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

2017 - 2027

**Annual Action Plan 2022-23** 

**Progress and Delivery Report** 

#### 1. Introduction

The annual action plan documents the priorities and activities for the waste service for the previous year. The 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.

In addition to the action plan, this 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	Update on Delivery
Action A	Redevelop and relaunch the household recycling centre van and trailer permit system to reduce the amount of commercial and industrial waste which is disposed of illegally at the recycling centres. Provide advice and guidance to SME businesses which are legally required to arrange disposal of their own commercial and industrial waste.	DEFERRED  Van and Trailer permitting scheme re-implementation planned for implementation October 2023 as part of MTFS commitment.
		Website and commercial waste leaflet to be updated and distributed in advance of the updated permitting scheme
Action B	Provide information and refresher training to the council's waste and climate teams regarding waste prevention initiatives that residents can undertake at home to reduce their waste and carbon footprint.	ACHIEVED Training for the waste team has been delivered. DEFERRED Training for the climate team and other stakeholders has been deferred due to waste team capacity constraints.
Action D	Engage with the Climate and Environment Forum to develop waste prevention communications campaigns aimed at encouraging waste prevention activities and reminding people of what they can recycle through the kerbside collections and HRC services.	ACHIEVED A specific waste engagement session with the Climate and Environment Forum was delivered in April 2023. Waste Head of Service, or deputy, has attended each of the forums. Future Environment directorate engagement with Climate and Environment forum to be reviewed.

Action E	Continue to work with community area boards through the Area Board Environment Leads 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.	NOT ACHIEVED  No activity programmed or delivered due to waste team capacity constraints, though the team has supported individual Area Boards on request. However waste team have been engaging with the Town and Parish councils via the T&PC Forum.  Environment directorate communication plan, including programmed waste service activity, now in development for 2023/24 and Engagement Officer post being advertised In July 2023.
Action F	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 waste and recycling performance updates to interested parties.	PARTIALLY ACHIEVED  The waste team responded positively to invitations from community environmental groups, school and other community organisation to provide information, speak at events or hold information sessions.  Proactive engagement is deferred and will be featured as part of the Environment directorate communications plan 2023/34.
Action G	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 include details related to the Environment Act 2021.	ACHIEVED  Members of the waste team have attended a range of government-led engagement sessions, participated in national and regional forums and have responded to a wide range of technical consultation/ information requests from government agencies.
Action H	Continue to subsidise and promote the use of food waste composters as an effective method of managing food waste in Wiltshire. Undertake a procurement of contract to provide home based food waste treatment products. Actively monitor and report the waste and carbon impact of the composters in use within the county to reinforce the value of the subsidy.	ACHIEVED Following a procurement process, a new contract for the supply of food waste composters was signed in March 2023.  The waste team provides updates on sales and impact on food waste composter usage within the 6 monthly Climate update report which is considered by Cabinet.

Priority 2	Priority 2 – Repair and Reuse		
<b>_</b>	Action details	Update on Delivery	
Action A	Continue to work with contractors and local voluntary, community and social enterprise (VCSE) organisations to introduce reuse opportunities for a wide range of household items at all household recycling centres.  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.	ACHIEVED Reuse collection schemes have now been expanded to include a wide-range of suitable items from all household recycling centres, such as furniture, white goods, bric-a-brac and bicycles. In 2022/23 619 tonnes of reusable items were collected at the HRCs.	
Action B	Work with the council's waste collection contractor to trial separating good quality items collected on the bulky household waste collection service for reuse rather than recycling or landfill.	DEFERRED Hills Municipal Collections LTD have been considering the trial of this scheme, but contractor resource limitations have meant that this has been deferred to 2023/34.	
Action C	Provide information and refresher 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 bulky household waste collection or visit the recycling centre.	DEFERRED This activity is planned for 2023/24, now that reuse is in place across the HRC network and to accompany the trail of reuse from the bulky household waste collection service.	
Action D	Work with community area boards and councillors to deliver ongoing, joined up repair and reuse campaigns with residents within their community areas. Work with community areas to provide sufficient information for them to host a network of sharing libraries, repair cafés and workshops to encourage residents to repair items.	DEFERRED Not delivered due to waste team capacity constraints.  Environment directorate communication plan in now in development for 2023/24.	
Action E	Pilot the introduction of pop-up reuse shops in prominent locations across the county to sell reusable items as well as promote the reuse of items through charity partners and council services.	ACHIEVED A pilot pop-up shop was held in Devizes during October 2022, in partnership with FCC Environment.  Pop-up shop was a success and the evidence collected from this pilot is being used to develop a business case for a permanent reuse shop located within the county.	
Action F	Assess the outcome of the trial paint reuse scheme, with a view to expanding the scheme to all household recycling centres.	ACHIEVED The outcome of the paint reuse trial was assessed, and it was considered a success.  Following the trial, paint reuse has been extended to all HRCs operated by FCC Environment (8 of the 10) and will shortly be rolled out the sites operated by Hills.	

