

# Foreword

Not so many years ago, waste was not the issue it is today. We did not create the volume of waste we do now, and all that went in the bin was mainly ash, kitchen waste and some packaging - which ended up on the local tip. But we live in changing times. The advent of consumerism and a more affluent and throwaway society has led to changes in our lifestyle and the way goods and materials are packaged.

Waste is growing at an alarming rate. The annual current cost of dealing with this waste in the two counties of Herefordshire and Worcestershire is about £32 million and the costs are increasing. Landfill tax will increase from £32 to £48 per tonne within the next few years and new treatment facilities will be needed to treat our waste so that we can meet the changes in legislation. We must make tough decisions as to how to tackle the problem.

Driven by Government and European legislation and a higher social awareness, we all need to rethink how we deal with our rubbish.

This Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire sets out the problems, looks at where we are now and how we can move forward. We must reduce the amount of waste that is produced. This is a key element to our strategy. We must re-use, recycle and compost more. We must think of waste as being a resource from which as much value as possible should be recovered.

This Strategy has been developed by the Joint Members Waste Forum made up of elected representatives from all the local authorities in Herefordshire and Worcestershire.

The successful introduction of the household recycling schemes across the two counties has shown we can all play our part. Together we can make a difference.

**Derek Prodger MBE**

Chairman of Joint Members Waste Resource Management Forum January 2009

# Introduction

## 1.1 Why do we need a Strategy?

- 1.1.1 The next two decades will continue to see waste management in the United Kingdom transformed. The challenges presented by climate change, along with ever more stringent Government targets and new UK and European legislation will drive these changes. At the same time the service expectations of our customers continue to rise year on year. If the transformation is to be successful and actively engage our communities there needs to continue to be a well thought out local Strategy in place to guide all important decisions and commitments.
- 1.1.2 The need to achieve efficiencies in the delivery of public services has also made it increasingly important for all partners to work together through an integrated Strategy which encompasses collection and disposal functions. The purpose of this first revision is to clarify key issues and give clear direction on waste management in the two counties and set out and co-ordinate general principles, policies and targets across all authorities in Herefordshire and Worcestershire.
- 1.1.3 The aim of this Strategy is to decrease waste production and increase the recovery of value from waste (to re-use it, recycle it, compost it, or recover value in other ways) by treating waste as a resource.
- 1.1.4 The Strategy will also encourage and ensure that partnerships continue to be developed between all the parties involved in the management of municipal waste in the two counties of Herefordshire and Worcestershire, decreasing reliance on landfill and ensuring that waste management is sustainable and provides value for money for local communities, tax payers and fee paying customers.

## 1.2 How has the Strategy Been Developed?

- 1.2.1 The Strategy has been prepared by the Joint Waste Resource Management Forums for Herefordshire & Worcestershire which represent the eight local authorities across Herefordshire and Worcestershire.
- 1.2.2 This first revision, replaces the original Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire published in 2004.
- 1.2.3 In reviewing the Strategy we have looked at the wide range of options available to us, for example reducing and reusing waste, recycling and composting waste and dealing with any remaining waste that can't be reused or recycled.
- 1.2.4 The possible environmental effects of the strategy have been considered by undertaking a systematic appraisal known as a 'strategic environmental assessment'. The results of this process will continue to be used to ensure the strategy addresses all of the relevant environmental issues. This is an on-going process which will continue throughout the consultation period until the final strategy is agreed. Details of this are included in Annex F.

## 1.3 Consultation

- 1.3.1 Successfully implementing the Strategy is not just a matter for Local Authorities. Everyone within our communities has an active role to play so we need to seek the

views and support of everyone who has a stake in this process including householders, local businesses, the Environment Agency, the waste management industry, the community and voluntary sector and the waste management contractors partnering the Councils.

1.3.2 In winter 2008, Herefordshire and Worcestershire's partners and stakeholders will be invited to give their views on the direction that the revised Strategy should take. It is expected that the constituent Local Authorities will endorse the Strategy in spring 2009, and the Joint Members Waste Resource Management Forum expect to finalise and publish the final agreed Strategy by summer 2009.

