

Warwickshire Waste Partnership

6 December 2017

Warwickshire Waste Strategy Implementation Plan

Recommendation

The Waste Partnership is asked to note the 2016/17 progress towards the objectives and targets in Warwickshire's Joint Municipal Waste Management Strategy, comment as appropriate, and request any further information as required.

1.0 Background

- 1.1 Warwickshire's Joint Municipal Waste Management Strategy was adopted by the Warwickshire Waste Partnership in October 2005 and updated by the Warwickshire Waste Partnership in December 2013.
- 1.2 As part of the update process it was agreed that the Warwickshire Waste Partnership would publish an annual report highlighting progress against the targets agreed in the Strategy. This report reviews the annual progress made in 2016/17.

2.0 Objectives and reporting

- 2.1 Six objectives for the Partnership were identified in Warwickshire's updated Joint Municipal Waste Management Strategy, these are as follows:-
 - (i) Reduce the amount of waste generated in Warwickshire.
 - (ii) Develop integrated, sustainable solutions for managing waste in Warwickshire.
 - (iii) Meet and exceed national re-use, recycling and composting targets.
 - (iv) Work in partnership with each other and other stakeholders to produce and implement Warwickshire's Joint Municipal Waste Management Strategy.
 - (v) Encourage public participation in the implementation and review of Warwickshire's Joint Municipal Waste Management Strategy.
 - (vi) Regularly review and update Warwickshire's Joint Municipal Waste Management Strategy and Implementation programme.

- 2.2 A detailed report has been prepared which summarises progress against the targets in 2016/17 (refer to **Appendix A**), as well as general progress being made towards implementing aspects of Warwickshire's Joint Municipal Waste Management Strategy.

3.0 Targets

- 3.1 The key targets in Warwickshire's Joint Municipal Waste Management strategy are:
- i. Reduce residual household waste to 311kg per household, per year, by 2020 (NI 191¹)
 - ii. Achieve countywide re-use, recycling and composting targets of 65% by 2020 (NI 192²)

4.0 Key points

- 4.1 Warwickshire's population data has not yet been updated on the national waste data flow system since the previous report and remains at 554,032. The number of households in Warwickshire has increased by 2530 from 244,030 in 2015/16 to 246,560 in 2016/17.
- 4.2 The total amount of household waste produced in Warwickshire in decreased by 1364 tonnes from 260,576 tonnes in 2015/16 to 260,195 tonnes in 2016/17. 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 4678 tonnes from 275,687 in 2015/16 to 280,365 in 2016/17.
- 4.3 A waste composition analysis was carried out in summer 2016/17; the project was carried out slightly differently to previous years. The results showed that 50% of the residual bin could be recycled using current kerbside systems; this is a decrease of 3.68 percentage points compared to 2015/16. Food waste was still seen to be a major component of residual waste in 2016/17 at 1.50 kg per household per week; this is down from 2.66 kg per household in 2015/16. The amount of food waste in the organic bin is 0.22 kg per household per week; this is down from 0.70 kg per household in 2015/16. Correct capture rates of food waste within the green wheeled bin was 12.6% in 2016/17, this is a decrease from 2015/16 when the capture rate was 21%.

¹ National Indicator for the amount of residual waste per household, calculated on WasteDataFlow (<http://www.wastedataflow.org/>)

² National Indicator for the percentage of household waste that is sent for re-use, recycling and composting, calculated on WasteDataFlow

- 4.4 Waste service reviews were carried out by some of the partners in the year 2016/17; the reviews varied in size with some covering all waste services and some more specific i.e. bulky waste services, communal flat services. Improvements have also been made to make services more efficient for example by procuring new contracts and improving communications.
- 4.5 An overview of the national picture on waste including information on waste arising's, recycling and disposal rates would normally be included in the annual report, however this information has not yet been published.

5.0 Progress

- 5.1 The amount of residual waste produced per household decreased by 10 kg from 489 kg in 2015/16 to 479 kg in 2016/17; however the Partnership did not achieve the annual target it set itself of 407 kg of residual waste per household per year. Significant service changes would need to be made in order for the partnership to achieve the waste reduction target.
- 5.2 Re-use increased by 4 tonnes across the County in 2016/17. The partnership with Age UK Warwickshire continues to work well ensuring waste is diverted to re-use and all of the surplus revenue generated will be invested in services to support older people and their carer's in Warwickshire.
- 5.3 There has been a reduction in the amount of municipal waste sent to landfill, an increase in the composting of household waste and an increase in the amount of material sent for recovery, showing that the waste hierarchy is being effectively implemented across Warwickshire.
- 5.4 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 57% in 2016/17, achieving 54.4%. Re-use and Composting have improved, but there has been a 1 percentage point reduction in the recycling rate when compared to 2015/16; this is mainly due to changes with the reprocessing of wood waste from the HWRCs.
- 5.5 Overall HWRC performance has improved at most sites across the County since the strategy waste updated. The performance at Princes Drive and Hunters Lane has decreased; this is linked to the changes in the reprocessing of wood waste.

6.0 Next steps

- 6.1 A workshop was held in December 2016 looking at how the Partnership could achieve its targets whilst delivering savings, following the workshop some consultants were tasked with producing a report that explored some of the possibilities the workshop identified and carry out initial modelling work to investigate the potential level of savings. The work will continue into 2017/18.

