

Waste Management Strategy 2017-2027

Household Waste Management Strategy: Forward Thinking Towards Zero Avoidable Waste

Annual Performance Review: 2023-24

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Introduction

Wiltshire's Household Waste Management Strategy 2017-2027 contains a commitment to provide annual performance reviews. This document provides a summary of waste management performance against the priorities set out within the Household Waste Management Strategy for the period of April 2023 to March 2024.

The report explains the key waste management performance statistics and trends during the period and provides some commentary on how the council's actions may have affected residents' behaviours and performance of the council's waste services. It also highlights where external factors over which the council has more limited influence, may have impacted performance.

2023/24 saw over 212,000 tonnes of household waste managed by the council, following the principles of the waste hierarchy to move more waste out of landfill (**Figure 1**)

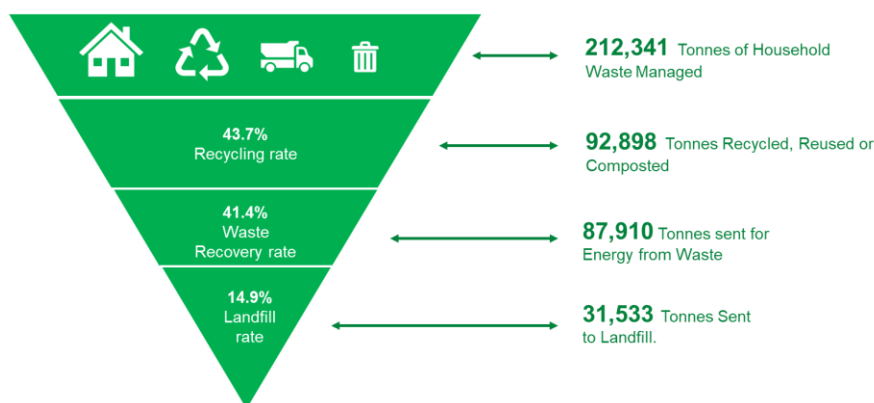


Figure 1. Overview of waste managed in 2023/24

1. Corporate KPI Reporting

1.1 Services have been encouraged to set “stretch targets” for corporate performance metrics for 2022/23 onwards. **Table 1** below summarises Waste Service Performance for 2017/18 to 2023/24.

Table 1: Waste Service Performance Summary, 2017/18 to 2023/24.

Indicator	Target	2023/24	Variance from target	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
Kgs of waste produced per household (total in year)	880	923.3	43.3	993.6	994	981.1	966.9	970.6	915.6
% of household waste recycled or composted (recycling rate)	45%	43.70%	-1.30%	43.80%	42.70%	42.90%	42.30%	42.30%	40.00%
% of household waste sent for treatment/energy recovery	42%	41.40%	-0.60%	37.90%	42.30%	41.50%	41.40%	39.00%	44.40%
% of household waste sent to landfill	13%	14.90%	1.90%	18.30%	14.90%	15.60%	16.30%	18.70%	15.60%

2. Waste prevention performance:

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.

2.1 Every tonne of waste produced by Wiltshire residents and managed by the council has a financial and environmental cost. Encouraging residents to reduce the amount of waste they produce, and therefore what the council collects and manages on their behalf, has a direct impact on the council’s waste service budget and influences our ability to achieve net zero carbon targets.

2.2 The amount of household waste the council manages is impacted by numerous local and national influences, including:

- The amount of disposable income that households as consumers have available to spend.
- the changing characteristics of product packaging (e.g. “lightweighting”).
- size of households.
- the waste and recycling collection services provided by councils.

2.3 In 2023/24, the council’s Waste Services managed 226,748 tonnes of municipal waste, of which 212,341 tonnes were classified as household waste.

2.4 The total amount of household waste generated per household each year within Wiltshire has increased slightly between 2022/23 and 2023/24 by 7kg, however a lesser proportion of this waste was sent to landfill or landfill diversion, and more was recycled and composted (**Figure 2**).

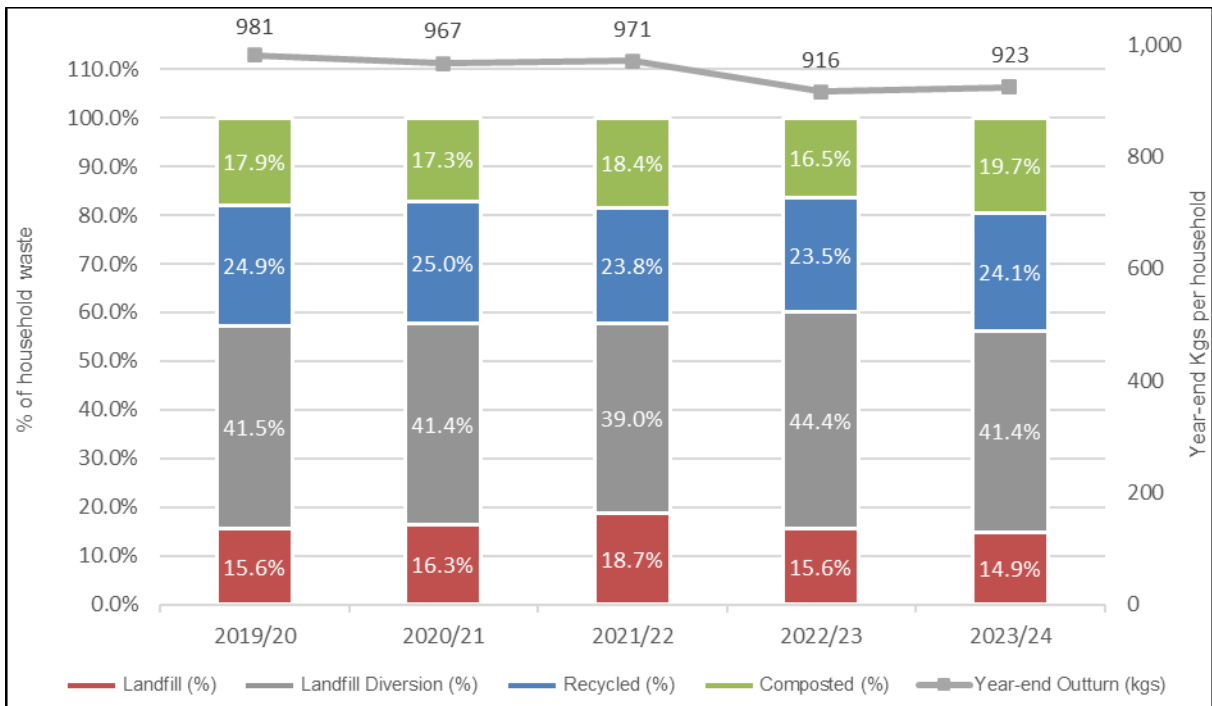


Figure 2: Percentage of household waste, by waste management process, and total household waste per household (kgs), 2019-2024.

2.5 In 2023/24 the amount of non-recycled waste produced per household (after recycling) reduced significantly to 519 kgs per household (**Figure 3**). This is referred to as “residual” waste and is comprised of several waste streams including:

- Kerbside collected residual waste;
- Residual waste disposed of at household recycling centres (HRCs);
- Street litter and litter bin waste;

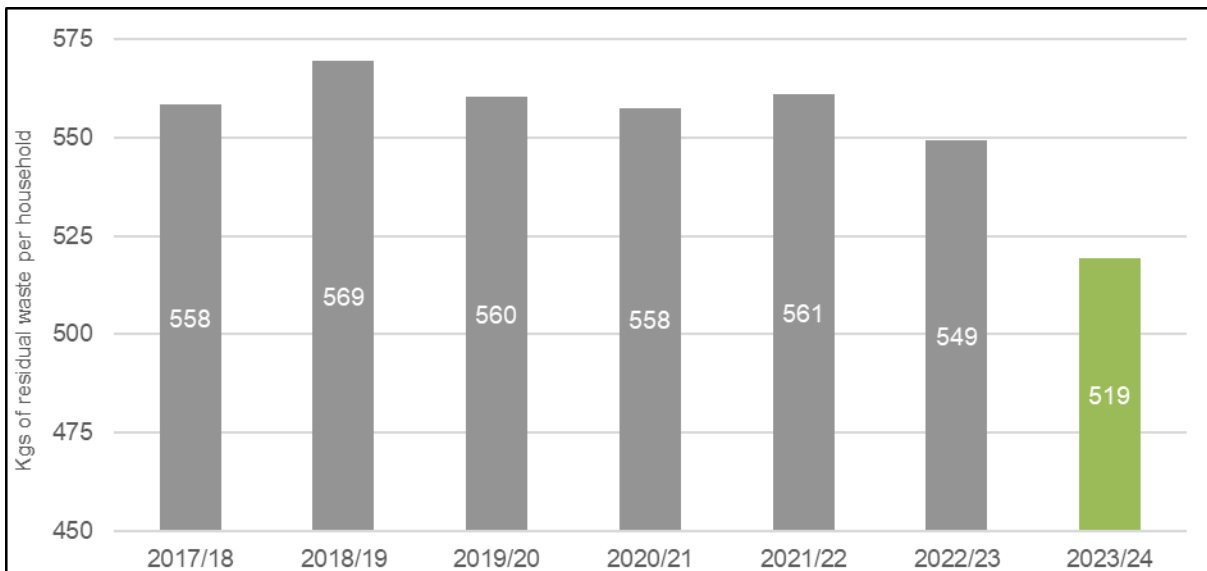


Figure 3: Residual household waste (after recycling) - kgs per household, 2017-2024. (Note: Figures include residual waste from all sources eg. kerbside collections, HRCs etc.)

