



Reduce



Reuse



Recycle



Recover



Dispose

Warwickshire's Municipal Waste Management Strategy

*Annual Progress Report for 2015-2016
December 2016*

Produced by the Warwickshire Waste
Partnership

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Updated December 2013

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1 Executive Summary

This report provides an update on annual progress against the targets agreed in Warwickshire's Municipal Waste Management Strategy.

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

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

Warwickshire's population increased by 5303 from 548,729 in 2014/15 to 554,032 in 2015/16 and the number of households increased by 2130 from 241,890 in 2014/15 to 244,020 in 2015/16.

The total amount of household waste produced in Warwickshire in decreased by 381 tonnes from 260,576 tonnes in 2014/15 to 260,195 tonnes in 2015/16. Statistics show that approximately 1 tonne of waste and recyclables is generated per household per year, so it is positive that the household tonnage has decreased despite the increase in households. Total municipal waste has increased by 3130 tonnes. A waste composition analysis carried out in early 2016 showed that 53.68% of the residual bin could be recycled using current kerbside systems.

Food waste was still seen to be the major component of residual waste in 2016 at 2.66 kg per household per week. Overall since 2012/13 the total amount of food waste has reduced by 7.8% since 2012/13, with a slight rise over the last year in comparison with 2014/15. Although correct capture rates of food waste within the green wheeled bin has increased from 16% in 2015 to 21% in 2016.

There have been no major service changes to the collection services across the county; however improvements have been made to make services more efficient for example by procuring new vehicles/contracts, improving communications and implementing new technology.

An overview of the national picture on waste including information on waste arising, recycling and disposal rates is included in the report. The amount of household waste collected in England increased by 1.2%, in Warwickshire the amount of household waste collected reduced by 0.1%. The recycling rates nationally and within Warwickshire both dropped slightly. There are no national figures for the kg of residual waste per household, but Warwickshire's figure of 488.95 kg/hh compares very well the neighbouring authorities, with only Oxfordshire County Council having a lower rate of 432.8 kg/hh.

Overall performance for the Partnership is positive and shows that waste is moving up through the waste hierarchy. There has been a decrease in the amount of household waste produced, an increase in the amount of household waste sent to energy from waste and a decrease in the amount of household waste sent to landfill. The Partnership also achieved a 71% increase in food capture rates (diversion of waste from the residual bin to the green bin).

The amount of residual waste produced per household decreased from 493.48kg in 2014/15 to 488.95kg in 2015/16; however the Partnership did not achieve the annual target it set itself of 440 kg of residual waste per household per year.

The Partnership recognises the importance of improving re-use, recycling and composting across the County and achieved a rate of 54.1% in 2015/16 (a decrease of 0.1% compared with 2014/15 and slightly less than the annual target of 55%. Good progress was made with increasing re-use (with an extra 201 tonnes diverted in 2015/16).

The waste composition analysis carried out in early 2016 showed that there is still recyclable material in the bin for example in 2016 the composition showed that 53.7% of collected residual waste could have been recycled at the kerbside – the equivalent of 212 kg/year.

The Waste Strategy Implementation Plan Group continues to meet on a regular basis allowing waste management officers to plan and carry out work that aims to positively influence the key targets of the joint municipal waste strategy. Work areas include material specific campaigns such as the 'grey to green' campaign, door to door/HWRC canvassing, calendar campaigns at specific times of the year i.e. Recycle week / Christmas and waste minimisation campaigns including home composting, real nappies and junk mail.

The next Warwickshire Waste Partnership meeting (taking place on 7th December) is being arranged as a workshop. The workshop will provide the Warwickshire Waste Partnership an opportunity to target savings, whilst supporting waste reduction and recycling targets.

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 by the Partnership 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.

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 2015/16

Population

Clearly there is a direct link between the number of people living in Warwickshire and the amount of waste created. In 2015/16 Warwickshire's population was 554,032 and the number of households was 244,030. A breakdown of the population/households across Warwickshire, as well as historic data from 2014/15 is provided in table 2.

Table 2 - Population and household statistics

Area	Population		Number of households	
	2014/15	2015/16	2014/15	2015/16
North Warwickshire	62,124	62,787	27,130	27,340
Nuneaton & Bedworth	126,003	126,319	54,900	55,210
Rugby	101,373	103,443	44,130	44,810
Stratford on Avon	120,767	121,552	54,930	55,550
Warwick	138,462	139,931	60,800	61,120
Warwickshire	548,729	554,032	241,890	244,020 ¹

Source: Waste Data Flow

Waste Tonnages

A breakdown of the household waste generated in 2015/16 in Warwickshire is shown in table 3. The total amount of household waste produced in Warwickshire in 2015/16 was 260,195 tonnes compared to 260,576 tonnes in 2014/15.

