

## **Appendix 3**

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

2017 – 2027

**Annual Action Plan 2019-20**

**Progress Update September 2020**

## **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.

### **1. 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.

## **2. Actions**

<b>Priority 1 – Waste Prevention</b>			
	<b>Action details</b>	<b>Resources required</b>	<b>Progress update 2020</b>
<b>Action A</b>	Monitor the implementation of a residents only scheme (proof of address) at Wiltshire Council's household recycling centres intended to make the sites better available to residents 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	Scheme implemented in 2018 and checking for proof of address continues, with particular emphasis on sites which are near borders of neighbouring councils.  A pre-booking system has been implemented for residents to access the sites, following the site closures required during the first Covid-19 lockdown. This booking system is address-based and therefore slots are only available to Wiltshire residents. In the case of Purton HRC, we have seen significantly lower demand compared to other sites in the network – this may be due to residents from neighbouring authority areas now being unable to book slots for this facility and could indicate the high level of cross-border use the site has

			<p>previously experienced. Further evidence that this site has been previously been used by people living outside of Wiltshire was gathered when the HRCs first re-opened post lockdown when members of the waste team were deployed as traffic marshals at this site and rigorous 'proof of address' checks were made.</p>
<b>Action B</b>	<p>To coincide with the introduction of the new kerbside recycling collection service we will increase recycling and reduce residual waste collected and sent to landfill.</p>	<p>Waste management team Communications team Waste contractors</p>	<p>Implementation of the new collection rounds for mixed dry recycling and glass were delayed until 9 March 2020, therefore the impact of this enhanced service on the councils recycling and landfill diversion performance is limited.</p> <p>The recycling rate for 2019/20 was 43.45%, representing a very small improvement (0.76%) on 2018/19.</p> <p>84% of all the waste managed was diverted from landfill, through a combination of recycling, composting and energy from waste.</p> <p>Less than 600 tonnes of kerbside collected residual waste was sent to landfill (this is only 1.65% of the total waste landfilled).</p> <p>The full impact of the new kerbside recycling service is expected to be seen in 2020/21 and will be reported in the performance review for that year. Initial participation in the new kerbside service was high and was further strengthened by the national Covid-19 lockdown which started on 23 March</p>

			2020. All council collection services have continued to operate throughout the period of the pandemic, and with high participation rates as more people stay at home.
<b>Action C</b>	Work with the council's ICT team 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	<p>This action has not been completed. Corporate delays have been experienced in the procurement of a new online payments package to replace the current Civica system. The service response to Covid-19 has also diverted team resource from this development work. However, this work is programmed, and the service will continue to assess the opportunity to develop and implement a charging system for non-household waste items at HRCs.</p> <p>The pre-booking system currently in place at the recycling centres was developed at short notice to support Covid-19 requirements but can also be used as a basis for any new system for charging for non-household waste at the HRCs.</p>
<b>Action D</b>	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,	Waste management team Councillors and area boards Communications team	All Area Boards received a presentation from officers in advance of the new kerbside recycling service being implemented. The waste team structure was also finalised with clear roles to support Area Boards (Waste Officers and Waste Technical Officers are allocated to Area Boards with the intention that they attend during the year). All communications and press releases are provided to area board managers and members,

	including schools, within their community areas.		with the intention that these are incorporated into regular area board communications.
<b>Action E</b>	Work with community area boards to provide advice, guidance and training to community and environmental groups and schools in Wiltshire to encourage community led activities.	Waste management team Community area boards Local partners and volunteer networks	As detailed above, the current team structure provides some limited capacity to support the area boards and relevant groups in developing local projects.  The team have been invited to present at a number of environmental group meetings across the county and are keen to continue to support these groups in developing community initiatives aimed at reducing waste in their areas.
<b>Action F</b>	Actively engage with government in the development of waste management policy changes, including contributing to consultations and attending national and regional forums. These will 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 Directors Cabinet	Officers ensured that Wiltshire Council made appropriate responses to the recent and numerous government consultations on various aspects of the Government's new Resources and Waste Strategy, and Environment Bill. Government has subsequently signalled its intention to press ahead with various policy changes, some to be implemented by 2023, although these are all subject to further consultation with stakeholders, including local government. The waste service will continue to engage in this consultation process in order to influence the development of UK waste policy.  Officers represent Wiltshire Council at meetings of the National Association of Waste Disposal Officers (NAWDO), contribute to the national Waste Infrastructure Delivery Programme (WIDP), and

			attend regular virtual meetings with the South West Regional waste managers to share best practice.
<b>Action G</b>	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.	Waste management team Specialist product suppliers Communications team Community area boards	The council has continued to subsidise food waste composters for Wiltshire residents. Take up of these units have increased during 2019-20 with total sales of 879. The use of each compost bin results in a significant waste and carbon benefit to the council. The composters are promoted heavily as part of the annual renewals for the garden waste collection subscriptions as a suitable alternative or complementary addition to the collection service.

