

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

2017 – 2027

Annual Action Plan 2023-24

Progress and Delivery Report

1. Introduction

The annual action plan documents the priorities, and activities to delivery against these, for the waste service for the previous year. The 2024/25 Action Plan (separately attached as Appendix 4) 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.

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	Update on Delivery
Action A	Undertake a review of how waste prevention activities are incorporated within the service procurement strategy which will consider future service delivery models post 2026.	Deferred To be undertaken as part of the Waste Transformation Programme and commissioning of new service contracts.
Action B	As part of the Environment Directorate communications plan 2023/23, provide regular engagement and education sessions for internal stakeholders and contractors. Consider use of online platforms to increase participation of stakeholders.	Achieved Monthly Environment engagement meetings have been established to provide touch points for Env Dir services to collaborate on upcoming engagement activity. Utilised online platforms such as social media and emailed newsletters to a defined (and growing) circulation list, to convey waste prevention messages. The ‘Recycling: Let’s Sort It’ newsletter was launched in November 2023, and we have observed consistently high open and click rates since launch (Table 1.) Internal council newsletter has also been utilised, with waste education articles being included in the One Council newsletter. In March 2024, we also held the Climate and Environment Forum and used this as an opportunity to engage with Forum members about the how to reduce food waste ahead of food waste collections in August 2027.
Action C	Engage with community area boards and environment leads to provide advice and guidance to encourage community-led activities.	Not achieved Attended the Area Board Environment Leads meeting in February 2024 and provided an update on the key waste

	<p>Target: Reduce the amount of waste produced per household to 880kg/hhld in 2023/24, from 913kg/hhld in 2022/23.</p>	<p>prevention and recycling messages to be promoted to residents. Had a presence at the Warminster Area Board Environment themed day in March, providing an opportunity to engage with the Warminster community. There is further opportunity to engage with area boards to support community lead events.</p> <p>There has been an observed increase (0.8%) in total household waste, however the biggest increase has been observed in recycling and garden waste, with composting increasing back to expected levels, following a low point caused by droughts in 2022/23.</p>
<p>Action D</p>	<p>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.</p> <p>Investigate options for promoting the use of complementary products, such as wormeries or water butts.</p> <p>Target: Increase sales from average of 1,650 per annum to 2,300 per annum.</p>	<p>Not achieved</p> <p>Designed a communications plan in conjunction with Great Green Systems to promote the use of food waste composters. This included content for social media, newsletters, garden waste renewal comms, and plans to promote at engagement events. Promotion of food waste digesters was a priority at the Warminster Area Board Environment Watch Day in March 2024. Continued promotion planned for FY24/25.</p> <p>Although the number of sales increased by 56.9% from last year (459 vs 720), the target was not achieved. The total carbon saving from the sale of 720 units is 37,3 tonnes CO2e.</p>

Priority 2 – Repair and Reuse		
	Action details	Update on Delivery
<p>Action A</p>	<p>Continue to work with contractors and local voluntary, community, and social enterprise (VCSE) organisations to increase reuse and 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.</p>	<p>Achieved</p> <p>Work has been done to encourage contractors to pull out suitable items for reuse at household recycling centres. Additionally, reuse activity has expanded at recycling centres since the launch of the paint reuse scheme and the book reuse scheme (end of 2023), as well as the expansion of the</p>

	Target: Increase items collected for reuse from 619 tonnes (2022/23) to 700 tonnes in 2023/24.	<p>range of items which can be donated for reuse to also include bric or brack. Reuse messaging continued to be promoted on social media and in newsletters.</p> <p>The number of items collected for reuse increased to 860 tonnes in FY23/24, an increase of 39.4% from the previous financial year. Paint reuse increased from 1.3 tonnes in 22/23, to 13.1 tonnes in 23/24.</p>
Action B	Introduce a system for separating good quality items collected as part of the bulky household waste collection service for reuse, rather than recycling or landfill.	Deferred Not started, KFR, the charity who accept reusable items for donation, do not currently have the capacity to accept extra materials.
Action C	Develop business case for opening a reuse shop, stocked with items collected from household recycling centres.	Achieved Business case has been developed to open a shop located within the KFR premises in Devizes. Awaiting approval.
Action D	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.	Deferred Activity displaced by other service priorities.
Action E	Support community environment groups and area boards who wish to hold community reuse and repair events or promote repair and reuse in the community.	Deferred Activity displaced by other service priorities.

