questions arise.</p> <p>A schools Education programme will be launched to support the new waste model, and priority focus will be given to schools in derived areas. The new waste model will increase the opportunities for employment and "ready to work" schemes.</p>
<p>People in poverty</p>	<p>People in poverty often produce more waste - especially food waste and packaging waste. The new model provides greater capacity overall, on a 4 weekly basis to manage and contain waste.</p>

Negative impacts identified:

<p>Improving the well-being of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation</p>	<p>People with some disabilities may find the new way of presenting waste more challenging, due to the need to separate waste into more containers, and due to the fact that they may need a larger residual bin, which could be heavier to manoeuvre. Consultation with disability user group representatives has also identified that the new Trollibocs system requires more "bending" that could prevent or put off some infirm residents from using the service. For this reason a range of container options will be offered to infirm or disabled residents and the Trolliboc design will take account of feedback received through consultations. DCC operate an assisted collection service so if a household find their residual bin too heavy due to size can either be given a smaller bin (subject to having capacity) two smaller bins, or may apply to be on the assist list where we collect the bin from the curtilage of their property. The new DCC waste enforcement policy will allow for households to be listed as exempt from recycling some or all materials if a disability and/or lack of support genuinely prevents them from doing so (e.g. sheltered accommodation with occupants with dementia). Trollibocs can be provided with braille stickers where needed and all associated instructional material will be provided in appropriate mediums for sight impaired occupants.</p> <p>Opportunities for upskilling and redeployment will be provided to employees who are unable to manage the new manual handling requirements of the collection service</p>
<p>People who suffer discrimination or disadvantage</p>	<p>If a household has suffered discrimination from sections of their community in the past, they are more likely to be reported to us if they struggle to comply with the new system. The DCC enforcement policy will always include an initial educational step before enforcement action is taken to help residents to adjust to the new requirements.</p>
<p>Areas with poor economic, health or educational outcomes</p>	<p>Recycling rates in areas with poor economic circumstances is often lower than in other areas.</p>
<p>People in poverty</p>	<p>The Council has the right to issue a fixed penalty to residential occupants for failing to recycle, or dumping black bag waste. In order for the new scheme to work longer term, it will be necessary to monitor activities of non-complimg households more rigorously, that could lead to FPN's being issued. However, the revised Council enforcement procedure will ensure that every household will be given the opportunity to correct behaviours. In addition, an early payment option with a reduced fine level can also be included.</p>

A Denbighshire of cohesive communities

<p>Overall Impact</p>	<p>Neutral</p>
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Justification for impact	<p>Overall positive impact as new collection model offers opportunities to raise awareness of need to and increase ability to recycle for residents and benefit this may bring to engagement and reducing littering but is small risk it may also lead to feeling that change being done to residents and an associated problem of littering and fly tipping may result however this is thought to be low risk. The new system will be better regulated to identify non-compliance quickly and target behaviour change processes efficiently. There will be less (no) abandoned contaminated bins on the streets in the future preferred model.</p> <p>The Recycle More Waste Less Survey showed that households are currently more likely to have space in their residual black bin on collection day than their recycling bins, evidencing that the new model, to increase recycling capacity by 57litres per week and reducing residual capacity by 10litres per week is manageable. This, combined with the fact that on average 51% of the waste in the black bins could be recycled on our existing services supports a move to shift the focus and resources to collecting more recyclable waste.</p>
Further actions required	<p>There is a perception that a reduced residual collection frequency could attract pests. The new model will offer a weekly opt-in service for human hygiene waste and the weekly food waste service will continue and be expanded to all houses, meaning waste most likely to attract pests and vermin should not be in the residual bin. Households remaining on a sack collection will be provided with gull-proof sacks to contain their disposal pink sacks. This will keep waste and odours contained and enable the Council to regulate the capacity given to sack customers so that recycling behaviours are still incentivised.</p>

Positive impacts identified:

Safe communities and individuals	<p>All wheeled bins and Trollibocs will be assigned to individual properties, encouraging ownership so they are not left out on the highway where they pose a fire risk. Currently there are excessive numbers of abandoned blue recycling bins on the public highway due to them becoming contaminated. This will not be an issue in the new model.</p>
Community participation and resilience	<p>All residents have had the opportunity to be surveyed about the changes and will have the opportunity to raise concerns they may have already that can be addressed via the proposed changes or concerns they may have in relation to the new change that can influence its design e.g. frequency of nappy collections.</p> <p>A sustained schools education programme will result in a significant number of young people becoming recycling ambassadors, and offering learning /recycling opportunities within their communities.</p>
The attractiveness of the area	<p>With improved recycling it may be that this leads to a reduction in litter / waste as more recyclable material is captured via the new collection arrangements. Sack collections and on street solutions (currently abused) will be phased out wherever possible. Enhanced consultation with HMOs and private landlords will seek to ensure adequate and appropriate provision is made for tenanted properties.</p>
Connected communities	<p>Intention to use social norming as a way to promote pro-recycling behaviours and identify recycling champions.</p>

Negative impacts identified:

Safe communities and individuals	Residents who fail to comply with the new system and dump their waste will lower the environmental quality where they live - leading to the broken windows effect. The new waste model, however, will have boosted resources to target those individuals with appropriate education and enforcement action. It is not envisaged, however that these issues will increase in number from the baseline model. Areas causing issues now will be visited to ensure the optimal system is put in place to prevent waste escaping into the environment.
Community participation and resilience	Many residents will not have actively engaged during the proposal phase and provide resistance as the service is rolled out.
The attractiveness of the area	Residents who fail to comply with the new system and dump their waste will lower the environmental quality where they live - leading to the broken windows effect. The new waste model, however, will have boosted resources to target those individuals with appropriate education and enforcement action. It is not envisaged, however that these issues will increase in number from the baseline model. Areas causing issues now will be visited to ensure the optimal system is put in place to prevent waste escaping into the environment. There is a perception that a reduced residual collection frequency could attract pests.
Connected communities	Initially some recyclers may disengage with the new service if they disagree with the proposals. Mitigate with regular and targeted coms using the Waste Recycling Action Programme's (WRAP's) segmentation research. New scheme must be flexible to address individual needs where appropriate.

A Denbighshire of vibrant culture and thriving Welsh language

Overall Impact	Neutral
Justification for impact	There will be a lot of communications material produced to provide instructional and motivational information to target audiences and the public in general. Every opportunity to promote the Welsh Language and cultures will be taken during the development of our campaigns.
Further actions required	There are no identified negatives.

Positive impacts identified:

People using Welsh	The proposed waste collection system is more aligned to those in the other Welsh authorities. This consistency will assist in general understanding in any language as families and friends communicate beyond County boundaries. All communications, including the survey, media releases and instructional information will be produced in Welsh as well as English.
Promoting the Welsh language	There is an opportunity to display bi-lingual advertisements with simple messages/ catch phrases
Culture and heritage	In the longer term, once kerbside capture of materials is maximised, there is an opportunity to promote re-use of kerbside materials and carry out campaigns to extend the life of items through repair. This will encourage people to learn traditional skills, such as sewing. There is also an opportunity to appeal to target audiences through tying together traditional activities and recycling/re-use behaviours (e.g. A rugby player recycling his old shirt, a sheep farmer recycling his working dogs' food packaging etc...) Page 56

Negative impacts identified:

People using Welsh	NONE
Promoting the Welsh language	NONE
Culture and heritage	NONE

A globally responsible Denbighshire

Overall Impact	Positive
Justification for impact	Positive overall as aligns with other North Wales LA's - developing common resident experience and producing higher quality resources that can stimulate local and national manufacturing opportunities.
Further actions required	As part of design and communications around collections model change Denbighshire will learn from experience at Conwy CBC and from all previous service changes in Wales and wider afield, through data held by WRAP (Waste Resources Action Programme)

Positive impacts identified:

Local, national, international supply chains	The baseline waste model produces low quality recycling which has limited markets, often overseas. This option produces source segregated material which can be used by local and national manufacturing companies.
Human rights	NONE
Broader service provision in the local area or the region	By making the proposed changes the waste collection model in Denbighshire will more closely align with others across North Wales, including specifically Conwy CBC therefore making any option for Service of Council mergers in future a simpler task

Negative impacts identified:

Local, national, international supply chains	Initially there will be a drop in the volume of some non-target plastic that is currently being marketed but the benefits of producing cleaner material far outweigh this.
Human rights	To support the introduction of the new scheme, the Council will be reviewing its waste enforcement policies to ensure the scheme is regulated. The Council will, in all cases act in accordance with the Regulators Code (2014).
Broader service provision in the local area or the region	NONE

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