

**STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL**

**Report to Cabinet**

**3 December 2013**

<b>TITLE:</b>	<b>2013 Refresh of the Joint Municipal Waste Management Strategy for Staffordshire &amp; Stoke on Trent</b>
<b>EXECUTIVE COUNCILLOR</b>	<b>Cllr Arthur Forrester – Deputy Leader and Portfolio Holder for the Environment</b>
<b>CONTACT OFFICER:</b>	<b>Nicola Kemp – Waste Collection Manager</b>
<b>WARDS INVOLVED:</b>	<b>Non-Specific</b>

**Appendix 1 – 2013 Refresh of the Joint Municipal Waste Management Strategy for Staffordshire & Stoke on Trent (2007-2020)**

**Appendix 2 – Draft Waste Action Plan for Staffordshire Moorlands District Council**

**Appendix 3 – List of consultation questions**

**1. Reason for the Report**

- 1.1 To specify the refreshed Joint Municipal Waste Management Strategy (JMWMS) detailing the strategic direction for waste management in the county in coming years.

**2. Recommendations**

- 2.1 That the Cabinet support the aims and objectives contained within the JMWMS for Staffordshire & Stoke on Trent (as attached at Appendix 1) to achieve future waste management targets.
- 2.2 That the Cabinet provide comment on the strategic document as part of the consultation.

**3. Executive Summary**

- 3.1 The ten councils in Staffordshire work together on waste management issues, this group is known as the Staffordshire Waste Partnership (SWP). This collaboration of the eight district/borough councils, Staffordshire County Council, and Stoke-on-Trent City Council, aims to address the key issues in waste management in the Joint Municipal Waste Management Strategy (JMWMS).

- 3.2 The strategy named “2020 Zero waste to landfill” was written in 2007, setting out targets for the partnership members to meet by 2020.
- 3.3 At its meeting in June 2007 the Cabinet agreed to support the principles and actions contained within the JMWMS for Staffordshire and Stoke-on-Trent to achieve statutory landfill diversion targets and improved recycling performance.
- 3.4 After fully adopting the JMWMS in 2007 due to increased financial and legislative pressures, the councils in Staffordshire are now refreshing the strategy to provide new direction for the remaining 7 years of the document.
- 3.5 Public consultation on the refreshed strategy is required before it can be formally adopted. The consultation period opened on Monday 21<sup>st</sup> October 2013, closing on Friday 13<sup>th</sup> December 2013.
- 3.6 This report aims to advise members of the aspirations of the refreshed document and give an opportunity to give opinion on the strategic direction of waste management issues in the county.
- 3.7 To support this document each council is required produce a Draft Waste Action Plan detailing the individual authority aims in coming years. This can be seen at Appendix 2. This report also gives members the opportunity to comment on the targets and aspirations set out in this document.
- 3.8 This report will be considered by the Service Delivery Overview and Scrutiny Panel on 27 November 2013.

#### **4. How this Report Links with Corporate Priorities**

- 4.1 Waste collection and recycling services are an important front-line service that impacts on every household in the district. The quality and perception of the services have a direct impact on resident satisfaction with the Council.

#### **5. Evaluation of Options/Risk analysis**

- 5.1 There are two options available in regards to this report, these are as follows:
  - **Option A** - Approve the recommendations – This will enable Staffordshire to meet the national waste agenda and seek to control the costs through collaborative working. (This is the recommended option)
  - **Option B** – Not to approve the recommendations – This may prevent Staffordshire meeting the national waste agenda and further will not allow collaborative working to be met. (not recommended)

## **6. Implications**

### 6.1 Community Safety - (Crime and Disorder Act 1998)

None

### 6.2 Workforce

None

### 6.3 Equality and Diversity/Equality Impact Assessment

None

### 6.4 Financial Considerations

The future direction for disposal of waste and recycling may have a significant impact on the cost of service delivery performed by this council.

### 6.5 Legal

The Waste & Emissions Trading Act 2003 (WET) requires local authorities in a two tier area to produce a municipal waste management strategy.

### 6.6 Sustainability

Waste management has an integral link to environmental and sustainability aspirations of this Council.

### 6.7 Internal and External Consultation

None

### 6.8 Risk Assessment

As detailed within the report

**ANDREW P STOKES**  
**Executive Director (Community Services)**

**Web Links and  
Background Papers**

19<sup>th</sup> June 2007 Cabinet report  
Staffordshire Joint Waste Board –  
'2020 Zero Waste to Landfill' Vision  
2020 Zero Waste to landfill strategy  
document

**Location**

Waste Collection  
Fowlchurch Depot

**Contact details**

Nicola Kemp  
Waste Collection Manager

## **7. Background and Introduction**

- 7.1 The ten councils in Staffordshire work together on waste management issues across the county in a group known as the Staffordshire Waste Partnership (SWP). This collaboration of the eight district/borough councils, Staffordshire County Council, and Stoke-on-Trent City Council, aims to address the key issues in waste management in the JMWMS.
- 7.2 The strategy named "2020 Zero waste to landfill", set out targets for the SWP members to meet by 2020. This was adopted locally in June 2007 when the Cabinet agreed to support the principles and actions contained within Strategy document.
- 7.4 The principles of the original strategy were:
- Increased household recycling: delivering on a combined recycling and composting target of 55% by 2015
  - Recovering benefit from all municipal solid waste (MSW): sending approximately 50% for recovery by 2020
  - Zero waste to landfill: minimising all forms of waste to landfill through increased recycling followed by maximum recovery of all remaining waste, thus placing landfill as the last and final option.
- 7.5 The JMWMS aided a PFI bid to Government for the procurement and build of an energy from waste plant in the south of the County. The W2R facility will open in October 2013 becoming fully operational in 2014, aiding the further diversion of waste from landfill in the south of the county.
- 7.6 In 2012 Staffordshire achieved a 50% recycling performance, compared to a recycling rate of 33% in 2006/07. It is expected with the opening of W2R in October 2013 that by 2014 Staffordshire will have achieved a 55% recycling performance. This is 5% above the statutory target of 50% to be achieved by 2020 as stated in the 2007 Waste Strategy for England.
- 7.7 In delivering the current JMWMS the local authority partners of the SWP have delivered a wide range of partnership projects. Examples of partnership working undertaken since 2007 include:
- Waste prevention – engagement with over 6000 households across the county, delivering a £122,000 Love food Hate Waste campaign
  - Developing and delivering a £20,000 unwanted mail campaign
  - Joint contracts include – bulky reuse and recycling contract operated by the North Staffordshire Furniture Mine on behalf of SMDC and Newcastle under Lyme Council, the Neighbourhood Recycling centre jointly procured by SMDC and East Staffordshire BC.

- Review of the clinical waste collection services in North Staffordshire which have amounted to significant financial savings
- Enhanced kerbside dry recycling and composting services delivered by all Staffordshire Waste Collection Authorities (WCA).

## **8. Strategy refresh**

- 8.1 After fully adopting the JMWMS in 2007 due to increased financial and legislative pressures, the SWP recognised the need to refresh the strategy to provide new direction for the remaining 7 years of the document.
- 8.2 The targets of the 2007 strategy have been achieved ahead of the 2020 deadline. In addition changes in national legislation and policy have resulted in alterations to the primary focus of waste management.
- 8.3 Based on the key principles set out in the original strategy, the following updated principles form the core objectives for the delivery plan in the refreshed strategy:
- Waste prevention
  - Efficiency savings
  - Resource recovery
  - Carbon reduction
  - Infrastructure & contracts
  - Municipal waste
- 8.4 To achieve the strategic vision, consultation with lead elected members and other key stakeholders have identified a range of different options and activities which would achieve the strategy targets and objectives.
- 8.5 This shortlist of options includes a range of activities for councils to choose from which are suitable for their local circumstance. This allows the strategy to be delivered in a flexible way that is balanced with the pressures of the current financial climate and challenges being faced by local government.

## **9. Draft Waste Action Plan**

- 9.1 The refreshed strategy is structured so that each partner WCA will decide and develop the best collection system which suits their area and deliver core objectives in consultation with their local communities.
- 9.2 Each partner will be required to produce an individual Partner Waste Action Plan, these will be reviewed annually. The document for Staffordshire Moorlands is attached at Appendix 2.
- 9.3 Collection services in the Staffordshire Moorlands have improved significantly since the draft of the original strategy in 2007. This includes:
- Launched the collection of food waste alongside garden waste in April 2007

- Launched an enhanced kerbside dry recycling service to include the collection of mixed plastics from the kerbside in September 2007.
- Ongoing promotion of waste prevention schemes including home composting, Love Food Hate Waste, bulky waste reuse and recycling
- Roll out of a free of charge recycling service to establishments producing household waste i.e. schools, care homes, camping or caravan sites in 2008/09.
- Ongoing reviews of waste collection rounds (most recently conducted in 2012) to ensure operational and financial efficiency
- Review of the clinical waste collection service in 2013, removing the need to deliver a service, saving £8,061 per annum.

9.4 As a result the recycling/composting rate of the authority has jumped from 35.2% in 2006-07 to 54.1% in 2012-13. The authority did achieve recycling rates as high as 61.85% in 2008-09. In recent years, due to increasing levels of contamination and a change in guidance which prevents the composting of street sweepings, we have seen a decline in recycling performance.

9.5 Identified actions for SMDC as detailed in the draft Action plan in coming years to support the strategy refresh include:

- Ongoing promotion of waste prevention and reduction schemes i.e. home composting, LFHW, furniture reuse
- Ongoing promotion and marketing to maximise recycling and composting participation by householders and to reduce contamination levels
- Scope potential for introduction of kerbside Waste Electrical & Electronic Equipment (WEEE) collections
- Regularly review households with larger general waste bins (240l) to ensure they continue to meet the eligibility criteria
- In line with the requirements of the Waste (England & Wales) Regulations 2011, waste collection authorities will be required to provide separate collections of four materials to its commercial customers, schools and businesses. The current service will be reviewed in 2014 to consider this requirement
- Review the commercial waste collection service to improve efficiency and related costs ensuring the service remain competitive with the private sector. This will include consideration of partnership working with neighbouring authorities and a SWP wide pricing structure and marketing strategy.
- A number of waste management contracts expire in 2015 including the reprocessing of dry recyclate, composting of food and garden waste, provision and servicing of bring sites. Procurement work will be required in 2014 to start to identify options for future service delivery.

## 10. Consultation

10.1 The 2013 refresh of the JMWMS requires consultation with the public before it can be formally adopted by the councils.

- 10.2 The consultation period opened on Monday 21<sup>st</sup> October 2013 for eight weeks, closing on Friday 13<sup>th</sup> December 2013.
- 10.3 A list of the nine questions being asked as part of this consultation is detailed at Appendix 3. Members are being given the opportunity to comment in regards to these questions and the strategic direction of this strategy refresh.
- 10.4 Neighbouring authorities, statutory bodies including the Environment Agency and DEFRA will all be consulted with in regards to this refresh document.
- 10.5 Similarly it is expected that council's contractors, parish councils and local residents be consulted in regards to this document. As a result members of the Citizens panel have been advised of the consultation for this document, and information has been provided to all parish councils.
- 10.6 Online consultation is available at [www.staffordshire.gov.uk/consultation](http://www.staffordshire.gov.uk/consultation), this is currently being advertised via a link on the SMDC website. Hard copy documents are available upon request.
- 10.7 In addition we have communicated locally using local media by release of a press release and employees have been made aware of the consultation via the corporate weekly email.
- 10.8 Consultation responses will be collated and considered in January 2014. The target is to locally approve the strategy by no later than 28<sup>th</sup> February 2014 to ensure its launch at the Staffordshire Joint Waste Management Board (JWMB) in April 2014.







# Staffordshire Waste Partnership

2013 Refresh of the  
**Joint Municipal Waste Management Strategy**  
for Staffordshire & Stoke-on-Trent  
(2007 - 2020)

From **zero waste**  
to landfill...

...towards a  
**resourceful economy**



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# Foreword

We all create waste in one form or another, whether at home, in the workplace, or through leisure pursuits. Staffordshire's waste collection and disposal services are for many residents their primary interaction with their Local Council. Our residents have adapted well over recent years, as collection services have developed to divert waste from being thrown away to being reused or recycled, including composting. Surveys confirm high satisfaction levels of the provided services, resulting in a positive public response with Staffordshire recycling and composting over 50% of the waste collected. This compares with the national average of 41%.

The 10 local authorities in Staffordshire aim to work together on waste management issues within the Staffordshire Waste Partnership [SWP]. In 2007, SWP published a Joint Municipal Waste Management Strategy and set an ambitious target of Zero Waste to Landfill by 2020. We achieved 50% recycling performance by 2012, ahead of the 2015 target, and I am pleased to announce that, with the opening of our state of the art Energy from Waste plant in 2014, it is predicated that we will achieve the 55% recycling performance target in 2014, ahead of the 2020 deadline.

Much has changed since 2007, not least the constraints on public sector finance and the need to ensure we provide efficient and affordable services our residents and businesses require, including a Governmental Waste Policy review in 2011. In meeting the targets set in 2007, and to address the changing landscape of waste management, it was decided that an update to the strategy was required. This refreshed strategy document provides a plan to determine new actions needed to take us to 2020, when the original strategy ceases. The delivery plan will be monitored every 3 months and formally reviewed annually to make necessary adjustments to take account of new opportunities and developments in technology.