Priority 3 – Recycling and Composting		
	Action details	Update on Delivery
Action A	<p>Increase the quantity of dry recycling (recycling, excluding composting) collected and managed within the Council area, to include the introduction of increased waste sorting at household recycling centres.</p> <p>Target: Increase the total percentage of waste recycled or composted to more than 45% in 2023/24</p>	<p>Not fully achieved Progress made against target but not fully achieved. Observed increase in the total percentage of waste recycled or composted from 40% to 43.7%, however stretch target of above 45% not met.</p>

	<p>Target: Increase the percentage of waste recycling or composted at HRCs to an average exceeding 40% in 2023/24 (current average is 35.2%).</p>	<p>Observed increase in the percentage of waste recycled or composted at HRCs from 35.2% to 37.4%, however target of above 40% not met.</p> <p>As part of the “Recycling: Let’s Sort It!” campaign, waste sorting tables were introduced at all household recycling centres between September and October 2023; however, Cabinet requested that waste sorting was to be made an optional rather than mandatory activity for residents visiting HRCs with unsorted waste, and for the introduction to be phased in across the HRC network, which may have reduced the positive impact expected. .</p>
Action B	<p>Increase the quality of dry recycling (recycling, excluding composting) collected by reducing the materials that are incorrectly placed within recycling bins, and reducing contamination of recycling collected.</p> <p>Target: Reduce contamination of the recycling collected at the kerbside to below 10% (input contamination of materials delivered to the materials recovery facility)</p>	<p>Not fully achieved</p> <p>Progress against target achieved, but target not fully met, but decrease in contamination observed, with input contamination rate at the Material Recycling Facility (MRF) decreasing to 12.5% compared to 16.3% last year.</p> <p>Reduction in contamination of recycling collected at the kerbside can be attributed to the launch of ‘Recycling: Let’s Sort It’ campaign in March 2023. This has resulted in a higher proportion of recycling collected being sent for reprocessing.</p> <p>The quality of recycling we collected was higher in 23/24 compared to 22/23 (7,667 vs 10,571 tonnes of reject material). This has resulted in a higher proportion of collected recycling ultimately being recycled into new materials (+2.4% compared to 22/23), despite less recycling being collected at the kerbside.</p>
Action C	<p>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.</p>	<p>Achieved</p> <p>Target subscription income achieved (105%). Renewal reminders issued from 5 June and included promotion of food waste composters.</p>

Action D	<p>Deliver the Environment directorate communications plan to promote increased recycling and respond to service demands. Including the promotion of 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.</p> <p>Target: Publish updated Waste End Destination Register on the council's website by 1 June each year.</p>	<p>Not achieved Full year data not submitted to waste data flow until end of June, making 1 June target unrealistic. Aim to have Waste End Destination Register on the council's website by August/September, following validation of waste data flow submissions by Defra. 24/25 Action Plan activity updated accordingly.</p>
Action E	<p>Develop and adopt a new household recycling centre (HRC) strategy which outlines the optimal provision of a suitable network of 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.</p>	<p>Not achieved Some progress made. First draft of HRC delivery plan has been written which recommends changes and improvements to the current network. This will be delivered under the four-year Waste Transformation Programme.</p>
Action F	<p>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.</p>	<p>Achieved This has been assessed and work has been planned under the four-year Waste Transformation Programme.</p>

Priority 4 – Energy from Waste		
	Action details	Update on Delivery
Action A	<p>Work with the council's waste contractors to review the wastes which are currently sent to landfill for their suitability for diversion. These include:</p> <ul style="list-style-type: none"> • Waste collected from bulky waste collection service • Non-recyclable waste collected at household recycling centres • Waste collected from fly tipping and litter collections. <p>Target: In 2023/24, maintain or exceed the Corporate KPI target (percentage of waste sent for treatment/ energy recovery) of 42%. Note that performance exceeded this target in 2022/23, at 44.6%.</p>	<p>Achieved A shredding process to divert the residual waste collected from HRCs (and Bulky items) from landfill was successfully trialled with a business case developed for permanent implementation in 2024/25.</p> <p>Maintained KPI target of 42% of waste being sent for treatment and energy recovery was met (42.8%), the decrease compared to last year can be attributed to the 2.8% increase in recycling rate.</p>

	Target: Increase the HRC total diversion rate (waste collected for recycling, composting and landfill diversion) to an average of 80% across all sites, compared with 2022/23 average rates of 75%.	A total of 82% of waste collected at HRCs was diverted from landfill, this was aided by the shredding trial which took place in November and December.
Action B	Assess impacts of new policy and legislation on the existing energy from waste contracts to continue to successfully divert household waste from landfill.	Not achieved This will be assessed with work planned under the four-year Waste Transformation Programme.

