

## **AGENDA ITEM 4**

### **MINIMISE WASTE BY ENCOURAGING WASTE REDUCTION AND RECYCLING – PROGRESS UPDATE**

## 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
Increase recycling to 50% + by 2020 and minimise waste going to landfill in line with the Merseyside Joint Recycling and Waste Management Strategy	Tara Dumas Review bring site service leading to removal of Biffa containers at bring sites and an increase textile recycling within communities.	Remove Biffa paper and can containers from bring sites by March 2013 140K revenue saving	Recycling Officer/ Biffa Collections Manager	By March 2013	Containers removed w.b. 5th November. Variation issued to Biffa.	C	
		Increase the number of textile containers throughout the community, securing containers in at least 10 schools and 3 community centres by March 2013.	Eco Schools Officer and Recycling Manager	By March 2013	Council actively promoting opportunities to recycle textiles through Eco Schools and also through introducing schools to a private company that operate in Merseyside. 10 schools now working with a private company time.	G	Continue to monitor school activities around textile recycling through Eco Schools.

	Work with partners to collect new materials from the kerbside leading to an increase in recycling.	Plan and implement the collection of Waste Electronic Electrical Equipment (WEEE) and Batteries from the kerbside b/w	Recycling Manager / Biffa Regional Manager.	By January 2013	Planning work undertaken, this project is halted due to levy review not releasing a saving opportunity for any waste diverted back to Wirral Council	S	
		Work with partners to explore viability of offering kerbside textile recycling	Recycling Manager / MRWA	By March 2013	Knowsley reporting the trial progress through the Operations sub-Group	G	
		Work with partners to increase range of kerbside materials accepted in grey bin to include review of wax cartons, foil and rigid plastic.	Waste Service Manager / MRWA via SOWG escalation	Ongoing and S NOM update Sept 2012 O and S update Jan 2013	Ongoing formal discussions with MRWA	G	

	<p>Review the exclusion collection service ensuring that maximum locations are switched from a weekly residual collection to a fortnightly residual collection.</p>	<p>Savings of approx 96Kpa tba by Sept 2013 onwards. Increased recycling performance at approx 2200 households</p>	<p>Recycling Manager</p>	<p>Establish the number of domestic multi occupancy locations on the exclusion round. By mid June 2012 Develop consultation approach towards management companies. By August 2012 implement consultation period from November 2012. Implement Operational change By March 2013 (compliant) By August 2013 (none compliant)</p>	<p>Consultation responses in by 21st December. Good response rate to date, site visits being undertaken. Project on track.</p>	<p>G</p>	<p>Tally up numbers of bins to be ordered, inform Cabinet and order bins.</p>
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	Change the on street recycling bin collection service from an RCV function to street cleansing function.	Introduce a new collection methodology allowing a no cost collection of recyclable litter waste. Realise full savings potential of Bring Site resource (144K). Increase opportunity to recycle on the go litter (subject to capital funds available for purchase of split bins in future)	Recycling Manager.	By October 2012	A number of solutions have been attempted. Interim solution is Street cleansing crews are emptying, shorter term is to revert to sack in bins for probation team emptying.	G	Contact community businesses to empty the bins 'for the benefit of their communities'
	Enforce Waste Collection Policy to restrict residual waste capacity and drive pro-recycling behaviour / waste prevention	Increased recycling tonnage Increased efficiency of crews on green bin day rounds, leading to reduction in 2 x AWV round by August 2013 (saving 200k)	Recycling Officer	Go live date May 2012 Lessons learnt log August 2012 Review report (inc tonnage monitoring to O and S Sept/Jan	Lessons learned log completed in August regarding additional bin project. ARPO's change to active area working from October 2012. PDA procedure reviewed with recommendations presented to November liaison meeting .	G	Ongoing discussions with Biffa re; planning to reduce by two crews.

	<p>Review our existing waste and recycling performance data to aid decision making targeting resources to increase recycling.</p>	<p>Review 2011/12 data for all our collection services and produce a table to show current performance and recommendations for progression incl. Schools recycling performance Multi Occ recycling performance (by site) AWC recycling performance (by round) Hard to reach recycling performance</p>	<p>Waste and Recycling Performance Officer.</p>	<p>Complete data set by August 2012. Aug/Sept 2012 Present the action plan to the Biffa liaison meeting.</p>	<p>Residual and recycling weight data being collated by Biffa for offices, multi occs and schools. The complete set of data is later than expected due to all the round restructures that have taken place to accommodate the operational changes.</p>	<p>A</p>	<p>Performance officer to confirm that the Council are happy with this data. Project being reported and monitored through the Biffa Wirral partnering meetings</p>
	<p>Develop the Waste and Recycling Communications Plan in conjunction with Press and PR.</p>	<p>Understand key points from WRAP research and local research into waste and recycling issues and develop the plan.  Communications plan signed off by senior managers.</p>	<p>Recycling Manager. Waste Service Manager.</p>	<p>April – June 2012  July 2012</p>	<p>Recycling Manager attend WRAP Recycling Communications course and refreshed familiarity with research.  Communications plan in place for 2 year period initially including a very detailed plan for year 1. This years communications plan has been reviewed in light of financial budget freeze.</p>	<p>C</p>	