Table 3 – Total household waste tonnages in Warwickshire 2015/16

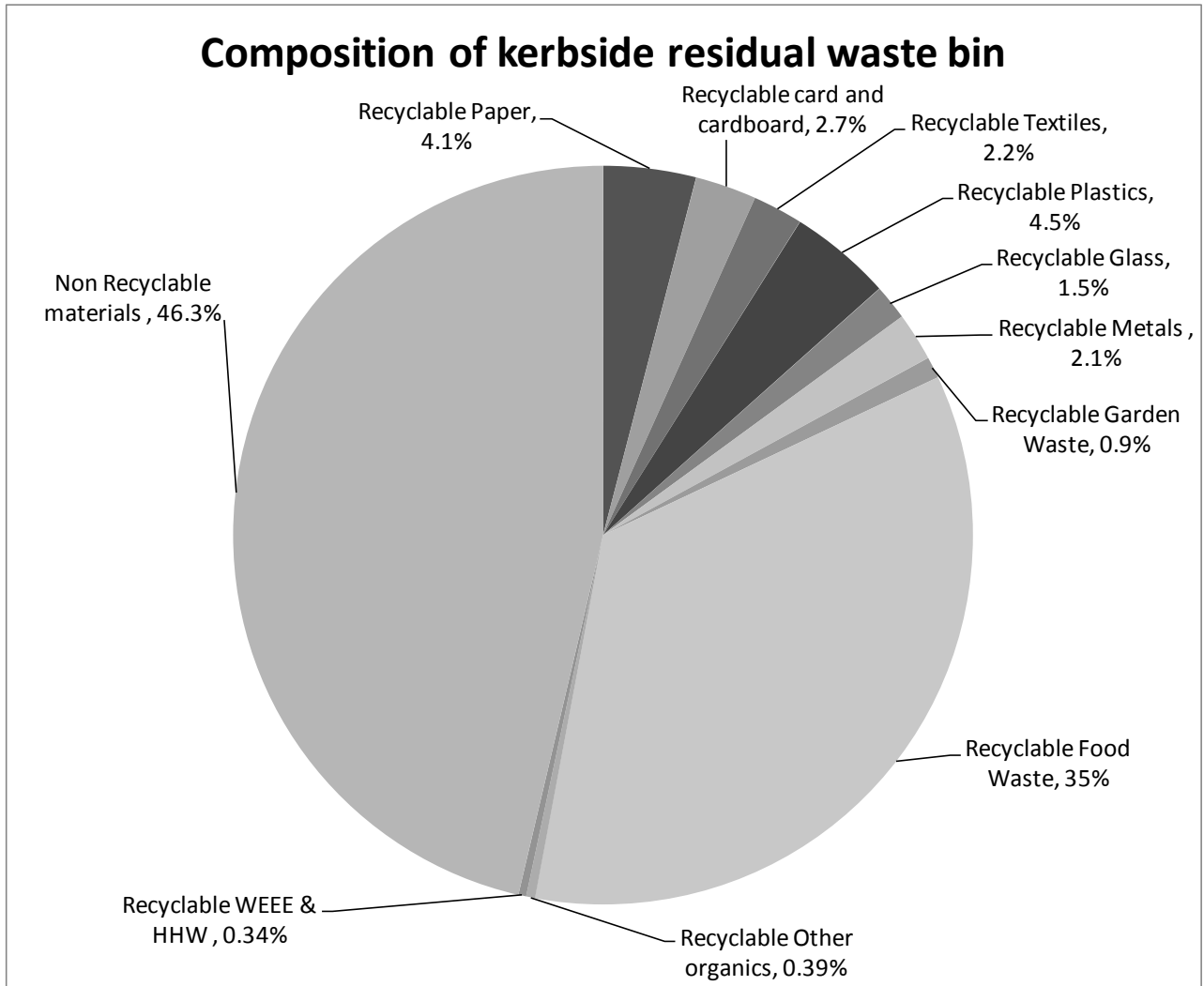
	Warwickshire Total	
	2014/15	2015/16
Recycling tonnes	71,088	67,968
Recycling rate	27.3%	26.1%
Composting tonnes	70,146	72,913
Composting rate	26.9%	28.0%
Re-use, Recycling & Composting tonnes	141,234	140,881
Re-use, Recycling & Composting rate	54.2%	54.1%
Landfill tonnes	36,998	34,510
Landfill rate	14.1%	13.3%
Energy from waste tonnage	82,344	84,804
Energy from waste rate	31.7%	32.6%
Total	260,576	260,195

