

**Managing our Waste
2015 – 2020**

Wirral Council

December 2015

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1.0 Foreword

Councillor Bernie Mooney – Cabinet Member for Environmental Protection



As part of the Wirral Plan, our ambition is to achieve an attractive local environment for Wirral residents. One of our key 2020 pledges is to encourage residents to take pride in their local community and increase personal responsibility, to keep Wirral 'clean and green'.

We will listen to local residents and act on their suggestions, to ensure more residents see their quality of life improve over the five years of the Wirral Plan. We will support communities to take action on local environmental issues such as recycling, littering, fly tipping and dog fouling. We are committed to tackling such environmental crime and have established a strategy for local environmental quality that will be used to jointly deliver the attractive local environment pledge.

One of the remarkable things about living in Wirral is the fantastic environment we all share. Our coastline and world class parks are second to none. As the Cabinet Member responsible for protecting the environment, I know how hard our teams work to collect your waste and maintain the environment.

However, there is a need to do more, in order to achieve waste targets at a time when resources are reducing. We need to look for ways to reduce the quantity of waste we create, and increase the percentage of recycled waste. To succeed in this, we will need the help of you, our residents.

We are currently recycling 36% of our waste, but the European Union Waste Framework Directive states that the UK must recycle 50% of household waste by 2020, which includes composting and reusing waste. We have identified a range of options and incentives to help us improve and transform the way we manage waste and with this strategy we are setting out how we are going to achieve it. We will be working closely with residents and listening to their views in order to make decisions about future waste management services.

The scope of the options will be far-reaching and won't just be looking at waste collections. It will also be looking at things like encouraging more home composting, smart shopping to reduce the amount of packaging generated and reusing or donating unwanted items like furniture or electrical goods, rather than taking them to the tip.

2.0 Introduction

Wirral Plan Pledge: Attractive local environment for Wirral residents.

Waste management is an important element of the Council's pledge to create an attractive environment for Wirral residents. Waste management plays a crucial part in protecting the environment and concerns all aspects of the way in which rubbish and discarded materials are dealt with across Wirral. It is also expensive and in Wirral's case costs well over £20M per year to undertake. Waste management is governed by legislation, which requires local authorities to collect domestic rubbish and arrange for its disposal. Such legislation also sets out targets for recycling and reducing waste that goes to landfill. This strategy is Wirral's response to such legislation and provides a summary of how rubbish is managed in the Borough, as well as setting out options for achieving the future waste management performance targets.

The strategy provides a 'route map' for achieving recycling targets. The strategy also compliments the work that is going on at a City Region level between all Merseyside authorities to collectively improve waste prevention, reuse and waste management, as set out in the region's Joint Recycling and Waste Management Strategy 2011–2041.

Over the past 10 years, Wirral has made significant progress on recycling targets – as a result of waste collection improvements and a number of successful initiatives. However, there is still much to be done in order to meet the targets, particularly given that the Council's recycling performance has levelled off in recent years.

Vision

Wirral Council will take a lead role in supporting Wirral residents and businesses to reduce waste and promote the recycling and reuse of what is generated.

We will build a belief across Wirral that waste has to be reduced; putting in place measures that support residents and businesses to reduce levels generated. There is recognition that transforming waste management performance is all about getting more people participating in recycling and therefore providing support and education to them will be crucial in effecting the behaviour change required.

By 2020, Wirral will be achieving over 50% recycling of domestic waste and less than 10% of non-recycled waste collected will be sent to landfill. Residents will understand the importance of waste minimisation and be fully participating in reusing and recycling their waste.

We will work with the youngest members of the community through the Eco Schools initiative, to instil cultural values and expertise in environmental protection at an early age.

Merseyside's Joint Recycling and Waste Management Strategy 2011 - 2041

The disposal of the City Region's rubbish is the responsibility of the Merseyside Recycling and Waste Authority (MRWA) and as such Wirral and the other authorities work with the MRWA as members of the Merseyside and Halton Waste Partnership. The partnership works collectively to coordinate waste disposal arrangements and has established a Joint Recycling and Waste Management Strategy (JRWMS).

The joint objectives set out below have been agreed by the partnership. These have been translated at a local level, in Wirral's case, through the actions set out within this strategy:

- Reducing the climate change/carbon impacts of waste management
- Maximise waste prevention
- Maximise landfill diversion/recovery of residual waste
- Maximise sustainable economic activity associated with waste management
- Reduce the ecological footprint of waste management activities
- Promote behavioural/cultural change that delivers the strategy objectives

Resource Recovery Contract (RRC)

The MRWA has entered into a 30-year Waste Resource and Recovery Contract on behalf of the Merseyside and Halton Waste Partnership, to treat the 430,000 tonnes per year of residual (non-recycled) waste.