This refreshed strategy focuses on waste prevention at the heart of our thinking, whilst maintaining the "zero waste" target. Collected waste is now considered as a valuable resource, as a commodity material for the production of items, or as a means of energy production through a wide range of new technologies. There is no easy solution, but with an effective partnership and close co-operation with our residents, stakeholders and businesses, there are a number of opportunities to allow us to continue to deliver efficient and effective services which are flexible and sustainable.



**Councillor Ann Beech – Newcastle-under-Lyme Borough Council**

Chair of the Joint Waste Management Board for Staffordshire Waste Partnership

# Executive Summary

The 2013 refresh of the Joint Municipal Waste Management Strategy is an update to the 2007 full strategic plan, addressing the management of municipal solid waste within Staffordshire and Stoke-on-Trent to the year 2020. It has been prepared in partnership by Staffordshire Waste Partnership (SWP), which comprises Staffordshire County Council, Stoke-on-Trent City Council, and eight Staffordshire District/Borough Councils.

As the targets set in the 2007 strategy have been achieved ahead of their 2020 deadline, and changes in legislation and policy since 2007 resulted in alterations to the primary focus of waste management, a refreshed version of the 2007 strategy has been undertaken to reflect these changes and set new targets. Based on the key principles set out in the original strategy, the following updated principals (in no particular order) form the core objectives for the delivery plan in this refreshed strategy;

- Waste Prevention,
- Efficiency Savings,
- Resource Recovery,
- Carbon Reduction,
- Infrastructure & Contracts,
- Municipal Waste.

The following table summarises the key projects of the delivery plan;

Time frame	Project
Short term; immediate works	<ul style="list-style-type: none"> <li>• Creation of a SWP Waste Prevention Plan.</li> <li>• Review of clinical waste services in South Staffordshire, aiming to implement alterations already underway in North Staffordshire.</li> <li>• Baseline research / data collation of all services, technologies and contracts, to assess current status, and identify gaps.</li> <li>• Agree a partnership procurement framework.</li> <li>• Create a Transport Managers Group to move forward on operational changes for efficiency savings.</li> </ul>
Medium term; in place by the end of 2013	<ul style="list-style-type: none"> <li>• Assess contracts according to end dates, undertaking review and alterations - focus on service contracts and local infrastructure.</li> <li>• Commercial waste service review and rebrand, including scoping of a single pricing structure and options for collaboration.</li> <li>• Bulky waste collection review, with proposition of contracted services using the third sector.</li> <li>• Improved WEEE facilities, including potential for reuse.</li> </ul>
Long term; background projects	<ul style="list-style-type: none"> <li>• Guidance document on available collection, process and disposal technologies, to aid future decisions.</li> <li>• Ongoing work to align the variety of policies of individual partnership authorities.</li> </ul>

# 1. Introduction

The 2013 refresh of the Joint Municipal Waste Management Strategy (for here on in referred to as the refreshed strategy) is an update to the 2007 full strategic plan, addressing the management of municipal solid waste within Staffordshire and Stoke-on-Trent to the year 2020. It has been prepared in partnership by Staffordshire Waste Partnership (SWP), which comprises Staffordshire County Council, Stoke-on-Trent City Council, and the eight Staffordshire District and Borough Councils.

This is an update to the 2007 waste strategy, which stated waste management targets to be met by 2020. However, as the result of structured delivery and public willingness to adopt changes in waste management, the original targets have now been met. Furthermore, changes in legislation and policy since 2007 resulted in alterations to the primary focus of waste management. A refreshed version of the 2007 strategy has been undertaken to reflect these changes and set new targets.

This refreshed strategy provides key objectives as outlined in the Government's Guidance on Municipal Waste Management Strategies, and is underpinned by a delivery plan (discussed in section 4 of this document). This document should be read in conjunction with the 2007 full strategy and associated Strategic Environmental Assessment, upon which this document is fundamentally based.

## 1.1 Staffordshire Waste Partnership

Staffordshire Waste Partnership (SWP) is made up of all ten councils operating in Staffordshire; 8 Borough or District Councils, Staffordshire County Council, and Stoke-on-Trent City Council. SWP comprises;

- Cannock Chase District Council
- East Staffordshire Borough Council
- Lichfield District Council
- Newcastle-under-Lyme Borough Council
- South Staffordshire District Council
- Stafford Borough Council
- Staffordshire Moorlands District Council
- Stoke-on-Trent City Council
- Tamworth Borough Council
- Staffordshire County Council.

Figure 1 shows the areas covered by the partnership's district, borough or city councils. Figure 2 highlights the structure of Staffordshire Waste Partnership.



*Engaging local schools in waste issues*

Figure 1. Map of local authority areas within the Staffordshire Waste Partnership

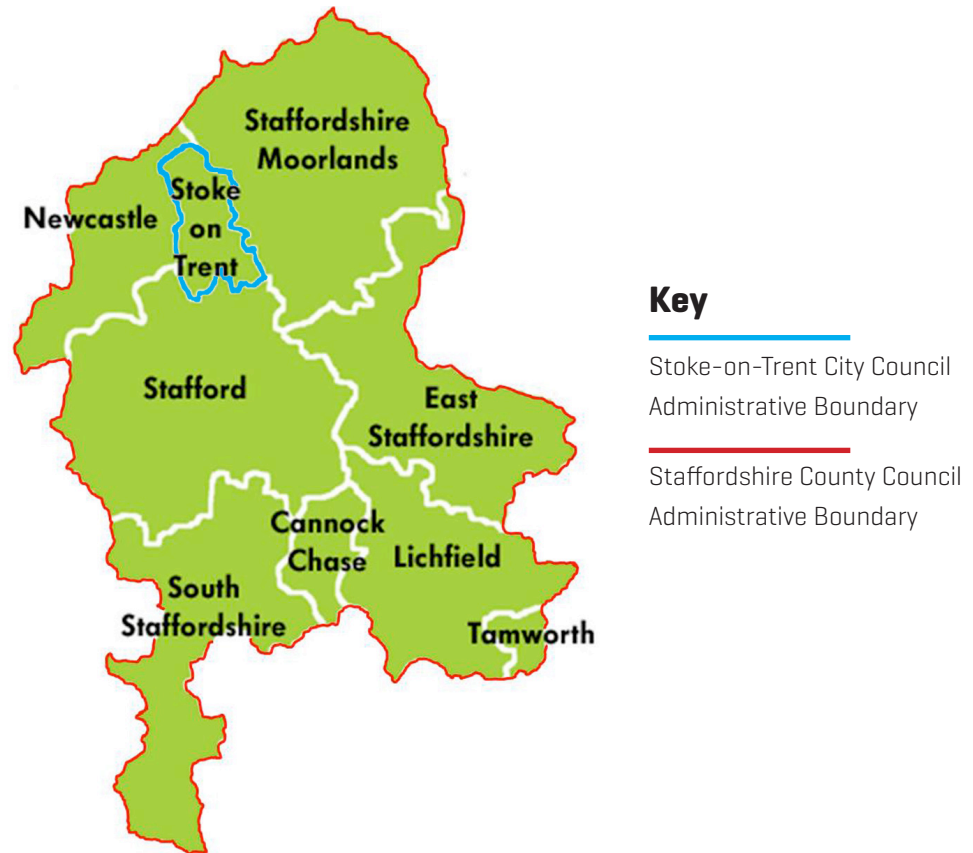
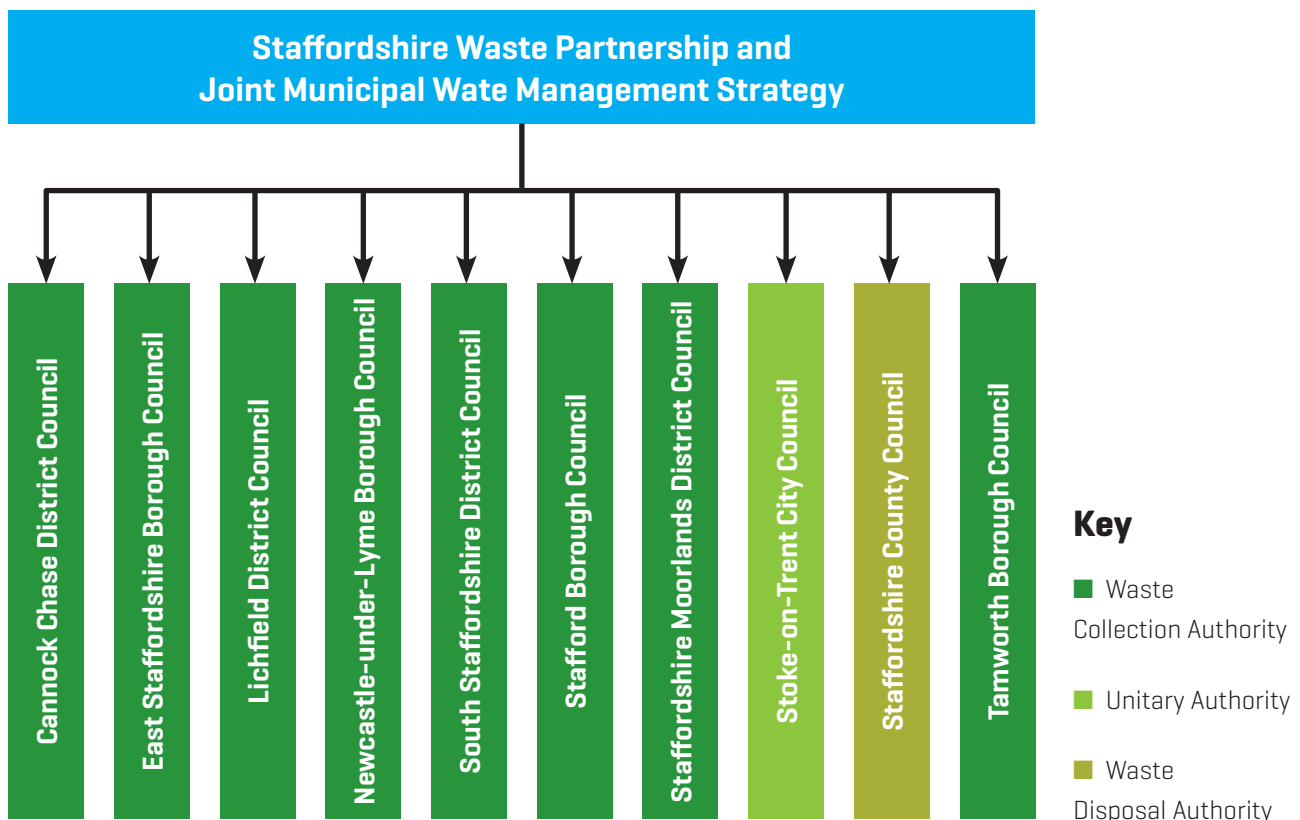


Figure 2. Staffordshire Waste Partnership structure



Staffordshire (excluding the city of Stoke-on-Trent) is a two tier administrative area comprising 8 district or borough councils and Staffordshire County Council. The district and borough councils are Waste Collection Authorities (WCAs), meaning they are each responsible for the collection of Municipal Solid Waste (MSW) in their area. Staffordshire County Council is a two tier authority which acts as the Waste Disposal Authority (WDA) for the entire county, meaning it is responsible for the management and disposal of the waste collected by the WCAs. Stoke-on-Trent is a Unitary Authority (UA), meaning it is both a WCA and WDA.

SWP was established in 2001 to provide a platform for collaborative working between the WCAs and WDA, to provide a consistent framework for waste management in the county through the production of a strategy, offer knowledge sharing opportunities, and to present efficiency savings with consortium agreements.

SWP is operated through collaborative working between Waste Managers from each authority. In addition to this, between 2009 and 2012, two Waste Minimisation Officers were employed by SWP, whose main role was to work with local Waste and Recycling Officers in each authority to highlight awareness of waste issues within the communities of the county. In 2013, SWP decided that these fixed term posts would be replaced with a single post that focused on the strategic development of SWP, through the management of key projects and facilitation of the required changes to meet the core objectives of this refreshed strategy.

## **1.2 Vision**

The aim of Staffordshire Waste Partnership is to work together to reduce waste, and maximise reuse, recovery, and recycling. SWP aims to reduce the environmental impact of disposal by recovering energy from any residual waste. SWP is striving towards a zero waste economy, where all materials have a purpose and avoid disposal of any kind.

## **1.3 Review of the original strategy (2007 document)**

The 'Integrated Municipal Waste Management Strategy for Staffordshire and Stoke-on-Trent' was originally produced in November 2003 and updated 2007. This strategy focused upon the following principles;

- Increased household recycling: Delivering on a combined household recycling and composting target of 55% (equivalent to 50% of all MSW) by 2015,
- Recovering benefit from all remaining MSW: Sending approximately 50% of all MSW for recovery by 2020,
- Zero waste to Landfill: Minimising all forms of waste to landfill through increased recycling followed by maximum recovery of all remaining residual waste, thus placing landfill as the last and final option.



