

Appendix 4

Household Waste Management Strategy: Forward Thinking Towards Zero Avoidable Waste

2017 – 2027

Annual Action Plan 2020-21

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 in order 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 in excess of £2.5m in 2018-19 – money which could have been better invested in delivering the council's priorities spent on clearing entirely avoidable waste.

3. Actions

Priority 1 – Waste Prevention		
	Action details	Resources required
Action A	Actively consider the continuation of the household recycling centre pre-booking system in order to make the sites better available to residents from within the Wiltshire council area and avoid the management of waste emanating from outside of the county, and associated costs.	Waste management team Communications team Waste contractors Enforcement team
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.	Waste management team Communications team Waste contractors Enforcement team
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.	Waste management team Communications team Waste contractors Enforcement team
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	Waste management team Communications team Waste contractors

	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.	ICT team
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.	Waste management team Communications team Waste contractors Wiltshire's reuse organisations
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.	Waste management team Communications team ICT team Waste contractors
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.	Waste management team Councillors and area boards Communications team
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.	Waste management team Community area boards Local partners and volunteer networks
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.	Waste management team

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.	Waste management team Specialist product suppliers Communications team Community area boards
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Priority 2 – Repair and Reuse		
	Action details	Resources required
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.	Waste management team Communications team VCSE organisations Waste contractors
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.	Waste management team VCSE organisations Waste contractors ICT team
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.	Waste management team Communications team Community engagement managers Housing 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.	Waste management team Councillors and area boards
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.	Waste management team Councillors and area boards VCSE organisations

Action F	Explore the opportunities of providing dedicated reuse facilities as part of any relocation or redevelopment of any new household recycling centres.	Waste management team VCSE organisations Waste contractors
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Priority 3 – Recycling and Composting

	Action details	Resources required
Action A	Continue to monitor the participation and performance of the new kerbside co-mingled recycling collection service. 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. Provide targeted communications to respond to seasonal messages, local or material-specific issues. Highlight what cannot be recycled and the consequences of including non-recyclable items in the bin.	Waste management team Waste contractors Customer services team
Action B	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. Undertake public communications campaign to respond to trends in material quality or contamination.	Waste management team Waste contractors
Action C	Review and make efficiencies in respect of household waste and garden waste collection rounds following the introduction of new kerbside collection services.	Waste management team Waste contractors
Action D	Effectively communicate the all changes in collection dates to residents, ensuring that they are aware of the changes and the reinforcing key recycling and waste prevention messages.	Waste management team Waste contractors Customer services team Communications team Community area boards

Action E	Arrange for the renewal of existing garden waste service subscriptions from 1 April for the 2020-21 service.	Waste management team Customer services team Finance team ICT team
Action F	Investigate the potential to charge for delivery for replacement waste bins and containers.	Waste management team Customer services team Finance team ICT 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.	Waste management team Waste contractors
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.	Waste management team Waste contractors
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.	Waste management team Waste contractors
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 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.	Waste team Waste contractors Planning teams Directors Wiltshire Councillors Community Area Boards Communications team
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	Waste management team Waste contractors

	recycling collection service so this can be assessed reported alongside the councils recycling performance.	Climate change team
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.	Waste management team Waste contractors
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.	Waste management team

Priority 4 – Energy from Waste

	Action details	Resources required
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.	Waste management team Waste contractors
Action B	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.	Waste management team Waste contractors

Priority 5 – Litter and Fly Tipping

	Action details	Resources required
Action A	<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:	Streetscene team Waste management team

	<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>Communications team Community partners</p>
Action B	<p><u>Litter</u> Work with Highways England, to develop and trial responses to highways-related litter.</p>	<p>Streetscene team Highways England</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>Streetscene team Communications team Community partners</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>Streetscene team Countryside and Rights of Way teams Community volunteers</p>

Action E	<u>Litter</u> Review deployment of resources from a carbon reduction perspective, including the possibility of engaging other services to identify wider benefits.	
Action F	<u>Litter</u> Undertake service review to inform the procurement of new Streetscene services contract due November 2022.	
Action G	<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 H	<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 I	<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 J	<u>Fly-tipping</u>	Enforcement team Wiltshire Police

	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.	
Action K	<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 L	<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.	Enforcement team Partner agencies Surrounding local authorities
Action M	<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.	Local highways and Streetscene team Community partners Enforcement team