	Improve the quality of collected material ensuring that contamination is at 8% or below.	Continue to respond to PDA logs and educate residents via Assistant Recycling Project Officer visits.	Recycling Officer.	Ongoing	Good progress , within target for the last 6 months.	G	
		Ensure AWC collection crews receive toolbox talks for contamination procedures.	Biffa Collections Manager	By June 2012	All Alternate Week collection crews have received tool box talk and been issued with contamination guide.	C	Monitor through crews checks and Materials Analysis Facility percentage score.
		Monitor crews to ensure that lids are being lifted before emptying recycling bins.	Assistant Waste Contract Managers	Ongoing	Crew checks undertaken on 2 grey bin crews since April 2012, data therefore not good enough to monitor against.	G	
		Continue to contribute to quality control methodology around contamination to drive continuous improvement.	Recycling Manager	Ongoing	Wirral have raised concerns through the Operations Sub Group in 2011 regarding the methodology of the MAF calculation. Wirral have produced an internal report that raises the concerns. This report has not been presented to the MRWA. Wirral continue to successfully challenge or ask MRWA to justify	G	Need to be conscious that Wirral report into MAF has not been presented to the MRWA. Wirral's MAF score is still reasonably good, performing the best in Merseyside and within target for the last 4 months.

					MAF scores where we feel that there is an issue from time to time. MAF score has been within target for the last 6 months, great improvement.		
	Provide residents with information to encourage waste reduction and minimisation.	Promote home composting in line with the approach within the Waste and Recycling Communications Plan.	Recycling Manager/ Merseyside and Halton Waste Partnership (MHWP)	Refer to Waste and Recycling Communications Plan.	Two composting workshops undertaken. 237 bins sold through "Get Composting" promotion last year. Wirral is accounting for 44% of all bins sold in Merseyside through the "Get Composting" scheme. Public information display screens in one stop shops promoting composting during mid August to mid October as part of comms plan approach. Compost workshop press release during August generated applications, further promotion at events generated 10 applications.	G	More to be arranged for Spring 2013, using our own staff as the trainers.



		Promote Love Food Hate Waste (LFHW) in line with the Waste and Recycling Communications plan approach.	Recycling Manager/ Merseyside and Halton Waste Partnership (MHWP)	Refer to Waste and Recycling Communications Plan.	Web page, competition and vehicle signage promotion undertaken as well as media releases.	G	
		Launch Junk Mail / Unwanted leaflet reduction campaign in line with the Merseyside Waste Partnership approach.	Recycling Manager/ Merseyside and Halton Waste Partnership (MHWP)	11th June	300 leaflets with door stickers distributed to each one stop shop and library. 11,000 leaflets in total distributed. Website updated with campaign material.	G	Partnership Campaign Junk Mail vehicle signage campaign planned for 1st March – 31st May.
	Attend appropriate events to promote waste reduction and recycling	Attend Age Concern event and promote general recycling and waste services.	Recycling Manager	23 <sup>rd</sup> and 24 <sup>th</sup> May	Spoke to circa 20 attendees, Mainly about LFHW.	C	
		Attend the Wirral Food and Drink Festival promoting Love Food Hate Waste	Recycling Manager	26th and 27th May	Stall booked, partnership sponsored event.	C	

		Attend Eastham Incredible Edible community fun day and promote home composting.	Recycling Manager	July 2012	Attended on the 8th July. Signed 4 residents to compost workshops and gave away 3 compost bins.	C	Attending further event on the 19th August.
		Attend the 23rd June SWAP day and questionnaire residents regarding recognition of reuse organisations.	Recycling Manager	June 2012	Attended event, questionnaire not suited to this event.	C	
	Maximise communications budget through external funding opportunities	Submit Reward and Recognition funding application. If successful, implement the project plan. Consider Opportunities via Merseyside Waste Prevention fund.	Waste Service Manager Eco Schools Officer Recycling Manager	11th June. From Sep 2012 August -October 2012	Submission completed detailing an awareness raising behavioural change campaign fronted by a computer game aimed at Key Stage 2 and 3 children operating across Wirral schools. Bid unsuccessful.	C	

