

APPENDIX A

CORPORATE GOAL: Minimise waste by encouraging waste reduction and recycling (TS1)

Key Project/ Activity	Departmental Lead & Planned Performance Outcomes	Detailed Actions & Outputs	Lead Officer & Partners	Review Date/ Milestones	Progress to Date	On Target R.A.G.	Next Steps/ Corrective Actions
Educating and raising awareness to reduce the amount of household waste being sent to landfill and improving recycling rates	Tara Dumas Increase number of schools actively taking part in Eco-school programme and gaining award levels Ensure all school children are able to Use Wirral's grey bin scheme	Newly recruited Eco Schools Officer to engage with Wirral's schools increasing level of input for local authority impacting on waste related behaviour encouraging waste minimisation and recycling initiatives. Detailed action plan held by Eco Schools Officer (Lynn Struve) and monitored by Waste and Recycling Management Team	Fergus Adams Eco Schools Officer Wirral's Schools	September 2011 (new academic year).	Healthy Eating /Waste Packaging reduction campaign taking place in schools in partnership with PCT. 20 schools have now received their Eco Grant. Two Eco Schools newsletters have been sent to schools. Various events undertaken. Recycled bike sheds being implemented in some schools. Rags, media and books recycling being implmented on a phased basis to cover 13 sites.	Green	Planning underway for the Eco Christmas Campaign.
	Increase number of enviro-champs/ envirochamp activity across the borough	Further develop community environment champions programme. Detailed action plan held by Community Liaison Officer (Jim Smith) and monitored by Waste and Recycling Management Team	Fergus Adams Community Liaison Officer Eco Schools Officer	October 2011.	Programme been recognised nationally as best practice and model adopted by Keep Britain Tidy. Newsletter to 100 champions has been sent out to encourage joint working.	Green	EnviroChamps Conference Networking Event taking place 17th November at Wallasey Town Hall.

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	Reduce the tonnage of residual household waste in line with Joint Municipal Waste Management Strategy targets currently under review. Gain a better understanding of householder behaviour to inform future communication strategy	Implement Joint Communications Work relating to the Merseyside Waste Partnership WAPT group work plan. Key theme to be around food waste minimisation: Detailed action plan held by MWDA and monitored through Senior Officers Working Group	Robert Jones, MWP.	Ongoing	Wirral taken an active approach in response to Waste Prevention Communications. Food waste banners in Cheshire Lines reception as well as a new suite of vehicle banners promoting waste minimisation/reduction. Tonnage performance generally in line with estimated predictions.	Green	
		Create vehicle banner signage to be used for waste minimisation campaigns.		Sep-11	New Banners now fitted to vehicles promoting waste minimisation and increased recycling at Christmas. The banners refer residents to the Council website for further advice and information.	Green	Website hits to be monitored.

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		Promote Love Food Hate messages through community partners- promote via four corporate events		Ongoing March 2012	Undertaken the following corporate events, Age Concern Floral Pavilion, due to attend the Lauries Event. Also promoted through the Rubbish Fun Day at the Oval, Bebington and via the Wirral Food and Drink Festival, 28 th and 29 th August. New event banners on display at Cheshire Lines reception. Vehicle banners promoting financial saving messages. Also LFHW info for Christmas on the website.	Green	
		Investigate home composting behaviour in order to inform home composting promotion campaign		Summer 2011	On hold until Spring 2012 due to staff member on leave	Amber	Staff member leading on this is on long term leave. The rest of the team are covering her work and have decided to drop this lower priority project.