The document's wider remit had the intention of;

- Achieving sustainable management of all waste arising in Staffordshire and Stoke-on-Trent through emphasis on the reduction, re-use, recycling and recovery of waste,
- Managing waste as a potential resource and as close as possible to its point of origin,
- Developing effective co-operation and joint working between local authorities, businesses and residents on the benefits of waste minimisation and increased recycling and recovery.

In 2012, we achieved 50% recycling performance (explained in more detail in section 2 – current waste management position). It is expected that, with the opening of a new Energy from Waste plant in 2014, we will achieve 55% recycling performance by 2014. In meeting these targets and adopting the other key aspects of the strategy ahead of schedule, new targets were required to take the partnership up to 2020. In addition, the 2007 strategy no longer effectively incorporates the strategies and policies adopted by individual authorities within SWP, requiring the balance to be addressed more effectively. As a result, there was a clear need to refresh the strategy.

## 1.4 Key legislation and economic drivers

The principle driver for the targets and objectives outlined in the 2007 strategy was derived from the European Landfill Directive which places a duty on member states to decrease the quantities of organic municipal waste sent to landfill. Since 2007, there have been changes to the legislative landscape and extensive policy review for waste management, which have become key drivers for a refreshed strategy.

The primary principal to address waste management remains to be the waste hierarchy (figure 3) as a starting point to focus priority issues. Recent policy and legislation has further strengthened the need for growth in the preferred options for waste, with increasing focus upon waste minimisation and reuse schemes.

**Figure 3. Waste Hierarchy**



There is a wide range of existing and forthcoming European, national and local policies and legislation that determine the way waste is collected and managed throughout Staffordshire, as discussed in the 2007 strategy document. Such policy / legislation extends to include climate change and reduction of carbon emissions, resource efficiency, sustainable consumption and production, and increasing the role of waste prevention. The Government Review of Waste Policy in England 2011 was a key driver that highlighted the need to refresh the 2007 strategy. Table 1 provides an overview of key policies and legislation since 2007 which drive the need for this refreshed strategy.

**Table 1. Key waste management policies and legislation since 2007**

Policy / Legislation	Salient information
Waste Strategy for England 2007	<ul style="list-style-type: none"> <li>• Decouple waste growth from economic growth.</li> <li>• More emphasis on waste prevention and reuse.</li> <li>• Meet and exceed the Landfill Directive diversion targets for organic municipal waste in 2010/2013/2020.</li> <li>• Increase diversion from landfill of non-municipal waste and secure better integration of treatment for municipal and non-municipal waste.</li> <li>• Invest in infrastructure needed to divert waste from landfill and for hazardous waste management.</li> </ul>
Revised EU Waste Framework Directive 2008	<ul style="list-style-type: none"> <li>• Emphasises resource efficiency and waste prevention.</li> <li>• Waste hierarchy is a priority but Member States may depart from it if doing so results in a better environmental outcome.</li> <li>• Member States must put in place waste prevention programmes by the end of 2013. The Commission must report on progress in waste prevention by 2011 and by the end of 2014, it has to set waste prevention and decoupling objectives for 2020.</li> <li>• Member States must achieve a target of re-using or recycling 50 per cent of household waste (including paper, metal, plastic and glass) by 2020; and achieve a target of re- using, recycling or recovering 70 per cent of construction and demolition waste by 2020.</li> <li>• Member States must set up separate collection for at least paper, metal, plastic and glass by 2015.</li> </ul>
Waste Policy Review 2011	<ul style="list-style-type: none"> <li>• Adoption of a revised waste hierarchy which has a greater emphasis on prevention and re-use.</li> <li>• No new recycling targets imposed on local authorities.</li> <li>• Withdrawal of the Landfill Allowance Trading Scheme after the 2012/13 scheme year.</li> <li>• Maintain landfill tax increases towards a floor of £80/tonne in 2014/15.</li> <li>• A revised recycling and waste commitment for both household and business waste.</li> <li>• Changes to Section 46 of the EPA – powers of Local Authorities to deal with certain waste offences.</li> <li>• Abolishing proposals to introduce new bin taxes for householders based on the amount of waste produced.</li> </ul>

Waste Regulations 2011	<ul style="list-style-type: none"> <li>• Requirements for waste collection, transport, recovery and disposal.</li> <li>• Requires businesses to confirm that waste hierarchy is applied when transferring waste and include a declaration on the waste transfer /consignment note.</li> <li>• Introduces two-tier system for waste carrier and broker registration, including the new concept of waste dealer.</li> </ul>
Wealth from waste, Local Government Association's local waste review, 2013	<p>Recommends the following Government changes;</p> <ul style="list-style-type: none"> <li>• Reinvestment of landfill tax receipts,</li> <li>• Improvement to the quality of recyclable waste,</li> <li>• Regulation changes to stop waste exportation,</li> <li>• Improvements to capacity for high value recyclables,</li> <li>• Encouragement reuse and reconditioning,</li> <li>• Ensuring producers pay their share via PRN system,</li> <li>• Introduction of financial reward schemes for residents.</li> </ul>

In recent years, the Government has introduced a number of significant fiscal changes to local authorities, including significant reduction in public sector funding. This key economic driver has resulted in a challenge to ensure value for money, affordability and sustainability in our waste management. Landfill tax has risen in recent years, resulting in more costly disposal, meaning it has never been more financially important to source other waste management options.

A clear gap has been identified in the waste collection services provided across the county – trade waste is a large proportion of total waste arisings, however not all WCAs in Staffordshire offer a commercial collection service. Moreover, of those WCAs that do offer the service, it is greatly limited to residual collections only. This sector is a key waste producer that requires suitable collection services, which can generate an income through service charging. These important factors have therefore shaped the structure of this refreshed strategy.

Based upon these developments since 2007, the key legislative and economic drivers for current waste management practices have altered sufficiently enough to require a refreshed strategy document, reflecting the present situation.



*Bails of processed recycling at the Material Recovery Facility*

## 1.5 Purpose of the refreshed strategy

This document provides a framework for strategic decisions to be taken on the management of municipal solid waste (MSW) in Staffordshire and Stoke-on-Trent to the year 2020. It adopts a flexible yet focussed approach, recognising the need to respond to rapid developments of new ideas and opportunities. This refreshed strategy is needed to provide the context for preparing the new long term municipal waste management contracts that are due to come into operation over the next few years, in particular to develop options for contracts involving the Material Recycling Facility (MRF) at Aldridge, which end in 2015, and the North Staffordshire waste disposal contract, which ends in 2020.

The refreshed strategy has been prepared by officers within the Staffordshire Waste Partnership, and supersedes the 'Integrated Municipal Waste Management Strategy for Staffordshire and Stoke-on-Trent' (produced in 2003 and updated in 2007). The core principles set out in the original strategy remain unaltered but are now updated in this strategy for 2013 in order to reflect the changes faced since the original document, such as legislative pressure, economic drivers, service alterations and implementing new targets, having achieved those originally set out.

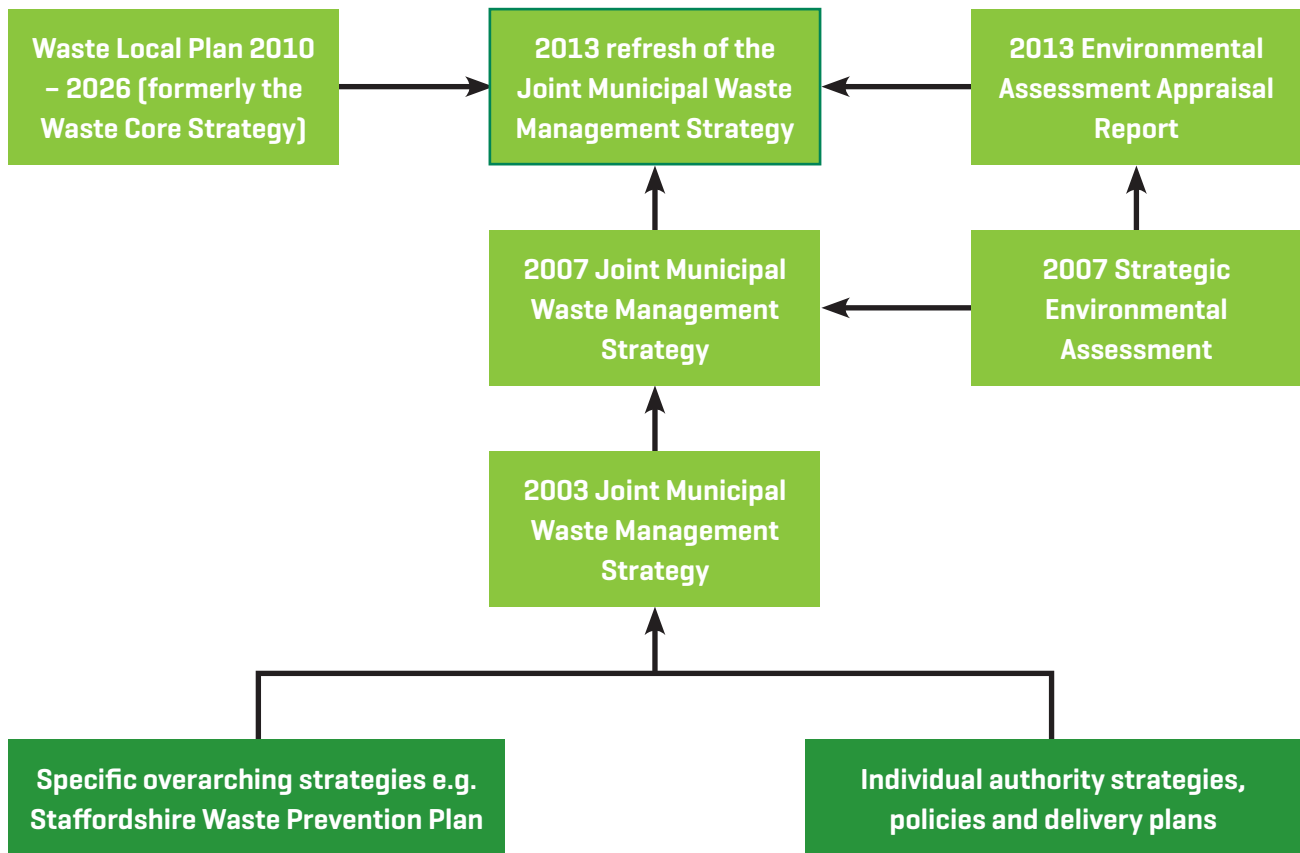
## 1.6 Structure of the refreshed strategy

The various strategic documents are all based on a partnership approach and will involve a wide range of strategic partners, all offering a diverse breadth of expertise. These partners will include the Waste Collection Authorities, Waste Disposal Authorities, producers and managers of non municipal waste, other public and private sector bodies, the voluntary sector and many other groups /organisations as needed. Collectively these partners will drive the waste strategy forward.

The refreshed strategy is structured so that each partner WCA will decide and develop the best collection systems which suit their area and deliver the core objectives (discussed in section 3 of this document) of the strategy in consultation with their local communities. Each partner will produce an individual Partner Authority Action Plan which will allow them flexibility in meeting local need, when delivering the plans set out by this refreshed strategy.

Whilst this refreshed strategy document supersedes the Joint Municipal Waste Management Strategies published in 2003 and 2007, both provide a context for how the strategic management of municipal waste management has evolved. Furthermore, this document should also be considered alongside the Waste Local Plan 2010, which sets out both the waste needs of the county and the areas which may be considered for waste development. Figure 3 shows how SWP related documents fit together to result in this refreshed strategy 2013.

Figure 4. SWP related waste management documents relevant to this refreshed strategy



Recycling facilities at Household Waste Recycling Centres

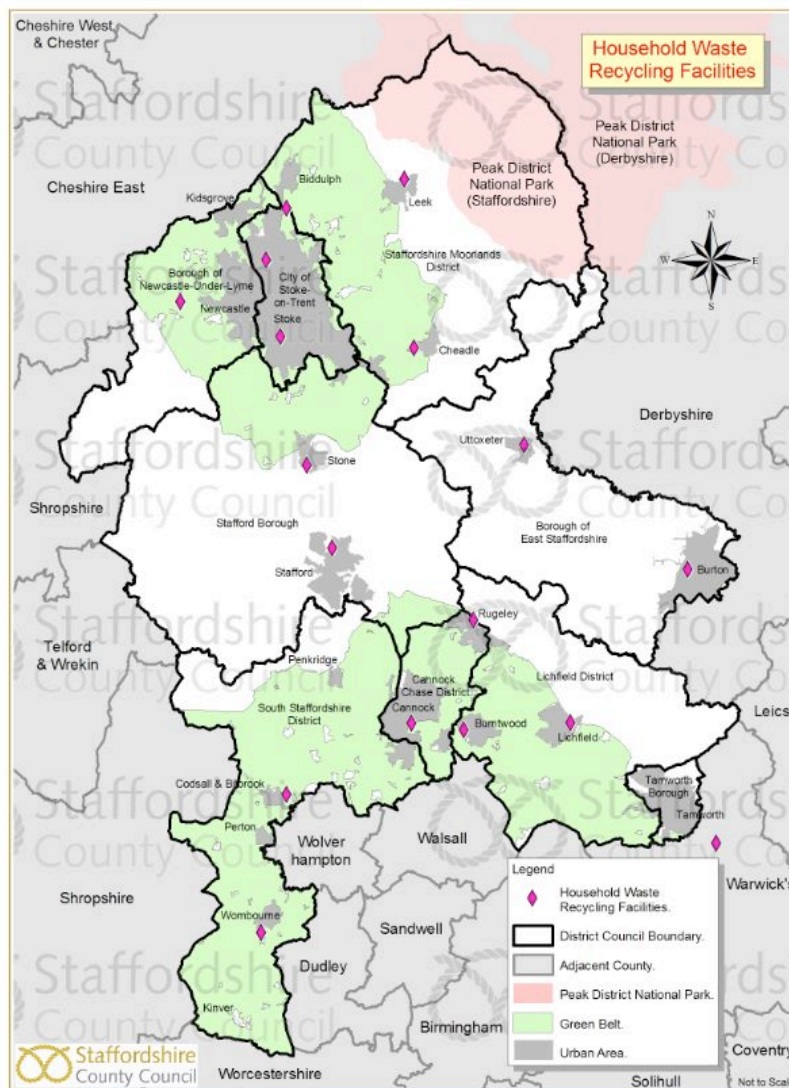


## 2. Current Waste Management Position

In Staffordshire, the following waste management services are currently in operation;

- All eight WCA's and Stoke-on-Trent UA operate household waste and recycling collections, including free garden waste collections for at least one bin per household, and bulky waste collections. Services are delivered through a mixture of 'in-house' and contracted out services, which includes the third sector for bulky waste in some locations.
- 16 Household Waste Recycling Centres [HWRCs] are operated by Staffordshire County Council and Stoke-on-Trent UA (Figure 4).
- Over 300 bring banks, offering recycling facilities.