Provisions in the contract include for a high efficiency energy from waste facility, with combined heat and power, at a site in Teesside and a rail transfer station for the transportation of the waste in Knowsley. Both facilities are due to start operating from autumn 2016.

The contract will enable the Merseyside and Halton Waste Partnership to divert more than 92% of its non-recycled waste away from landfill, which until now has been the main method of disposing waste.

3.0 What We Know

Back in 2006 and 2007, Wirral introduced alternate weekly collections for waste collection. This entailed general household waste being collected one week in a green 240ltr wheelie bin and household co-mingled recycling (glass, cans, paper, card and plastic bottles) being collected on the alternate week in a grey 240ltr wheelie bin.

As a result of this major service change, Wirral's recycling rate increased from 12.4% in 2005/06 to 36.3% in 2008/09.

Since then, recycling in Wirral has remained fairly steady. However, with the introduction of a chargeable garden waste collection service in 2013, the quantity of garden waste composted was reduced from 15% to 11%. This meant that the overall waste recycled in Wirral dropped from 40% to 36%.

Figures 1 and 2 highlight Wirral's waste management progress from 2009/10 until 2014/15.

Figure 1 – Kg of Household Waste Collected per Household per Year in Wirral

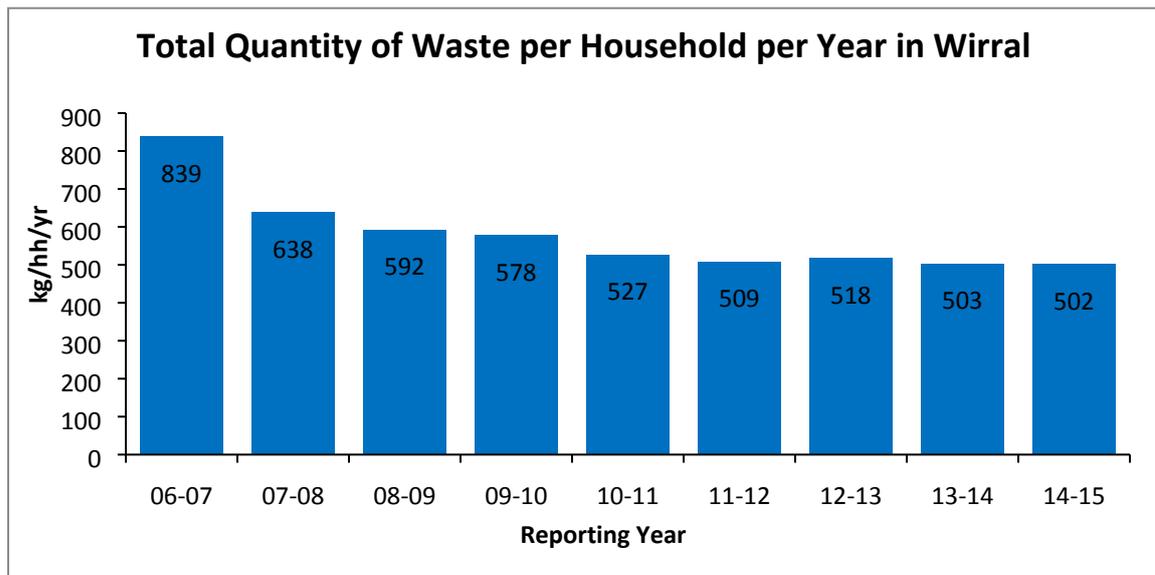
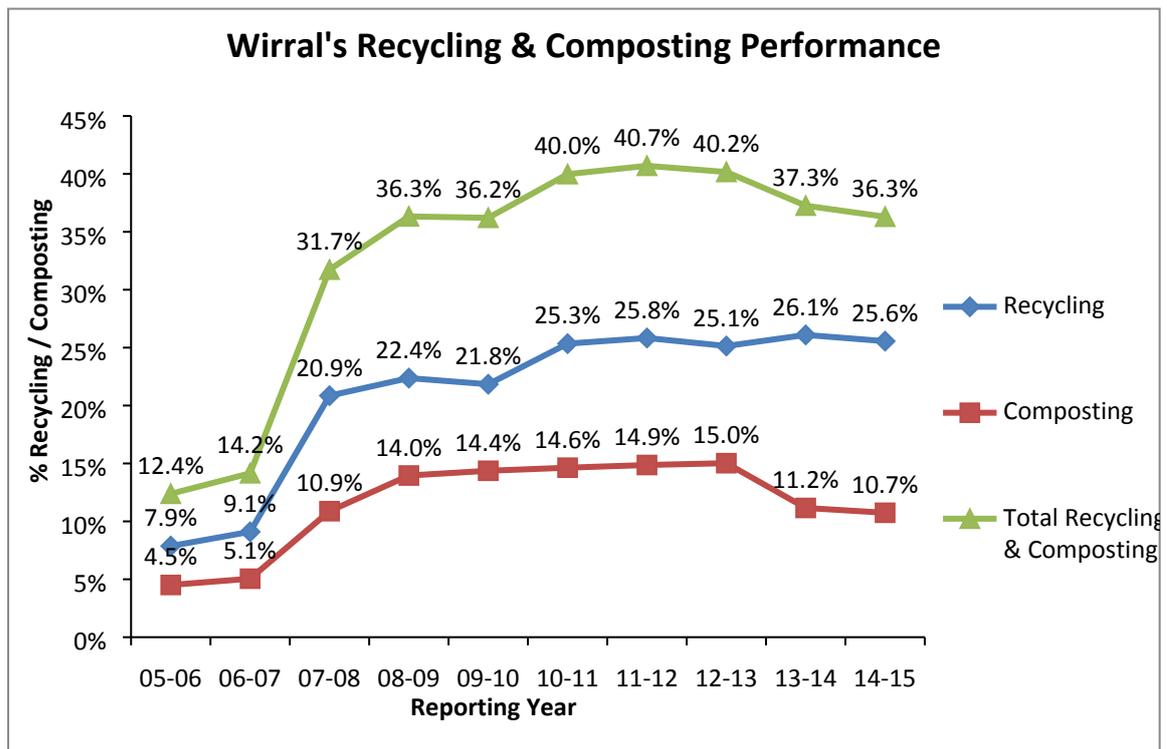


