



West of England Waste Management Partnership

# Joint Position Statement on Reduce, Reuse and Recycle



A supporting document to the Joint Residual Municipal Waste Management Strategy

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Version 3, October 2008

## **INTRODUCTION / OVERVIEW**

### **Context**

The West of England Waste Management Partnership was formed in 2005 and consists of the four councils of Bristol, Bath & North East Somerset, South Gloucestershire and North Somerset.

This Partnership was formed specifically to look at how the Authorities could jointly respond to Government and European initiatives aimed at drastically reducing the quantity of biodegradable waste sent to landfill. These initiatives are driven by the need to reduce the impact that emissions from landfill sites have on the environment, both in terms of methane - a potent greenhouse gas emitted by rotting rubbish - and on land use management.

In addition the government's Landfill Allowance Trading Scheme (LATS) imposes stringent financial penalties on councils who do not reduce biodegradable waste sent to landfill. Historically this area has sent its residual municipal waste to landfill sites in other parts of the UK for disposal.

### **Joint Working**

As neighbours, the four Authorities decided that joint working was an efficient way to use resources for certain services and facilities which may take place across local authority boundaries. To this end, the Partnership has developed a Joint Residual Municipal Waste Management Strategy (the Joint Waste Strategy) and is in the process of preparing a Joint Waste Development Plan Document (the Development Plan) for the West of England.

The West of England's Joint Waste Strategy focuses on residual municipal waste. Residual waste is that left over once reuse, recycling and composting activities have been carried out. An overarching aim is to reduce the residual waste that remains to be treated through the recovery of energy and/or materials or through disposal to landfill.

The Development Plan is required to take account of all waste streams, including those produced by commerce and industry, as well as by construction and demolition processes and will deliver a spatial plan for where these could be located.

Each Authority retains individual responsibility for waste minimisation activities, recycling and residual waste collection services as these areas were deemed best designed and delivered on a local basis, responding to local residents' views and wishes.

This position statement serves to illustrate the history of how each Authority has progressed to its current position and its agreed programmed service improvements and future action plans to achieve

or surpass the new national targets, as referenced in the Partnership's Joint Waste Strategy

### **The Waste Hierarchy**

Foremost in importance in dealing with waste is the councils' commitment to adhere to Waste Hierarchy principle. This principle, embodied in the Waste Strategy for England (May 2007), firstly requires that councils place maximum emphasis on reducing the amount of waste produced, followed by policies to encourage reuse wherever possible and to offer recycling or composting opportunities for materials that cannot immediately be reused.



### **Consultations**

During the summer 2006 the Partnership held public consultations using the brand name 'Rubbish or Resource?'. The first phase consultation was an awareness raising opportunity aimed at alerting the public to the issue of residual waste. The second phase, which took place in January to March 2007, specifically presented the Issues and Options surrounding the preparation of the Draft Waste Strategy and Draft Development Plan.

The consultation documents explained that the Authorities' purpose was to continue with a vigorous programme of waste reduction and recycling policies, but that the immediate issue in hand was the question of how best to deal with the remaining, or residual waste which simply cannot - physically or cost effectively - be reused or recycled.

Analysis of the consultation results revealed that any dialogue with the public about waste must also focus on waste reduction and recycling. This is the visible part of the waste hierarchy which people most readily understand and relate to.

The consultation revealed that, at public meetings, roadshow events, and from a large number of well informed written responses, stakeholders were looking to the councils to take a lead on waste reduction, reuse and recycling (3Rs).

The consultation also revealed that the public found the variety and differences between the services offered within each authority to be confusing. That some Authorities collect plastics while others do not, that some collect food and others do not, the variety of different containers, brands and messages on display all led to the public's request for more coordinated information on the councils' activities and plans in these areas to support the public's understanding of the need for the residual waste strategy work.

Further information on the consultation responses can be found in the Phase 1 and Phase 2 reports, on the partnership website - [www.rubbishorresource.co.uk](http://www.rubbishorresource.co.uk)

## Why Reduce, Reuse, Recycle (the 3Rs)?



Many benefits may be gained from reducing the amount of waste produced in a community:

- Reducing demands on finite raw materials and natural resources, and the hidden environmental impact of resource extraction and harvesting.
- Reducing transport impacts.
- Meeting the demands of EU legislation and the diversion target for LATS.
- Reducing the cost of waste management by reducing the need for collection and disposal.
- Reducing the size and impact on the community and environment of new waste treatment facilities.

### Joint Campaign

Despite the public's perception of separateness between the Authorities there are, in fact, many areas of common ground. There is considerable potential for joint publicity campaigning to assist in further raising awareness of the 3Rs amongst residents. More use of the nationally recognised 'Recycle Now' logos and publicity material may play a part in this. This is now being considered through a Joint Waste Minimisation publicity proposal and business case.

### Zero Waste

The concept of Zero Waste is identified as a long term aim in the vision of both the Joint Waste Strategy and the Development Plan. Zero Waste has already been adopted as a vision for Bath & North East Somerset. Defra are already piloting a study into Zero Waste Areas with the broad aim of generating action across full range stakeholders. They propose targeting all waste streams (including Commercial & Industrial waste), and that councils should go beyond best practice and test new ideas and technologies. They encourage partnership working with other authorities and with the voluntary sector.

### Other sources of waste

#### Commerce and Industry (C&I)

Some areas of waste production are not within the direct control of the local authorities. For example, commerce and industry produce far

more waste than households but businesses of any size are required by law to arrange for the removal of their own waste. This is collected either by independent waste contractors or by the Authority as a chargeable service. Waste industry suppliers exist to meet this demand and develop solutions and facilities according to the demand. It is difficult to account for or predict the amount of C&I waste being moved or treated within the West of England.

There are financial drivers to encourage all types of business to reduce their waste and recycle more, such as the government's Landfill Tax, which is set to increase year on year, and generally increasing landfill costs.

The Government is also funding a variety of initiatives and programmes in this area which the four authorities support. These are delivered through the Environment Agency ([www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)), WRAP ([www.wrap.org.uk/businesses](http://www.wrap.org.uk/businesses)) and other agencies, such as Defra's BREW (Business Resource Efficiency & Waste) Programme (<http://www.defra.gov.uk/environment/waste/brew/index.htm>) which works with businesses to help improve their efficient use of resources, in particular by encouraging waste reduction and diversion from landfill and Envirowise ([www.envirowise.gov.uk](http://www.envirowise.gov.uk)) which offers UK businesses free, independent, confidential advice and support on practical ways to increase profits, minimise waste and reduce environmental impact.

### Food Waste

A new Government backed campaign reveals that a staggering third of the food bought in the UK is thrown away – most of which could have been eaten. Research undertaken earlier this year by WRAP (Waste & Resources Action Programme) shows that for every three bags of shopping people bring home, one is effectively put straight in the bin.

The nationwide 'Love Food Hate Waste' campaign has been created to raise awareness of the issue with consumers and provide information on what simple steps can be taken to combat the problem, which has a significant environmental impact. For more information visit [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com)

WRAP is funded by the government and works to encourage and enable businesses and consumers to be more efficient in their use of materials and recycle more things more often. This helps to minimise landfill, reduce carbon emissions and improve our environment.

### Supermarkets and Retail packaging

One of the findings of the 2007 consultation was a perception that plastics, packaging and supermarkets were frequently cited as problem areas for waste. People see that a large amount of their residual waste

consists of packaging from food and other consumables. They blame supermarkets for generating this amount of waste and request that council should find a way of influencing and changing the supermarkets' practices. Local pressure through the planning system could encourage supermarkets to provide more recycling banks, for example.

Already many supermarkets are responding to public demands given the high awareness that exists around climate change and the damage caused to the environment by wastefulness. A summary of some of the activities which major retailers and supermarkets are following is included at the end of this document (see page 52). WRAP has a specific Retail Innovation Programme, working with the sector to stay informed and be competitive ([www.wrap.org.uk/retail](http://www.wrap.org.uk/retail)).

## Position Statements

Each Authority is responsible for its own programme of waste reduction and recycling. The individuality of each Authority's programmes has evolved as a result of a mixture of factors. These include differences in social, historical, political, housing, environmental circumstances and local priorities. For this reason each Authority has tailored its waste programme as response to the needs of its particular circumstances.

This report contains a position statement from each authority on its current waste minimisation and recycling policy with an outline of any future planned improvements in services.

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# Statement on Waste Minimisation and Recycling for



## Background

The current Council policy on waste minimisation and recycling was largely set by the Best Value Review of Sustainable Development, which reported in 2003, and the report of the Select Committee on Waste Minimisation and Recycling in 2004. Both these reviews looked closely at the provision of the existing services and suggested ways that the Council could improve their recycling rate to a target of 40%+. In particular both reviews recommended the introduction of the kerbside collection of food and garden waste, which began City wide in the August of 2006.

## 1 . Waste Minimisation and Re-use

A number of waste minimisation and re-use schemes have been in place in Bristol since 1995 and have played an important role in reducing the amount of waste sent to landfill. These are summarised below:

- **Home Composting:** Bristol City Council (BCC) has run a home compost bin offer for a number of years and has sold over 30,000 bins. In 2007, WRAP took this scheme over, offering bins at even lower prices. To date over 4,000 bins have been sold, as a result of this price reduction.
- **Re-use of Furniture/ White Goods:** BCC works with its contractors and local groups (e.g. SOFA) to maximise the amount of these goods re-used/ recycled.
- **Real Nappy Campaign:** For the last two years, BCC has funded this campaign, run by Resource Futures. Also, BCC funded a nappy voucher scheme, to help parents make informed choices about the nappies they use.
- **“Junk Mail” Reduction:** BCC promotes the Mail Preference Service, through its web site and roadshows.

- **Control of Trade Waste at HWRCs:** A permit scheme has been introduced at these sites, in order to reduce traders going on site. This has resulted in a significant decrease in waste presented to our two HWRCs.
- **Children's Scrapstore:** BCC helps promote this service, even though it concentrates on commercial wastes.
- **No Side Waste Policy:** BCC has had a no side waste policy since June 2005.
- **WRAP Funded Communications Projects:** BCC has received nearly £250,000 to promote and encourage reduction/ re-use/ recycling in hard to reach areas (e.g. students, BME communities).
- **Enforcement:** BCC has had a fully developed Enforcement Section since the end of 2006. This section helps enforce all waste legislation and policy.
- **Publicity Awareness Raising/ Education Campaigns:** BCC has run a number of these in the past, and intends to continue to do so.

## **2. Recycling Services**

Current services provided by Bristol are summarised below. Information is included on the authority's HWRCs and bring sites as well as the collection services offered to the residents. The current recycling and composting rate has increased from 12.5% to 36.5% since March 2005:

- **Fortnightly Refuse Collections:** These were introduced in August 2006, at the same time as the new organic collection services (see below).
- **Weekly Dry Recyclable Collection:** The successful black box kerbside scheme collects 12 different materials.
- **Weekly Food Waste and Cardboard Collections:** These were introduced from August 2006 and have helped increase Bristol's recycling/ composting rate.
- **Weekly Optional Chargeable Garden Waste Collections:** Also introduced in August 2007.
- **"Bring Sites":** Bristol has over 50 sites that take various materials. To date 45 of these take all plastic bottles. BCC now collect over 80 tonnes of these each month. It is planned to increase the number of plastic bottle sites to 50, by March 2009. In addition, five sites for recycling waxed drinks cartons have been introduced (May 08).

- **Mini Recycling Centres (MRCs):** These are small sites for residents of flats to use, where the kerbside schemes cannot reach. It is planned to reach 100% coverage of these developments by 2009. BCC also funds the RIFE Project (Recycling in Flats Everyday), which is delivered by Resource Futures. This project promotes and develops new and existing MRC sites.
- **Household Waste Recycling Centres:** Currently, Bristol has two of these sites. These centres aim to recycle as much waste as possible. They have recently introduced new bays/ bins for collection and recycling of WEEE.
- **Publicity Awareness Raising/ Education Campaigns:** BCC has run a number of these in the past, and intends to continue to do so, including funding a schools education project (delivered by Resource Futures), that aims to promote recycling to primary and secondary schools children.

### **3. Review Existing Performance**

The throughput of waste is carefully monitored by the City Council not only at our own facilities but also via the contractors that the Council uses to collect and reprocess their recyclable and composted material. At the Council sites an electronic system called the Gatehouse system is used to weigh in and out all waste movements to and from the Avonmouth and St Phillips transfer stations. This includes the transfer of kerbside collected food and garden waste to New Earth Solutions, in Wimborne Poole, that processes this waste from the Avonmouth transfer station.

Chart 1 illustrates the improvement in municipal waste recycled and composted from various sources over the last 6 years. The Chart shows that the tonnages of waste diverted from landfill have increased from 28,900 tonnes in 2001/2 to 61,000 tonnes in 2006/7 an improvement of over 100%. This is largely due to the increased tonnage collected from the black box scheme that has improved from 15,361 tonnes in 2001/2 to 25,810 tonnes in 2006/7 plus the extra 14,700 tonnes collected in the first year's operation of the food and garden waste collection scheme.