2.6 Council waste policies designed to encourage residents to reduce the amount of waste they produce include:

- Providing standard 180 litre wheeled bins for non-recyclable waste.
- Enforcing a no side-waste policy for residual waste, encouraging residents to make full use of the kerbside recycling services.

- Only providing larger bins (additional capacity) in the following circumstances:
 - six or more residents in a household;
 - a family of five, including one or more children in nappies; or
 - a medical need which creates large volumes of non-recyclable waste.
- Subsidising the purchase price of food waste composters for residents who wish to compost their food and garden waste at home – see **Figure 4**.
- Charging for the collection of garden waste which may encourage home composting of this waste.
- Van and trailer HRC permits to limit traders illegally disposing of business waste at the recycling centres.
- Proof of address scheme at HRCs to limit the impact of waste being disposed of by residents from outside of the Wiltshire Council area.
- HRC bag sorting to reduce the amount of unsorted black bag waste brought by residents to the HRCs, and increase the amount of waste reused or recycled at the sites.

2.7 Purchases of subsidised food waste digesters (FWDs) have fallen since a peak in sales during the Covid-19 pandemic. Sales are promoted as part of the chargeable garden waste service, as an alternative to a kerbside collection and at reduced price compared with collections ie. £68 for a digester and £70 for a garden waste collection service (2023/24 prices).

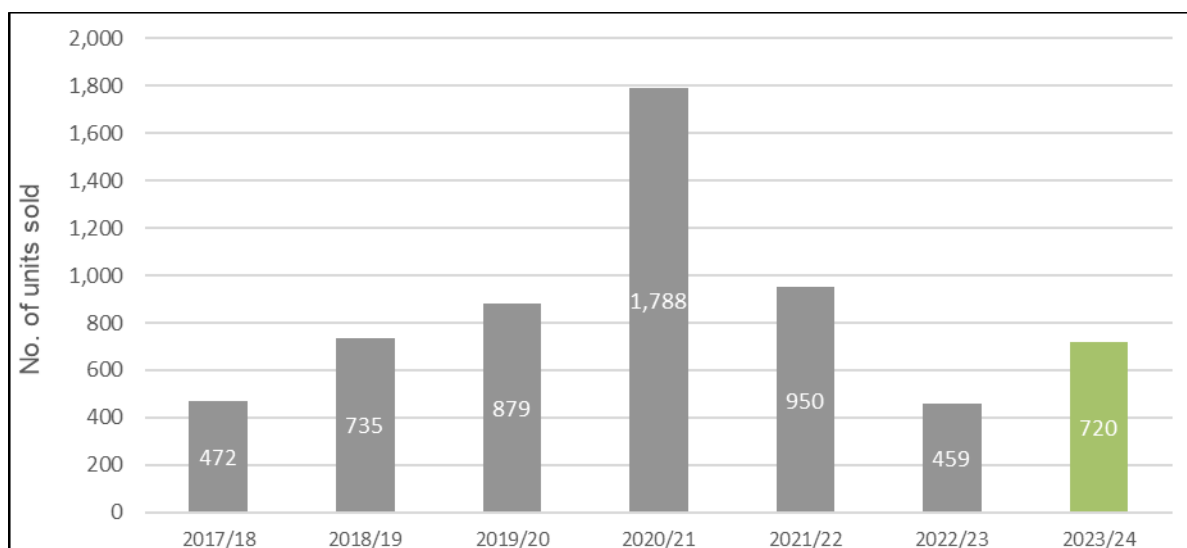


Figure 4: Subsidised food waste digesters sold, 2017-2024.

2.8 The council provides a service for bulky household waste items to be collected from the kerbside ([Large item reuse and collection - Wiltshire Council](#)). Customer Services encourage residents to consider donating these items to charities for reuse where appropriate and the website provides information about reuse organisation in Wiltshire. Where this isn't possible, a bulky household waste collection is provided, and the items are be disposed of accordingly. For example, items which contain persistent organic pollutants (POPs) - such as domestic seating including sofas and armchairs - are taken to a high temperature incineration site for destruction.

2.9 A trial is being undertaken with the collections contractor (Hills Municipal Collections) to implement a system whereby good quality items collected as part of the large household items collections are separated for reuse. Subject to the trial being successful, customers booking large item collections will be asked to indicate whether

the item/s being collected are for reuse, repair or recycling. This information will inform how the items are managed during collections and delivery so that reuse and repair opportunities can be maximised.

2.10 The Environmental Protection Act 1990 allows councils to make a reasonable charge for this service to reflect the costs of collection (though disposal costs should not be charged to the resident). With an increasing number of alternative online outlets for selling / disposing of unwanted items, such as eBay, Facebook Marketplace etc., the demand for collections of bulky waste items has been reducing.

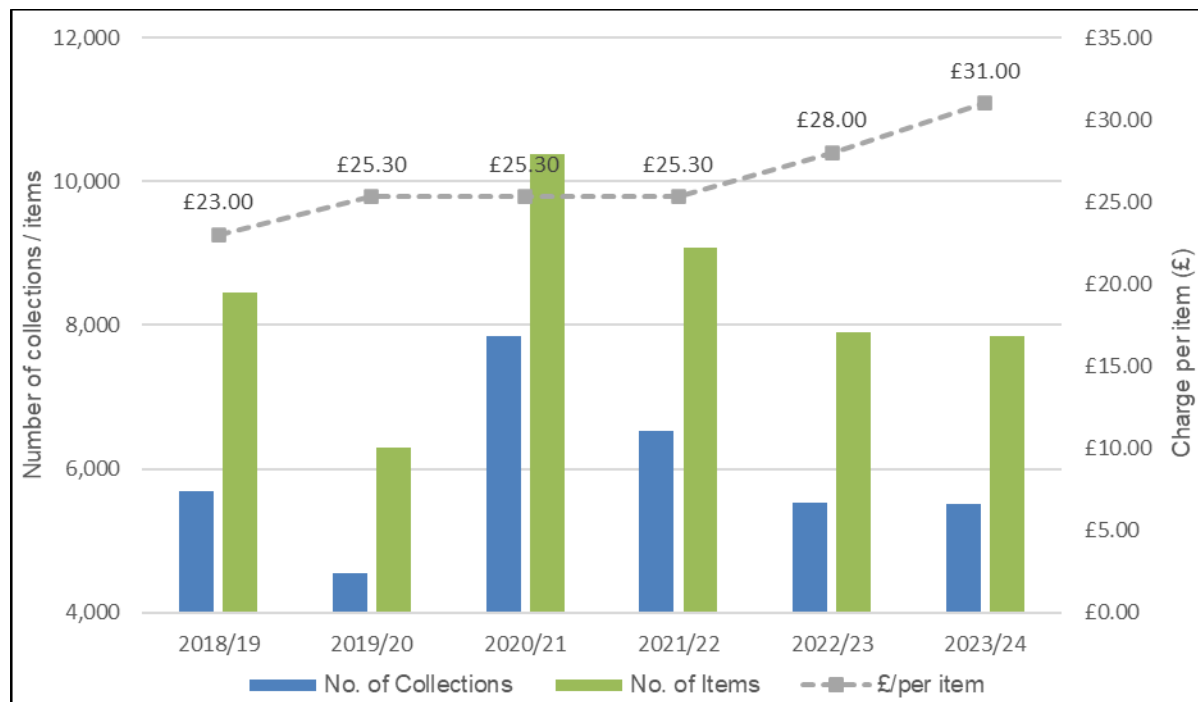


Figure 5: Bulky waste collections, 2018-2024.

3 Repair and Reuse Performance:

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.

3.1 The council has worked with its Household Recycling Centre (HRC) contractors and partners, to expand Reuse opportunities at the sites. These now include a wide range of suitable items such as:

- furniture
- white goods
- paint
- bric-a-brac
- bicycles.

3.2 Both HRC contractors work directly with Kennet Furniture Reuse (KFR) [KFR Devizes - Refurbishing Furniture. Reviving Communities](#) so that reusable furniture and white goods deposited at the sites are collected, tested and made available through the KFR showroom.

3.3 In 2023/24, 860 tonnes of waste brought to the HRCs was separated out for reuse rather than disposal. This represents an avoided disposal cost of over £100,000 compared to the cost of landfilling the waste.

3.4 In April 2023, a paint reuse scheme was introduced across all 10 HRCs, after a successful trial of the scheme was completed in 2022/23. When containers of usable water-based paints are brought to the HRCs these are made available for residents to take and use free of charge. This service has been well received by residents throughout the county, with 13.1 tonnes of paint diverted from disposal in 2023/24. [Paint reuse scheme - Wiltshire Council](#)

3.5 In 2023/24 a book/DVD reuse scheme was also re-launched at all HRCs with over 19 tonnes of books and DVDs collected for reuse in the year.