Source: Waste Data Flow

¹ Please note the individual figures for each area add up to 244,030 rather than 244,020, however the figures shown are the official figures used by waste data flow to calculate performance

Waste Composition

The Partnership carried out another waste composition analysis in Feb/March 2016. The pie chart below shows the composition of Warwickshire's kerbside residual waste bin showing the percentage of waste that could be recycled using the current kerbside system. This shows that 53.68% of the residual bin is recyclable while 46.32% is non-recyclable².



Food waste was still seen to be the major component of residual waste in 2016 at 2.66 kg per household per week. Overall since 2012/13 the total amount of food waste has reduced by 7.8% since 2012/13, with a slight rise over the last year in comparison with 2014/15. Although correct capture rates of food waste within the green wheeled bin has increased from 16% in 2015 to 21% in 2016.

² This assumes that all households have access to all of the recycling infrastructure and services provided within each waste collection authority area.

Service changes

Service changes in the period April 2015 to March 2016 are listed below:

- *North Warwickshire Borough*
 - New refuse fleet vehicles procured
 - Work took place to implement charging of developers for new bins
- *Nuneaton and Bedworth Borough Council*
 - A significant publicity campaign took place to improve contamination rates across the borough
- *Rugby Borough Council*
 - Undertaken targeted education and enforcement campaigns to address issues of contamination in order to improve quality of dry recycling materials
 - 5000 kitchen caddies (funded by WCC) were delivered to home that had not previously received one
 - Stickers applied to all three bins (funded by WCC) telling residents what material should go into each container
- *Warwick District Council*
 - The number of recycling rounds was reduced by 1 in an efficiency drive by our contractor Suez
 - Suez employed a recycling officer to drive up recycling (the officer is no longer in post)
 - A ranger service waste was set up to provide a safe, friendly and welcoming experience for people visiting parks and open spaces. The work includes tackling anti-social behaviour, enforcement activity, reporting defects and maintenance issues, supporting events and much more.
- *Stratford upon Avon*
 - A new waste and recycling collection fleet was rolled out in 2015 with 360 degree cameras and in-cab technology to protect operatives, improve efficiency of collection service and greatly enhance communication processes.
- *Warwickshire County Council*
 - A HWRC review was completed in 2015
 - Signage upgrade completed at Princes Drive HWRC
 - Contracts for the various material streams arising at the HWRCs were procured, this included plasterboard, wood, tyres, inert waste (soil and rubble), glass and scrap metal.

4 National picture on waste

Waste Arising's

The total amount of household waste collected in England increased by 1.2% from 23,169,000 tonnes in 2014/15 to 23,449,000 in 2015/16. In Warwickshire the amount of household waste produced reduced by 0.1% between 2014/15 and 2015/16.

Recycling rate

The waste from households³ recycling rate has decreased by 0.7% from 43.7% in 2014/15 to 43.0% in 2015/16. The household waste recycling rate in Warwickshire has decreased by 0.1% between 2014/15 and 2015/16.

Disposal

The amount of household waste sent to landfill in England decreased by 19.3% from 6,361,000 tonnes in 2014/15 to 5,133,000 tonnes in 2015/16. In Warwickshire the amount of household waste landfilled reduced by 6.7% between 2014/15 and 2015/16.

The amount of household waste sent to energy from waste in England increased by 18.6% from 7,798,000 tonnes in 2014/15 to 9,251,000 tonnes in 2015/16. In Warwickshire the amount of household waste sent to energy from waste increased by 3% between 2014/15 and 2015/16.

There are no national figures for the kg of residual waste per household, but Warwickshire's figure of 488.95 kg/hh compares very well the neighbouring authorities, with only Oxfordshire County Council having a lower rate of 432.8 kg/hh.

³ Waste from households is the measure used nationally, it is a slightly different measure from household waste as it does not include recycling from street bins, household related parks and grounds (except community skips), soil or compost like output from MBTs.

5 Progress against key objectives in 2015/16

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 performance against the targets for the period April 2015 to March 2016.

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

The Partnership has worked in a number of areas in 2015/16 to help reduce the amount of waste generated in Warwickshire. Unfortunately the Partnership did not achieve the annual target of 440.22 kg of residual waste per household per year. The actual figure was 488.95 kg per household per year.