	Develop Proposal introducing garden waste subscription service.	Produce swot analysis for proposal to introduce garden waste charges to enable Members to consider savings option of approx £1m pa	Recycling Manager Waste and Recycling Performance Officer. Biffa Regional Manager	Report to Prepared for portfolio holder by September 2012	Draft budget option developed, currently being consulted on.	G	Ongoing work as part of the wider what really matters schedule of work.
	Tara Dumas/ Phil Black Review Section 46 enforcement and education procedure.	Review the current procedure in response to legislative change.	Enforcement Manager/ Waste Service Manager.	By March 2013.	Awaiting clear guidance from the Government.	G	Initiate meeting enforcement. Keep Elected Member updated
	Influencing Pro Recycling Behaviour. Undertake a behavioural change research project	Undertake 2 x attitudinal focus groups with residents and 1 x w/staff	Waste Service Manager.	01/05/2012 Submit MBA research dissertation Nov 2012	Completed successfully, information being used to develop communications approach.	C	
	Promote Wirral Tidy Business Standards ensuring an increase in waste legal compliance and Tidy Business Standard Awards.	Re design the Tidy Business Standards literature ensuring it is Wirralised. Newspaper advert and brief to Cllrs regarding the Tidy Business scheme. Receive new literature for the printers. Achieve West Kirby Tidy Business Town status ensuring that 186 businesses are visited by the Trade Waste Officer and aim for 85-90% sign up to Tidy Business Standards and 100% legal	Trade Waste Officer / Press and PR Officer	01/06/2012 01/08/2012 By Oct Nov -12	70% of businesses have been audited and have Duty of Care in place.	A	Ongoing issues with remaining businesses producing duty of care. Enforcement team helping with this. Aiming for an end of March completion to the project.

		compliance. West Kirby Business Awards and local media coverage.					
	Continue to drive the Eco Schools Campaign achieving a further ten Green Flag awards this year.	Coordinator meetings to disseminate latest news, recycling quiz and campaigns.	Eco Schools Officer	Ongoing	One held every half term. An average of 30 school representatives attend each meeting.	G	Next meeting is about waste minimisation, linking to European Waste Reduction Week.
		Grants offered to support eco school activity.	Eco Schools Officer	Ongoing	26 grants issued last year, 6 issued so far this year.	S	
		Training sessions for schools about how to start Eco Schools and how to go for green.	Eco Schools Officer	Ongoing	Going for Green training issued to all ten schools that are going for Green Flag status. 5 schools have applied, 5 more by the 1 <sup>st</sup> April.	G	
		Website updates with school news and award winners	Eco Schools Officer/Press and PR Officer.	Ongoing	Ongoing, Eco Convention award winners recently published on the website.	G	Flip book being created about the meadow project in New Brighton.
		Eco Schools Convention Event.	Eco Schools Officer	4th July 2012	270 people in attendance, 23 schools	C	Booked for 3rd July 2013.
		Wirral Schools Awards Issued to support Green Flag awards.	Eco Schools Officer	March – July 2012	Ten awards issued at the Eco Convention.	C	

		"What Lies Beneath" recycle lantern project with Veolia.	Eco Schools Officer	Sep – Dec 2012	Successful event undertaken on the 20th November	C	
		Eco Christmas Fairs (Aiming to target 10 schools and their families).	Eco Schools Officer	Nov – Dec 2012	No funding to undertake these	S	
		Achieve 10 new Green Flag Awards year.	Eco Schools Officer	By March 2013	19 Flags issued to date in Wirral, including 11 for 2011/12. 5 applied this financial year and will be issued by 1st November. Poulton Lancelyn, Lingham, Holy Spirit, Heygarth, St Georges	G	
	Ensure recycling is being undertaken by staff and visitors in Council	Include Recycling policy and messages within the new "Becoming a Green Employee intranet section".	Recycling Manager / Press and PR Officer	Jul 2012	Intranet page developed.	G	Planned news stories are being scheduled to promote the pages.
		Issue message to all building managers stating that additional recycling bins are available and to make sure that recycling bins are placed in positions suitable for general public use.		Aug 2012	Email message sent to Asset Management in July to forward to building managers.	G	

		Undertake third office recycling sample weigh to update on progress of meeting 40% office recycling target.		By September 2012	Commenced December 2012 as part of wider weighing exercise.	G	
	Support and contribute to Joint Merseyside and Halton Waste Partnership (MHWP) Waste Prevention Plan	Develop a Textile Forum on Merseyside to promote textile reuse and recycling.	MRWA/ MHWP	Ongoing	Work is progressing and information is being gathered on the movement of textiles through Cash for Clothes, Charity Shops, Bring sites and merchants to inform the route map being produced.	G	
		Love Food Hate Waste Communications and training.	MRWA/ MHWP	From May 2012	Partnership currently developing "pass on training". Event timetable produced Wirral Food and Drink Festival attended. Radio City Weekend Wake Up sponsorship-promoting LFHW messages around saving money and smarter shopping. Partnership vehicle signage campaign	G	

					commenced December. Partnership recipe card competition in development.		
		Development of Project Initiation Documents by the partnership.	MRWA/ MHWP	Ongoing	<p>"Where does our recycling go" PID in development by Knowsley. . PID developed for European Waste Week in November 2012 – high level communications campaign. European waste week project criteria launched 3rd Sep across the partnership, Waste reduction Agripa vehicle banners campaign PID in development by the MRWA.</p>	G	
	Take a pro-active approach in supporting the Merseyside Waste Partnership with the Waste Levy Review	To develop a waste levy mechanism proposal that supports the achievement of the 50% pooled recycling target through the fair incentivisation of recycling investment by all districts.	MWP Waste Services Manager Finance Officers	Ongoing	Review currently underway with district senior officers and treasurers.	G	

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?

Status Red (R), Amber (A), Green(G), Complete (C), Suspended (S)	No. of projects
R	0
A	2
G	25
C	12
S	3