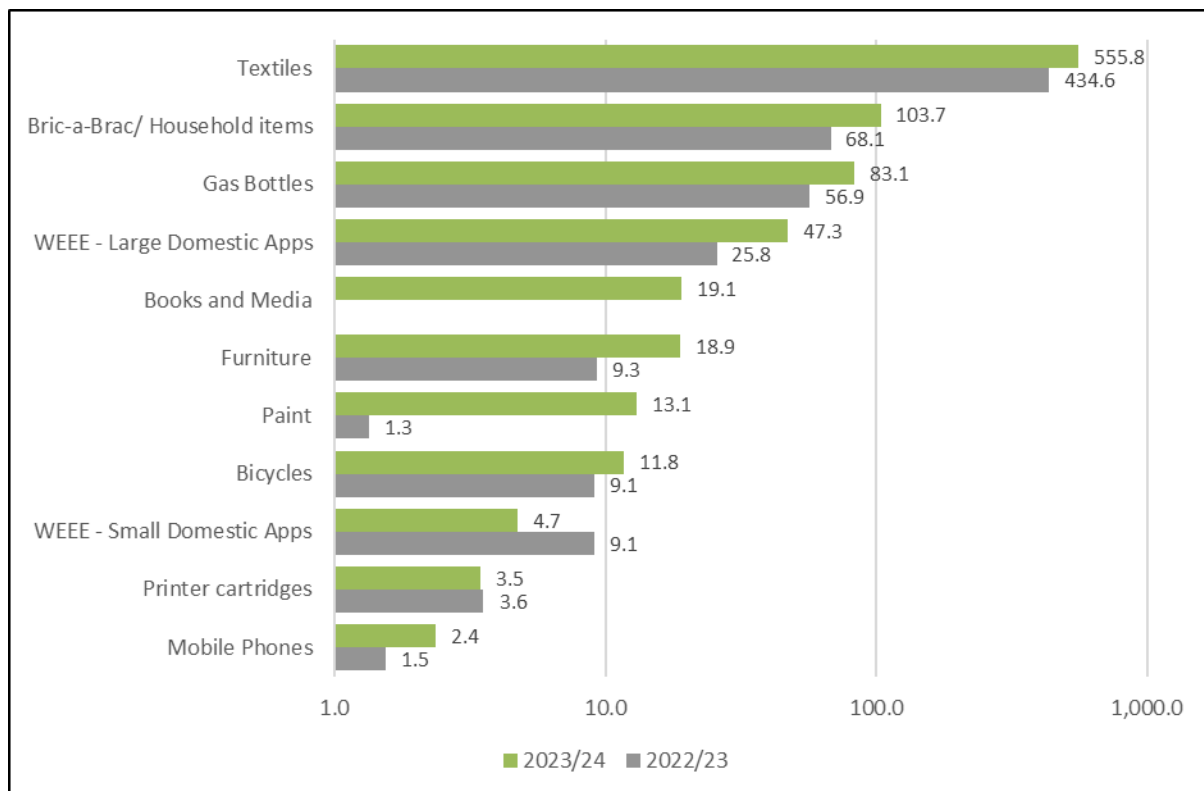


Figure 6: Reuse tonnage collected at HRCs, shown by item, 2022/24.

4 Recycling Performance:

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.

4.1 Recycling performance includes:

- materials collected for recycling through the council's kerbside collection services and which are sent for recycling following any required sorting processes to remove incorrect items.
- garden waste collected at the kerbside and the household recycling centres sent for local composting.

- materials taken to the ten household recycling centres and which are sent for recycling or reuse.

4.2 Wiltshire Council is a signatory to the End Destination Charter, which is a voluntary commitment to publish an annual register of End Destination of Recyclates, with the aim of improving transparency in the recycling supply chain and enhancing public confidence in recycling.

4.3 Waste Services publish an annual End Destination Register (EDR) on the council’s website, which shows where the waste managed by the council and its contractors is sent for processing, etc. At the time of writing the 2023/24 data still requires external verification, but our current assessment shows that 97% of Wiltshire’s waste collected for reuse, recycling and composting was managed in the UK, with a further 2% managed within the EU and only 1% managed beyond the EU. The End Destination Register can be found here: [Where does your waste and recycling go.](#)

4.4 In 2023/24 Wiltshire’s recycling rate increased to 43.7% (**Figure 7**). This can be largely attributed to the increase in the amount of garden waste that was composted (32,026 in 2023/24 compared to 27,393 in 2022/23) (**Figure 8**).

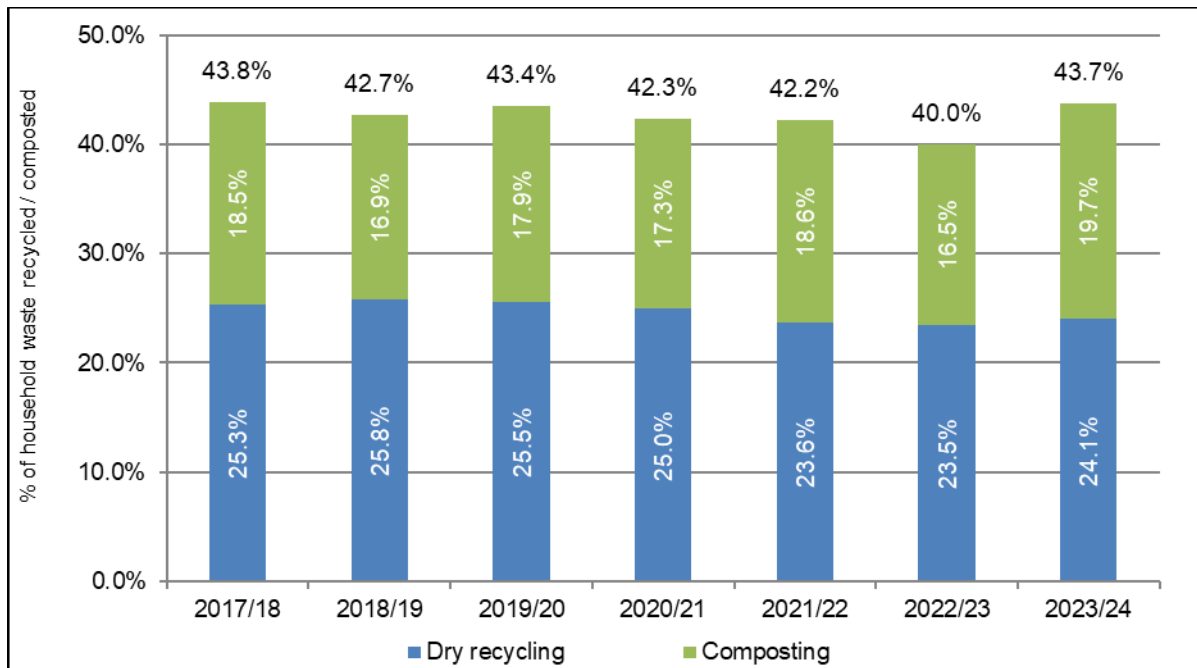


Figure 7: Recycling and composting as percentage of household waste, 2017-2024

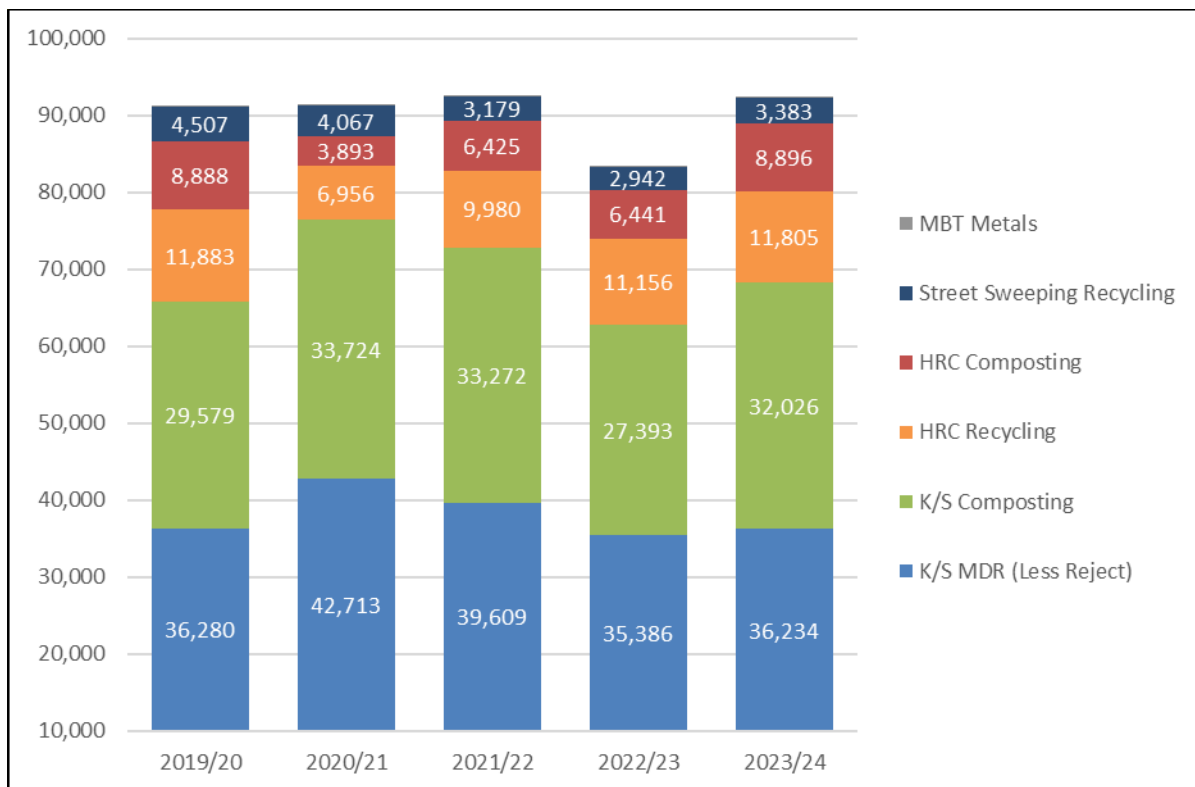


Figure 8: Breakdown of recycling performance by service source, 2019-2024. Note: ‘Street sweeping recycling’ refers to sweepings which the council’s waste management contractor send for further processing to extract organics for composting and aggregates for further use.

