

# Waste Strategy

for Herefordshire and Worcestershire

**Managing waste  
for a brighter future**



**The Joint Municipal Waste Management Strategy  
for Herefordshire and Worcestershire 2004 - 2034  
First review August 2011**

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## Foreword

Not so many years ago, waste was not the issue it is today. We did not create the volume of waste we do now, and all that went in the bin was mainly ash, kitchen waste and some packaging - which ended up on the local tip. Now we live in changing times. The advent of consumerism and a more affluent and throwaway society has led to changes in our lifestyle and the way goods and materials are packaged.

In 2009/10 the cost of dealing with municipal waste in the two counties of Herefordshire and Worcestershire was £51 million and the costs are increasing. Landfill tax is currently set at £56 per tonne and with a year on year increase will reach £80 per tonne from April 2014. New treatment facilities are needed to treat our waste so that we can meet the changes in legislation. We must make tough decisions as to how to tackle the problem.

Driven by Government and European legislation and a higher social awareness, we all need to rethink how we deal with our waste.

This reviewed Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire sets out the problems, looks at our success to date, where we are now and how we can move forward.

As communities, we must reduce the amount of waste that is produced. This is a key element to our strategy. We must reduce, re-use, recycle and compost more. We must also think of waste as being a resource from which as much value as possible should be recovered.

This reviewed Strategy has been developed by the Joint Members Waste Resource Management Forum made up of elected representatives from all the local authorities in Herefordshire and Worcestershire.

The successful introduction of household recycling schemes across the two counties has shown we can all play our part. Together we can make a difference.

Councillor Anthony Blagg  
Chairman of Joint Members Waste Resource Management Forum August 2011



## 1.0 Introduction

### 1.1 Why do we need a Strategy?

- 1.1.1 The next two decades will continue to see waste management in the United Kingdom transformed. The challenges presented by climate change, along with ever more stringent Government targets and new UK and European legislation will drive these changes. At the same time the service expectations of our customers continue to rise year on year. If the transformation is to be successful and actively engage our communities there needs to continue to be a well thought out local Strategy in place to guide all important decisions and commitments.
- 1.1.2 The need to achieve efficiencies in the delivery of public services has also made it increasingly important for all partners to work together through an integrated Strategy which encompasses collection and disposal functions. The purpose of this first revision is to clarify key issues, give clear direction on waste management in the two counties and set out and co-ordinate general principles, policies and targets across all authorities in Herefordshire and Worcestershire.
- 1.1.3 The aim of this Strategy is to decrease waste production and increase the recovery of value from waste (to re-use it, recycle it, compost it, or recover value in other ways) by treating waste as a resource.
- 1.1.4 The Strategy will also encourage and ensure that partnerships continue to be developed between all the parties involved in the management of municipal waste in the two counties of Herefordshire and Worcestershire, decreasing reliance on landfill and ensuring that waste management is sustainable and provides value for money for local communities, tax payers and fee paying customers.



*"The council have made it easier by providing two wheelie bins, it is like they are organising you. I could have done it before but didn't."  
Wychavon resident.*

### 1.2 How has the Revised Strategy Been Developed?

- 1.2.1 This first revision, replaces the original Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire published in 2004.
- 1.2.2 This Strategy has been prepared by the Joint Members Waste Resource Management Forum which represents the eight local authorities across Herefordshire and Worcestershire.
- 1.2.3 In reviewing the Strategy we have looked at the wide range of options available to us, for example preventing and re-using waste, recycling and composting waste and dealing with any remaining waste that cannot be re-used or recycled.
- 1.2.4 The possible environmental effects of the Strategy have been considered by undertaking a systematic appraisal known as a 'Strategic Environmental Assessment'. The results of this process have ensured that the Strategy addresses all of the relevant environmental issues. The Strategic Environmental Assessment is included as Annex F.

### 1.3 Consultation

- 1.3.1 Successfully implementing the Strategy is not just a matter for Local Authorities. Everyone within our communities has an active role to play and we have sought the views and support of everyone who has a stake in this process including householders, local businesses, the Environment Agency, the waste management industry, the community, voluntary sector and the waste management contractors partnering the Councils. Annex H contains full details of the consultation process and outcomes.