Action	Work with the council's waste collection contractor to introduce operational	NOT ACHIEVED
G	processes to reuse household waste bins and bin parts which are retrieved from	The waste team have continued to raise this with Hills
	residents.	Municipal Collections LTD, however due to contractor
		resource constraints this has not been delivered. Remains a
		priority for the waste team.

	Action details	Update on Delivery
Action A	Continue to monitor the participation and performance of the kerbside comingled 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.  Utilise results of the waste composition analyses (Item J) to highlight what cannot be recycled and the consequences of including non-recyclable items in the bin. Consider the opportunities for developing live action videos and clips to deliver key messages.	ACHIEVED  The waste team continually monitor the performance of the kerbside co-mingled collection service to inform communications to the public and to proactively manage the performance of contractors.  Information campaigns have been delivered throughout the year to support service participation and respond to changes within the service (for example bank holiday collections, hear waves and snow events). The "Recycling – Let's Sort It!" campaign was developed and launched during the latter part of 2022/23. Supporting social media posts included the production of animations aimed at making it easier for residents to understand what materials should, and should not, be placed in their recycling bin.
Action B	Working with contractors, continue to assess the efficiency of the materials recovery facility (MRF) which separates the kerbside collected comingled recyclable materials, ensuring that the quality of materials sent to reprocessors is of the highest level, and the highest proportion of recycling can be recovered. Undertake public communications campaign to respond to trends in material quality or contamination.	ACHIEVED  'Recycling – lets sort it' campaign was delivered in Spring 2023 which responded to the input material quality issues that were evident at the materials recovery facility.  This high-profile campaign, which involved agreeing an education and enforcement procedure in relation to contaminated recycling bins, has resulted in input contamination at the MRF reducing from 16.5% in February to 9.9% in April.

Action C	Review and make efficiencies in respect of garden waste collection rounds. Effectively communicate all changes in collection dates to residents, ensuring that they are aware of any changes to collection services and the reinforcing key recycling and waste prevention messages.	ACHIEVED  Efficiencies in garden waste collection rounds have been made. Where this has resulted in collection day changes the affected residents have been informed, alongside their service renewal information.
Action D	Introduce the kerbside collection of household batteries and small household electrical items at the kerbside.	ACHIEVED The kerbside collection of household batteries began in November 2022. Around 12 tonnes of batteries were collected in the first 6 weeks. The kerbside collection of small rechargeable electrical items was introduced in June 2023.
Action E	Arrange for the renewal of existing garden waste service subscriptions from 1 April for the 2022-23 service, at the annual charge of £60 per bin.	ACHIEVED The renewal of chargeable garden waste subscriptions was successfully achieved, with over 84,000 services paid for and over £5m of income generated (income offsets the costs of garden waste collections only).
Action F	Investigate the potential for introducing more robust enforcement measures for those residents who continually incorrectly use the council's kerbside services, for example present recycling bins containing non-recyclable items, where evidence is provided and fair opportunity has been given to use the services correctly prior to enforcement action.	ACHIEVED The 'Recycling- Let's sort it' campaign included an education and enforcement process for those residents who continually put the wrong items in their kerbside recycling bins. This process was adopted from February 2023, with support from the Enforcement 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.	ACHIEVED In 2022/23, on average over 75% of the waste collected at HRC sites was diverted from landfill. From December 2022, this also included waste upholstered furniture after new industry guidance required these to be sent for incineration, requiring partnership working from the various contractors involved in providing the solution.
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.	ACHIEVED Enhanced collection services for vulnerable residents are in place and being delivered. This includes assisted collections for those who cannot put out their bins, and clinical waste services for those producing clinical or sharps waste.