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



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

Target/Action		Indicator	
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)	
2012/13	2013/14	2014/15	Progress in 2015/16
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.	In 2015/16 the kg per household of residual waste was 488.95 kgs. The Partnership is 48.73kg over the annual 2015/16 target of 440.22 kg.

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

Target/Action	Indicator
Raise awareness of waste reduction and promote behaviour change	Implement and monitor key waste reduction campaigns

2012/13	2013/14	2014/15	Progress in 2015/16
<p>The Partnership supported a broad range of promotional campaigns such as home composting, real nappies, junk mail, smart shopping / and love food hate waste.</p>	<p>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 pack to 10 sets of parents between Feb/March 2014.</p>	<p>The Partnership changed the LFHWarwickshire twitter feed to a 'Recycle for Warwickshire' theme and set up a Facebook page for Recycle for Warwickshire⁴, 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-newsletter.</p> <p>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.</p>	<p>The Partnership's Grey to Green food waste recycling campaign was the main focus of behaviour change in 2015/16. The campaign was a finalist in the National Recycling Awards and achieved the following:</p> <ul style="list-style-type: none"> • 71% increase in food waste capture rates (2014-16) according to waste composition analysis (from 0.41 to 0.7 kg/hh/wk) • Nearly 15,000 residents pledging to recycle all their food waste • Attracted nearly 5,000 residents to subscribe to the Recycle for Warwickshire e-newsletter • 21% of food waste is now being correctly captured at kerbside (16% in 2015, 12% in 2012) <p>Meanwhile there is ongoing support for home composting, cotton nappies and reduction in junk mail.</p>

⁴ <https://twitter.com/recycle4warks> and www.facebook.com/recycleforwarwickshire

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

Target/Action		Indicator	
To increase re-use of materials in Warwickshire		Tonnage of re-use in Warwickshire	
2012/13	2013/14	2014/15	Progress in 2015/16
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.	The amount of tonnes recorded as re-used in Warwickshire in 2015/16 was 781 tonnes.

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

Target/Action		Indicator	
To increase re-use of materials in Warwickshire		Number of community furniture re-use schemes in Warwickshire	
2012/13	2013/14	2014/15	Progress in 2015/16
<p>There are a number of charity organisations in the County that accept furniture for re-use in Warwickshire. 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>The Partnership is aware of a number of organisations that accept furniture for re-use in Warwickshire. There was no change on the previous year. 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>The Partnership is aware of a number of organisations that accept furniture for re-use in Warwickshire.</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.</p> <p>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>	<p>The Partnership is aware of a number of organisations in the County that accept furniture for re-use in Warwickshire. 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>Second chance continues to operate two shops in the north of the county and Age UK Warwickshire runs the 8 HWRC re-use shops.</p> <p>GreenGeeks will accept computers, some printers and LCD monitors.</p>

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

Positive progress has been made against some of these targets with an increase in the amount of municipal waste recovered and a reduction in the amount of waste being landfilled. There was a slight reduction in the amount of municipal waste being re-used, recycled or composted; this was mainly due to a small decrease in recyclable materials.

Target/Action		Indicator	
To reduce reliance on landfill as a primary means of waste disposal.		Reduction in the overall tonnages of waste disposed of to landfill.	
2012/13	2013/14	2014/15	Progress in 2015/16
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.	In 2015/16 13.1% (36,206 tonnes) of municipal waste generated in Warwickshire was disposed of to landfill sites.

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

Target/Action		Indicator	
To reduce reliance on landfill as a primary means of waste disposal.		Levels of recycling, composting and recovery.	
2012/13	2013/14	2014/15	Progress in 2015/16
<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>	<p>Countywide recycling of household waste was 26.1%.</p> <p>Countywide composting of household waste was 28.0%.</p> <p>Countywide re-use, recycling and composting rate for household waste was 54.1%.</p> <p>The amount of household residual waste sent to energy from waste was 32.6%.</p> <p>The amount of household residual waste sent to landfill was 13.3%.</p>

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

Target/Action		Indicator	
Monitor the development of new waste treatment technologies.		Review development and status of new technologies on a regular basis.	
2012/13	2013/14	2014/15	Progress in 2015/16
<p>Officers monitored the development of new technologies through information provided by Defra⁵ and the inerr.</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 RWM⁶, conferences such as LARAC⁷ and appropriate meetings including those held by WRAP⁸ and NAWDO⁹.</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 RWM, conferences such as LARAC or national civic amenity conference and appropriate meetings including those held by WRAP and NAWDO</p>	<p>Officers continue to monitor the development of new technologies and markets through information provided by various agencies.</p> <p>Officers continue to discuss and monitor policies that may impact on waste practices and provide feedback on how policies can impact on local authorities.</p> <p>Officers attend and participate at appropriate trade shows and conferences and attend relevant meetings hosted by various relevant agencies.</p>

⁵ Department for Environment Food and Rural Affairs

⁶ Recycling and Waste Management

⁷ Local Authority Recycling Advisory Committee Conference

⁸ Waste Resources Action Programme

⁹ National Association of Waste Officers

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

Target/Action	Indicator
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.

