



Norfolk County Council

Application for Sheringham Recycling Centre (replacement)



Statement of Community Involvement
October 2022

Contents

1. Introduction	4
2. Purpose	4
3. Key Stakeholders	4
4. Consultation with Planning Officers	5
5. Programme	5
6. Previous Consultations	6
7. Public Consultation: A new recycling centre at Sheringham for North Norfolk	7
8. Conclusion	16

1. Introduction

Norfolk County Council is proposing to develop a replacement recycling centre for Sheringham, located on land opposite the existing Sheringham Recycling Centre.

The proposal to extend or replace the existing Sheringham Recycling Centre was originally put forward to Norfolk County Council's Environment, Development and Transport Committee in November 2018, where it was agreed that the scheme would be supported and put forward for the capital programme. The scheme was awarded £1.65m funding in 2019.

This Statement of Community Involvement has been prepared in support of the planning application and outlines the consultation undertaken throughout the development of the scheme and the response to the consultation.

2. Purpose

The local list sets out that all major applications require a Statement of Community Involvement explaining how the views of the local community have been considered in the development of proposals.

This Statement of Community Involvement has been prepared in accordance with the Norfolk County Council Local List, which requires:

'Demonstration that the views of the local community have been sought including:

- *Details of how the proposal has been advertised in such a way to bring it to the attention of the majority of people who live at, occupy or use premises at or in the vicinity of the site;*
- *Details of the means of the pre-application consultation (such as mailings, exhibitions, presentations, meetings, etc);*
- *Details of the views received from the local community; and*
- *Details of how the views of those directly affected by the development have been taken into account and how this has influenced the design of the development'* (Local List for Validation of Planning Applications May 2016).

3. Key Stakeholders

Key stakeholders for the scheme were identified at an early stage of the project and include:

- Existing recycling centre service users;
- Local residents;

- Current recycling centre operating contractors;
- Local Councillors including parish, district and county councillors;
- Norfolk County Council and North Norfolk District Council officers;
- Norfolk Waste Partnership;
- Waste Planning Authority;
- Environment Agency;
- Highway Authority;
- Lead Local Flood Authority; and
- Natural Environment Team.

4. Consultation with Planning Officers

As part of the site identification process and preparation of the planning application, the applicant has sought to work with planning officers of the relevant waste planning authority, Norfolk County Council.

A request for a screening opinion was submitted to Norfolk County Council on 4 March 2022 and a response was provided on 24 March confirming that the development proposed does not require an Environmental Impact Assessment to be undertaken.

Further meetings have been held with the planning officer to discuss and agree the scope of documents required to accompany the planning application.

5. Programme

The early community engagement plan was designed around the project programme, outlined below. The plan was updated regularly throughout the scheme.

Activity	When
Design and Planning Preparation	2021/22
Consultation – Views on the Proposals	1 to 31 July 2022
Final design and preparation of reports for planning	August to October 2022
Planning Application Submission	January 2023
Statutory Planning Consultation	Early 2023
Planning Decision	Spring 2023
Construction Start	Autumn 2023
Opening of New Recycling Centre	Spring 2024

6. Previous Consultations

Norfolk County Council has been developing a programme of recycling centre improvements, which started with the construction and opening of two new sites in the greater Norwich area in 2021. A public consultation was undertaken between 8 June and 27 July 2018 to engage with recycling users and residents in the greater Norwich area. Whilst the consultation related to a Norwich based scheme, some of the feedback and principles established as a result of this have been further considered in the early development of the Sheringham Recycling Centre scheme.

A total of 884 people took part in that survey and the key findings are outlined below:

The survey asked respondents which facilities they viewed as important for a new site and the following were considered to be either important or very important.

- **Plenty of parking** 821 people (92.69% of respondents)
- **Easy vehicle flow through the site** 847 people (95.6% of respondents)
- **Low level bins or raised platforms** 776 people (87.59% of respondents)
- **Covered Facilities** 291 people (32.84% of respondents)
- **Separate service area** 678 people (76.53% of respondents)

The survey asked people to select which of the following services they would like included at a new site:

- **Reuse Shop** 786 people (88.71% of respondents)
- **Hazardous Waste Event** 777 people (87.7% of respondents)
- **Compost or compost bin sales** 525 people (59.26% of respondents)
- **Trade waste scheme** 449 people (50.68% of respondents)
- **Other** - A range of other suggestions were put forward including more frequent hazardous waste events (48 people), reuse facilities and opportunities for repair as well as reuse, either disposal or reuse of paint (8), plastics recycling (20)

The survey responses highlighted several key infrastructure elements that people would like to see at a new recycling centre including plenty of parking with easy traffic flow and the inclusion of a reuse shop.

