



Reduce



Reuse



Recycle



Recover



Dispose

Warwickshire's Municipal Waste Management Strategy

*Annual Progress Report
December 2015*

Produced by the Warwickshire Waste
Partnership

Adopted October 2005
Updated December 2013

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1 Executive Summary

This report updates the annual progress report for Warwickshire's Municipal Waste Management Strategy produced in December 2014.

The key targets in the Warwickshire Municipal Waste Management strategy are:

- Aim to reduce residual household waste to 311kg per household, per year, by 2020 (NI 191)
- Aim to achieve countywide re-use, recycling and composting targets of 65% by 2020 (NI 192)

The number of households for 2014/15 has not been updated yet due to a delay in updating waste data flow nationally, so the household figure for 2013/14 has been used when calculating performance. The number of households has in previous years increased by approximately 1300 per annum, so the fact that no increase has yet been applied for 2014/15 calculation means that the current actual figure of 493kg household waste per household, is more likely to be 490kg. This is still outside of the annual NI191 target of 460kg although compares favourably when considered against the local authority CIPFA family group average of 533.05kg.

The total amount of household waste produced in Warwickshire in 2014/15 was 260,714 tonnes compared to 256,857 tonnes in 2013/14.

Food waste was still seen to be the major component of residual waste in 2015 at 2.42 kg per household per week (2.97 kg/hh/wk in 2014). Although correct capture rates of food waste within the green wheeled bin has increased from 12% in 2014 to 16% in 2015.

There have been no major service changes to the collection services across the county; however improvements have been made to make services more efficient. At the HWRCs, a new contract with Age UK Warwickshire now sees 8 re-use shops operated by the organisation.

Recent waste arising data showed that total waste generated by households nationally saw a year on year increase of 3.7% in the 12 months ending in December 2014. In Warwickshire the increase is 1.5%, but has been offset overall once the municipal waste has been included, to bring it down to 0.5%.

The 'waste from households' national recycling rate (including composting and preparing for reuse), was 44.8 per cent in the 12 months to December 2014, up from 44.2 per cent in the previous 12 month period to December 2013. While not directly comparable to the national 'waste from households' recycling rate (due to reporting differences), the Partnership was able to achieve its expected annual countywide re-use, recycling and composting target of 54% in 2014/15 (the actual rate achieved was 54.2%).

Whilst it is positive that the recycling rate has increased in Warwickshire, there have been a number of issues within the recycling market over the last 12

months, which have led to steadily decreasing prices for recyclates and issues with demand for higher quality materials, causing problems for some members of the partnership.

Nationally there has been a 14.8% drop in the amount of waste sent to landfill and a 31.7% increase in the amount of waste sent to incineration, when comparing 2014 to 2013. In Warwickshire the amount of household waste sent to landfill decreased by 27,019 tonnes (42%) and the amount of waste sent for energy recovery increased by 26,517 tonnes (47%).

The Partnership did not achieve the annual target of 460.40 kg of residual waste per household per year; however progress was achieved in diverting food waste from the residual bin to the green bin.

While the Partnership did increase the amount of material re-used, recycled, composted or recovered there is still work to do, as the recent waste composition analysis showed 58.6% of collected residual waste could have been recycled at the kerbside – the equivalent of 3.48hh/wk. The potentially recyclable waste is largely made up of four material types; food waste 70%, paper 7%, plastic 5% and card/cardboard 5%.

Waste management officers from across the six authorities continue to plan and carry out a wide range of work in 2015/16 that aims to positively influence the key targets of the joint municipal waste strategy. Work areas include educational initiatives such as the 'grey to green' campaign and door to door/HWRC canvassing, as well as the annual waste composition analysis, and a county wide review of wheeled bin policy covering CIL.

2 Warwickshire's Municipal Waste Management Strategy

Warwickshire's Joint Municipal Waste Management Strategy was adopted by the Warwickshire Waste Partnership in October 2005 and updated in December 2013. The updated strategy will run until the year 2020.

By adopting the Waste Strategy, the Warwickshire authorities have agreed to work towards a number of objectives which were identified in the Strategy.

It was agreed that progress towards achieving the targets would be reviewed and reported on an annual basis.

Objectives

The key objectives in the updated Strategy are as follows:

- To reduce the amount of waste generated in Warwickshire
- To develop integrated, sustainable solutions for managing waste in Warwickshire
- To meet and exceed national re-use, recycling and composting targets
- Work in partnership with each other and other stakeholders to produce and implement the Strategy.
- Encourage public participation in the implementation and review of the Waste Strategy
- Regularly review and update the Strategy and implementation programme

Key Targets

The key targets in the updated strategy are as follows:

- Aim to reduce residual household waste to 311kg per household, per year, by 2020 (NI 191)
- Aim to achieve countywide re-use, recycling and composting targets of 65% by 2020 (NI 192)

The Partnership has agreed to work towards the following annual targets to ensure progress is made annually and the Partnership is on track for the final 2020 target.

Table 1 – Annual Targets

	Years							
	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21
NI 191	480kg	460kg	440kg	407kg	374kg	348kg	327kg	311kg
NI 192	53%	54%	55%	57%	60%	62%	63.5%	65%

3 Warwickshire Changes in 2014/15

Population

Clearly there is a direct link between the number of people living in Warwickshire and the amount of waste created.

In 2014/15 Warwickshire's population was 548,729, a breakdown of the population across Warwickshire, as well as historic data from 2012/13 and 2013/14 is provided in table 2.

The number of households for 2014/15 remains at just under a quarter of a million, as the household data for this year has not yet been updated on WasteDataFlow, due to a delay in the release of national data from the valuation office. The data was expected to be released in summer 2015, but is now anticipated in spring 2016.