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.	ACHIEVED The Waste End Destination Register is published on the council's website each year. Where does your waste and recycling go - Wiltshire Council. In 22/23, 97% of waste recycled, reused or composted was managed in the UK, with a further 2% managed in the EU (data still subject to external verification at time of issue).
Action J	Undertake a full waste compositional analysis of kerbside collected waste and recycling and street litter bin waste from a representative sample of residents in Wiltshire. Analyse results to understand how residents use the services and the waste items which are being disposed of in each container. The results can be used to develop bespoke communications to effect change where required and tailor communications based on individual waste behaviours and to inform future design of waste services and policies.	ACHIEVED Compositional analyses of kerbside waste collections were undertaken in the spring and autumn 2022. Results have been utilised in developing the communications plan for 2023/24, as well as future suggested changes to services and policy.
Action K	Adopt 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.	DEFERRED Initial HRC strategy has been drafted and is being reviewed by officers before consultation with members and stakeholders during 2023/24.
Action L	Work with the Climate team to develop a mechanism to regularly analyse and record the overall carbon impact of waste and recycling services so this can be reported alongside the councils recycling performance.	IN PROGRESS  The waste team and climate team are working in partnership to agree a mechanism to analyse and record the carbon impact of the service. A new carbon reporting tool has been launched this year.  Once a standard mechanism has been agreed, it will be
Action M	Support community groups who are introducing community recycling initiatives.	adopted and regular reporting on carbon can begin.  ACHIEVED  The waste team responded positively to invitations from community environmental groups, school and other community organisation to provide information to set up community recycling projects. This includes teracycle collections and collections in support of Wiltshire Air Ambulance.  Support has also included provision of wheeled bins on

Action N	Improve communal collection points across the county, ensure there is sufficient capacity for all residents to recycle as much of their waste as possible.	PARTIALLY ACHIEVED A review of communal collection points has taken place across the county. This has included:  - Review of provision against the number of properties using the containers.  - Engagement with household associations, landlords and other stakeholders.  - Replacing bins and increasing recycling capacity where possible.  - Improving the on-bin signage More work is required to improve many communal sites and will form part of the work programme and communications plan for 2023/24.
Action O	Understand and assess the impact of new waste policy and legislation being implemented under the Environment Act 2021. Commence work to plan for service developments to maintain compliance with the new legislation.	ACHIEVED  Members of the waste team have attended DEFRA events and information sessions regarding the Environment Act and have directly engaged with DEFRA.  Information on key national policy changes has still not been released therefore plans to maintain compliance are on-going and flexible.

Priority 4 -	riority 4 – Energy from Waste		
	Action details	Update on Delivery	
Action A	Manage the council's landfill diversion (energy from waste) contracts to ensure that the contracts and facilities are performing efficiently.	ACHIEVED The waste team continue to manage the landfill diversion contracts. In 2022/23, only 215 tonnes (0.2%) of the 92,596 tonnes of kerbside collected residual waste was sent to landfill. Of all of the household waste managed by Wiltshire, only 15.7% was sent to landfill in 2022/23	
Action B	Work with the council's waste contractors to review the wastes which are currently sent to landfill for their suitability for diversion.  Look to introduce the shredding of non-recyclable bulky waste which is currently being sent to landfill, so that the shredded waste can be sent to Energy from Waste.	ACHIEVED  The waste team have undertaken this assessment and this work has meant that the council can positively respond to the new legislation of waste upholstered domestic seating. Continual assessment of other wastes going to landfill is undertaken, with plans in place to reduce this waste or divert from landfill in 2023/24.	

Action C	Following guidance issued by Defra (date to be announced), divert furnished and partly furnished bulky seating items (such as sofas and arm chairs) which are found to contain Persistent Organic Pollutants (POPs) to Energy from Waste.	ACHIEVED A new collection of Waste Upholstered Domestic Seating was introduced in January 2023 in response to amended legislation. Waste items collected through this scheme are sent to energy from waste and diverted from landfill.
Action D	Assess impacts of the proposed mandatory separate food waste collection service on the viability of the MBT facility to continue to successfully divert household waste from landfill.	ACHIEVED The council has actively engaged with DEFRA regarding the need to separately collect food waste and the impacts of this collection on existing landfill diversion treatment contracts. Detailed information regarding legislation from government has not yet been received.