Priority 5 – Litter and Fly Tipping		
	Action details	Update on Delivery
Action A	<p>Litter 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. Continue to support the Community Engagement Manager in co-ordinating litter picking community events.</p>	<ul style="list-style-type: none"> • 154 community litter picks supported • Over 7500kg litter collected from community litter picks • 2 Kept village requests supported
Action B	<p>Litter Work with National Highways, to develop and trial responses to highways-related litter.</p>	<ul style="list-style-type: none"> • Bi-annual meetings with National Highways • Shared communications regarding cleansing of A303 & A36 • Shared road space has enabled Idverde to litter pick under National Highways road closures to minimise cost.
Action C	<p>Litter Carbon reduction targets are now built into the Streetscene contract including alternative fuels contractor efficiencies when creating schedules</p>	<ul style="list-style-type: none"> • Contractor has installed HVO tanks and will be running vans and mowers on HVO from June 2024 • All Streetscene staff are driving electric fleet
Action D	<p>Litter</p>	<ul style="list-style-type: none"> • 93.75% of litter reports cleared within 7 days

	With the implementation of HIAMS we will be looking to increase the percentage of litter instances cleared within 7 days as we enable the contractor to maximise efficiencies in scheduling their resources.	
Action E	<u>Litter</u> The council has identified funding of £0.350 (£0.4m less £50k on fly posting) for a number of litter initiatives, including great communications, enforcement and cleaning.	“Don’t mess with Wiltshire” Campaign launched including petrol pump advertisement, bus advertisement, social media and newspaper. 42 schools supplied with litter picking equipment and participated in community litter picks.
Action F	<u>Fly-tipping – Marketing/PR</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. New Allocation of budget for communications linked to above measures as well as enhanced campaign work, TV/Radio exposure, social media and signage.	Continuation of ‘We’re Targeting Fly-tippers’ Campaign WTF with huge success. The Enforcement Team along with Comms won a national award – Environmental Campaign of the Year Award 2024 – Keep Britain Tidy. Investment of £150k successfully implemented and working well.
Action G	<u>Fly-tipping – Technology</u> New Allocation of budget to significantly increase the CCTV (Covert/Overt) capability of proactive camera operations to apprehend fly-tippers in rural hotspots countywide.	Delivering rolling programme of camera operations at known hotspots.
Action H	<u>Fly-tipping – Operational</u> New Allocation of budget to increase the human resource to effectively increase the formal actions relating to fly-tipping enforcement. This in turn will aim to reduce fly tip reports across the County. Resource includes a technical officer responsible for the CCTV elements and camera operations countywide.	All officers in post and delivering to high standards.
Action I	<u>Fly-tipping – Education</u> New	Delivery of wide ranging advertising campaign ongoing. Continued presentations to Police to increase partnerships working. Raising awareness with Town & Parish Councils and advise on lawful waste management and duty of care.

	Service delivered presentations on fly-tipping and enforcement to stakeholders to include Police, Area Boards, Town & Parish Councils and local volunteer groups.	
Action J	<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.	Still in place and operating well.
Action K	<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 a Rogue Trader, Granite and Tornado will further increase the proactive deterrent effect to improve the local environmental quality in Wiltshire.	Continued focussed operations continue both as static and mobile in terms of delivery.

Table 1. Recycling Let's Sort It Engagement Stats. Data extracted from MailChimp on 21 August 2024.

Month	Open rate (%)	Clicks	Unsubscribed
November	60.3	638	8
December	58.8	438	6
January	59.8	327	4
February	59.5	458	6
March	56.3	692	0
April	60.0	766	4
May	59.2	894	2
June	57.6	421	1
July	58.4	481	5