2012/13	2013/14	2014/15	Progress in 2015/16
<p>Eunomia Research and Consulting produced the Local Authority Recycling Carbon Index¹⁰ for councils' waste and recycling services. 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) there 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. <p>Camera / tracking systems able to identify 'aggressive driving' technique i.e. heavy acceleration / heavy braking – used for driver training</p>	<p>Eunomia published the Local Authority Recycling Carbon Index for 2014/15 in Summer 2016.</p> <p>In 2014/15 the figure for Warwickshire was 70 units (CO² eq. saved per person) this is a reduction of 5 units when compared with the previous year.</p> <p>Authorities continue to reduce carbon emissions from transport by updating and monitoring their transport service.</p>	<p>Eunomia has not published the Local Authority Recycling Carbon Index for the year 2015/16 yet. Once the index for 2014/15 has been published this information will be included in the update.</p> <p>Authorities continue to reduce carbon emissions from transport by updating and monitoring their transport services.</p>

¹⁰ 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.

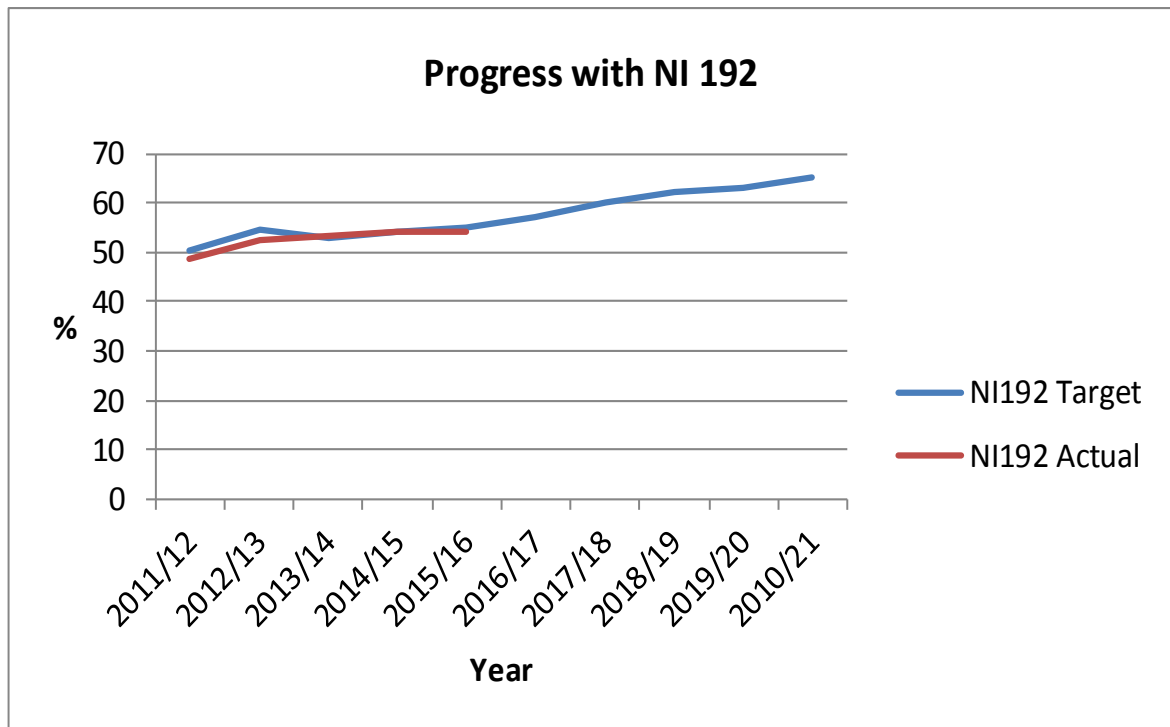
The Partnership just missed the expected annual countywide re-use, recycling and composting target of 55% in 2015/16, achieving 54.1%.