1.3.3 The document is currently available via the internet and in order to minimise environmental impact, hard copies will only be provided on request. Responses should be made via the questionnaire provided in conjunction with the document and returned either on-line or in the pre-paid envelope provided.

#### **1.4 What This Strategy Does Not Cover**

1.4.1 Firstly, this Strategy does not consider the location of any waste management facilities. For Worcestershire this will be covered by a new Waste Core Strategy which is now being prepared by the County Council and in Herefordshire by the Local Development Plan (LDP). The Joint Municipal Waste Management Strategy focuses on what needs to be done in order to make decisions about what processes, technologies and facilities are needed in order to meet the challenges over the next two decades.

1.4.2 Other than the relatively small amounts of commercial waste collected and disposed of by the Waste Collection and Disposal Authorities in Herefordshire and Worcestershire, the Strategy does not cover other waste types such as industrial or construction wastes. The collection, treatment and disposal of these is not the responsibility of the Local Authorities that have prepared this document. The priority at this stage is to develop a Strategy for wastes that we do have a statutory responsibility for – i.e. municipal waste. The Waste Core Strategy and LDP will, however, deal with the planning issues relating to all controlled wastes.

#### **1.5 Period Covered By The Strategy**

1.5.1 The Joint Municipal Waste Management Strategy covers a period of thirty years (2004 – 2034) and will continue to be reviewed at least every five years, taking into account any new guidance, targets or changes in legislation and new technology or other significant development.

#### **1.6 Other Documents**

1.6.1 A series of reports accompanying this headline document contain more detail. The documents that make up the full strategy are:

|         |   |
|---------|---|
| Annex A | Waste Growth projections                                    |
| Annex B | Waste Prevention Options Appraisal                          |
| Annex C | Recycling & Composting Options appraisal                    |
| Annex D | Residual Waste Options Appraisal                            |
| Annex E | Scoping Report to inform Strategic Environmental Assessment |
| Annex F | Strategic Environmental Assessment                          |
| Annex G | Where are We Now  |

|         |  |
|---------|--|
| Annex H | Feedback from public consultation & how the strategy was developed |
| Annex I | Action Plan  |
| Annex J | Glossary and abbreviations   |

## Our Principles for Municipal Waste

Over the next 20 – 25 years we aim to change the way that municipal waste is managed in Herefordshire and Worcestershire. Our principles are as follows:

**Key**

### **Principle One – Meeting the challenge of Climate Change by viewing waste as a resource**

*What we do about waste is a significant part of how we treat our environment. Cutting down on the amount of waste produced, reducing our use of natural resources, recycling materials and recovering energy from those we can no longer use, is a vital part of moving us towards more sustainable living. The Partnership will view waste as a resource and seek to maximise the resource potential of waste. We will understand the environmental impacts of any decisions and aim to ensure policies, collection and treatment methods reduce the impact of resource depletion and Greenhouse Gas emissions.*

### **Principle Two – Commitment to the Waste Hierarchy of which Waste Prevention is the top**

*The principle upon which the Strategy is built is that of waste prevention, the top of the Waste Hierarchy as in Waste Strategy for England 2007. Through making opportunities available, designing appropriate collection systems and raising awareness, the Partnership will endeavour to ensure that everyone in our communities can play an active role in ensuring that the amount of waste is reduced before it enters the waste stream.*

*The Partnership will continue to promote waste prevention through a variety of campaigns and initiatives that will be reviewed to ensure that the most effective campaigns, targeting key waste streams such as food waste, are implemented.*

### **Principle Three – Influencing Government, Waste Producers and the Wider Community**

***The Partnership will lobby Government to do more to combat the production of excess waste material. Where possible we will work with waste producers to understand what can be achieved together in reducing the amount of waste that is produced from this sector. We will endeavour to influence commercial waste producers in an attempt to marry up the increasing recycling, composting and waste minimisation performance in municipal waste management with that of commercial waste.***

***The Partnership will prioritise awareness raising and engagement as a means to increase the performance of waste minimisation and recycling/composting initiatives. We see this as a vital tool to engage all stakeholders. Targeted and co-ordinated campaigns will ensure consistency across the authorities.***

***The Partnership will ensure its officers and Members are fully aware of the aims and objectives of the Joint Municipal Waste Management Strategy.***

