

Household Waste Management Strategy: Forward Thinking Towards Zero Avoidable Waste

2017 – 2027

Annual Action Plan 2023-24

1. Introduction

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

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

2. Vision and priorities

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

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

Priority 1 - Waste Prevention

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

Priority 2 – Repair and Reuse

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

Priority 3 - Recycling and Composting

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

Priority 4 – Energy from Waste

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

Priority 5 – Litter and Fly-tipping

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

3. Actions

Priority 1 – Waste Prevention		
	Action details	Resources
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.	Waste Team Procurement Team
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.	Waste Team Communications Democratic Services Community engagement managers
Action C	Engage with community area boards and environment leads to provide advice and guidance to encourage community-led activities. Target: Reduce the amount of waste produced per household to 880kg/hhld in 2023/24, from 913kg/hhld in 2022/23.	Waste Team Communications Democratic Services Community engagement managers
Action D	Subsidise and promote the use of food waste composters as an effective method of managing food waste in Wiltshire. Actively monitor and report the waste and carbon impact of the composters used within the county to evidence the value of the subsidy. Investigate options for promoting the use of complementary products, such as wormeries or water butts. Target: Increase sales from average of 1,650 per annum to 2,300 per annum.	Waste Team Communications

Priority 2 – Repair and Reuse		
	Action details	Resources
Action A	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. Target: Increase items collected for reuse from 619 tonnes (2022/23) to 700 tonnes in 2023/24.	VCSE Groups Contractors Waste Team Communications
Action B	Introduce a system for separating good quality items collected on the bulky household waste collection service for reuse rather than recycling or landfill.	Contractors Waste Team VCSE Groups
Action C	Develop business case for opening a reuse shop, stocked with items collected from household recycling centres.	Waste Team Contractors
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.	Waste Team Communications VCSE Groups
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.	Waste Team Communications
Priority 3 – Recycling and Composting		
	Action details	Resources
Action A	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. Target: Increase the total percentage of waste recycled or composted to more than 45% in 2023/24 Target: Increase the percentage of waste recycling or composted at HRCs to an average exceeding 40% in 2023/24 (current average is 35.2%).	Contractors Waste Team Communications
Action B	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. Target: Reduce contamination of the recycling collected at the kerbside to below 10% (input contamination of materials delivered to the materials recovery facility)	Contractors Waste Team Communications

Action C	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.	Contractors Waste Team Communications
Action D	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. Target: Publish updated Waste End Destination Register on the council's website by 1 June each year.	Waste Team Communications
Action E	Develop and adopt a 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 F	Continue work to understand and assess the impact of new waste policy and legislation, with particular reference to the Environment Act 2021. Commence work to plan for service developments to maintain compliance with the new legislation.	Waste Team Finance Team Legal Team Procurement Team Contractors

Priority 4 – Energy from Waste		
	Action details	Progress on action
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.</p> <p>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>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%.</p>	Contractors Waste Team

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.	Contractors Waste Team
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Priority 5 – Litter and Fly Tipping		
	Action details	Resources required
Action A	<p><u>Litter</u> 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 support the Community Engagement Manager in co-ordinating litter picking community events.</p>	Streetscene team Waste management team Communications team Community partners
Action B	<p><u>Litter</u> Work with National Highways, to develop and trial responses to highways-related litter.</p>	Streetscene team National Highways
Action C	<p><u>Litter</u> Carbon reduction targets are now built into the Streetscene contract including alternative fuels contractor efficiencies when creating schedules</p>	Streetscene team Climate team
Action D	<p><u>Litter</u> With the implementation of HIAMS we will be looking to increase the percentage of litter instances cleared within 7 days as we enable to the contractor to maximise efficiencies in scheduling their resources.</p>	Streetscene team Contractors
Action E	<p><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.</p>	Streetscene team Communications team
Action F	<p><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.</p>	Enforcement team Communications team

	<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>New Allocation of budget for communications linked to above measures as well as enhanced campaign work, TV/Radio exposure, social media and signage.</p>	
Action G	<p><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.</p>	Enforcement team
Action H	<p><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.</p>	Enforcement team
Action I	<p><u>Fly-tipping – Education</u> New Service delivered presentations on fly-tipping and enforcement to stakeholders to include Police, Area Boards, Town & Parish Councils and local volunteer groups.</p>	Enforcement team Wiltshire Police Area Boards Community groups
Action J	<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>	Enforcement team Partner agencies Surrounding local authorities
Action K	<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 a Rogue Trader, Granite and Tornado will further increase the proactive deterrent effect to improve the local environmental quality in Wiltshire.</p>	Enforcement team Partner agencies Surrounding local authorities