- 6.2 The Waste Strategy Implementation Plan Group continued to meet on a regular basis in 2015/16 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 award winning material specific campaigns such as the 'grey to green' campaign, calendar campaigns at specific times of the year i.e. Recycle week / Christmas and waste minimisation campaigns including slim your bin and home composting. Work will continue into 2017/18.

7 Supporting Documents

- 7.1 Waste Strategy Update, Warwickshire Waste Partnership, 3 December, 2013
- 7.2 Waste Strategy Implementation Annual Targets and Key Work Areas, Warwickshire Waste Partnership, 11 March 2014
- 7.3 Summary of progress against targets in Warwickshire's Municipal Waste Management Strategy, 17 December 2014
- 7.4 Annual Progress Report for Warwickshire's Municipal Waste Management Strategy, Warwickshire Waste Partnership – 16 December 2015
- 7.5 Waste Strategy Implementation Plan, Communities Overview and Scrutiny – 16 November 2016
- 7.6 Waste Strategy Implementation Plan, Warwickshire Waste Partnership – 15 March 2017

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Reduce



Reuse



Recycle



Recover



Dispose

Warwickshire's Municipal Waste Management Strategy

Annual Progress Report for 2016/2017

Produced by the Warwickshire Waste
Partnership

Adopted October 2005
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 data has not yet been updated on the national waste data flow system since the previous report and remains at 554,032. The number of households in Warwickshire has increased by 2530 from 244,030 in 2015/16 to 246,560 in 2016/17.

The total amount of household waste produced in Warwickshire in decreased by 1364 tonnes from 260,576 tonnes in 2015/16 to 260,195 tonnes in 2016/17. 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 4678 tonnes from 275,687 in 2015/16 to 280,365 in 2016/17.

A waste composition analysis was carried out in summer 2016/17; the project was carried out slightly differently to previous years. The results showed that 50.0% of the residual bin could be recycled using current kerbside systems; this is a decrease of 3.68 percentage points compared to 2015/16. Food waste was still seen to be a major component of residual waste in 2016/17 at 1.50 kg per household per week; this is down from 2.66 kg per household in 2015/16. The amount of food waste in the organic bin is 0.22 kg per household per week; this is down from 0.70 kg per household in 2015/16. Correct capture rates of food waste within the green wheeled bin was 12.6% in 2016/17, this is a decrease from 2015/16 when the capture rate was 21%.

Waste service reviews were carried out by some of the partners in the year 2016/17; the reviews varied in size with some covering all waste services and some more specific i.e. bulky waste services, communal flat services. Improvements have also been made to make services more efficient for example by procuring new contracts and improving communications.

An overview of the national picture on waste including information on waste arising's, recycling and disposal rates would normally be included in the annual report, however this information has not yet been published.

The amount of residual waste produced per household decreased by 10 kg from 489 kg in 2015/16 to 479 kg in 2016/17; however the Partnership did not achieve the annual target it set itself of 407 kg of residual waste per household per year. Significant service changes would need to be made in order for the partnership to achieve the waste reduction target.

Re-use increased by 4 tonnes across the County in 2016/17. The partnership with Age UK Warwickshire continues to work well ensuring waste is diverted to re-use and

all of the surplus revenue generated will be invested in services to support older people and their carer's in Warwickshire.

There has been a reduction in the amount of municipal waste sent to landfill, an increase in the composting of household waste and an increase in the amount of material sent for recovery, showing that the waste hierarchy is being effectively implemented across Warwickshire.

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 57% in 2016/17, achieving 54.4%. There has been a 1 percentage point reduction in the recycling rate when compared to 2015/16; this is mainly due to changes with the reprocessing of wood waste from the HWRCs.

Overall HWRC performance has improved at most sites across the County since the strategy waste updated. The performance at Princes Drive and Hunters Lane has decreased; this is linked to the changes in the reprocessing of wood waste.

A workshop was held in December 2016 looking at how the Partnership could achieve its targets whilst delivering savings, following the workshop some consultants were tasked with producing a report that explored some of the possibilities the workshop identified and carry out initial modelling work to investigate the potential level of savings. The work will continue into 2017/18.

The Waste Strategy Implementation Plan Group continued to meet on a regular basis in 2015/16 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 award winning material specific campaigns such as the 'grey to green' campaign, calendar campaigns at specific times of the year i.e. Recycle week / Christmas and waste minimisation campaigns including slim your bin and home composting. Work will continue into 2017/18.

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:

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

Key Targets

The key targets in the updated strategy are as follows:

- 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)

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 2016/17

Population

Clearly there is a direct link between the number of people living in Warwickshire and the amount of waste created. The Warwickshire population data for 2016/17 has not yet been updated and so remains at 554,032. The number of households is 246,560. A breakdown of the population and household data across Warwickshire is provided in table 2.

Table 2 - Population and household statistics

Area	Population	Number of households	
	2015/16 and 2016/17	2015/16	2016/17
North Warwickshire	62,787	27,340	27,510
Nuneaton & Bedworth	126,319	55,210	55,730
Rugby	103,443	44,810	45,230
Stratford on Avon	121,552	55,550	56,350
Warwick	139,931	61,120	61,740
Warwickshire	554,032	244,030	246,560

Source: Waste Data Flow

Waste Tonnages

A breakdown of the household waste generated in 2016/17 in Warwickshire is shown in table 3. The total amount of household waste produced in Warwickshire in 2016/17 was 258,831 tonnes compared to 260,195 tonnes in 2015/16.