Figure 2 – Wirral Recycling and Composting Performance



Current Waste Management Services

Waste Prevention and Reuse

- We promote a number of waste minimisation and prevention activities through our website and face-to-face interactions with residents, schools and community groups. These include the 'Love Food Hate Waste' initiative, home composting, furniture/household item reuse, the bin repair service, reusable nappies, junk mail and community swap days.
- Wirral was successful in obtaining funding in 2014 for the employment of four Waste Prevention Apprentices. They have been employed by the Council for a period of one year and have been undertaking projects such as Zero Waste, Climate Change, Textiles reuse, Furniture reuse within the Council, Composting and Growing and Awareness/Promotion.
- Schools are becoming heavily involved across Wirral in waste prevention activities, but there is much work to be done with schools to improve their recycling performance. Three primary schools have trialled food waste composters with encouraging results. Schools are being encouraged to audit their waste and investigate whether more can be reduced and recycled. Wirral is currently at the top of the Eco School leader board, with 60 Green Flags awarded (47% of Wirral schools).
- With the introduction of a chargeable garden waste collection, Wirral heavily promoted the national "Get Composting" scheme, further subsidising the

composting bins to offer them at half price (with a buy one get one half price offer also in place). This led to a 439% rise in compost sales (based on 13/14 and 14/15 sales compared to 11/12 and 12/13 sales).

- The Council has been operating a free bin repair service over the past 18 months, to replace damaged bin lids and wheels. This is currently a free service and uses parts salvaged from abandoned bins that have been collected off Wirral's streets.

Household Non Recycled Waste Collection – Green Bin

Coverage: 100% (146,420)

Receptacles: 240ltr: 138,320 households.

Sacks: 367 households.

Communal: 7733 households.

Frequency: Most of Wirral's households receive a fortnightly residual waste collection. Sack collections and some communal bulk bin collection properties have a more frequent collection, due to the nature of the location and container.

Kerbside Dry Recyclable Collections – Grey Bin

Coverage: 100% (146,420)

Frequency: Fortnightly with the exception of properties on the box service who receive a weekly collection.

Receptacles: 240ltr: 138,320 households.

Kerbside: 55ltr box: 367 households.