A waste composition analysis carried out in early 2016 showed that there is still recyclable material in the bin for example in 2016 the composition showed that 53.7% of collected residual waste could have been recycled at the kerbside – the equivalent of 4.08 kg/wk. The potentially recyclable waste is largely made up of four material types; food waste 65.1%, plastic 8.4%, paper 7.6% and card/cardboard 5%.

The waste composition analysis also showed that overall 57.5% of the residual waste from HWRCs could have been recycled at the HWRC (26.4%) or within the existing kerbside collections (31.1%).

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



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

Target/Action		Indicator	
To optimise recycling and composting within Warwickshire		Types of materials that can be recycled by Warwickshire householders	
2012/13	2013/14	2014/15	Progress in 2015/16
<p>All appropriate properties have access to kerbside recycling and biowaste collections.</p>	<p>All appropriate properties 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 & cartons.</p>	<p>All appropriate properties 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. Some residents in Warwickshire can also recycle cartons, textiles, household batteries, oil and WEEE at the kerbside - acceptance of these varies by area. 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. The larger HWRCs also accept materials such as hard plastics, mattresses, plasterboard for recycling.</p>	<p>Food waste capture rates in the Green wheeled bin (co-mingled collection of green garden and food waste) have improved 71% since the start of the county-wide behaviour change campaign in 2014/15.</p> <p>The initiative was honoured as a finalist in the National Recycling Awards 2016 and is in line for a prestigious Green Apple Environmental Award.</p> <p>Warwickshire's acclaimed online video showing what happens to food waste - from a resident's kitchen caddy through to kerbside collection and treatment - has been syndicated to Milton Keynes Council, and enquiries have been received from other interested waste authorities.</p> <p>Meanwhile the continuing depressed international market for recyclates coupled with the recent implementation of the 'MRF Regulations' has challenged collection authorities and their material processing partners to minimise contamination of co-mingled 'dry' recyclables. One affected authority, Nuneaton and Bedworth has mounted a pictorial de-contamination campaign showing residents what can and can't be deposited in their kerbside container with an explanation of why particular materials can't be accepted.</p>

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

Target/Action	Indicator
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)

2012/13	2013/14	2014/15	Progress in 2015/16
<p>Countywide household re-use, recycling and composting rate of 52.3% in 2012/13.</p> <p>District re-use, recycling and composting NWBC – 34% NBBC – 45% RBC – 51% SDC – 60% WDC - 57%</p>	<p>Countywide household re-use, recycling and composting rate of 53.2% in 2013/14.</p> <p>District re-use, recycling and composting NWBC – 40% NBBC – 45% RBC – 47% SDC – 59% WDC - 55%</p>	<p>Countywide household re-use, recycling and composting rate of 54.2% in 2014/15.</p> <p>District re-use, recycling and composting NWBC – 49% NBBC – 45% RBC – 46% SDC – 60% WDC - 55%</p>	<p>Countywide household re-use, recycling and composting rate of 54.1% in 2015/16.</p> <p>District re-use, recycling and composting NWBC – 46% NBBC – 44% RBC – 48% SDC – 60% WDC - 56%</p>

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

Target/Action		Indicator	
Extend home composting		Number of households estimated to be composting at home	
2012/13	2013/14	2014/15	Progress in 2015/16
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.	Currently 26,891 properties in Warwickshire have purchased a home compost bin, this equates to 11.02% of households.

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

Target/Action		Indicator	
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 waste stream		Performance of individual HWRCs (% rate).	
2012/13	2013/14	2014/15	Progress in 2015/16
<p>The average rate achieved at HWRCs was 61.3%.</p> <p>Burton Farm - 70.6% Cherry Orchard - 63.8% Princes Drive - 63.0% Hunters Lane – 72.5% Shipston – 63.7% Lower House Farm – 58.0% Wellesbourne - 64.3% Stockton – 64.4% Judkins – 44.4%</p>	<p>The average rate achieved at HWRCs in 2013/14 was 64.9%.</p> <p>Burton Farm - 69.5% Cherry Orchard - 68% Princes Drive - 67.6% Hunters Lane – 72.8% Shipston – 72.1% Lower House Farm – 69.6% Wellesbourne - 68.3% Stockton – 67.1% Judkins – 42.5%</p>	<p>The average rate achieved at HWRCs in 2014/15 was 69.7%.</p> <p>Burton Farm – 71.7% Cherry Orchard - 72.2% Princes Drive – 64.8% Hunters Lane – 71.1% Shipston – 75.3% Lower House Farm – 71.6% Wellesbourne - 71.6% Stockton – 67.6% Judkins – 56.8%</p>	<p>The average rate achieved at HWRCs in 2015/16 was 65.67%.</p> <p>Burton Farm – 70.97% Cherry Orchard - 74.47% Princes Drive – 61.94% Hunters Lane – 69.01% Shipston – 76.57% Lower House Farm – 70.77% Wellesbourne - 68.96% Stockton – 66.17% Judkins – 55.15%</p>