Table 3 – Total household waste tonnages in Warwickshire 2016/17

	Warwickshire Total	
	2015/16	2016/17
Recycling tonnes	67,968	64,845
Recycling rate	26.1%	25.1%
Composting tonnes	72,913	75,981
Composting rate	28.0%	29.3%
Re-use, Recycling & Composting tonnes	140,881	140,826
Re-use, Recycling & Composting rate	54.1%	54.4%
Landfill tonnes	34,510	31,484
Landfill rate	13.3%	12.2%
Energy from waste tonnage	84,804	86,521
Energy from waste rate	32.6%	33.4%
Total	260,195	258,831

Source: Waste Data Flow

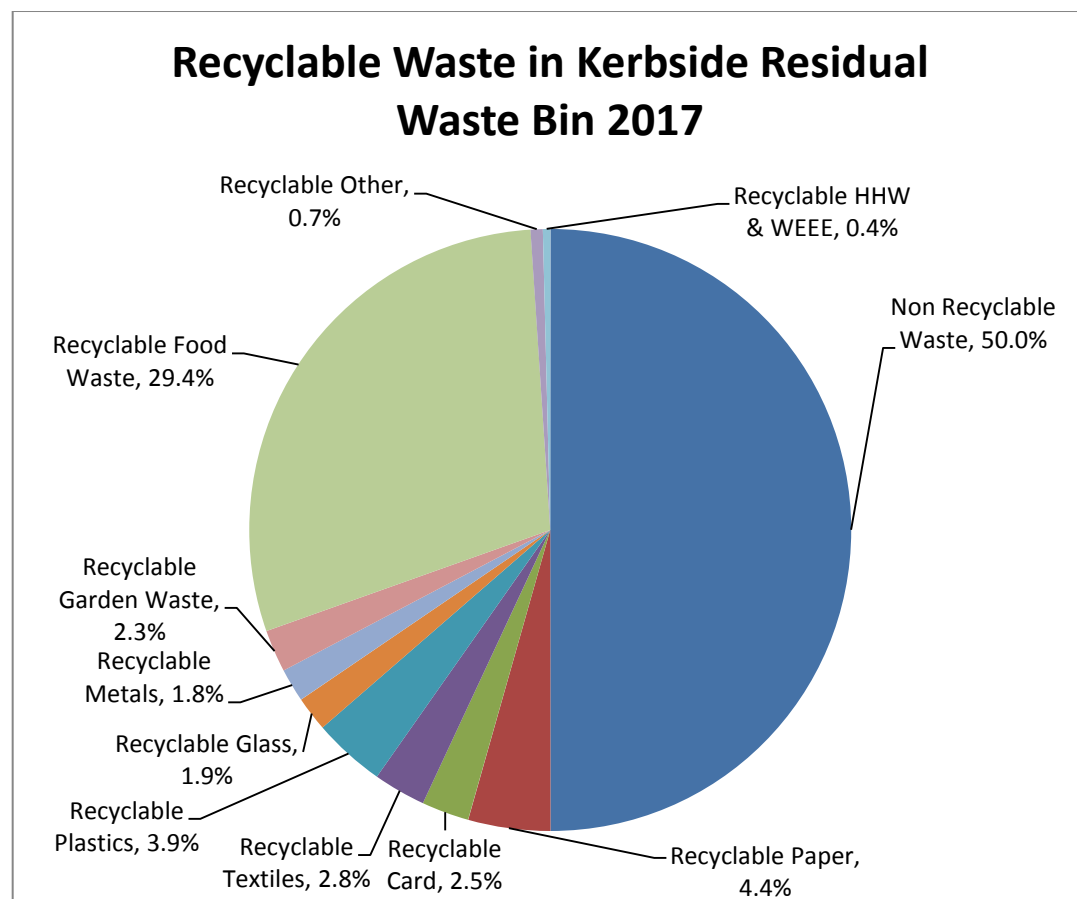
Waste Composition

The Partnership carried out a waste composition analysis in June 2017. The analysis was similar to the waste composition surveys previously undertaken over the past years; however there have been some changes to the way the survey is carried out. A summary of these changes is provided below:

- Updated Mosaic data/profiles used
- Different mosaic groups/household sampled across Warwickshire
- Timing of analysis changed from spring to summer
- Samples collected directly by the teams carrying out the waste composition, rather than the usual waste collection crews

The households were selected using Mosaic demographic profiles; so that results from each survey could be weighted to provide an annual picture of the residual waste being collected within individual Waste Collection Authority's (WCAs), as well as across the County.

Graph 2 below shows the composition of Warwickshire's kerbside residual waste bin showing the percentage of waste that could be recycled using the current kerbside systems. This shows that 50.0% of the residual bin is recyclable while 50.0% is non-recyclable¹. In 2015/16 53.68% of the residual waste bin was recyclable.



¹ This assumes that all households have access to all of the recycling infrastructure and services provided within each waste collection authority area.

Food waste was still seen to be the major component of residual waste in 2017 at 1.50 kg per household per week; this was 2.66 kg per household per week in 2015/16. 49% of the food waste in the residual waste was potentially home compostable in 2017. 14% of all the compostable food waste in residual bins would have to be unpackaged first.