**Figure 5. Map of Household Waste Recycling Centres (HWRCs) used by Staffordshire authorities (Waste Local Plan, 2010).**



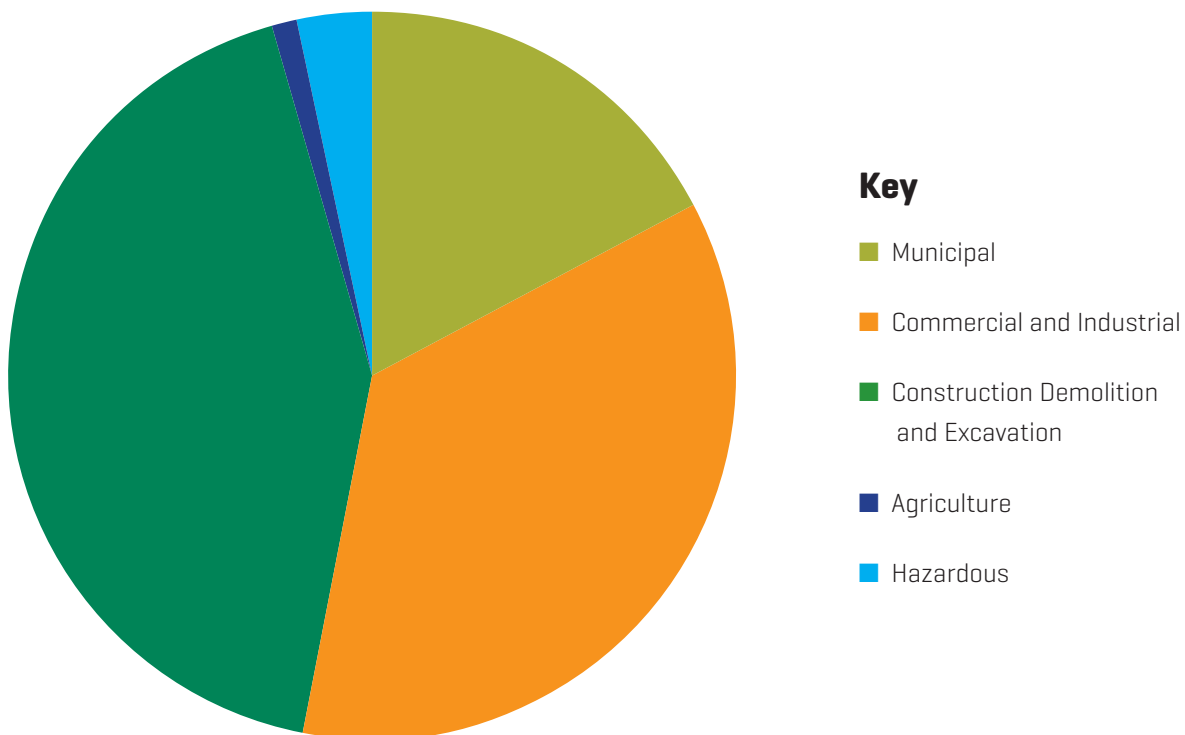
For more information the specific waste management services in each council administrative area, please contact your local council – contact details are available in the ‘Useful Contacts’ section of this document (section 5.1).

Staffordshire has made significant progress in managing waste sustainably, since producing the original strategy document in 2003. There has been investment in new collection schemes and facilities to improve recycling performance, including organic waste. This has allowed SWP to gain valuable experience in the use of a wide range of technologies, collection processes, and introduction of new waste streams. The advances made in each key area of waste management are discussed in the rest of this section.

## 2.1 Waste composition

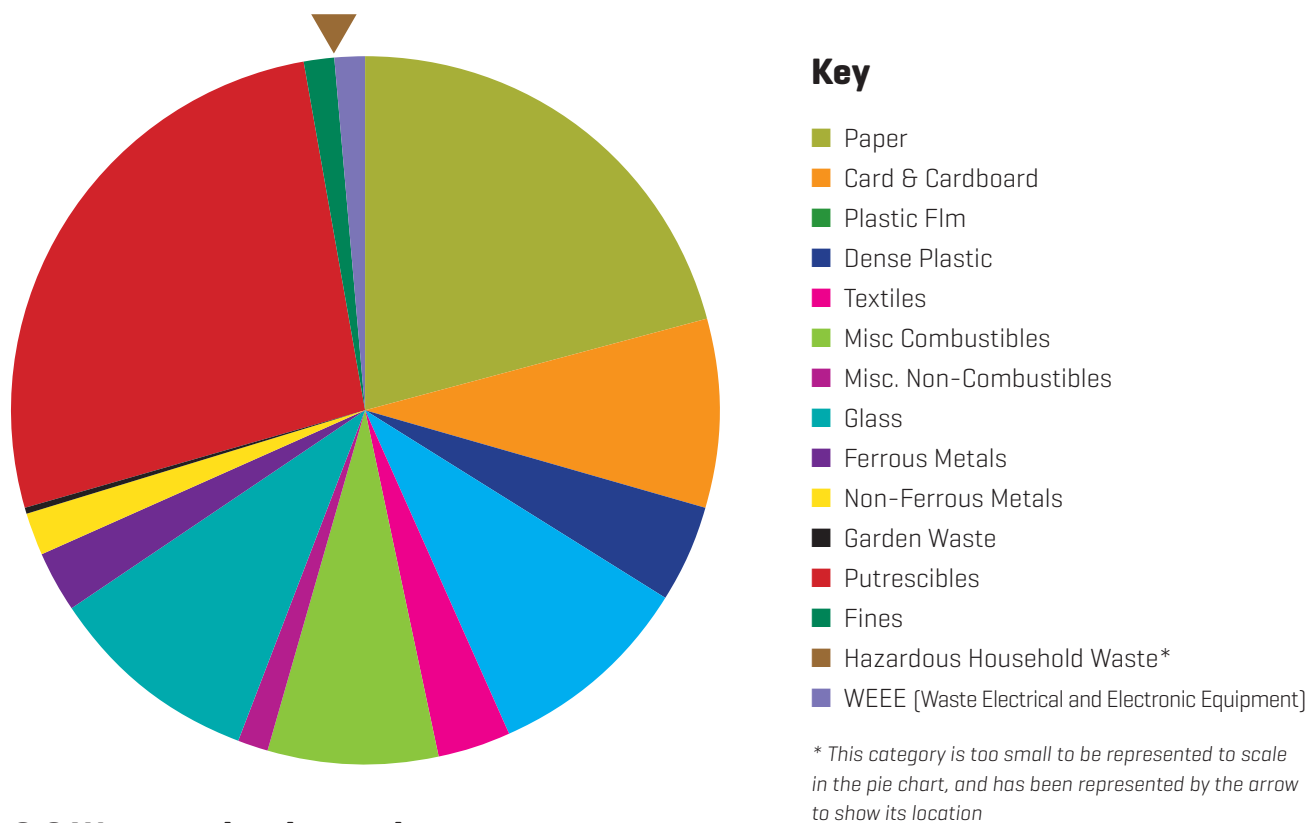
Municipal solid waste (MSW), mainly from households, currently makes up 14.7% of the total waste amount for Staffordshire and Stoke-on-Trent, with the majority of waste arisings produced by construction, demolition, commercial and industrial activities (Graph 1). In 2006/07, Staffordshire generated approximately 614,000 tonnes of municipal waste. During the same time period, the county recycled 33% of its total waste arising. Compared with other counties, Staffordshire is performing well against a national average of county recycling rate at 41%.

*Graph1. Pie chart showing the estimated controlled waste arisings in Staffordshire (Waste Local Plan, 2010).*



Furthermore, recent compositional analysis has been used to estimate the composition of municipal waste across all Staffordshire areas in 2012 (Graph 2).

**Graph 2. Pie chart showing the composition of municipal waste in Staffordshire in 2012**



## 2.2 Waste reduction and reuse

Recent partnership work has resulted in engagement with approximately 6000 residents on the subject of waste prevention /minimisation. These campaigns included (but were not limited to):

- Delivering a £122,000 'Love Food Hate Waste' (LFHW) campaign (2009 – 2011),
- Assisting with the delivery of a regional LFHW campaign across the West Midlands,
- Developing and delivering a £20,000 'Unwanted Mail' campaign, which recently made the final for 'Best waste prevention project' at the LARAC awards,
- Developing new initiatives and methods to promote re-usable nappies in an attempt to engage a new audience,
- Assisting some local authorities with the roll out of new services.

Assuming these residents reduced the amount of waste they produced by 20% between 2009 and 2012, there has been the prevention of circa 2,400 tonnes across Staffordshire, attribute to waste reduction campaigns.

Reuse schemes are currently in their infancy across the county. Initial works include furniture reuse schemes where local authorities are working with a variety of third sector organisations, including Furniture Mine, YMCA, Home Comforts and the British Heart Foundation.



## 2.3 Types of waste

All WCAs in Staffordshire source segregate waste to separate out recyclable materials, however each council does this to a different degree, according to local need and service suitability. All WCAs offer kerbside recycling collections, a service to collect organic waste, and more specific services for less common items, such as bulky items and trade waste. Progress in these areas is discussed below.

### 2.3.1 Recycling

Since the original strategy was created in 2003, each of the eight WCAs has achieved above 50% recycling performance (total recycling, including composting), with Staffordshire Moorlands District Council achieving above 60% in 2012/13. At the same time, all partner authorities have seen a reduction in the volume of waste produced. Table 2 shows the recent dry recycling performance for each WCA and UA. Table 4 shows the total recycling rate (dry recycling and organic waste) per WCA for the same time period (2011/12).

**Table 2. Dry recycling collected in 2012/13**

	<b>Total household waste (tonnes)</b>	<b>Total recycling (tonnes)</b>	<b>Recycling rate (%)</b>
Cannock Chase District Council	38,087.33	10,785.18	28.3
East Staffordshire Borough Council	45,044.28	10,939.45	24.3
Lichfield District Council	41,783.47	11,583.07	27.7
Newcastle-under-Lyme Borough Council	47,700.11	8,979.80	18.8
South Staffordshire District Council	44,372.52	9,554.08	21.5
Stafford Borough Council	51,952.69	12,634.51	24.3
Staffordshire Moorlands District Council	39,675.67	8,365.58	21.1
Stoke-on-Trent City Council	100,453.77	23,459.20	21.7
Tamworth Borough Council	29,503.98	8,437.50	28.6
<b>Total</b>	<b>438,573.82</b>	<b>102,738.37</b>	<b>23.5</b>

### 2.3.2 Organic waste

Organic waste includes food waste and garden waste. The following services are available to collect and recycle organic waste;

- Separate food waste and garden waste collections by Newcastle-under-Lyme Borough Council only,
- Joint food and garden waste collection in the same bin, by East Staffordshire, Cannock Chase, Staffordshire Moorlands, Stoke-on-Trent, Lichfield and Tamworth councils,
- Separate garden waste collections by Stafford Borough Council and South Staffordshire District Council (where food is collected as residual waste in the general waste bin),
- Garden waste recycling at all HWRCs.

In Staffordshire, food waste accounts for approximately 15% of total waste arisings, and garden waste accounts for approximately 20%. Separate collections for organic waste have allowed more waste to be recycled, via composting and anaerobic digestion processes. Table 3 shows the percentage of the total waste collected from households that is collected separately, as a type of organic waste. Table 4 shows the total recycling rate [dry recycling and organic waste] per WCA for the same time period [2011/12].

