

HAMPSHIRE COUNTY COUNCIL

Executive Decision Record

Decision Maker:	Executive Member for Environment and Transport
Date:	31 March 2016
Title:	Hampshire's Waste Prevention Programme
Reference:	7371
Report From:	Director of Economy, Transport and Environment

Contact name: Paul Laughlin

Tel: 01962 832283

Email: paul.laughlin@hants.gov.uk

1. The decision:

- 1.1. That approval is given to extend delivery of Hampshire's waste prevention programme (into 2016/17 and beyond) with consideration of an enhanced communications strategy.
- 1.2. That authority to seek external and partner sources of funding is approved to support enhanced communications delivered by Hampshire's Waste Prevention Programme.

2. Reasons for the decision:

- 2.1. Delivery of a waste prevention programme in Hampshire fulfils the overarching objective of the County Council's Waste strategy, namely to reduce the volume of waste arisings and reduce the cost of waste services.
- 2.2. The momentum to prevent waste in Hampshire is building; evidence indicates improvements to recent waste performance figures and cost avoidance in variable disposal fees, particularly in areas targeted by the programme.
- 2.3. The successful implementation of Project Integra's Waste Prevention plan largely depends on the involvement of the County Council as the main beneficiary of savings from waste prevention in the partnership. Utilising Project Integra's existing networks and targeted communication tools for delivery of Hampshire's own Programme offers an opportunity to maximise cost savings whilst improving waste performance.

3. Other options considered and rejected:

- 3.1. The option of not continuing the waste prevention programme was considered and rejected on the grounds that this would leave the County Council without a sufficiently clear strategy for controlling waste arisings and increasing diversion (reducing the cost of service delivery for tax payers) throughout the County over time.
- 3.2. Continued delivery of the waste prevention programme without extended or enhanced communications would enable activities to become embedded with engaged residents, but limit the ability of the programme to reach additional residents to generate further significant impact to waste arisings and disposal costs.

4. Conflicts of interest:

- 4.1. Conflicts of interest declared by the decision-maker:
- 4.2. Conflicts of interest declared by other Executive Members consulted:

5. Dispensation granted by the Conduct Advisory Panel: none.

6. Reason(s) for the matter being dealt with if urgent: not applicable.

7. Statement from the Decision Maker:

Approved by:	Date:
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Executive Member for Environment and Transport Councillor Rob Humby	