In terms of kerbside organic waste generation, the waste composition data showed that households were setting out an average of 4.70 kg per household per week for direct collection in 2016/17 this was 4.60 kg in 2015/16. The amount of food waste in the organic bin is 0.22 kg per household per week in 2016/17 this was 0.70 kg per household per week in 2015/16. Correct capture rates of food waste within the green wheeled bin was 12.6% in 2016/2017 this is a decrease from 2015/2016 when the capture rate was 21%.

Service changes and updates

Service changes and updates in the period April 2016 to March 2017 are listed below:

- *North Warwickshire Borough*
 - The Council undertook a trial suspension of green waste over the Christmas and New Year period.
 - A charge was introduced for replacement bins with repairs offered free of charge (where possible) and no charge for inserts.
 - A Task & Finish Group was established to look at all areas of the Refuse & Recycling service with an emphasis on increasing efficiency and reducing cost where practicable.
- *Nuneaton and Bedworth Borough Council*
 - Bulky waste charges were amended.
 - Liaison with planning took place to enable waste to work with developers for the supply of containers at new developments.
 - A flat audit was carried out and a trial implemented.
 - A move of depot was planned and in progress
 - Procurement of a vehicle and in cab technology trial took place.
 - Bring bank assessment took place.
- *Rugby Borough Council*
 - A recycling campaign aimed at reducing contamination was delivered to thirteen areas within the borough.
 - Charging developers for bins has been implemented successfully with an initial order of 131 sets of bins.
 - A working party considered ways to reduce costs for waste services
- *Warwick District Council*
 - WDC introduced charges for all waste containers on 6th June 2016.
 - The recycling officer provided by Suez left.
- *Stratford upon Avon*
 - New residents receive information packs alongside their wheeled bins.
 - Review of bulky waste service carried out.

- The collection contractor carried out a review of the route optimisation
 - Review of communal bin stores took place.
- *Warwickshire County Council*
 - The HWRC haulage and Waste Transfer Station operation contract was extended.
 - An innovative behaviour change campaign called 'Slim Your Bin' commenced.
 - A new behaviour change campaign – Feed You Caddy, commenced in partnership with Northamptonshire Waste Partnership
 - A concession contract was awarded to provide residents compostable caddy liners.
 - Contracts for the various material streams were procured, this included plasterboard, wood, clinical, tyres, inert waste, mattresses, metals, paint and garden waste.

4 National picture on waste

An overview of the national picture on waste including information on waste arising's, recycling and disposal rates would normally be included in the report, however the release data for the information has changed. If the information is available a verbal update will be provided at the meeting.

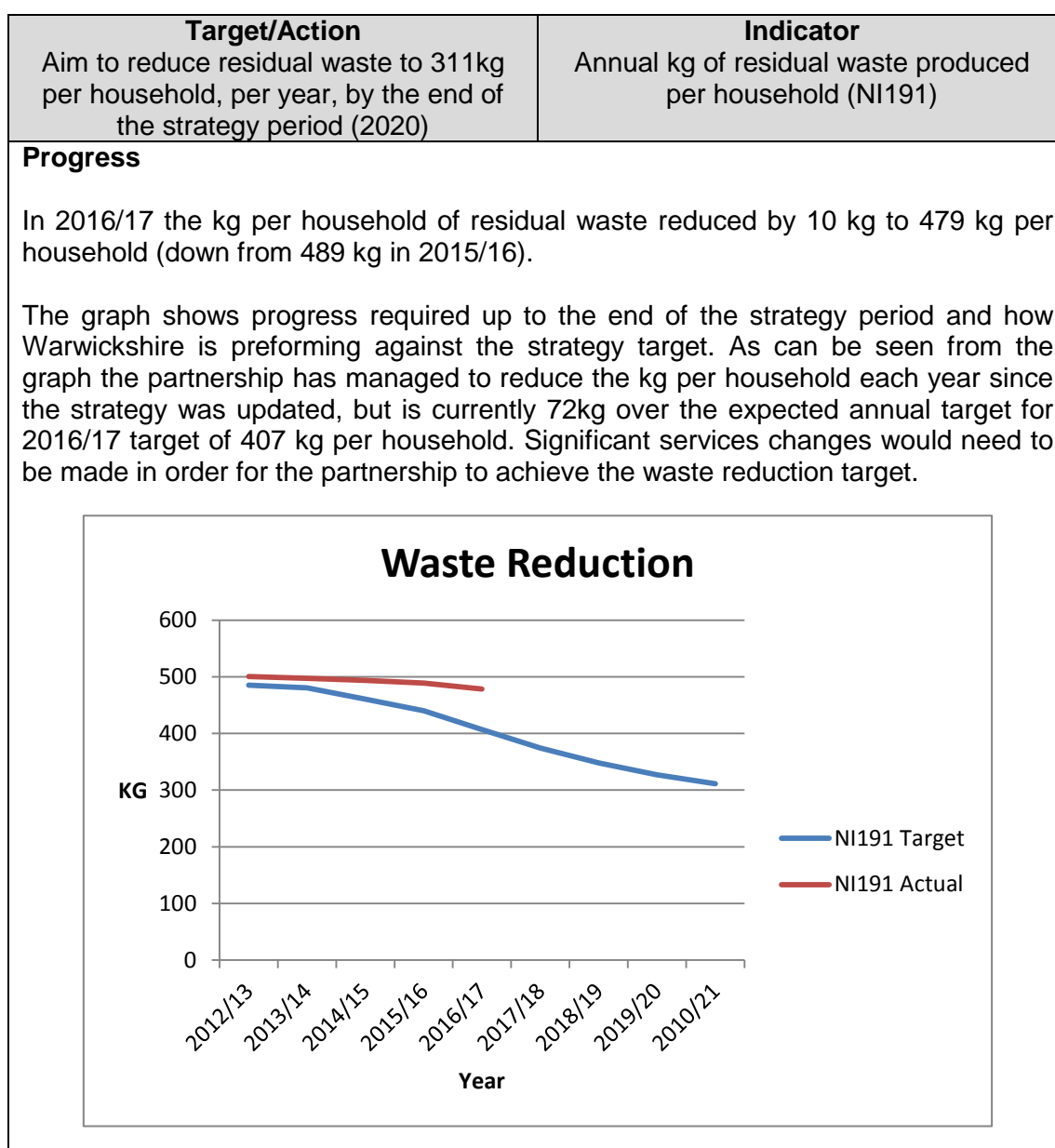
5 Progress against key objectives in 2015/16