**Chart 1 Municipal Waste Recycling 2001/2 to 2007/8**

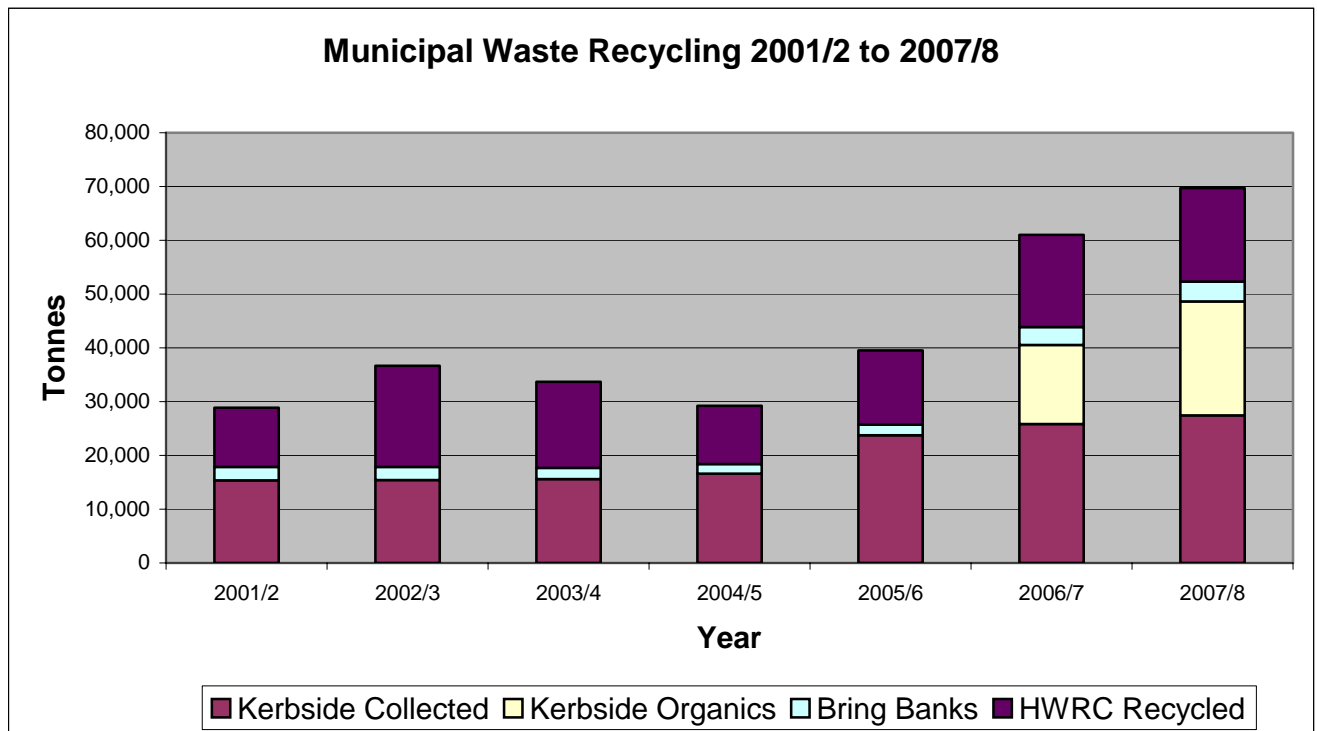
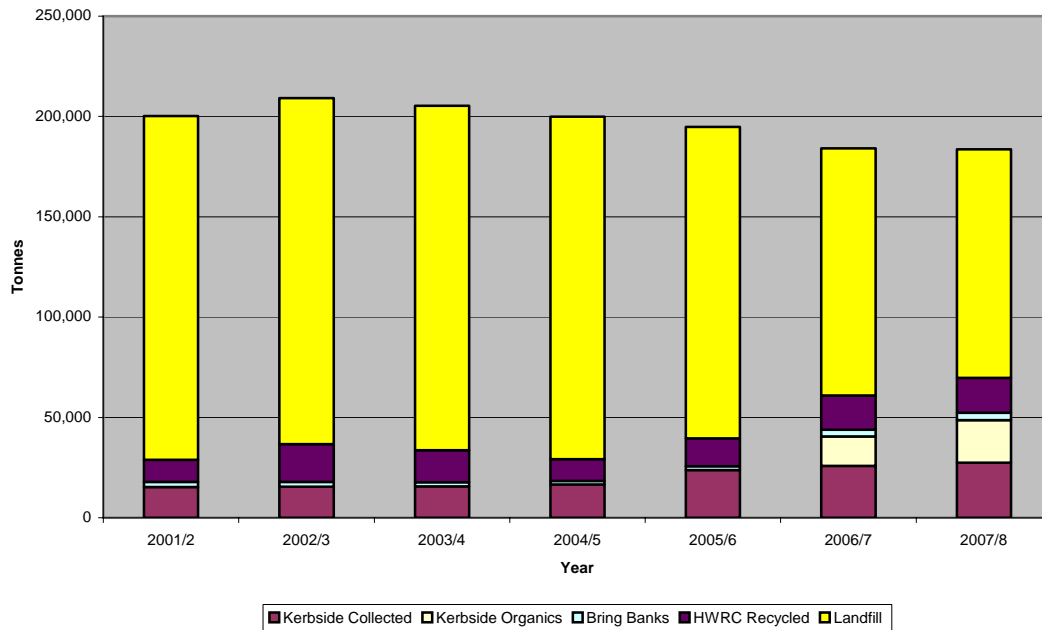


Chart 2 sets this in the context of all the municipal waste managed over the same period including the waste that was sent to landfill.

**Chart 2 Municipal Waste Disposal 2001/2 to 2007/8**

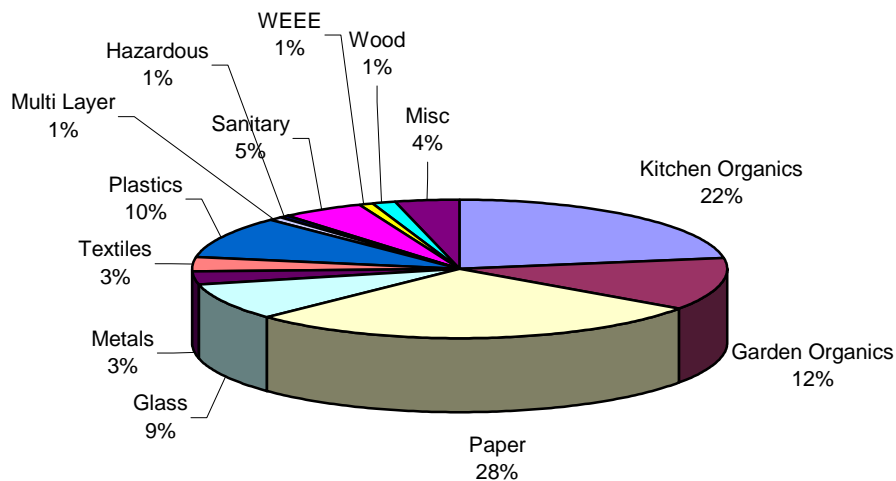
### Municipal Waste Disposal 2001/2 to 2007/8



It is evident from Chart 2 that the overall municipal waste arisings in the City have been falling from 2002/3. In 2003/4 the total tonnage managed was 209,100 but this has fallen in successive years by 23,000 tonnes to 184,100 in 2006/7, or a fall of 11% over 4 years. This has largely been due to the policies of controlling the abuse of Household Waste Recycling Centres by businesses, the no side waste one bin policy in 2005/6, same day collections in 2005/6 and last year the introduction of food waste collections and fortnightly residual collections.

In 2004 the Council carried out a refuse analysis with Network Recycling Ltd to provide an estimate of the types of waste still available in the residual waste collections for recycling and composting. In particular the study was used to provide capture estimates for the planned food and garden waste collection scheme that was launched City wide in 2006. Chart 3 shows of the overall results of the study.

### Chart 3 The Compositional Breakdown Of Residual Waste Available For Collection 2004/5.



The analysis showed that in 2004/5 there were large quantities of kitchen organics (22%), garden waste (12%) and paper (28%) still available in the residual waste stream to enhance recycling and composting further. This information was subsequently issued by ERM and Jacobs in their analysis of the current performance of the City Council and the development of the Programmed Service Improvement for the data capture model.

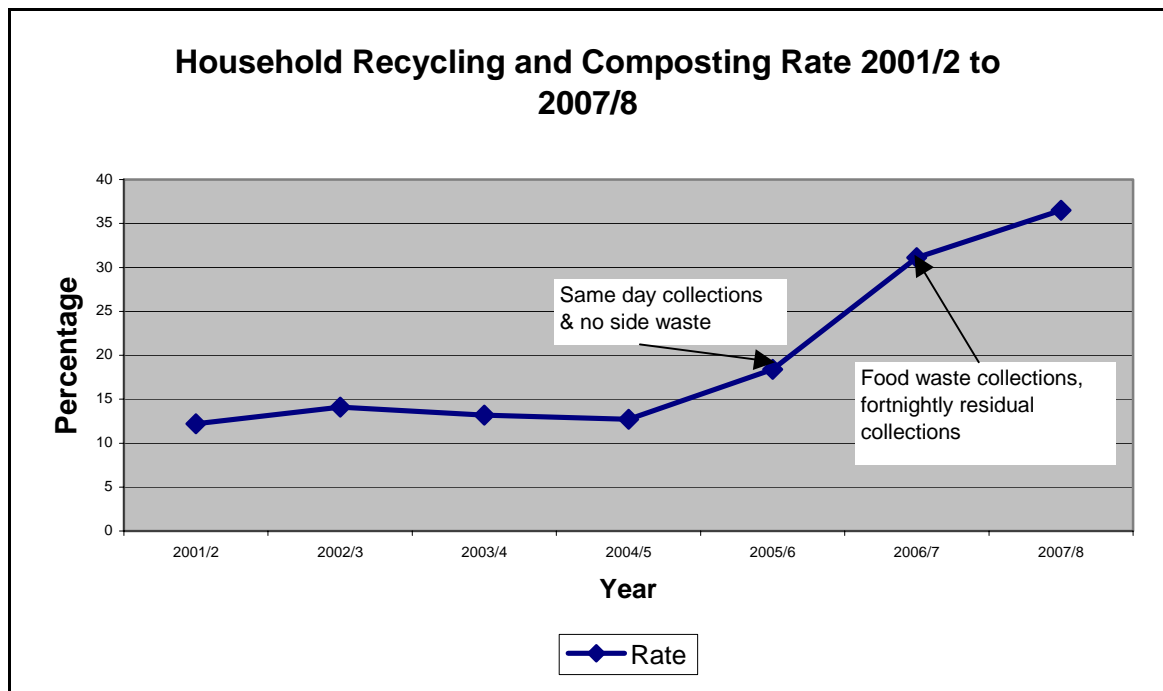
Capture rates for recycled materials averaged across all housing categories and phases 1-4 of the study were measured as:

- household paper 26.2%,
- newsprint 67.8%,
- green glass 67.2%,
- brown glass 62.4%,
- clear glass 50.8%,
- aluminium cans 39.7%,
- aluminium foil 11.5%,
- and ferrous cans 34.9%.

The highest capture rate for household paper occurred in Phase 4, the highest capture rate for newsprint occurred in Phase 3. The capture rates of green glass, clear glass and ferrous cans all rose over the course of the study. Capture rates varied between housing types with those in more deprived urban areas showing the lowest rates of capture.

Finally, Chart 5 illustrates the overall progress made in recycling and composting in terms of the Councils' Best Value Performance Indicators over the past 5 years. The Council performance has improved from 12% in 2001/2 to 36.5% in 2007/8. It is anticipated that with the operation of a full year of the kerbside organic scheme this will take our existing performance to over 40%.

**Chart 5 Household Recycling and Composting Rate 2001/2 to 2007/8**



#### **4 . Future Plans and Initiatives**

The Council hopes to offer the food waste and cardboard collection service to properties that currently cannot access this service (e.g. schools, flats). These collections are to be introduced gradually, as each development may require slightly different solutions.

The Council also maintains a “watching brief” on any new developments within the waste industry, and acts accordingly. Existing services will continue to be promoted and a dedicated team The Service Improvement Team was established in 2006 to undertake this task.

# Statement on Waste Minimisation and Recycling for



## 1. Background

In July 2000 South Gloucestershire signed a 25- year contract with SITA (South Gloucestershire) Ltd. for the provision of integrated waste management service. The range of activities undertaken through the contract includes collection, recycling, processing, bulk haulage and disposal. The service was procured through the Government's Private Finance Initiative (PFI). A key target in the contract to achieve a 40% recovery rate was met in 2005/06.

As a result of all the changes and improvements made over the past 7 years, the Council's recycling/composting rate, as measured by the government's Best Value Performance Indicators, has increased significantly from 6% in 2000 to 42% in 2007/08.

The Council is now working in partnership with SITA to further improve services, with SITA taking overall responsibility for providing services to the standards and targets set by the Council.

***South Gloucestershire's long- term goal is to provide a cost effective, sustainable, fully integrated waste management system for its residents***

## 2. Waste Minimisation, Re-use and Awareness Raising

Current activities are:-

- **Development of the SORT IT!\* brand** - SITA and South Gloucestershire recognise the need for a well recognised brand to raise awareness of the and waste and promote new services
- **Joint Waste Minimisation Team** - Created in September 2006 as a means of increasing awareness raising and promotional activity, this is a team of 3 officers from SITA and 2 officers from South Gloucestershire Council who work closely on a variety of waste minimisation, recycling and publicity projects. The team was

created to enable planned waste minimisation and recycling activities to be carried out and to raise awareness of waste minimisation activities as well as the SORT IT!\* brand. The Waste Minimisation Team is being enlarged in 2008 to 5 officers from SITA and 3 from South Gloucestershire Council.

