

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

2017 – 2027

Draft Annual Action Plan 2022-23

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.

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 | | |
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| | Action details | Resources |
| Action A | Redevelop and relaunch the household recycling centre van and trailer permit system to reduce the amount of commercial and industrial waste which is disposed of illegally at the recycling centres. Provide advice and guidance to SME businesses which are legally required to arrange disposal of their own commercial and industrial waste. | Waste Team ICT Team Communications Contractors |
| Action B | Provide information and refresher training to the council's waste and climate teams regarding waste prevention initiatives that residents can undertake at home to reduce their waste and carbon footprint. | Waste Team |
| Action D | Engage with the Climate and Environment Forum to develop waste prevention communications campaigns aimed at encouraging waste prevention activities and reminding people of what they can recycle through the kerbside collections and HRC services. | Climate Team Waste Team Communications |
| Action E | Continue to work with community area boards through the Area Board Environment Leads 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. | Community Area Boards Elected members Waste Team Communications |

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| Action F | 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 waste and recycling performance updates to interested parties. | Community Environment Groups Elected members Waste Team Communications |
| Action G | 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 include details related to the Environment Act 2021. | Waste Team |
| Action H | Continue to subsidise and promote the use of food waste composters as an effective method of managing food waste in Wiltshire. Undertake a procurement of contract to provide home based food waste treatment products. Actively monitor and report the waste and carbon impact of the composters in use within the county to reinforce the value of the subsidy. | Waste Team Communications Contractors |

| Priority 2 – Repair and Reuse | | |
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| | Action details | Resources |
| Action A | Continue to work with contractors and local voluntary, community and social enterprise (VCSE) organisations to introduce reuse opportunities for a wide range of household items at all household recycling centres. Expand the range and quantity of reusable items which are taken to Wiltshire Council's household recycling centres for reuse rather than recycling or disposal. | VCSE Groups Contractors Waste Team Communications |
| Action B | Work with the council's waste collection contractor to trial separating good quality items collected on the bulky household waste collection service for reuse rather than recycling or landfill. | Contractors Waste Team |
| Action C | Provide information and refresher 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 bulky household waste collection or visit the recycling centre. | Waste Team |
| Action D | Work with community area boards and councillors to deliver ongoing, joined up repair and reuse campaigns with residents within their community areas. Work with community areas to provide sufficient information for them to host a network of sharing libraries, repair cafés and workshops to encourage residents to repair items. | Community Area Boards Elected members Waste Team Communications |

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| Action E | Pilot the introduction of pop-up reuse shops in prominent locations across the county to sell reusable items as well as promote the reuse of items through charity partners and council services. | Contractors Waste Team VCSE Groups |
| Action F | Assess the outcome of the trail paint reuse scheme with a view to expanding the scheme to all household recycling centres. | Contractors Waste Team |
| Action G | Work with the council's waste collection contractor to introduce operational processes to reuse household waste bins and bin parts which are retrieved from residents. | Contractors Waste Team |

| Priority 3 – Recycling and Composting | | |
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| | Action details | Resources |
| Action A | <p>Continue to monitor the participation and performance of the kerbside co-mingled recycling collection service.</p> <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>Utilise results of the waste composition analyses (Item J) to highlight what cannot be recycled and the consequences of including non-recyclable items in the bin. Consider the opportunities for developing live action videos and clips to deliver key messages.</p> | Contractors Waste Team Communications |
| Action B | <p>Working with contractors, continue to assess the efficiency of the materials recovery facility (MRF) which separates the kerbside collected comingled recyclable materials, ensuring that the quality of materials sent to reprocessors is of the highest level, and the highest proportion of recycling can be recovered.</p> <p>Undertake public communications campaign to respond to trends in material quality or contamination.</p> | Contractors Waste Team Communications |
| Action C | <p>Review and make efficiencies in respect of garden waste collection rounds. Effectively communicate all changes in collection dates to residents, ensuring that they are aware of any changes to collection services and the reinforcing key recycling and waste prevention messages.</p> | Contractors Waste Team Communications |