- 1.3.2 The consultation process proved invaluable in developing a revised Strategy. Focus Groups enabled us to seek the views of residents that without this opportunity may not have provided us with their valuable input. We received an excellent response to the public postal survey with a response rate of over 20%. We were also pleased to receive responses from a variety of stakeholders and interested parties who provided us with detailed and challenging comments reflecting a range of views and issues. We would like to thank everyone who took the time to get involved and respond. This input has helped us to develop a more relevant and robust Strategy.
- 1.3.3 The Strategy is available via the internet and in order to minimise environmental impact, hard copies will only be provided on request.

## 1.4 What This Strategy Does Not Cover

- 1.4.1 Firstly, this Strategy does not consider the location of any waste management facilities. For Worcestershire this will be covered by a new Waste Core Strategy which is now being prepared by the County Council and in Herefordshire by the Local Development Framework (LDF). The Joint Municipal Waste Management Strategy focuses on what needs to be done in order to make decisions about what processes, technologies and facilities are needed in order to meet the challenges over the next two decades.
- 1.4.2 Other than the relatively small amounts of commercial waste collected and disposed of by the Waste Collection and Disposal Authorities in Herefordshire and Worcestershire, the revised Strategy does not cover other waste types such as industrial or construction wastes. The collection, treatment and disposal of these are not the responsibility of the Local Authorities that have prepared this document. The priority at this stage is to develop a Strategy for wastes for which we do have a statutory responsibility – i.e. municipal waste. The Waste Core Strategy and LDF will, however, deal with the planning issues relating to all controlled wastes.

## 1.5 Period Covered by the Strategy

- 1.5.1 The Joint Municipal Waste Management Strategy covers a period of thirty years (2004 – 2034) and will continue to be reviewed at least every five years, taking into account any new guidance, targets or changes in legislation and new technology or other significant development.

## 1.6 Other documents

A series of annexes accompany this headline document:

Annex A	Waste Growth
Annex B	Waste Prevention Options Appraisal
Annex C	Recycling & Composting Options Appraisal
Annex D	Residual Waste Options Appraisal
Annex E	Scoping Report to inform Strategic Environmental Assessment
Annex F	Strategic Environmental Assessment
Annex G	Achievements so Far
Annex H	Consultation process and outcomes
Annex I	Action Plan
Annex J	Glossary



## 2.0 Our Principles for Municipal Waste

Over the next 20 – 25 years we aim to change the way that municipal waste is managed in Herefordshire and Worcestershire. Our principles are as follows:

### **Principle One**

#### **Meeting the challenge of Climate Change by viewing waste as a resource**

What we do about waste is a significant part of how we treat our environment. Cutting down on the amount of waste produced, reducing our use of natural resources, recycling materials and recovering energy from those we can no longer use, is a vital part of moving us towards more sustainable living. The Partnership will view waste as a resource and seek to maximise the resource potential of waste. We will understand the environmental impacts of any decisions and aim to ensure policies, collection and treatment methods reduce the impact of resource depletion and Greenhouse Gas emissions.

### **Principle Two**

#### **Commitment to the Waste Hierarchy of which Waste Prevention is the top**

The principle upon which the Strategy is built is that of waste prevention, the top of the Waste Hierarchy as in Waste Strategy for England 2007. Through making opportunities available, designing appropriate collection systems and raising awareness, the Partnership will endeavour to ensure that everyone in our communities can play an active role in ensuring that the amount of waste is reduced before it enters the waste stream.

The Partnership will continue to promote waste prevention through a variety of campaigns and initiatives that will be reviewed to ensure that the most effective campaigns, targeting key waste streams such as food waste, are implemented.

### **Principle Three**

#### **Influencing Government, Waste Producers and the Wider Community**

The Partnership will lobby Government to do more to combat the production of excess waste material. Where possible we will work with waste producers to understand what can be achieved together in reducing the amount of waste that is produced. We will endeavour to influence commercial waste producers in an attempt to marry up the increasing recycling, composting and waste prevention performance in municipal waste management with that of commercial waste.

