

Achievements so far

1.0 Since the Strategy was adopted in November 2004 we have:

- Stopped the growth in waste arisings in the two counties – waste is now starting to decline;
- Increased the active participation of our communities in more sustainable waste management with greater numbers of households recycling regularly each week and dealing with their waste at home by composting and shredding.
- Achieved 2005/6 Statutory Performance Standards for recycling/composting in Worcestershire, Herefordshire, Bromsgrove, Malvern and Wyre Forest.
- Achieved Statutory Performance Standards for recycling/composting in 2006/07 and 2007/08 in all authorities;
- Improved our recycling/composting and landfill diversion performance year on year;
- Diverted waste away from landfill by utilising regional Energy from Waste plants;
- Increased average recycling performance at Household Recycling Centres to over 69%;
- Continued to invest in infrastructure;
- Obtained planning permission to construct a Commingled Materials Recycling Facility ('EnviroSort');
- Obtained planning permission to construct autoclave facilities;
- Introduced an alternate weekly wheeled bin collection of residual and commingled recyclables (the 'Vision') in Redditch and Worcester and significantly increased recycling rates;
- Introduced an alternate week wheeled bin collection of residual and green waste and an alternating collection of kerbside sorted recyclable material in Bromsgrove, achieving a 41% recycling and composting rate.
- Won a prestigious National Green Award in 2006 for the "Mission Impossible" Action Pack;
- Achieved 'Beacon' Council status for Sustainability in Worcestershire;
- Won a Green Apple Award in 2007 for Malvern Hills' Recycling for Schools scheme;
- Sold over 79,000 low cost compost bins have been sold across the two counties since 2004;
- Established the Social Enterprises in Waste and Recycling Forum to work in partnership with the community and voluntary sector;
- Continued to work with WRAP (Waste Resources Action Programme) and utilise other government initiatives to improve services provided for our residents;

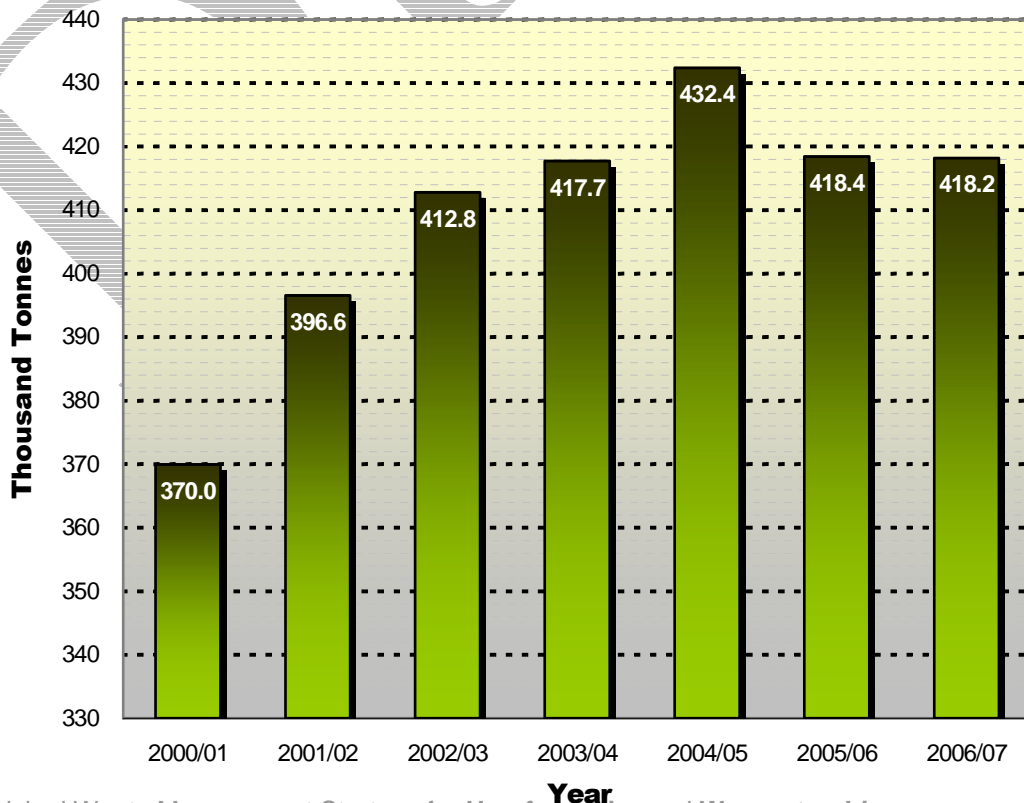
- Landfilled less than our combined allowances under the Landfill Directive for 2005/06 and 2006/07;
- Improved recording of waste data through the Waste Data Flow information system;
- Established 209 Eco-schools within Worcestershire and 92 within Herefordshire;
- Established recycling collections in around 250 schools across Herefordshire and Worcestershire.
- Completed a waste composition analysis during 2007 to enable us to target publicity and collection schemes to certain waste streams in the future.