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

The following sections provide a list of the objectives and summarise performance against the targets and indicators for the period April 2016 to March 2017.

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

There has been a decrease in the annual kg of residual waste per household and an increase in the tonnage of material re-used. The partnership continues to support a number of waste reduction campaigns including 'Slim you Bin' and home composting. The community furniture re-use schemes in Warwickshire remains stable.



Target/Action	Indicator
Raise awareness of waste reduction and promote behaviour change	Implement and monitor key waste reduction campaigns
Progress Warwickshire's Slim Your Bin campaign was launched in November 2016 with 4 of the 5 WCAs. The project aim was to recruit 500 activists or recycling 'champions' over its 18 month timeframe. Other waste reduction campaigns including home composting continue to run.	

Target/Action	Indicator												
To increase re-use of materials in Warwickshire	Tonnage of re-use in Warwickshire												
Progress The amount of tonnes recorded as re-used in Warwickshire in 2016/17 was 784; this is an increase of 3 tonnes since 2015/2016. The graph below show the amount of tonnes re-used each year since the strategy was updated in 2012/13. The award winning partnership with Age UK Warwickshire continues to work well, ensuring waste is diverted and all of the surplus revenue generated is invested in services to support older people and their carer's in Warwickshire. A best practice tour of 2 Warwickshire HWRC re-use shops took place in September 2016 attendees included other waste authorities as well as representatives from the Welsh Government and the Environment Agency.													
<div style="text-align: center;"> Re-use </div> <table border="1"> <caption>Re-use tonnage data</caption> <thead> <tr> <th>Year</th> <th>Re-use tonnage</th> </tr> </thead> <tbody> <tr> <td>2012/13</td> <td>460</td> </tr> <tr> <td>2013/14</td> <td>520</td> </tr> <tr> <td>2014/15</td> <td>570</td> </tr> <tr> <td>2015/16</td> <td>780</td> </tr> <tr> <td>2016/17</td> <td>784</td> </tr> </tbody> </table>		Year	Re-use tonnage	2012/13	460	2013/14	520	2014/15	570	2015/16	780	2016/17	784
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Target/Action To increase re-use of materials in Warwickshire	Indicator Number of community furniture re-use schemes in Warwickshire
<p>Progress</p> <p>The Partnership is aware of the following organisations which continue to accept furniture for re-use in Warwickshire.</p> <ul style="list-style-type: none"> • Action 21 • Age UK Warwickshire – runs the 8 HWRCs re-use shops • British Heart Foundation • Kenilworth Lions • Roundabout • Rugby Bareboards • 2nd Chance – operates 2 shops in the north of the County • Shakespeare Hospice • GreenGeeks – accept computers, some printers and LCD monitors <p>There is no change on the number of organisations operating in Warwickshire.</p>	

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

There has been a reduction in the amount of municipal waste sent to landfill, an increase in the composting of household waste and an increase in the amount of material sent for recovery.

There has been a 1 percentage point reduction in the recycling rate; this is mainly due to changes with the reprocessing of wood waste from the HWRCs.