Results from the consultation were fed into the early design process to help shape the layout and key features included in the proposed recycling centre design.

In addition to this survey, an annual customer satisfaction survey is undertaken for the recycling centre each year. This survey provides opportunity for the public to feedback any thoughts or ideas for further improvements in the recycling centre network. The survey undertaken in 2022 provided some useful comments that helped in the formation of the concept layout and the key themes from this survey include:

- Suggestions for additional materials accepted on site including paint and plasterboard;

- Longer opening hours;
- Feedback on the layout of the site included limited parking, restricted access, difficult to manoeuvre on site and the frequency of closures for bin changes.

7. Public Consultation: A new recycling centre at Sheringham for North Norfolk

Following work on the proposed layout and design of the new Sheringham Recycling Centre, a specific public consultation on the proposal ran from 1 to 31 July 2022, which included a survey available throughout the period and a public exhibition. A visualisation of the proposed new site was presented (see Figure 1) to support the consultation.

The consultation and exhibition date were promoted at the existing Sheringham Recycling Centre through signage and leaflets, and the leaflet can be seen in Figure 2. Leaflets were also available at Sheringham library, where the exhibition boards were on display for the first two weeks of the consultation period in advance of the exhibition. The survey and exhibition were advertised through social media, including Next Door, Facebook and Twitter.



Figure 1 Visualisation of the proposed new Sheringham Recycling Centre provided to support the consultation

Sheringham Recycling centre
a new recycling centre for North Norfolk

We want you to tell us what you think about our proposals

Timetable for the development

Our consultation is open 1 to 31 July 2022

- Planning application submission in **autumn 2022**
- Planning application decision expected **winter 2022**
- Recycling centre construction starts in **summer 2023**
- Recycling centre opening **late 2023/early 2024**

We want you to tell us what you think of our site to help us refine the design before we submit a planning application in the autumn 2022. There are several ways you can respond to the consultation. You can:

Scan the QR code or go to www.norfolk.gov.uk/waste/projects

For more information on recycling centres please contact Norfolk County Council
Web: www.norfolk.gov.uk/recyclingcentres
Email: information@norfolk.gov.uk
Call: 0344 800 8020

• Email us at haveyoursay@norfolk.gov.uk

• Respond in person at our consultation event:
Wednesday 13 July 2:30 - 6:30pm
Sheringham Community Centre,
Holway Road, Sheringham, NR26 8NP

• Write to:
Waste Management, Floor 6, Norfolk
County Council, County Hall,
Martineau Lane, Norwich, NR1 2DH.

Our centre

The location for the new **Sheringham Recycling Centre** is on land opposite the existing Recycling Centre. It will be accessed from the A148 Holt Road and a new junction with the A148 is proposed to improve visibility in both directions.

Why are we moving?

We are investing £1.65 million in a larger, modern site that does not need to close during the day for the site to be serviced.

The new **Sheringham Recycling Centre** will be big enough to have separate areas for the operating vehicles and the public. It will have the capacity to take up to **6,000 tonnes of waste a year.**

Key features planned for your new site:

- A reuse shop
- One-way system for smooth traffic flow and reduced queues.
- The site will not need to close for essential waste collection and other operations.
- Plenty of parking spaces.
- Pay as You Throw service for disposal of DIY waste.
- Trade service for small businesses.

Figure 2 Leaflet produced to promote the Sheringham Recycling Centre Consultation

Public Exhibition

A public exhibition was held on Wednesday 13 July from 2.30 to 6.30pm at the Sheringham Community Centre.

Exhibition boards were on display outlining the scheme with officers from the County Council's waste services available to answer questions and paper copies of the online consultation questions were also available.

The event was attended by around 15 visitors and a photograph of the exhibition set-up can be seen in Figure 3.



Figure 3 Exhibition set up at Sheringham Community Centre

Results

The online survey was hosted on Citizen Space and could be accessed through the Norfolk County Council website throughout the consultation period.

