

Taking the Strategy forward

10th September 2013

Present Documents

- Warwickshire currently has two strategy documents
 - Joint Municipal Waste Management Strategy (2005)
 - Joint Waste Minimisation Strategy (2007).

Recap where we are

- Partnership agreed to update key elements of the Strategy
- Not the intention to fundamentally re-write the existing strategy
 - Waste composition,
 - Services provided,
 - Performance information,
 - Legislation.

First Draft Key Targets

Two key areas:

- Reduce and re-use
- Recycling and composting

Draft target agreed at Waste Conference and by public and discussed at last Partnership meeting

- 1) Aim to achieve to reduce household waste to **320kg per person**, per year, by the end of the strategy period (2020)
- 2) Aim to achieve countywide recycling and composting targets of **70%** by the end of the strategy period (2020)

Revised Key Targets

- 1) Aim to achieve countywide reuse, recycling and composting targets of 65% (NI192) by the end of the strategy period (2020)
- 2) Aim to reduce residual waste to 311kg per household, per year (NI191) by the end of the strategy period (2020).



Why have these new targets

- Wasted resources
 - 58,000 tonnes at Kerbside
 - 6,000 tonnes at HWRC
- Saving – Upto £4.3 million
 - £682,250 in recycling credits alone
 - 5,400 tonnes of kerbside recyclable material at HWRC's
- Investment in capital infrastructure

Waste Minimisation

Target per Household 52.18kgs

- Proposed targeted areas:
 - Home composting
 - Mulching mowing
 - Food reduction
 - Reuse
 - Reusable nappies
 - Home Chipping
 - Junk mail
 - Food Packaging

What could be the big winners for Collection Authorities

- Paper 4,621 tonnes
- Cardboard 2,418 tonnes
- Glass 1,800 tonnes
- Textiles 3,000 tonnes
- Food waste 19,869 tonnes
- Plastic's 3,000 tonnes

Represents 14.2% recycling



What can be the big winners for HWRC

- Paper and card 2,197 tonnes
- Textiles and shoes 1,680 tonnes
- Mattresses 1,520 tonnes
- Furniture 3,500 tonnes

Represents 3.5% recycling



Different types of recyclers

- Recycling unaware
 - Aware but inactive
 - Contemplated but not engaged
 - Unreliable
 - Trying their best
 - Broadly competent
 - The complete recycler
-
- | | | |
|------------------------------|---|-----|
| Recycling unaware | } | 4% |
| Aware but inactive | | |
| Contemplated but not engaged | | 23% |
| Unreliable | } | 43% |
| Trying their best | | |
| Broadly competent | } | 30% |
| The complete recycler | | |

Possible barriers to recycling more

Current recyclers say they would recycle a little or a lot more if they had:

- Collections of a wider range of materials.
- Bigger containers.
- More containers.
- More space to store their container.
- More frequent collections.



Behaviour barriers:

Current recyclers nevertheless still sometimes or often:

- Bin things - not sure if they can be recycled.
- Throw recyclable bathroom wastes
- Put things in the recycling even if they're not sure they can be recycled.
- Forget to put out the recycling because they are not sure of the collection day.
- Bin things because their recycling container is full.
- Bin things rather than cleaning them for recycling.

How do we increase Waste Prevention and Reuse?

- Promote the benefits
 - Personal saving
 - Saving to the Councils
 - Saving Material Resources
 - Environmental Benefits
 - Social Benefits
 - job creation
 - Raising funds for good causes



How could we increase recycling at HWRC's

- Know what they can recycle
- Meet and greet – HWRC
- Open Bag Policy - HWRC



Approve Proposed Key Targets

- 1) Aim to achieve countywide recycling and composting targets of 65% (NI192) by the end of the strategy period (2020)
- 2) Aim to reduce residual waste to 311kg per household, per year, (NI191) by the end of the strategy period (2020).

Further action

- Finalise the updated waste strategy
- Consult with statutory consultees
- Report plus draft final strategy back to December WWP meeting
- Partners to formally adopt updated waste strategy
- Develop joint strategy implementation plan (live document) to deliver objectives

What Next?

- What is important to the Partners?
- What approach do Members what to take?