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- **SORT IT!\* newsletter**- This is delivered to all residents three times a year. It gives helpful information on the SORT IT!\* services and includes articles which raises awareness on why and how residents should follow the 3Rs. Currently this is being distributed as the centre spread of the South Gloucestershire News.
- **Roadshows and events** are used throughout the year to promote waste minimisation, recycling and waste services. Specific road shows were used during the roll out of the SORT IT!\* alternating collections and again to promote the plastic bottle banks. Representatives of the joint waste minimisation team attend events such as local fetes and summer shows.
- **Publicity for new services**- As well as newsletters, leaflets explaining the SORT IT!\* service are used on a daily basis and are specifically targeted at residents who are having difficulties with the system or have recently moved to the area. The Council website and press releases are used to publicise new or changes to services. Translations are available into other languages.
- **Schools Education** - The service, provided for the Council by Resource Futures, enables the SORT IT!\* brand and waste minimisation and recycling message to be integrated in the primary schools curriculum. School children are taught about the problems associated with waste and how they can do their bit for the environment which includes learning how to use their household waste collection scheme. Schools work is also undertaken by the Waste Minimisation Team within SITA and includes promoting and managing the Yellow Woods Challenge each year.
- **Home Composting**- The contract target for 45% of households to have received a home compost bin was met in April 2002. As a result, over 40,000 households have now received a bin through the scheme. A survey undertaken in 2004 showed that just fewer than 80% of households were actively using their bin. The Council joined the WRAP home composting scheme in 2008. Bins are now provided at a cost of £17:00.
- **Community Composting**. – There are currently 4 community composting sites in operation with a further site waiting planning permission. The arrangement gives local residents the opportunity to bring their garden waste to shredding, chipping and composting. The produce is generally available for sale at a nominal cost. The

sites are managed on a day –to day basis by local volunteers. The future of his service is under review, due to end of revenue funding from the Community Recycling Enterprise Fund

- **Junk Mail Campaign-** This is an ongoing campaign - advice is given to residents on how to avoid junk mail via newsletters, the website and on request.
- **Slim Your Bin** –An occasional publicity event is designed to show how residents can adapt their ways to be more environmentally friendly. It targets selected households ranging from households which recycle all they can to households which need more help and encouragement.  
Over a month waste experts from SITA monitored the amount of waste produced and work with the households to reduce and recycle as much of their waste as possible. This information is used in future newsletters, press articles and on the website to raise awareness of the scheme.
- **Zero Waste Week Challenge-** In partnership with the other West of England Unitary Authorities, South Gloucestershire Council is promoting the challenge in October 2008. This encourages residents to see how little waste they can generate in a given week.
- **Yellow Woods Challenge.** Once a year, the Yellow Woods Challenge (a national campaign) is set up in schools across South Gloucestershire to coincide with the release of new Yellow Pages directories. Schools encouraged to take part and are rewarded for collecting and recycling as many directories as possible.
- **Reusable Nappy Promotion** – Promotional work is undertaken by Resources Futures for the Council. A ‘nappy outreach worker’ goes into ante natal clinics and maternity classes aiming to encourage the take up the use of re- useable nappies. The service also includes advice and help for parents planning to or using reusable nappies. The scheme includes provision of financial incentive vouchers. It has been funded until March 2009. Continuation after that date is being reviewed.
- **Furniture Re-use** – The SOFA project based in Bristol and Kingswood Furniture project are publicised by the Council and through SORT IT!\* newsletters.

### 3. Recycling Services

The **alternating recycling collections service** was introduced in 2004 and has seen recycling rates rise dramatically. Details of recycling services are given below:

- **Fortnightly dry recyclable collection:** Introduced in 2004 to increase the amount and variety of materials collected from the kerbside. Collection via a green 50 litre box and introduced in 2006 a green polypropylene bag for paper and a bag for dry cell household batteries. Materials collected are food, drink and aerosol cans, newspapers, junk mail and magazines, glass bottles and jars, clothing and shoes, used engine oil, car and household dry cell batteries.
- **Fortnightly organic collection:** Introduced in 2004 collection via a green 240 litre wheeled bin accepting green garden waste and cardboard.
- **Fortnightly refuse collection:** Introduced in 2004 as part of a new recycling collection service. Collection via a 240 litre black wheeled bin.
- **Recycling Banks**  
Enhancement and extension of recycling bring bank sites in community, pub and supermarket car parks. The number of bring banks sites were increased from 67 in 2000 to the current 80 and the range of materials collected was extended to collect glass, newspaper, mixed cans, plastic bottles, tetrapaks and textiles where the site allowed.  
There are currently 21 bring sites for collection of plastic bottles with a further 2 at SORT IT!\* Centres.
- **SORT IT!\* Centres** (Civic Amenity sites): 4 sites serve the South Gloucestershire area.  
All sites have extensive recycling facilities focusing on bulky items not included in the kerbside collection, as listed in table 1 below.

Table 1 below lists materials collected at SORT IT!\* Centres and bring bank sites

**Table 1**

Location of SORT IT!* Centres	Materials accepted for recycling/re-use at SORT IT!* Centres	Materials accepted for recycling/re-use at Bring sites
<p>Collett way, Yate Station road, Little Stoke Carsons road, Mangotsfield Short Way, Thornbury</p>	<p>Paper and Cardboard Glass bottles and jars Cans Textiles and shoes Car batteries Used engine oil Scrap metal Green waste from gardens Hardcore(rubble) and soil Wood Vehicle tyres Fridges and Freezers Televisions/ monitors Large and small electrical and electronic equipment Gas bottles Plastic bottles (2 sites) Tetrapaks (3 sites on a trial basis)</p>	<p>Glass Paper Textiles Mixed cans Plastic bottles (20) Tetrapaks (2 on a trial basis)</p>

- **Mini Recycling Centres (MRC's):** Provided to some flats with limited storage to ensure that items can be recycled from these premises.
- **Bulky waste collection – current service**  
For residents wishing to dispose of larger items such as fridges or sofas a bulky waste collection service is provided.  
There is a charge of £15 for each collection of up to 3 items of bulky waste. Households on income support are entitled to concessions.

Services are publicised through the SORT IT!\* newsletters, Council newsletters, the Council's website, public events/road shows and by daily customer correspondence.

#### **4. Collection Policies**

Along with the above activities strong emphasis has been placed on enforcement of the SORT IT!\* collection system which supports the waste minimisation messages.

These currently include:

- Lids down policy
- No side waste policy
- Green wheeled bin contamination monitoring

## 5. Material re-processors

The materials collected via the kerbside and at SORT IT!\* Centres are taken onto various re-processors, as shown in Table 2 below. SITA is responsible for delivery to reprocessors and delivery points do change according to availability and to ensure best value for the contract. Likewise delivery points for landfill disposal also vary according to availability and gate fee.

**Table 2**

Material for recycling/re-processing	Re-processor/Location - as at September 2007.
Batteries	G&P, Wednesbury
Cardboard	Sevenside Recycling
Cans – mixed	AMG, Llanelli
Engine Oil	West Oils, Gloucester
Ferrous Metal	SIMS Avonmouth
Fridges and Freezers	SIMS, Newport
Glass bottles and Jars	Various – Recresco, Avonmouth, Rockware, Doncaster, Reuse, Knottingly, Biffa, Harlow
Green garden waste	Various composting sites according to market availability/cost
Hardcore/soils	MJ Church, Marshfield
Paper	UPM, Shotton
Plastic bottles	Recresco, Thamesdown
Textiles	JMP Wilcox, West Midlands
Televisions/Computer Monitors	SOFA Project/SIMS
Tyres	Crediau Tyres
Wood	Green Recycling, Allington



Residual waste landfill destinations	Biffa, Swindon Hills, Calne Hills, Chapel Farm, Swindon Cory, Shortwood
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## 6. Recently Introduced Services

In 2005, the first 5 year review of the contract took place. This resulted in the introduction of new services in 2006, to further increase recycling. These new services were:-

- **Provision of reusable polypropylene recycling paper bags-** Used for kerbside collection of all newspaper, magazines and junk advertising. The green polypropylene bag was introduced to allow residents the opportunity to separate their papers and magazines into a convenient carrier bag.

This aids the resident by making it easier to carry out to the collection point as well as taking weight out of the recycling box and creating volume so that more items can be recycled as a result.

- **Collection of dry cell household batteries-** in response to public demand as well as the forthcoming UK legislation, all unwanted household batteries regardless of size, weight, composition or use are collected for recycling, via the kerbside collection system and at the HWRC's.
- **Additional site attendants at SORT IT Centres** to 'meet and greet' site users and help them with segregation of materials for recycling.
- **Plastic bottle bring banks** – additional plastic banks were introduced in September 2006 in response to customer demand.

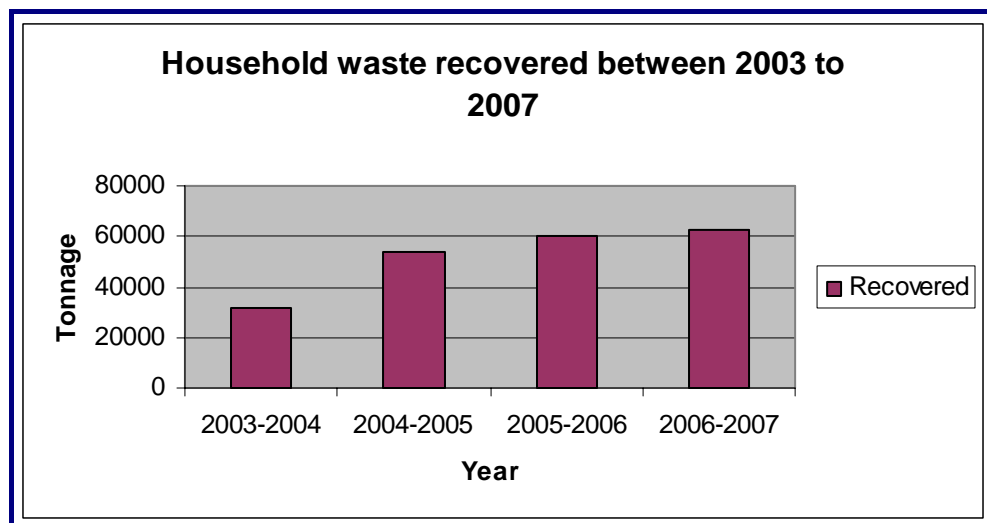
## 7. Review of existing performance- Recycling, Recovery and Disposal

Tonnage and service data is submitted to a national database called WASTE DATA FLOW which was introduced by the Government in 2004.

The Council reports on the contract recovery rate, which includes all recycling, composting together with rubble/soils delivered to SORT IT!\* Centres for recycling.

The volume recovered has increased doubled over the past 4 years and has resulted in a contract recovery rate of 43% in 2006/07.

Fig 1



As a result the volume of waste sent to landfill has steadily decreased as show in figures 2 and 3 below.

Fig 2

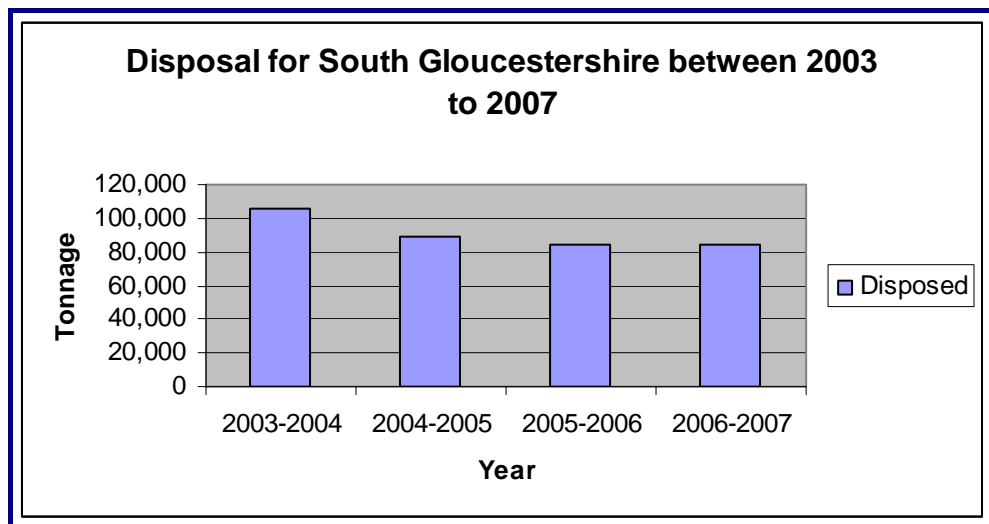
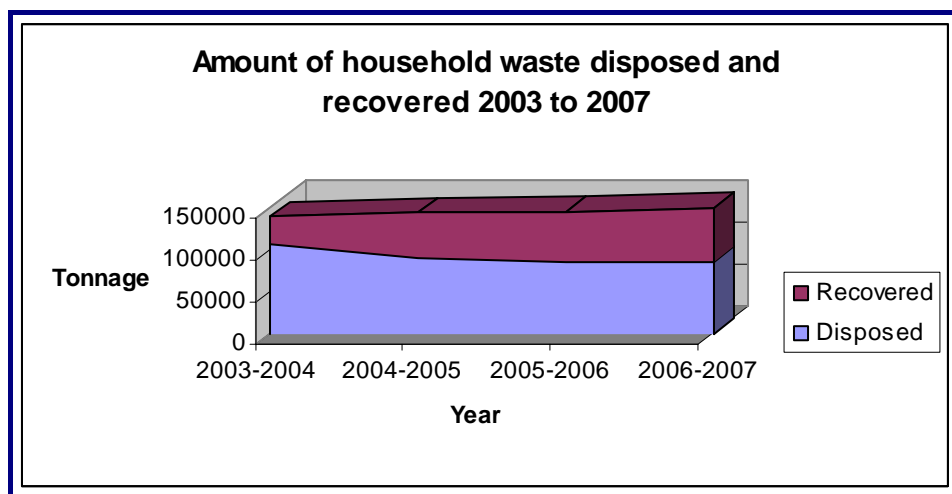
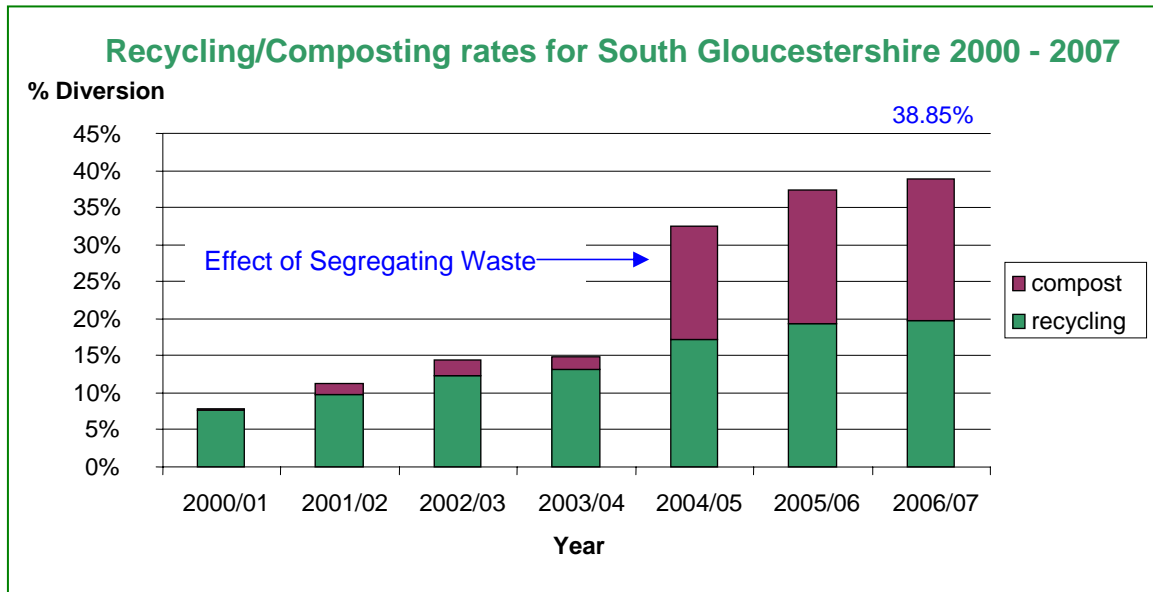