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.												
Progress													
<p>In 2016/17 12.2% (31,484 tonnes) of municipal waste generated in Warwickshire was disposed of to landfill sites, this is a decrease from 2015/15 when 13.1% (36,206 tonnes) was sent to landfill.</p> <p>The graph below shows the percentage of municipal waste sent to landfill each year since the strategy was updated in 2012/13.</p>													
<div><p>Municipal Waste to Landfill</p><table><tr><th>Year</th><th>Landfill %</th></tr><tr><td>2012/13</td><td>31.48%</td></tr><tr><td>2013/14</td><td>24.8%</td></tr><tr><td>2014/15</td><td>13.1%</td></tr><tr><td>2015/16</td><td>12.2%</td></tr><tr><td>2016/17</td><td>12.2%</td></tr></table></div>		Year	Landfill %	2012/13	31.48%	2013/14	24.8%	2014/15	13.1%	2015/16	12.2%	2016/17	12.2%
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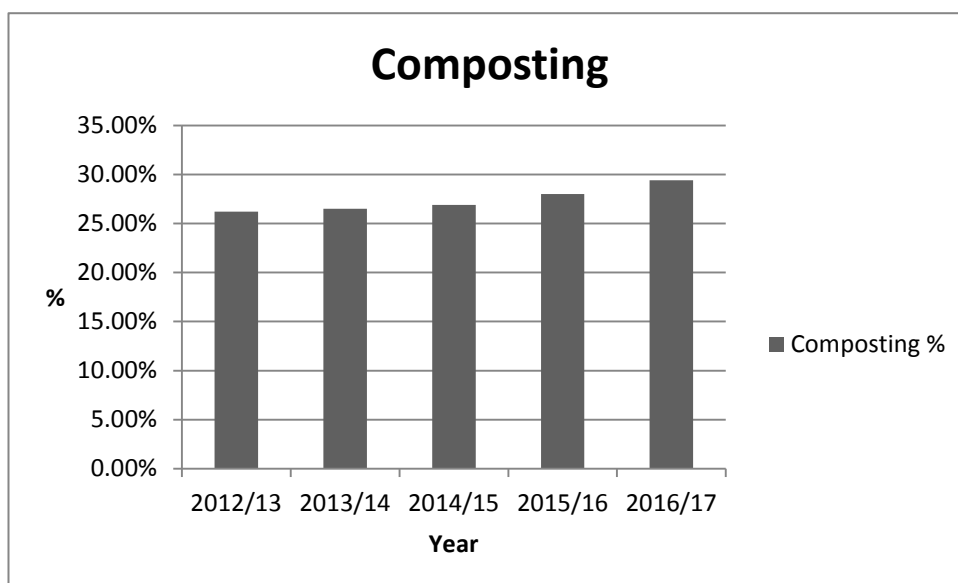
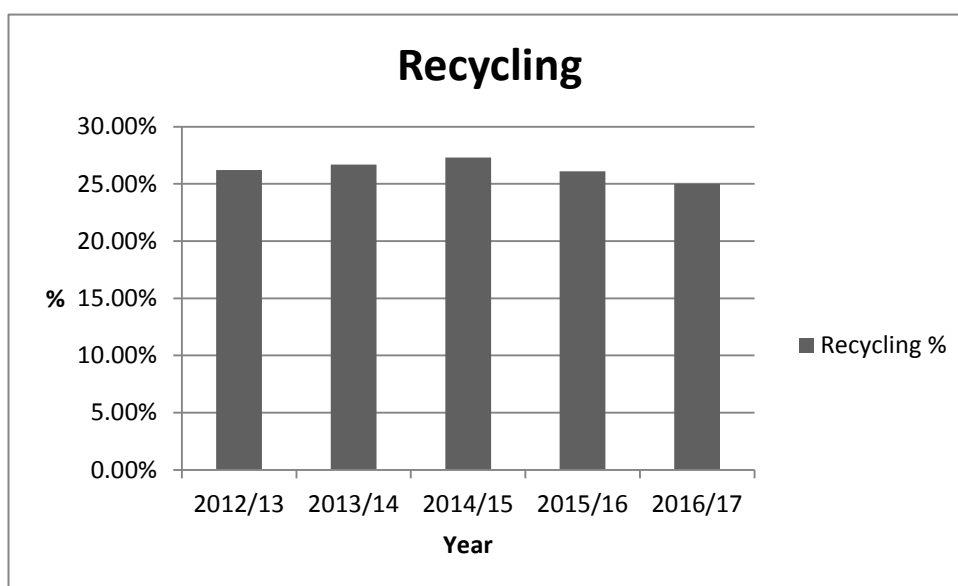
Target/Action	Indicator
To reduce reliance on landfill as a primary means of waste disposal.	Levels of recycling, composting and recovery.

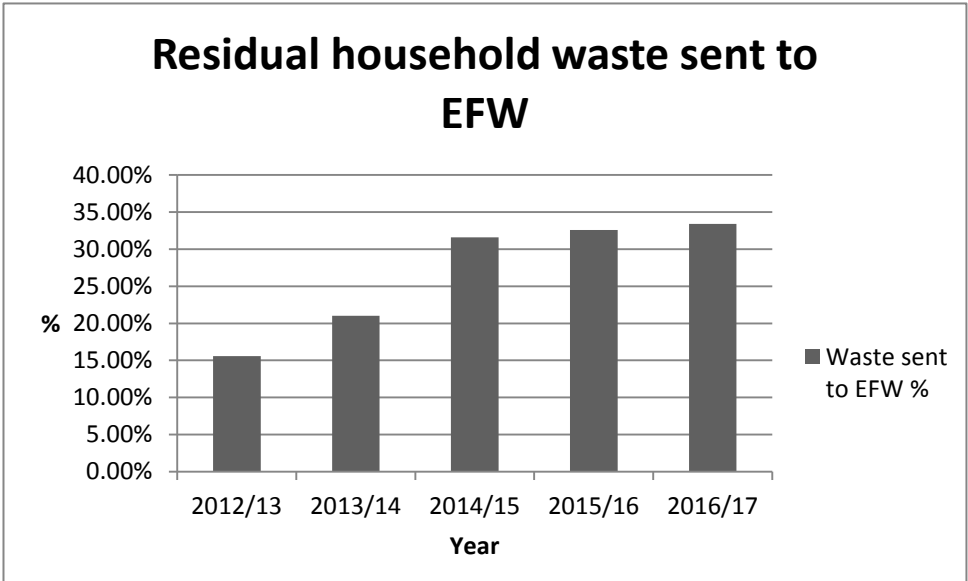
Progress

In 2016/17 levels of recycling, composting and recovery were as follows:

- Countywide recycling of household waste, 25% (26.1% in 2015/16)
- Countywide composting of household waste, 29.4% (28.0% in 2015/16)
- Amount of residual household waste sent to energy from waste (EFW), 33.4% (32.6% in 2015/16)

The graphs below show the levels of recycling, composting and residual waste sent to EFW since the strategy was updated in 2012/13.