The Partnership will prioritise awareness raising and engagement as a means to increase the performance of waste prevention and recycling/composting initiatives. We see this as a vital tool to engage all stakeholders. Targeted and co-ordinated campaigns will ensure consistency across the authorities.

The Partnership will ensure its officers and Members are fully aware of the aims and objectives (through the principles, policies and targets) of the Joint Municipal Waste Management Strategy.

### **Principle Four**

#### **Continued Commitment to Re-use, Recycling and Composting**

The Partnership will continue to improve the efficiency and operation of its core recycling service. We will adopt a pooled target for re-use, recycling and composting, however there will be a minimum performance level that each authority will need to meet. We will aspire to achieve the long term national recycling and composting targets, however, we will not compromise the environmental and economic performance of schemes just to meet notional, non statutory targets.

## **Principle Five**

### **Minimising The Use Of Landfill**

The Partnership has recognised that the landfilling of wastes is at the bottom of the Waste Hierarchy and for good reason. This waste of resources will be avoided where other options are environmentally and economically beneficial. If utilising waste treatment capacity beyond our own borders is more economically viable and environmentally sound than landfilling waste within our counties, then this will be looked at as an option.

## **Principle Six**

### **Partnership**

The Partnership will ensure knowledge, best practice and experience are shared and will work together to ensure that this Strategy is implemented. We will aim to adopt a common approach across the counties in areas of waste policy.

The Partnership cannot carry out the Strategy alone. We will actively develop partnerships with all sectors.

## **Principle Seven**

### **Monitoring and Review**

The Partnership will ensure that it keeps up to date in implementing the best possible management systems that are needed to deliver this Strategy using a flexible and integrated approach to the waste treatment methods used. We will ensure we understand the material we collect and the impacts of the services we provide.

The Strategy will be reviewed at least every five years to determine progress and update it in the light of new legislation, new technology or other significant developments. Regular communication with partners and the public will take place to ensure that all stakeholders are aware of progress and involved in changes made.

## **Principle Eight**

### **Customer Focus**

As part of the development and implementation of this Strategy, the Partnership will continue to engage with local people and other partners about the way in which waste is managed in Herefordshire and Worcestershire. We will design the services that we provide around the customers that we serve seeking to balance the longer term need to reduce the amount of waste generated and disposed of with the range and type of services necessary to meet our customers needs.

## **Principle Nine**

### **Value for Money**

The Partnership will work to deliver the Joint Municipal Waste Management Strategy in the most effective, efficient and economic way. We will aim to view waste collection and disposal costs holistically to ensure they provide best value and a cost benefit to the Partnership and our customers.

## **Principle Ten**

### **Consideration of Social, Environmental and Economic Impacts**

The Partnership will consider the holistic business case in terms of social, environmental and economic impacts in its approach to waste management across the counties.

## 3.0 Policies, Targets and the Way Forward

### 3.1 General Policies

- 3.1.1 Through the consultation, an overwhelming majority of people felt that dealing with waste and recycling is everyone's responsibility and that it is important for the councils to spend money on waste and recycling services.
- 3.1.2 This chapter sets out the policies and targets that we have agreed to achieve our principles. We have developed a number of general policies which relate to the overarching principles of our Strategy as below:

#### Policy 1

Local Authorities in Herefordshire and Worcestershire will adopt the following Waste Hierarchy as a template for their approach to Waste Management, ensuring that waste is prevented wherever possible first before considering other options.



#### Policy 2

The Local Authorities will ensure that waste management in Herefordshire and Worcestershire provides good value for money to local communities, taxpayers and fee-paying customers.

#### Policy 3

The Local Authorities will design the services that they provide around the customers that they serve seeking to balance the longer term need to reduce the amount of waste generated and disposed of with the range and type of services necessary to meet our customers needs. This will include a range of core kerbside services for commingled recyclables and residual waste together with additional services for other waste streams that may be provided on a charged for basis.

#### Policy 4

The Local Authorities are committed to achieve existing and future waste targets set within the local area.