#### **Principle Four – Continued Commitment to Re-use, Recycling and Composting**

***The Partnership will continue to improve the efficiency and operation of its core recycling service. We will adopt a pooled target for re-use, recycling and composting, however there will be a minimum performance level that each authority will need to meet. We will aspire to achieve the long term national recycling and composting targets, however, we will not compromise the environmental and economic performance of schemes just to meet notional, non statutory targets.***

#### **Principle Five – Minimising The Use Of Landfill**

***The Partnership has recognised that the landfilling of wastes is at the bottom of the Waste Hierarchy and for good reason. This waste of resources will be avoided where other options are environmentally and economically beneficial. If utilising waste management capacity beyond our own borders is more economically viable and environmentally sound than landfilling waste within our counties, then this will be looked at as an option for the future.***

#### **Principle Six – Partnership**

***The Partnership will ensure knowledge, best practice and experience are shared and will work together to ensure that this Strategy is implemented. We will aim to adopt a common approach across the counties in areas of waste policy.***

***The Partnership cannot carry out the Strategy alone. We will actively develop partnerships with all sectors.***

#### **Principle Seven – Monitoring and Review**

*The Partnership will ensure that it keeps up to date in implementing the best possible management systems that are needed to deliver this Strategy using a flexible and integrated approach to the waste treatment methods used. We will ensure we understand the material we collect and the impacts of the services we provide.*

*The Strategy will be reviewed at least every five years to determine progress and update it in the light of new legislation, new technology or other significant developments. Regular communication with partners and the public will take place to ensure that all stakeholders are aware of progress and changes made.*

#### **Principle Eight – Customer Focus**

*As part of the development and implementation of this Strategy, the Partnership will continue to engage with local people and other partners about the way in which waste is managed in Herefordshire and Worcestershire. We will design the services that we provide around the customers that we serve seeking to balance the longer term need to reduce the amount of waste generated and disposed of with the range and type of services necessary to meet our customers needs.*

#### **Principle Nine - Value for Money**

*The Partnership will work to deliver the Joint Municipal Waste Management Strategy in the most effective, efficient and economic way. We will aim to view waste collection and disposal costs holistically to ensure they provide best value and a cost benefit to the Partnership.*

#### **Principle Ten – Consideration of Social, Environmental and Economic Impacts**

*The Partnership will consider the holistic business case in terms of social, environmental and economic impacts in making decisions about waste management across the counties.*

## **Policies, Targets and the Way Forward**

2.1 This chapter sets out the policies and targets that we have agreed to achieve our principles. We have developed a number of general policies which relate to the overarching principles of our Strategy as below:

### **Policy 1**

*Local Authorities in Herefordshire and Worcestershire will adopt the Waste Hierarchy as a template for their approach to Waste Management i.e;*

*prevention  
re-use  
recycle/compost,  
energy recovery  
safe disposal to landfill*

## Policy 2

***The Local Authorities will ensure that waste management in Herefordshire and Worcestershire provides good value for money to local communities, taxpayers and fee-paying customers.***

## Policy 3

***The Local Authorities will design the services that they provide around the customers that they serve seeking to balance the longer term need to reduce the amount of waste generated and disposed of with the range and type of services necessary to meet our customers needs. This will include a range of core kerbside services for commingled recyclables and residual waste together with additional services for other waste streams that may be provided on a charged for basis.***

## Policy 4

***The Local Authorities are committed to achieve existing and future waste targets set within the Local Area Agreement (LAA).***

## Policy 5

***The Local Authorities will seek to adopt and implement sustainable procurement policies and practices for goods and services (including waste management services) that they buy that actively seek to minimise waste and support the use of re-used and recycled materials.***

## Policy 6

***The Local Authorities will continue to work towards a consistent and transparent approach in developing and monitoring performance.***

## 2.2 Climate Change

2.2.1 Reducing the carbon footprint of waste management activities within the two counties will be achieved through our LATS strategy and through target 1. In addition, authorities are now required to monitor and report on national indicators 185 (CO<sup>2</sup> reduction from LA operations), 186 (per capita CO<sup>2</sup> emissions in the LA area) and 188 (adapting to Climate Change).