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| Action D | Introduce the kerbside collection of household batteries and small household electrical items at the kerbside. | Contractors Waste Team Communications |
| Action E | Arrange for the renewal of existing garden waste service subscriptions from 1 April for the 2022-23 service, at the annual charge of £60 per bin. | Contractors Waste Team Communications |
| Action F | Investigate the potential for introducing more robust enforcement measures for those residents who continually incorrectly use the council's kerbside services, for example present recycling bins containing non-recyclable items, where evidence is established, and fair opportunity has been given to use the services correctly prior to enforcement action. | Contractors Waste Team Enforcement Team |
| 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. | Contractors Waste Team |
| 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. | Contractors Waste Team |
| 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. | Contractors Waste Team |
| Action J | Undertake a full waste compositional analysis of kerbside collected waste and recycling from a representative sample of residents in Wiltshire. Analyse results to understand how residents use the services and the waste items which are being disposed of in each container. The results can be used to develop bespoke communications to effect change where required and tailor communications based on individual waste behaviours and to inform future design of waste services and policies. | Contractors Waste Team Communications |
| Action K | Adopt new strategy 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. | Contractors Waste Team |
| Action L | Work with the Climate team to develop a mechanism to regularly analyse and record the overall carbon impact of waste and recycling services so this can be reported alongside the councils recycling performance. | Climate Team Waste Team |
| Action M | Support community groups who are introducing community recycling initiatives. | Waste Team |

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| Action N | Improve communal collection points across the county, ensure there is sufficient capacity for all residents to recycle as much of their waste as possible. | Contractors Waste Team |
| Action O | Understand and assess the impact of new waste policy and legislation being implemented under the Environment Act 2021. Commence work to plan for service developments to maintain compliance with the new legislation. | Waste Team Finance Team Legal Team Procurement Team Contractors |

| Priority 4 – Energy from Waste | | |
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| | 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. | Contractors Waste Team |
| Action B | Work with the council's waste contractors to review the wastes which are currently sent to landfill for their suitability for diversion. Look to introduce the shredding of non-recyclable bulky waste, which is currently being sent to landfill, so that the shredded waste can be sent to Energy from Waste. | Contractors Waste Team |
| Action C | Following guidance issued by Defra (date to be announced), divert furnished and partly furnished bulky seating items (such as sofas and armchairs) which are found to contain Persistent Organic Pollutants (POPs) to Energy from Waste. | Contractors Waste Team |
| Action D | Assess impacts of the proposed mandatory separate food waste collection service on the viability of the MBT facility to continue to successfully divert household waste from landfill. | Contractors Waste Team |

| Priority 5 – Litter and Fly Tipping | | |
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| | Action details | Resources required |
| Action A | Litter We will continue to work with local communities and partners to support the following schemes in order to work to reduce litter: <ul style="list-style-type: none"> • Great British Spring Clean • Clean Up Wilts – Wiltshire communication campaign | Streetscene team Waste management team Communications team Community partners |

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| | <ul style="list-style-type: none"> • 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> | |
| Action B | <p><u>Litter</u> Work with Highways England, to develop and trial responses to highways-related litter.</p> | Streetscene team Highways England |
| 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> | Streetscene team Communications team Community partners |
| 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> | Streetscene team Countryside and Rights of Way teams Community volunteers |
| 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> | |
| Action F | <p><u>Litter</u> Undertake procurement of new Streetscene services contract due November 2022.</p> | |
| Action G | <p><u>Litter</u> Undertake a composition analysis of street litter bin waste to determine the types of waste being deposited in these bins and identify the proportion of this waste which is</p> | Streetscene team Waste Team Contractors |

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| | packaging, and there may be eligible for additional funding through new Extended Producer Responsibility legislation. | |
| Action H | <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 which allows us to monitor fly-tipping reports across various categories (identifying hotspots and areas for enhanced enforcement activity). | Enforcement team ICT team |
| Action I | <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. 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. | Enforcement team Communications team Community partners |
| Action J | <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. | Enforcement team Streetscene team Waste Management team |
| Action K | <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. | Enforcement team Wiltshire Police |
| Action L | <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. | Enforcement team Partner agencies Surrounding local authorities |
| Action M | <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 | Enforcement team Partner agencies Surrounding local authorities |

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| | 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. | |
| Action N | Fly-tipping 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. | Local highways and Streetscene team Community partners Enforcement team |

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