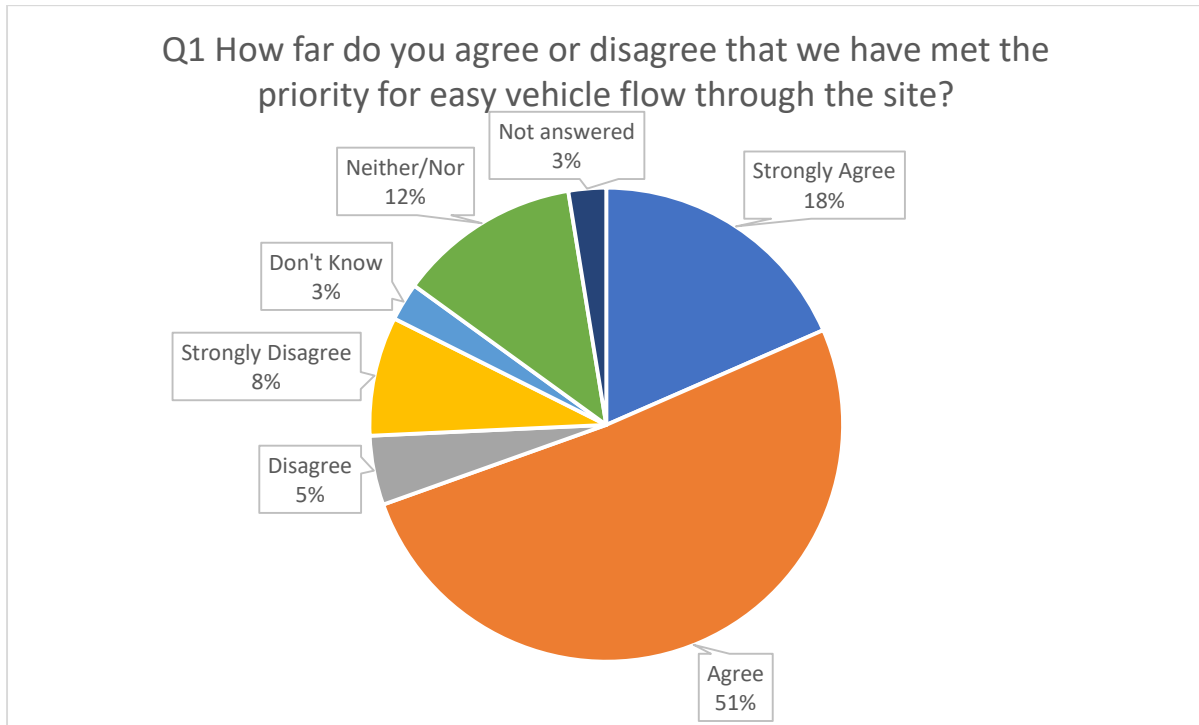
The survey provided a visualisation and plan of the proposed new site and asked a series of questions around the proposal.

The consultation was advertised at the existing site, online and through social media, as well as being available to view in the library and at the public exhibition. 73% of respondents heard about the survey through a social media post.

A total of 233 responses were received, of those:

- 97% were local residents
- 45% were male and 50% were female
- 46% were aged 45-64 and 39% were aged 65-84
- 16% have a long-term illness, disability or health problem that limits their daily activities or the work they can do

Question 1: Priority for easy vehicle flow



128 people provided further comment on the vehicle flow through the site. There were a mixture of comments, along with further suggestions. Some examples are included below:

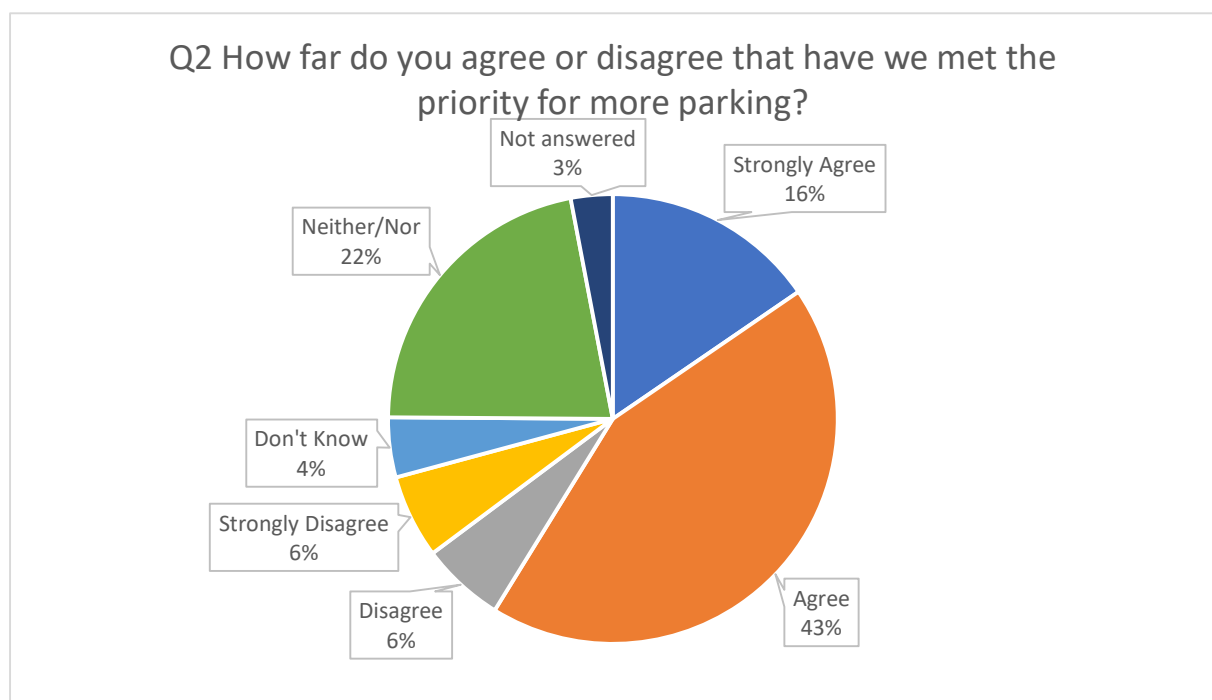
- *A loop system works well for keeping the traffic flowing*
- *One way traffic is a must and more spaces. The green bin is always busy so it's good that there are two. There needs to be space for people to back in with trailers and still enable others to get past*
- *The one way traffic system will be much safer*
- *It looks much easier to access than the existing site*
- *Looks like there will be vehicle blockages*
- *When more than one car wants to put in the same bin, the roadway around will be blocked waiting for the relevant space to empty*
- *insufficient space for skip lorries with trailers and parked cars only 3 what about staff cars*

Further suggestions within the comments included reducing the speed limit along the lay-by from 50mph, changing the parking bays to reverse parking or diagonal bays, and that the existing site works well enough and does not need replacing. It was clear from some of the comments that the visualisation provided did not show the traffic flow for public and service vehicles around the site clearly enough.

Response

Comments were largely supportive of the one-way system on site and the separate service area, which means the site would not close for bins to be changed over in the way that the existing recycling centre has to. The new design has resulted in an increase in public parking spaces for the site, plus an additional four spaces for staff parking as currently staff tend to park outside of the existing site. In response to the speed limit of the wider road network, a traffic assessment has been submitted as part of this application. Traffic speeds along the layby were surveyed and average speeds to the west of the site were around 21 to 23mph, and 85th percentile speeds were around 27 to 28mph, which did not support the need for amending the current speed limit. Highway safety of the scheme has been discussed through consultation with Norfolk County Council's highways services resulting in the proposed improvements to the junction and it is not proposed to amend the speed limit at this time.

Question 2: Priority for More Parking



There were 107 free text responses on the priority for more parking, a sample of these are included below:

- *Queuing often happens at the present site because there are not enough bays. The proposed site has much more space*
- *Consider larger vehicles or people with trailers. Access and exit need to be quick to allow greater flow and reduce queuing at peak time*
- *I've never found it a problem with the current site*