## Policy 7

***The Local Authorities will actively seek to provide waste management services in a manner that minimises greenhouse gas emissions and other impacts that contribute to Climate Change.***

## Target 1

***Having sought advice from ERM our proposed course of action is to obtain baseline data on Climate Change through the new National Indicators. Once this data has been gathered for a year we can then set a meaningful target, which will be added to the Strategy***

## 2.3 Waste Prevention

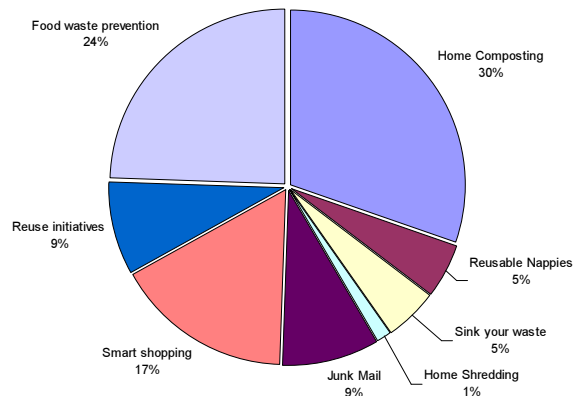
- 2.3.1 As a result of the waste prevention measures introduced as part of the Strategy in 2004, the growth in municipal waste arisings in the two counties has stopped and waste is now starting to decline (see fig. x in Annex G for municipal waste growth from 2000/01 to 2006/07). In future years to 2034, it is estimated that municipal waste will only grow in line with the increase in the number of households across the counties identified in the Regional Spatial Strategy (see Annex A).
- 2.3.2 An important way of minimising residual waste will be through a combination of alternate weekly collections and/or decreasing container capacity over time.

## Policy 8

### The Core Collection Service

- All authorities will collect the same materials for recycling through a commingled collection;***
- All authorities will prevent waste and increase the amount recycled through restricting either:***
  - Collection frequency and/or***
  - Container size***

- 2.3.3 An assessment of options for waste prevention has been carried out and is included as Annex B. The diagram below shows the relative contribution of Prevention and Re-use measures to total avoidable waste at 2020/21 levels:





- 2.3.4 The assessment of options indicates that home composting, food waste prevention, 'smart shopping', and both re-use and junk mail initiatives could have the biggest impact in terms of reducing both waste collection and disposal costs.

## Policy 9

***The Local Authorities will implement uniform waste reduction/prevention initiatives across the counties to reduce the kg/household of waste collected and disposed not recycled, composted or re-used as a minimum in line with the aims of National Waste Strategy for England 2007.***

- 2.3.5 Home composting continues to provide the single most effective potential prevention measure. Our approach is to promote home composting to reduce the environmental impacts of disposing of compostable waste. We will continue to promote home composting through the sale of subsidised compost bins and provide advice to residents through the 'Master Composter' scheme. Home composting also reduces collection and disposal costs and ensures that value is recovered from the waste material.
- 2.3.6 The authorities are working with agencies on National Campaigns to prevent waste such as WRAP's food waste reduction and 'Shop Smart' campaigns. We are also working at a local level to develop initiatives such as recruiting and training volunteers to promote waste prevention and give advice.
- 2.3.7 Herefordshire and Worcestershire have been innovative in developing and promoting the 'Sink your Waste' campaign which offers a cash back incentive for residents who fit a food waste disposer and thus prevent food waste from entering the municipal waste stream.

## Policy 10

***The Local Authorities will continue to develop and implement the most sustainable ways of processing green and kitchen waste within the household.***

- 2.3.8 We will seek to minimise the amount of unsolicited mail that we receive and deliver and we will continue to promote the 'Jilt the Junk' campaign to raise awareness of the issue and encourage people to register with the Mailing Preference Service and Royal Mail's door-to-door service in a bid to help them reduce the amount of unsolicited mail that they receive.
- 2.3.9 The Packaging Directive encourages producers to reduce packaging and recycle and recover packaging waste and now most bottles, jars, cans and plastic containers are lighter than they were before 2000. However, there is still a problem of excess packaging around many products. The Government is also working with the retail sector, primarily through the Courtauld Commitment to design out packaging waste growth by 2008, deliver reductions in packaging waste by 2010 and to identify ways to reduce food waste. The Authorities will seek to minimise packaging in the procurement of goods, continue to lobby for reduced packaging and support local initiatives to reduce the usage of bags such as the Evesham based 'Bag Busters' initiative.

