

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

2017 – 2027

Annual Action Plan 2020-21

Progress Review May 2022

1. Introduction

This annual action plan documents priorities and activities for the waste service for the coming year. The plan outlines how the service will 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.

Note: Competing priorities due to Covid-19 resulted in no annual updates to the strategy documents.

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	Progress on action
Action A	Actively consider the continuation of the household recycling centre pre-booking system to make the sites better available to residents from within the Wiltshire council area and avoid the management of waste from outside of the county, and associated costs.	<p>Policy implemented in 2018 which allows the checking of proof of address. This continues where required, with particular emphasis on sites which are near borders of neighbouring councils.</p> <p>A pre-booking system was implemented in June 2020 following Covid-19 safety measures. The booking system was address-based and therefore slots were only available to Wiltshire residents.</p> <p>This system was removed in July 2021 following a Cabinet decision.</p> <p>DEFRA are currently consulting local authorities about potential to deter the use of booking systems.</p>
Action B	Undertake the annual HRC customer satisfaction survey as an online survey with additional questions related to the online booking system to assess the impacts of the Covid-19 arrangements, and potential suitability as a longer-term feature of the service.	<p>Annual HRC customer satisfaction surveys were not completed in 2020 and 2021 due to Covid-19 restrictions.</p> <p>The 2022 survey was completed between April and May 2022 and results are due to be shared shortly.</p>

Action C	Monitor data arising from the HRC booking system and the Van/Trailer booking system to help ensure that the sites are only used for disposal of household waste and are not being illegally used for the disposal of commercial waste.	Due to Covid-19 measures, residents using van or trailer were asked to show their paper-based permit at a safe distance which removed the ability to record or monitor the number of visits. The council ceased sending new paper-based permits in 2021 and the waste and ICT teams are working on implementation of a new online permit application system. Once completed (expected Summer 2022) the scheme can be relaunched and once again fully implemented at the HRC sites.
Action D	Actively consider the introduction of a 'Fair Use' charter for residents using the household recycling centres, which would ask residents to limit themselves to two visits to a recycling centre per month, where possible keeping within the time slot allocated and to pre-sort and separate their waste before travelling to the sites to maximise the potential for landfill diversion.	'Fair use charter' was in place when the booking system was operational which enabled limits on bookings to be applied. Booking system removed and therefore reduced transparency regarding usage of the sites. Reliant on staff escalating concerns via trade waste disclaimer process. Data regarding the average weight of waste per visitor being monitored. This suggests residents are making more visits, with less waste than they were during the Covid-19 pandemic.
Action E	To coincide with the introduction of remodelled household waste rounds, undertake a waste prevention communications campaign aimed at encouraging waste prevention activities and reminding people of what they can recycle through the kerbside collections and HRC services. Work with Wiltshire re-use organisations promote consistent reuse messages.	Household residual waste collection rounds were remodelled in February 2022. Communications plan delivered detailed information on recycling and reuse services to encourage residents to recycle more. Limited activity on promotion of waste prevention activities. Kerbside waste composition analyses being undertaken in June and October 2022 will help in identifying where to focus communications to increase recycling. HRC waste composition analysis was also completed during January 2022.
Action F	Work with the council's ICT and Finance teams to develop an online payment system to enable the council to introduce charges for non-household waste deposited at household recycling centres.	Online payments system has been developed by ICT teams to support the potential charging. Defra have released a consultation which intends to limit the ability for local authorities to charge for the collection of non-household DIY waste at household recycling centres. Outcome expect towards the end of 2022.
Action G	Continue to work with community area boards to deliver a wide-ranging and effective communications plan. This will include promoting and encouraging area boards and elected members to deliver ongoing, joined-up waste prevention campaigns with residents and organisations, including schools, within their community areas.	Engagement with the area board Environment Leads. Key messages are promoted to the area board networks and newsletters. Annual communications plan developed to deliver key service messages as well as encourage people to reduce and reuse their waste.

