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## 1.0 PURPOSE

To update and review the Council's Waste Strategy to meet the Welsh Government overall Waste Strategy and to work towards meeting 70% recycling targets set for 2025.

To agree a 5 year Service Improvement Plan to achieve recycling targets up to the year 2016.

## 2.0 THE WASTE AGENDA

The Welsh Government published its first national waste strategy, *Wise About Waste*, in 2002. Subsequently, the revised **national waste strategy, *Towards Zero Waste*** (published June 2010) sets out additional and more sustainable waste management and waste reduction targets beyond 2010. Landfill diversion and recycling targets for Wales are now protected in law at both European and Wales levels under the Landfill Allowances Scheme (LAS) and the Waste (Wales) Measure 2010.

In the period up until 2025, the essential objectives must be as follows:

- To meet WG's statutory targets for increasing the amount of municipal waste that is **recycled or composted** from current levels of approximately 40% to 52% by 2012/13, 58% by 2015/16, 64% by 2019/20 and 70% by 2024/25
- To meet EU and associated WG targets for **reducing the amount of biodegradable waste that is sent to landfill**, from its 2009/10 level of 523,035 tonnes to 470,000 tonnes by 2013 and 330,000 tonnes by 2020
- To source (through procurement and/or use of merchant facilities) sufficient **food waste treatment** in the period up to 2014/15 to help deliver the step change needed to hit 52% recycling/composting by 2012/13
- To source (through procurement and/or use of merchant facilities) sufficient **residual waste treatment** in the period up to 2019/20 to help deal with the 30% of waste that cannot be composted or recycled by 2024/25, thereby eliminating the need for landfill
- To introduce **collection systems** needed to gather materials from households and transport them to the appropriate treatment facility.

## **National Challenge**

Taking all the steps needed to meet these targets and requirements will increase the costs of the waste service. However, the Council's costs would increase even if it continued as it is because of annual increases in landfill tax.

In addition, landfill capacity is running out and, in environmental terms, landfill is nearly always the least favoured form of disposal. UK landfill tax, set to increase by £8 per tonne until April 2014, is equalising the cost of landfill and alternatives. In several years' time, this will make landfill more expensive than alternative disposal methods.

The price of failure to meet the targets would be substantial with infraction fines from Brussels and/or fines from the Welsh Government. Both the recycling and the LAS targets carry substantial financial penalties for non-compliance (WG fines are £200 for every tonne of material outside targets; infraction fines from Europe associated with LAS can amount to £500million *per day* at Member State level). Proposals for potential fines and a fines protocol for non-compliance with the statutory recycling targets were published by WG for and are currently under consultation.

It has been clear over recent years that the Council were at high risk of not meeting EU landfill targets for the diversion of bio-wastes from landfill. Since then, in a concerted programme of action, it has worked to establish a collaborative procurement programme aimed at meeting EU targets whilst at the same time introducing a number of measures and initiatives to increase our recycling figures. The waste treatment procurement programme to treat bio-wastes and residual wastes diverted from landfill, and the introduction of source separated food waste collections set out a route to meet EU landfill diversion targets in 2013 and 2020.

The challenge now is to ensure that we can achieve the new statutory recycling targets set out in the Waste (Wales) Measure 2010.

## **Local Challenge**

Waste has been recognised locally by Swansea as a key priority within the Community Strategy 2010 – 14 'Shared Ambition is Critical'. It is highlighted as a key priority area within Swansea's "Environment Strategy". Further, it is one of the priority objectives identified in the Council's Corporate Improvement Plan for 2011/12. Given its importance, an Outcome Agreement has also been put in place for Waste with the Welsh Government. Outcome Agreements were created by the Welsh Government for Local Authorities to deliver projects in collaboration with other organisations to improve outcomes for local people. Waste is one of the 10 strategic themes chosen by the Authority to be delivered from 2010/11 to 2012/13. This agreement contains measures and actions to demonstrate success. Grant payment is determined on a sliding scale based

upon the success on achieving the outcome is therefore an integral driver for the Authority. Therefore this Strategy needs to be aligned to this Agreement.

### **3.0 DEVELOPING A LONGER TERM SERVICE STRATEGY**

The service development strategy has to span fifteen years to show how the higher rate of 70% recycling will be met in 2025. This would ensure that targets and service change could be aligned over the whole period.

This would take into account the Council's current collection and treatment practices together with any contractual commitments. Accordingly, any changes identified as necessary to move towards more sustainable waste collection and treatment practices will have to be designed to take place appropriately over time.

WG is willing to offer central support to help us and other Local Authorities develop such service development plans. This would build on and complement support already available to authorities via the WLGA, under its **Waste Improvement Programme** and from **Waste Awareness Wales**, both funded by WG. Swansea have agreed to work with the WLGA in the development of this plan.

#### **Costs funding and affordability**

The service development strategy outlined also needs to be developed in the context of an assessment of affordability of the overall package that is required to develop waste services. Over recent years, work has been commissioned jointly from Eunomia and from AEA/Grant Thornton to assess likely costs based on a range of assumptions.