2.0 Waste Growth

2.1 The Government states that waste growth nationally has grown significantly less than GDP since 2000. Municipal waste increased at about 3.5% per year up to the millennium, but average growth over the past five years has been less than 0.5% per annum.

2.2 From 2000/01 municipal waste continued to grow in Herefordshire and Worcestershire at an annual average growth rate of 4.22% per annum. Waste growth peaked in 2004/05 and since the strategy was launched, there has been a reduction of 3.29% over 2005/06 and 2006/07, equating to an annual **decrease** of 1.64%. 2.3 **Figure 3.1** below shows municipal waste growth/reduction across the two counties over the last seven years.

2.3 **Figure 3.1 Graph showing Municipal Waste Growth/Reduction from 2000/01 to 2006/07 and 2007/08**



- 2.4 These considerable year on year increases to 2004/05 can be attributed to a number of factors including:
- The growth in the number of households: between 2000 and 2006 the number of households in Worcestershire grew at 2.2% from 226,000 to 231,000, whereas in Herefordshire the growth rate was 11.6%, from 69,000 to 77,000;
 - The continued growth in economic prosperity and changing lifestyles, resulting in an increase in the waste being produced by the average household;
 - The introduction of the Landfill Tax by the Government in 1996 may have resulted in more commercial waste being diverted into the municipal waste stream.
- 2.5 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.
- 2.6 Other statistical key data relating to waste management Best Value Performance Indicators for the two counties for 2000/01, 2001/02, 2002/03, 2003/04, 2004/05, 2005/06 and 2006/07 are shown in Appendix 1.
- 2.7 Disposal points for all municipal waste and recyclables collected by the Authorities are shown in Appendix 2.

3.0 Partnerships

- 3.1 Partnership working has been established as one of the main principles upon which this Strategy is built. The Authorities are continuing to work together to deliver more sustainable and cohesive waste management services across the counties and to implement this Strategy. A Joint Members Waste Forum (now called the Joint Members Waste Resource Management Forum) was established in October 2001. This Forum oversees the review and implementation of the Joint Municipal Waste Management Strategy. The Forum is supported by an Officers Group and a number of sub groups that meet to develop specific policies and projects. These groups meet regularly to share best practice and also maintain close links with other departments having related responsibilities such as Street Scene, Environmental Health, Planning and Trading Standards.
- 3.2 All Local Authorities have dialogue and work with other interest groups such as Parish Councils, statutory bodies such as the Police and Fire Service, the Environment Agency, DEFRA and other Government departments.
- 3.3 Contractors are also considered to be partners in developing the best waste management systems to implement this Strategy.
- 3.4 The Counties have developed closer working relationships with neighbouring County Councils including Warwickshire and Shropshire to share good practice around publicity and awareness raising and to carry out joint campaigns.
- 3.5 The authorities have worked in partnership with the local PCT to set up a sharps 'take back' scheme to reduce the risk of sharps being disposed of with other household waste.

