

**Household Waste Management Strategy: Forward Thinking  
Towards Zero Avoidable Waste**

2017 – 2027

**Annual Action Plan 2024-25**

## **1. Introduction**

This annual action plan documents the priorities and activities for the waste service for the coming year. The plan outlines how the service will continue to develop and focus its resource during the next year to meet the strategic aims and priorities within the waste strategy.

In addition to this action plan, an annual performance review has been developed to report performance against the strategic priorities over the past year.

## **2. Vision and priorities**

Our vision for Wiltshire's Household Waste Management Strategy 2017-2027 is to work towards zero avoidable household waste in Wiltshire.

We will work together with stakeholders to manage household waste in accordance with the waste hierarchy.

### *Priority 1 - Waste Prevention*

The council will work with national, regional, and local partners to provide advice and information to encourage residents to reduce the amount of household waste they create.

### *Priority 2 – Repair and Reuse*

The council will work with local reuse organisations and contractors to increase the opportunity for items to be repaired and reused. The council will continue to work with national partners and manufacturers to promote sustainable design so that items can be easily repaired rather than having to be replaced.

### *Priority 3 - Recycling and Composting*

The council will continue to ensure that cost effective and efficient recycling services are provided so that residents are able to recycle a range of materials as easily as possible. The council will continue to review the potential for expanding the range of items collected for recycling and composting where it is environmentally and economically practical to do so.

#### Priority 4 – Energy from Waste

Recovering energy from waste which cannot be reused or recycled remains strategically important for the council as it prevents this waste from going to landfill. The council will continue to review the feasibility of constructing small scale energy from waste plants within Wiltshire.

#### Priority 5 – Litter and Fly-tipping

The council will continue to respond to incidents of fly tipping on land for which the council is responsible with enforcement actions ranging from initial investigation to prosecution of offenders. We will continue to use all the tools available to us to tackle this criminal activity. We will continue to respond to reports of litter. This activity cost the council more than £2.5m in 2018-19 – money which could have been better invested in delivering the council's priorities.

### 3. Actions

Priority 1 – Waste Prevention		
	Action details	Resources
<b>Action A</b>	Undertake a review of how waste prevention activities are incorporated within the Waste Service Delivery Plan which identifies preferred future service delivery models post 2026.	Waste Team
<b>Action B</b>	As part of the Environment Directorate communications plan 2024/25, provide regular engagement and education sessions for residents and internal stakeholders. This includes: <ul style="list-style-type: none"><li>• Greater focus on the Waste Hierarchy and the importance of waste prevention. Develop a communications/engagement strategy which includes branding to support waste prevention campaigns.</li><li>• Develop a programme of scheduled Area Board visits, engage with environment leads in conjunction with the Waste Technical Officer/ Waste Project Officer.</li></ul>	Waste Team Communications Strategic Engagement & Partnership Managers

Priority 2 – Repair and Reuse		
	Action details	Resources
<b>Action A</b>	<p>Expanding and exploring online opportunities for promoting and increasing reuse. For example:</p> <ul style="list-style-type: none"> <li>• Exploring the opportunity to develop or utilise an e-commerce platform such as eBay or Facebook Market Place, to advertise and sell items which have been donated for reuse.</li> <li>• Having a presence in specific reuse social media groups</li> </ul>	<p>Waste Team Communications and Marketing IT Contractors</p>
<b>Action B</b>	<p>Introduce a system for separating good quality items collected on the bulky household waste collection service for reuse rather than recycling or landfill.</p>	<p>Waste Team Contractors</p>
<b>Action C</b>	<p>Progress and implement the business case for opening a reuse shop, stocked with items collected from household recycling centres.</p>	<p>Waste Team Contractors Communications</p>
<b>Action D</b>	<p>Engage with local reuse organisations to develop a reuse forum to better understand and develop VCSE reuse capacity within the county and share good practice. Supporting community reuse and repair events or promote repair and reuse in the community.</p>	<p>Waste Team Community engagement managers Communications</p>
<b>Action E</b>	<p>Work with the waste collections contractor to ensure reusable container or parts thereof are used to fulfil container orders ahead of purchasing new containers and to establish systems to record the number of reused / repaired containers. Once established communicate the benefits to residents of this scheme (cost saving, carbon benefit, etc).</p>	<p>Waste Team Communications</p>