		Covid-19 reduced the opportunities for community engagement; however, this is a key priority for 2022/23 action plan.
Action H	Work with community area boards to provide advice and guidance to community and environmental groups and schools in Wiltshire to encourage community led activities. Provide regular (quarterly) waste and recycling performance updates to interested parties.	Worked with several community environmental groups to provide detailed information and guidance on waste and recycling services, including Climate Friendly Corsham, Climate Friendly Cricklade and Sustainable Calne. Supported community environmental groups to set up and delivery community led initiatives and information events. Finalised quarterly performance reporting to be provided to interested parties.
Action I	Actively engage with government in the development of waste management policy changes, including contributing to consultations and participating in national and regional forums. These changes are anticipated to include the latest government proposals to reduce the amount of plastic waste produced and to introduce standardised waste and recycling collection services.	The waste team regularly attend network meetings with Defra, National Association of Waste Disposal Officers and neighbouring local authority networks. The council actively contributes to consultations on changes in waste policy and legislation. This engagement means that the council has a good understanding of emerging best practice and policy changes within the waste management industry.
Action J	Continue to subsidise and promote the use of food waste composters as an effective method of managing food waste in Wiltshire. Work with the provider of the composters to ensure that they are promoted throughout the county. Actively monitor and report the waste and carbon impact of the composters in use within the county to reinforce the value of the subsidy.	The council continues to offer residents with subsidised food waste compost bins. Between April 2020 and March 2022 2,738 bins were sold to Wiltshire residents, diverting an estimated 684.5 tonnes of food and garden waste per year. An estimated 500 tonnes of carbon per year will be saved from the sales of these compost bins. Our contract with the partner who sells the subsidised food composters is due for renewal, which will need to be completed before we promote the service more widely.

Priority 2 – Repair and Reuse		
	Action details	Progress on action
Action A	Continue to work with contractors and local voluntary, community and social enterprise (VCSE) organisations to enhance range and number of reusable items which are taken to Wiltshire Council's household recycling centres for reuse rather than recycling or disposal.	Containers for reuse are now in place at 8 of Wiltshire's 10 household recycling centres. Items for reuse are collected from these sites include furniture, household items, vacuum cleaners, bicycles, and white goods.

		The council is looking to expand the reuse facilities to the remaining 2 household recycling centres in 2022 and expand the range of reuse materials accepted where possible. In addition, a trial paint reuse system is being launched in May 2022, with a view to expand to all other sites during the year.
Action B	Work with the council's waste collection contractor to investigate the potential of separating waste collected from the bulky household waste collection service for reuse rather than recycling or landfill.	Initial investigation work has been undertaken, with a view to trial the collection of bulky waste reuse in 2022.
Action C	Provide information and training to customer services, community engagement managers and housing team to actively promote the use of community reuse groups before residents opt to pay for a large item collection or visit the recycling centre.	The council's website clearly displays details of local reuse groups before providing details for the council's bulky waste collections. Reuse is promoted through the council's waste leaflets. Customer services scripting and website references reuse groups.
Action D	Work with community area boards and councillors to deliver ongoing, joined up repair and reuse campaigns with residents within their community areas.	Engagement with the area board Environment Leads. Key messages are promoted to the area board networks and newsletters. Annual communications plan developed to deliver key service messages as well as encourage people to reduce and reuse their waste.
Action E	Work with communities to provide sufficient information for them to host a network of repair cafés and workshops to encourage residents to repair items.	Covid-19 reduced the opportunities for community engagement; however, this is a key priority for 2022/23 action plan.
Action F	Explore the opportunities of providing dedicated reuse facilities as part of any relocation or redevelopment of any new household recycling centres.	Feasibility study completed regarding the development of a new household recycling centre. This blueprint includes an on-site reuse shop for the collection and sale of reusable waste. The draft Household Recycling Centre Strategy has clear focus on reuse. Initial discussions with contractors about trailing a pop-up reuse shop within proximity of an existing HRC.

Priority 3 – Recycling and Composting		
	Action details	Progress on action
Action A	Continue to monitor the participation and performance of the new kerbside co-mingled recycling collection service.	Participation and performance of kerbside recycling services are monitored monthly – see performance update.