Target/Action	Indicator												
To reduce reliance on landfill as a primary means of waste disposal.	Levels of recycling, composting and recovery.												
<p style="text-align: center;">Residual household waste sent to EFW</p>  <table border="1"> <thead> <tr> <th>Year</th> <th>Waste sent to EFW %</th> </tr> </thead> <tbody> <tr> <td>2012/13</td> <td>15.00%</td> </tr> <tr> <td>2013/14</td> <td>21.00%</td> </tr> <tr> <td>2014/15</td> <td>32.00%</td> </tr> <tr> <td>2015/16</td> <td>33.00%</td> </tr> <tr> <td>2016/17</td> <td>34.00%</td> </tr> </tbody> </table>		Year	Waste sent to EFW %	2012/13	15.00%	2013/14	21.00%	2014/15	32.00%	2015/16	33.00%	2016/17	34.00%
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2016/17	34.00%												

Target/Action	Indicator
Monitor the development of new waste treatment technologies	Review development and status of new technologies on a regular basis
<p>Progress</p> <p>Officers continue to monitor the development of new technologies through information provided by Defra and the Environment Agency.</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>	

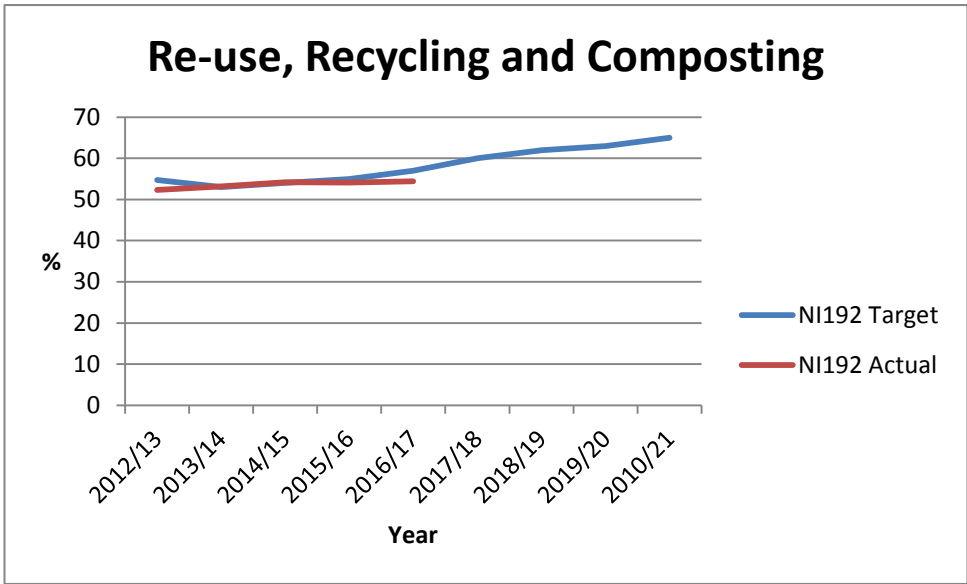
Target/Action	Indicator
Continually seek ways to reduce carbon emissions (including from transport) to lower the impact of the service on climate change as far as technically, environmentally and economically practicable	Carbon metric tool as developed by UK Government.
<p>Progress</p> <p>No carbon metric tool has been developed by the UK Government, using the Scottish tool and the baseline year 2012/13 it shows there has been a slight decrease in the carbon emissions.</p> <p>The WCAs continue to try and lower the impact of their service by trialling, investigating and implementing where appropriate in cab technology, route optimisation etc.</p> <p>At the HWRCs some materials are taken to the larger sites to be bulked before hauling.</p>	

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

Warwickshire has increased its re-use, recycling and composting rate which is against the trend nationally.

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 57% in 2016/17, achieving 54.4%.

Target/Action	Indicator
To optimise recycling and composting within Warwickshire	Types of materials that can be recycled by Warwickshire householders
Progress The Partnership continues to recycle a wide range of materials at the kerbside and via the HWRCs. Warwickshire increased its re-use, recycling and composting rate from 54.1% in 15/16 to 54.4% in 16/17.	

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)
Progress In 2016/17 the Countywide household re-use, recycling and composting rate was 54.4% The graph below show the levels of re-use, recycling, composting since the strategy was updated in 2012/13 and the target.	
<div style="text-align: center;">  <p>Re-use, Recycling and Composting</p> <p>70 60 50 40 30 20 10 0</p> <p>%</p> <p>2012/13 2013/14 2014/15 2015/16 2016/17 2017/18 2018/19 2019/20 2010/21</p> <p>Year</p> <p>NI192 Target NI192 Actual</p> </div>	

Target/Action	Indicator
Extend home composting	Number of households estimated to be composting at home
Progress There are currently 27,624 properties in Warwickshire that have purchased a home compost bin, this equates to 11.2% of households.	