The key considerations are the potential impact of these additional costs on other services and on our budgeting. Clearly, any efficiency savings that can be identified will help to cover the cost increases that have to be met (and any reduction in grants).

WG set out its funding mechanism as follows, subject to the approval of Full Service development plans:

**Food waste** – a contribution of approximately 25% of the lifetime cost of each project, as follows:

- Contribution of 20% of the net present value (NPV) of the initial capital costs of the facilities
- Contribution of 15% of the NPV of the facility gate fee, payable per annum

## **Residual waste**

- Contribution of 25% of the NPV of the facility gate fee, payable per annum.
- This commitment to financial support has been vital in enabling us to progress these procurements.

## **Cost Information**

Firmer figures for the **cost of food and residual waste treatment** are now becoming available as the procurement exercises have progressed. The information received to date suggests that the costs of the food waste procurement are well within original cost estimates. Further information is needed to establish accurate residual waste costs.

Further information on the **costs of collections** should be forthcoming as a result of a WG commissioned study on collection methods. This study, which made an initial report in December, will identify reference costs per household for collections in three types of authority – Rural, Valleys and City – based on achieving 70% recycling. Collection costs can then be estimated for each authority, by multiplying the number of households by the appropriate reference cost for the type of authority.

## **Grant Information**

The Comprehensive Spending Review has resulted in cuts in WG's budget that will have implications for the Sustainable Waste Management Grant (£73m in 2010/11 for the whole of Wales). Whilst £23m to support procurement of food waste facilities and other waste programme procurement activities has been protected, indications have been given that the remaining £50m may be subject to cuts. An updated profile of the anticipated **income stream from SWMG**, based on latest intelligence/expectations, therefore needs to be produced.

The draft budget settlement will enable projections of the allocations of **Revenue Support Grant** to individual councils, and waste's share of this allocation can be estimated and projected forwards.

WG has allocated the SWMG for the three years. However, consideration is being given to investigating the possibility of an indicative **ten-year funding projections** up to 2020 to facilitate long term planning against the service development plans proposed under the change programme.

#### **4.0 WELSH GOVERNMENT'S COLLECTION BLUEPRINT**

In March 2011 the Welsh Government published a 'Collection Blueprint' for affordable and sustainable local authority services for recyclable, compostable and residual waste following consultation undertaken as part of the Municipal Sector Plan.

This blueprint sets out their recommended service profile for the collection of waste from households that WG believe will result in high rates of high quality recycling, significant cost savings and improved sustainable development outcomes.

The Welsh Assembly Government's priorities for collection may be summarised as:

Provision of as many local bring sites, collecting as wide a range of materials, as possible so as to provide choice to householders on the way that they can access a recycling service.

Provision of well signed, equipped and staffed Household Waste Recycling Centres (HWRCs) that enable as many people as possible to access facilities for recycling as wide a range of materials as possible. The recycling rates of HWRCs should be high (in excess of 70%).

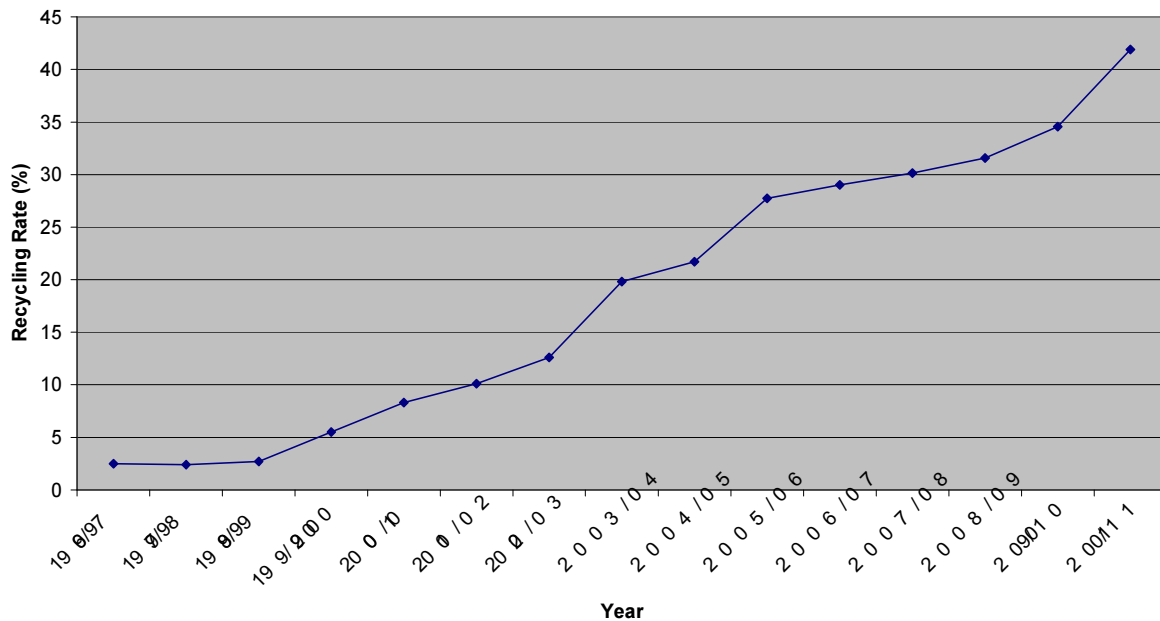
Provision of kerbside collection services that reduce residual waste arisings, collect high levels of clean recyclables in ways that can be recycled 'closed loop' and locally (preferably in Wales or elsewhere in the UK) and at lowest overall financial cost, and in ways that help elicit the desired behavioural changes amongst householders whilst at the same time providing convenience.