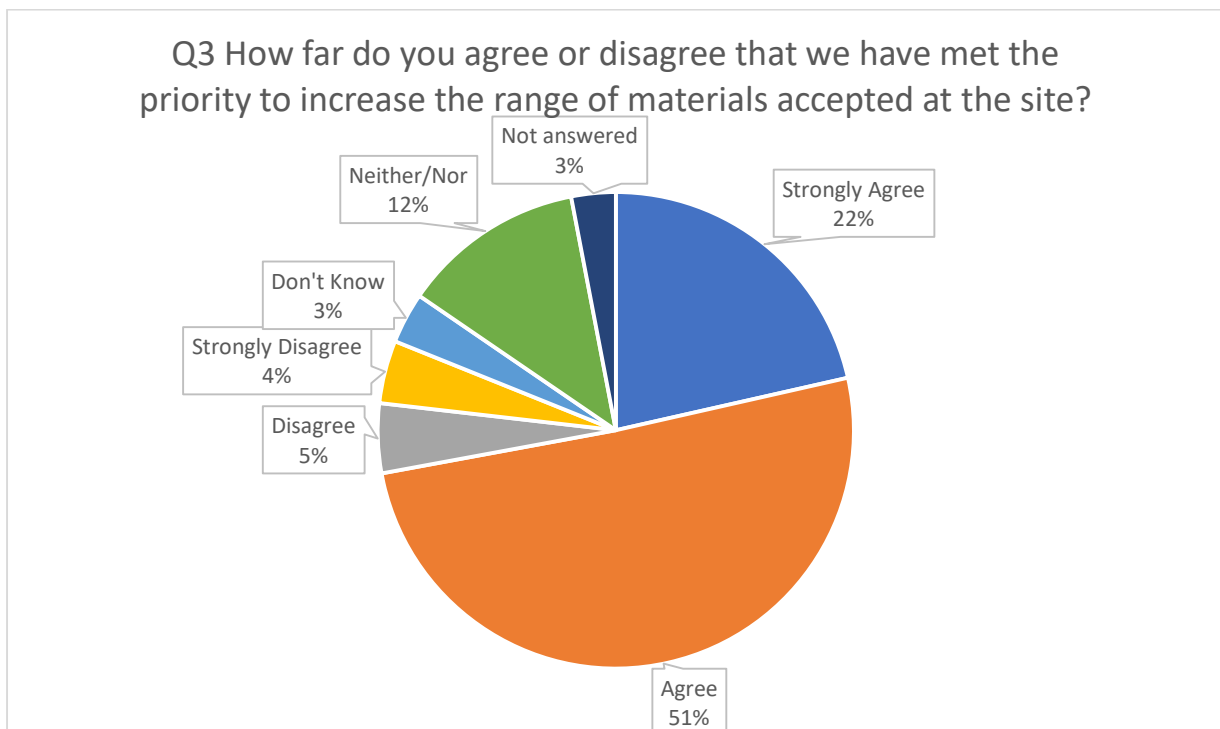
- *There are more parking spaces, but people may have to park up more than once if depositing different materials*
- *It looks as though there is more parking but will this help for the most used skips at the busiest times?*

Response

Following the consultation, the layout has been amended to move the main material streams, including green waste and general waste, to the side of the site with more parking bays, which will improve accessibility to those containers.

Vehicles with trailers will be able to pull into the bays as required although there will be no designated trailer parking. This reflects the layout at Caister, Dereham and King’s Lynn Recycling Centres in Norfolk.

Question 3: Range of Materials



There were 91 free text responses to increasing the range of materials accepted at site. Comments included concerns over DIY waste charges and suggestions to also introduce paint and plastics recycling. Comments included:

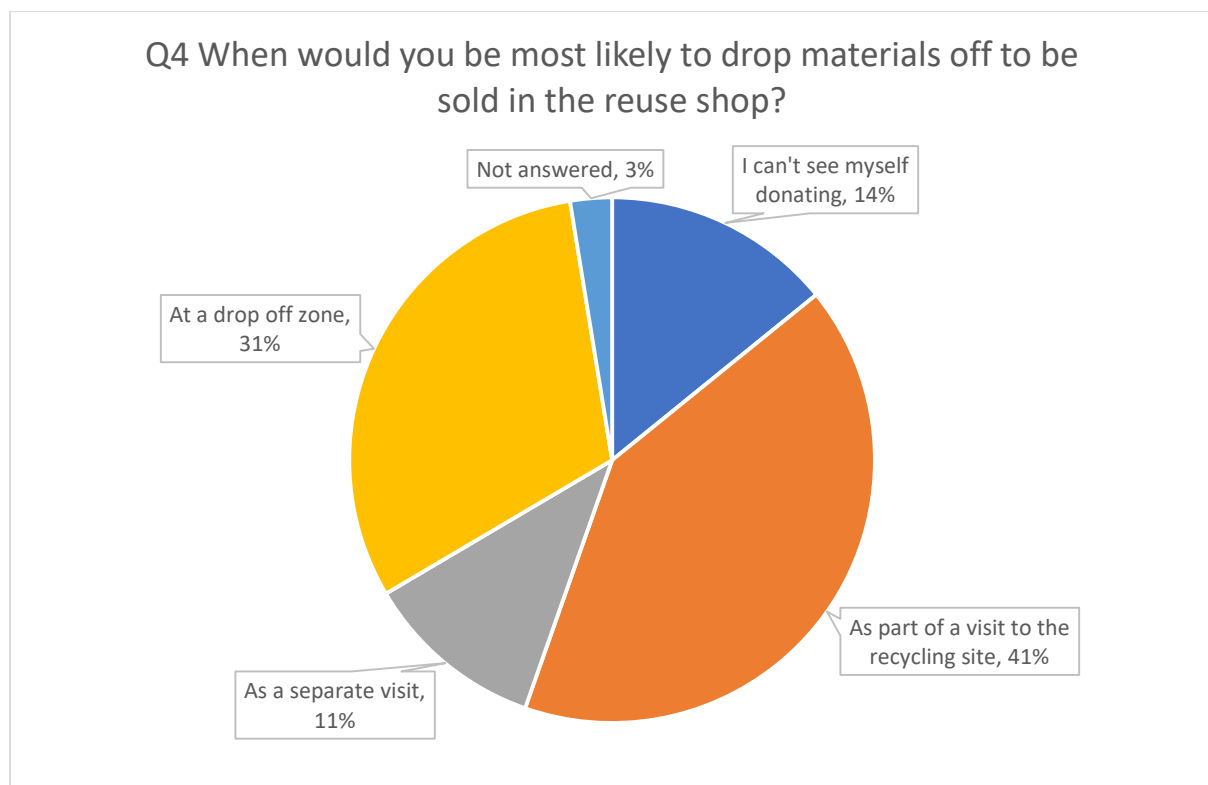
- *Fuller range of materials should be accepted, however, do not agree with charges for diy waste*
- *Would like to have seen provision for disposal of oil and paint*

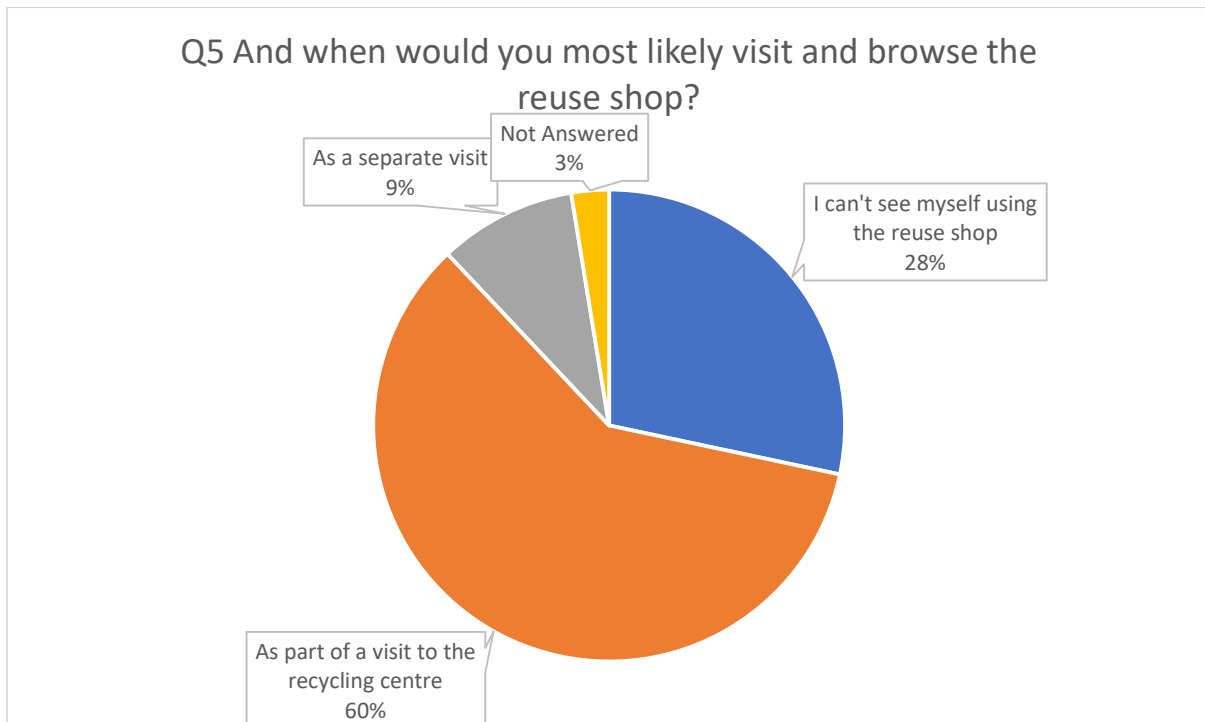
- *Every household decorates and ends up with small amounts of paint. Disposal of paint is very difficult and like many people I would appreciate if this new facility allowed for safe disposal*
- *I would like to see more space given to gardening waste and more emphasis on the re use "shop" facilities, for household items eg still working electrical items, furniture that could be restored and re used. material/fabric etc*