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).				
Progress					
The average recycling rate across all HWRCs in Warwickshire in 2016/17 was 65.53% An overview of the recycling rates for the HWRCs since the strategy was updated in 2012/13 is provided in the table below.					
HWRC performance has improved at most sites across the County since the strategy waste updated. The performance at Princes Drive and Hunters Lane has decreased; this is partly due to a change in the way wood waste is reprocessed.					
Site	2012/13	2013/14	2014/15	2015/16	2016/17
Burton Farm	70.6%	69.5%	71.7%	70.97%	70.27%
Cherry Orchard	63.8%	68.0%	72.2%	74.47%	74.17%
Princes Drive	63.0%	67.6%	64.8%	61.94%	56.41
Hunters Lane	72.5%	72.8%	71.1%	69.01%	65.88%
Shipston	63.7%	72.1%	75.3%	76.57%	76.39%
Lower House Farm	58.0%	69.6%	71.6%	70.77%	73.86%
Wellesbourne	64.3%	68.3%	71.6%	68.96%	71.42%
Stockton	64.4%	67.1%	67.6%	66.17%	67.22%
Judkins	44.4%	42.5%	56.8%	55.15%	65.50%

Target/Action	Indicator
Raise awareness of recycling and composting in Warwickshire and promote behaviour change	Implement and monitor recycling and composting campaigns
<p>Progress</p> <p>A 'Recycle for Warwickshire' e-newsletter was sent out bi-monthly. The newsletter had approx. 5000 subscribers by March 2017. The e-newsletter was held up as best practice by LARAC. The 'Recycle for Warwickshire' facebook and twitter pages continued to grow with more than 1,000 followers between them by March 2017.</p> <p>Northamptonshire's Feed Your Caddy rewards programme was expanded into Warwickshire in July 2016 and more than 1000 Warwickshire households registered by March 2017. Residents who register online and pledge to recycle food waste are entered into a monthly draw for prize vouchers which can be spent at local retailers and visitor attractions.</p> <p>The Grey to Green food waste recycling campaign won two awards in November 2016.</p>	

Objective 4 – Work in partnership with each other and other stakeholders to produce and implement the Strategy

Officers across the county have worked together to implement projects to achieve the targets in the updated strategy. Partners have also implemented projects in their own areas and have provided updates via the waste partnership committee process.

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
<p>Progress</p> <p>A workshop was held in December 2016 looking at how the Partnership could achieve its targets whilst delivering savings, following the workshop some consultants were tasked with producing a report that explored some of the possibilities the workshop identified and carry out initial modelling work to investigate the potential level of savings.</p> <p>The work will continue into 2017/18.</p>	

Objective 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 waste and recycling campaigns taking place throughout the county.

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.
Progress 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.	

Objective 6 – Regularly review and update the Strategy and implementation programme

Progress is reported 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.
Progress There were no changes to the updated strategy in the fourth year of its implementation. The Strategy will be reviewed in its final year.	

Target/Action	Indicator
Annual reporting on progress with targets and actions	Progress reported to Partnership and on Web
Progress This is the fourth annual progress report since the strategy was updated in December 2013. The report is posted on the web in the committee reports section.	

6 Waste Strategy Implementation – Behaviour Change

The Waste Strategy Implementation Group met quarterly throughout 2016/17 to discuss communication campaigns. The meetings 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.

6.1 Updates for the period April 2016 – Dec 2017

Material Specific Campaign – Food Waste

The partnership with Northamptonshire Waste Partnership continued into 2017/18. The campaign entitled Feed Your Caddy 'I'm In to Win' gives Warwickshire residents the chance to win monthly prizes for participants actively recycling food waste. To date more than 5300 households have signed up to the scheme.

A food waste recycling pilot of information and resources will take place in Stratford District in December 2017.

Calendar campaigns

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

The 'Recycle for Warwickshire' e-newsletter continues to go out bi-monthly and now has nearly 8,000 subscribers.

All behaviour change activity is promoted with regular posts on social media. The Facebook page (Recycle for Warwickshire) has 900 followers and the Twitter account (@Recycle4Warks) has 700 followers.

Waste Partnership authorities promoted Recycle Week 2017 in Sept/Oct with the theme of 'Recycling – It's worth it'. The aim of the week was to encourage the public to recycle more, by demonstrating the benefits of recycling items from all around the home.

The '24 tweets to Christmas' social media campaign are planned again in the run up to Christmas 2017, along with a specific Christmas webpage on Warwickshire County Council's web pages and radio adverts linked to love food hate waste.

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.

Slim Your Bin

Warwickshire's Slim Your Bin campaign was launched in November 2016 the scheme has now recruited in excess of 500 activists or recycling 'champions'. Activities covered in the campaign include food planning, junk mail, HWRCs and Smart shopping.

Home composting

Home composting workshops have continued to be run by WCC. Compost bins are available to buy at most of the household waste recycling centres across Warwickshire. Warwickshire County Council continues to support the volunteers for the Master Composter programme.

Junk mail

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 45,398 up from 42,649 in December 2016.

Love Food Hate Waste

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 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. Work will continue into 2018.

6.2 Behaviour change projects for 2017/18

An overview of the planned behaviour change projects for 2017/18 was taken to the Waste Partnership meeting in June 2017 and is provided below:

- Food waste recycling project in Stratford District
- HWRC trade waste promotion
- Crackdown on HWRC trade use and unsorted waste going to landfill, including renewed signage
- Waste composition analysis
- In to Win
- Home composting – bin sales, workshops, video and PR
- Food waste caddy liners
- Slim you Bin
- Waste minimisation and recycling promotion in schools including 'wastebuster'
- Waste minimisation promotion including Love Food Hate Waste, junk mail, real nappies, seasonal campaigns and re-use
- Events for District and Borough staff
- Flytipping prevention