4.0 Performance monitoring and meeting our targets

4.1 Monitoring reports on performance against strategy targets are reported to all of the Joint Members Waste Resource Management Forum meetings. These regular updates allow the Forum to check on performance. The Partnership's performance since the start of the Strategy against all targets is outlined below.

4.1.1 **Target 1 – To achieve Government Targets for recycling and composting of domestic waste by the end of 2003/04, 2005/06, 2010/11 and 2015/16 as a minimum.**

Authority	2004/5	2005/6	2006/7	2007/8
Bromsgrove District Council	24.21	40.57	41.23	43.41
Malvern Hill District Council	21.50	23.68	25.29	25.50
Redditch Borough Council	15.92	17.04	20.51	32.00
Worcester City Council	17.20	19.89	26.21	33.00
Wychavon District Council	15.15	19.10	21.90	23.75
Wyre Forest District Council	24.30	25.00	28.00	29.00
Worcestershire County Council	23.83	31.37	33.58	38.01
Herefordshire Council	21.72	25.61	28.39	30.50

4.1.2 **Target 2 – To reduce the kg/head collected/disposed to 2001/02 levels by March 2006 and then for the life of the Strategy.**

Authority	Target	2004/5	2005/6	2006/7	2007/8
Bromsgrove District Council	405.90	409.87	468.79	424.23	434.00
Malvern Hill District Council	323.00	312.00	313.00	319.88	318.00
Redditch Borough Council	436.00	415.00	414.00	408.00	375.00
Worcester City Council	357.00	362.00	355.80	349.00	327.00
Wychavon District Council	405.76	382.50	354.40	362.60	365.00
Wyre Forest District Council	402.00	360.70	356.10	354.00	353.00
Worcestershire County Council	532.00	542.00	526.29	517.96	495.00
Herefordshire Council	493.70	528.03	506.00	528.00	496.00

4.1.3 **Target 3 – By 31 March 2005 the Local Authorities will provide a household or kerbside recycling collection to % of their properties as shown in the table below:**

Authority	Target	2004/5	2005/6	2006/7	2007/8
Bromsgrove District Council	90	92.63	91.84	94.12	94.00
Malvern Hill District Council	100	100.00	100.00	100.00	100.00
Redditch Borough Council	92	67.00	83.00	93.97	96.00
Worcester City Council	96	95.20	95.30	95.20	96.00
Wychavon District Council	94	94.00	94.00	94.00	94.00
Wyre Forest District Council	84	81.40	97.50	88.40	99.00
Herefordshire Council	59	60.28	60.28	70.00	72.00

4.1.4 **Target 4 – The Local Authorities within Herefordshire and Worcestershire will continue to promote and encourage participation in the household collection of recyclables to achieve 75% active participation by 2006.**

Authority	2004/5	2005/6	2006/7	2007/8
-----------	--------	--------	--------	--------

Bromsgrove District Council	80.52	80.52	80.52	81.00
Malvern Hill District Council	74.00	74.00	83.50	84.00
Redditch Borough Council	69.00	68.00	64.00	75.00
Worcester City Council	45.30	59.40	88.10	96.00
Wychavon District Council	69.70	70.00	77.28	70.00
Wyre Forest District Council	85.00	85.00	85.00	80.00
Herefordshire Council	64.00	65.00	68.00	70.00

4.1.5 Target 5 – A minimum of 50% of all waste deposited at Household Waste Sites will be recycled/composted by 2005/06 and 55% by 2010/11.

Authority	2005/6	2006/7	2007/8
Worcestershire County Council	53.32	65.83	63.68
Herefordshire Council	61.25	67.15	66.67

4.1.6 Target 6 – 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 as per the Best Practicable Environmental Option for Herefordshire and Worcestershire.