	<p>Undertake a communications campaign to thank residents for recycling, report on the performance to date and encourage residents to make full use of the new services.</p> <p>Provide targeted communications to respond to seasonal messages, local or material-specific issues.</p> <p>Highlight what cannot be recycled and the consequences of including non-recyclable items in the bin.</p>	<p>Leaflets and communications sent alongside the changes to kerbside residual waste collections included detailed information on recycling.</p> <p>Annual communications plan developed and implemented to encourage residents to recycle more.</p> <p>Separate dedicated communications plan implemented to advise residents on contamination and advise on what materials can and cannot be placed in the bins.</p> <p>Kerbside waste composition analyses being undertaken in Jun and Oct 2022 will help in identifying where to focus communications to increase recycling.</p>
Action B	<p>Continue to manage the commissioning and operational phases of a new materials recovery facility (MRF) to separate the collected comingled recyclable materials, ensuring that the quality of materials sent to reprocessors is of the highest level.</p> <p>Undertake public communications campaign to respond to trends in material quality or contamination.</p>	<p>Materials recovery facility is fully commissioned and operational. Quality of recyclable materials resulting from the facility is high, with no significant issues.</p> <p>The proportion of rejected recyclable items is high. The council has, and continues to, work with Hills Waste Solutions to implement measures to reduce the amount of material which is being rejected from the facility.</p> <p>Separate dedicated communications plan implemented to advise residents on contamination and advise on what materials can and cannot be placed in the bins.</p>
Action C	<p>Review and make efficiencies in respect of household waste and garden waste collection rounds following the introduction of new kerbside collection services.</p>	<p>Household waste collection rounds were changed in February 2022 to achieve efficiencies in collections, resulting in 4 fewer vehicles required to deliver the service. Carbon and financial efficiencies have been realised.</p> <p>A further efficiency review of the recycling collection rounds was implemented in Autumn 2021 which resulted in collection vehicles being deployed more efficiently.</p> <p>A review of garden waste rounds is to be carried out during 2022/23.</p>
Action D	<p>Effectively communicate any changes in collection dates to residents, ensuring that they are aware of the changes and the reinforcing key recycling and waste prevention messages.</p>	<p>Collection dates are communicated via the council's website and through the customer services team.</p> <p>Annual communications plan includes dedicated communications around holiday and bank holiday periods to reinforce collection dates, as well we key recycling messages.</p>
Action E	<p>Arrange for the renewal of existing garden waste service subscriptions from 1 April for the 2020-21 service.</p>	<p>Garden waste renewals continue to increase.</p> <p>During the garden waste renewal year of 2020/21 there were 88,056 subscriptions, generating an income of over £4.4 million.</p>

		During the garden waste renewal year of 2021/22 this increased to 91,745 subscriptions, generating an income of over £4.5 million.
Action F	Investigate the potential to charge for delivery for replacement waste bins and containers.	Investigation undertaken but council decided not to progress at this time.
Action G	Manage the contracts which provide household recycling centres to ensure that the contractors are maximising the amount of waste which is being diverted from landfill. Ensure that all sites offered by the council are operated efficiently and in line with the council's specification.	Household recycling centres continue to provide residents with local options for this disposal of waste items. During 2020/21, across the sites, an average of 75% of waste collected at HRCs if diverted from landfill, compared with an average of 76% in 2021/22. Feasibility work has been done to assess the potential for diverting non-recyclable waste collected at HRCs to Energy from Waste instead of being sent to landfill. Composition analysis of HRC residual waste completed in January 2022, revealing that an estimated 44% of the waste contents could be diverted to other containers at the HRC if a policy to introduce bag splitting was introduced.
Action H	Continue to provide accessible and appropriate collection services to vulnerable residents within the community and those residents who have difficulties in accessing the council's waste and recycling services.	The council provides assisted collections to residents who are unable to present their containers for collection. Clinical waste collection services are also provided. Waste staff are on hand to provide additional information and guidance of recycling services wherever is required. At household recycling centres, staff are available to help residents with their waste. During Covid-19 separate measures were in place to continue to support residents while keeping the staff safe.
Action I	Continue to publish our Waste End Destination Register, as part of the council's commitment as a voluntary signatory to the Resource Association's End Destination Charter. This shows the destination of waste materials collected for recycling or treatment and is intended to provide increased public confidence that the waste they sort for recycling is diverted from landfill.	The Waste End Destination Register is published online each year, following receipt of verified annual data. A dedicated webpage has been set up to present the information in the clearest way possible. In 2020/21 we recycled, reused or composted 42.3% of Wiltshire's household waste. Of this, 98% was also managed and reprocessed within the UK and not exported abroad.
Action J	Develop a new strategy to focus on the provision of a suitable network of household recycling centres (HRCs) within the council area. This should assess the near-term and future HRC capacity required within the county, alongside the optimum location and general accessibility of these facilities to ensure that the service provided is efficient, fully compliant and can	Draft HRC strategy has been developed and is being internally reviewed. Future HRC locations are also being incorporated into the council's wider depot strategy to consider the opportunities of co-