4.5 To address the performance of the MRF in terms of separating high quality recyclable materials for sale, the council has been working with the MRF contractor (Hills Waste Solutions) to deliver improvements through a combination of:

- updating the sorting equipment and processes to capture more ‘target’ recyclables. This includes the installation of an over-band magnet in October 2023 at the end of the sorting process where ferrous-based ‘fines’ materials, such as can lids and bottle caps which fall through the sorting process are now captured for recycling. Since its installation over 36 tonnes of this material have been sent for recycling as opposed to landfill.
- analysing the MRF inputs to identify how much ‘contamination’ it contains, together with the materials rejected through the sorting processes. Information from this data is used to inform public messaging.
- communicating to residents about what items should and should not be put into the recycling collections via the council’s award-winning “Recycling – Let’s Sort It!” campaign.

4.6 Under the MRF contracts gainshare mechanism, the council receives 79% of the income from the sale of recyclate. In 2023/24 the council’s share of MRF income totalled over £2.7million, offsetting over 70% of the contract costs of operating the facility.

4.7 Prices for recyclable materials are historically unpredictable and subject to global influences. During 2023/24 prices were less volatile than in 2022/23 but generated lower income overall. Ensuring that good quality recycling is collected and processed is the best way of maximising income potential from the sale of recyclate.

5 Kerbside Recycling Collections

5.1 In 2023/24 over 19 million kerbside collections of waste and recycling were made from Wiltshire households, with a success rate of 99.94% collections being made as scheduled.



Figure 9: Number of successful collections.

5.2 The council collects paper, cans, foil, plastic bottles, pots, tubs and trays, cardboard and drinks cartons from the kerbside as a fortnightly co-mingled collection. Glass, household batteries and small rechargeable electrical items are collected separately on the same day, typically using a single-pass “pod” vehicle. Residents also have the option to subscribe to a chargeable fortnightly kerbside collection of garden waste.

5.3 Figure 10 shows the split between the tonnage of dry recycling and green waste collected from 2017/18 and that the amount of dry recycling collected using the new co-mingled system introduced in March 2020 increased significantly.

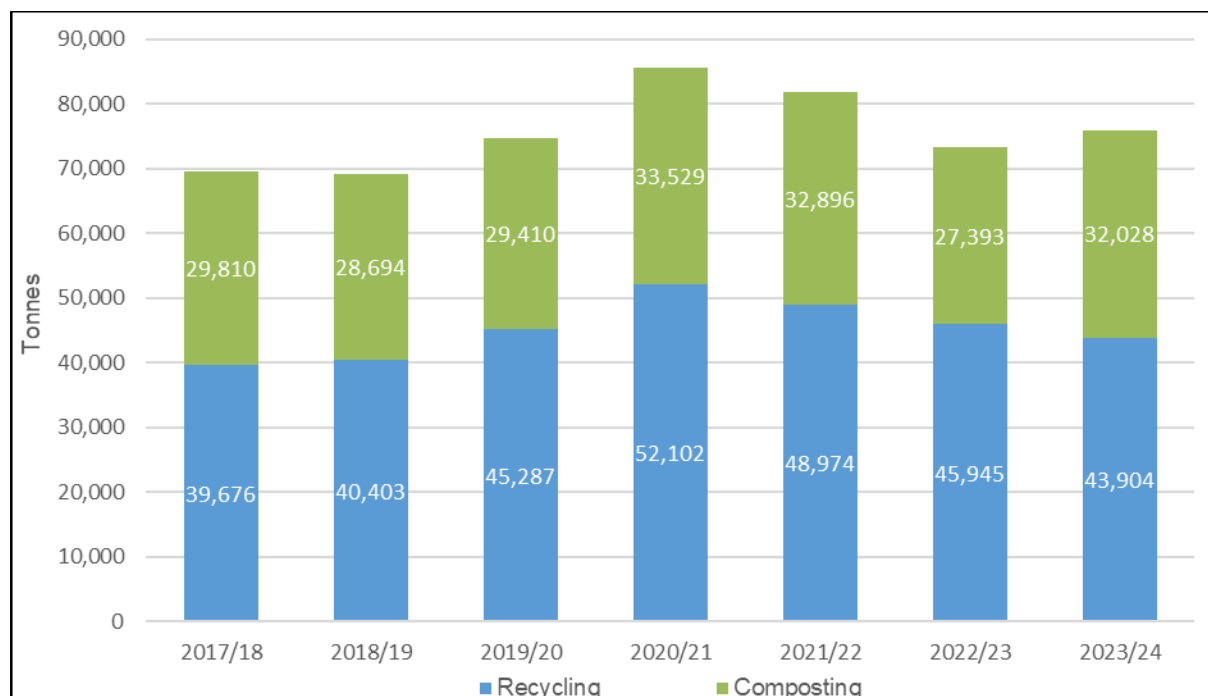


Figure 10: Tonnes of kerbside recycling and garden waste collected, 2017-2024.

5.4 Figure 11 shows the composition of the kerbside collected recycling from the blue-lidded bin and black box and shows the overall amount of kerbside collected recycling has returned to pre-Covid levels in 2023/24.

5.5 The amount of kerbside recycling reject materials produced at the MRF has reduced by over 30% (3,366 tonnes) since 2022/23. This is as a result of the councils' award-winning 'Let's Sort It' campaign and ongoing work to improve the MRF performance.

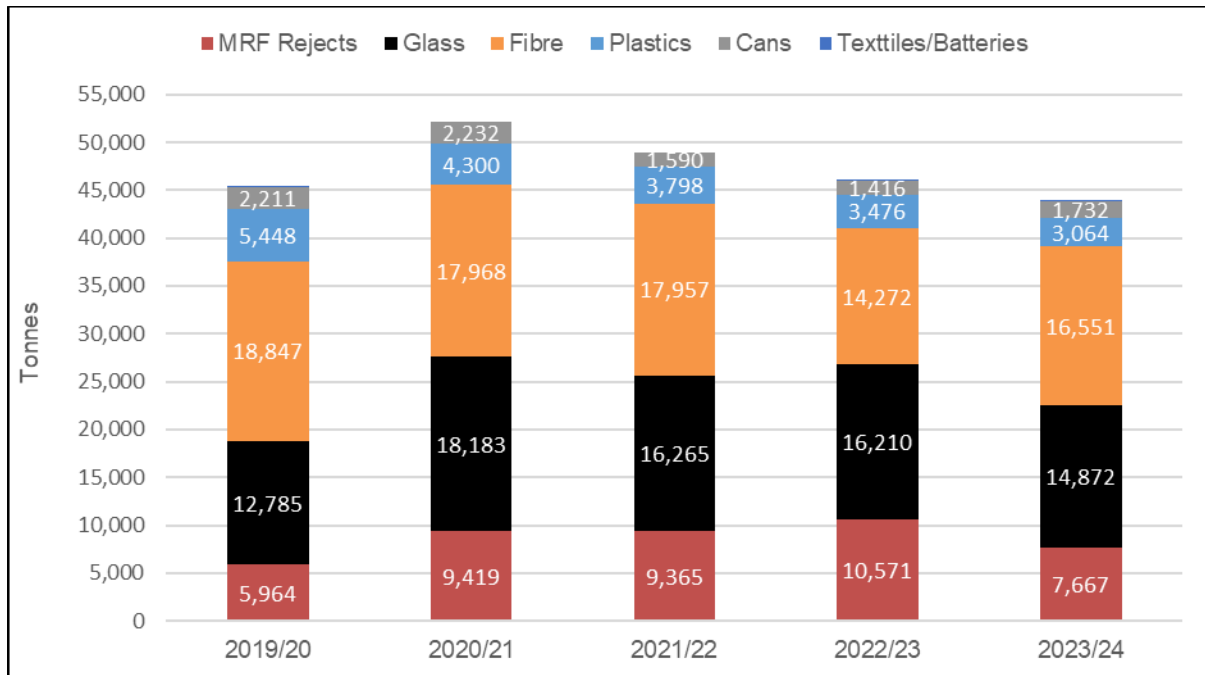


Figure 11: Kerbside collected dry recycling by material, 2019-2024. 17 tonnes of batteries using the kerbside service in 2023/24.

5.6 The 'Recycling - Let's Sort it' campaign started in March 2023, targeting communications to residents who put the wrong items in their recycling bin. This process has included collection staff rejecting obviously contaminated recycling bins and leaving a hanger on the bin to explain to residents why the bin has not been collected. If a resident persistently puts the wrong items in their blue-lidded bin, more targeted communications such as letters and educational visits by council waste officers have been undertaken.

5.7 The effectiveness of these communications is demonstrated in the data. There has been a significant decrease in the number of recycling bins needing to be rejected due to contamination. When the campaign began, over 5,000 bins were rejected during March 2023, compared to just over 1,000 bins being rejected in March 2024 – **Figure 12**.