**Table 3. Organic waste for composting or treatment in 2012/13**

	<b>Total household waste (tonnes)</b>	<b>Total organic waste (tonnes)</b>	<b>Total rate (%) composted or treated</b>
Cannock Chase District Council	38,087.33	8,953.29	23.5
East Staffordshire Borough Council	45,044.28	12,362.6	27.4
Lichfield District Council	41,783.47	12,699.2	30.4
Newcastle-under-Lyme Borough Council	47,700.11	12,928.23	27.1
South Staffordshire District Council	44,372.52	12,386.00	27.9
Stafford Borough Council	51,952.69	13,314.23	25.6
Staffordshire Moorlands District Council	39,675.67	13,320.24	33.6
Stoke-on-Trent City Council	100,453.77	13,328	13.3
Tamworth Borough Council	29,503.98	6,523.54	22.1
<b>Total</b>	<b>438,573.82</b>	<b>105,815.33</b>	<b>24.1</b>

**Table 4. Total recycling rate, per Local Authority, for 2012/13**

	<b>Total household waste (tonnes)</b>	<b>Total recycling (tonnes)</b>	<b>Total recycling rate (%)</b>
Cannock Chase District Council	38,087.33	19,738.47	51.8
East Staffordshire Borough Council	45,044.28	23,302.05	51.7
Lichfield District Council	41,783.47	24,282.27	58.1
Newcastle-under-Lyme Borough Council	47,700.11	21,908.03	45.9
South Staffordshire District Council	44,372.52	21,940.08	49.4
Stafford Borough Council	51,952.69	25,948.84	49.9
Staffordshire Moorlands District Council	39,675.67	22,685.82	57.2
Stoke-on-Trent City Council	74,301.84	40,327.51	54.28
Tamworth Borough Council	100,453.77	36,787.2	36.6
Staffordshire County Council	29,503.98	14,961.04	50.7
<b>Total</b>	<b>512,880.66</b>	<b>251,881.31</b>	<b>49.2</b>

### 2.3.3 Other waste types

There are a number of specialist waste streams that WCAs now deal with;

- Clinical waste – Not all WCAs offer specialist collection services for clinical waste, as it poses certain health and safety risks. Those WCAs in North Staffordshire have offered suitable revised services since 2012, with plans to extend this to those WCAs in South Staffordshire in 2013 (see delivery plan in section 4.1).
- Bulky waste – Large items of waste, such as broken furniture, can be collected by specialist services on order from most WCAs. As furniture accounts for 42% of all bulky waste collections in Staffordshire, furniture reuse schemes are now in place in many areas.
- Electrical items (WEEE; Waste Electrical and Electronic Equipment) – By law, electrical items require suitable disposal and collection with residual waste is not appropriate for this, so most WCAs offer separate options for WEEE.
- Trade waste – Local Authority run commercial waste collection services are available for an extra cost in most areas of the county, however most authorities offer a residual waste collection service only.



*Bulky waste collection services and reuse schemes are available for items like broken or unwanted furniture*

## 2.4 Waste disposal and treatment arrangements

Through a mixture of joint arrangements and individual contracts, SWP utilises the following technologies as waste recovery options other than landfill;

- three in-vessel composting plants (for garden waste),
- one Anaerobic Digestion (AD) plant (for organic waste involving food),
- three dry recycling Material Recovery Facilities (MRFs),
- three waste transfer stations,
- two Energy from Waste Plants (for residual waste),
- suitable reprocessing of street sweepings.

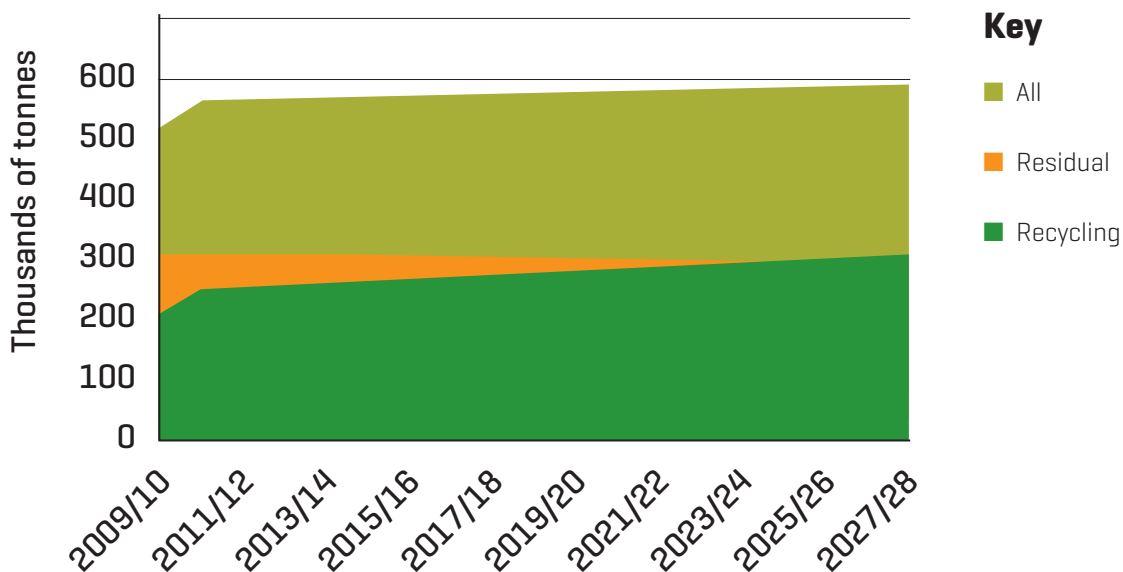
An Energy from Waste (EfW) plant, located in South Staffordshire, is currently under construction and is expected to be fully operational in 2014. It is expected that participation in this recovery method will divert waste from landfill disposal. The aim is to reduce the volume of waste to landfill disposal to less than 5% of total waste arisings.

## 2.5 Predicted waste growth

The implementation plan and core targets specified within this document are based upon predictions of waste growth in Staffordshire and Stoke-on-Trent over the next 15 years, as set out in the Waste Arisings Projections report [Valpak, 2012]. This allows the quantification and justification of new targets for this refreshed strategy [section 4]. Graph 3 summarises the progressive growth in waste arisings over the next 15 years. The general trend suggests that by 2027, not including expected population growth and associated increased housing numbers, on a like for like basis;

- overall waste arisings will increase by approximately 4%,
- collected residual waste will decrease by circa 25,000 tonnes,
- collected recycling will increase by approximately 50,000 tonnes.

**Graph 3. A summary of predicted growth of waste arisings in Staffordshire and Stoke-on-Trent over the next 15 years [Valpak, 2012]**



The indication that there will be a reduction in amounts of residual waste collected, and an increase in levels of recycle collected, has the potential to positively alter the recycling rate across Staffordshire, but it is important to note that work on prevention and reuse will also have an effect on waste arisings.

## 3.0 Strategic Plans

Taking into account the current economic climate, associated drivers and legislative requirements, this refreshed strategy aims to provide a clear framework of collaborative working within SWP. This framework will assist in the development of consistent approaches to waste management across the county.

Reduction in total waste production over recent years can be attributed to, in part, the current economic climate, as austerity impacts buying habits. Going forward, the main challenge is to ensure that, as the economy improves and consumer confidence returns, unsustainable levels of waste production and therefore disposal do not also return.

Tackling the main issues as a partnership also requires the individual authorities' waste and minimisation strategies to be updated, allowing this refreshed strategy to be a simple overarching document which sits above the individual documents. As a result, there is a greater emphasis on the waste hierarchy, with waste prevention as the core of the strategic development of future waste management.

To facilitate this, this refreshed strategy has developed six key principles, which form the core objectives for the delivery plan;

- Waste prevention, including reuse,
- Efficiency Savings,
- Resource Recovery,
- Carbon Reduction,
- Infrastructure & Contracts,
- Municipal Waste.

The principals are in no particular order and have not been prioritised to form the above list.



Recycling collection vehicle

### 3.1 Core objectives

The core objectives are detailed below; however more information with regard to specific projects to deliver these objectives is included in the delivery plan [section 4.1].

#### 3.1.1 Waste Prevention

**To maintain zero waste to landfill and reduce the amount of local authority collected municipal and commercial residual produced in Staffordshire, benchmarked against the top 10% of residents, thus reducing the overall volume of waste that is treated, recovered, disposed, or recycled.**

The Waste Regulations 2011 [England and Wales] require greater emphasis on the higher levels of the waste hierarchy [figure 5 in section 2.6], which highlights primary focus on waste prevention / minimisation and reuse. Local authorities have responsibility under the Waste Minimisation Act 1998 to promote waste reduction.

Waste prevention reduces the amount of waste entering the collection, processing and disposal system, which provides financial savings and reduces environmental impacts, such as lowering associated carbon emissions, avoiding harmful landfill disposal, and increasing material / item reuse, which reduces the consumption of valuable resources and raw materials. However waste prevention also poses challenges;

- decoupling waste prevention from economic trends,
- current popular cultural trends influencing the consumer driven economy has resulted in a throwaway society, which therefore requires effective communication for behavioural change,
- lower waste quantities and the changing nature of packaging and production materials may result in lower quality of collected materials, leading to increased cost for processing.

Waste minimisation and reuse was focused on in the 2007 strategy document, highlighting key areas of prevention as home composting and nappies via educational and awareness campaigns, working alongside reuse schemes. Operationally, reuse schemes remain a key factor to be improved upon to offer a better service for increased participation, as they have not yet been fully implemented to provide a high level service. As extensive works were undertaken to deliver the waste minimisation campaigns, this strategy will focus upon operational changes that can benefit local residents. However awareness and education campaigns will remain a strong point in conjunction with these works, as featured in proposals for SWP's Waste Prevention Plan. In addition, new contracts with Veolia [Four Ashes Energy from Waste plant] and FCC [HWRCs] also include the provision of waste education officers for community engagement on waste management issues.

Working in collaboration with WRAP (a Government funded recycling organisation), SWP has evaluated waste prevention activities currently undertaken (WRAP, 2012) and determined preventable tonnages of different types of waste via suitable waste prevention techniques (Table 5). This identified areas of significant potential to prevent waste entering collection and disposal services, which highlighted food, furniture and electrical items (WEEE) as waste streams to concentrate minimisation projects on. Reuse schemes for furniture and WEEE would also provide extensive social benefits to the local communities and environmental benefits.

**Table 5. Potential preventable tonnage of waste through waste prevention techniques (WRAP, 2012)**

Percentage of preventable tonnage captured	Preventable tonnage per annum			Total preventable tonnage minus WEEE per annum
	Food	Furniture	WEEE	
100%	9,000	4,400	2,000	13,400
75%	6,750	3,300	1,500	10,050
50%	4,500	2,200	1,000	6,700
25%	2,250	1,100	500	3,350

### 3.1.2 Efficiency Savings

**To achieve efficiency savings across SWP, thus reducing the total budget for waste management below the rate of inflation.**

Despite the current public spending restrictions, local authorities will continue to provide waste services which meet the high expectations of customers. In 2012, the cost of providing waste management services for Staffordshire, including collection, treatment, processing and disposal cost, was in excess of £45million. Of these costs, in excess of £42million can be attributed to transport, processing and disposal costs. As a result, the delivery plan will focus on these three key areas, ensuring SWP has the correct infrastructure in the right areas to reduce transport mileage (and therefore direct carbon emissions), provide comprehensive yet low cost processing services and disposal options.

To facilitate such reduction of costs requires further improvements in performance and service delivery achieved by collaborative working and sharing of best practice. It is important to consider the true cost of waste management in a two tier authority and identify financial savings for efficiencies in joint service and procurement opportunities. This will be conducted thanks to the shared commitment of SWP authorities to the vision of sustainable waste management for Staffordshire, which could expand to include other organisations, should joint working outside SWP present saving opportunities.

Reflecting local needs and differences in operating systems, contracts and infrastructure and measuring true success if efficiency gains from joint working, will prove to be challenging in achieving financial savings through improved efficiency.

### 3.1.3 Resource Recovery

**To ensure the maximisation of resource value from collected materials, as a commodity or as energy provision.**

In the last strategy [2007], a partnership wide recycling rate [including food waste] of 50% of total waste arisings was set as a formal target. This has been achieved however it is important to also recognise that collecting the source segregated materials results in maximum financial value for the materials as a commodity or as energy provision.

Scarcity of raw materials, particularly some rare earth metals, has a significant impact in global markets, results in the increased value of such materials recovered from waste. This could impact the product chain as scarcity of raw materials forces consideration of alternatives, which in turn impacts the range and volume of materials currently collected under waste services. This necessitates adaptable collection and treatment processes to meet market demands, that could lead to more variety in waste streams to include recovery of other viable materials depending on their value, which would affect kerbside collection routes. Strategic development therefore requires a flexible approach for future collection schemes and associated infrastructure requirements.

### 3.1.4 Carbon Reduction

**To reduce the total carbon emissions for waste collection, processing and disposal activities 2% year on year, by ensuring consideration in future contract, infrastructure and procurement decisions.**

In keeping with the targets that have been set in the UK Climate Change Act 2008, individual authorities have published adaptation plans which include actions to reduce the impact of their waste services on the environment and develop the management of these services to enable them to respond efficiently to Climate Change, as part of their Climate Change Strategies. All partnership authorities are also signed up to the Staffordshire Declaration on Climate Change.