Provision of kerbside collection services that can provide source segregated food wastes to anaerobic digestion (AD) facilities that produce renewable energy and soil conditioner/fertiliser.

## 5.0 BACKGROUND / HISTORY OF WASTE MANAGEMENT IN SWANSEA

The following graph shows Swansea's recycling rates from 1996, prior to the first national waste strategy *Wise about Waste* published in 2002 up to 2011.

Recycling in Swansea 1996 - 2011



Recycling has a long history in Swansea and has gone through many changes. However, there was a clear, evident rapid increase in the recycling rate once the grant from the Welsh Government was made available in the early 2000's.

The following Timeline gives a summary of the various service and operational changes, undertaken over the last 20 years, and shows significant progress in moving forward waste minimisation recycling and composting.

April 1990	First started recycling in three areas (Llansamlet, Morriston and West Cross) of Swansea collecting six different items
1999	Green Waste first segregated at Civic Amenity Sites
2000	WOW educational pack introduced for Schools
24 <sup>th</sup> November 2001	Garden Waste Collection Trial started in Clydach from 1,500 properties
January 2002	Kerbside Recycling Collections expanded to 27,839 properties.
September 2002	Kerbside Recycling Collections expanded by a further 20,060 to total 47,899 properties.
July 2003	Kerbside sort box scheme trial for 12,028 properties.



July 2003	Kerbside Recycling Collections expanded by a further 26,077 to total 73,976 properties.
July 2004	Kerbside Recycling Collections expanded to cover whole County of 110,000 properties.
July 2005	Garden Waste Collections to 35,000 homes introduced.
November 2006	Kitchen Waste collections to existing Garden Waste Areas introduced.
September 2007	Secured funding to continue Garden/Kitchen Waste Collections.
September 2007	Schools Plastic "Moo Bins" collections introduced
November 2008	Inclusion of cardboard to Kerbside Collections
May 2009	Kitchen Waste and Garden Waste expanded to cover whole of County and Kitchen Waste changed to weekly collection. <ul style="list-style-type: none"> <li>• Existing 35,000 changed + 17,398 new households - 1<sup>st</sup> Feb 2009</li> <li>• 7,711 new households - 1<sup>st</sup> March 2009</li> <li>• 18,011 new households - 1<sup>st</sup> April 2009</li> <li>• 16,896 new households - 1<sup>st</sup> May 2009</li> <li>• Introduction of caddy liners</li> </ul>
November 2009	Delivery of home composting bins to areas not included on Garden Waste rounds completed.
May 2010	Plastic Collections introduced to whole of County on opposite week to green bags.
Sept 2010	Schools plastic collections moved to kerbside rounds and Moo Bins removed. Later replaced with pink drop back bins.
Oct 2010	Alternate Weekly Collections (AWC) of black bags introduced for Thursday and Friday Collections.
Oct 2010	Kitchen waste expanded to include all households
April 2011	AWC for black bags introduced for Monday to Wednesday rounds.

The Councils last Waste Strategy was adopted in 2001 by full Council but significant changes to National Policies set out in 'Wise about Waste' and more recently "Towards Zero Waste" have meant that this has now become outdated.

## **6.0 EXISTING WASTE MANAGEMENT PROGRAMME IN SWANSEA**

The Council has already embarked on a wide programme of measures to encourage municipal waste minimisation, re-use and recycling over the last decade. This programme, which includes the kerbside collection of recyclates and compostables, along the lines of the above blueprint, the provision of recycling facilities at Civic Amenity Sites, the promotion of home composting and the ongoing provision of 'bring sites' at various locations around the area has been successful in enabling City and County of Swansea to generally meet its targets.

More recently considerable progress has been made in the Regional Procurement of food waste treatment utilising anaerobic digestion technology which is being progressed through the Regional Sustainable Waste Management Project Board, and Regional Joint Committee. Similarly, an Outline Business Case is now being developed regionally for residual waste.

The future of the Landfill site at Tir John is also under active consideration and is being progressed through the Tir John Programme Group, but will ultimately play less of a role as the strategy moves from landfill into treatment.

Whilst these three elements are being progressed through different channels they are inextricably linked and each has an essential part to play in successfully enabling the Council to comply with future statutory targets.