Priority 3 – Recycling and Composting		
	Action details	Resources
<b>Action A</b>	<p>Increase the quantity of dry recycling (recycling, excluding composting) collected and managed within the council area, including the continued promotion of increased waste sorting at household recycling centres.</p> <p><b>Target: Increase the total percentage of waste recycled or composted to more than 45% in 2024/25</b></p>	<p>Waste Team Contractors Communications</p>

	<b>Target: Increase the percentage of waste recycling or composted at HRCs to an average exceeding 40% in 2023/24 (current average is 35.2%).</b>	
<b>Action B</b>	Increase the quality of dry recycling (recycling, excluding composting) collected at the kerbside by reducing the materials that are incorrectly placed within recycling bins by residents, and reducing contamination of recycling collected.  <b>Target: Reduce contamination of the recycling collected at the kerbside to below 10% (input contamination of materials delivered to the materials recovery facility)</b>	Waste Team Contractors Communications
<b>Action C</b>	Extend the small rechargeable devices collection scheme to encompass all small Waste Electrical and Electronic Equipment (WEEE).	Waste Team Contractors
<b>Action D</b>	Promote and deliver the chargeable garden waste collection service, including promoting the sale of the compost products produced, working to help improve subscription experience for customers.	Waste Team Contractors Communications
<b>Action E</b>	Improved communication of end destination of waste to residents, to encourage engagement with the information, and promote participation in council recycling schemes.	Waste Team Communications
<b>Action F</b>	Develop and adopt a new Delivery Plan document which outlines the provision of a suitable network of household recycling centres (HRCs) within the council area, ensuring that the developing network meets the changing requirements and demographics of Wiltshire's residents now and in the future.	Waste Team
<b>Action G</b>	Continue work to understand and assess the impact of new waste policy and legislation, with particular reference to the Environment Act 2021. Commence work to plan for service developments to maintain compliance with the new legislation.	Waste Team
<b>Action H</b>	Subsidise and promote the use of food waste composters as an effective method of managing food waste in Wiltshire. Actively monitor and report the waste and carbon impact of the composters used within the county to evidence the value of the subsidy.  Investigate options for promoting the use of complementary products, such as wormeries or water butts.  <b>Target: Increase sales from average of 1,650 per annum to 2,300 per annum.</b>	Waste Team Communications

Priority 4 – Energy from Waste		
	Action details	Progress on action
<b>Action A</b>	Apply the waste hierarchy by maximising the diversion of non-reusable bulky household waste from landfill to be shredded and sent energy from waste. Deliver the savings demonstrated by the capital business case for the purchase of the shredder.	Waste Team Contractors
<b>Action B</b>	<p>Assess impacts of new policy and legislation on the existing energy from waste contracts to continue to successfully divert household waste from landfill.</p> <ul style="list-style-type: none"> <li>• Impact of food waste collections in 2027 on the MBT contract</li> <li>• Impact of the emissions trading scheme (ETS) on the lakeside contract due to be implemented in 2028</li> </ul>	Waste Team

Priority 5 – Litter and Fly Tipping		
	Action details	Resources required
<b>Action A</b>	<p><b>Fly-tipping - Technology</b> Significant use of overt/covert cameras in full use across fly-tipping hotspots countywide. Realised investment has enabled a rolling programme of units co-ordinated by the Enforcement Officer – Tech. Significant investigations have been borne out of such camera footage to be communicated when cases are complete.</p> <p>Overt CCTV Towers in littering/fly-tipping hotspots installed. Highly visible towers with ANPR capability operational across 6 sites in Wiltshire (3 x littering areas; 3 x Fly-tipping). 3 x Towers funded by Wiltshire Council; 3 x Towers funded by a successful grant application received from the Fly-tipping Intervention Scheme – Rural Payments Agency c.£46k).</p>	Environment Enforcement Team
<b>Action B</b>	<p><b>Fly-tipping – Operational</b> Temporary funding allocated for additional staffing to deliver a Cabinet Priority to reduce littering and fly-tipping by increased activity and staffing to deliver. An additional 3 x officers operating across enforcement roles to actively investigate environmental offences in the County.</p>	Environment Enforcement Team
<b>Action C</b>	<p><b>Fly-tipping – Education</b> Delivery of a wide-ranging educational campaign linked to WTF, utilising advertisements such as; Bus Stops, Buses, petrol pumps, Radio and TV adverts and filming opportunities with mainstream daytime TV e.g. Defenders UK; Caught Red Handed.</p>	Environment Enforcement Team Communications Team