The commitment to reducing carbon emissions has already been highlighted in achieving zero waste to landfill. SWP has therefore reduced the amount of landfill gas produced via degradation of waste under landfill condition. Landfill gas is primarily composed of methane which is a greenhouse gas that has an impact on the environment that is 23 times greater than the impact of carbon dioxide. However, there are further opportunities to reduce the carbon emissions, through waste prevention, item reuse, and recycling of materials to preserve raw materials / resources. In addition, waste processing methodology, and associated infrastructure can use and generate renewable energy and fuels which support national energy policies. This is a key driver for Stoke-on-Trent City Council, who recognise that increased use of renewable energy provides security of energy supply at an affordable price. New Staffordshire County Council disposal contracts now have a rolling 5% reduction in carbon emissions as a standard Key Performance Indicator [KPI].



Waste collection services and processing infrastructure will be appraised internally to SWP, using the Environment Agency's Waste & Resources Assessment Tool. Assessments can be made to alter service methodology and infrastructure accordingly, to support a low carbon economy.

### 3.1.5 Infrastructure and Contracts

**To provide and support appropriate infrastructure with suitable contracts that ensure value for money, by developing procurement policies to maximise efficiency & sustainability.**

Strongly linking with other core objectives, appropriate infrastructure supported by effective contracts could maximise the resource value of collected waste, provide efficiency savings with regard to practical aspects and collaborative procurement, and assist in the reduction of carbon emissions from waste services. Contracts need to be flexible to markets changes and material value fluctuations, in order to ensure efficient collection and high quality processing. From the extensive contracts register, key contracts will an impending end date, including service contracts for several authorities in coming year, will be prioritised higher.

Key contracts to focus on include treatment contracts for each waste stream (and associated infrastructure requirements) and scoping of joint service contracts and other operational contracts. This aims to provide economies of scale, and further improve performance and sustainability of waste management; however it is important to reflect local needs. Contracts will be evaluated for potential savings and improvements when the contract is close to the end date, which necessitates a phased approach to this objective.

It is expected that, through the implementation of key contracts over the coming years, there is the potential to incorporate key infrastructure, where appropriate. This may also present further opportunities for efficiency savings.

### 3.1.6 Municipal Waste

**To provide efficient and cost effective waste services to local residents and businesses.**

SWP focus is shifting from household waste to all municipal waste collections including commercial waste, due to changes to government thinking as outlined in their review of waste policy in 2011. Our experience in shaping household waste collection services over the last decade has provided SWP with significant experience in treating waste differently. As a result, there is the opportunity to implement a comprehensive, county wide trade waste scheme, which could help local businesses to reduce their waste and therefore costs.

Development of commercial waste services has been identified as a key area of work to provide enhanced services to local businesses. This will build on work already undertaken in the north of the county which has identified this as significant opportunity to provide more cost effective and efficient services, offering a wide range of collections, including recycling and the potential for separate food waste.

Domestic collections remain at the core of our waste management. We aim to use our experience to offer effective and efficient services to our residents that compliment the wider requirements of source segregation, to meet government policy and to accommodate with advances in technology. Throughout any changes to these drivers, waste collection services will continue to provide residents with simple, easy to use services that meet their needs.

### **3.2 Strategic Environmental Assessment**

A Strategic Environmental Assessment (SEA) was conducted for the 2007 strategy. According to the SEA Directive, an SEA is not required to be undertaken for this 2013 refreshed strategy, given that the 2013 refreshed strategy is fundamentally based upon the ethos of the 2007 strategy and provides 'minor modifications' to the focus of the strategy. To confirm this, an Environmental Assessment Appraisal Report conducted a short assessment of the 2013 refreshed strategies objectives, which identified no significant differences to the environmental impacts noted in the 2007 SEA. The conclusion that an SEA is not required for this strategy was agreed by the 3 statutory bodies regulating SEAs; Environment Agency, Natural England and English Heritage.

The 2007 Strategic Environmental Assessment can be accessed at; [www.staffordshire.gov.uk/environment/rubbishwasteandrecycling/wastestrategy/JointMunicipalWasteManagementStrategy](http://www.staffordshire.gov.uk/environment/rubbishwasteandrecycling/wastestrategy/JointMunicipalWasteManagementStrategy)

The Environmental Assessment Appraisal Report forms appendix 2.

## 4. Strategy Implementation

### 4.1 Delivery Plan

This delivery of this refreshed strategy must be flexible to advances in technology, changes in policy / legislation, and alterations of community opinions. Based on the core objectives set out in the last section, a live delivery plan has been developed to implement this refreshed strategy. This plan is a working document that will be updated accordingly throughout the delivery process.

Table 6 summarises the projects of the delivery plan and prioritises them for future action. Appendix 1 details the full delivery plan of this 2013 refresh of the Joint Municipal Waste Management Strategy for Staffordshire and Stoke-on-Trent.

**Table 6. Summary of key future projects**

Time frame	Project
Short term; immediate works	<ul style="list-style-type: none"> <li>• Creation of a SWP Waste Prevention Plan.</li> <li>• Review of clinical waste services in South Staffordshire, aiming to implement alterations already underway in North Staffordshire.</li> <li>• Baseline research / data collation of all services, technologies and contracts, to assess current status, and identify gaps.</li> <li>• Agree a partnership procurement framework.</li> <li>• Create a Transport Managers Group to move forward on operational changes for efficiency savings.</li> </ul>
Medium term	<ul style="list-style-type: none"> <li>• Assess contracts according to end dates, undertaking review and alterations - focus on service contracts and local infrastructure.</li> <li>• Commercial waste service review and rebrand, including scoping of a single pricing structure and options for collaboration.</li> <li>• Bulky waste collection review, with potential for contracted services using the third sector.</li> <li>• Improved WEEE facilities, including potential for reuse.</li> </ul>
Long term; background projects	<ul style="list-style-type: none"> <li>• Guidance document on available collection, process and disposal technologies, to aid future decisions.</li> <li>• Ongoing work to align the variety of policies of individual partnership authorities.</li> </ul>

In addition to this delivery plan, this refreshed strategy is supported by individual action plans for each partner authority. The action plan will set out local activities that support the core objectives of this refreshed strategy, but allow the authority flexibility in delivery to support local need.

## 4.2 Monitoring Progress

The Joint Waste Management Board for Staffordshire and Stoke-on-Trent will be responsible monitoring progress and performance in delivering this refreshed strategy via the delivery plan. The delivery plan is intended to be a live document and practical management tool. SWP is committed to the on going monitoring, review and updating of the delivery plan, as required in accordance with SWP internal alterations or external changes in pressures.

Performance monitoring will be undertaken against a standard template to ensure county wide compliance, which will be reported for discussion to the Joint Waste Management Board. This monitoring will take place to a formal level yearly, with the production of an SWP annual report.

Additional monitoring will be undertaken in the meantime – informal performance monitoring of key criteria will be reported at Joint Waste Management Steering Group meetings, every six weeks. This is part of a mandatory requirement to provide regular updates on delivery plan progress, to ensure the ongoing employment of the SWP Officer, given that the role is funded by the financial savings achieved in the project work of the delivery plan.

## 4.3 Review

During the aforementioned monitoring process of this refreshed strategy, this document will continually be assessed in the annual reports as to it remains applicable. Should it no longer be applicable to the current waste management practices, a formal review will take place, resulting in either another refreshed strategy to update current plans, or an entirely new strategy, depending on the circumstances noted in the review.

If this refreshed strategy document is deemed to be applicable until the end of the reporting period in 2020, a formal review will take place at the end of the strategy coverage period. The overall strategy and associated strategic documents will then be formally reviewed in 2020 by the Staffordshire Waste Officer's Group, to determine progress against the core objectives and targets set in this document. Should another update be required to the strategy, following discussion with SWP's Joint Waste Management Board, a refresh of the strategy will be commissioned to reflect the changes at that point in time.

## 5. Helpful information

### 5.1 Useful contacts

For information on waste services in your local area, please contact your local authority;

Local Authority	Contact details / website
<b>Cannock Chase District Council</b>	<b>01543 462621</b> customerservices@cannockchasedc.gov.uk www.cannockchasedc.gov.uk/waste
<b>East Staffordshire Borough Council</b>	<b>0800 269098</b> environment@eaststaffsbc.gov.uk www.eaststaffsbc.gov.uk/services/wasteandrecycling
<b>Lichfield District Council</b>	<b>0845 002 0022</b> waste.strategy@lichfielddc.gov.uk www.lichfielddc.gov.uk/recycling
<b>Newcastle-under-Lyme Borough Council</b>	<b>01782 717717</b> wastemanagement@newcastle-staffs.gov.uk www.newcastle-staffs.gov.uk/environment
<b>South Staffordshire District Council</b>	<b>01902 696203</b> waste@sstaffs.gov.uk www.sstaffs.gov.uk/your_services/environmental_services/waste_and_recycling.aspx
<b>Stafford Borough Council</b>	<b>01785 619402</b> info@staffordbc.gov.uk www.staffordbc.gov.uk/binday
<b>Staffordshire Moorlands District Council</b>	<b>0345 605 3014</b> Email via online form www.staffsmoorlands.gov.uk/sm/council-services/environment-and-waste/bins-and-recycling
<b>Stoke-on-Trent City Council</b>	<b>01782 234000</b> WasteManagement@stoke.gov.uk www.stoke.gov.uk/ccm/navigation/environment/waste-and-recycling
<b>Tamworth Borough Council</b>	<b>0845 002 0022</b> enquiries@tamworth.gov.uk www.recyclefortamworth.co.uk
<b>Staffordshire County Council</b>	<b>0300 111 8000</b> or <b>01785 277452</b> recycling@staffordshire.gov.uk www.staffordshire.gov.uk/environment/rubbishwasteandrecycling

For more information on waste management in Staffordshire, please visit the Staffordshire Waste Partnership's website; [www.recycleforstaffordshire.org](http://www.recycleforstaffordshire.org)

For information on what can be recycled, please visit [www.recycled.products.org.uk](http://www.recycled.products.org.uk)

For information on recycling and waste at home, in schools and at work, please visit [www.recyclenow.com](http://www.recyclenow.com)

To remove your name from junk mailing lists, please contact the Mail Preference Service on [www.mpsonline.org.uk](http://www.mpsonline.org.uk) or **0845 703 4599**.

## 5.2 Glossary of terms and acronyms

**AD** – Anaerobic Digestion; a collection of processes by which microorganisms break down organic material in the absence of oxygen, producing biogas and fertilizer.

**Organic Waste** – Materials such as paper, food and garden waste which decompose through the action of bacteria or other microbes. Generally, organic waste that is sent to landfill is squashed under all the other waste and does not have access to air. Decomposition without air (anaerobic) causes methane. Methane is a powerful greenhouse gas which is believed to contribute to global warming.

**Bring bank** – Recycling site open to the public.

**Bulky waste** – Large items of household waste such as furniture or fridges together with some garden and DIY waste.

**Commercial waste** – Waste from premises used mainly for the purposes of trade or business, or for the purposes of sport and entertainment.

**Composting** – Decomposition of organic matter in the presence of oxygen (aerobic) to produce compost for use as a fertiliser or a soil conditioner.

**County Council** – Is the waste disposal authority in the administrative area of Staffordshire.

**District Council** – Is the waste collection authority in the administrative area of Staffordshire.

**Energy from Waste** – Conversion of waste into a usable form of energy, either by incineration, thermal treatment or the production of gas.

**Household waste** – Covers waste from household collections, street sweepings, bulky waste collections, hazardous household waste collections, litter collections, household clinical waste collections, separate garden waste collections, waste from Household Waste Recycling Centres and waste collected separately for recycling/composting schemes.

**HWRC** – Household Waste Recycling Centre.

**Kerbside collection** – Collection of recyclables typically from the curtilage of premises.

**Landfill** – The process of depositing waste in/ on the ground.

**Industrial waste** – Waste from any factory and from any site occupied by an industry.

**In-vessel composting** – aerobic decomposition of organic / organic materials, confined within a building, container, or vessel, to create better air circulation than open composting.

**JMWMS** – Joint Municipal Waste Management Strategy

**MSW** – Municipal Solid Waste; This includes all waste collected by a Waste Collection Authorities, or its agents, such as waste from households, parks and gardens, fly-tipping and any waste they collect from commercial or industrial premises.

**MRF** – Material Recovery Facility; a specialized plant that receives, separates and prepares recyclable materials for marketing to end-user manufacturers.

**Recovery** – Recovery of materials or energy from waste by methods such as recycling, energy generation and composting.

**Recycling** – Collection or recovery of reusable materials from waste, and their subsequent reprocessing to form useable products.

**Reuse** – The use of waste items such as bottles, packaging or electronic components for their original or for another purpose without reprocessing.

**Staffordshire Declaration on Climate Change** – A public acknowledgement of climate change, and a commitment to action / community leadership to reduce emissions, adapt to changes which are now inevitable, and help the people of Staffordshire to do the same.

**SWP** – Staffordshire Waste Partnership; a collaboration of the ten councils in Staffordshire, tackling waste management issues together.