### **Current Initiatives**

There are a range of initiatives currently in place for the minimisation, recycling and composting of waste within the City and County of Swansea. These include:-

### **Waste Minimisation and Reuse**

The Council is active in its pursuit of encouraging residents to reduce and reuse the waste it produces. A range of initiatives have been introduced to support this work. These include:-

- w The adoption of a waste minimisation programme for in-house wastes, reducing paper use and increasing recycling.
- w An annual Wise up to Waste Week which concentrates a large number of activities and events all aimed at raising awareness of waste minimisation.
- w The Swansea Schools Recycling Programme, which helps raise awareness of waste minimisation and recycling issues within schools. Currently 110 of the 120 schools in Swansea are signed up to the scheme. The schools also collect various items such as cardboard, paper, cans and kitchen waste for recycling. 'Swap shops' for uniforms, books, DVD's games etc have been run in some schools and have been very effective. Schools also receive a termly newsletter. There are web pages specifically for schools, both children and teachers. [www.swansea.gov.uk/recyclingschool](http://www.swansea.gov.uk/recyclingschool)
- w An online Swap Shop where residents can exchange unwanted goods free of charge is part of the council web pages for recycling.. Approximately 6700 items have been placed on the site and/or requested.
- w Working with communities which have been identified as having a low participation rate regarding recycling schemes. Door knocking takes place in

- targeted streets and areas and a survey taken after to assess the increase in participation.
- w Regular Press Releases informing the public of the issues relating to waste and prolific use of the Swansea Leader are utilised.
  - w Publication of the 'Little Green Book' detailing steps residents can take to reduce and minimise waste and how to use the services we provide. Also available is a Reduce, Reuse, Recycle book purchased through a partnership with Cardiff and Carmarthen.
  - w Support of the Real Nappy Campaign and issue of £50 vouchers for families wishing to change to real nappies instead of disposables.

## **Kerbside Collection Services**

### **Kitchen Waste**

- § A weekly collection of kitchen waste using a 5litre caddy with supplied liners and a 23litre food waste bin.

### **Dry Recycling**

- § An alternate weekly kerbside collection of glass, paper cardboard, cans and plastic to all properties within the City and County of Swansea using a bag system (one green bag for glass and cans, one green for paper/card and one pink for plastic.)

### **Garden Waste**

- § A fortnightly kerbside collection of green waste using 90 litre reusable woven sacks.

### **Nappy Waste**

- § A weekly nappy collection service is provided on request with registered parents being supplied with special stickers for a black bag containing nappies only on the week of no residual waste collection.

### **Residual Waste**

- § Residual black bag waste is collected fortnightly.

### **Bulky Waste**

- § Bulk items are sorted for reuse or dismantled.

## **Home Composting**

Residents are offered the opportunity to purchase reduced price compost bins to compost their green/food waste at home. To date over 5,000 units have been sold. Free compost bins and booklets on how to compost have been given away at a series of events. However, unfortunately none of the waste diverted from the waste stream by this means can be included in the calculation of the composting rate.

## **Bring Sites**

A network of 19 community based recycling centres (bring sites) exist at various locations throughout the City and County of Swansea. The sites offer a range of facilities for recycling including paper, glass, cans, textiles shoes and books.

## **Civic Amenity Sites**

The Council provides 5 Civic Amenity sites (HWRC) which are operated under contract by Swansea City Waste Disposal Company Limited and are located at:-

- w Llansamlet (Baling Plant)
- w Clyne
- w Garngoch
- w Penlan
- w Tir John

The sites offer a range of recycling facilities including:-

Mixed glass.	Fridges/freezers.
Paper.	Electrical goods.
Cardboard.	Batteries.
Green Waste.	Gas bottles.
Wood.	Paint.
Plastics.	Fluorescent tubes.
Textiles/footwear	Engine oil
Books.	Domestic cooking oil
Scrap metal.	

## **Commercial Recycling**

The Council operates a kerbside Commercial Waste Recycling operation which offers businesses the opportunity to recycle glass, cans, cardboard, paper and food waste. It also actively seeks to encourage the commercial recycling of other materials such as wood and scrap metal. The team also offer simple waste audits for businesses struggling to deal with their waste. The pricing structure has been set to encourage recycling over disposal.

## **Voluntary / Community sector recycling and reuse**

The voluntary/community sector via partnership agreements with the Council, collects various items directly from the public for reuse or recycling. Items collected include furniture, textiles, books and electrical items. The same group of organisations, all members of Swansea Community Recycling Alliance Partnership (SCRAP) of which the Council is a member, also benefit from items fit for reuse which are collected through the council's bulky waste collection service. Items not fit for reuse are dismantled and the various waste streams are recycled. E.g. wood, metals etc. This project is run in partnership with the Social Services department and employs their service users with support from waste management.

## **Participation**

Research has been undertaken to establish the barriers to recycling to increase participation. This will be repeated once the AWC's have settled in.

- w Planned door knocking has been carried out and will continue, resources permitting, particularly in areas with low participation.
- w Further projects will be undertaken with regard to the student population. Good links have been established with the University and college. An 'easy guide' specifically for students is in production. All university registered housing with the county has had calendars delivered for the new term.
- w There have been a considerable number of community events attended with a view to driving up participation. These will continue throughout the season and beyond.
- w A prize draw competition is arranged.
- w Further promotion within blocks of flats will be carried out to encourage use of systems in place.
- w The supply and type of black bag issued will be looked at with a view to encouraging the use of pink and green bags.
- w Use of the "Swansea Voices" consultation forum for regular feedback on waste issues.