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		Assess baseline recognition for waste minimisation campaign Love Food Hate Waste branding in Wirral		Autumn 2011	Quotes obtained by Wirral , too costly. MWDA and St Helens leading on review for the partnership.Report due n December 2011.	Green	Partnership report due December 2011.
	Reduce the tonnage of residual household waste	Implement local work to promote waste minimisation focussing on home composting, junk mail minimisation and food waste minimisation. Detailed communications plan held by Robert Jones and monitored by Waste and Recycling Management Team	Robert Jones	Plan completed July 2011	Vehicle Banners being designed to concentrate on Food Waste Minimisation and Junk Mail Minimisation. These will compliment the existing compost bin promotion banners.	Green	
	Increase the proportion of household waste recycled to work towards the National Target of 50% recycling by 2020.	Work with our collection and disposal partners , communities and individual residents to improve the quality of waste collected for recycling on the grey bin recycling scheme:	Robert Jones, Biffa and MWDA, Veolia	Ongoing	Contmainaiton monitored monthly.	Green	
		Develop and implement action plan for 5 new permanent posts (assistant recycling officers)	Claire Brandwood/Jim Smith	Mid Aug	Continued support from ARPO's to the bin crews in high contaminaiton areas.	Green	

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		Carry out and investigate analysis of waste collected on the grey bin scheme: ongoing	Claire Brandwood/Jo Watson	End July 2012	MAF contamination trend is reducing. Technical report produced by Wirral to present at the Operations Sub Group in early new year. (Actual residual rate of Wirrals waste at the MRF is in target of between 5-8% - with the secondary process applied by the MWDA.	Green	
		Identify sources of hidden contamination and take corrective action	Rob Jones/Claire Brandwood	October 11- March 2012	Hidden contamination project commenced 10th October. Suspended after two weeks due to the results displaying overt contamination rather than hidden contamination.	Green	No longer being pursued at this present time due to the results of the first two weeks of the project.
		Continue to identify overt contamination by residents and apply Waste policy of education and enforcement	Claire Brandwood/Jim Smith	Ongoing	Number of PDA reports increasing. Incorporated Contamination Action Plan . Assistant Recycling Project Officers working with crews in five targetted areas - rolling programme of works.MAF analysis showing a positive reduction in trend.	Green	To review the Section 46 policy to enable the process to become more efficient in terms of officer time. Detailed Independent review of MAF being undertaken by Wirral, completion date of December.

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		Review operational collection procedures to minimise cross contamination of residual and recyclable waste (Biffa)	Biffa	By Summer 2011.	Biffa to ensure vehicle washing/ lock out plate/ weight limit procedures adhered to through application and circulating of process maps	Green	Awaiting for further details from Biffa to evidence that records are being kept. An MWDA audit is also imminent.
		Develop and implement JMWMS Strategy. Committee report leading to Cabinet and Council approval .	Robert Jones, MWP, MWDA	Ongoing	Endorsed by Committee on the 26th September ,	Green	Scheduled for Cabinet on the 2nd Feb 2012 and then Council on the 13th Feb 2012.
		Public consultation, O and S scrutiny, Cabinet Approval, Produce district level delivery plan to support JMWMS (DCAP)	Robert Jones, MWP, MWDA	July-Aug 11 To report at Sept 11 Committee Nov 11 Cabinet	Committee endorsed the DCAP and JMWMS on the 26 th September	Green	
		Continue to promote messages relating to increase capture of materials. Newspaper article Website Calendars		On going	Calendar text promotes increased capture. Newspaper campaigns on going as part of MWP communications. Vehicle banners produced to increase capture at Christmas.	Green	

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	Increase recycling performance through provision of additional and improved waste infrastructure and ensure Corporate targets are met (38%, 2011/12)	Work with the MWDA to increase the range of materials recycled	Robert Jones, MWDA	Update members in Sep on progress as part of Strategy review.	Update included in DCAP as per members recommendations at the Committee of the 10th March 2011. Recommendations to explore litter bin recycling and mixed plastics actively being actioned.	Green	
		Litter bin waste recycling		Review to be completed by June 2012	On street recycling bin waste has been analysed under MAF. Initial results are positive. Wirral have asked MWDA if we can change our operations and deliver this waste to Veolia via street cleansing vehicles instead of RCV's	Green	Depending on the outcome, it may be the case that we can roll out further (limitless) on street recycling bins Borough wide.
	Increase diversion of waste from green bin to free up capacity, therefore reducing bins, fly tipping etc....	Mixed Plastics recycling	Robert Jones, Biffa	ongoing	Veolia producing business case for mixed plastic. MWDA also submitted expression on interest for Uni Lever/ Wrap National trial.	Green	Will receive more of an update in early new year at the next Operations Sub Group meeting.