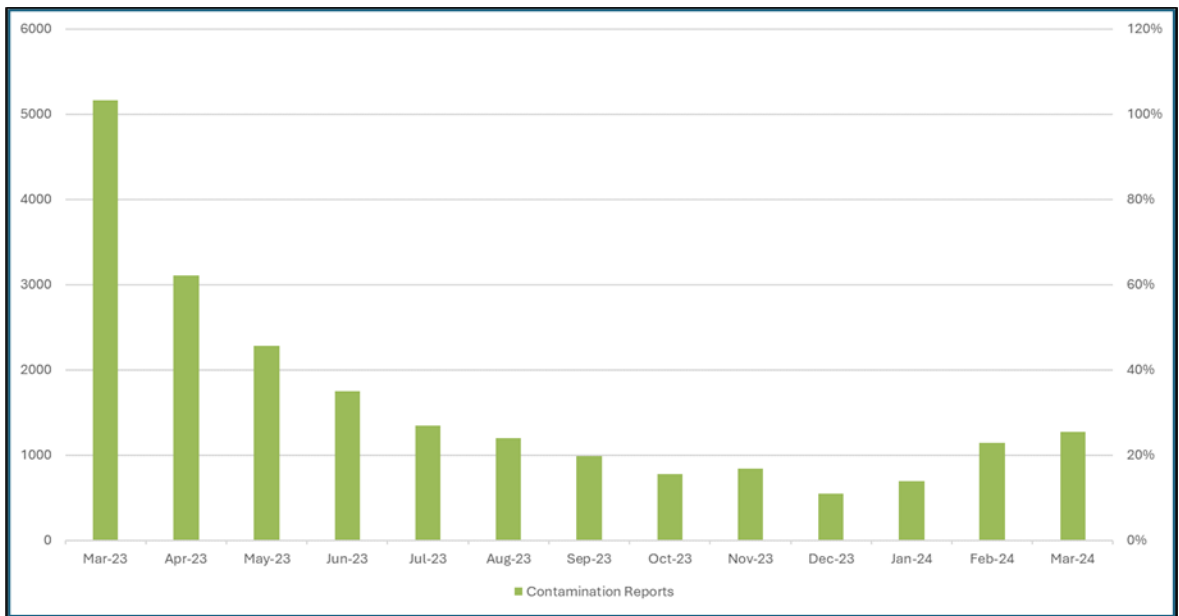


Figure 12: Number of reports of contaminated recycling bins, Mar 2023 to Mar 2024.

5.8 The quality of recycling being collected has also improved. As well as a reduction in our reject rate of 3,366 tonnes (30%), there has been an increase in the amount recycling being sent to reprocessing of 719 tonnes (3%). This not only means we are recycling more of the waste presented in blue bins, but we are saving money by sending less of the wrong items to our recycling sorting facility – **Figure 13**.

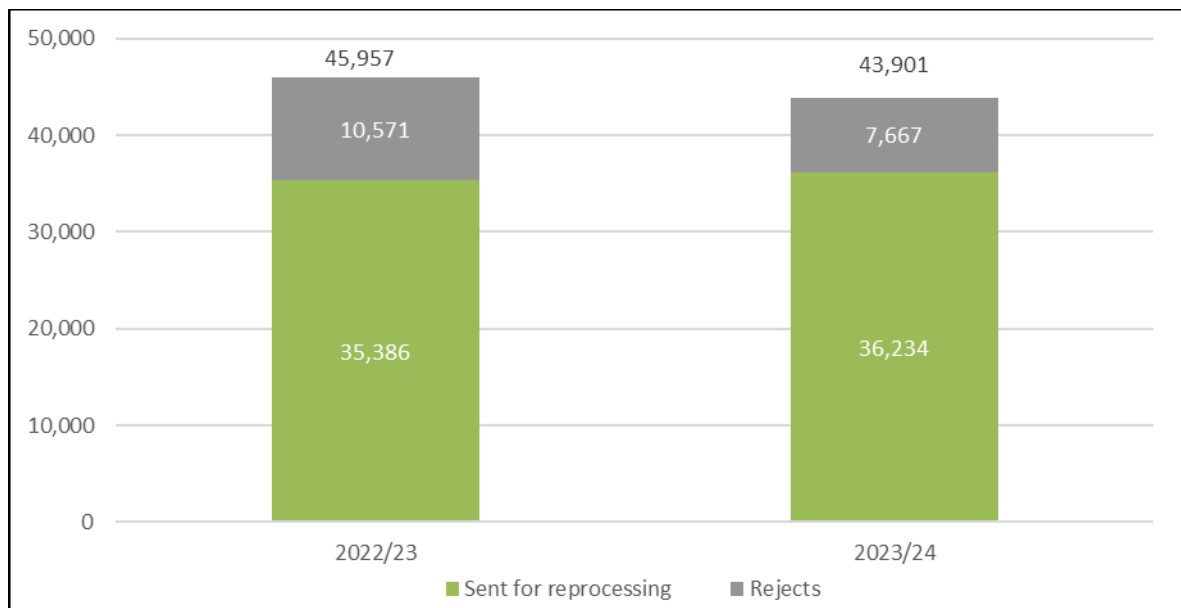


Figure 13: Amount of kerbside collected recycling sent for processing vs rejects, 2022/23 vs 2023/24.

6. Household Recycling Centres (HRCs):

6.1 Wiltshire Council has a statutory duty (under section 51 of the Environmental Protection Act 1990) to provide places where persons resident in its area may deposit their household waste, free of charge, and at reasonable times.

6.2 The council operates a network of 10 HRCs, located across the county where residents can dispose of their general waste as well as depositing items for recycling and reuse.

6.3 **Figure 14** shows how the waste taken to each site during 2023/24 was managed and how much waste was diverted from landfill through either recycling/reuse, composting or other non-landfill treatment eg. energy from waste. (Note: Soil/rubble collected at Lower Compton and Purton HRCs is used as landfill cover at the contractor's landfill sites. Although this replaces a requirement to bring in other materials for this purpose, under waste classifications this is counted as landfilled material.)

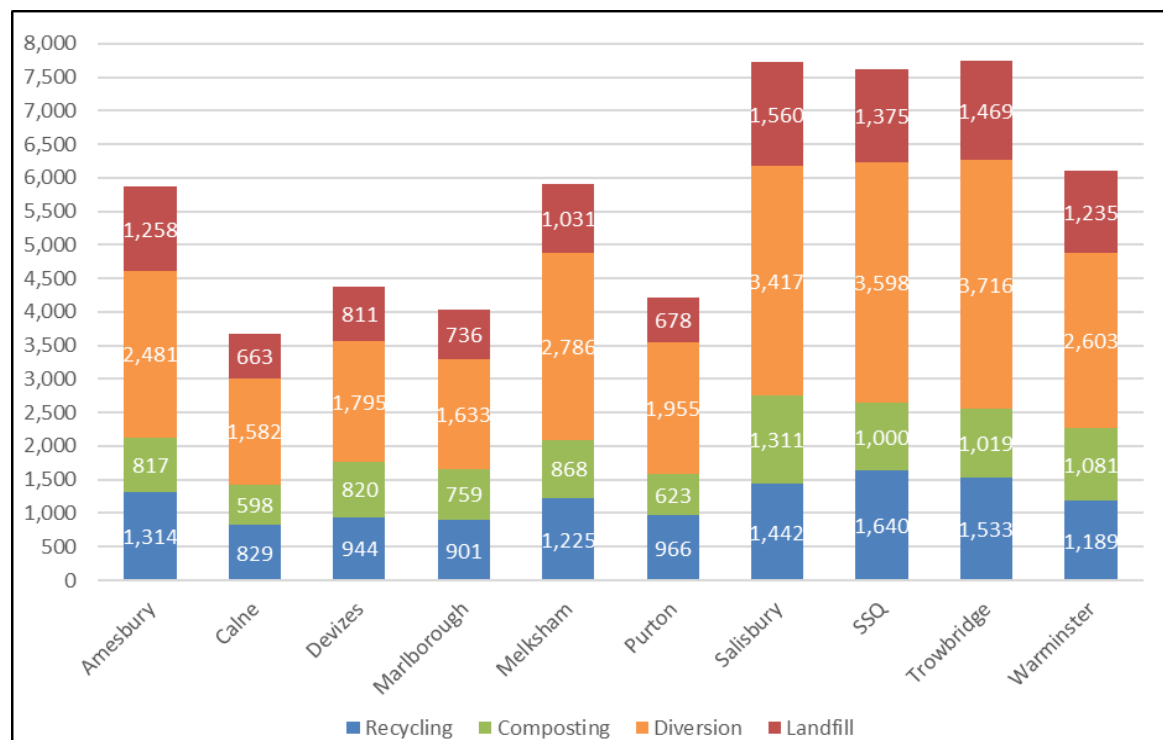


Figure 14: Household recycling centres, total tonnes managed, 2023/24.

6.4 **Figure 15** shows the HRC performance in terms of percentages for comparison. Across the HRC network, an average of 74% of the total waste taken to the sites in 2023/24 was diverted from landfill.

6.5 HRC landfill diversion performance in 2023/24 was improved by an 8-week trial of shredding waste that would normally have been landfilled, and sending the shredded waste to an energy from waste facility – **Figure 16**.

6.6 Following the successful trial, capital funding has been secured to purchase a shredder in 2024/25, with the aim of increasing landfill diversion performance further to realise significant carbon savings and a net financial saving of an estimated £140k per annum.