## **Regional Procurement**

A consortium of six local authorities in South West Wales has been established to further WG's aims of securing partnership working, collaboration and efficiencies across the public sector in Wales.

A regional Joint Waste Committee oversees and provides the necessary governance for direction of the consortium.

Under the umbrella of the consortium, a procurement hub for food waste treatment has been formed comprising of five local authorities from the consortium. The hub has received approval from WAG to progress food waste treatment by Anaerobic Digestion (AD), and the procurement is well underway with a view to food waste treatment being available to the region in 2014. Swansea is the lead authority for the procurement and has included this work within its outcome agreement with WG. Further, an outline business case is now being prepared to secure residual waste treatment for the region by 2018.

### **Scrutiny Review**

During 2010/11 the Environment & Communities Overview & Scrutiny Board carried out an in-depth review into waste minimisation, recycling and composting in the City & County of Swansea. The Board selected this topic as a review because challenging targets have been set by the Welsh Government to reduce the amount of refuse that is sent to landfill and to increase levels of recycling. In response to this the City & County of Swansea has a key corporate priority to minimise waste and increase composting and recycling. The aim of the review was to answer the following questions:

Review question:

*Will the Council achieve the waste minimisation, recycling and composting targets set out by the Welsh Assembly Government in its National Waste Strategy 'Towards Zero Waste'?*

Sub-questions:

- a. How are households in Swansea being encouraged to send less waste to landfill and increase recycling and composting?*
- b. What are the barriers to recycling and what action can be taken to reduce these?*
- c. How effective are the waste minimisation, recycling and composting awareness raising and educational programmes?*

Following several months of evidence gathering the Board concluded that a substantial amount of work has been undertaken by the Recycling Team and the rest of the Environment Directorate to increase levels of recycling within the City & County of Swansea. For example, the Board were supportive of the introduction of alternate weekly collections, which has increased levels of recycling. However, the Board found that without increased participation from the residents of the City & County of Swansea there is a risk that the challenging targets set by the Welsh Government will not be met. The Board made 17 recommendations to Cabinet designed to support and enhance the work of the Environment Directorate.

These recommendations were accepted by Cabinet and the Board will monitor the subsequent action plan, which has been established to introduce the

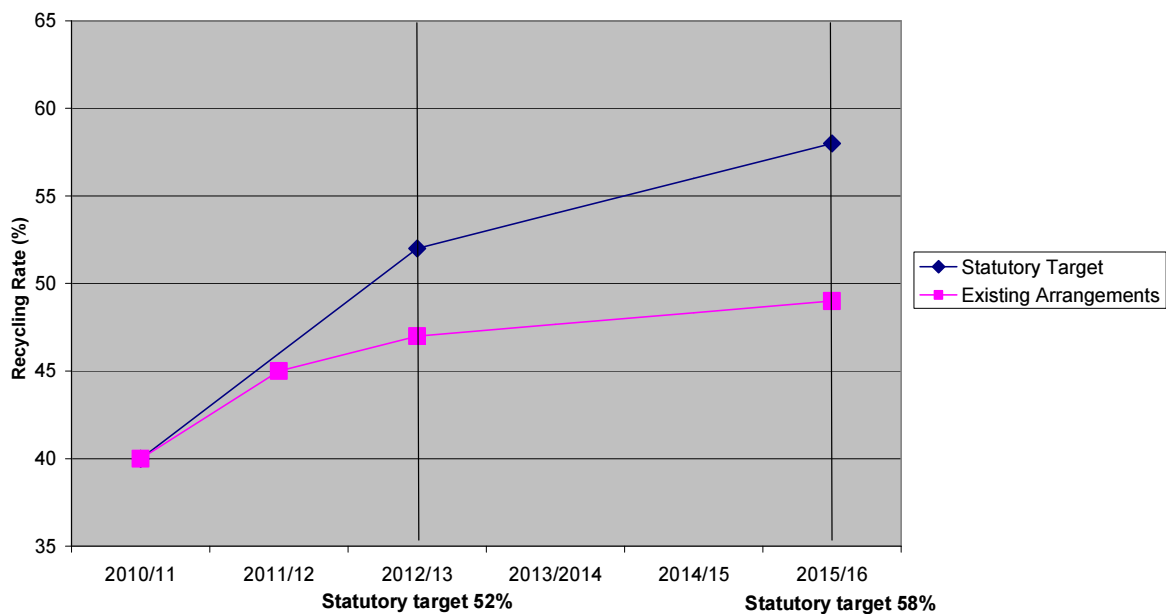
recommendations. The Board will also continue to monitor the Council's landfill and recycling performance.

The Board's final report which contains the full list of recommendations and conclusions can be found on the Overview and Scrutiny web pages. Also available, is the Board's detailed findings report, which contains information on all the evidence gathered by the Board during the course of the review.

## 7.0 THE NEED FOR A SERVICE IMPROVEMENT PLAN

### RECYCLING TARGETS

#### Recycling Performance



Assuming reasonable progress/participation in existing initiatives, it is still projected as indicated by the graph above, that our existing arrangements are likely to fall short of the targets set for 2012/13 and 2015/16 by 5% and 9% respectively.