**The Joint Member Waste Resource Management Forum for Herefordshire and Worcestershire will lobby for measures to combat waste growth in areas such as product design, packaging and other producer responsibility issues, which are most effectively pursued at the national and international levels.**

2.3.10 We need to continue to build upon the success of current waste prevention initiatives where practicable and financially viable, ensuring that they continue to deliver effective results. Our approach will be to encourage and achieve waste prevention. The Waste Challenge team employed by Herefordshire and Worcestershire Councils promotes these initiatives in partnership with all the authorities.

**2.3.8 Our Waste Prevention Target is:**

**Target 2**

**To achieve a reduction in household residual waste (waste not re-used, recycled or composted) of 29% by 31<sup>st</sup> March 2010, 35% by 2015 and 45% by 2020, based on 2000 levels.**

**Achieving the target:**

The aim of the target is to reduce the amount of household waste that is not re-used, recycled or composted by concentrating on waste prevention, i.e. limiting the amount of non recyclable waste collected, promoting re-use and home composting and maximising on the amount recycled and composted through collection and disposal systems.

{Note: figures are estimates and subject to further ratification}

| Authority      | Kg per household 2000 | Current performance | Target 2010 | Target 2015 | Target 2020 |
|----------------|-----------------------|---------------------|-------------|-------------|-------------|
| Herefordshire  | 1,077                 | 914                 | 764         | 700         | 592         |
| Worcestershire | 806                   | 849                 | 572         | 524         | 443         |

**2.4 Re-use**

2.4.1 We will continue to actively encourage, develop and promote re-use initiatives wherever practicable and financially viable. We acknowledge the strengths of the third sector in helping to deliver our objectives and that if the market can deal with “waste”, costs to the authorities can be reduced. We will continue to support the work of the charitable and not-for-profit sector, in particular those Third Sector organisations which are involved in the Waste and Recycling Forum which has been set up by the Waste Challenge team.

2.4.2 A small grant scheme has been developed where third sector organisations may apply for grants of up to £3,000 to develop new and existing initiatives, train staff and create promotional materials.

- 2.4.3 We acknowledge the role of other sectors in supporting these operations and this continues to be supported through payment of re-use credits.
- 2.4.4 'Freecycle', and other internet-based waste exchange initiatives are an ideal way for local residents to exchange unwanted goods. We will continue to promote this volunteer led project by conducting training sessions on how to register and use this website and by raising the profile of Freecycle.
- 2.4.5 We will continue to promote alternative ways of disposing of unwanted furniture and appliances.
- 2.4.6 We are looking at the option of providing two recycling/re-use centres in Worcestershire. These could accept a full range of materials for recycling and re-use.
- 2.4.7 Where practicable re-use facilities will be provided at other Household Waste Sites.
- 2.4.8 The authorities will investigate ways in which material collected through bulky waste collections can be diverted to reuse organisations and will continue to promote re-use organisations at the point of bulky bookings being made.
- 2.4.9 Textiles are collected through collections by third sector agencies, charity shops, bring banks and at Household Waste Sites. The Authorities will not be collecting textiles as part of the Core collection service and therefore wherever possible we will work with the third sector to enable them to continue to provide bring banks and kerbside collections of textiles.

## Policy 12

***The Local Authorities will work with both the third sector and contractors to provide routes for goods and materials to be re-used.***

## 2.5 Recycle/Compost

- 2.5.1 Recycling and composting are the gateways to changing attitudes as they enable communities to play their part. They ensure that valuable natural resources are recovered and reduce the demand for virgin materials. The ultimate aim of the Local Authorities is to have a fully integrated collection system that meets the needs of customers and is complementary to the waste treatment and recycle processing methods deployed within the counties.
- 2.5.2 Our approach is to provide a common core waste collection service with commingled recycle collected from the household and sorted at a Material Reclamation Facility within Worcestershire. Recycling collections will be adapted to suit local priorities and delivered according to need.
- 2.5.3 The commingled recycle will include glass, paper and card, foil, cans and plastics. The range of materials will be extended if and when possible in accordance with market demand.
- 2.5.4 We will actively support the market to stimulate demand for additional types of recycled plastics and glass through our procurement of goods.