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

Target/Action		Indicator	
Raise awareness of recycling and composting in Warwickshire and promote behaviour change		Implement and monitor recycling and composting campaigns	
2012/13	2013/14	2014/15	Progress in 2015/16
<p>Key strategic areas identified as part of the updated to the waste strategy.</p> <p>Implementation plan to be produced following adoption of strategy by the Partnership.</p>	<p>The implementation plan was developed by the Partnership and regular meetings booked to track progress.</p> <p>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.</p>	<p>The implementation plan was developed by the Partnership and regular meetings were held to track progress.</p> <p>Bin stickers were applied across the County providing clarity to residents over what can and cannot be accepted.</p> <p>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%.</p> <p>Partners have also utilised various printed communication materials (calendars, leaflets, magazine articles) and radio advertisements for specific campaigns/projects where appropriate.</p>	<p>There has been success with minimising contamination of co-mingled kerbside collections. In addition the award-winning Food Waste recycling campaign has seen more than 15,000 households pledging to recycle all their food waste.</p> <p>Household Waste Recycling Centres (HWRCs) have also maintained high recycling rates despite increased inputs as a result of improved economic activity. Intensive canvassing of selected HWRCs by Envirocomms (previously engaged for door-to-door canvassing) took place during the summer of 2016. This exercise promoted efficient use of kerbside collection opportunities and the importance of sorting and separating materials.</p>

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	Indicator
To work Regionally and Sub regionally with appropriate stakeholders to improve value for money and service delivery	Overall savings and/or improved service delivery

2012/13	2013/14	2014/15	Progress in 2015/16
<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>	<p>The Partners continue to work together on appropriate projects.</p> <p>The sub regional strategic group met to discuss important issues. Key work includes MRF opportunities at a sub-regional level.</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		Indicator	
Keep the public informed with progress on local and national target		Provide web-based feedback – updated regularly to reflect changes in performance.	
2012/13	2013/14	2014/15	Progress in 2015/16
<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>	<p>The updated strategy continues to be available on the website.</p> <p>Press releases go out and the council website is updated where appropriate. Waste specific e-newsletters and social media also keep the public informed and involved.</p> <p>A consultation survey on the HWRC service in Warwickshire took place in spring 2016. Overall 99.10% of the public were satisfied with the service, an increase of 1.39% on last year.</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		Indicator	
Review the Strategy in the final year of current strategy period – 2019/20		Feedback on changes and put information on the Web.	

2012/13	2013/14	2014/15	Progress in 2015/16
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.	There were no changes to the updated strategy in the third year of its implementation. The Strategy will be reviewed in 2019/20.

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

Target/Action		Indicator	
Annual reporting on progress with targets and actions		Progress reported to Partnership and on Web	
2012/13	2013/14	2014/15	Progress in 2015/16
Several annual reports were published on the council website.	<p>This is the first annual progress report since the strategy was updated in December 2013.</p> <p>Once approved by the Warwickshire Waste Partnership the report posted on the Web.</p>	<p>This is the second annual progress report since the strategy was updated in December 2013.</p> <p>The report is posted on the web in the committee reports section once approved.</p>	<p>This is the third annual progress report since the strategy was updated in December 2013.</p> <p>The report is posted on the web in the committee reports section.</p>

6 Waste Strategy Implementation

The Waste Strategy Implementation Plan Group will meet bi-monthly throughout 2016/17. The meetings will allow waste management officers from across the six authorities to plan and carry out a wide range of work that aims to positively influence the key targets of the joint municipal waste strategy.

A workshop was held involving officers from Warwickshire County Council and the Waste Collection Authorities which produced a long list of projects and initiatives. Further consultation with WRAP¹¹, prioritised the ideas and budget considerations led to a programme of work.

Work areas include material specific campaigns such as the 'grey to green' campaign, door to door/HWRC canvassing, calendar campaigns at specific times of the year i.e. Recycle week or Christmas, waste minimisation campaigns i.e. home composting, real nappies and junk mail.