Swansea face potential fines of £250k for every one percent that the statutory recycling targets are missed by year on year.

Hence the need for a Proactive Service Improvement Plan is a priority for the Council, and is identified as an Improvement Objective within the Council's Corporate Improvement Plan.

## CURRENT PERFORMANCE / TRENDS

This table illustrates each of the recycling areas and their contribution to the overall recycling figures illustrated in **Graph 1**. The figures are based on best practice available evidence and current trends in Swansea.

	Column One	Column Two	Column Three	Column Four	Column Five
<b>Recycling Service</b>	<b>*Best Practice</b>	<b>2010/11 April – December %</b>	<b>2011/12</b>	<b>2012/13 Statutory Target 52%</b>	<b>2015 /16 Statutory Target 58%</b>
Kerbside	32.0	20.4	25.0	26.8	28.0
Civic Amenity Sites	18.5	13.7	14.0	14.0	14.2
Commercial Waste	6.5	5.3	5.4	5.5	6.0
Bring Sites	1.0	0.5	0.5	0.5	0.5
Voluntary Sector	0.5	0.1	0.1	0.2	0.3
Sweeping	0.5	0	0	0	0
<b>Total</b>	<b>59%</b>	<b>40%</b>	<b>45%</b>	<b>47%</b>	<b>49%</b>

\* The best practice achievable %age is that which could be recycled if improvements are made to each of the existing recycling services based on best practice available evidence.

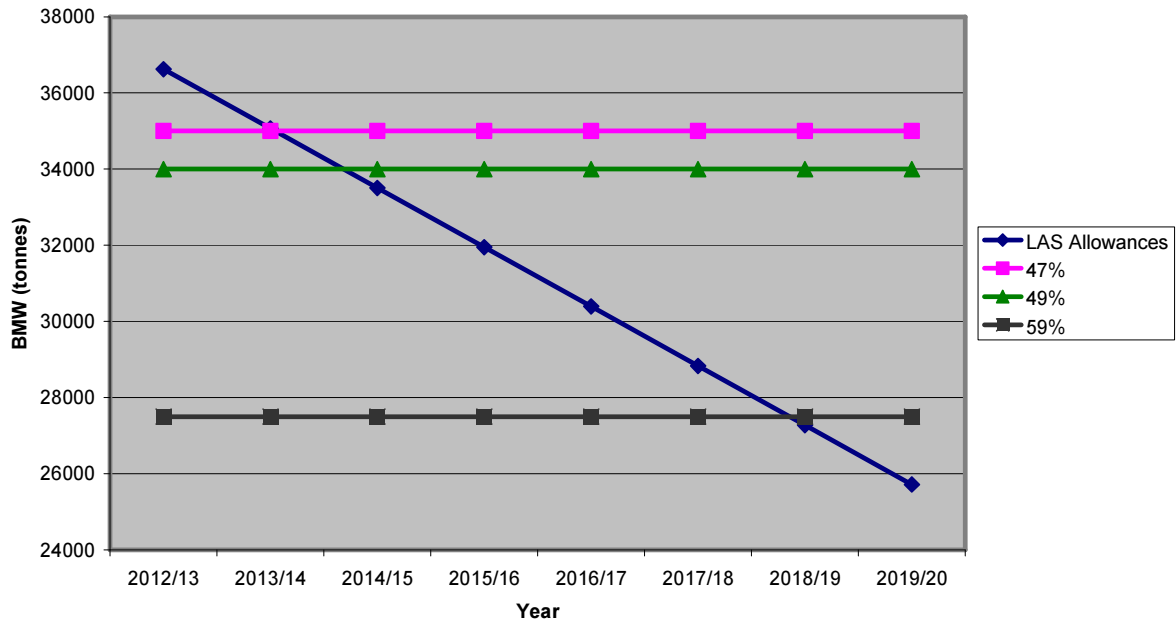
Utilising this as model, 59% recycling could be generated from our planned **Service Improvement Plan** and would exceed the statutory targets set for 2015/16 by 1%.

However columns two, three and four show what our likely performance would be if no further additional work and indicatives were redeveloped to improve each of the recycling areas significantly in future years based on current trends in Swansea.



## LANDFILL ALLOWANCE SCHEME (LAS)

### Landfill (LAS) Allowances



The above Graph shows that if recycling rates are increased to achieve the targets set for 2012/13 and 2015/16 then this will ensure that our LAS targets are also met, with the assumptions that:-

- total MSW will remain relatively constant at 118,216 tonnes
- biodegradability of residual waste will be relatively constant at 56%

Therefore the Council will need to adopt the **Service Improvement Plan** to improve each of the service areas in order to achieve the targets and avoid potential fines.

## **8.0 SERVICE IMPROVEMENT PLAN 2011/ 16**

### **OUTCOME AGREEMENT**

As referred to in Section 2.0 above, there is an “Outcome Agreement” for Waste which contains measures and targets which need to be achieved by 2012/13. It is important that the Improvement Plan as outlined here includes and ensures the Agreement Targets as detailed in Appendix A are met.