Remainder of Wirral households have communal recycling areas and has a mixture of 240ltr wheelie bins and 1100ltr bulk bins.

Materials collected: Plastic bottles, glass (no glass in kerbside box), paper, card, cans and tins.

Kerbside Green Waste Collections – Brown Bin

Coverage: 38,287 (2014/15 final subscribers)

Frequency: Fortnightly (with 4 week break over Christmas/New Year)

Receptacles: 240ltr wheelie bins (free until 2016/17 – to be reviewed)

Materials collected: Green garden waste

Bring Sites

We have 9 bring sites with pods for recycled materials. There are a further 6 sites which are located on supermarket car parks and managed privately.

4.0 Our Priorities

In order to meet the challenging targets we have been set, we are looking to make valid judgements and decisions on future waste management services. This section provides an overview of Wirral Council's intentions and options for future waste management provision:

4.1 Priority One - Waste Prevention and Reuse

- We will work with our schools to encourage and enable them to reduce and compost their food waste.
- We will set up a re-use portal, to donate unwanted council furniture to the community.
- We will assess whether the bin repair service can be made self-sustaining, thus preventing unused / damaged bins being sent for recycling or landfill.
- We are keen to offer annual Waste Prevention Apprenticeships, subject to available funding, enthusing the next generation of waste professionals.

4.2 Priority Two - Residual Collections

- We will review collection arrangements for residual waste, in line with objectives for minimising waste and maximising recycling performance.
- We will consider the introduction of smaller capacity residual bins for new and replacement bin provision.
- We will put in place measures to improve public awareness of what can be deposited in residual waste bins.
- We will continue to review additional green residual waste bin provision, to ensure only those authorised are collected. Households not authorised will be offered additional recycling capacity and advice.
- We will issue refuse collection guidance to all properties; thus ensuring that residents moving into a new property or from outside of the Borough are aware of Wirral's waste collection arrangements.
- We will investigate alternative collection methods for terraced areas, to maximise good waste management practice and recycling.

4.3 Priority Three - Kerbside Recycling

- The contract for the delivery of the recycling collection service is operated by Biffa Waste Services Ltd and is due to run until 2027, with a break clause option at 2023.
- Recyclate collected via this contract is sent to Veolia, the contractor responsible for the sorting and sale of recyclate through their contract with MRWA.
- We will work with the MRWA to explore expanding the range of plastics collected through the kerbside service to include other dense plastics, yoghurt pots etc. not currently accepted into the Veolia contract.
- We will continue to explore options for increasing the amount of small electrical items recycled.
- We will run a number of targeted campaigns across Wirral, to increase capture rates and participation in the kerbside recycling service. Detailed analysis of recycling rates on a round-by-round basis and participation, in addition to lid-lifting exercises to inform on common contaminants will be used, in conjunction with the waste compositional analysis carried out on behalf of the MRWA in 2010.
- Wirral's young people will become waste experts – advising their parents and caregivers in how best to reduce their household waste and recycle more. Wirral schools currently on average only recycle 35% of their waste. Through the introduction of the “Big Bin Challenge” and grants available for food waste composters, we aim to decrease the number of general waste bins that a school needs and increase their recycling. The target is 50 schools to reach at least 50% recycling by the end of the academic year 2015/16 and 75 of our schools recycling at least 50% by 2020 (with 30 of those recycling 70% or more). By 2020, a third of Wirral's schools will be composting their food waste.
- Waste officers will liaise with colleagues in the Council's planning department to implement advisory notices for all planning applications for new housing, to ensure all properties have sufficient storage and bin capacity for recycling collections.
- We will work with partners such as social housing providers, to improve recycling provision for multi occupancy dwellings.
- We will investigate rewards or other incentives to encourage recycling amongst less engaged residents.

4.4 Priority Four - Food and Garden Waste Collections

- Wirral Council introduced a Garden Waste Subscription Service (Wirral Garden Waste Club) in June 2013. The service will be reviewed at the end of the three year period (March 2016).
- In the 2015/16 subscription year, additional brown garden waste bins were provided free of charge, to encourage residents to apply for an additional bin to be collected.
- The Council will investigate the feasibility of a separate food waste collection, to divert kitchen waste from landfill.

4.5 Wirral Council's Waste Collection

In addition, Wirral Council will lead by example and transform its own waste management performance; with the view to minimising the amount of waste collected and to increase the level of recycling throughout the Council.