Table 2 - Population and household statistics

Area	Population			Number of households		
	2012/13	2013/14	2014/15	2012/13	2013/14	2014/15 ¹
North Warwickshire	62,100	62,200	62,124	27,030	27,130	27,130
Nuneaton & Bedworth	125,400	125,805	126,003	54,670	54,900	54,900
Rugby	100,500	100,751	101,373	43,680	44,130	44,130
Stratford-on-Avon	120,800	120,578	120,767	54,580	54,930	54,930
Warwick	137,700	138,640	138,462	60,570	60,800	60,800
Warwickshire	546,600	547,974	548,729	240,530	241,890	241,890

Source: Population = Office of national statistics. Households = Waste Data Flow

As the number of households for 2014/15 has not been updated yet, the household figure for 2013/14 has been used when calculating performance. The number of household usually increases by approximately 1000 per year and so this does have an impact on the performance.

¹ The number of households will be updated on WasteDataFlow in early 2016

As the number of households for 2014/15 has not been updated yet due to a delay in updating waste data flow nationally, the household figure for 2013/14 has been used when calculating performance. The number of households has in previous years increased by approximately 1300 per annum, so the fact that no increase has yet been applied for 2014/15 calculation means that the current actual figure of 493kg household waste per household, is more likely to be 490kg. This is still outside of the annual NI191 target of 460kg although compares favourably when considered against the local authority CIPFA family group average of 533.05kg.

Waste Tonnages

A breakdown of the household waste generated in 2014/15 in Warwickshire is shown in table 3. The total amount of household waste produced in Warwickshire in 2014/15 was 260,714 tonnes compared to 256,857 tonnes in 2013/14.

Table 3 – Total household waste tonnages in Warwickshire 2014/15

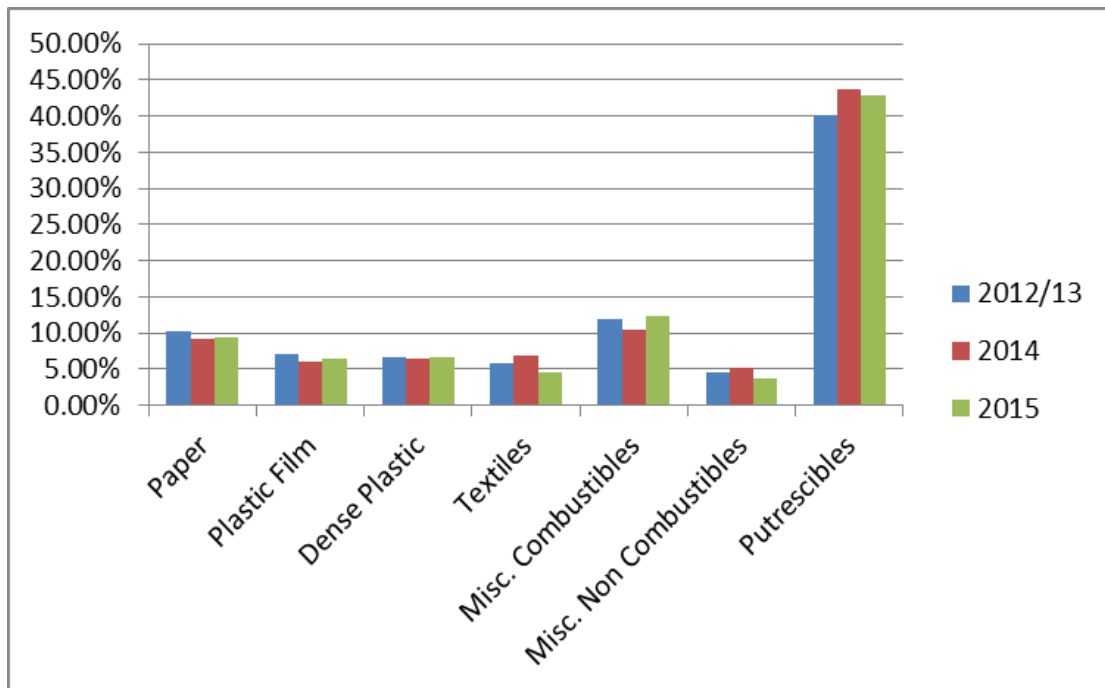
	Warwickshire Total		
	2012/13	2013/14	2014/15
Recycling tonnes	66,140	69,196	71,088
Recycling rate	26%	26.9%	27.3%
Composting tonnes	66,166	67,945	70,146
Composting rate	26%	26.5%	26.9%
Re-use, Recycling & Composting tonnes	132,551	137,141	141,379
Re-use, Recycling & Composting rate	52%	53.4%	54.2%
Residual tonnes	119,980	119,716	119,335
Residual rate	48%	47%	45.8%
Total	252,531	256,857	260,714

Waste Composition

The Partnership carried out another waste composition analysis in Feb/March 2015. The graph below shows a comparison of the key materials (those over 5%) from the composition analysis undertaken in 2012/13, 2014 and 2015.

Food waste was still seen to be the major component of residual waste in 2015 at 2.42 kg per household per week (2.97 kg/hh/wk in 2014). Although correct capture rates of food waste within the green wheeled bin has increased from 12% in 2014 to 16% in 2015.

Graph 1 Waste composition comparison 2012//13, 2014 and 2015



Service changes

There were a number of service changes in the period April 2014 to March 2015 some of these are listed below:

- Rugby Borough Council implemented 2 new collection rounds, one for refuse / green and food and one for dry recycling. This was due to continued growth of the Borough. All RBC collection vehicles have 360 degree cameras and additional safety equipment.
- Age UK Warwickshire took over the operation of all Warwickshire County Council HWRC re-use shops and Stockton/Wellesbourne HWRCs in November 2014.
- Warwick District Council sent out collection calendars for the last time, from now on the calendars will only be available online.
- North Warwickshire Borough Council also no longer distributes collection calendars. These are now available online only.