Fig3



The Council also measures the recycling/composting rate in line with the national Best Value Performance Indicators, which can be compared with other authorities. Again there has been a significant increase, as shown in figure 4 below.

Fig 4

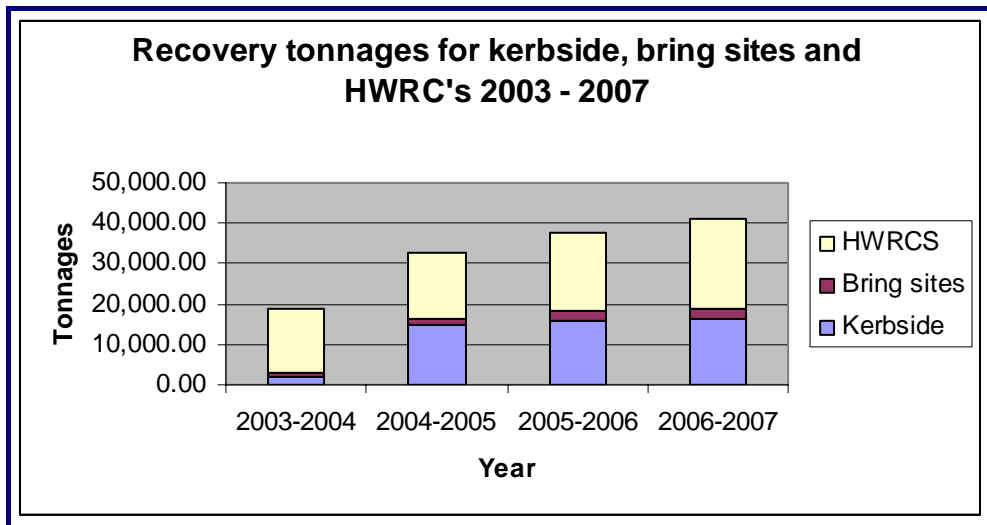


The big increase in the volume recycled and composted has been brought about by:-

- Providing a fortnightly multi-material recycling collection service to 99% of properties collecting glass, paper, cans, textiles, tin foil, engine oil and car batteries; together with the provision of a green storage box.
- Roll out of the new SORT IT!\* collection service, with alternating green bin (garden waste and cardboard) and black bin (residual waste) collections, combined with the fortnightly recycling box collections.
- Strict adherence to the policy of not collecting extra bags of waste placed beside black bins (side waste)
- Strictly enforcing a lids down policy on both bins
- Making collections on all Bank Holidays except Christmas and New Year to minimise disruption to residents
- Significant improvements to segregation of material for recycling at SORT IT!\* Centres
- Enhancement and extension of bring banks
- Introduction and widespread use of the SORT IT!\* brand
- Provision of new infrastructure/facilities - depots and transfer stations for receipt and storage of recyclables and waste and for staff and vehicles

Figure 5 below gives a breakdown of tonnages collected through kerbside boxes, bring banks and SORT IT!\* Centres (shown as HWRCs)

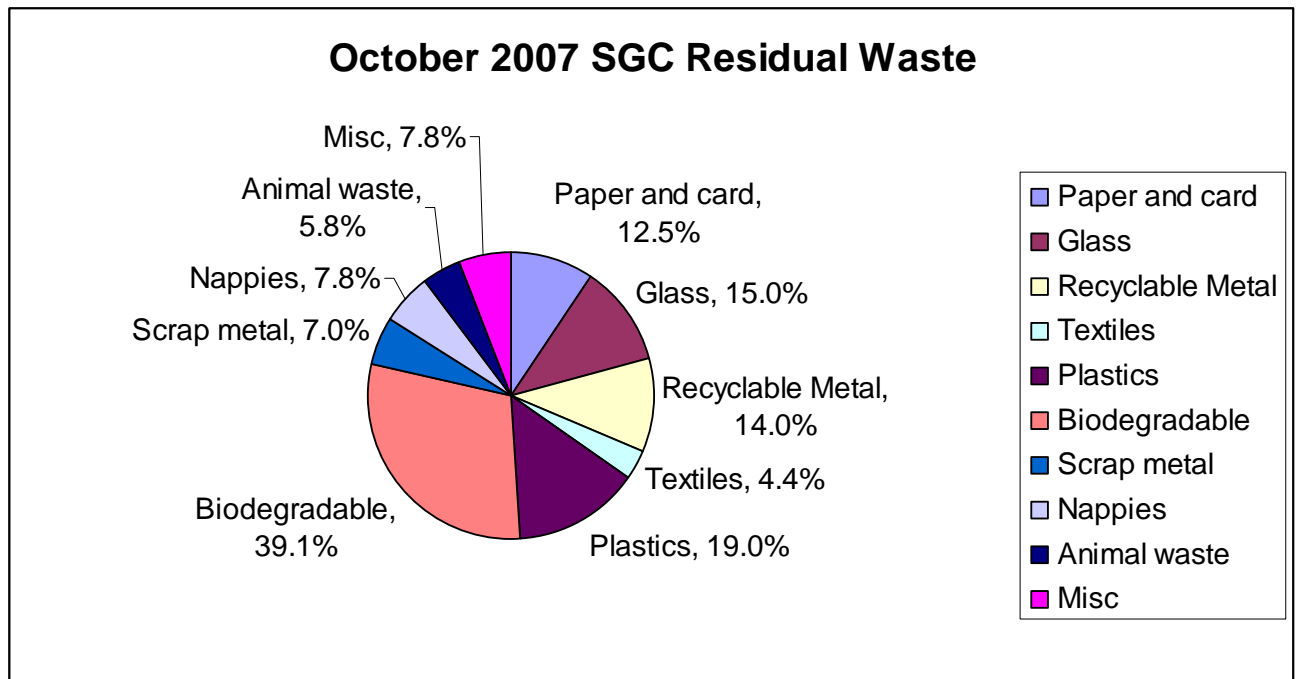
Fig 5



## 8. The compositional breakdown of residual waste

A compositional analysis of black bin residual waste is carried out annually, generally in October, using a sample representative of housing types across the Council area. Figure 6 below shows the results of the October 2006 analysis. It indicates that there is still a large amount of paper and card and other biodegradable waste present in the residual waste, which needs to be addressed.

Fig 6



## **9. Future Plans**

**There are 4 main challenges facing South Gloucestershire**

- Maximising diversion of biodegradable waste from landfill
- Increasing recycling/recovery of heavy waste from landfill
- Responding to realistic customer demand
- Reducing the demand for bulky waste collections

**To Address These Challenges the Council's Aims are**

- To recycle 50% of all household waste by 2011
- To minimise biodegradable waste going to landfill
- To restrict trade and cross boundary tipping at our SORT IT!\* Centres
- To reduce demand for bulky waste collections to 15,000 visits a year
- To develop a strategy for meeting targets under the Landfill Allowances Trading Scheme

## **Our Proposed Action Plan for Achieving our Aims and Targets**

**2008/2009- 43% recycling**

- Participation in the WRAP home composting scheme
- Secure processing capacity for food waste
- Commence weekly collection of food waste.
- Implement trade and cross-boundary control measures at SORT IT!\* Centres.
- Implement charging scheme for bulky household waste collections.
- Develop and implement a new waste minimisation/awareness raising programme
- Develop an enforcement policy and implement an enforcement programme.
- On-going awareness raising and waste minimisation activities.

- Implement enforcement and fly tipping strategies
- Identify site for new SORT IT Centre to serve the north Bristol fringe area
- Potential procurement of interim treatment capacity for residual waste (in conjunction with West of England Waste Partnership).

#### **2009/2010- 50% recycling**

- Complete roll-out of weekly food waste collections.
- Continue waste minimisation/awareness raising programme
- Introduce enforcement scheme for non-recyclers.
- On-going home composting promotion.
- Review provision of bring banks.
- Seek planning permission for new SORT IT Centre
- Commence procurement of long-term residual waste treatment capacity (in conjunction with West of England Waste Partnership).

#### **2014/15 - 53% recycling**

- Maintain waste minimisation/awareness raising and enforcement programmes

# Statement on Waste Minimisation and Recycling for

## Bath & North East Somerset Council

### Background

Bath & North East Somerset has adopted a vision of “Zero Waste” to steer the development of our waste services. This means that we will strive to reduce, reuse and recycle as much waste as possible, and that we will work with businesses and the community to achieve this goal. We view waste as a resource and seek to gain maximum value from it, rather than viewing it as something simply to be disposed of. The vision of “Zero Waste” creates an innovative climate in which to develop our services.

### 1 . Waste Minimisation and Re-use

The Council has developed a waste awareness campaign in support of our vision of Zero Waste which aims to reduce the amount of waste we produce, to maximise the amount reused, recycled and composted, reduce littering and associated antisocial activities whilst engaging residents to ensure their support and participation with the overall campaign through education and awareness raising.

In order to effectively reach a wide and varied population of over 74,000 households, the waste awareness campaign takes a multi faceted approach to education and awareness raising using a mixture of wide ranging, universal methods and more targeted, focussed and specific approaches.

Key Developments towards increasing waste minimisation and recycling include:

- Development of recycling in schools – increasing direct contact with pupils, establishing waste minimisation and recycling as the norm and improving school recycling infrastructure.
- Direct contact with the public through door to door canvassing and community liaison. Earlier in the year a WRAP funded project to target the recycling message was undertaken in the hard to reach areas of the district, and a canvassing project was undertaken to increase the recycling activity of the student population within Bath. This has been supported through roadshows and ongoing publicity throughout the student year

- Use of incentives through competitions and rewards to encourage re-use and recycling. In 2005 Bath & North East Somerset led on a DEFRA funded 'Pledges win Prizes' campaign which was undertaken within the 4 local unitary authority areas. A total of 5000 households in the district were targeted and a 16% increase in the participation rate in this area was recorded.
- Continuing to work with our community sector partners to develop new schemes for minimising, reusing and recycling waste - working with local charities, namely the SOFA Project, the Genesis Trust and the Shaw Trust, to separate items of furniture and bric-a-brac at the Recycling Centres for re-use through their charity shops. Also working with Somer Community Housing Trust, The sustainability Forum and Envolve on joint promotional activities.
- We have helped fund the SOFA Project, to enable items such as furniture and appliances collected from households and from our Recycling Centres to be repaired, refurbished, and sold at low prices to those in need.
- We promote the use of Real Nappies to help reduce the amount of nappies disposed of to landfill through information on our website and in leaflets.
- We have provided nearly 20,000 compost bins to enable people to reduce their waste by composting at home and are currently in our third year of working with WRAP to offer substantially reduced compost bins and composting advice to our residents.
- We developed and initiated the Zero Waste Challenge Week in 2006, which has since been adopted by the West of England authorities and other Councils across the country. Staff and local residents are encouraged to see how little they can throw away in their bin over the course of a dedicated week.
- We have a dedicated section on waste minimisation on our website and a specific leaflet tackling issues around waste minimisation.

## **2 . Recycling Services**

We have worked hard with our community to develop new services and achieve good levels of recycling. We work closely with May Gurney, our recycling partner, in delivering our recycling services and developing new initiatives.

- In 2002 we expanded our green box recycling collection service to collect plastic bottles throughout the district. We now collect 13 different items for recycling on a weekly basis through the green box scheme.

- In 2003 we introduced a new fortnightly collection service for garden waste and cardboard.
- In 2004 we recycled 32% of our household waste through a combination of our weekly green box collection scheme, our fortnightly green waste and cardboard collection service for composting and through our Recycling Centres.
- In 2005 we introduced a range of new measures at the Recycling Centres including a van permit scheme, limits on construction & demolition waste and have employed new staff to help and advise site users to recycle more.
- In 2006 we expanded the range of materials collected for recycling at our sites to include; cooking oil, spectacles, foil, bicycles, hand tools, mobile phones, bric-a-brac and batteries.
- We recycle as much waste as possible from our bulky waste collection service – items such as furniture and white goods.