Achievements of the Group Jan – Sept 2016

Material Specific Campaign – Food Waste

During March 2016, a second annual, on-line food waste challenge attracted entries from 5,329 Warwickshire residents. The competition was promoted countywide through letterbox marketing, email marketing, Press & PR and social media, and via bin hangers/tags in 4 of the 5 waste collection authorities.

A partnership with Northamptonshire Waste Partnership saw an expansion of its acclaimed Feed Your Caddy 'I'm In to Win' recycling rewards scheme into Warwickshire from July 2016 with the chance to win monthly prizes for participants actively recycling food waste. To date more than 600 households have signed up to the scheme prior to intensive advertising activity which is scheduled for the remainder of 2016/17.

Warwickshire's Grey to Green Campaign reached the finals of the National Recycling Awards 2016 in Best Food Waste Category and it is a finalist (guaranteed Bronze, Silver or Gold Award) in The Green Apple Environment Awards whose presentation ceremony is scheduled for 11 November at the House of Commons.

Door to door and HWRC Canvassing

A second round of door-to-door canvassing was carried out in 2015/16 focusing on 'middle performing' households (rather than 'low performing' households) and the total number of properties targeted was 27,974.

The contractors carrying out the work recorded an increase in overall recycling participation of 8.56%, and overall increase in dry mixed recycling of 9.85%. However, there was a 3.49% fall in food and garden waste recycling, this was believed to be attributable to seasonal fluctuations and the impact of changes to collection rounds in Rugby.

¹¹ Waste Resources Action Programme - <http://www.wrap.org.uk/>

In addition to door-to-door canvassing, the 2015/16 contract also included canvassing at the household waste recycling centres across Warwickshire to encourage people to recycle and reuse more. The household waste recycling centre canvassing (not door-to-door) was extended into the summer of 2016 and a final report is due to be published in October 2016.

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.

Waste Partnership authorities collaborated in the promotion of Recycle Week 2016 in September with the theme of 'The Unusual Suspects', which included items such as aerosol cans, foil trays, beauty crème jars and toilet roll tubes.

The '24 tweets to Christmas' social media campaign are planned again in the run up to Christmas 2016, along with a specific Christmas web page on Warwickshire County Council's web pages.

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

Home composting workshops have continued to be run by WCC which entitle residents to a £5 compost bin. Compost bins are available to buy at most of the household waste recycling centres across Warwickshire and 2nd Chance in Nuneaton. WCC continues to run the Master Composter programme and has a total of 30 composting volunteers.

Real nappies

The nappy trial kits are now being deployed through the local branch of the NCT via nappy library events. These events allow parents/carers see a demo of cloth nappies and trial a range of different washable nappy styles before they then purchase their own. The nappy library has proved very successful and additional donations have allowed the NCT to expand the range of nappies available.

Junkmail

The total number of residents signed up to the mailing preference service – the service that reduced the amount of junkmail being sent – now stands at 42,649 – up from 41,267 in December 2015.

Love Food Hate Waste (LFHW)

As well as the incorporation of LFHW messages via press releases and social media, there is a new county council-led programme of talks and presentations to key stakeholder groups such as local Women's Institutes. A successful pitch to the Warwickshire Federation of Women's Institutes Annual Speaker Selection evening in April has resulted in scores of bookings throughout 2016 and 2017 from the 117-strong federation on the theme Love Food Hate Waste and Food Waste Recycling.

5 *Review and Implementation of Recycling Services to Flats*

NWBC

All flats have access to the dry recycling service. Where contamination is found to be present crews apply contamination tags and the Supervisor visits the site to assess.

NBBC

An audit of all flat complexes / sheltered housing and Multi Occupancy properties was completed in 2015/16.

Recycling collections are continuing at flats and schools – however, the council has made the decision to postpone rolling out the full recycling scheme to communal buildings until the household recycling collection contract is renewed in 2018 to ensure a more uniformed approach to recycling in the borough which will be easier to manage and communicate.

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. Targeted education and enforcement campaigns to address issues of contamination have been carried out in order to improve quality of dry recycling materials

WDC

The District provides dedicated co-mingled flats recycling service at 265 multiple occupancy locations. At another 200+ locations, residents have the opportunity to participate in the kerbside recycling scheme using boxes and bags. The authority has no plans to review the flats recycling service. Developers of newly built complexes of flats are requested to provide communal recycling bins although this is not enforced.

SDC

A review of communal waste collection provision in the district was postponed but is now planned to be completed by the end of December 2016. The aim is to endeavour to offer recycling and food waste collections to the residents of these properties.