#### Policy 5

The Local Authorities will seek to adopt and implement sustainable procurement policies and practices for goods and services (including waste management services) that they buy that actively seek to minimise waste and support the use of re-used and recycled materials.



*"The council should collect a wider range of plastics for recycling"  
Bromsgrove resident.*

## Policy 6

The Local Authorities will continue to work towards a consistent and transparent approach in developing and monitoring performance.

## 3.2 Climate Change

- 3.2.1 Reducing the carbon footprint of waste management activities within the two counties will be achieved through our obligation under the Landfill Allowance Trading Scheme and target 1 below.
- 3.2.2 Through the consultation, the majority of people felt that there was a link between how waste is dealt with and climate change.



## Policy 7

The Local Authorities will actively seek to provide waste management services in a manner that minimises greenhouse gas emissions and other impacts that contribute to Climate Change.

## Target 1

In order to ensure that this target is robust, we are currently developing a meaningful target that will enable us to monitor our carbon footprint and set targets for reduction.



## 3.3 Waste Prevention

- 3.3.1 As a result of the waste prevention measures introduced as part of the Strategy in 2004, the growth in municipal waste arisings in the two counties has stopped and waste is now starting to decline (see 2.3 in Annex G for municipal waste growth from 2000/01 to 2007/08). In future years to 2034, it is estimated that municipal waste will only grow in line with the increase in the number of households across the counties identified in the Regional Spatial Strategy (see Annex A).
- 3.3.2 An important way of reducing residual waste will be through a combination of alternate weekly collections and/or decreasing container capacity over time. This is now referred to as the 'Core Collection Service'.

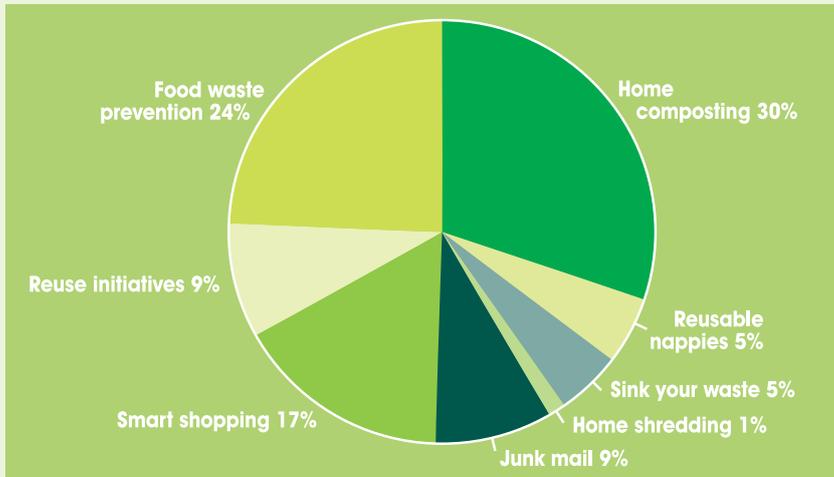
## Policy 8

The Core Collection Service:

1. All authorities will collect the same materials for recycling through a commingled collection;
2. All authorities will prevent waste and increase the amount recycled through restricting:
  - a) Collection frequency and/or
  - b) Container capacity



3.3.3 An assessment of options for waste prevention has been carried out and is included as Annex B. The diagram below shows the potential relative contribution of Prevention and Re-use measures to total avoidable waste at 2020/21 levels:



3.3.4 The assessment of options indicates that home composting, food waste prevention, 'smart shopping', and both re-use and junk mail initiatives could have the biggest impact in terms of reducing both waste collection and disposal costs.

### Policy 9

The Local Authorities will implement uniform waste prevention initiatives across the counties to reduce the kg/household of waste collected and disposed of but not recycled, composted or re-used as a minimum in line with the aims of National Waste Strategy for England 2007.

3.3.5 Home composting continues to provide the single most effective potential prevention measure. Our approach is to promote home composting to reduce the environmental impacts of disposing of compostable waste. We will continue to promote home composting through the sale of subsidised compost bins and provide advice to residents through the 'Master Composter' scheme. Home composting also reduces collection and disposal costs and ensures that value is recovered from the waste material.