These services are promoted and publicised through our waste awareness campaign using a range of press releases, literature, posters, advertising on vehicles and prominent sites through the local media as well as running a significant number of roadshows throughout the year. The primary aim of these is to keep waste issues in the public profile, maintain awareness and motivation in the services on offer.

We have contracts with a number of companies throughout the country who reprocess and recycle our different waste streams from the Recycling Centres and Waste Transfer Stations. May Gurney, our recycling contractor, is responsible for securing markets for the materials collected through the kerbside green box service.

### **3. Review Existing Performance**

We closely monitor every tonne of our waste and have detailed information compiled on waste flows since the authority was formed in 1996. We submit data to a national database called WASTEDATAFLOW which the government introduced in 2004.

We carry out detailed analysis and forecasting of waste tonnages to ensure that our recycling targets are met and that budgets and trends are closely monitored. This has enabled us to develop our services in the most cost effective way to achieve maximum benefits to date.

During 2007/08 we achieved a recycling rate of 42.97% - but we want to do more and are striving to achieve 50% by 2009/10. The chart below shows how each of the services we offer to our residents helps to meet the recycling targets.

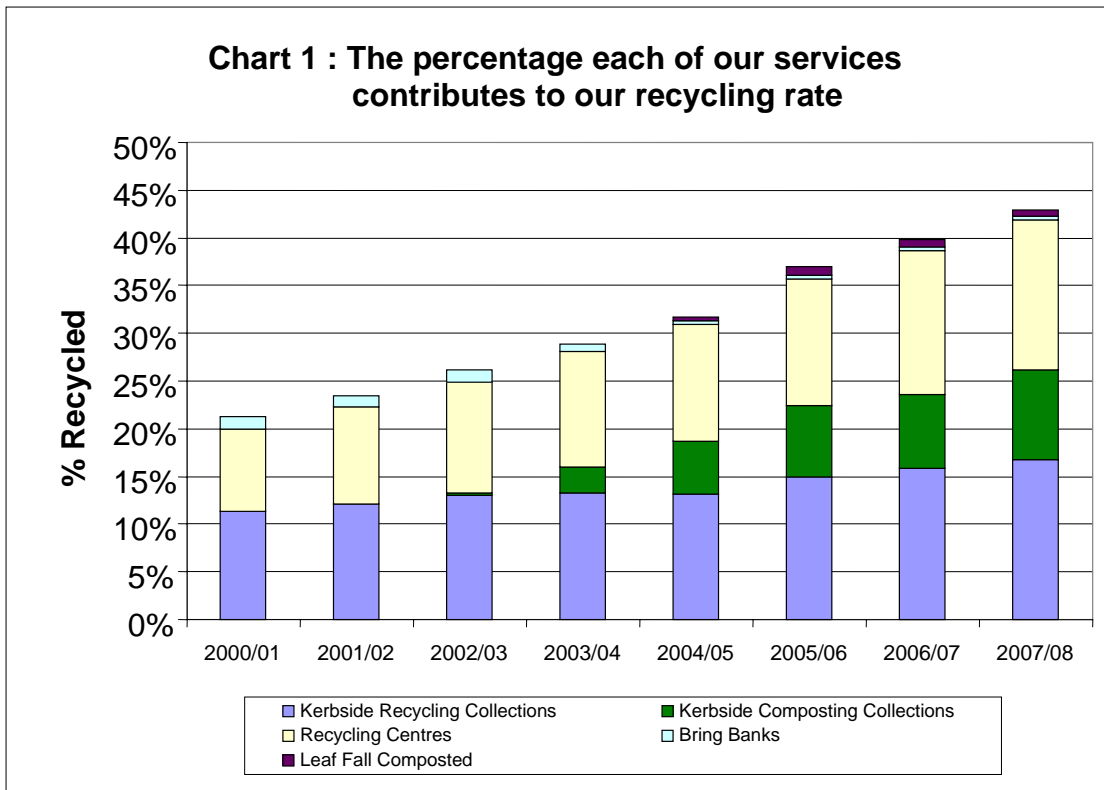
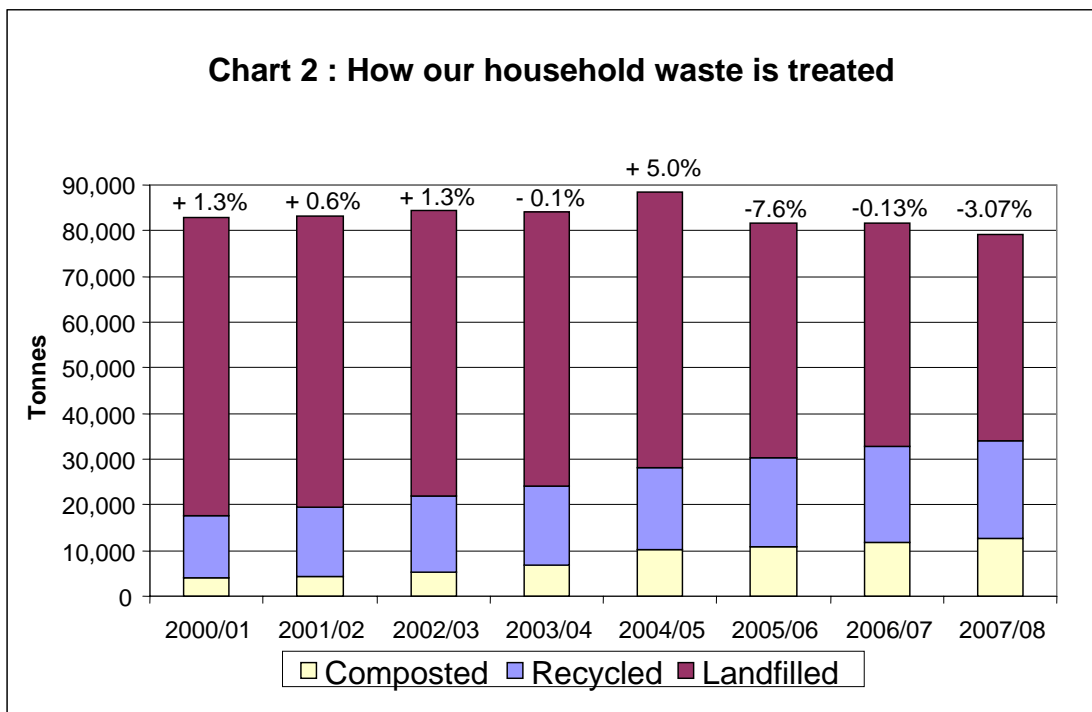


Chart 2 below displays the percentage of material sent for recycling, composting and disposal respectively.



As the chart above shows, there was a small increase in the waste arisings during 2000 and 2004. The subsequent leap in 2005 is attributed to the start of the kerbside garden waste and cardboard service and increased disposal at the Recycling Centres. During 2005/06 we managed to reduce our

household waste by about 7% from the previous year but still had to send over 50,000 tonnes of household waste to landfill.

We have undertaken a detailed seasonal compositional analysis of our own waste in Bath & North East Somerset; this will allow us to calculate where our capture rates of materials could be improved. Chart 3 below illustrates the findings of the waste analysis study.

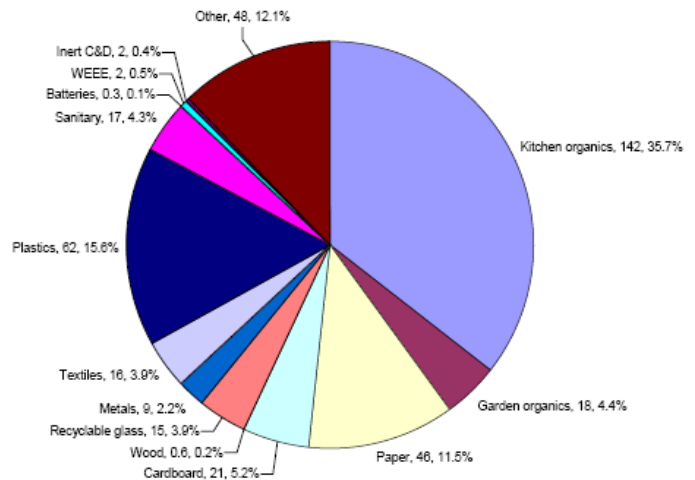


Chart 3. Composition of the average amount of residual waste produced by households in Bath and North East Somerset, May 2007

Kitchen waste can clearly be seen to be a high tonnage biodegradable material. The development of a comprehensive recycling scheme for food waste has the potential to divert an estimated 10,000 tonnes of this material from landfill each year. The Council has committed to developing a kitchen waste collection service within its Waste Strategy; current plans are underway to introduce this new service by March 2009.

The information gained from waste analysis survey allows us to focus our attention on maximising the capture rates of specific materials that we collect throughout our existing schemes, and identifies areas for potential expansion. Chart 4 below is based on the findings of the waste analysis survey and displays the capture rates of materials collected in the green box.

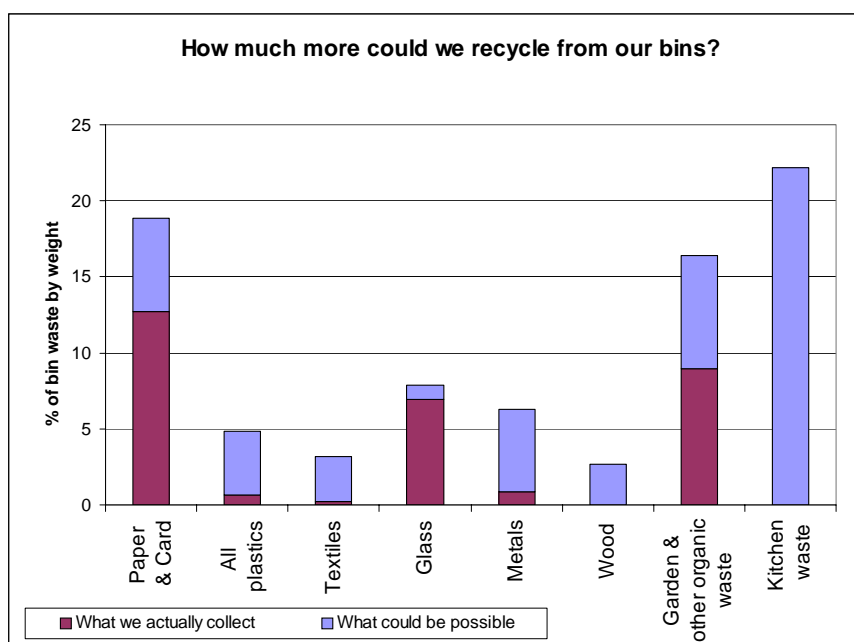


Chart 4. What we currently recycle shown against the amounts we could recycle from our bin waste

#### **4. Future Plans and Initiatives**

We now need to build on our existing schemes to make sure that they are used and developed to their maximum potential. We must also develop new ways of diverting waste from landfill which will enable us to treat our waste cost effectively, to maximise the value that we can get from it, and ultimately to meet our landfill diversion targets.

Key development areas for the next 5 years include: -

- Arrest waste growth
- Develop new programmes to increase community engagement on waste issues
- Invest further in education & campaigning on waste awareness issues
- Focus on longer term waste facilities
- Develop appropriate local infrastructure – reviewing collection methodologies; pursue 3 stream approach; develop further facilities at the Recycling Centres to increase levels of repair, re-use and recycling; evaluate alternative treatment technologies; procure landfill capacity for waste that cannot be treated in any other way beyond 2008; work with others to achieve economies of scale and best value.

Our **5 year Action Plan** and achievements to date are set out below:

##### **2005/06 – recycling rate of 37% achieved (36% target)**

- Edge of property collections implemented in June 06
- Soft market test of industry views on future waste and recycling services undertaken in January 06
- Procurement of new services commenced through restricted procedure in April 06, with companies invited to tender in September 06. New contract to include new service options such as kitchen waste collections and introduction of wheelie bins.
- Infrastructure improvements – project plan developed and approved; Executive decision made to relocate from Midland Road site; site purchased in Keynsham for replacement of some facilities; monthly updates and review with the Bath Western Riverside Project team to ensure plans synchronise.
- West of England Project Board established – joint residual waste management strategy in development
- Rethink rubbish campaign – 3 year communications strategy published; assistant campaigns officer appointed; successful application to Wrap home composting partner for promotion and campaigning; successful funding bid to Wrap behavioural change fund to tackle recycling performance in hard to reach areas; rewards and incentives schemes carried out in targeted areas of the district during 2006.

#### **2006/07 – recycling rate of 39% achieved (38% target)**

- Award of Waste Services Contract – decision to keep services in-house and re-tender the recycling collection element of the contract.
- Kitchen Waste - review of best practice and options built into the market test
- West of England project – 1st and 2nd phases of public consultation completed; first draft of Joint Municipal Waste Strategy developed; technical options appraisal undertaken
- Infrastructure Project Plan for development of the transfer stations, recycling centres, and depots developed and implemented.
- Project plans developed to agree procurement options and detailed procurement timetable for infrastructure provision both locally and sub-regionally.

#### **2007/08 – recycling target achieved 42.97% (40% target)**

- Evaluation of the refuse and recycling collection methodologies determined in the Waste Services Contract and the Recycling Contract.
- Kerbside Recycling Contract re-tendered and the contract awarded to ECT Group (now May Gurney) for 10 years from 5th November 2007.
- Continuation of the procurement process for infrastructure and new treatment facilities

#### **2008/09 – recycling target 45%**

- Contracts for the interim disposal of waste to landfill awarded, starting in October 2008.
- Start to award various contracts for the development of new facilities – Bath Recycling Centre plus additional transfer facilities and treatment processes.
- Communications Strategy published for the next three years to include increased focus on waste minimisation.