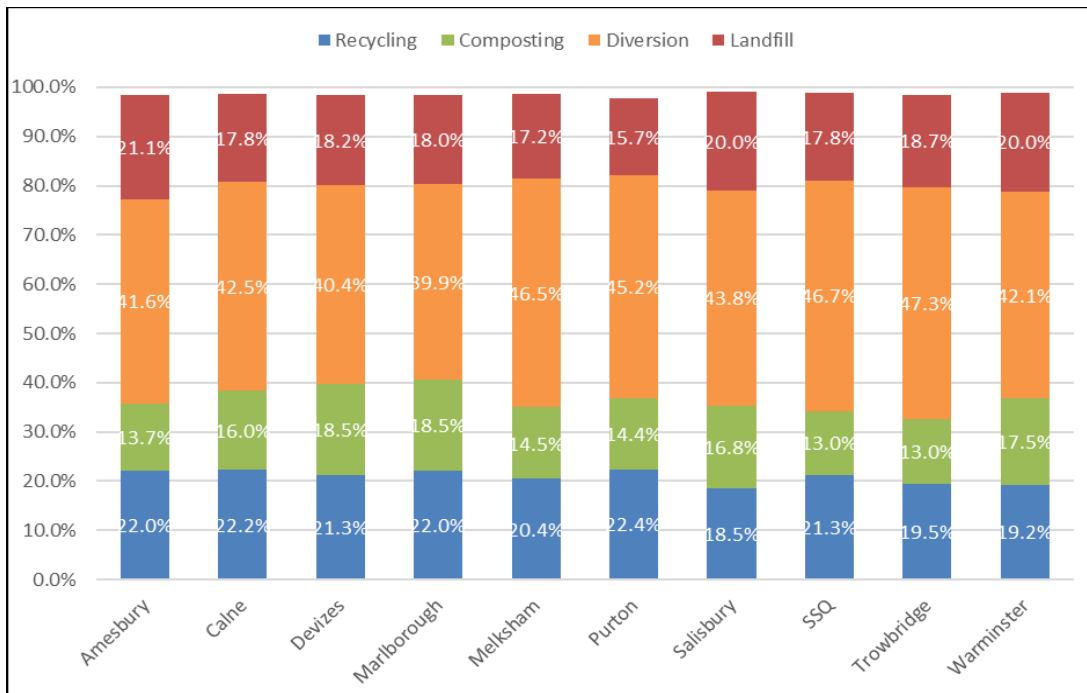


Figure 15: Household recycling centres, waste management by percentage, 2023/24. (See note above regarding soil/rubble collected at Lower Compton and Purton HRCs).

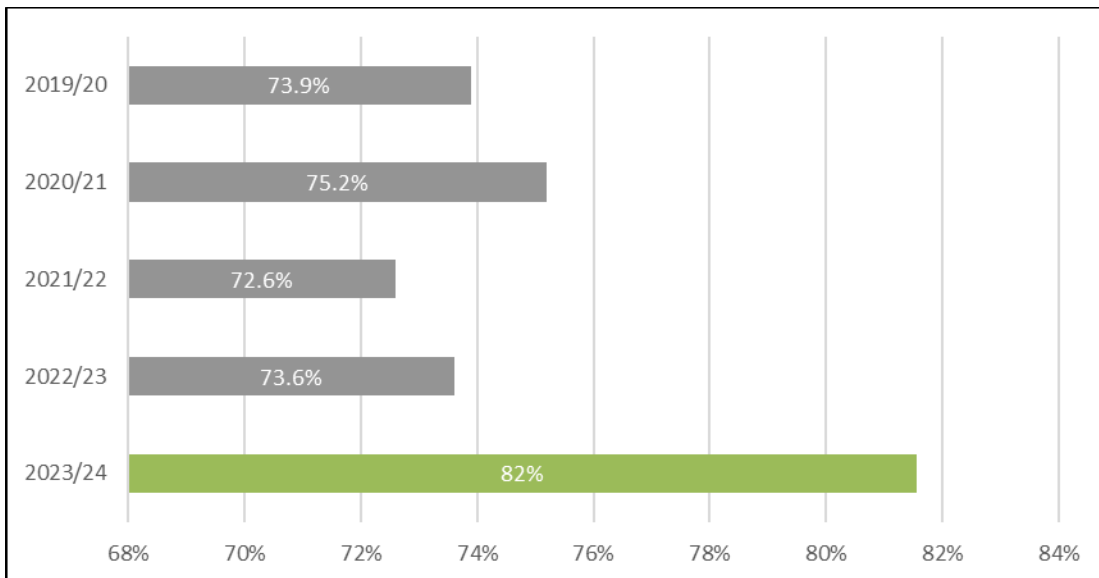


Figure 16: HRCs - average percentage of waste diverted from landfill. (See note above regarding soil/rubble collected at Lower Compton and Purton HRCs.)

7. Energy from waste performance:

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.

7.1 Most of Wiltshire’s non-recyclable residual waste collected at the kerbside is sent to facilities that use the waste to generate energy or process the waste into a fuel for use in other energy from waste (EfW) plants.

7.2 The council has 2 landfill diversion contracts:

7.2.1 **Northacre Resource Recovery Centre (NRRC)** – this is a 25-year contract, which runs to November 2038, to send 60,000 tonnes of non-recyclable waste to the facility in Westbury. Using mechanical biological treatment (MBT) the waste is dried and shredded to create a fuel, which is then used in energy from waste facilities in northern Europe (www.northacrerrc.co.uk/). The MBT process reduces the amount of waste that would otherwise have been landfilled by over 70% (**Figure 17**).

7.2.2 **Lakeside Energy from Waste** – this is a 25-year contract, which runs to June 2033, to send 50,000 tonnes of non-recyclable waste to an EfW plant near Slough: www.lakesideefw.co.uk/. At this plant the waste is incinerated to generate power.

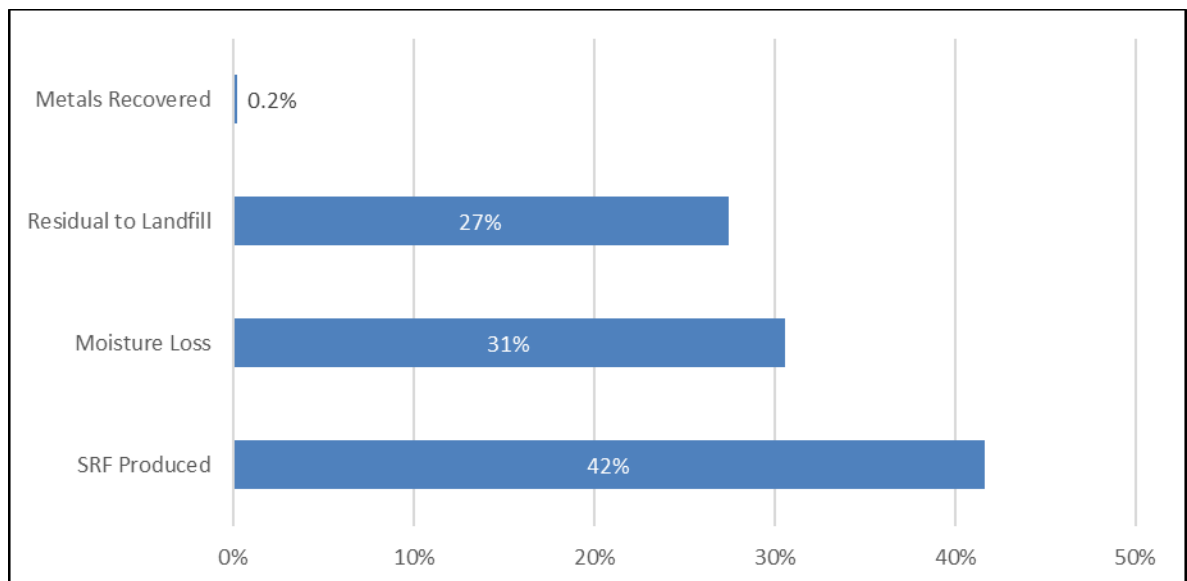


Figure 17: Outputs from the MBT process (cumulative performance from Apr 2017 to Mar 2024).

7.3 Typically, residual waste from the household recycling centres and household large items separately collected at the kerbside have been landfilled rather than being sent to either of the 2 landfill diversion contracts. This is because the bulky nature of those waste makes them unsuitable for the landfill diversion processes.

7.4 Between October and December 2023, a trial of shredding bulky residual wastes from HRCs and kerbside collections of large household items was undertaken. During the trial 1,359 tonnes of waste were shredded and sent to the Lakeside energy from waste (EfW) facility rather than landfill. As noted in para 6.6, the purchase of a residual bulky waste shredder in July 2024 will make this a routine waste management operation and is anticipated will divert approximately 10,000 tonnes per annum from landfill.

7.5 In addition to the forecast cost benefits of shredding bulky waste and sending it to EfW, there are significant carbon reduction benefits. Each tonne of waste that is diverted from landfill to EfW generates a net carbon saving of 424kgs, which is a 95% improvement on the carbon generated through landfilling.

7.6 Based on the estimated annual tonnage of shredded waste (10,000 tonnes), this represents a potential carbon saving of 4,240 tonnes CO₂e per annum. In terms of scale, this exceeds the equivalent of the council's electricity usage

from all buildings in 2022/23 if a green tariff was not in place ie. 3,520tonnes CO2e.

7.7 Since January 2023 all councils must ensure that any waste upholstered domestic seating (WUDS) is sent for incineration. This is to ensure that Persistent Organic Pollutants (POPs), which can be found in the fire-retardant chemicals used in seating materials, are destroyed, and not put into landfill where there is a risk of environmental pollution from POPs.

7.8 In 2023/24, 1,755 tonnes of WUDS were collected and incinerated, in compliance with the new requirements. The combined cost of separate collections, transfer and disposal of POPs waste is more than twice the cost of landfilling this material and, in 23/24, resulted in additional waste management costs of £0.298m. Government has determined these additional costs should not be supported by New Burdens funding, so achieving compliance represents a further cost burden on local authorities.

8. Less waste to landfill

8.1 Landfill is widely recognised as being the least environmentally sustainable way of managing waste. As such, the objective of all the waste services is to ensure that where possible the amount of waste sent to landfill is reduced.

