

Warwickshire Waste Partnership – 8 December 2009

Waste Education Campaigns and Schemes

Report of the Strategic Director for Environment and Economy on behalf of the Officers Group

Summary

This report updates Members on the progress made on a number of projects enabling Warwickshire to achieve the targets set in the Waste Municipal Strategy.

Recommendation

That Members note the contents of this report.

1. Background

- 1.1 Waste Projects team in partnership with the Districts and Boroughs have been working on a number of campaigns and schemes to achieve targets set out in the Warwickshire Municipal Waste Management Strategy.
- 1.2 All the recycling and waste minimisation initiatives contained within this report are supporting the overall objective of reducing our waste, which will have a significant impact on final waste that needs to be processed through Project Transform and W2R. The main drivers must be to use the waste hierarchy and prevent as much waste going to final disposal as possible.

2. Love Food Hate Waste

- 2.1 Love Food Hate Waste road shows and events have been run by the County and the Districts and Borough Councils during the summer. These have been well attended and residents are keen to fill in surveys or a tip card for a free giveaway. By asking residents to fill in surveys, it has ensured residents are engaged in conversation on Love Food Hate Waste. Over 500 people were spoken to at these events.
- 2.2 A targeted Christmas Love Food Hate Waste campaign is currently being organised which will be supported by the Districts and Boroughs.

3. Home Composting

- 3.1 The Master composters scheme is working well. A committed group of 19 volunteers have been working at events to promote home composting.
- 3.2 For every new household that starts composting at home, 220kgs is diverted from disposal, and 90% of those with the right support through our Master composter scheme continue to participate, saving in the region of some £12 per year per participating household. The Waste Partnership have, over the past number of years in partnership with Wrap, provided discount composters, and we have already sold in excess of 19,000, giving long term saving of some 3500 tonnes per year.
- 3.3 The WRAP scheme offering reduced price compost bins ended 31 March 2009. We are now able to offer residents reduced price compost bins directly with the supplier.
- 3.4 The County has been able to offer all schools 2 free compost bins. Schools that up take the compost bins are fully supported with education from the Waste Projects Team and support from the Master Composter Volunteers. 190 schools have taken up this offer.
- 3.5 Formal discussions with Garden Organic are taking place on rolling out a new Master Gardeners scheme. This type of scheme will not just benefit residents about growing their own vegetables, but will support healthily eating, reduce food waste, reduce packaging, and hopefully, encourage residents to compost at home, therefore supporting a much larger agenda and clearly supporting Warwickshire's aims of reducing waste.

4. School Recycling

- 4.1 As a County we are currently providing a recycling collection, of at least one material, to 87.5% of schools. This service has two objectives, firstly reducing the waste schools produce, but if we want to change behaviour what best way that through the recycling message going back to households for our children.
- 4.2 Since August 2008 Stratford District Council have been able to offer 64 out of the 66 schools an extended recycling collection for all materials that are collected at the kerbside, including paper, card, plastic bottles, tins and cans, glass and cartons.
- 4.3 Warwick District currently collect paper from 46 schools out of 54. Warwick District are looking into ways in which they could potentially collect food waste from schools, and the County is looking into how they can give extra support to enhance the present scheme.
- 4.4 North Warwickshire currently provides a paper collection service to 27 out of the 33 schools. To support the enhancement of other recyclable materials being collected, the County is providing some extra resources to enable this to be implemented.

- 4.5 Nuneaton and Bedworth Borough council currently provide a paper collection service to 40 out of 51 schools. They are in the process of extending a cardboard collection to 20 schools.
- 4.6 Rugby Borough Council are currently providing 33 of 36 schools with a kerbside scheme. They are able to offer a co-mingled collection of paper, card, plastic bottles, glass, cartons.

5. In-vessel Composter Project

- 5.1 This project provides in-vessel composters for schools to dispose of all food waste in a sustainable way, by converting the waste into compost. 15 secondary schools out of the 40 schools have showed an interest in the project. At present 4 schools have installed in-vessel composters (Alderman Smith, Avon Valley, Kenilworth and Studley). Since being installed the composters have been working well and producing a good quality compost. Polesworth is the fifth school awaiting the in-vessel composter to be installed.

6. Green Cone Trial

- 6.1 10 Primary schools are taking part in a green cone trial. The schools are provided with five cones (one for each day of the week) to dispose of all food waste. Schools will record the amount of waste disposed and feedback how the green cones work as a disposal method. If this trial is successful, there may be an opportunity to roll it out to suitable schools.

7. Waste Education

- 7.1 The County has been carrying out assemblies and workshops with schools. During the academic year 2008/9, 9392 children participated in talks regarding waste, recycling and composting.

8. Joint Working with the Districts and Boroughs

- 8.1 A meeting was held in September with the Districts and Boroughs on developing a way forward for joint working on campaigns. It was agreed the group will meet quarterly.

9. Conclusion

- 9.1 The Love Food Hate Waste and Home Composting campaigns help achieve waste reduction targets.
- 9.2 The In Vessel Composters, Green Cones and compost bins help promote waste reduction within schools.
- 9.3 As a County we are currently providing a recycling collection of at least one material from 210 out of the 240 schools (87.5%).

10. Financial Implications

- 10.1 The cost of running campaigns over the past year was £142,236, (excluding the Love food, hate waste campaign) which equates to 27 pence per head of population. With the escalating cost in landfill tax (£48 per tonne 2010/11) and landfill charges, it imperative that the maximum resources are used to reduce waste.
- 10.2 The partnership has been very successful, over the last year, in obtaining grants from WRAP of £75,000 to support the Love Food Hate Waste campaign.

Enquiries: about this report should be made to Emily Martin, Waste Projects Officer, 01926 418088, email emilymartin@warwickshire.gov.uk

Background Papers

None.

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