4 National picture on waste

Waste Arising's

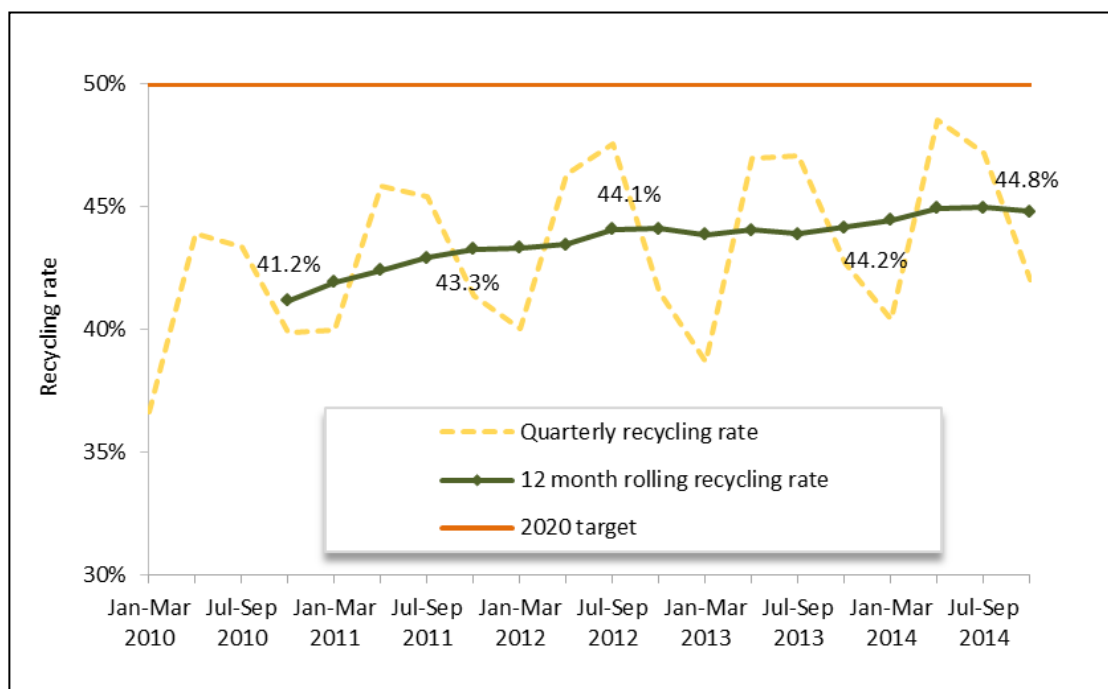
Recent waste arising data showed that total waste generated by households nationally saw a year on year increase of 3.7% in the 12 months ending in December 2014. In Warwickshire the increase is 1.5%, but has been offset overall once the municipal waste has been included, to bring it down to 0.5%.

The tonnage of materials recycled, composted and prepared for reuse rose by 5.2 per cent to 10.0 million tonnes and residual waste (or black bag waste) increased by 2.5 per cent to 12.3 million tonnes.

Recycling rate

The 'waste from households' national recycling rate (including composting and preparing for reuse), was 44.8 per cent in the 12 months to December 2014, up from 44.2 per cent in the previous 12 month period to December 2013. While not directly comparable to the national 'waste from households' recycling rate (due to reporting differences), the Partnership was able to achieve its expected annual countywide re-use, recycling and composting target of 54% in 2014/15 (the actual rate achieved was 54.2%).

Graph 2 National Recycling Rate 2014/15



The data shows that England continues to fall short of the statutory European Union target of recycling 50% of household waste by 2020 – a target which if missed could result in a fine from the European Commission.

Recycling Markets

Tougher end markets for recyclates following an economic slowdown in Europe and China; a drop in virgin raw materials, a rise in waste crime and austerity cuts to local authorities has built up a perfect storm within the UK recycling market. The situation has got worse over the last 12 months, with steadily decreasing prices for recyclates due to a number of factors affecting the domestic and export markets.

These factors have put a strain on resource and waste management companies, local authorities, domestic reprocessors and exporters, even forcing some companies into administration. When reprocessors go into administration this reduces prices even further, causing a vicious circle. With decreasing revenues for recycling, gate fees are likely to go up while services are scaled down, making collections more costly, which could lead to the UK recycling less, not more, in the future. Importantly, it also makes for a less sustainable recycling industry in the UK.

Disposal

But while overall progress to the 2020 target remains relatively slow, there are some positive signs in the figures.

Nationally there has been a 14.8% drop in the amount of waste sent to landfill and a 31.7% increase in the amount of waste sent to incineration, when comparing 2014 to 2013.

In Warwickshire the amount of household waste sent to landfill decreased by 27,019 tonnes (42%) and the amount of waste sent for energy recovery increased by 26,517 tonnes (47%).

5 Progress against key objectives

Warwickshire's Municipal Waste Management Strategy established a number of key targets and objectives that the members of the Warwickshire Waste Partnership agreed to work towards.

The following sections provide a list of our targets and objectives and summarise our performance against the targets for the period April 2014 to March 2015.