- 2.5.5 In addition to the core service some authorities have introduced chargeable garden waste collections (currently free of charge in Bromsgrove). According to identified local customer demand and in order to increase the amount of waste recycled and composted (NI 192), authorities may choose to operate paid for collections of garden waste where both additional collection and disposal costs will be considered and agreed prior to service implementation. However, the Partnership's preferred approach is to promote home composting.
- 2.5.6 Outside of Wychavon there are no plans to introduce separate collections of food waste.
- 2.5.7 Treatment processes may separate some of the material left in the residual waste stream so that it can be recycled.
- 2.5.8 We are actively exploring ways of recycling street sweepings.

### Policy 13

***The Local Authorities are committed to achieve targets set within this Strategy and have regard to the national targets set out in Waste Strategy for England 2007 for recycling, composting and recovery.***

- 2.5.9 With the provision of the 'EnviroSort' facility the authorities will seek to expand recycling services to the commercial sector. In line with Waste Strategy 2007, the Authorities are keen to explore options for encouraging businesses to recycle waste and to introduce chargeable recycling collection services to them wherever possible.
- 2.5.10 Bring sites still have a significant part to play, even where there is substantial kerbside collection. There is certainly a need for these facilities where it is not possible to provide a kerbside collection – for example in remote rural or hard to reach urban areas. Bring sites may also offer the best opportunity for collecting other materials not collected through kerbside schemes. Bring sites and mini recycling centres will be used to supplement kerbside collection schemes where collection schemes are not possible.
- 2.5.11 We acknowledge the role of other sectors in supporting these operations and this continues to be supported through payment of recycling credits.
- 2.5.12 The authorities will work to have standardised products collected through bring banks and will look at the option of contracts covering wider areas.

### Policy 14

***The Partnership will continue to provide and enhance Bring Recycling Sites, where considered beneficial, and to supplement "kerbside" collection schemes and facilities provided at Household Waste Sites.***

- 2.5.14 To emphasise the recycling aspect at all Household Waste Sites, they will all be re-branded as:

## **“Household Recycling Centres”**

- 2.5.15 Household recycling centres play a significant role in diverting waste away from landfill for recycling and composting and are a key interface with the public. They provide a local facility where the public can recycle a variety of materials.
- 2.5.16 Household recycling centres will continue to provide facilities for residents to dispose of garden waste for composting and a place where they are also able to buy back the composted material.

### **Policy 15**

***The Waste Disposal Authorities, in conjunction with their partners, will maximise the potential of Household Waste Sites to make sure that they provide a quality service and enable maximum recycling/re-use wherever possible.***

#### **2.5.17 Our Re-use, Recycling and Composting Targets are:**

##### **Target 3**

***To achieve national recycling/composting levels of household waste of 40% by 31<sup>st</sup> March 2010 as a minimum and work towards achieving 45% by 31<sup>st</sup> March 2015 and 50% by 31<sup>st</sup> March 2020.***

##### ***Achieving the Target:***

*The aim of the target is to achieve the minimum recycling and composting levels that the Government has set in Waste Strategy 2007. The Authorities have committed and will continue to commit funding and set their fees and charges in order to reach the targets through a combination of approaches including promotion, communication collection and treatment processes.*

*The Partnership has set a target of 43% recycling/composting before 31<sup>st</sup> March 2014. As new collection and treatment methods are introduced, the Partnership will review its ability to exceed this target in line with the 2015 national target of 45%.*

##### **Target 4**

***To achieve the requirements of the Household Waste Recycling Act 2003 by 31<sup>st</sup> December 2010.***

##### ***Achieving the Target:***

*The aim of the target is to meet the requirements of the Household Waste Recycling Act 2003, which requires all Local Authorities in England to provide a kerbside collection of at least 2 recyclable materials from all households by 31<sup>st</sup> December 2010 unless the cost of doing so would be unreasonably high or comparable alternative arrangements are available. This is an essential part of the overall Strategy to achieve Government targets and diversion from landfill.*