8.2 In 2023/24 there continued to be wastes which, because of their nature, were landfilled. These included wastes disposed of in the 'residual waste' containers at HRCs, some separate collections of bulky household waste, litter and mixed fly-tipped wastes, as these are typically unsuitable for the landfill diversion contracts.

8.3 From July 2024 more of these wastes will be shredded and sent to EfW as opposed to landfill, increasing landfill diversion performance by an estimated 3.5% (7,770 tonnes) in 2024/25.

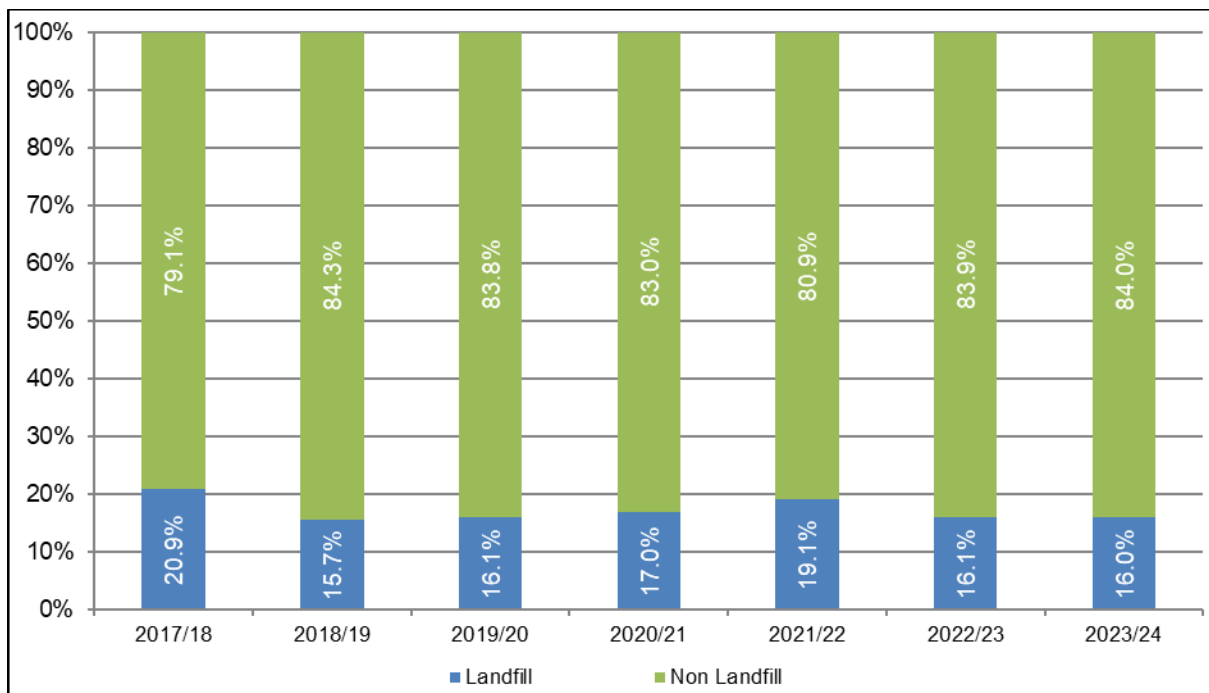


Figure 18: Percentage of waste sent to landfill in Wiltshire, 2017-2024.

Note: During 2021/22, capacity at Northacre MBT was reduced because of odour management issues on site, resulting in a reduction in the amount of waste diverted from landfill.

9. Litter

9.1 Since 2014 there has been significant improvement in the percentage of Wiltshire Council roads which were predominantly free from litter and detritus. In September 2019 Wiltshire Council received recognition from The Department of the Environment Food and Rural Affairs Agency (DEFRA) for consistently achieving a high standard of roadside cleanliness across Wiltshire using the standards as set out in the Code of Practice on Litter and Refuse. Litter includes mainly synthetic materials, often associated with smoking, eating and drinking, that are improperly discarded and left by members of the public. Detritus comprises dust, mud, soil, grit, gravel, stones, rotted leaf and vegetable residues, fragments of twigs and other finely divided materials. Detritus includes leaf and blossom falls when they have substantially lost their structure and have become fragmented.

9.2 Mechanically collected street sweepings are de-watered and sent for treatment, with the material separated out into aggregates for reuse and the putrescible content composted. In 2022/23 and 2023/24 street sweepings waste contributed 3,097 tonnes and 3,330 tonnes respectively to the council's recycling rate. Delegation of elements of streetscene services to some town councils will impact on the tonnes of streetscene wastes managed by the council in the future as these will be managed and paid for by the respective town councils.

9.3 **Table 2** shows a consistently high level of Wiltshire roads free of litter and detritus.

Table 2: Table showing the % Wiltshire roads predominantly free of litter and detritus

N195 Annual Indicators	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24
% Wiltshire roads predominantly free of litter	81%	86%	87%	85%	80%	88%	85%
% Wiltshire roads predominantly free of detritus	69%	80%	81%	73%	76%	90%	88%

10. Fly-tipping

- 10.1 The Council received 2,771 fly tip reports in 2023/24 compared with 2,631 in 2022/23, a modest increase of 5%. Trends in fly tipping reports are typically unpredictable and can be positively influenced by the promotion of reporting tools such as the MyWilts app through media releases issued in support of successful prosecutions, or as part of the ongoing “WTF campaign”. For the 2024/25 financial year, we have seen a 12% decrease in reports as of 31 July 2024.
- 10.2 During 2022/23 levels of fly tipping decreased nationally, with a reported national average decrease in reports of 1%. In the same year fly tip reports in Wiltshire decreased 11%, beating the national average performance.
- 10.3 In terms of waste types fly tipped, the majority waste type is of a domestic nature. However, this can be attributed to commercial activity when it is collected for cash by unlicensed collectors making profit. Once domestic waste changes hands from the producer to the collector for a fee it becomes commercial. Many advertise on social media as a ‘man and a van’ or ‘tip runs. Additionally, we see large amounts of green waste tipped from rogue traders conducting ground or tree works. Evidentially these are hard to investigate unless they are witnessed in person or captured via cameras.
- 10.4 The Enforcement team have been proactive in taking action where evidence exists. During 2023/24 only 4% of reported fly tips contained evidence or were witnessed.

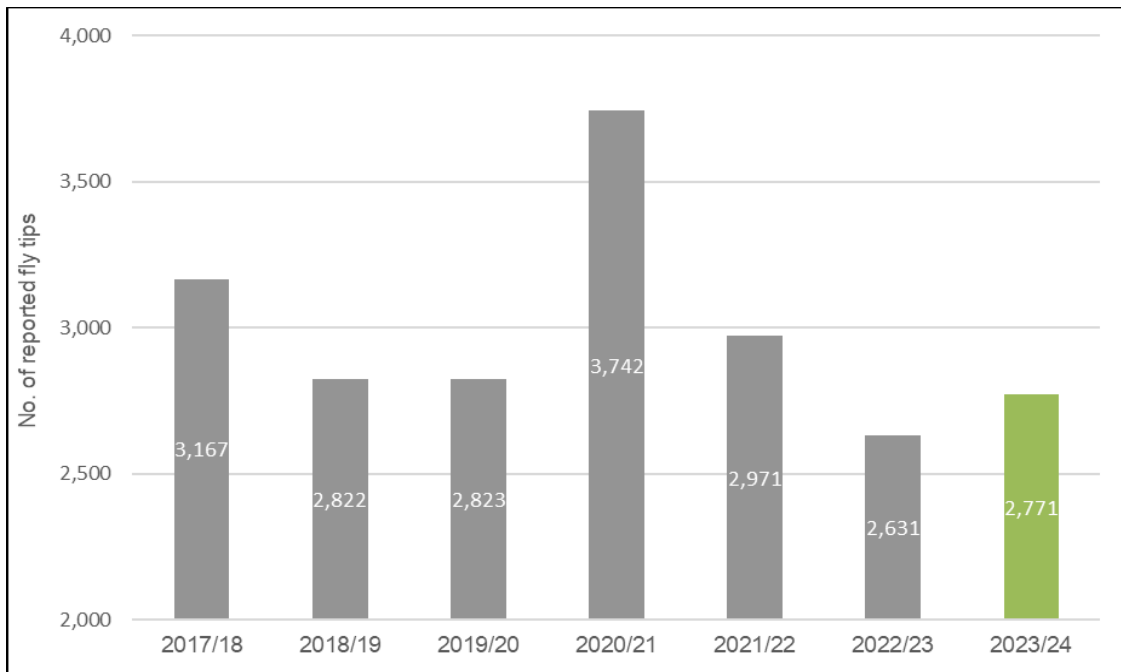


Figure 19: Number of fly-tipping incidents reported, 2017-2024.