## **IMPROVEMENT AREAS**

### **KERBSIDE COLLECTION**

With the largest contribution to the recycling targets, this service has been and must remain the main focus for improvement.

The current system (April 2011) is in its infancy as a service with the phased introduction of alternative weekly collections having taken place in October 2010 and April 2011. Plastic collections and free kitchen liners were introduced in October 2010 which built on a system understood and used by residents for the last twenty years.

The introduction of these changes necessitated a complete reconfiguration of the existing services to ensure both efficient collection rounds and ease of understanding for residents.

Consequently a considerable publicity campaign was launched to assist residents understand and adjust to, and more importantly, participate in the use of this new service.

A new fleet of specialist vehicles has been put in place to cater for the revised collection system which will remain in service for the next three to seven years.

Participation is still increasing since the October 2010, phase one introduction of alternate weekly collections which indicates that residents are still adapting to the new service.

A move to weekly kerbside recycling of all currently collected materials could theoretically increase the overall kerbside recycling rate by a small amount but would it is felt, not warrant the substantial extra financial investment in terms of benefits at this stage. This would also necessitate a further significant change to the collection arrangements which would be confusing and counter productive so soon after such recent service changes during this 5 year period.

To enable the Authority to meet the next recycling targets within the tight timescales set down, consideration must be given to restricting the number extent of residual waste collections from each property. There would be exceptions such as for large families and some communal collection points.

However, these together with any other improvements should be subject to ongoing review that is in line with the principles set out by the Welsh Assembly Government 'Collection Blueprint'.

Additional material could be added to the existing kerbside collection system, such as textiles, with little operational changes required subject to available funding.

## **ENFORCEMENT STRATEGY**

Since the introduction of alternate weekly collections across the Authority enforcement officers are concentrating efforts on the three 'E's', Educating, Engaging and Enforcing. This consists of a set procedure to inform, instruct and where necessary enforce the new collection arrangements. Enforcement can lead to either a fixed penalty notice or prosecution. The Enforcement option will include consideration of excluding recyclates from the residual waste bags.

Education and enforcement work will be carried out with Student Unions, Universities, social housing groups and community groups for areas with a high concentration of rented accommodation, high turnover of occupancy or houses of multiple occupation where persistent problems exist.

## **PARTICIPATION**

The key to accelerating the percentage of recycling is to increase the participation of residents in the use of the new kerbside collection service.

With the expanded collection service in place Waste Management staff can concentrate on increasing participation.

This will be achieved by a continued advertising and promotion campaign including extensive door to door knocking and working with community groups. This will be progressed through the Waste Management yearly activity analysis and in detail in monthly Recycling Review meetings.

The extent of this acceleration in participation rates will depend on available funding.

The following outlines activities being planned:-

**Advertisement Campaign** – 'this is how we'll recycle'. We will recruit 'faces' from different groups. E.g. resident of a flat, young family, student, older person, Council office etc.

**Flats** – follow up survey and door knocking.

**Households** – targeted door knocking. Initial targets will be areas of middling participation.

**Internal waste minimisation and recycling** – continued support and development of Green champions to include more officer and Councillors. This project will also link with the Sustainable Development section to include energy and water etc.

**Incentive Schemes** – will investigate appropriate schemes but will exclude ones which encourage recycling to the detriment of waste reduction.

**Bag availability** – develop more community outlets to stock green and pink bags.

**Community Recycling Sites (CA Sites)** – encourage their use and run a campaign to promote particular waste streams.

**Video** – to make a video showing what happens to materials and particularly look to include a student in this.

**Surveys** – Further extensive survey to look at participation including the use of Swansea Voices where appropriate.

**Easy guides** – increase range of guides to recycling, e.g. tourists / visitors to area.

### **CIVIC AMENITY SITES**

The Civic Amenity sites achieved recycling figures of 50% to 60% of their waste in 2010, which contributed nearly 14% of our total waste, recycled.

These facilities will have to be improved significantly to achieve a rate of 80%, which will be required to achieve the targets for 2015/16 and possibly the targets of 2012/13, if other services do not fulfil their potential.

The facilities will have to provide a better range of recycling facilities, a different focus from staff who will promote and assist recycling. Updating of the overall sites together with re-branding will also have to take place.

Residual waste disposed of will also have to be reduced to achieve these high recycling rates. Consideration will have to be given to limiting the numbers of locations that will take residual waste. However, this needs to be balanced against the dangers of indiscriminate “fly tipping”.

These improvements will be progressed through the Waste Management's yearly activity analysis and in detail in month Recycling Review meetings and LAWDC Operational Group meetings.

The extent of this work will depend on future funding availability.

## **COMMERCIAL / NON HOUSEHOLD WASTE**

The Commercial and non household Waste and Recycling collection services recycled 37% of its waste in 2010, which contributed 5.3% of our total waste recycled.

In order to increase this to 45%, the emphasis must change from a residual waste collection service to a recycling service.

In 2009/10 the Trade Refuse collection service was re-branded as a Trade Recycling service and placed under the control of the Waste Minimisation and Recycling Team Leader to instil these values.