#### **2009/10 – recycling target 50%**

- Implement same day refuse/recycling/composting collections by Summer 2009.
- Continued planning for the introduction of kitchen food waste collections.
- Review waste strategy and approve further 5 year action plan outline

#### **Our Corporate Plan 2008-2011:**

The Council has decided to focus its energy and resources on 8 key areas as part of its Corporate Improvement Priorities. Taking positive steps to tackle the causes and effects of climate change is one of these priorities, sustainable growth another. We are taking seriously the need to minimise waste and work towards our goal of Zero Waste.

# Statement on Waste Minimisation and Recycling for



## Background

In March 2005, the Council approved and adopted the authority's first Municipal Waste Strategy following a substantial public consultation. The consultation established residents' service preferences in addressing the urgent challenge of diverting a greater proportion of municipal waste from landfill.

North Somerset Council Municipal Waste Management Strategy (2005 – 2008) is the basis of North Somerset's vision, policies and direction of waste management. The document sets out to describe the waste trends and waste management arrangements in North Somerset, explain the changing context within which the council manages municipal waste, review the alternatives available to the council and the views of residents on these and communicates the council's adopted waste action plan. The strategy is reviewed annually in the autumn and will be reviewed for the last time this October (2008) before a new strategy is written in 2009. Any revisions to the strategy can be found in the Annual Review of the Council's Waste Strategy: Report to Executive in each year since the strategy was written.

In addition to a new strategy all of the waste contracts end in February 2010 and as a result the contract re-letting process will be hand-in-hand with the writing of the strategy.

## 1. Waste Minimisation and Re-Use

- **Home Composting** North Somerset Council has run a home compost bin offer for over ten years and has sold over 12,446 bins. Together with the subsidised compost bins it promotes home composting with specific campaigns in the year which include leaflets, website, and events.
- **Re-use of Furniture/White Goods** North Somerset Council works with its contractors and Weston Hospice to maximise the amount of these goods re-used/ recycled and has designated containers at each HWRC for residents to place their goods in for reuse and recycling.
- **Education** Since 2003 North Somerset has funded a comprehensive education project for all North Somerset Schools where by an

education officer visits schools and offers assemblies, workshops and literacy resources for loan by the school. Help is also offered for the school to take part in the recycling collection for paper, cans and toners offered by the council. Recycling in the schools has jumped massively and paper was up by 27% for a second year in a row in 2007/08. There has been an increase in different materials collected and the council has introduced reduce, reuse and composting initiatives and aspects within the schools. There were 11,823 pupil contacts in 2007/08.

- **Reusable Nappies** For the last three years the Council has actively promoted the use of reusable nappies by participating in the Real Nappy Campaign to help reduce the amount of nappies disposed of to landfill. This includes holding 'nappuccino' mornings and securing a display about reusable nappies in the maternity department of the local hospital in Real Nappy Week and having a dedicated section on the council's website for parents to make an informed choice. In addition, the council is facilitating starting a real nappy network within North Somerset – <http://washablesinweston.blogspot.com>
- **Junk Mail Reduction** North Somerset promotes the Mail Preference Service, through its web site, events and talks.
- **Community Groups** North Somerset has a number of active community groups which promote the 3R's and the council support the groups with production of information for the local community and by paying recycling credits to those groups that collect recyclable material. In the last 5 years the groups have collected over 1000 tonnes of waste and earned nearly £43k in recycling credits.
- **Publicity Awareness Raising/ Education Campaigns** North Somerset incorporates waste minimisation and reuse into its publicity programme and produces information and literature for leaflets, events, talks and the website including sections on reduce and reuse and a dedicated A-Z section for residents to find out what to do with their waste.

All of the above has been within the Council's own resources and budgets with the exception of the first year of the Education Project where this was funded by DEFRA as part of the Community Education Project.

## **2 . Recycling**

The council runs a fortnightly kerbside dry-recyclable service, has 46 recycling bank sites and 3 Recycling centres in the District. In 2003 the kerbside serviced just 30,000 households but the service was extended from August 2003 until March 2005 to now include all households in the District (88,463 as of Aug 08).

As part of the kerbside recycling service we also offer a mini-recycling centre to buildings of ten or more flats. These mini-recycling centres consist of three wheeled bins for paper, cans and glass. We currently have 142 sites across the unitary area and we intend to extend this service in the future.

Our recycling and composting rate was 13.72% in 2003 and has now risen to 38.4% as of July 2008.

Table 1 details the contracts which are run by Waste Management. In addition to these the council also provides recycling for paper based drink and liquid food cartons at 6 recycling bank sites across the district. This is through Tetra-Pak and is at no cost to the council. The council does not provide containers for textiles/shoes at recycling bank sites as it prefers to release the space for charities to collect textiles and/or shoes, such as Oxfam, Salvation Army.

All of the services are promoted and publicised using a range of marketing methods including press releases, advertising in magazines, literature, posters, website, town and parish councils, advertising on vehicles and prominent sites through the local media. All marketing materials use the national campaign Recycle Now iconography and branding. The primary aim is to keep waste issues in the public profile, maintain awareness and motivation in the services on offer.

All of the material is recycled and the following gives a brief description of what happens to it.

- **Paper** - paper from the kerbside box, recycling banks and recycling centres is sent to Biffa's recycling sorting facility in Avonmouth near Bristol. Here it is baled and then sent directly to different paper mills – Aylesford Mill in Kent and Shotton Mill in Shotton. The paper is pulped and reprocessed back into newsprint, and some of it is also used for packaging.
- **Cardboard** - all cardboard types collected from our recycling centres is sent to Biffa's recycling centre in Avonmouth together with the card collected from the kerbside box where it is baled and sold on to a company called SCA who then sends it for pulping and made into more cardboard products. The cardboard collected through the green waste service is composted with the green garden waste (see below).
- **Glass** – mixed glass from the kerbside box, recycling banks and recycling centres is sent to glass reprocessors Recresco Ltd. The glass is cleaned and put through optical colour sorting equipment to separate the mixed glass into different colours. The sorted piles of glass "cullet" are then sold to glass foundries to produce a wide variety of glass products such as bottles, jugs, art, building materials etc. Some of the glass remains mixed and is used as recycled aggregate in road building and construction.

- **Textiles and shoes** – collected items from the kerbside box go to Devizes textiles in Wiltshire. In the warehouse the textiles are graded and sorted according to their condition and type of clothing. Clothes and shoes in good condition are sent to countries in the developing world for reuse. Low quality textiles not suitable for reuse are sent to textile mills in Yorkshire where they are recycled into furniture fillers, and cotton material is used to make dusters and cloths.
- **Green garden waste** – all collected green waste is taken to our waste transfer station at Weston-super-Mare. It is sent to their treatment facility at Dimmer, near Castle Cary or to Hinton Organics, near Keynsham, where it is shredded and processed into a soil enricher.
- **Metals (food tins and cans)** – those collected through the kerbside scheme and recycling banks are sent to the Avonmouth facility. Then they are transported to metal reprocessors AMG Resources in Llanelli, South Wales where the cans are separated into aluminium and steel. The metals are processed and melted down into sheets, and then used to make many different products including drinks cans, car parts and domestic appliances.
- **Scrap Metal** – This is separated into magnetic (ie. Steel) and non-magnetic (i.e. aluminium) metals. Both are sent to companies in Weston where they process them and send them on for smelting and turned into sheets of metal to use in new products.
- **Electrical and electronic goods** – all electrical or electronic items are now recycled under the WEEE Regulations. These items are transported to Sims in Avonmouth where they are broken down into the different elements and recycled.
- **Car Batteries** – These are sent to a company near Weston. Car batteries are recycled by the acid being treated and neutralised and the distilled water is purified and used again. The plastic is thoroughly washed, dried and ground up into granules which are used in many different products, including recycling collection boxes, furniture, paint trays, car parts, drainpipes and – fittingly – more car battery cases. The lead is melted down to make not just more car batteries, but also guttering for roofs and shields for X-ray machines in hospitals.
- **Engine Oil** – is sent to Valgrove Ltd in the West Midlands where it is recycled by refining it for secondary use such as heating oil for factories.
- **Plastic** – We recycle type 1, 2, 5 and 6 plastics (PET, HDPE, PP and PS) at our recycling centres and six recycling bank sites and these are collected by Recresco and taken to their reprocessing plant in Nottinghamshire. Following sorting, the plastic is either melted down directly and moulded into a new shape, or melted down after being

shredded into flakes and then processed into granules called re-granulate.

- **Wood** – We can recycle ‘clean wood’ – wood that has not been painted or treated - and this is taken to Viridor’s facility in Filton and processed into new wood products like MDF. We can not recycle MDF or painted/treated wood.

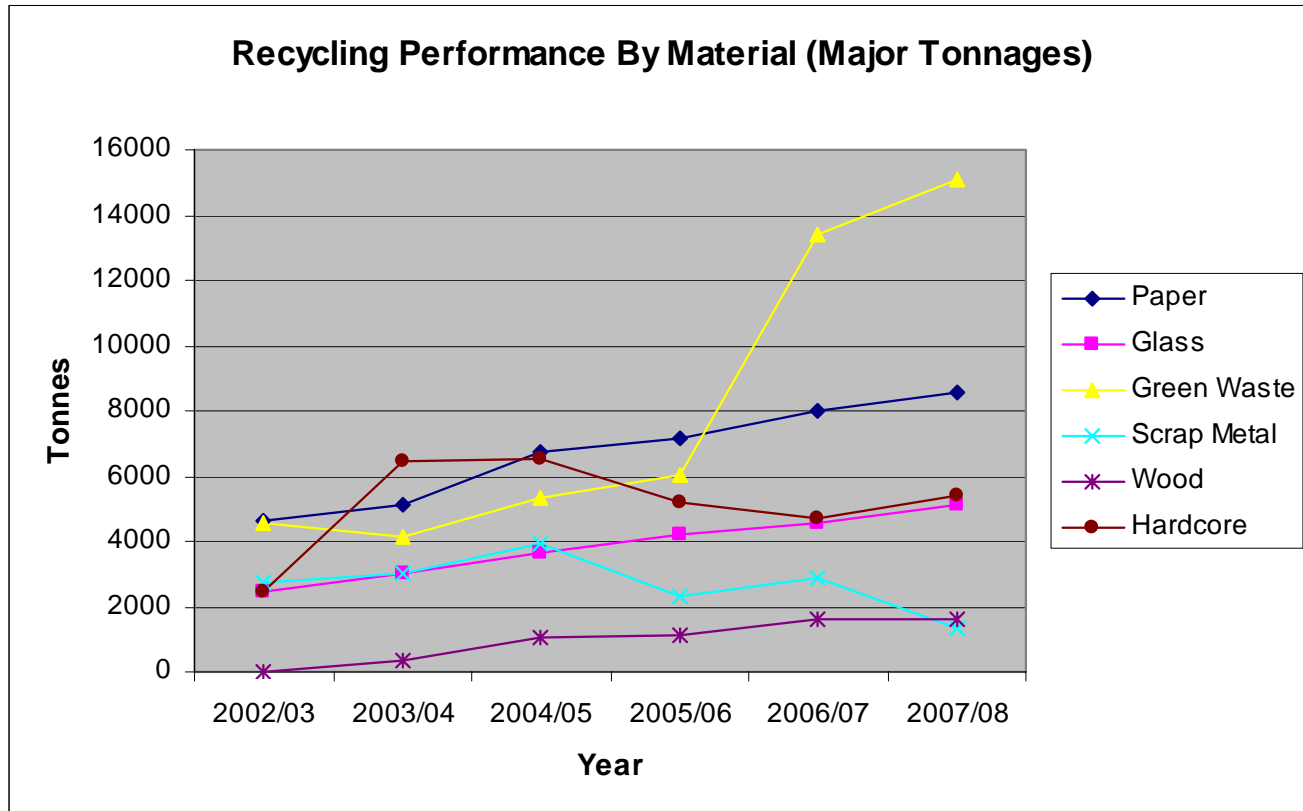
**Table 1: List of services and contracts**

<b>Service</b>	<b>Description</b>	<b>Contractor</b>	<b>Timescale</b>	<b>Extension Period</b>	<b>Value</b>
Refuse collection	Black sack collection – unlimited, weekly collection.	Veolia	1 March 2003 -28 Feb 2010	Possible yearly extension for 3 years by agreement of both parties	Circa £1.68m pa
Kerbside and Recycling Bank	55 litre green box collecting Paper, Card, Metal cans and tins, Glass jars and bottles, Textiles and Shoes. 46 bank sites collecting paper, glass and metal cans and tins. 6 sites collecting plastic types 1 & 2 and 6 sites collecting paper based drink and liquid food cartons.	Biffa – kerbside and recycling banks. Recresco – plastic recycling banks and the paper based drink and liquid food cartons.	1 March 2003 -28 Feb 2010	Possible yearly extension for 3 years by agreement of both parties	Circa £880,000 pa
Green Waste collection	120 litre reusable sack collection collecting green garden waste and plain corrugated cardboard.	Veolia	1 Feb 2006 – 28 Feb 2010	Possible yearly extension for 5 years by agreement of both parties	Circa £1m pa
Operation of Transfer Station & Recycling Centre (RC) sites	At the RC's - Paper, Glass, Metal, Wood, Plastic types 1 & 2, Green waste, Cardboard, Oil, Car batteries, Tyres Textiles and Hardcore	Viridor	1 March 2003 -28 Feb 2010	Possible yearly extension for 3 years by agreement of both parties	Circa £1.29m pa
Schools recycling collection	Paper (high and low grades), Cans and Toners	Grounds DSO	5 yr Jan 2007 –Mar 2012	Yes	£36000 pa
Waste Disposal Services		Viridor	1 March 2003 -28 Feb 2010	Possible yearly extension for 3 years by agreement of both parties	Circa £1.35m pa
Street, Toilet and Beach Cleansing		Connaught	1 January 2007 – 31 <sup>st</sup> March 2012	Possible 2 year extension by agreement of both parties	Circa £1.4m pa

### 3 . Existing Performance

- **Recycling Performance** Overall, recycling has increased within the unitary area over the last five years with some materials showing significant increases and others a more modest increase. However, in some cases it can be seen that the recycling of specific materials has maintained a constant performance. More detailed performance can be seen in Figures 1 to 3 with key points highlighted below each graph.

