

Warwickshire Waste Partnership

11th March 2014

Waste Partners Report

Recommendations

- (1) The Waste Partnership is asked to acknowledge the work being undertaken in each partner authority.

1.0 Introduction

- 1.1 This report provides an update on the various waste initiatives taking place in each authority area.
- 1.2 Authorities work together on communications initiatives where there is an associated benefit.

2.0 North Warwickshire Borough Council

- 2.1 Verbal update to be provided at the meeting.

3.0 Nuneaton & Bedworth Borough Council

- 3.1 Verbal update to be provided at the meeting.

4.0 Rugby Borough Council

- 4.1 Verbal update to be provided at the meeting.

5.0 Warwick District Council

- 5.1 Undertook a successful recycling awareness campaign over the Christmas period. E-mail alerts and Tweets were used to make resident's aware of collection changes and to encourage residents to recycle as much waste as possible over Christmas. Campaign created a spike in e-mail sign ups and an increase in the number of local residents following us on Twitter. Hits on our recycling web pages also increased by 15% compared to Christmas 2012.

- 5.2 Development projects are being progressed and the approach is working in allowing members of the team time and opportunity to develop ideas that should help the team achieve efficiencies in how we work:
- i. Recycling in flat rationalisation – project has been put on hold until funding is secured to provide recycling bins.
 - ii. Sponsorship – Meeting has been held with Immediate Solutions to discuss sponsorship opportunities within the District
 - iii. Measures – Agreements in principle have been reached for how the team will measure success. A more robust approach to Contract Management is being investigated. Aim is to develop these measures for April 2014.
 - iv. Purchase and Delivery of new containers - New processes for stock management are being implemented
 - v. PR and Marketing – WDC are updating their website for new financial year which will new opportunities for how we promote our services. Team is working with media team to trial Cision media
 - vi. Monitoring with the hope that the service will allow us to better measure the effect of our marketing investments. A communications plan for the team is being drafted.
- 5.3 Revised waste partnership strategy was approved on 12th February 2014.
- 5.4 A recycling awareness leaflet is being sent out to all households in the District alongside annual Council tax bills. The leaflet updates residents on the increased recycling rate and also promotes Love Food Hate Waste, Home Composting, No to Junk Mail and Cotton Nappies.
- 5.5 WDC has been liaising with Warwickshire County Council with regards to the delivery of the project to sticker receptacles with recycling advice. The work to apply these stickers will be undertaken by a third party contractor and this has recently gone out to tender. We are currently awaiting a response.

6.0 Stratford District Council

- 6.1 The kerbside collection of small items of WEEE, textiles and household batteries continues to prove popular. A bin containing around one tonne of batteries is about to be sent to the reprocessor. This will be the second bin of batteries to be sent since the start of the service in April 2013.
- 6.2 The offer to residents of a free kitchen caddy and a start-up roll of compostable caddy liners featured in the November 2013 issue of the Council's resident's magazine "Stratford View" proved very popular. Over six hundred residents collected a caddy.
- 6.3 A review of clinical waste collections took place in November 2013 following the change to the definition of clinical waste in The Controlled Waste Regulations 2012 and the work carried out by a number of Staffordshire authorities. The number of collections has been reduced from forty seven to six. Waste previous collected as clinical and sent for specialist incinerator is now collected and disposed of through the general waste service

- 6.4 SDC took the lead in the Waste Partnership Christmas waste campaign which included “24 Tweets to Christmas”, an on-line Christmas A-Z and promotion of paper, cardboard and glass recycling.

7.0 Warwickshire County Council

- 7.1 Work is taking place on the following tenders:
- i. HWRC Recyclables – A tender for the sale of paper, card, cardboard and mixed soft plastic from Warwickshire HWRCs is now live and over 20 expressions of interest have been received. The tender will be awarded via an e-auction in early April. The e-auction is being funded by Improvement and Efficiency West Midlands. If the tender process proves to be successful, further e-auctions will take place for other recyclable materials
 - ii. Carpet – The tender for the reprocessing of Carpet Waste closed in early February and has been awarded.
 - iii. Wood – The tender for the reprocessing of Wood Waste closed in late February.
 - iv. Analysis of gas and leachate – Tender has been awarded.
- 7.2 Work on ReStat (the development of a new waste data management system) is steadily progressing
- 7.3 A series of home composting workshops have been taking place across the County, with more planned. So far over 300 residents have attended these workshops. Subsidised composters are also available for the public to purchase either on-line or via certain reuse shops and HWRCs (see <http://www.warwickshire.gov.uk/composting>).
- 7.4 Volunteers for becoming a Master Composter are being sought with training due to take place at the end of March at Ryton Gardens.
- 7.5 The Warwickshire Week of Thrift, inspired by the national week of thrift, is due to take place the last week of March (w/c 24th March). Companies and organisations from around Warwickshire will be able to join in and offer ‘thrifty’ events and activities by advertising them on the following site: thriftweek.co.uk. The aim is that a wide variety of organisations become involved and local events will be offered throughout Warwickshire in order to promote ‘thrifty’ living.
- 7.6 Nappies - A free two week trial of washable nappies is now available to parents and carers in Warwickshire. This enables them to try different styles of washable nappies before making the decision of which to buy. The kits are available in two sizes, newborn and 3 months to potty training. Devon County Council run a similar scheme from which 80% of those using the trial went on to buy and use washable nappies. More information can be found at: <http://www.warwickshire.gov.uk/cottonnappies>

Background Papers

1. None

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