## 2.6 Recovery (note this section will need to be updated following completion of the options appraisal)

- 2.6.1 We live in a changing world, new technologies are emerging that should deliver more sustainable waste management solutions. The Local Authorities need to ensure that this Strategy is flexible so that we can take advantage of these new technologies thereby enabling us to meet the challenging targets for the future.
- 2.6.2 The residual options appraisal (annex D) examines a range of options for the introduction of residual waste treatment capacity for Herefordshire and Worcestershire. These strategic options were appraised against a number of environmental, social and economic criteria in order to identify the option(s) that perform best overall. The Partnership will now examine these options and the conclusions of the appraisal to inform the decision on a waste treatment solution for Herefordshire and Worcestershire.
- 2.6.3 Planning permission has been granted to construct autoclave thermal treatment plants in Hartlebury, Worcestershire and Madley, Herefordshire.

## Policy 16

***Waste management methods will promote sustainable waste management by considering and balancing environmental, social and economic impacts. Emerging technologies will be considered to enable a flexible approach to the waste treatment methods that will be adopted.***

### 2.6.3 Our Recovery Target is:

## Target 5

***By 2015 or earlier if practicable, a minimum of 33% of waste to be recycled and/or composted, 45% of waste to be recovered with a maximum of 22% to be landfilled.***

### ***Achieving the Target:***

*The aim of this target is to achieve the Best Practicable Environmental Option (BPEO) for Herefordshire and Worcestershire that was identified in July 2003 through a portfolio of treatment options. Whilst recognising that the BPEO is no longer part of planning guidance, it remains as an adopted policy within Herefordshire and Worcestershire. National Indicator 193 will be reported as part of the monitoring of this target.*

## 2.7 Disposal

- 2.7.1 It has long been recognised within the two counties, that reliance on landfill is not a long term, sustainable option and our principle is to reduce use of landfill as much as we can. However landfill will continue to play a part in the way waste is managed within Herefordshire and Worcestershire as landfill is the only suitable disposal route for certain waste streams and process residues. Whatever other treatment methods are used, the Partnership will aim to recycle and recover the maximum amounts possible and reduce reliance upon landfill in line with the BPEO target.

## Policy 17

***The Partnership will increase recovery and diversion of biodegradable waste away from landfill in line with the EU Landfill Directive to ensure we achieve, as a minimum, the requirements of the Landfill Allowance Trading Scheme.***

### 2.7.3 Our Disposal Target is:

#### Target 6

***The Partnership will work together to reduce the amount of biodegradable municipal waste landfilled in order to meet the yearly allowances set by Government under the Landfill Allowance Trading Scheme. In particular in target years as below:***

***Insert no. tonnes during April 2009 to March 2010***

***Insert no. tonnes during April 2012 to March 2013***

***Insert no. tonnes during April 2019 to March 2020***

***The trading scheme will be used to buy and sell allowances where this is appropriate.***

#### ***Achieving the Target:***

***The aim of the target is to ensure that the Authorities meet the requirements of the Landfill Directive, which requires that the amount of bio-degradable waste that is sent to landfill is reduced. The introduction of the household recycling services, the waste prevention policy and the new residual waste treatment processes will enable these targets to be met.***

## 2.8 Awareness Raising

- 2.8.1 Building on past success the Partnership will continue to raise the awareness of waste issues with Elected Members and our communities. We also need to continue to effect behavioural change through delivery of the Core Service. Raising awareness of the efficiency of our services is also an important part of our promotional activities.
- 2.8.2 Whilst it is important that there is collaboration and joint working to share good practice and be more cost effective, it is also important that the Local Authorities continue to develop their own initiatives and publicity programmes to accommodate local needs.
- 2.8.3 The Partnership recognises the importance of continuing to build on good media relationships to ensure that opportunities for awareness raising and publicity are used to maximum effect wherever possible.
- 2.8.4 The development and promotion of web sites and consistent use of web based material and enquiry portals also offer an important way of raising awareness, providing information and dealing with customer enquiries.
- 2.8.5 The next generation will be living with the effects of climate change and it is important to influence their behaviour now. Schools through their work with young people and the wider community have a vital role working towards a more sustainable future, both in educating the young people themselves and through



their parents and the wider family. The Partnership will continue to provide recyclable collections to schools and increase the amount of schools that have a recycling collection wherever practicable.