3.3.6 The authorities are working with agencies on national campaigns to prevent waste such as Waste Resource Action Programme's food waste reduction and 'Shop Smart' campaigns. We are also working at a local level to develop initiatives such as recruiting and training volunteers to promote waste prevention and give advice.

3.3.7 Herefordshire and Worcestershire continue to be innovative in developing and promoting the 'Sink your Waste' campaign for food waste disposers and thus preventing food waste from entering the municipal waste stream.

### Policy 10

The Local Authorities will continue to develop and implement the most sustainable ways of processing green and kitchen waste within the household.

3.3.8 We will seek to minimise the amount of unsolicited mail that we receive and deliver and we will continue to promote the 'Jilt the Junk Mail' campaign to raise awareness of the issue and encourage



people to register with the Mailing Preference Service and Royal Mail's door-to-door service in a bid to help them reduce the amount of unsolicited mail that they receive.

- 3.3.9 The European Union Packaging Directive encourages producers to reduce packaging and recycle and recover packaging waste and now most bottles, jars, cans and plastic containers are lighter than they were before 2000. However, there is still a problem of excess packaging around many products. The Government is also working with the retail sector, primarily through the Courtauld Commitment which aims to design out packaging waste growth, deliver reductions in packaging waste and identify ways to reduce food waste. The Authorities will seek to minimise packaging in the procurement of goods, continue to lobby for reduced packaging and support local initiatives to reduce the usage of disposable carrier bags through local organisations and initiatives.



### Policy 11

The Joint Members Waste Resource Management Forum for Herefordshire and Worcestershire will lobby for measures to combat waste growth in areas such as product design, packaging and other producer responsibility issues, which are most effectively pursued at the national and international levels.

- 3.3.10 We need to continue to build upon the success of current waste prevention initiatives where practicable and financially viable, ensuring that they continue to deliver effective results. Our approach will be to encourage and achieve waste prevention. The Waste Prevention team employed by Herefordshire and Worcestershire Councils promotes these initiatives in partnership with all the authorities.
- 3.3.11 Our Waste Prevention Target is:

### Target 2

To achieve the national reductions in household residual waste (waste not re-used, recycled or composted) of 35% by 2015 and 45% by 2020, based on 2000 levels.

#### Achieving the target:

The aim of the target is to achieve reductions in the amount of household waste that is not re-used, recycled or composted as set by the Government in Waste Strategy for England 2007. This will be done by concentrating on waste prevention, i.e. limiting the amount of non recyclable waste collected, promoting re-use and home composting and maximising on the amount recycled and composted through collection and disposal systems.

Authority	Kg per household 2000	2009/10 performance	Target March 2015	Target March 2020
Herefordshire	1,077	640	700	592
Worcestershire	1,075	614	699	591

*Value foods have lots of packaging but there is no choice but to buy them because of the cost of alternatives” Herefordshire resident.*

## 3.4 Re-use

- 3.4.1 We will continue to actively encourage, develop and promote re-use initiatives wherever practicable and financially viable. We acknowledge the strengths of the Third Sector in helping to deliver our objectives and that if the market can deal with "waste", costs to the authorities can be reduced. We will continue to support the work of the charitable and not-for-profit sector, in particular those Third Sector organisations which are involved in the Social Enterprises Waste and Recycling Forum (SEWAR) which has been set up by the Waste Prevention team.
- 3.4.2 We acknowledge the role of other sectors in supporting these operations and this continues to be supported through payment of re-use credits.
- 3.4.3 'Freecycle', and other internet-based waste exchange initiatives are an ideal way for local residents to exchange unwanted goods. We will continue to promote this volunteer led project by conducting training sessions on how to register and use this website and by raising the profile of Freecycle.
- 3.4.4 We will continue to promote alternative ways of disposing of unwanted furniture and appliances.
- 3.4.5 We are looking at the option of providing two recycling/re-use centres in Worcestershire. These could accept a full range of materials for recycling and re-use. Where practicable re-use facilities will be provided at all Household Waste Sites.
- 3.4.6 The authorities will investigate ways in which material collected through bulky waste collections can be diverted to re-use organisations and will continue to promote re-use organisations at the point of bookings for bulky items being made.
- 3.4.7 Textiles are collected by third sector agencies, charity shops, bring banks and at Household Waste Sites. The Authorities will not be collecting textiles as part of the Core collection service and therefore wherever possible we will work with the Third Sector to enable them to continue to provide bring banks and kerbside collections of textiles.