Response

The larger new site will provide the opportunity to increase the range of materials available for separate recycling, with the introduction of plasterboard and flat glass collections. Oil collections for used cooking oil and engine oil are already in place at the existing site and will transfer to the new site. Liquid paint cannot be accepted at any of Norfolk’s recycling centres, other than during annual Hazardous Waste Day Events, but can be accepted when dried out. The County Council’s policy on DIY-type construction and demolition waste is in line with legislation and covers the service across Norfolk and is not being reviewed as part of this planning application. Further details on the County Council’s DIY waste policy can be found at <https://www.norfolk.gov.uk/rubbish-recycling-and-planning/rubbish-and-recycling/diy-waste>.

Questions 4 and 5 – Reuse Shops





Response

Reuse shops are a great way to reduce waste sent for disposal or recycling through providing an opportunity for items to be donated for reuse and then sold on at low prices. The reuse shop has been positioned at the entry of the site to encourage reuse above recycling and disposal. Its location ensures the prominence of reuse within the site and can be accessed from the main parking area for the site.

Question 6 - Other Council Waste Services

There are several other options for recycling, composting and disposing of waste away from the Recycling Centre. Which of the following council services, if any, are you aware of and which have you used in the last 12 months?

Other services - Paid for brown bin garden waste collection (220 Response)

Option	Total	Percent
I am aware of this service	134	57.51%
I have used this service in the past 12 months	130	55.79%
Not Answered	13	5.58%

Other services - Home compost bin purchase from £10 each (148 responses)

Option	Total	Percent
I am aware of this service	134	57.51%
I have used this service in the past 12 months	19	8.15%
Not Answered	85	36.48%

Other services - Recycling banks e.g. supermarkets and community locations (205 Responses)

Option	Total	Percent
I am aware of this service	144	61.80%
I have used this service in the past 12 months	102	43.78%
Not Answered	28	12.02%

Other services - Paid for district council bulky waste collection service (174 responses)

Option	Total	Percent
I am aware of this service	157	67.38%
I have used this service in the past 12 months	25	10.73%
Not Answered	59	25.32%

This question provided an opportunity to gain a snapshot into understanding of wider waste services across the local council area to assist in informing future promotion of services.

Final Comments

Respondents had the opportunity to add any additional comments at the end of the survey as free text. These were grouped into key themes, the top two related to the current DIY charging policy (22 comments) and whether a new site was needed as the current site is adequate (22 comments). Additional themes included materials for recycling, staffing, paint disposal and proposals for planting/ landscaping.

Response

The County Council's current policy on DIY waste is unaffected by the proposal for the new recycling centre. Following a decision by Full Council in February 2018, the County Council extended charges to all DIY waste by removing the concession which had seen people allowed to take one large item or up to 80 litres of DIY waste for no charge to their local recycling centre. This includes materials such as rubble, plasterboard and flat glass and items such as fence panels, doors, fitted units and bathroom suites. The charges for the service are kept low and the fees are set to offset the cost of waste disposal for DIY material from recycling centres.

Proposals for planting and landscaping have been considered and are put forward within the landscape assessment submitted as part of this planning application.

8. Conclusion

The proposal for the Sheringham Recycling Centre has been developed in consultation with the public and external consultees. Views from residents and stakeholders were taken into account throughout the iterative design process of the proposed new recycling centre.