**Trade waste** – Commercial waste collected by the Waste Collection Authorities.

**Waste arisings** – The quantity of waste generated within a specified area.

**WCA** – Waste Collection Authority; In Staffordshire, arrangements for the collection of municipal waste are the responsibility of the district councils [except for Stoke-on-Trent City Council, which is a Unitary Authority].

**WDA** – Waste Disposal Authority; In Staffordshire, arrangements for the final disposal of household waste is the responsibility of Staffordshire County Council [except for Stoke-on-Trent City Council, which is a Unitary Authority].

**WEEE** – Waste Electrical and Electronic Equipment.

**Unitary Authority** – a self sufficient council, who collects and disposes of its own waste, without relying on other councils [e.g. Stoke-on-Trent City Council].

## 5.3 References

Environment Agency's Waste & Resources Assessment Tool;

<http://www.environment-agency.gov.uk/research/commercial/102922.aspx>

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Staffordshire and Stoke-on-Trent Joint Waste Local Plan 2010 – 2026 [Adopted March 2013];

<http://www.staffordshire.gov.uk/environment/planning/policy/wastecorestrategy/Version-for-adoption-March-2013.pdf>

Waste Projection Report, Valpak, 2012.

WRAP, 2012. Composition of kerbside and HWRC bulky waste [MPD006-002].

Appendix 1 – Strategy Delivery Plan *[live document]*

Core objective	Project
<b>Waste Prevention</b>	Agree a partnership wide approach to waste prevention
	Viability of alterations to bin size
	Establish how LFHW success can be measured in terms of tonnage
	Research how we can increase bulky re-use across Staffordshire
	Introduce more comprehensive WEEE collection services [to avoid WEEE as residual waste]
	Improve clinical waste services
<b>Efficiency Savings</b>	Baseline report on currently used technologies / schemes (and their efficiency)
	Review of new technologies
<b>Resource Recovery</b>	Complete waste compositional analysis all waste streams using waste data flow information for tonnages and split of recycling materials
<b>Carbon Reduction</b>	Ensure consideration to carbon reduction throughout all SWP activities
	Complete research into whether local authorities are using alternative technologies and how successful they have been in reducing carbon impact
	Map waste service facility locations in Staffordshire and nearby authorities
<b>Contracts / Infrastructure</b>	Fully assess current infrastructure for gaps
	Agree procurement process / framework for SWP
<b>Municipal Waste</b>	Improve commercial waste services offered by authorities through development of a single vision



Actions
Produce a Waste Prevention Plan
Identify required resources to deliver action plan / agree funding mechanism
Gather baseline information from partnership authorities
Propose a series of aligned guidelines on bin size for SWP agreement, to be included in individual local authority policies
Undertake cost benefit analysis
Undertake scoping exercise, create business plan, consider 3rd sector involvement, implement new service
Improve facilities on HWRC
Offer wider coverage on bring sites
Scope the potential for introducing reuse kerbside collections
Implement cost saving measures trialling in North Staffordshire, to other areas
Establish Transport Officers Working Group, to review transport / workshop arrangements, plus recommend partnership arrangements where efficiency and carbon savings can be delivered
Produce cost benefit analysis and feasibility study to assess efficiency and carbon savings of adopting new technologies
Stoke-on-Trent City Council to procure composition analysis
Staffordshire County Council to use Valpak to research waste composition of recycling and organic materials
Include carbon reduction in all future decisions - written into local policies
Conduct research using WRAP, LARAC, CIWM, networks
Mapping exercise
Produce contract register of all current contracts and associated infrastructure
Scope out contracts alterations where efficiency and carbon savings apply
Investigate potential to develop existing facilities, and provision of new facilities
Determine potential for SWP wide procurement, to achieve economies of scale for financial savings
Agree SWP wide pricing structure and options for service development
Develop singular marketing strategy

*Appendix 2 – Environmental Assessment Appraisal Report, 2013*





Staffordshire  
Waste Partnership

# Staffordshire and Stoke on Trent City Council Joint Municipal Waste Management Strategy Staffordshire Moorlands District Council Action Plan 2013



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# 1 Introduction

## 1.1 Staffordshire Moorlands District Council

Staffordshire Moorlands District Council (SMDC) is a mainly rural local authority with a third of the council area located within the Peak District National Park. SMDC has three market towns Leek, Biddulph and Cheadle with a number of other villages of varying sizes. SMDC has a population of 97,200 and housing stock of 43,130<sup>1</sup>.

## 1.2 Staffordshire & Stoke on Trent Joint Municipal Waste Management Strategy

The Councils in Staffordshire and Stoke on Trent City have reviewed their Waste Strategy in 2013.

This Action Plan identifies the specific services that Staffordshire Moorlands District Council is providing to help achieve the vision and objectives of the Strategy.

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<sup>1</sup> ONS Mid-Year Estimates 2012

## **2 Existing Waste Management Services**

This section summarises the waste management services currently provided by SMDC, covering waste prevention, reuse, recycling, composting, general waste collections and related services.

The key waste management services currently offered by SMDC are outlined as a set of tables in this section. The Council operates a three wheeled bin and bag collection system. Recycling is collected in a grey wheeled bin, with reusable bags for paper, garden and food waste is collected in a brown wheeled bin and general waste in a blue lidded wheeled bin. A non-reusable clear sack is provided for textiles. All services are collected on alternate weeks throughout the year. The standard wheeled bin size for recycling and green waste is 240 litres, with a 180 litres wheeled bin for the collection of general waste.

### **2.1 Waste Prevention and Reuse**

The Council promotes a range of waste prevention, reduction and reuse initiatives. This includes working with the Staffordshire Waste Partnership to promote a range of initiatives such as home composting, food waste reduction (involving the Love Food Hate Waste campaign), furniture and textile reuse, real nappies etc.

### **2.2 Kerbside Dry Recycling Collection Service (2012/13 data)**

The grey wheeled bin is for the collection of card, glass, cans and mixed plastics. A reusable bag is supplied for paper and a clear sack is for textiles collection. Properties that cannot accommodate wheeled bins are offered a combination of kerbside boxes and the reusable bag.



*Table 1 Kerbside Dry Recycling Collection Service*

<b>Description</b>	<b>Collection Details</b>
Coverage	100% (43,130 households)
Receptacles	140 litre wheeled bin, paper bag and textile sack 72.3% (31,195 households) 240 litre wheeled bin, paper bag and textile sack: 22.8% (9,835 households) Kerbside boxes: 2.8% ( 1237 households) Communal bins: 2.1% ( 900 households)
Collection frequency	Fortnightly
Materials collected	Paper, card, cans, glass, mixed plastic and textiles.
Service provider	In house operation
Term of contract	N/a
Tipping point/Destination	Fowlchurch Depot/Crayford MRF, Kent
Tonnage 2012/13	7,426 tonnes

### **2.3 Kerbside Organic Waste Collection Service (2012/13 data)**

The mixed garden and food waste collection service operates on a fortnightly basis and is offered to all households. Most households use a brown wheeled bin with properties not suitable for bins using a 25l caddy for food waste and compostable sacks for garden waste. Additional bins can be purchased with no limit on the number allowed per household.

*Table 2 Kerbside Organic Waste Collection Service*

<b>Description</b>	<b>Collection Details</b>
Current uptake	100% of households are offered the service
Receptacles	140 litre wheeled bin: 4.93% (2,125 households) 240 litre wheeled bin: 89.25% (38,495 households) 25l caddy & compostable sacks: 3.72% (1,608 households) Communal bin: 2.1% ( 900 households)
Collection frequency	Fortnightly
Materials collected	Mixed garden and food waste
Service provider	In house operation
Term of contract	N/a
Tipping point/destination	Fowlchurch Depot/Vital Earth UK, Ashbourne
Tonnage 2012/13	13,320 tonnes

## 2.4 Kerbside General Waste Collection Service (2012/13 data)

All householders are offered a fortnightly general waste collection service. Households that cannot accommodate a wheeled bin remain on a sack collection service that is also collected on a fortnightly basis. Households with five or more permanent occupants can apply for a 240 litre bin instead of the standard 180 litre bin. Side waste is accepted in extreme weather conditions only when normal collection services are disrupted.

*Table 3 Kerbside General Waste Collection Service*

Description	Collection details
Coverage	100% of households are offered the service
Receptacles	180 litre: 90.8% (39,141 households) 240 litre: 3.1% ( 1,344 households) Communal bin: 2.1% ( 900 households) Sacks: 4% ( 1,745 households)
Collection frequency	Fortnightly
Service provider	In house provider
Term of contract	N/a
Tipping point/Destination	100% Energy from waste (via transfer station at Fowlchurch, Leek)
Tonnage 2012/13	15,078 tonnes

## 2.5 Bring Sites (2012/13 data)

The Council currently operates 38 bring sites that complement the kerbside recycling collection service. In 2012/13 a total of 457 tonnes of materials were collected through the bring sites.

*Table 4 Bring Site Service*

Material	Number of Sites	Tonnage 2012/13	Collection Organisation
Brown glass	22	tonnes	Berryman
Green glass	22	tonnes	Berryman
Clear glass	22	tonnes	Berryman
Mixed cans & plastics	21	tonnes	Saica Natur
Mixed paper & card	21	tonnes	Saica Natur
Textiles	11	tonnes	JMP Wilcox

## 2.6 Other Waste Collection Services (2012/13 data)

The Council provides a number of collection services that range from commercial waste, bulky waste from households, healthcare, street litter and fly-tipping. Each service is listed below to show the performance within 2012/13.

*Table 5 Other Waste Collection Services*

Collection Service	Collection and Performance Details
Commercial and chargeable household waste	<p>The Council operate a separate trade waste collection service. Some rural customers are serviced on the household kerbside collections.</p> <p>Tonnage: 1165.55 tonnes            Number of customers: 736            Destination: Energy from waste via transfer stations at Fowlchurch, Leek.</p>
Bulky waste	<p>The bulky reuse and Recycling service has been contracted out to the North Staffordshire Furniture Mine since 2011. This ensures as many items as possible are diverted from disposal.</p> <p>Tonnage: 48t reused, 3.5t recycled (electrical items), 15.5t disposal            Tipping point/destination: Reusable/saleable items are taken to the Furniture Mine facility in Stoke on Trent for resale. Waste for disposal is taken to the Fowlchurch transfer station in Leek.</p>
Hazardous/Healthcare waste	<p>Tonnage: 24 tonnes            Number of customers: 62            Tipping point/destination: Sita, Wrexham</p>
Street litter/sweepings	<p>Tonnage: 2,192 tonnes            Tipping point/destination: Energy from waste via transfer stations at Fowlchurch, Leek.</p>
Fly-tipping (illegal dumping)	<p>Tonnage: 41 tonnes            Tipping point/destination: Energy from waste via transfer stations at Fowlchurch, Leek.</p>

### 3 Waste Management Service Performance

This section summarises the service performance trends over the past five years and forecasts future performance until 2016/17 based on the new recycling and composting services introduced in 2012.

#### 3.1 Service Performance

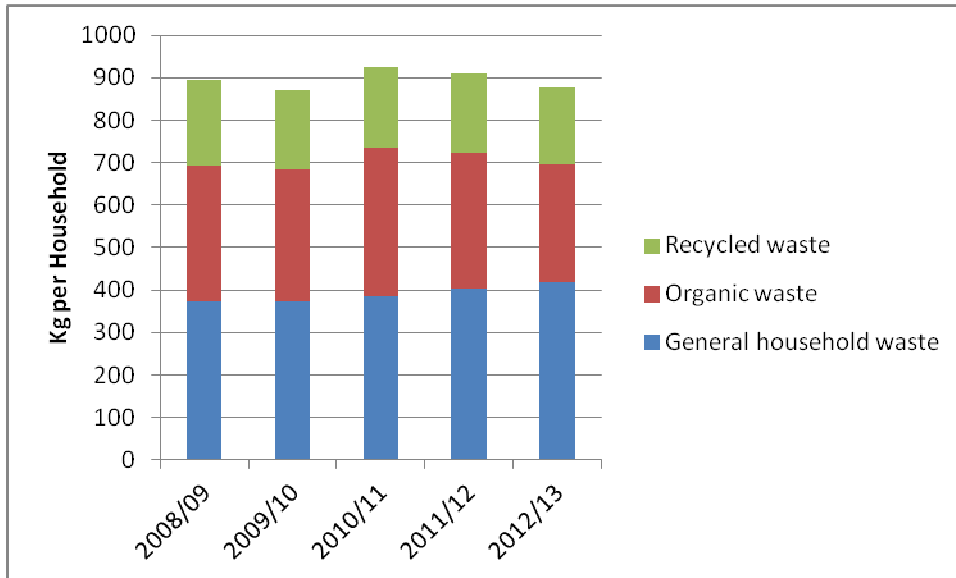
The table below highlights the impact on recycling performance in recent years. The current collection services have been in place since 2007. Recycling performance in the district remains high but has been impacted in recent years by external factors including the economic recession, light weighting of packaging and guidance issued in 2012 which advised that street sweepings could no longer be composted.