*"Children should be educated about recycling so it becomes part of their lives"*  
Wychavon resident.

### Policy 12

The Local Authorities will work with both the Third Sector and contractors to provide routes for goods and materials to be re-used.

## 3.5 Recycle/Compost

- 3.5.1 Recycling and composting are the gateways to changing attitudes as they enable communities to play their part. They ensure that valuable natural resources are recovered and reduce the demand for virgin materials. The ultimate aim of the Local Authorities is to have a fully integrated collection system that meets the needs of customers and is complementary to the waste treatment and recycling methods used.



- 3.5.2 Our approach is to provide a common core waste collection service with commingled recycling collected from the household and sorted at our EnviroSort Material Reclamation Facility in Worcestershire. Recycling collections will be adapted to suit local priorities and delivered according to need.
- 3.5.3 The commingled recyclate will include glass, paper, card, cartons, cans and plastics. This range of materials will be extended if and when possible in accordance with recycling market demand.
- 3.5.4 We will actively support the market to stimulate demand for additional types of recycled plastics and glass through our procurement of goods.
- 3.5.5 In addition to the core collection service some authorities have introduced chargeable garden waste collections according to identified local customer demand in order to increase the amount of waste recycled and composted. Authorities may choose to operate paid for collections of garden waste where both additional collection and disposal costs will be considered and agreed prior to service implementation. However, the Partnership's preferred approach is to promote home composting.
- 3.5.6 Outside of Wychavon there are no current plans to introduce separate collections of food waste.
- 3.5.7 Treatment processes may separate some of the material left in the residual waste stream so that it can be recycled.
- 3.5.8 We are actively exploring ways of recycling street sweepings.



### Policy 13

The Local Authorities are committed to achieve targets set within this Strategy and have regard to the national targets set out in Waste Strategy for England 2007 for recycling, composting and recovery.

- 3.5.9 With the provision of the EnviroSort facility the authorities will seek to expand recycling services to the commercial sector. In line with Waste Strategy 2007, the Authorities are keen to explore options for encouraging businesses to recycle waste and to introduce chargeable recycling collection services to them wherever possible.
- 3.5.10 Bring recycling sites still have a significant part to play, even where there is substantial kerbside collection. There is certainly a need for these facilities where it is not possible to provide a kerbside collection – for example in remote rural or hard to reach urban areas. Bring recycling sites may also offer the best opportunity for collecting other materials not collected through kerbside schemes e.g. textiles.
- 3.5.11 We acknowledge the role of other sectors in supporting these operations and this continues to be supported through payment of recycling credits.
- 3.5.12 The authorities will work to have standardised products collected through bring recycling sites and will look at the option of contracts covering wider areas.



## Policy 14

The Local Authorities will continue to provide and enhance bring recycling sites, where considered beneficial, and to supplement kerbside collection schemes and facilities provided at Household Waste Sites.

- 3.5.14 To emphasise the recycling aspect at all Household Waste Sites, they will all be re-branded as **Household Recycling Centres**.
- 3.5.15 Household recycling centres play a significant role in diverting waste away from landfill for recycling and composting and are a key interface with the public. They provide a local facility where the public can recycle a wide range of materials.
- 3.5.16 Household recycling centres will continue to provide facilities for residents to dispose of garden waste for composting and a place where they are also able to buy back the composted material as soil conditioner.



## Policy 15

The Waste Disposal Authorities, in conjunction with their partners, will maximise the potential of Household Recycling Centres to make sure that they provide a quality service and enable maximum recycling/re-use wherever possible.

- 3.5.17 Our Re-use, Recycling and Composting Targets are:

### Target 3

To work towards achieving national recycling/composting levels of household waste of 45% by 31st March 2015 and 50% by 31st March 2020.