	effectively respond to the needs of residents and the strategic objective of the council. The strategy will also consider the additional funding streams that may be available to support growth in households and the necessary site development, such as the Community Infrastructure Levy.	locating purpose built HRCs with council depots and transfer stations. The outcome of this work is expected in 2022/23.
Action K	Work with the Climate Change team to develop a mechanism to regularly analyse and record the overall carbon impact of the kerbside waste and recycling collection service so this can be assessed reported alongside the councils recycling performance.	The council's waste team regularly works with the Climate Change team and has contributed to the development of the council Climate Strategy (2021) and subsequent action planning work to deliver strategy priorities, in which waste management is a key priority. The waste team have worked with the Climate Team to assess the carbon impact of the recycling collection services and household recycling centres. Improvements and efficiencies are being developed in response.
Action L	In anticipation of potential legislation changes to mandate the separate collection of food waste, develop a fully costed feasibility study and business case to assess the costs, benefits and operational challenges of collecting food waste from residents in Wiltshire. This will support the Council's claim for additional funding to address any new financial burdens associated with delivering the new services. Includes carbon assessment.	The council provided a response to the Defra consultation in summer 2021 regarding consistency of collections, which includes the potential requirement to collect food waste. The outcome of the consultation was expected in early 2022; however, this is yet to be published. Initial investigatory work undertaken to assess the impacts of food waste collections on existing landfill diversion contracts. Fully costed feasibility study and business case to follow in 2022.
Action M	Assess communal collection points across the county to ensure there is sufficient capacity for all residents to recycle as much of their waste as possible.	Communal collection points have been audited with improvement plans in place to improve recycling opportunities for all residents. Implementation due in 2022.

Priority 4 – Energy from Waste		
	Action details	Progress on action
Action A	Manage the council's landfill diversion (energy from waste) contracts to ensure that the contracts and facilities are performing efficiently. In respect of the MBT facility at Westbury, work with the contractor to manage Brexit risks associated with the export of fuel (SRF) into Europe and explore mitigating options.	A total of 50,431 tonnes of non-recyclable household waste was delivered to the MBT facility in Westbury in the 2020 contract year, and 51,540 in the 2021 contract year (note the contract year runs from November to November). A total of 42,649 tonnes of non-recyclable household waste was delivered to Lakeside Energy from Waste (EFW) plant in 2020/21 and 42,846 tonnes in 2021/22.

		<p>The export of fuel produced at the MBT to Europe following Brexit has been consistent, without any major disruption in service, although additional export tariff costs are being claimed by the MBT contractor.</p> <p>Complaints of odour from the MBT facility limited capacity during 2021/22. This coincided with scheduled 10-yearly maintenance works at Lakeside EfW, preventing additional waste from being diverted into this facility, resulting in some kerbside collected residual waste being disposed of in landfill.</p>
Action B	<p>Work with the council's waste contractors to review the wastes which are currently sent to landfill for their suitability for diversion including sending to energy from waste in order to further reduce the waste sent to landfill.</p>	<p>Feasibility work has been done to assess the potential for diverting non-recyclable waste collected at HRCs to Energy from Waste instead of being sent to landfill. Additionally, work has been completed regarding the potential to shred bulky waste collected and sent to Energy from Waste (if it cannot be reused). Business case to be progressed in 2022.</p>

Priority 5 – Litter and Fly Tipping		
	Action details	Progress on action
Action A	<p>Litter</p> <p>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"> • Great British Spring Clean • Clean Up Wilts – Wiltshire communication campaign • Best Kept Villages, (requests considered against available resource – apply to all) • Britain in Bloom and other national campaigns.(as above) <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 co-ordinate litter picking with grounds maintenance and amenity grass cutting activity.</p>	<p>Streetscene continue to support those schemes listed. Due to the pandemic they we were unable to offer this support in line with Government advice.</p> <p>In 2022 Streetscene have already supported their highest number of community events in a 5-month period (Jan – May) totalling 69 events.</p> <p>Streetscene are currently tendering a new contract of which all of those key points listed in the action are at the forefront of the outcome requirements.</p>