5.0 How We Will Deliver This Strategy

In order to achieve the national target of 50% of household waste recycled/composted by the year 2020, we have identified a number of options to consider on the future management of waste. We will decide on the methods of future waste collection arrangements through a detailed appraisal exercise and consultation with residents.

This plan will be monitored and reviewed annually. Any initiatives proposed to deliver the action plan will need to be formally approved by the Council.

5.1 Action Plan

Action	By When	Lead Organisation
Priority One: Waste Prevention & Reuse		
Theme Lead: Mike Cockburn		
Promote waste minimisation and reuse actions within the Joint Waste Prevention Action Plan to Wirral residents.	March 2020	MRWA
Encourage and enable schools to reduce their waste and recycle more, through engagement with pupils and staff.	March 2016	Wirral Council
Carry out a review of the Waste Prevention Apprenticeship, to assess the value and sustainability of the programme.	March 2016	MRWA
Priority Two: Residual Collections		
Theme Lead: Mike Cockburn		
Review the Waste Management options for household waste collection, to optimise waste reduction and recycling from houses, flats and terraced properties.	June 2016	Wirral Council
Review additional green refuse bin provision and capacity, to ensure it is fair and consistent.	March 2017	Wirral Council
Issue notices, or guidance, to all residential properties annually and on moving into a new property.	March 2017	Wirral Council
Priority Three: Kerbside Recycling Collections		
Theme Lead: Mike Cockburn		
Explore the expansion of the kerbside recycling service, to offer the collection of a wider range of	June 2016	MRWA

Action	By When	Lead Organisation
materials e.g. plastic pots, tubs and trays, food and drink cartons, electrical items and textiles.		
Plan and implement a number of targeted campaigns across the Borough, to increase recycling participation and capture rate and to improve awareness of prohibited items in the green residual waste bin.	March 2017	Wirral Council
Investigate the use of incentives or rewards to encourage increased recycling.	March 2016	Wirral Council
Priority Four: Food & Garden Waste Collections		
Theme Lead: Mike Cockburn		
Review Garden Waste Subscription service and prepare proposals for future provision.	Dec 2015	Wirral Council
Investigate the feasibility of a separate food waste collection, to divert kitchen waste from landfill.	March 2016	MRWA

5.2 How We Will Know if We are Getting it Right

Based on the total waste arisings in 2014/15, to reach 50% Wirral will need to be recycling/composting an additional 16,289.5 tonnes of our waste per year.

We estimate that since the introduction of a chargeable garden waste collection service, there are approximately 3,800 tonnes of garden waste that is either being home composted or going into the green residual waste bins. By ensuring collection of only one green wheelie bin per household (unless prior authorisation has been granted) and potentially reducing collection frequencies, Wirral should be able to recapture this tonnage by 2017/18.

The MRWA conducted a waste compositional analysis in 2010, which suggests that we are currently capturing only 65.8% of available “target” recycling. If we were to capture all of the target recycling materials in our household waste stream, including achieving the same garden waste tonnages as prior to the subscription service, Wirral would be recycling 62,823.52 tonnes and 52.79%. However, 100% capture rate is not likely.