The pricing structure has been changed for 2010/11 to encourage recycling and will be reviewed annually to further encourage recycling. The web pages have been updated and promoted. [www.swansea.gov.uk/commercialwaste](http://www.swansea.gov.uk/commercialwaste) A basic waste audit service is offered to businesses needing assistance with their waste management.

Additionally the residual waste generated by this service could be sorted and additional materials recovered for recycling.

During these changes the balance between increasing recycling and maintaining income will have to be carefully monitored.

## **STREETSCENE**

Waste arising from street cleansing is not at present recycled. Operational changes will have to be developed to enable this service to recycle and assist in achieving targets for 2016 and beyond.

## **FOOD AND RESIDUAL WASTE TREATMENT**

The procurement of food and residual waste treatment is progressing through the South West Wales Waste Management Consortium, with projected operational start dates of 2014 for Anaerobic Digestion and 2018 for Residual Waste treatments. Clearly these facilities are an integral part of the plans and are increasingly important in enabling the Council to meet its landfill division targets.

## **WASTE MINIMISATION**

The existing Waste Minimisation work will continue and be expanded as set out in the Waste Management yearly activity analysis and in detail in the monthly Recycling Review meetings.

This work will tie in closely with the National 'Wise about Waste', Waste Awareness Strategy. It also takes into account recommendations from the internal Scrutiny Board.

A plan is being put together to concentrate the efforts of the recycling team in this endeavour now the Alternate Weekly Collections have commenced. The following outlines some of the activities being planned:-

**Nappies** - Promotion of real nappies and of the £50 voucher scheme.

**On line swap shop** – development and promotion. Continuation of swap shops at various venues.

**Competition** - Waste reduction competition in schools.

**Swansea Waste Action Team (SWAT)** – drive to get the basic scheme working efficiently in partnership with SCRAP members.

**WUTWW** – (Wise up to Waste Week) – All events during this annually run week focus on waste minimisation. Partners include SCRAP and Communities First.

**Love Food Hate Waste / Home composting** – Campaign to be developed.

**Waste aware street** –In partnership with local paper it aims to get one street to address their consumption and recycling habits.

**Waste Forum** – Future forums will be used to give a platform to reuse organisations.

**Education** – Classroom opening and development. Link to other environmental organisations (e.g. Community Farm) to arrange dual visits to maximise schools use of transport. Visit to other LA's for examples of good practice. Continuation of schools newsletter

## **PARTNERSHIPS WORKING**

Working in partnership provides a wide range of benefits in facilitating engagement and ensure the desired outcomes are achieved. It is important to ensure that agencies, charities, bodies and other local authorities are enabled to work together to provide services in the most effective and efficient way which is to the benefit of local people and businesses. We have forged links with many partnerships over the years and this improvement plan for 2011-16 aims to build upon these relationships to assist in going forward to achieve the priorities identified at both the National and Local levels.

## **LANDFILL**

The existing landfill facility situated at Tir John will continue to be utilised until alternative treatment solutions have been developed and procured.

This facility is run by our arms length 'LAWDC' Swansea Waste Disposal Company.

In its current state of development and use landfill is likely to be available until 2013. However, a permit application is being pursued to extend landfill operations and to enable the completion and remediation of Tir John, as required by the Environment Agency, the regulators.

### **MATERIAL RECYCLING FACILITY (MRF)**

Our MRF situated at Ferryboat Close in Llansamlet is run by our arms length LAWDC 'The Swansea City Waste Disposal Company'.

This facility will continue to function and process all recyclables generated in Swansea within the period of this plan.

## **9.0 FINANCIAL IMPLICATIONS**

It is clear that failing to achieve the statutory recycling and landfill diversion targets will have a considerable impact if fines are imposed, far in excess of investing in improving existing performance. Swansea face potential fines of £250k for every one percent that the statutory recycling targets are missed by year on year.

The over-arching financial strategy is to increase the percentage of waste that is recycled and reduce the amount that is land-filled, in order to meet the statutory recycling targets and landfill allowances, and avoid the potential of fines. The aim is to achieve this at the lowest possible cost to the Council.

It is projected that the increases that can be achieved with the current system and the recent changes will fall short of these targets, and that further improvements and investment are required.

Whilst there are no immediate financial implications arising from this report, acceptance of this strategy could result in additional expenditure at a future time. Acceptance of the strategy does not mean that additional resources will be made available and it should be assumed that future spending needs will need to be contained within existing budget provision.

If the strategy is approved a detailed three year plan will be produced showing what actions are required to meet the targets, how much these will cost and options for how they could be funded.

All of these plans will be embedded in the service unit work plans on an annual basis, and underpin the Council's Improvement Objective.

## **REFERENCES**

Wise About Waste 2002

Towards Zero Waste 2010

Landfill Allowance Scheme (LAS)

Waste (Wales) Measuring 2010

Waste Improvement Programme (Waste Awareness Wales)

Municipal Sector Plan Part 1 WAG 10 -11169

Municipal Sector Plan Part 1 Collections Blueprint WAG10-11236