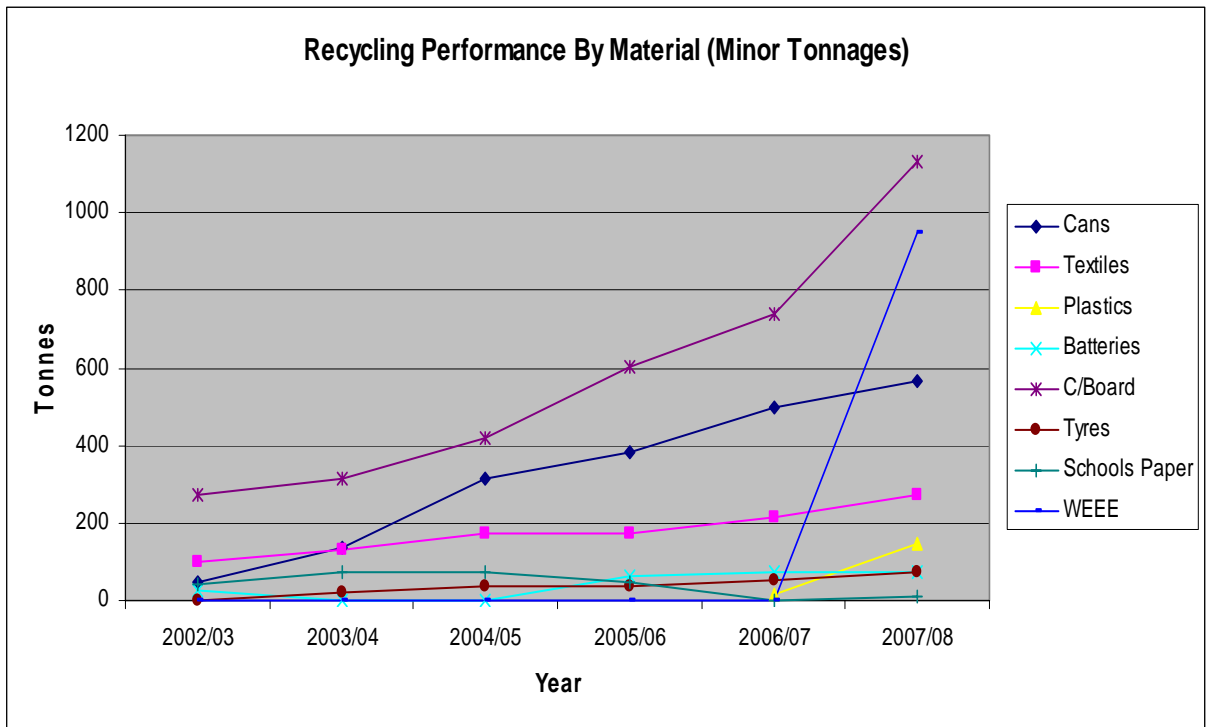
**Figure 1. Recycling Performance By Material (Major Tonnages)**



Key points to note are;

- The increase in green waste diversion is due to the implementation of the kerbside green waste collection service at the start of 2006 and the further extension to 100% in October 2007;
- Steady increases in the recycling of glass, paper and wood are believed to be the result of increased awareness of the need for recycling that has probably resulted in better participation;

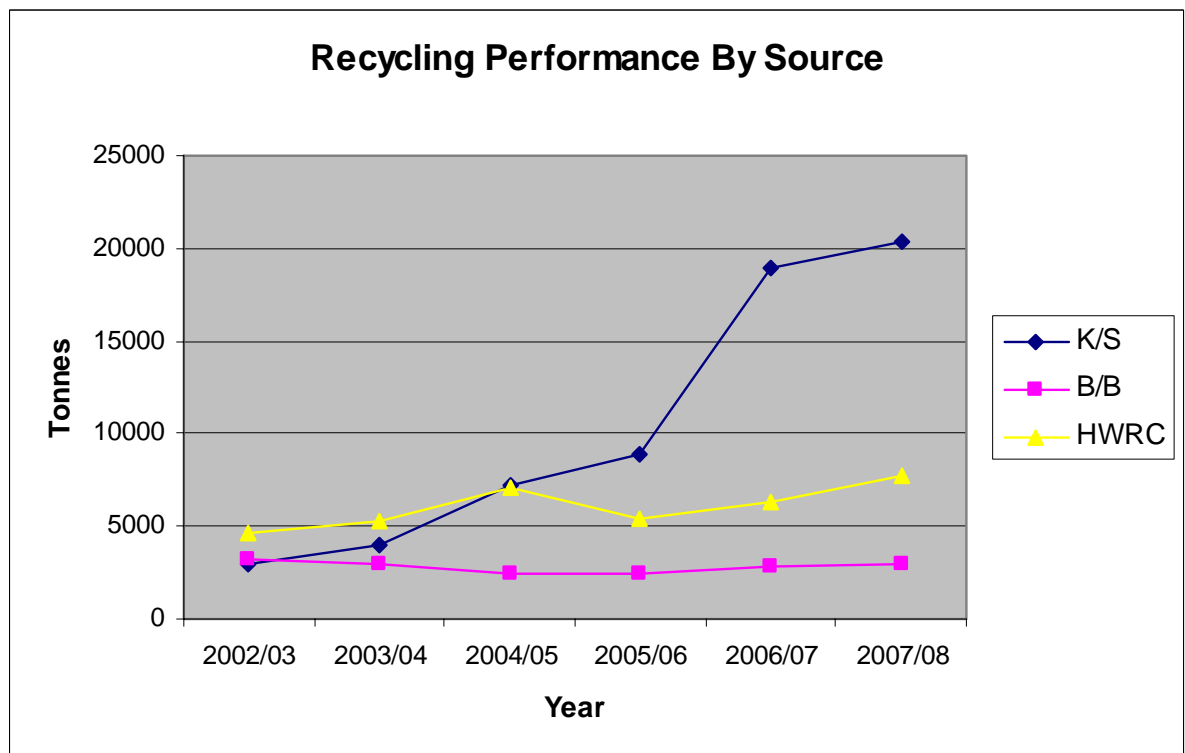
**Figure 2. Recycling Performance By Material (Minor Tonnages)**



Key points to note are;

- The significant increases in cardboard is due to the introduction of the green waste service;
- The sudden increase in WEEE recycling is solely due to the cessation of CRT's being sent to landfill, and;
- Plastic collections started in December 2006 at the recycling centres with further extension of recycling points in 2007.

**Figure 3. Recycling Performance By Source**



Key points to note are;

- The continued increased tonnages collected at kerbside is mainly due to the continued promotion of services after the 100% expansion in March 2005;
- The increase of recycled material at HWRC's is a direct result of the reopening of Black Rock HWRC and the extended opening hours and;
- There has not been a significant drop in the material being recycled through the network of bring banks.
- **Waste Growth** Within North Somerset, municipal waste has seen an increase of 30% before 2002 although since this time it has started to decrease. The increase in waste since 2006/07 can be attributed to the implementation of the green garden waste service contributing to more waste arisings.

**Figure 4. Municipal Waste Growth**

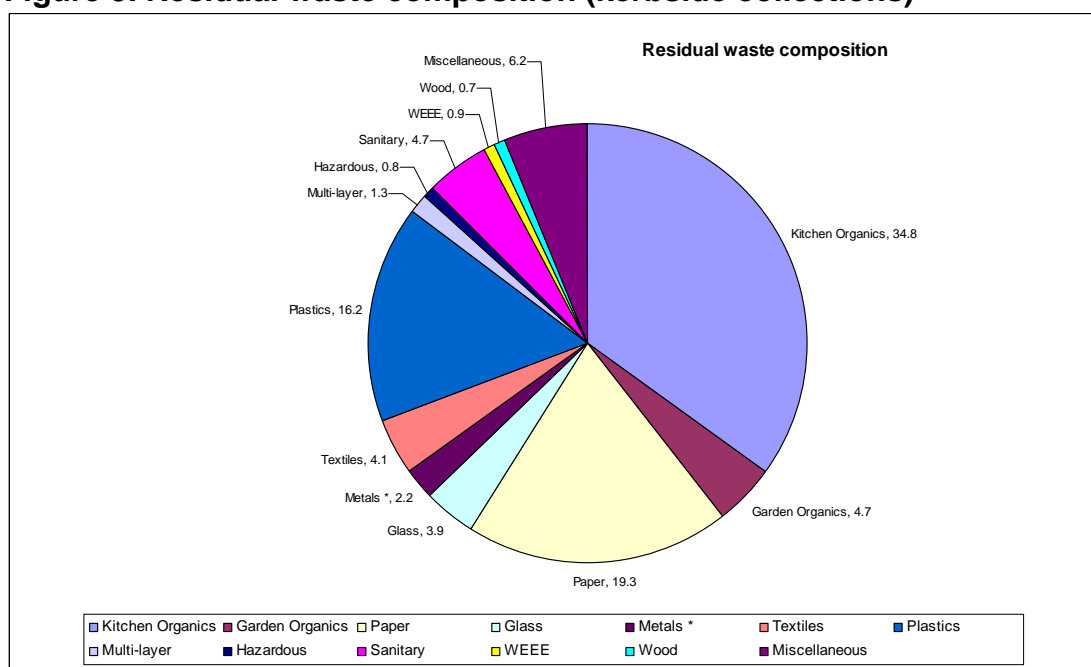


**Participation Monitoring** The last participation survey was conducted in October 2007 and revealed that participation was as low as 28% in some areas and as high as 73% in others. The data is now being used together with all data from our monitoring framework which is starting to provide North Somerset with a greater understanding of those areas and socio-economic groups that are making a positive impact on the council's efforts to manage its waste sustainably. Equally, it will enable the

Council to target its waste promotions and awareness raising activities on those communities and areas that could do more.

- **Waste Composition Survey** Waste composition was last examined in October 2007 for both residual and recyclate collected at the kerbside and, waste deposited at the three HWRC's in the area. The survey showed that key components of the residual waste stream are kitchen organics (35%), paper (19%) and plastics (16%). Figure 5 shows the breakdown in more detail. Comparison of waste generation in relation to urban or rural location suggests that urban households set out more residual waste and less recycling than rural households. Glass and paper were most successfully captured by the dry recyclable collection scheme, capturing 74% and 51% of available recyclable material respectively.

**Figure 5. Residual waste composition (kerbside collections)**



Analysis of the materials deposited at the three HWRC's showed that key components of the residual bins were biodegradable waste (19%), inert construction & demolition wastes (17%) and renovation waste (14%). Plastics and furniture were also present in significant proportions, 11% and 9% respectively.

#### **4. Key Achievements Over the Past Twelve Months**

These include the following;

- Synchronisation of the recycling and refuse collection days to be made on the same day of the week in April 2008. This led to over 30% increases in paper, glass and cans in April alone (paper 38.02%; glass 30.09% and cans 34.52%);

- Addition of card in the kerbside green box and the recycling banks;
- Rebranded all of the recycling and refuse vehicles;
- Introduced 6 plastic banks across the district;
- Introduced 6 banks for paper based drink and liquid cartons;
- Established firm links with Weston Hospice with designated containers at each recycling centre for furniture and bric-a-brac reuse;
- Continuation of promotions and advertising;
- Compost bin sales have continued to improve;
- Continuation of our schools educational programme in relation to reduce, reuse and recycling;
- Extended the green garden waste service to the full 100% of properties in October 2007;
- Extended the opening hours for Portishead and WsM Recycling Centres in the summer months from 4.30pm to 6pm including bank holidays;
- Implemented the WEEE regulations in July 2007;
- Purchased additional boxes so that residents can have a second box if required to maximise their recycling.

## **5. Future Plans and Initiatives**

The Council has the following plans and initiatives, some of which will be implemented immediately and the rest in 2009/10. In addition, the Council is in the process of reviewing and updating its Municipal Waste Management Strategy which will also provide new and focussed direction to improve waste management performance.

### **Those items planned for the short term include:**

- **Changing the emphasis of the schools education project** Now that the schools programme has been running for 5 years and recycling in the schools is very effective we have now changed the emphasis to waste minimisation and will be running a waste minimisation competition for schools rather than just a recycling competition. In addition we have found additional funding to extend the number of hours carried out by the education officer to an additional day.
- **Sale of Locally Produced Compost at Recycling Centres** Green waste that is collected in North Somerset and taken for composting will be made available for sale at each of the three recycling centres as a soil conditioner.

The sale of this product will enable the council to 'close the loop' on green waste and ensure that it is managed in a sustainable way with due regard for the waste hierarchy. We do not envisage any budget implications as there will be no expenditure or revenue streams for North Somerset Council.

➤ **Introduction of plastic types 5 and 6 recycling**

We have introduced mixed plastic recycling in September 08 and further promotion of this scheme will occur in the rest of the year.