Priority 5 -	Priority 5 – Litter and Fly Tipping		
_	Action details	Update on Delivery	
Action A	<ul> <li>Litter We will continue to work with local communities and partners to support the following schemes in order to work to reduce litter:         <ul> <li>Great British Spring Clean</li> <li>Clean Up Wilts – Wiltshire communication campaign</li> <li>Best Kept Villages, (requests considered against available resource – apply to all)</li> <li>Britain in Bloom and other national campaigns(as above)</li> </ul> </li> <li>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.</li> </ul>	In progress The council has renewed its membership with Keep Britain tidy.  We have applied for grant funding through Keep Britain Tidy initiatives with success.  The new Streetscene contract has a community engagement Manager role delivered by the contractor to coordinate community litter picks  The Streetscene contract also requires areas identified from grass cutting to be clear of litter prior to any cutting.	
	Co-ordinate litter picking with grounds maintenance and grass cutting.		
Action B	Litter Work with Highways England, to develop and trial responses to highways-related litter.	In Progress Quarterly meetings are scheduled with National Highways. There has been an improvement on the number of offers for shared road space but booking road space can still be challenging with permits requiring sign off by National Highways who often request night works which is not the most effective for litter picking.	
Action C	Litter	Achieved	

	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.  Work with Community Area Boards to consider if more equipment could be funded from area board budgets.	The new Streetscene contract has included within it a community engagement manager who liaises with community groups and supports them with the provision of litter picking equipment and waste collection following events.
Action D	Litter 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.  Explore links with proposed voluntary rights of way wardens' scheme to include litter activity.	Achieved The Streetscene community engagement manager liaises with community groups, pre schools, friends groups and Town/Parish Councils.
Action E	Litter Review deployment of resources from a carbon reduction perspective, including the possibility of engaging other services to identify wider benefits.	Achieved Streetscene has implemented a Asset Management system called HIAMs which enables the contractor to schedule both reactive and scheduled services as efficiently as possible.  In progress The HIAMs system will enable the contractor to add real time data such as litter bin use which the data can then be used to amend the frequency of emptying to meet the demand thus reducing unnecessary travel
Action F	<u>Litter</u> Undertake procurement of new Streetscene services contract - November 2022.	Achieved The new Streetscene contract live on the 1 February 23
Action G	Litter Undertake a composition analysis of street litter bin waste to determine the types of waste being deposited in these bins and identify the proportion of this waste which is packaging, and there may be eligible for additional funding through new Extended Producer Responsibility legislation.	Achieved A waste composition analysis was undertaken with 54.2% of waste being of Organic material, non-recyclable 25.3%, glass bottles 8% and 2.3% non-recyclable paper and card packaging.
Action H	Fly-tipping  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).	Achieved MyWilts operating effectively as the customer reporting system. An additional system called HIAMS now being utilised to manage fly tip reports for clearance and monitoring which is equally effective.
Action I	<u>Fly-tipping</u>	In-progress

	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.	This element will always be in progress as it is a continual campaign. This includes wide ranging publication of formal actions.
	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.	In-progress Continued promotion and investment into resource has further developed this campaign.
Action J	Fly-tipping Review Streetscene grounds maintenance contract to determine whether clearance of large fly-tips remains best-fit within future grounds maintenance proposals from November 2022.	Achieved New Streetscene contract implemented with enhanced clearance response times by contractor. All fly tip clearances combined relating to waste type and size now delivered by the contractor.
Action K	Fly-tipping  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.	Achieved Continued use of cameras as a proactive approach. See 23/24 entry for further developments.
Action L	Fly-tipping 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.	In-progress Continual partnership working with this element.
Action M	Fly-tipping 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.	In-progress  Maintained partnership working with Police colleagues.  Such opportunities are regular events with locally arranged operations held to meet investigative priorities for both agencies.
Action N	Fly-tipping 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.	Achieved As per Action J with new contractor delivering to revised clearance timescales.