<b>Priority 2 – Repair and Reuse</b>			
	<b>Action details</b>	<b>Resources required</b>	<b>Progress update 2020</b>
<b>Action A</b>	Work with contractors and local voluntary, community and social enterprise (VCSE) organisations to introduce a scheme whereby items suitable for reuse which are taken to Wiltshire Council's household recycling centres can be separated for reuse rather than recycling or disposal.	Waste management team Communications team VCSE organisations Waste contractors	A revised re-use option has been implemented at the eight Lot 2 household recycling centres (HRCs), extending the opportunities for local re-use charities to benefit from re-useable items dropped off at Wiltshire's HRCs. Unfortunately, Covid-19 has so far prevented a high-profile launch of this service.  The two sites operated under Lot 1 also provide residents with a limited option for reuse of certain, good quality items.
<b>Action B</b>	Work with the council's waste collection contractor to investigate the potential of separating waste collected from the bulky household	Waste management team VCSE organisations Waste contractors	This action is still to be progressed and will continue to be an action for the 2020-21 plan.

	waste collection service for reuse rather than recycling or landfill.		
<b>Action C</b>	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	This action is still to be actively progressed although it is notable that some Area Boards have already set up local repair workshops based on the positive experience of established community groups.
<b>Action D</b>	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	This action is still to be actively progressed although it should be noted that the current social distancing measures as a result of Covid-19 is significantly reducing community led activity.

<b>Priority 3 – Recycling and Composting</b>			
	<b>Action details</b>	<b>Resources required</b>	<b>Progress update 2020</b>
<b>Action A</b>	Introduce changes to the kerbside collection of recycling, including introduction of a comingled collection service with paper, cardboard, plastic bottles, pots, tubs and trays, cans and food and drink cartons collected from the blue lidded bin and glass from the black box.	Waste management team Waste contractors Customer services team	Changes to Wiltshire’s kerbside recycling service were introduced in March 2020. The delayed introduction means the most significant impact on the council’s recycling rate may be better shown in the performance review for 2020-21 given the changes came into effect at the end of the 2019-21 reporting period.
<b>Action B</b>	Manage the introduction of a contract (Lot 1) to build, commission and operate a new materials recovery facility (MRF) to separate the comingled recyclable materials collected at the kerbside,	Waste management team Waste contractors	The new materials recovery facility (MRF) has been built at Sands Farm, Calne under the Lot 1 contract, and began receiving co-mingled material in March 2020 when the new co-mingled collection service was implemented.

	ensuring that the quality of materials sent to reprocessors is of a high standard.		The plant is still within the commissioning phase of development. The council is working collaboratively with Hills Waste, who operate the facility Under the Lot 1 contract on behalf of the council, and their sub-contractors to ensure that the plant is separating as much recyclable material as possible and that the separated materials are of sufficiently high quality suitable for the recycling market. This work is on-going with final 'takeover tests' scheduled for February 2021.
<b>Action C</b>	Review and make efficiencies in waste collection rounds following the introduction of new collection services.	Waste management team Waste contractors	Work is progressing to remodel the household waste and garden waste collection rounds to ensure that they are operating efficiently. Changes to collection rounds are due to be implemented in Spring 2021, and which should result in a net reduction in the number of collection vehicles used.
<b>Action D</b>	Effectively communicate the changes in collection services and collection dates to residents, ensuring that they are aware of the changes and the importance of collecting high quality recycling.	Waste management team Waste contractors Customer services team Communications team Community area boards	The changes to recycling collections were successfully communicated to Wiltshire residents throughout February and March 2020, through various means including "bin hangers" and letters to each household. The quality of materials collected are continually monitored by our contractors and the service has been actively engaging with residents where high levels of contaminated materials are being collected.
<b>Action E</b>	Arrange for the renewal of existing garden waste service subscriptions from 1 April for the 2019-20 service,	Waste management team Customer services team Finance team ICT team	Following a successful renewal campaign, 82,143 residents subscribed to the chargeable garden waste collection service during 2019-20, which

	increasing the price to £50 per bin per year.		represents a small increase (+230) in customers from 2018-19.
<b>Action F</b>	Investigate the potential to charge for delivery for replacement waste bins	Waste management team Customer services team Finance team ICT team	This action is still to be progressed and will continue to be an action for the 2020-21 action plan.
<b>Action G</b>	Manage the household recycling centre contacts to ensure that the contractors are maximising the amount of waste which is being diverted from landfill. Ensure that all sites are operated efficiently and in line with the council's specification.	Waste management team Waste contractors	The council actively manages the contractors that deliver its household recycling centre services. Service delivery is monitored against council's specification through monthly reporting, contract meetings and regular site inspections. The amount of waste diverted from landfill at each recycling site is consistently in excess of 70%.
<b>Action H</b>	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	The council continues to provide 'assisted collections' to residents that require help to have their waste and recycling collected, and offer alternative collection arrangements to residents who find it difficult to access the standard collection services (including the provision of smaller containers where wheeled bins are not appropriate, or larger waste bins where a criteria is met). Team members are trained to assess the needs of residents in collaboration with them and consider a range of options to ensure reasonable access to the services in a timely manner. There were 24,063 assisted collections scheduled on our system at 04 October 2020, servicing 5,510 individual properties throughout the county.
<b>Action I</b>	Continue to publish our Waste End Destination Register, as part of the council's commitment as a voluntary signatory to the Resource	Waste management team Waste contractors	The council's Waste End Destination Register has been updated for the period of 2019-20 and is published on the council's website as well as being made available to anyone without access to the