Disposal Route	2007/8
Recycling and Composting	37.56
Recovery	46.89
Landfilled	56.11

4.1.7 Target 7 – To achieve the requirements of the Household Waste Recycling Act 2003 by 31st December 2010.

We are currently on track to meet this target.

4.1.8 Target 8 – The Authorities will work together to achieve the Landfill Directive targets for 2009/10, 2012/13 and 2019/20.

We are currently on track to meet the 2009/10 target.

5.0 Infrastructure Investment through the PFI Integrated waste management contract

5.1 Since the Contract has been signed considerable progress has been made in providing additional and improving existing infrastructure across the two counties. This has included the construction of:

- Transfer and Bulking Stations;
- New Bulking Bays for recyclable materials;
- Two Materials Reclamation Facilities (MRFs);
- Refurbishment of two existing Transfer Loading Stations;
- Refurbishment and relocation of a Transfer Loading Station and Household Waste Site;
- Refurbishment of 11 Household Waste Sites;

- In addition to this, considerable capital investment has been made in vehicles, plant and the green waste composting site and the landfill site at Hill & Moor near Pershore;
- Improved access road to landfill site has enabled improved household waste site availability.

6.0 Material Reclamation Facilities (MRFs) and Bulking Facilities

6.1 MRFs to deal with pre-sorted recyclables are located at Hill & Moor near Pershore and Rotherwas in Hereford. In line with the Strategy and the move to the Core Collection Service, which requires the treatment of commingled recyclables, the EnviroSort facility is now under construction in South Worcestershire.

6.2 Five bulking facilities for recyclables are located in Bromsgrove, Hill & Moor, Kidderminster, Redditch and Rotherwas, Hereford.

7.0 Transfer Loading Stations

7.1 There are currently three compaction style Transfer Loading Stations located within the counties; two in Herefordshire, at Rotherwas in Hereford and at Leominster, and one in Worcestershire, at Redditch. A Transfer and Bulking Station has been built in Bromsgrove to handle the demountable body refuse collection system.

8.0 Household Waste Sites

8.1 Sixteen Household Waste Sites are provided across the counties. As well as providing householders somewhere to take their larger waste items free of charge, these local facilities already contribute significantly to the amount of waste recovered in the counties for recycling and composting.

9.0 Centralised Composting Sites

9.1 A green waste centralised composting site is already operational at Hill & Moor near Pershore. Green waste collected by Bromsgrove District Council and collected at the Household Waste Sites is taken for processing in windrows and is converted into a soil conditioner which is then offered for sale at the sites, closing the recycling loop. We are currently using additional 3rd party green waste composting sites but there are plans to build a centralised composting site in Herefordshire.

10.0 Bring Recycling Sites

10.1 A significant amount of the recyclable material collected in Herefordshire and Worcestershire continues to be recycled through the Bring Recycling Sites that are located across the two counties. Glass, paper and card, textiles, cans and other materials like shoes and books can be recycled at the bring sites. These sites rely on the public taking their materials to them and they are frequently located in car parks near to local shops and amenities.