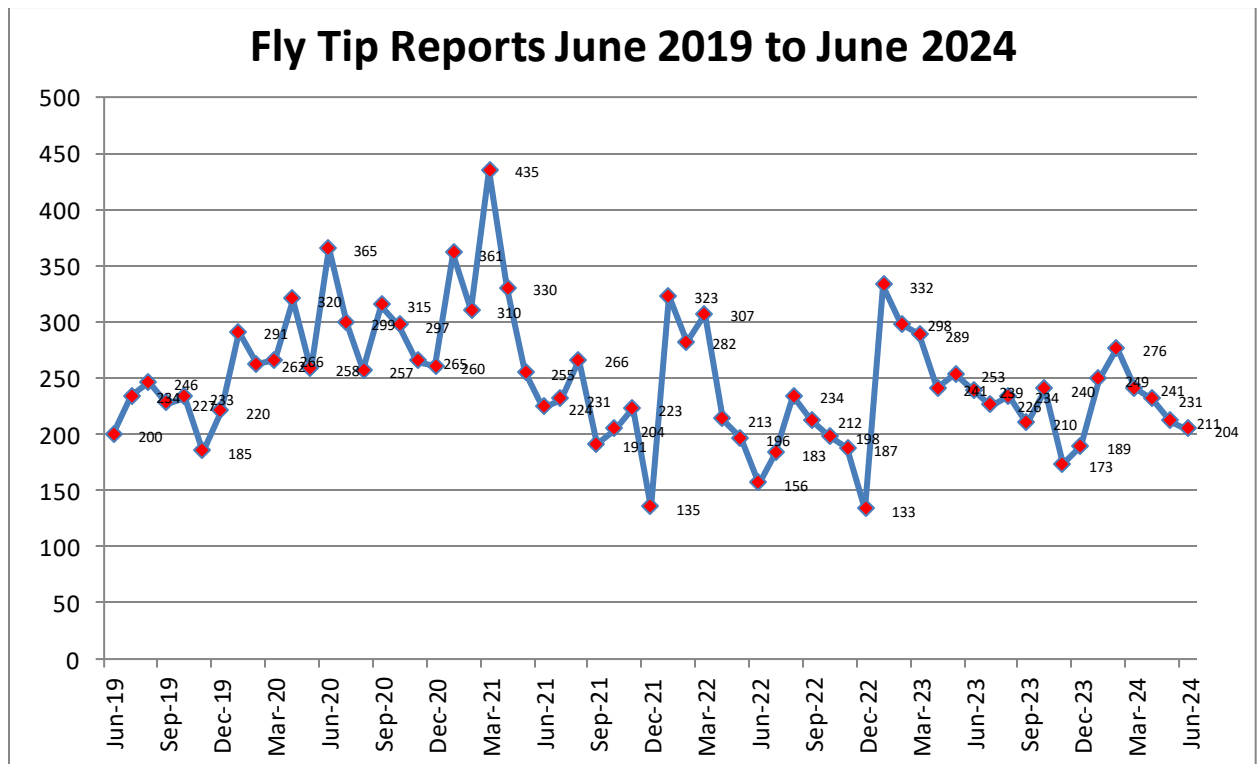


Figure 20: Number of fly-tipping incidents reported monthly -June 2019 – June 2024

10.5 Reports of fly tips vary significantly across the 18 community areas of Wiltshire – see Figure 21. The three largest towns, Trowbridge, Chippenham and Salisbury unsurprisingly attract high levels of fly tip reports due to population density, Southern Wiltshire, Amesbury and South West Wiltshire are very rural with a large number of byways attracting fly-tippers.

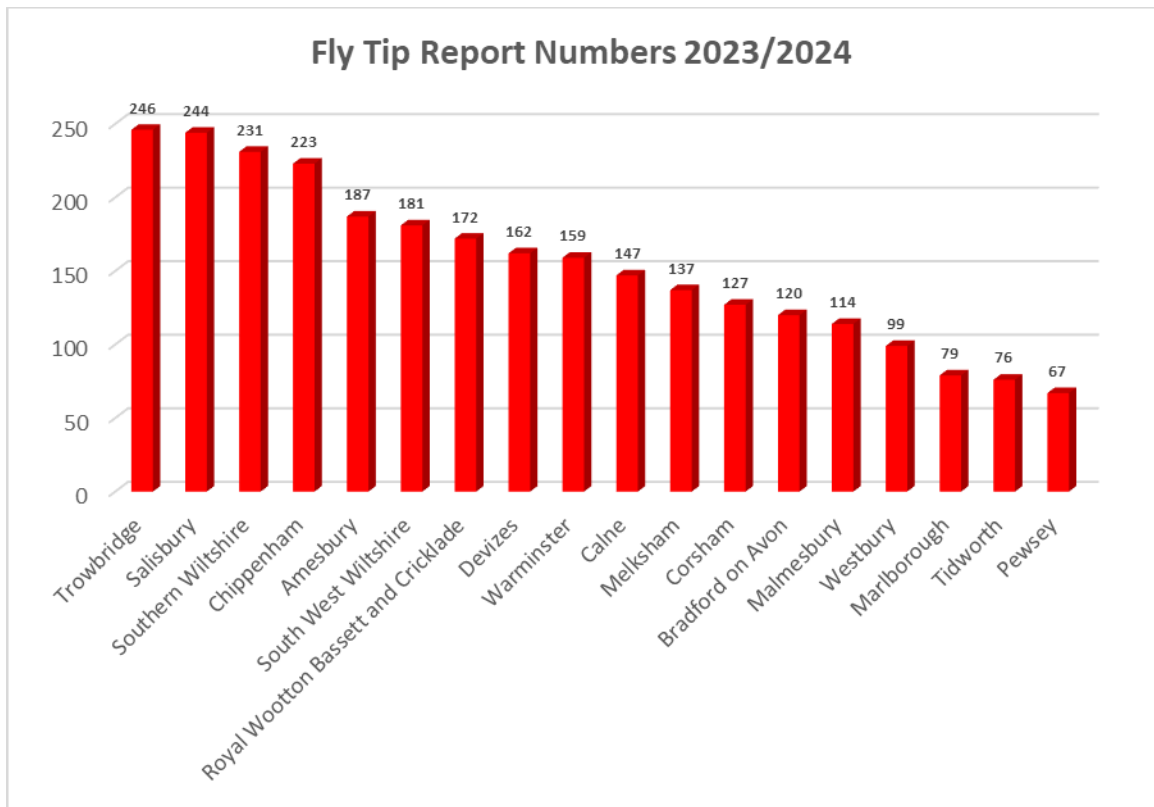


Figure 21: Fly tip reports per area board 2023/24.

10.6 **Figure 22** below shows a comparison of fly tip report numbers for 2022/23 with those local authorities considered to be Wiltshire’s nearest neighbours by the Chartered Institute of Public Finance and Accountancy (CIPFA). This is based on demographic, social, population make up and other factors and shows that Wiltshire compares favourably with its nearest statistically similar neighbours.

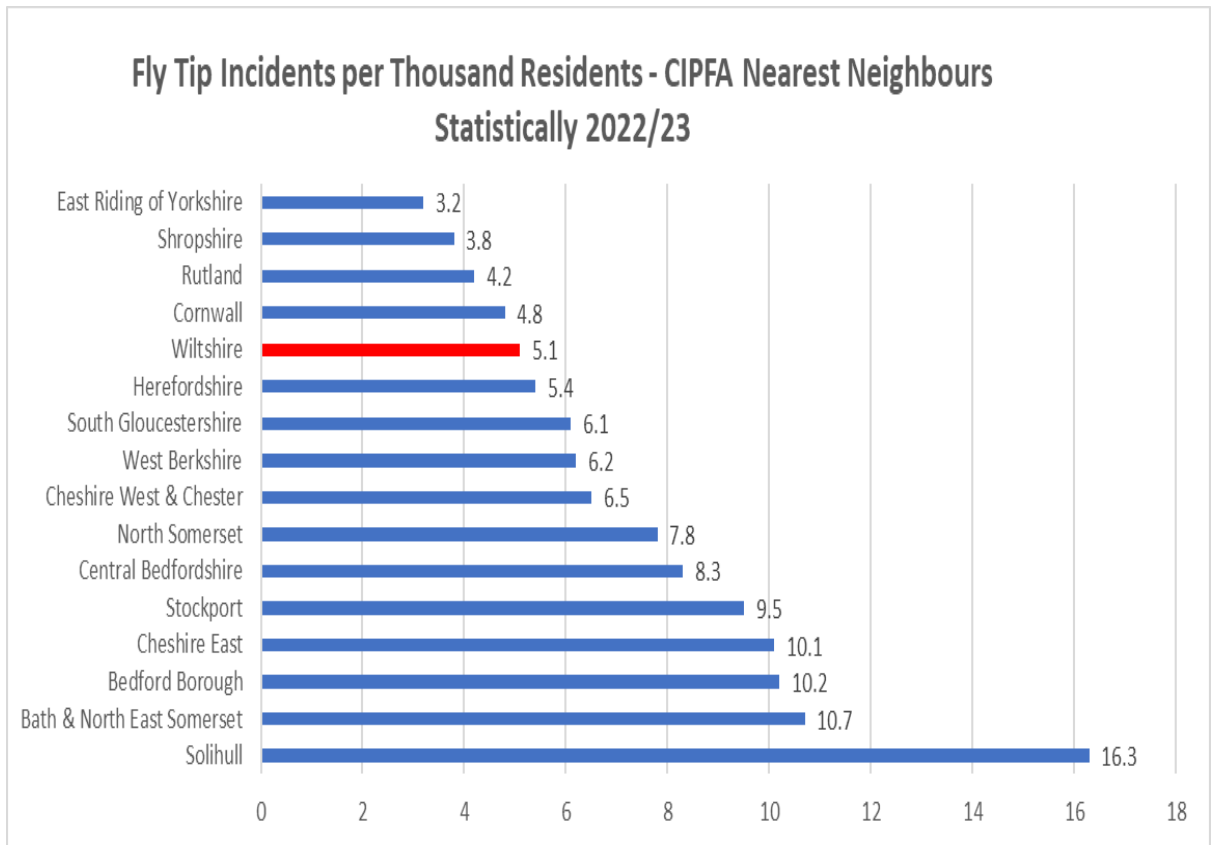


Figure 22: Fly tip report numbers per 1'000 people – Wiltshire compared with its near statistically similar neighbours, 2022/23