The main focus for 2008/09 will be:

- **Marketing and Promotions** A detailed marketing campaign to support the principle of 'making it easier to recycle' will be developed for subsequent implementation in the 2008/09 financial year. The campaign will focus on key areas such as raising awareness in all parts of the community, ensuring that all services are accessible to as many people as possible and making sure that barriers to their use are removed or reduced. The work will also identify incentives that will encourage the public to participate. All promotional activity is budgeted for in 2008/9.
- **Review and Revision of North Somerset's Municipal Waste Management Strategy** The strategy will be reviewed with the aim of making it easier for residents to recycle, to increase the recycling rate and reduce the amount of biodegradable waste going to landfill. This will enable the Council to manage its LATS obligations effectively and efficiently and will improve customer satisfaction levels. There are no budget implications of this work.
- **Contract Performance** The close and rigorous monitoring of service contracts will ensure that value for money is being obtained and that the services are being delivered to a consistently high standard. This will be enhanced through regular interaction with the Contractors to ensure that partnership working is being carried through effectively. The Council believes that this approach will lead to improved recycling through better services. There are no budget implications of this work.
- **Contract Re-Let** The current suite of waste management services are due for re-let in March 2010 and the process for this will gather pace during 2008/9. This will include discussions with existing and potential suppliers, assessment of need, public consultation, the publishing of a PIN and OJEU notice and the final shortlist of potential suppliers. Allocations have been made in the 2008/9 budgets to assist this work.

The re-letting process will provide the Council with a valuable opportunity to increase recycling and enhance minimisation through carefully crafted contracts. It will also be carried out in conjunction with the development of a new Municipal Waste Management Strategy for 2009 to ensure that the strategy is deliverable through the contracts and the outputs from the West of England Partnership.

### **North Somerset's Corporate Plan**

The Council's Corporate Plan is due for review with replacement needed for 2009. It identifies six aims of which one is to *"protect and improve the environment"*. Each aim has a set of corporate priorities assigned to them which are in effect, a set of *"objectives that will contribute to the overall vision of the council and guide decisions around service delivery and resource planning"*. The corporate priority that is relevant to this statement is to *"maintain and improve all aspects of the waste management service"*.

The following is an extract from the current corporate plan that clarifies this corporate priority;

#### ***Maintain and improve all aspects of the waste management service***

*The council is committed to meeting its targets for waste recycling, recovery of value and maximising diversion from landfill. The council will make every attempt to slow the increase in the amount of waste produced per head and will also increase the amount of waste that we can re-use. We aim to achieve this by recovering as much as is practicable through increased kerbside recycling backed up by improved civic amenity sites and bring sites. In addition there is a need to recover value from what is left and to ensure the safe disposal of what remains to suitable landfill sites. The council's Municipal Waste Strategy aims to integrate the management of all elements of the municipal waste stream through balancing the achievement of national waste targets with local need and circumstances at an acceptable financial cost.*

## **SUPERMARKETS and MAJOR RETAILERS – Waste Minimisation and Recycling Activity**

Since its launch in March 2005, 31 major UK retailers, brands and suppliers have signed up to the Courtauld Agreement formed by Wrap (Waste Resources Action Program, a Government Agency) and the Environment Minister. In doing so they have agreed to engage support in finding new packaging solutions and technologies, so less rubbish ends up in household bins.

The main supermarkets operating in the UK namely, Tesco's, Sainsburys, Asda, Waitrose, Morrisons, Marks and Spencers and Co-op, have all signed up to the Courtauld Agreement and have therefore agreed in principle to strive to achieve the following targets:

- To design out packaging waste growth by 2008
- To deliver an absolute reduction in packaging waste by 2010
- To identify ways to tackle the problem of food waste

At a review of the progress of the Courtauld Agreement, the retailers identified the further action on the following issues:

- Food Waste
- Consistency of on-pack information on recycling
- Biopolymer and compostable packaging

The recent report published by the NCC on 'Greening Supermarkets' has investigated and subsequently rated supermarkets according to their green credentials. Along with looking at food transport, sustainable sourcing and farming, the report examines what action is being taken by the stores to reduce, re-use and recycle.

A summary of the individual waste strategies of the principle supermarkets along with their 'Green Supermarket' rating is outlined below.

### **WAITROSE**

Waitrose was rated best in the Greening Supermarkets report, ranked 'B' an overall rating of 'good'. Waitrose's longstanding objective is to reduce waste wherever possible and to reuse or recycle more of what is produced.

#### ***Targets***

- Target to restrict the total weight of packaging handled to 2002-03 figures, eliminating packaging growth by 2008
- Increase the proportion of waste recycled by 10 per cent by 2005-06 against our 2002-03 baseline.
- Continue to roll out food donation scheme to all Waitrose shops where Fareshare services are available

- Work with WRAP (Waste Resources and Action Programme) and the Government to help reduce the environmental impact of carrier bags by 25 per cent by the end of 2008.

### ***Progress to date***

Waitrose is currently piloting biodegradable packaging on the organic range of pre-packed fruit and vegetables. 50% of its organic fruit and vegetable range is now available within degradable, biodegradable or compostable packaging. In November 2004, Waitrose introduced a 100 per cent biodegradable jute-based wine carrier bag. They were the first retailer to offer 'bag for life' in 1997, taking back of worn out bags to recycle into plaswood furniture. Waitrose has also signed up to the Governments Voluntary Code of Practise on carrier bags to ensure that they continue to tackle the environmental impact of these.

Waitrose packaging designers, working with WRAP, are currently looking at ways to improve the packaging performance of a range of products and, where possible, reduce packaging weight. To date Waitrose has managed to reduce packaging consumption relative to sales by 33% since 2000.

Following successful trials, Waitrose is rolling out food donation schemes to stores where the 'Fareshare' charity can provide a collection service. This enables suitable surplus food waste to be redistributed to the homeless through day centres and night shelters.

Waitrose is also about to start a 2 week trial at its Saffron Walden store in which it will stop giving out free carrier bags, encouraging customers to use re-useable bags. Another initiative will see 14 Waitrose stores operating 'Green tills' where checkout lanes will only be open to those using re-usable bags.

## **SAINSBURYS**

Sainsbury's received the best rating of the 5 big retailers in the recent 'Greening Supermarkets' report; scoring C rating identifies showing potential. Its website reports the following:

### ***Priority targets***

- To increase the amount of recycling relative to our turnover by 2010 by funding recycling bank services
- Reduce waste sent from stores to landfill by 5% against the 04/05 baseline by 2010

### ***Packaging targets***

Sainsbury's are working to make as much packaging as possible recyclable and set itself the following objectives:

- Almost 80% of Sainsbury's SO organic fruit and vegetables will be available in compostable packaging from January 2007

- All of Sainsbury's ready meals will have compostable packaging by September 2007
- Organic sausages and organic whole bird will have compostable packaging by October 2007

### ***Progress to Date***

Along with introducing compostable packaging using maize or sugarcane on their own brand ranges, Sainsburys was the first retailer to label products "sorry not recyclable". They are looking to phase out PVC and other difficult to recycle plastics wherever possible.

Sainsburys continue to promote a range of re-usable bags as an alternative to free carrier bags. They offer to replace the latest 'fold-a-shopper' bag for free and send it for recycling when worn out. 'Make a difference day' held for the 1st time in April 07, resulted in 7 million bags for life being given away to customers to encourage re-use. They are the first supermarket to offer customers a free carrier bag with a high proportion of recycled material, as well as 10% chalk, cutting the use of raw plastic by 43%.

Sainsburys have been working to reduce the waste they produce since 2005, their current target of reducing waste sent to landfill by 10% by 2010 has been achieved. They run a programme to donate still fit for human consumption food to charitable causes.

### **MARKS & SPENCER**

Marks & Spencer launched its 'Plan A' strategy in January 2007 which details a 5 year 100 point plan to tackle a range of environmental issues. With regards to waste, they aspire to send no waste to landfill and ensure customers do not need to throw their products away.

Rated 'C' grade in the 'Greening Supermarkets' report, they are scored as showing potential in going green.

### ***Plan A targets***

- Targets set to reduce the amount of food waste disposed of from stores over next year. Remaining food waste to be sent to alternative technologies like anaerobic digestion to produce green energy
- Trialling closed loop recycling in 6 Café Revives with aim to extend all 450 cafes in UK and Ireland within 5 years
- Using sustainably sourced packaging materials like cardboard and plastic that has a recycled content or from certified sustainable forests.
- Focus on using packaging materials that are easy to recycle or compost
- Reduce the use of carrier bags by 33% in next 3 years and those remaining to be made of recycled plastic content
- Support their suppliers, through M&S Supplier Exchange, in reducing their waste

### ***Progress to date***

M&S is the first major retailer to commit to sending its plastic waste from stores in London to a new plastics recycling plant which will recycle plastic into material for food packaging. They have introduced food packaging which is 20% lighter and are working with WRAP to implement clear and consistent recycling information on their packaging throughout 2008.

All carrier bags in the clothing and home departments have been made from 100% recycled material and customers are being encouraged to use a 'bag for life' in other parts of the store. They reduced the use of carrier bags by 11% across their business during April and December 2007. During 2008 M&S will be widening their carrier bag charging system to stores throughout the South West.

Organic milk bottles now contain 10% of recycled HDPE plastic and its stores and offices have switched to using 80% recyclable paper. Five stores in London are currently trialling closed loop recycling at their customer and employee cafes where packaging is being recycled back into M&S product packaging.

In January 2008 M&S launched a clothing recycling trial with Oxfam to incentivise people to donate unwanted M&S to the charity. Donations are rewarded with '£5 off' M&S voucher.

### **ASDA**

Asda have launched a zero waste policy, committing all stores to recycle, re-use or compost all waste from the back of its stores instead of sending it to landfill by 2010. Rated 'D' in the Greening Supermarkets report, they show room for improvement.

In order to tackle the issues surrounding packaging, Asda have committed to the following:

- Redesigning Asda Brand Products in order to reduce weight and volume by at least 10% over the next 18 months.
- Designing out packaging waste growth by the end of March 2008
- Delivering absolute reductions in packaging weight by the end of March 2008
- Tackling the amount of food consumers throw away by the end of March 2008

### ***Progress to date***

In terms of packaging issues, Asda has reduced the thickness of the plastic of salad bags by 15% and removed cardboard sleeves on a selection of its ready meals. They encourage the use of re-usable bags and have reduced its reusable 'Bag for Life' from 10p to 5p. Surplus waste is currently landfilled but Asda claim they are in talks with charity 'Fareshare' about donating unwanted food in the future.

Asda aims to tackle packaging with plans to offer "dirty produce"- which means vegetables not scrubbed of their soil. Single portion sizes are also to be reduced to limit waste, and there are to be more recycling bins installed in stores, so customers can dump their packaging in stores (Telegraph; 9th May 2007).

A trial at 2 Asda stores is currently underway, consumers are being asked to leave behind or return examples of over-packaging in a bid to put pressure on suppliers to commit to reducing packaging waste (Asda press release, April 07).

The first zero waste Asda store in Canford Heath now diverts 70% of its waste from landfill.

They are also in the process of reducing the number of fruit and vegetables sold in packaging. Around 60 pre-packed products will be removed as part of a trial in two stores within the North West to gauge customer reactions.

## **TESCO**

Tesco aim to adopt the principles of reduce, reuse and recycling to the management of products and packaging. Tesco were given a rating 'D' in the Greening Supermarkets report, which states they have room for improvement.

### ***Targets***

- Tesco have pledged to reduce packaging used in branded and own label products by 25% over next 3 years
- Use more recycled materials
- Reduce packaging used in operations and amount taken home by customers. Target of 80% of Tesco waste to be recycled over next 3 years.
- Finding cleaner way to generate energy from food waste

### ***Progress to date***

Spirit bottles, drink bottles, pizza and potato packaging have been reduced in weight saving 11,000 tonnes a year of waste.

Degradable plastic carrier bags were introduced in 2004. They promote the use of re-usable bags and all stores have carrier bag recycling facilities in place.

Tesco has recently announced that it will be introducing carton recycling banks to 100 stores by September 07. Carton banks have already been installed at stores in Hertfordshire, Essex and North London.

## **CO-OP**

Co-op aims to continually reduce their impact on their environment. They state that they are committed to reducing environmentally sound packaging across a

range of products. Scoring a 'D' rating in the 'Greening Supermarkets' report, it is evident that there is room for improvement.

### ***Targets***

- Ensure careful choice of materials and processes to reduce the impact on the environment
- Label products and their packaging about how to use and dispose of products with least impact on the environment

### ***Progress to date***

The Co-op has introduced the UK's first 100% degradable plastic bag. Since June 02 Co-op organic oranges and onions have used biodegradable netting, and organic tomatoes packaged in biodegradable trays and film since 03.

A 'closing the loop' scheme, whereby office waste paper from Co-op head office complex is collected and recycled into Co-op brand toilet tissue and kitchen towels.

Co-op only allows PVC to be used in its brand packaging by prior agreement; all other options will be considered prior to its use. All Co-op brand products are labelled to aid recycling.

## **MORRISONS**

Morrisons rated a lowly 'E' grade in the Greening Supermarkets report, this rates their performance as poor. The website for Morrisons outlines the following targets:

### ***Targets***

- Reduce waste sent to landfill by 50% by 2010
- Use 15% less packaging on their own brand products
- Extend compostable packaging to 200 lines by end of 2008
- Increase the content of recycled plastic to carrier bags to 25% by end 2008, and 50% by 2010
- Increase opportunities for customers to recycle at or through the stores

### ***Progress to date***

Packaging for some of its own brand products include recycled materials and fresh food from its 'Market Street' section offer many items loose with minimal packaging.

Packaging reductions such as changes to meat packaging, sandwich and salad packs together with compostable packaging on organic food has seen a reduction in over 30 tonnes of packaging per year.