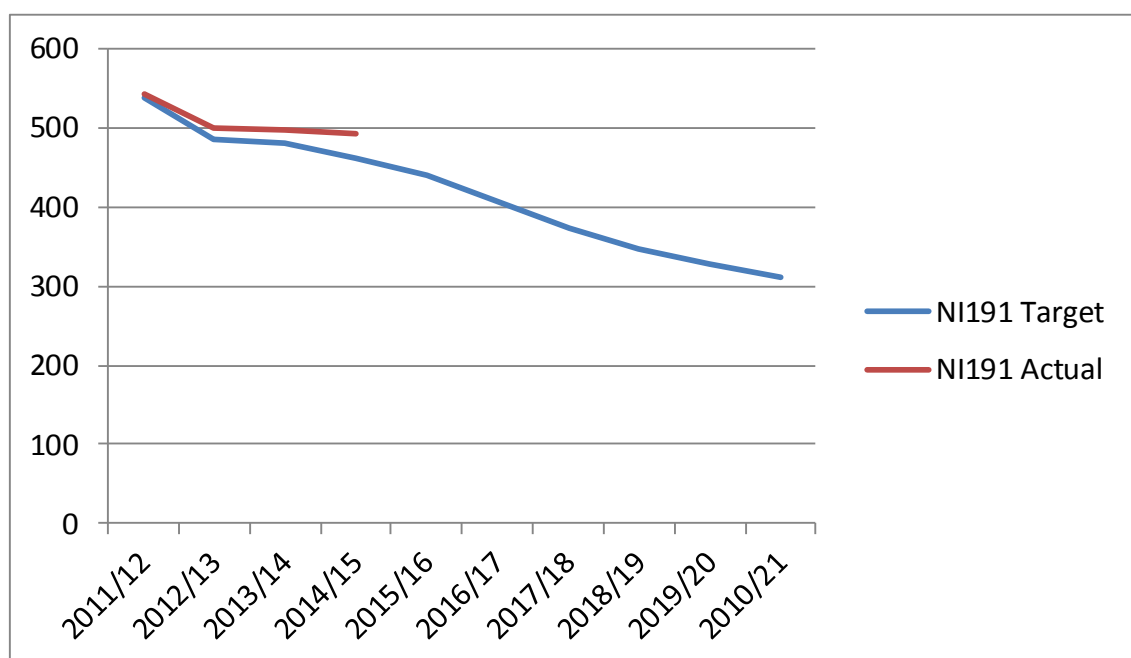
JMWMS 1 - To reduce the amount of waste generated in Warwickshire

The Partnership has worked in a number of areas in 2014/15 to help reduce the amount of waste generated in Warwickshire. Unfortunately the Partnership did not achieve the annual target of 460 kg of residual waste per household per year. The actual figure was 493.48 kg per household per year, which is 33.48 kg over the target however progress was achieved in diverting food waste from the residual bin to the green bin.

As stated on page 6 the number of households for 2014/15 has not been updated yet due to a delay in updating waste data nationally. The number of households has in previous years increased by approximately 1300 per annum, so the fact that no increase has yet been applied for 2014/15 calculation means that the current actual figure of 493kg household waste per household, is more likely to be 490kg. This is still outside of the annual NI191 target of 460kg although compares favourably when considered against the local authority CIPFA family group average of 533.05kg.

The graph 2 shows how Warwickshire has performed against historical and current targets. The graph also shows the progress required up to the end of the strategy period.

Graph 2 – Progress towards waste reduction target



Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
Aim to reduce residual waste to 311kg per household, per year, by the end of the strategy period (2020)	Annual kg of residual waste produced per household (NI191)	In 2012/13 the kg per household of residual waste was 500 kg.	In 2013/14 the kg per household of residual waste was 497kgs. The Partnership is 16.74 kg over the annual target of 480.26 kg.	In 2014/15 the kg per household of residual waste was 493.48 kgs. The Partnership is 33.48 kg over the annual 2014/15 target of 460.40 kg. The local authority CIPFA family group average is 533.05kg.
Raise awareness of waste reduction and promote behaviour change	Implement and monitor key waste reduction campaigns	The Partnership supported a broad range of promotional campaigns such as home composting, real nappies, junk mail, smart shopping / and love food hate waste.	The Partnership planned and carried out 20 home composting workshops, set up a twitter account for composting, recruited 24 new master composters, facilitated the Warwickshire Week of Thrift which had 71 events taking place across the County, set up a twitter account for Love Food Hate Waste, sent out a LFHW e-broadcast to 40,000 residents, designed a junk mail leaflet and developed a cotton nappy trial pack for residents in Warwickshire, loaned the cotton nappy trial	The Partnership changed the LFHWarwickshire twitter feed to a 'Recycle for Warwickshire' theme and set up a Facebook page for Recycle for Warwickshire ² , facilitated a second annual Warwickshire Thrift Week in March which saw 30+ events taking place across the County, spearheaded a Grey to Green campaign and prize competition to promote food waste recycling - attracting more than 11,000 entries and harvesting 3,000 subscriptions to the Recycle for Warwickshire e-

² <https://twitter.com/recycle4warks> and www.facebook.com/recycleforwarwickshire

Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
			pack to 10 sets of parents between Feb/March 2014.	newsletter. The Grey to Green Campaign also involved radio advertising and door-to-door canvassing of 35,000 households across Warwickshire plus the application of bin stickers to green and residual bins. The latest waste analysis shows a 20% upsurge in food waste being diverted from dustbins into green wheeled bins as a result of the Grey to Green campaign which used the strapline: 'Have you fed your green bin today?' There was also ongoing support for home composting, cotton nappies and elimination of junk mail.
To increase re-use of materials in Warwickshire	Tonnage of re-use in Warwickshire	The amount of tonnes recorded as re-used in Warwickshire in 2012/13 was 464 tonnes.	The amount of tonnes recorded as re-used in Warwickshire in 2013/14 was 527 tonnes.	The amount of tonnes recorded as re-used in Warwickshire in 2014/15 was 580 tonnes.
	Number of community furniture re-use schemes in Warwickshire	There are a number of charity organisations in the County that accept furniture for re-use in Warwickshire.	The Partnership is aware of a number of organisations in the County that accepted furniture for re-use in	The Partnership is aware of a number of organisations in the County that accepted furniture for re-use in

Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
		<p>The organisations are listed below:</p> <ul style="list-style-type: none"> • Action 21 • Age UK Warwickshire • Kenilworth Lions • Roundabout • Rugby Bareboards • 2nd Chance • Shakespeare Hospice • Sue Ryder • Warwickshire Community Recycling 	<p>Warwickshire between April 2013 and March 2013. There was no change on the previous year.</p> <p>These organisations are listed below:</p> <ul style="list-style-type: none"> • Action 21 • Age UK Warwickshire • Kenilworth Lions • Roundabout • Rugby Bareboards • 2nd Chance • Shakespeare Hospice • Sue Ryder • Warwickshire Community Recycling 	<p>Warwickshire between April 2014 and March 2015.</p> <p>These organisations are listed below:</p> <ul style="list-style-type: none"> • Action 21 • Age UK Warwickshire • British Heart Foundation • Kenilworth Lions • Roundabout • Rugby Bareboards • 2nd Chance • Shakespeare Hospice <p>Some of the organisations listed above now have more than one facility in Warwickshire. Second chance for example has a shop in North Warwickshire and two shops in Nuneaton. Age UK Warwickshire took over the running of 8 HWRC re-use shops in Nov 2014. Age UK Warwickshire will invest all of the surplus revenue generated into services to support older people and their carers in Warwickshire.</p>

JMWMS 2 - To develop integrated, sustainable solutions for managing waste in Warwickshire

Positive progress has been made against these targets with an increase in the amount of material re-used, recycled, composted or recovered and a reduction in the amount of waste being landfilled.

Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
To reduce reliance on landfill as a primary means of waste disposal.	Reduction in the overall tonnages of waste disposed of to landfill.	In 2012/13 32.4% (87,412 tonnes) of municipal waste generated in Warwickshire was disposed of to landfill.	In 2013/14 25% (67,806 tonnes) of municipal waste generated in Warwickshire was disposed of to landfill.	In 2014/15 13.9% (37,993 tonnes) of municipal waste generated in Warwickshire was disposed of to landfill.
	Levels of recycling, composting and recovery.	<p>Countywide recycling of household waste was 26.2%.</p> <p>Countywide composting of household waste was 26.2%.</p> <p>Countywide re-use, recycling and composting rate for household waste was 52.3%.</p> <p>The amount of residual household waste sent to energy from waste was 15.6%.</p> <p>The amount of residual household waste sent to landfill was 31.9%.</p>	<p>Countywide recycling of household waste was 26.7%.</p> <p>Countywide composting of household waste was 26.5%.</p> <p>Countywide re-use, recycling and composting rate for household waste was 53.9%.</p> <p>The amount of residual household waste sent to energy from waste was 21.0%.</p> <p>The amount of residual household waste sent to landfill was 25.0%.</p>	<p>Countywide recycling of household waste was 27.3%.</p> <p>Countywide composting of household waste was 26.9%.</p> <p>Countywide re-use, recycling and composting rate for household waste was 54.2%.</p> <p>The amount of household residual waste sent to energy from waste was 31.6%.</p> <p>The amount of household residual waste sent to landfill was 14.2%.</p>

Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
Monitor the development of new waste treatment technologies.	Review development and status of new technologies on a regular basis.	<p>Officers monitored the development of new technologies through information provided by Defra³ and the Environment Agency.</p> <p>Officers also carried out a soft market testing exercise with representatives from industry who provided details on new and emerging technologies.</p>	<p>Officers continue to monitor the development of new technologies through information provided by Defra, and the Environment Agency.</p> <p>Officers also attend appropriate trade shows such as RWM⁴, conferences such as LARAC⁵ and appropriate meetings including those held by WRAP⁶ and NAWDO⁷.</p>	<p>Officers continue to monitor the development of new technologies through information provided by Defra, and the Environment Agency.</p> <p>Officers also discuss and monitor policies that may impact on waste treatment such as the MRF regulations and provide feedback to Defra on how policies can impact on local authorities.</p> <p>Officers attend and participate at appropriate trade shows such as RWM⁸, conferences such as LARAC⁹ or national civic amenity conference and appropriate meetings including those held by WRAP¹⁰ and NAWDO¹¹.</p>

³ Department for Environment Food and Rural Affairs

⁴ Recycling and Waste Management

⁵ Local Authority Recycling Advisory Committee Conference

⁶ Waste Resources Action Programme

⁷ National Association of Waste Disposal Officers

⁸ Recycling and Waste Management

⁹ Local Authority Recycling Advisory Committee Conference

¹⁰ Waste Resources Action Programme

¹¹ National Association of Waste Disposal Officers

Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
Continually seek ways to reduce carbon emissions (including from transport) to lower the impact of the service on climate change as far as technically, environmentally and economically practicable	Carbon metric tool as developed by UK Government.	<p>Eunomia Research and Consulting produced the Local Authority Recycling Carbon Index¹² for councils' waste and recycling services.</p> <p>The index calculates the total carbon savings generated from all the recycling reported to waste data flow by each authority for their kerbside collections, HWRCs and bring sites. By dividing this figure by the population served, a carbon saving per person can be shown.</p> <p>In 2012/13 the figure for Warwickshire was 70 units (CO² eq. saved per person) this was no change on the previous year. This is positive as 58% of English authorities performed worse within the Recycling Carbon Index when compared to 11/12.</p>	<p>Eunomia published the Local Authority Recycling Carbon Index for 2013/14 in spring 2015.</p> <p>In 2013/14 the figure for Warwickshire was 75 units (CO² eq. saved per person) this is a saving of 5 units more than the previous year.</p> <p>Activities to reduce carbon emissions from transport</p> <ul style="list-style-type: none"> • As vehicles are replaced, they're replaced with lower emission vehicles. • Vehicles have fuel monitoring systems used to review MPG data. • Camera / tracking systems able to identify 'aggressive driving' technique i.e. heavy acceleration / heavy braking – used for driver training 	<p>Eunomia has not published the Local Authority Recycling Carbon Index for the year 2014/15. Once the index for 2014/15 has been published this information will be included in the update.</p> <p>However, using the Scottish Carbon Metric Calculator and 2014/15 data the estimated figure for Warwickshire is expected to be around the same as the previous year.</p> <p>Authorities continue to reduce carbon emissions from transport by updating and monitoring their transport service.</p>

¹² Link for Recycling Carbon Index <http://www.eunomia.co.uk/carbonindex/> (copyright - Eunomia Research and Consulting)

JMWMS 3 - To meet and exceed national re-use, recycling and composting targets

The national re-use, recycling and composting target for England is 50% by 2020. The Partnership recognises the importance of improving re-use, recycling and composting across the County and reached the 50% target ahead of 2020, as a result it will continue to work towards its target of 65% by 2020.