<p>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>internet: <a href="http://www.wiltshire.gov.uk/what-happens-to-recycling">www.wiltshire.gov.uk/what-happens-to-recycling</a></p> <p>This shows 95% of the waste collected by Wiltshire Council for recycling, re-use or for composting was managed within the UK, an increase of 6% from 2018-19</p>
---	--	---

<b>Priority 4 – Energy from Waste</b>			
	<b>Action details</b>	<b>Resources required</b>	<b>Progress update 2020</b>
<b>Action A</b>	<p>Manage the council's landfill diversion (energy from waste) contracts to ensure that the contracts and facilities are performing efficiently.</p>	<p>Waste management team Waste contractors</p>	<p>The council actively manages the contractors who deliver the landfill diversion contracts on behalf of the council. Performance and efficiency of the facilities are monitored through monthly reporting and meetings as well as site inspections.</p> <p>The amount of waste sent to these facilities is monitored reported to senior managers on a regular basis to ensure that the contracted amount of waste is being sent.</p>
<b>Action B</b>	<p>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.</p>	<p>Waste management team Waste contractors</p>	<p>This action is still to be progressed and will continue to be an action for the 2020-21 action plan.</p>

<b>Priority 5 – Litter and Fly Tipping</b>			
	<b>Action details</b>	<b>Resources required</b>	<b>Progress update 2020</b>
<b>Action A</b>	<p><b><u>Litter</u></b>            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"> <li>• Great British Spring Clean</li> <li>• Clean Up Wilts</li> <li>• Best Kept Villages,</li> <li>• Britain in Bloom and other national campaigns.</li> </ul>	Local highways and Streetscene team Waste management team Communications team Community partners	<p>The council provided community resources and waste collections in support of all the litter schemes shown.</p> <p>The Streetscene team work in collaboration with the community area boards to engage with local groups undertaking litter picking activities.</p> <p>The council continued to communicate the ‘Clean Up Wilts’ campaign throughout the county.</p>
<b>Action B</b>	<p><b><u>Litter</u></b>            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>	Local highways and Streetscene team Communications team Community partners	<p>The Streetscene teams offers collections of litter which have been collected by community volunteers.</p> <p>The council provided community groups with £60,000 worth of littering picking equipment in 2019 and encourages volunteer groups to share equipment with neighbouring local volunteers if required.</p>
<b>Action C</b>	<p><b><u>Fly-tipping</u></b>            Maximising the council’s 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</p>	Local highways and Streetscene team Enforcement team ICT team	<p>New My Wilts System successfully introduced Sept 2020.</p>

	reports across various categories (identifying hotspots and areas for enhanced enforcement activity).		
<b>Action D</b>	<p><b><u>Fly-tipping</u></b> 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.</p>	Enforcement team Communications team Community partners	<p>The "We're Targeting Fly-tipping" Campaign working effectively. Two rewards have been paid to vigilant residents who provided witnessed statements from fly tipping incidents where offenders were witnessed.</p> <p>All formal actions continue to be publicised via the Comms Team (Social Media, Website, local newspapers) to act as a deterrent.</p>
<b>Action E</b>	<p><b><u>Fly-tipping</u></b> 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.</p>	Enforcement team Wiltshire Police	Continued work in this area linked to hotspots where such covert operations can be approved under the Regulation of Investigatory Powers Act 2000.
<b>Action F</b>	<p><b><u>Fly-tipping</u></b> Further develop joint working with partner agencies to reduce fly-tipping</p>	Enforcement team Partner agencies	

	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.	Surrounding authorities	local	<p>Enforcement Manager continues to deliver presentations to Wiltshire Policing Teams to raise the awareness of all activity linked to rural crime.</p> <p>The service conducted several joint cross-border investigations e.g. Test Valley District Council where offences impacted in both local authority areas.</p>
<b>Action G</b>	<b><u>Fly-tipping</u></b> 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 authorities	local	<p>Proactive operations were delivered with Wiltshire Police linked to Op Rogue Trader and local level stop and search operations to enforce illegal waste carriage and unlicensed scrap metal activity.</p> <p>Two vehicles seized suspected of fly-tipping as part of this partnership approach. Wiltshire Council request PNC Markers on vehicles and subsequently stopped by Police and seized under joint enforcement powers.</p>
<b>Action H</b>	<b><u>Fly-tipping</u></b> 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 Streetscene team Community partners Enforcement team	and	Effective use of the My Wilts system continues to facilitate swift clearance of fly-tipping by council contractors.