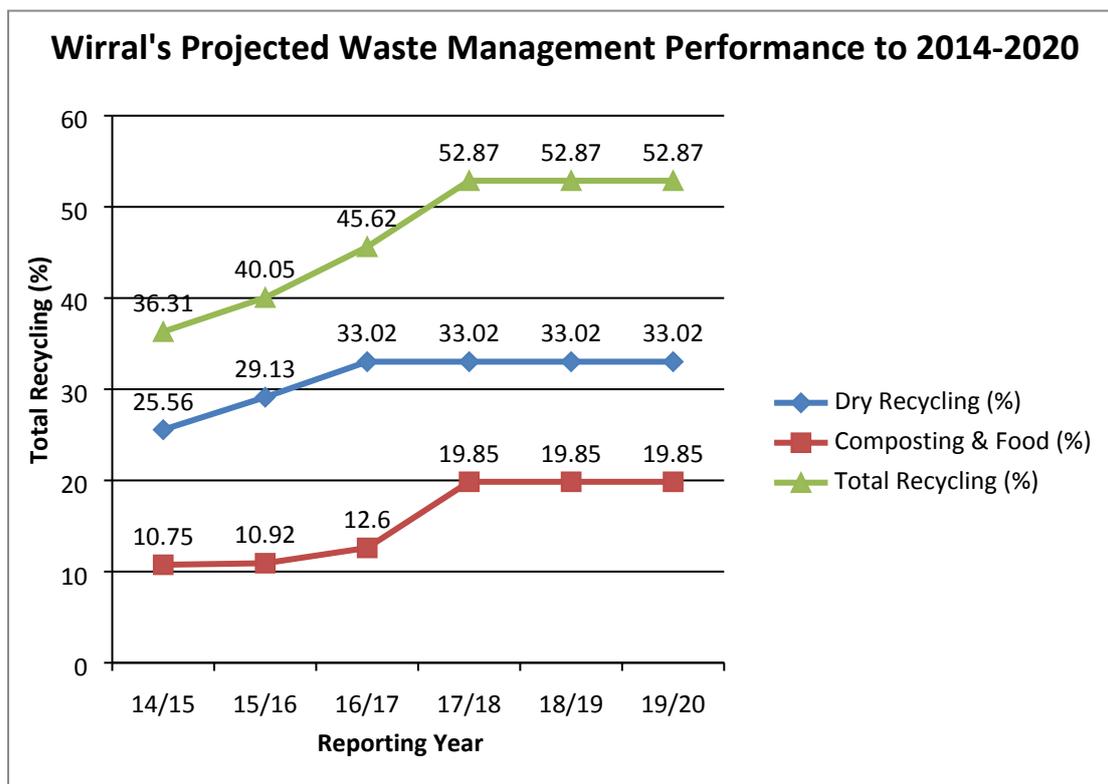
In November 2015 we launched a campaign to increase capture rates across Wirral, we aim to increase capture rate to:

- 75% in 2015/16 (34,668.83 tonnes)
- 85% in 2016/17 (39,291.34 tonnes)

If food waste collections are introduced in 2017/18 and Wirral recycles a realistic tonnage, this will give us 7029.55 tonnes of additional recycling.

Figure 3 below shows our projected waste performance to achieving 50% recycling by 2020, assuming a kerbside capture rate of 75% in 2015/16, 85% in 2016/17 and the introduction of revised waste management arrangements in 2017/18.

Figure 3 – Projected recycling and composting performance



Indicator	Current Performance	Source
Priority One: Waste Prevention & Reuse		
Indicator one: Household waste produced (kg/hh/yr)	502.15 kg/hh/yr	Council performance data
Indicator Two: Schools recycling	35%	Council performance data
Priority Two: Residual Collections		
Indicator one: Household waste produced (kg/hh/yr)	502.15 kg/hh/yr	Council performance data
Priority Three: Kerbside Recycling Collections		
Indicator one: Household waste recycling (%)	36.31%	Council performance data
Indicator Two: Recycling capture rate (%)	65.9%	MRWA Waste Compositional Analysis 2010
Priority Four: Food & Garden Waste Collections		
Indicator one: Household waste composted (%)	10.75%	Council performance data

6.0 Conclusion

Wirral Council must increase the level of recycling to meet legislative targets, existing waste management arrangements can and will be improved to help meet such targets; however they will not achieve them alone. New arrangements are required along with a far greater level of resident participation; therefore we will carefully consider the options for future waste management in full consultation with residents, before making decisions about the way ahead.

7.0 Steering Group Members

Cabinet Member	Councillor Bernie Mooney
Champion	Councillor John Salter
Sponsor	Head of Service – Environment & Regulation
Project Manager	Senior Manager Waste & Environment
Project Team	Contracts Manager Team Leader (Waste Prevention) Team Leader (Environmental Enforcement) Waste Performance Officer Senior Finance Officer Procurement Team Member Constituency Manager Group Solicitor Marketing Officer Business Analyst Biffa Management

9.0 References

- EU Waste Framework Directive: <https://www.gov.uk/guidance/waste-legislation-and-regulations>
- Joint Recycling and Waste Management Strategy 2011 – 2041: <http://www.merseysidewda.gov.uk/wp-content/uploads/2012/10/RESOURCES-MAIN-DOCUMENT.pdf>
- Waste Compositional Analysis 2010: <http://www.merseysidewda.gov.uk/wp-content/uploads/2012/10/RESOURCES-Waste-Composition-Final-Report-A.pdf>
- MRWA Waste Prevention Programme: <http://www.merseysidewda.gov.uk/wp-content/uploads/2012/10/RESOURCES-Waste-Prevention-SupplReport-L.pdf>
- Get composting: <http://www.getcomposting.com/>
- Eco Schools: <http://eco-schools.org.uk/>

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