*Table 6 Service Performance 2008/09 – 2012/13*

Description of Performance Category	2008/09	2009/10	2010/11	2011/12	2012/13
	Actual	Actual	Actual	Actual	Actual
Household waste recycled	20.74%	19.2%	19.35%	18.85%	19.91%
Household waste composted	40.81%	42.61%	40.85%	40.06%	33.97%
<b>Household waste recycled and composted</b>	<b>61.6%</b>	<b>61.8%</b>	<b>60.2%</b>	<b>58.9%</b>	<b>54%</b>
General household waste collected (per household)	374.5kg	373.6kg	384.7kg	402.3kg	419kg
Organic waste collected (per household)	318.2kg	308.8kg	350.5kg	319.3kg	276kg
Recyclate collected (per household)	202.6kg	189.7kg	188.6kg	188.3kg	182.8kg
<b>Total waste collected (per household)</b>	<b>895.3kg</b>	<b>872.1kg</b>	<b>923.8kg</b>	<b>909.9kg</b>	<b>877.1kg</b>

Figure 1 illustrates the changes in service performance over the past five years. This highlights an increase in the quantities of general household waste collected. The amount of organic waste composted has also fallen as a result of guidance issued in 2012 which advised that street sweepings could no longer be composted.

Figure 1 Service Performance Trend 2008/09-2012/13



### 3.2 Future Performance Projections

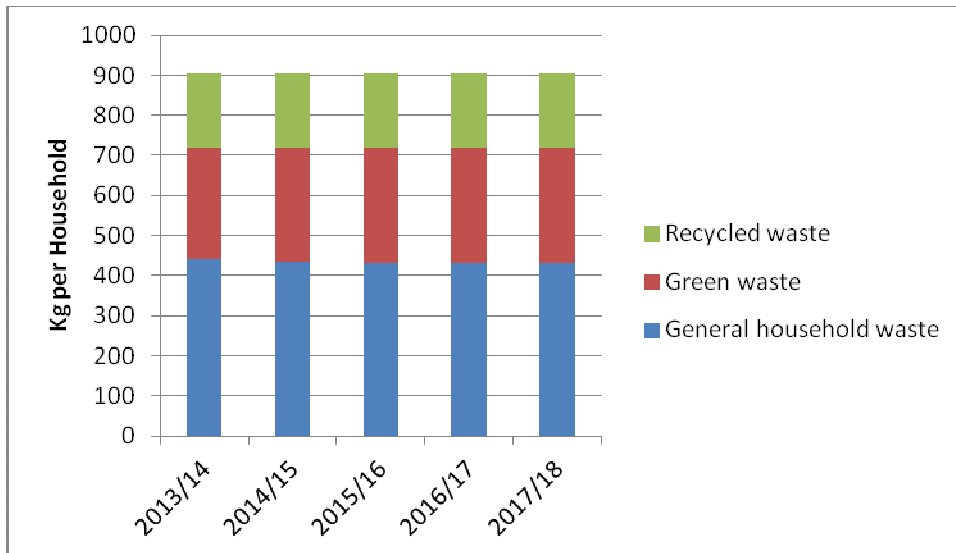
SMDC performance projections from 2013/14 to 2017/18 are outlined in the table below.

Table 7 Service Performance Trend Projections

Description of Performance Category	2013/14	2014/15	2015/16	2016/17	2017/18
Household waste recycled	20%	20.5%	21%	21%	21%
Household waste composted	31%	31.5%	32%	32%	32%
<b>Household waste recycled and composted</b>	<b>51%</b>	<b>52%</b>	<b>53%</b>	<b>53%</b>	<b>53%</b>
General household waste collected (per household)	440kg	436kg	432kg	432kg	432kg
Green waste collected (per household)	280kg	283kg	286kg	286kg	286kg
Recyclate collected (per household)	183kg	185kg	188kg	188kg	188kg
<b>Total waste collected (per household)</b>	<b>903kg</b>	<b>904kg</b>	<b>906kg</b>	<b>906kg</b>	<b>906kg</b>

It should be noted that the increased general waste collected per household is expected as a result of the change in treatment of street sweepings and are now disposed of. This has also resulted in an expected fall in the percentage of waste composted; 2013-14 is the first full year since this change.

*Figure 2 Service Performance Trend Projections 2008 – 2018*



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## **4 Action Plan**

A summary of current or planned changes to waste management services by service area is outlined in this section. These proposals will drive change in waste prevention, reuse, recycling and composting by the Council.

### **4.1 Waste Prevention and Reuse Initiatives**

The Council is committed to undertaking a number of initiatives to encourage and promote waste prevention and reuse. The Council will further develop and promote the following initiatives in partnership with the Staffordshire Waste Partnership to prevent waste and encourage reuse:

- i. The discounted home composting scheme that is provided across the county provides subsidised bins and composting information for Staffordshire householders.
- ii. The national Love Food Hate Waste promotional campaign provides information and events for householders to reduce food waste by shopping more carefully, planning meals and using up their leftovers.
- iii. Furniture reuse through the bulky reuse and recycling collection service provided by the North Staffordshire Furniture Mine to encourage diversion of bulky waste materials from disposal providing good quality furniture to householders on a budget.
- iv. Freecycle, Freegle, waste exchange sites and internet auction websites to encourage reuse.
- v. Waste prevention within the council to reduce waste and costs.
- vi. The reuse and recycling of electrical and electronic equipment.
- vii. On-going marketing and promotion to maximise waste prevention and reuse by householders.

### **4.2 Kerbside Dry Recycling Collection Service**

The recycling collection service was last reviewed in 2011, when cardboard was added to the grey recycling bin. There are currently no planned operational changes to the current fortnightly recycling collection service.

The Council will further develop and promote the following initiatives to increase recycling:

- Ongoing promotion and marketing to maximise recycling participation by householders and to reduce contamination levels

### **4.3 Kerbside Organic Waste Collection Service**

The organic waste collection service was last reviewed in 2011. There are no planned operational changes to the current fortnightly collection service.

- The Council is committed to improve the organic waste services and will continue to monitor contamination levels.
- Ongoing promotion and marketing to maximise composting participation by householders

### **4.4 Kerbside General Waste Collection Service**

The general waste collection service was last reviewed in 2011. There are no planned operational changes to the current fortnightly general waste collection service.

The Council will further develop and promote the following initiatives to reduce general waste:

- Households that currently receive larger wheeled bins (240l) will be regularly reviewed to ensure they continue to meet the eligibility criteria.

### **4.5 Bring Sites**

The Council operates 30 sites. The service continues to see a reduction in tonnage collected. The collection of materials is undertaken by a number of external contractors, the contract for this service operates until November 2015. It is anticipated that the service will be reviewed within the next year to determine future plans and service delivery.

### **4.6 Other Waste Collection Services**

The bulky waste & recycling service is currently contracted out to the North Staffordshire Furniture Mine. This contract was recently extended to operate until October 2015. There is an additional option to extend the contract for a further two years into 2017. It is expected that a decision will be made on this in late 2014/early 2015.

The Waste (England and Wales) Regulations 2011 requires WCA's to take reasonable measures to provide separate multi material collections to its commercial customers, schools and businesses.

The Council currently provides a free of charge recycling collection service available to educational establishments, care homes, camp and caravan sites and self catering holiday accommodation (all producers of household waste). A change in legislation in 2015 will classify these premises as commercial waste producing, meaning that the tonnage can no longer count towards the authority's recycling performance. Options to



extend recycling services to all premises generating commercial waste will be undertaken in 2014.

Partnership working has been ongoing in recent years reviewing the commercial waste services currently in operation by all local authorities with the aim of improving efficiency and related costs ensuring the service remain competitive with the private sector. It is proposed that this work continues.

#### **4.7 Communication and Promotional Activity**

The Council will continue to pursue a wide range of promotional activity and pursue funding opportunities where ever possible to facilitate this.

The Council will continue to pursue a wide range of promotional activity i.e. displays, community talks etc to promote recycling and waste reduction.

#### **4.8 Contract Review**

A number of waste management contracts are due to expire during 2015. These include:

- Processing of dry recyclables – contract expiration 31<sup>st</sup> August 2015
- Composting of food and garden waste – contract expiration 30<sup>th</sup> June 2015
- Provision and servicing of neighbourhood recycling centres – contract expiration 31<sup>st</sup> October 2015
- Bulky reuse & recycling service – contract expiration 31<sup>st</sup> October 2015

As a result during 2014 the council will need to consider the future delivery options available in regards to these services to ensure the collection services continue to be provided effectively and efficiently.

#### **4.9 Carbon Improvement Measures**

The Council is continuously working towards operating efficient collection arrangements where feasible. Tipping points are reviewed regularly to make sure that travel is efficient where possible to maximise carbon benefits.

#### 4.10 Action Plan Timetable

This Action Plan timetable identifies specific actions and initiatives that contribute to the vision and objectives of the Waste Strategy.

A progress review of the Action Plan will take place on an annual basis and also when fundamental changes or significant deviations from projected performance occur.

Table 8 Action Plan Timetable

	Action	2013/14				2014/15				2015/16				2016/17				2017/18				
		Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	
Prevention	Ongoing county wide promotional campaigns - LFHW, home composting etc																					
	Review properties in receipt of larger waste bin (240l).																					
Reuse	Review bulky reuse services to increase reuse activity.																					
Recycling & composting	Scope potential for introduction of kerbside WEEE collections.																					
	Promotion of kerbside recycling services and target to reduce contamination levels.																					
	Review current contracts for bring sites, green waste composting and dry recyclable processing.																					
Other	Action Plan review (to include review of Strategy options)																					
	Improve commercial waste services offered by authorities, including investigation of options for commercial waste recycling.																					
	Develop singular marketing strategy for commercial waste services.																					
	Agree SWP wide pricing structure and options for service development.																					

Responsibility: SMDC



SWP

#### 4.11 Strategy delivery plan

The table below identifies how Staffordshire Moorlands District Council's actions set out in this report contribute to the objectives of the Strategy.

*Table 9 Action Plan Contribution to the Delivery of the Strategy*

Action	Waste prevention	Efficiency savings	Resource recovery	Carbon reduction	Infrastructure & contracts	Municipal waste
Ongoing county wide promotional campaigns - LFHW, home composting etc	Direct contribution to objective	Indirect/partial contribution to objective				
Review properties in receipt of larger waste bin (240l).	Direct contribution to objective	Indirect/partial contribution to objective		Direct contribution to objective		
Review bulky reuse services to increase reuse activity.	Direct contribution to objective	Indirect/partial contribution to objective	Indirect/partial contribution to objective			
Scope potential for introduction of kerbside WEEE collections.	Direct contribution to objective		Indirect/partial contribution to objective			
Promotion of kerbside recycling services and target to reduce contamination levels.	Direct contribution to objective		Direct contribution to objective			
Review current contracts for bring sites, green waste composting and dry recyclable processing.	Direct contribution to objective	Direct contribution to objective	Direct contribution to objective	Direct contribution to objective	Direct contribution to objective	
Action Plan review (to include review of Strategy options)	Direct contribution to objective	Direct contribution to objective	Direct contribution to objective	Direct contribution to objective	Direct contribution to objective	Direct contribution to objective
Improve commercial waste services offered by authorities, including investigation of options for commercial waste recycling.	Direct contribution to objective	Indirect/partial contribution to objective	Direct contribution to objective	Direct contribution to objective		Direct contribution to objective
Develop singular marketing strategy for commercial waste services.		Indirect/partial contribution to objective				Direct contribution to objective
Agree SWP wide pricing structure and options for service development.		Indirect/partial contribution to objective				Direct contribution to objective

Direct contribution to objective



Indirect/partial contribution to objective



## 5 Risk Assessment

This section identifies some potential risks associated with achieving the targets and delivering actions identified within this plan e.g. legislative change, changing waste composition, waste disposal costs etc.

*Table 10 Potential Risks to Target Achievement*

Issue	Description	Mitigation	Risk Level		
			High	Med	Low
Legislative change	Unknown issues that could affect day to day operations	Work with SWP to lobby government and respond to consultations		<b>X</b>	
Changing consumer behaviour/ consumption patterns	Increase or reduction in yields of food waste, garden and recycling.	Review waste prevention, recycling and reuse systems to ensure effective material capture. Ensure services have potential to cope with changes in tonnages		<b>X</b>	

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### Appendix 3 – List of Consultation Questions

1. The key principles listed below are identified within the Strategy. Do you agree with them?

- Waste Prevention, including reuse
- Efficiency Savings
- Resource Recovery
- Carbon Reduction
- Infrastructure & Contracts
- Municipal Waste (Household & Commercial)

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Unsure

2. Please suggest any other key principles you think should be focused on

.....  
.....  
.....

3. Do you agree with the principle of making efficiencies through collaborative working across the 10 Staffordshire local authorities, where mutual benefit is demonstrated? Such as the merging of services and commissioning of waste management infrastructure.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Unsure

4. Should Staffordshire local authorities look to work collaboratively with local authorities outside of the county?

- Yes
- No
- Don't Know

5. Should Staffordshire local authorities look to work collaboratively with third sector organisations (charities etc)?

- Yes
- No
- Don't Know

6. Should Staffordshire local authorities aim to reduce the carbon footprint of existing waste services?

- Yes
- No
- Don't Know

7. Should Staffordshire local authorities consider the carbon footprint when developing new services?

- Yes
- No
- Don't Know

8. Should Staffordshire local authorities strive to further increase recycling levels?

- Yes
- No
- Don't Know

9. If you disagree with the previous question, please provide reasons why

.....  
.....  
.....