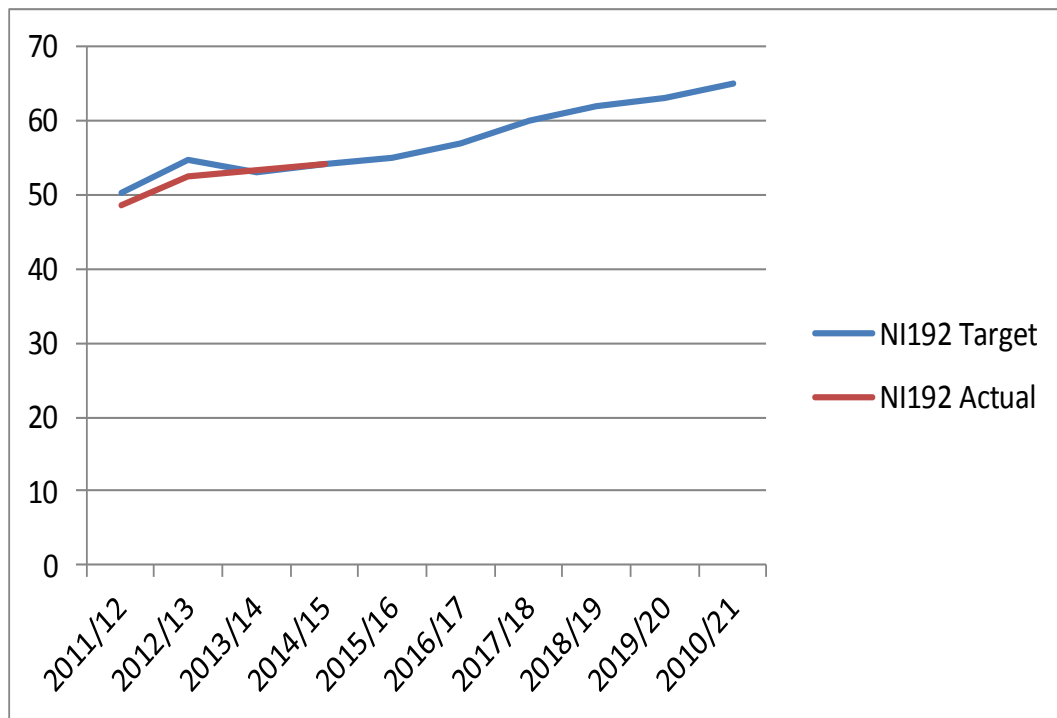
The Partnership was able to achieve the expected annual countywide re-use, recycling and composting target of 54.2% in 2014/15.

A waste composition analysis carried out in early 2015 showed that there is still work to do as 58.6% of collected residual waste could have been recycled at the kerbside – the equivalent of 3.48hh/wk. The potentially recyclable waste is largely made up of four material types; food waste 70%, paper 7%, plastic 5% and card/cardboard 5%.

The waste composition analysis also showed that overall 48.23% of the residual waste from HWRCs could have been recycled at the HWRC or within the existing kerbside collections.

The graph below shows how Warwickshire has performed against historical and current targets. The graph also shows the progress required up to the end of the strategy period.

Graph 3 – Progress to re-use, recycling and composting target



Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
<p>To optimise recycling and composting within Warwickshire.</p>	<p>Types of materials that can be recycled by Warwickshire householders</p>	<p>All properties have access to kerbside recycling and biowaste collections.</p>	<p>All residents in Warwickshire can recycle/ compost the following items at the kerbside – paper, card or cardboard, plastic bottles or containers, glass, metal, green waste and food waste.</p> <p>SDC have introduced kerbside collections for small WEEE, textiles and household batteries.</p> <p>The HWRCs accept all the materials accepted at the kerbside (except food waste) as well as batteries (car and household), fluorescent tubes, electrical items, mobile phones, printer cartridges, TVs & monitors, oil, textiles & shoes, soil, hardcore, wood, furniture and cartons.</p>	<p>All residents in Warwickshire can continue to recycle/ compost the following items at the kerbside – paper, card or cardboard, plastic bottles or containers, glass, metal, green waste and food waste. There have been a number of issues within the recyclables market, which has meant that local authorities have had to reduce contamination of recyclables in order to drive up quality.</p> <p>As part of the grey to green campaign 4,000 free packs of compostable caddy liners were posted to Warwickshire residents.</p> <p>Some residents in Warwickshire can also recycle cartons, textiles, household batteries, oil and WEEE at the kerbside - acceptance of these varies by area.</p> <p>The HWRCs accept all the materials accepted at the kerbside (except food waste) as well as batteries (car and household), fluorescent tubes, electrical items, mobile phones, printer cartridges, TVs & monitors, oil, textiles &</p>

Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
				shoes, soil, hardcore, wood, furniture and cartons. The larger HWRCs also accept materials such as hard plastics, mattresses, plasterboard for recycling.
Aim to achieve countywide recycling and composting targets of between 65% by the end of the strategy period (2020).	Re-use, recycling and composting rate % (NI192)	Countywide household re-use, recycling and composting rate of 52.3% in 2012/13. District re-use, recycling and composting NWBC – 34% NBBC – 45% RBC – 51% SDC – 60% WDC - 57%	Countywide household re-use, recycling and composting rate of 53.2% in 2013/14. District re-use, recycling and composting NWBC – 40% NBBC – 45% RBC – 47% SDC – 59% WDC - 55%	Countywide household re-use, recycling and composting rate of 54% in 2014/15. District re-use, recycling and composting NWBC – 49% NBBC – 45% RBC – 46% SDC – 60% WDC - 55%
Extend home composting	Number of households estimated to be composting at home.	Currently 26,000 properties in Warwickshire have purchased a home compost bin, this equates to 11% of households.	Currently 26,400 properties in Warwickshire have purchased a home compost bin, this equates to 11.43% of households.	Currently 26,538 properties in Warwickshire have purchased a home compost bin, this equates to 11% of households.
Provide an effective HWRC service aiming to reach re-use, recycling and composting levels of 74% across all sites by reducing recyclables being put into the residual	Performance of individual HWRCs (% rate).	The average rate achieved at HWRCs was 61.3%. Burton Farm - 70.6% Cherry Orchard - 63.8% Princes Drive - 63.0% Hunters Lane – 72.5%	The average rate achieved at HWRCs in 2013/14 was 64.9%. Burton Farm - 69.5% Cherry Orchard - 68% Princes Drive - 67.6%	The average rate achieved at HWRCs in 2014/15 was 69.7%. Burton Farm – 71.7% Cherry Orchard - 72.2% Princes Drive – 64.8% Hunters Lane – 71.1%

Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
waste stream		Shipston – 63.7% Lower House Farm – 58.0% Wellesbourne - 64.3% Stockton – 64.4% Judkins – 44.4%	Hunters Lane – 72.8% Shipston – 72.1% Lower House Farm – 69.6% Wellesbourne - 68.3% Stockton – 67.1% Judkins – 42.5%	Shipston – 75.3% Lower House Farm – 71.6% Wellesbourne - 71.6% Stockton – 67.6% Judkins – 56.8%
Raise awareness of recycling and composting in Warwickshire and promote behaviour change	Implement and monitor recycling and composting campaigns	Key strategic areas identified as part of the updated to the waste strategy. Implementation plan to be produced following adoption of strategy by the Partnership.	The implementation plan was developed by the Partnership and regular meetings booked to track progress. Projects to improve performance included; design and ordering of information stickers for the kerbside bins, purchase of vehicle signage for waste collection vehicles, development and implementation of a sub-regional Christmas twitter campaign.	The implementation plan was developed by the Partnership and regular meetings were held to track progress. Bin stickers were applied across the County providing clarity to residents over what can and cannot be accepted. A door to door campaign took place across the County. The campaign targeted 35,000 low performing households. The outcome of the project saw increased in set-out of dry recycling containers from 54% to 68% and garden waste containers increasing from 37% to 44%. Partners have also utilised various printed communication materials (calendars, leaflets, magazine articles) and radio advertisements for specific campaigns/projects where appropriate.

JMWMS 4 - Work in partnership with each other and other stakeholders to produce and implement the Strategy.

The Partnership worked together to implement Warwickshire’s Joint Municipal Waste Management Strategy. The Partnership has also worked with other Stakeholders to improve service delivery.

Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
To work Regionally and Sub regionally with appropriate stakeholders to improve value for money and service delivery	Overall savings and/or improved service delivery	<p>The Partners have chosen to work together in clusters on appropriate projects such as joint purchasing of caddies etc.</p> <p>The Partnership has also worked with authorities on a sub-regional basis i.e. to implement a Love Food Hate Waste Campaign.</p>	<p>The Partners continue to work together on appropriate projects, such as the bin sticker project.</p> <p>Lower House Farm HWRC in North Warwickshire opened to the public in June 2013. The purpose built facility serves residents in Warwickshire and Staffordshire.</p> <p>A sub regional operational managers group meets every 6 weeks to discuss a variety of waste and recycling issues.</p>	<p>The Partners continue to work together on appropriate projects.</p> <p>The sub regional strategic group met to discuss key issues.</p> <p>The sub regional operation managers group continues to meet on a regular basis.</p>

JMWMS 5 - Encourage public participation in the implementation and review of the Waste Strategy

The Partnership keeps the public involved with the implementation of the waste strategy via the various waste and recycling campaigns taking place throughout the county and via consultations/surveys.

Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
<p>Keep the public informed with progress on local and national target</p>	<p>Provide web-based feedback – updated regularly to reflect changes in performance.</p>	<p>The Waste Strategy is on the County Council’s website.</p> <p>Surveys relating to waste services have taken place regularly.</p> <p>The public are kept updated through press releases.</p>	<p>The updated strategy is available on the website: http://www.warwickshire.gov.uk/municipal-waste-strategy/</p> <p>Press releases go out to keep the public informed.</p> <p>WCC and SDC signed up to the Recycling End Destination Charter – by signing the charter the two Authorities have committed to publish an annual Register of End Destination of Recyclates.</p> <p>NBBC rolled out an app called ‘binfo’ which provides residents with all the service information relating to the waste and recycling service. In addition the app can send waste and recycling notifications to users.</p> <p>A survey on the HWRC service in Warwickshire took place in June 2014. Overall 92.9% of the public surveys rated the service as good or excellent.</p>	<p>The updated strategy continues to be available on the website.</p> <p>Press releases continue to go out to keep the public informed and in addition the council websites, social media and e-newsletters are regularly being used across the County to keep the public informed of progress.</p> <p>WCC and SDC provided details on where the recycling ends up on their websites to fulfil the End Destination Charter.</p> <p>A consultation survey on the HWRC service in Warwickshire took place in spring 2015. Overall 97.71% of the public were satisfied with the service.</p>

JMWMS 6 - Regularly review and update the Strategy and implementation programme

Officers across the county have worked together through a variety of means to develop and implement projects and campaigns to achieve the targets in the updated strategy.

The partners have also implemented specific projects and campaigns in their own areas and have provided quarterly updates to the Partnership via the waste partnership committee process.