	<p>Further developed WTF Campaign called 'Stop at Source' (SAS) to be implemented which concentrates on educating householders and businesses to not give waste to would be fly-tippers unless they:</p> <ul style="list-style-type: none"> <li>• Check they have a valid waste carriers' licence</li> <li>• Record their vehicle details</li> <li>• Get a receipt or waste transfer note</li> </ul> <p>If the above checks are not made, they risk receiving a fixed penalty themselves if their waste becomes fly tipped.</p>	
<b>Action D</b>	<p><b>Fly-tipping &amp; Littering – Increased Fixed Penalty Notice amounts (FPN)</b> Council adopted new FPN amounts in line with current legislation.</p> <ul style="list-style-type: none"> <li>• Smaller scale fly-tipping offences now <b>£1,000</b> (previously £400).</li> <li>• Failure to comply with Household Waste Duty of Care now <b>£600</b> (previously £400).</li> <li>• Littering now <b>£500</b> (previously £150).</li> </ul>	Environment Enforcement Team
<b>Action E</b>	<p><b>Fly-tipping – Intelligence Sharing</b> Further develop joint working with partner agencies to reduce fly-tipping involving intelligence sharing:</p> <ul style="list-style-type: none"> <li>• Rural Crime Partnership - Wiltshire</li> <li>• Rural Crime Team – Wiltshire Police</li> <li>• Joint Intelligence Committee</li> <li>• South-West Regional Organised Crime Unit</li> <li>• Government Agency Intelligence Network</li> <li>• Environment Agency</li> </ul>	Environment Enforcement Team Wiltshire Police
<b>Action F</b>	<p><b>Fly-tipping – Stop &amp; Search Operations</b> Increase stop and search operations with partner agencies both nationally and at a local level. This will include an increase of combined officer mobile patrols to apprehend illegal waste or scrap metal</p>	Environment Enforcement Team Wiltshire Police

	carriage. Operations such as Ragwort, Rogue Trader, Granite and Tornado will further increase the proactive deterrent effect to improve the local environmental quality in Wiltshire.	
<b>Action G</b>	<p><b><u>Litter</u></b>  We will continue to work with local communities and partners to support the following schemes in order to work to reduce litter:</p> <ul style="list-style-type: none"> <li>• Great British Spring Clean</li> <li>• Clean Up Wilts – Wiltshire communication campaign</li> <li>• Best Kept Villages, (requests considered against available resource – apply to all)</li> <li>• Britain in Bloom and other national campaigns (as above)</li> </ul> <p>The council is members of the Keep Britain Tidy group and will actively support their national campaigns through social media and signposting. In addition, the Streetscene team participate in forums with other local authorities, through the Keep Britain Tidy group to identify best practice.</p> <p>Continue to support the Community Engagement Manager in co-ordinating litter picking community events.</p>	Streetscene team Communications team
<b>Action H</b>	<p><b><u>Litter</u></b>  Work with National Highways, to develop and trial responses to highways-related litter.</p>	Streetscene team
<b>Action I</b>	<p><b><u>Litter</u></b>  Carbon reduction targets are now built into the Streetscene contract including alternative fuels contractor efficiencies when creating schedules</p>	Streetscene team
<b>Action J</b>	<p><b><u>Litter</u></b>  With the implementation of HIAMS we will be looking to increase the percentage of litter instances cleared within 7 days as we enable to the contractor to maximise efficiencies in scheduling their resources.</p>	Streetscene team