11.0 Waste Prevention Projects, Awareness Raising And Publicity

- 11.1 In recognising that Herefordshire's and Worcestershire's waste affects all residents, the Authorities have been working together on waste prevention, reduction, re-use and recycling schemes and to promote initiatives at public events.
- 11.2 "Mission Impossible" has been developed as our local brand to call people to action and give practical advice on how to reduce, re-use and recycle. A dedicated 'Mission Impossible' website has also been developed. Extensive media campaigns are run through both Counties, incorporating billboards, bus advertising, radio and TV.
- 11.3 Since 2004 the Authorities have worked in partnership with WRAP on its home composting initiative and before this had promoted home composting for a number of years. As part of the WRAP scheme, over 79,000 low cost compost bins have been sold. Promotion has been through the employment of dedicated composting advisors, compost clinics, and through a 'Master Composter' scheme using volunteers to promote home composting and give advice. In addition to this we promote the use of home garden waste shredders, the output of which can be used as a mulch or to make better compost.
- 11.4 Each year in the UK we throw away about one third of the food we buy and at least half of this food could have been eaten. In the UK, the vast majority of food waste ends up in landfill. As food rots in landfill it can produce methane, one of the most potent greenhouse gases and a significant contributor to climate change. When we throw food away, we also waste all the carbon generated as it was produced, processed, transported and stored. Apart from the damage to the environment, throwing away food that could have been eaten is also a considerable waste of money. WRAP's figures suggest each week a typical household throws away between £4.80 and £7.70 of food that could have been eaten: this equivalent to £250 - £400 a year or £15,000 - £24,000 in a lifetime. A food waste reduction initiative, "Love Food, Hate Waste", developed by WRAP, is now in place and the authorities are supporting this initiative.
- 11.5 In some areas a low cost green waste home shredding service is being provided.
- 11.6 Herefordshire Council and Worcestershire County Council have researched and developed the concept of promoting kitchen food waste disposers (FWD) as a viable solution to disposing of food waste. A 'cash back' scheme for the purchase and installation of a FWD has been devised as an incentive for householders and property developers. We see this as a complimentary project to home composting and an option for those residents who are not able/do not wish to compost.
- 11.7 In 2007 a campaign to reduce unsolicited (junk) mail was launched. The 'Jilt the Junk Mail' project encourages 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.
- 11.8 Awareness of using 'real' nappies has been raised throughout the counties through a series of campaigns, working in partnership with 'real' nappy companies and the social enterprise sector. A "real" nappy incentive scheme has been devised.
- 11.9 As part of the introduction of household and kerbside collections of recyclables, all authorities have worked together to use standard imagery, where practicable to

give a consistent message and image linking in with WRAP's 'Recycle Now' campaign.

- 11.10 The authorities were also successful in gaining funding through DEFRA's Household Incentive Pilot Scheme (HIPS) in 2005 to explore ways of incentivising people to recycle more materials more often.
- 11.11 Good media relationships have been established by all Local Authorities in promoting waste awareness and recycling.
- 11.12 The Mission Impossible action pack, delivered to all households across the counties, won a national 'Green Award' in November 2006.
- 11.13 The authorities undertake awareness raising and education work in schools on the theme of waste prevention, recycling and composting.

12.0 Third Sector

- 12.1 In recognising the important role that the third sector has to play in delivering sustainable waste management, Herefordshire Council and Worcestershire county council have employed a dedicated re-use officer to work with this sector to share good practice and co-ordinate joint working where possible.
- 12.2 Through providing low cost furniture and appliances, third sector organisations not only provide environmental benefits but a range of social benefits including supporting low income families, employment and training opportunities.
- 12.3 A local forum of voluntary and community organisations ('Social Enterprises Involved in Waste and Recycling') has been established since July 2005 to work in partnership with the local authorities to develop re-use and recycling initiatives. Consultation with the sector has resulted in reuse credits being paid for items diverted from disposal and a stronger and effective partnership has been established with this sector, for example in promoting the work that they do, including design, production and printing of promotional literature.
- 12.4 The Third Sector are actively involved at many local bring sites, particularly in relation to clothing, footwear and book re-use and recycling. This builds on the extensive re-use facilities through the network of well established charity shops.

13.0 Enforcement

- 13.1 The Clean Neighbourhoods and Environment Act 2005 has provided local authorities increased powers to take enforcement action in order to manage waste. Consequently some authorities have increased levels of resources in this area for example Malvern Hills' Street Scene Team, Community Support Officers funded by Worcester City Council and dedicated enforcement officers employed by Redditch Borough Council and Wychavon District Council.
- 13.2 The authorities are taking an increasingly proactive approach in the use of these powers for ensuring that waste is treated correctly. The issuing of Fixed Penalty Notices for littering, permit schemes at Household Waste Sites and investigation into fly-tipping resulting in fines or prosecution, are being used as valuable tools in achieving better environmental management.