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	Maximise opportunities for income from bring banks to be reinvested into local communities	Review bring site provision with a view capturing new materials that can't be recycled through the kerbside scheme.	R.Jones, C. Brandwood L.Struve/TDumas/ J Smith MWDA.	March 2012 on going	Bring site review currently being undertaken.	Green	Options appraisal with reccommended approach due to be presented to Committee as part of January 30th 2012 Recycling Update Committee report.
	Reduce textile presence in green bin from 5% to National average of 4%	Optimise effectiveness of bring site locations to maximise capture.		Bring site review outcomes to be implemented Spring 2012		Green	
		Review income opportunities for textile banks.		Ongoing			
		Investigate opportunities to introduce new sites and/or new materials.		Ongoing		Green	
		Consider business case of invest to save funding for capital requirements.		Ongoing			
	Provide informed and balanced report to members in order to gain a decision on future waste collection infrastructure in time for 7 Year Biffa break clause	Review need for Kitchen waste collection service to meet strategy aims.		Jun-12	On Hold	Green	On Hold
		Review garden waste kerbside coverage with a view to expanding if needed.		End of August 2011	3000 properties sent to Biffa for additions to the service. Biffa are reviewing the service to see if there any additional costs	Green	

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		Stage 1 review: Birkenhead/Tranmere Clusters				Green	
		Stage 2 review: Rest of borough				Green	
		Cabinet Report with outcome to be presented.		Nov-11	Cabinet report being presented to 12th January Cabinet	Green	
		Work with the MWP and Regional Charities and schools to increase textile capture:		Ongoing	Launch of school and community organisations textile recycling project w.b. 26 th Sep. Phased project 8 Primary Schools2 Secondary Schools2 Day Centres with Adults who have Learning Disabilities.	Green	
		Report to MWDA board to recommend review of Recycling Credit income use			Textile credit review on going with the Merseyside Waste Partnership.	Green	
		Consult with Charities Report to MWDA with Recommendations Review textile bank coverage and use of school sites				Green	

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Maintaining high levels of participation in the kerbside recycling scheme through the delivery of a reliable waste collection service:	Tara Dumas Completion of roll out to remaining properties	Provide roll out to Torrington Gardens.	Robert Jones, Biffa	May-11	Completed May 2011.	Green	
		Provide roll out to Childwall Green flats.	Robert Jones, Biffa	May-11	Meeting with Biffa to roll out to this location before Christmas 2011 converting the site to wheelie bins serviced at an appropriate frequency.	Green	
	Maintain current low levels of missed bins collections (40 missed bins per 100,000 collections)	Carry out a comprehensive review of the KPIs used to Monitor the Biffa contract. Reviewing targets and how progress is communicated via contract, Liaison and Partnering Board meetings.	Fergus Adams Biffa	Nov-11	New KPI suite has now been approved by Biffa. Started 1st December.	Green	
	Maintain current low levels of missed bins collections (40 missed bins per 100,000 collections)	Introduce joint crew performance checks (council officers with Biffa managers).	Fergus Adams Biffa	Nov-11	Revised Joint crew checks to commence imminently. Missed bins currently 14 per 100,000.	Green	

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	Continually assess and improve service delivery	New data stream introduced at contract meeting level to illustrate customer satisfaction with service (i.e. monitoring the number of justified bins reported by customers).	Fergus Adams Biffa	Aug-11	This is not a new data stream , however it has been ammended and the policy complaints against the Council have been taken out of the contract performance monitoring.	Green	

Key Questions:

1. Is there still an issue and, if so, what is the reason for the performance issue (including financial / staffing resource issues)?
2. What action will be taken in response?
3. When do you expect to see improvements?
4. What support / help will be required from DMT?