Target/Action	Indicators	2012/13	2013/14	Progress in 2014/15
Review the Strategy in the final year of current strategy period – 2019/20	Feedback on changes and put information on the Web.	An update commenced in 2012.	There were no changes to the updated strategy in the first year of its implementation. The Strategy will be reviewed in 2019/20.	There were no changes to the updated strategy in the second year of its implementation. The Strategy will be reviewed in 2019/20.
Annual reporting on progress with targets and actions	Progress reported to Partnership and on Web	Several annual reports were published on the council website.	This is the first annual progress report since the strategy was updated in December 2013. Once approved by the Warwickshire Waste Partnership the report posted on the Web.	This is the second annual progress report since the strategy was updated in December 2013. Once approved by the Warwickshire Waste Partnership the report posted on the Web.

5 Waste Strategy Implementation

The Waste Strategy Implementation Plan Group continues to meet on a 6 weekly basis and waste management officers from across the six authorities continue to plan and carry out a wide range of work in 2015/16 that aims to positively influence the key targets of the joint municipal waste strategy. Work areas include educational initiatives such as the 'grey to green' campaign and door to door/HWRC canvassing, as well as the annual waste composition analysis, and a county wide review of wheeled bin policy covering CIL.

Achievements of the Group Jan – Sept 2015

1. Bin Stickers

Following on from the application of bin stickers in 2014 across 4 of the 5 district areas, reminding residents what can and can't go in each bin, Rugby Borough was completed in April 2015. Stickers were again applied to all three wheeled bins, namely the dry recyclables, residual and green wheeled bins.

2. Door Canvassing

Following the success of last year's door canvassing work a new contract was procured to enable another 35,000 households to be canvassed in 2015, although this year 'middle performing' households, rather than 'low performing' households, were selected.

Last year's door canvassing saw dry recycling bin set out rates go from 54% to 68% and green garden waste bin set out rates went from 37% to 44%.

This year's project will monitor kerbside 'participation' rates rather than one off 'set out' rates by monitoring for three weeks before and after the door canvassing work rather than just one week and thus should provide even more reliable data.

In addition to canvassing at the door the contract this year also involves canvassing at the household waste recycling centres across Warwickshire to encourage people to recycle and reuse more.

This work is due to be completed by December 2015.

3. Calendar campaigns

Press releases and social media has been used to promote recycling and composting messages at specific times of the year that link to national campaigns or specific times of the year.

The Recycle Now week which ran in June was widely promoted via social media. As part of Recycle Week 2015 which saw WRAP release new artwork, Nuneaton and Bedworth Borough Council were successful in gaining funding from WRAP which allowed them to provide new Agrippa panels to the full RCV fleet, undertake roadshow events in the town centres and source other recycle week campaign materials such as leaflets, pull up banners, posters and a newspaper advert.

The '12 tweets to Christmas' social media campaign are planned again in the run up to Christmas 2015, along with a specific Christmas web page on Warwickshire County Council's web pages.

4. Material Specific Campaign – Food Waste

Despite the compositional analysis at the beginning of 2015 showing that the amount of food waste within the residual waste stream had reduced by around 0.55kg/hh/wk, food waste remains the highest proportion of the residual waste bin and thus has remained the material of focus for waste prevention and recycling.

During March 2015 a hugely successful on-line food waste competition took place across Warwickshire, with over 11,000 entries being received and 4,143 free packs of compostable caddy liners being posted out to Warwickshire residents. The competition was advertised in a number of ways but the most successful way being the bin hangers/tags which were used in 4 of the 5 district areas. Another food waste competition is planned for March 2016.

A food caddy liner pilot, to look at the impact on food recycling rates from the provision of free food caddy liners, is planned to run in October/November 2015 with a final 'after' analysis taking place in February 2016.

5. Review and Implementation of Recycling Services to Flats

NWBC

All flats have access to the dry recycling service. Residual waste bins are still emptied on a weekly basis, whilst recyclate is collected fortnightly. Where contamination is found to be present crews apply contamination tags and the Supervisor visits the site to assess; letters are distributed to all responsible households and the waste is decontaminated, if possible.

NBBC

The flats recycling project is underway. Recycling has so far been introduced to 95 complexes, which are on a weekly residual collection and fortnightly recycling collection. The project aims to implement recycling at the remaining complexes and ultimately provide enough capacity to deliver fortnightly collections to all within the scheme. As part of the audit, space constraints have been highlighted and may impact on the delivery to complexes within the Borough. Each complex will be reviewed on an individual basis. An audit of all

flat complexes / sheltered housing and Multi Occupancy properties is currently taking place and is due to be completed within 15/16.

RBC

All flats/apartments are on the alternate week collection system. Where contamination levels are found to be high the Environmental Education Officer visit's the site delivering letters explaining the problem with contamination, also issuing re-usable bags for storing materials for recycling in. Posters have also been put up in bin stores.

WDC

An intention to review those flats that currently do not have a communal recycling option, with a view to putting in communal recycling bins although no timescales projected as yet.

SDC

A review of communal waste collection provision in the district to enhance the service (incorporating garden and food waste collections where appropriate) is currently taking place.

6. Waste Minimisation

The group continues to promote and work on projects which aim to reduce the amount of waste that householders are producing in the first place.

Home composting

Composting workshops have been run by WCC and home compost bins are now available to buy at most of the household waste recycling centres across Warwickshire. WCC continues to recruit master composters with a current total of 30 active master composters.

Real nappies

A total of 92 trial kits have been deployed over the last 12 months. These kits allow parents/carers to trial a range of different washable nappy styles before they then purchase their own. A number of 'nappuchino' events have also been run to raise awareness and promote the scheme.

Junkmail

The total number of people signed up to the mailing preference service – the service that reduced the amount of junkmail being sent – now stands at over 45,000.

Love Food Hate Waste (LFHW)

As well as the general promotion of the LFHW messages via press releases and social media a new LFHW champion's volunteer scheme is in the process of being set up with a first event planned with the Women's Institute for October 2015. This aims to train volunteer champions out in the local

community who can then provide information and training on an on-going basis – similar to the master composter scheme.