Action B	<p><u>Litter</u> Work with Highways England, to develop and trial responses to highways-related litter.</p>	<p>Streetscene and National Highways now meet on a bi-annual basis. Communication has improved and we have entered signed memorandum of understanding MOU so that responsibilities are clear and transparent.</p>
Action C	<p><u>Litter</u> The council will provide litter picking equipment, hoops, vests and graffiti removal kits to community volunteers to help collect waste within their local area. We will support these communities by collecting the waste from local litter picks throughout the year.</p> <p>Work with Community Area Boards to consider if more equipment could be funded from area board budgets.</p>	<p>Over 100 individual groups/ Towns and Parish Councils have been provided with all litter picking equipment required for safe and successful community litter pick. Community Engagement managers CEM's have been advised of all those provided with equipment and encourage groups to share equipment to maximise the benefits.</p> <p>As stated in Action A, Streetscene have supported 69 events this year by either providing equipment or collecting bagged waste following the event.</p>
Action D	<p><u>Litter</u> Working with Friends and other existing voluntary groups in relation to addressing litter issues at sites managed by the Countryside team and through the rights of way network.</p> <p>Explore links with proposed new voluntary rights of way wardens' scheme to include litter activity.</p>	<p>All community groups have access to the equipment available through Wiltshire Councils local community provision equipment scheme currently provide by the Parish and Town Councils and will be expanded in the new contract.</p>
Action E	<p><u>Litter</u> Review deployment of resources from a carbon reduction perspective, including the possibility of engaging other services to identify wider benefits.</p>	<p>Carbon reduction is an essential deliverable of the new Streetscene contract with the contractor required to achieve NET ZERO by 2030; however, considerable carbon reduction will be achieved from the start of the contract.</p> <p>The waste team is also considering how litter waste can be diverted from landfill, which could achieve significance carbon reduction.</p>
Action F	<p><u>Litter</u> Undertake service review to inform the procurement of new Streetscene services contract due November 2022.</p>	<p>This has been complete and the new Streetscene contract will commence on 01 December 2022.</p> <p>Additional composition analysis of street litter bin waste is also scheduled for June and October 2022, which should help inform future opportunities for service improvements working with the newly appointed Streetscene contractor.</p>
Action G	<p><u>Fly-tipping</u> Maximising the council's new online reporting system (My Wilts) as a user-friendly application to enable reporting of fly-tipping incidents by members of the public. This also doubles as our management system</p>	<p>With MyWilts embedded as the main customer reporting system, additional work has been initiated to enhance the system with the project team and integration with the main highways reporting system HIAMS. In addition, a bespoke Case</p>

	which allows us to monitor fly-tipping reports across various categories (identifying hotspots and areas for enhanced enforcement activity).	Management System is being developed to further improve the service ability to manage investigations.
Action H	<p><u>Fly-tipping</u> Focus on educating residents and businesses regarding the lawful management of their waste and work to minimise transfer of waste to unlicensed collectors through carrying out preventative campaigns and using social media. Widely publicise use of formal actions (fixed penalty notices and prosecutions) to further enhance the deterrent effect of these measures on this illegal activity.</p> <p>Further promote and utilise the council's anti-fly tipping campaign 'We're Targeting Fly-Tippers' with an associated reward scheme for anyone providing information to the council which leads to successful formal outcome.</p>	<p>Working with the comms team, 'We're Targeting Fly-tippers' continues to grow with 8 residents being rewarded for information provided resulting in successful investigations where FPNs or prosecutions produced results.</p> <p>Further campaign work is being developed to include social media and general media campaigns moving forward.</p>
Action I	<p><u>Fly-tipping</u> Review Streetscene grounds maintenance contract to determine whether clearance of large fly-tips remains best-fit within future grounds maintenance proposals from November 2022.</p>	The Streetscene contract will renew in December 2022 which will see enhanced collective fly-tipping removal across the County. Clearances will collectively be delivered for all types and sizes of waste with reduced timescales for removal in line with the Code of Practice for Litter & Refuse.
Action J	<p><u>Fly-tipping</u> Maintain and continue the proactive approach to apprehending fly-tippers by utilising covert camera systems at known hotspots in line with relevant regulations and legislation.</p>	<p>Continued success with proactive operations has seen good results. One large case ongoing and will go to trial in Nov 2022.</p> <p>Further investment is being considered for the introduction of additional cameras to increase this proactive approach in hotspots around the rural areas. In addition, this potential investment will look to increase resource into the service to further improve the enforcement capabilities.</p>
Action K	<p><u>Fly-tipping</u> Further develop joint working with partner agencies to reduce fly-tipping involving intelligence sharing (Rural Crime Partnership and Joint Intelligence Committee). This will involve investigating and developing an intelligence sharing system across internal enforcement departments and external partner agencies. Increase cross-border working with other local authorities and share best practice to tackle fly-tipping.</p>	Joint multi-agency working continues and builds upon a combined authority approach to rural crime. The Enforcement Manager has initiated educational presentations to local policing teams to provide a sound knowledge of the service and how the partnerships can be strengthened to improve joint working and intelligence sharing.

Action L	<p><u>Fly-tipping</u> 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 carriage. Operations such as Rogue Trader, Granite and Tornado will further increase the proactive deterrent effect to improve the local environmental quality in Wiltshire.</p>	<p>Ongoing with the introduction of joint opportunities with trading standards and rural police teams to provide an effective combined approach.</p>
Action M	<p><u>Fly-tipping</u> Continued work with the council's contractor to remove fly-tipping in a timely manner which will ensure that waste does not attract further tipping.</p>	<p>See Action I</p>