#### Policy 18

***The Partnership will continue to work together on waste prevention, re-use and recycling schemes and raise awareness of the links between these and Climate Change.***

#### Policy 19

***The Partnership will continue to develop and use standardised imagery and promotional material linking in with national campaigns.***

### 2.9 Partnerships

- 2.9.1 Joint working between local authorities is becoming increasingly important as a means of delivering quality services to residents and meeting the UK's Landfill Directive obligations at affordable cost. This approach is particularly important in two-tier areas, where responsibilities for waste collection and waste disposal are split between different authorities. As new, more sustainable ways of managing waste are introduced, it is becoming increasingly important to integrate collection and disposal. There is also potential to generate efficiencies.
- 2.9.2 In Herefordshire and Worcestershire, the local authorities have adopted a more informal approach to partnership and joint working through the Joint Member Waste Resource Management Forum and the Joint Officer Waste Resource Management Forum, which works very successfully and has developed this Strategy. The Member Forum will continue to consider future governance arrangements as new guidance is produced and any changes in legislation are announced. Delivery of the Strategy will require that the authorities continue to work together in order to meet objectives in the most effective, efficient and economic way.
- 2.9.3 The Third Sector, voluntary and community groups have a valuable role to play and can be innovative and bring a fresh perspective to waste management issues. The expertise and experience that some of these groups have in collecting and re-using materials and in education and awareness raising will have an important part to play in delivering the Strategy.

#### Policy 20

***Re-use and recycling of waste materials by the commercial, voluntary and community sector will be actively encouraged and in appropriate circumstances supported and facilitated including through the use of partnership working.***



## 2.10 Planning and Economic Opportunities

- 2.10.1 The West Midlands Regional Economic Strategy (currently under review) provides a framework for the diversification of the regional economy away from an over-dependence on declining industries. One of the identified business clusters is Environmental Technologies, an area that certainly includes waste management, which is an area of rapidly developing technological expertise. Environmental Technology cluster development locally could be applied to municipal waste management to create efficiencies, improve environmental conditions and create new employment opportunities.
- 2.10.2 The economics of waste is changing. As the landfill tax increases, other waste treatment options become more cost effective for both local authorities and their partners, businesses, schools and any organisation that produces or handles waste. As new markets develop we will look to adopt alternative ways of dealing with waste which are more sustainable and cost effective.
- 2.10.3 Opportunities for more sustainable waste management, such as through the installation of food waste disposal units and supply of compost bins will be explored through the local planning process wherever possible.

### Policy 21

***Opportunities for more sustainable waste management will be actively sought in all new developments as part of the planning process. Where necessary representations to Government will be made through the appropriate channels to seek amendments to planning legislation to support this and the other aims of this Strategy.***

### Policy 22

***The Strategy will be aligned with the emerging Regional Spatial Strategy waste policies as they develop and other key spatial and planning policies to ensure they are mutually supportive. In practice the Regional Waste policies are likely to be driven by the policies in DEFRA's Waste Strategy.***

## 2.11 Transport

- 2.11.1 Efficient use of transport is a key factor in developing and implementing a sustainable waste management strategy. Currently, wherever practicable and cost effective, the transportation of waste and recycled materials is minimised through provision of local sites and by compacting materials. In the short to medium term, waste may need to be transported to national facilities in order to ensure that we meet the requirements of the Landfill Directive.
- 2.11.2 Adoption of a carbon footprint approach to transport where 'waste miles' are measured will support the decision making process for the provision of the core and local services.

## **Policy 23**

***Partners will design and operate collection, transfer, associated transport and treatment systems to minimise the overall carbon emissions (including “waste miles”) arising from these elements of waste management activities.***

## **2.6 Other Waste Streams**

2.6.1 The councils have a duty to collect certain other materials such as clinical waste and street sweepings. The Action Plan for these waste streams will be included in Annex I.

## **Policy 24**

***Individual policies will be prepared for specific waste streams where this is considered the best approach to preventing, re-using, recycling and recovering value from waste arising in these streams.***