Achieving the Target:

The aim of the target is to achieve the minimum recycling and composting levels that the Government has set in Waste Strategy for England 2007. The Authorities have committed and will continue to commit funding and set their fees and charges in order to reach the targets through a combination of approaches including promotion, communication, collection and treatment processes

The Partnership has set a target of 43% recycling/composting before 31st March 2014. As new collection and treatment methods are introduced, the Partnership will review its ability to exceed this target in line with the 2015 national target of 45%

### Target 4

To continue to meet the requirements of the Household Waste Recycling Act 2003.

#### Achieving the Target:

The aim of the target is to meet the requirements of the Household Waste Recycling Act 2003, which requires all Local Authorities in England to provide a kerbside collection of at least 2 recyclable materials from all households by 31st December 2010 unless the cost of doing so would be unreasonably high or comparable alternative arrangements are available. This is an essential part of the overall Strategy to achieve Government targets and diversion from landfill.

*"There are no recycling facilities at the flats where I live"  
Redditch resident.*

## 3.6 Recovery

- 3.6.1 We live in a changing world, with new technologies emerging that should deliver more sustainable waste management solutions. The Partnership needs to ensure that this Strategy is flexible so that we can take advantage of these new technologies, as well as established and proven technologies, thereby enabling us to meet the challenging targets for the future.
- 3.6.2 The residual options appraisal (Annex D) examines a range of options for the introduction of residual waste treatment capacity for Herefordshire and Worcestershire. These strategic options were appraised against a number of environmental, social and economic criteria in order to identify the option(s) that perform best overall. The Partnership has examined these options and the conclusions of the appraisal and agrees that they should inform the decision on any application for planning permission for a waste treatment solution for Herefordshire and Worcestershire. The appraisal will be reviewed in the light of any decisions on the waste treatment solution for Herefordshire and Worcestershire.
- 3.6.3 Recovering value from waste includes recycling, composting and treatment methods which produce a useful by-product, such as energy.
- 3.6.4 Through the consultation, an overwhelming majority of people felt that any left over waste which cannot be recycled, composted or re-used should be used as fuel to produce energy such as electricity. Minimising the impact on the environment was highlighted as the most important consideration in deciding what to do with left over waste.

*"People need more information about the options for treatment that recovers value, such as energy, from waste"*  
Herefordshire resident.



### Policy 16

Waste management methods will promote sustainable waste management by considering and balancing environmental, social and economic impacts. Both established and emerging technologies will be considered to enable a flexible approach to the waste treatment methods that will be adopted.

- 3.6.5 Our Recovery Target is:

### Target 5

By 2015 or earlier if practicable, we will recover value from a minimum of 78% of municipal waste.

#### Achieving the Target:

The aim of this target is to achieve the Best Practicable Environmental Option (BPEO) for Herefordshire and Worcestershire that was identified in July 2003 through a portfolio of treatment options- i.e. a minimum of 33% of municipal waste to be recycled and/or composted, a maximum of 22% landfilled and the remainder for energy recovery. Whilst recognising that the BPEO is no longer part of planning guidance, it remains as an adopted policy within Herefordshire and Worcestershire.



## 3.7 Disposal

- 3.7.1 It has long been recognised within the two counties, that reliance on landfill is not a long term, sustainable option and our principle is to reduce use of landfill as much as we can. However landfill will continue to play a part in the way waste is managed within Herefordshire and Worcestershire as landfill is the only suitable disposal route for certain waste streams and process residues. Whatever other treatment methods are used, the Partnership will aim to recycle and recover the maximum amounts possible and reduce reliance upon landfill in line with the BPEO target.



### Policy 17

The Local Authorities will increase recovery and diversion of biodegradable waste away from landfill in line with the EU Landfill Directive to ensure we achieve, as a minimum, the requirements of the Landfill Allowance Trading Scheme.

- 3.7.2 Our Disposal Target is:

### Target 6

To reduce the amount of biodegradable municipal waste landfilled in order to meet the yearly allowances set by Government under the Landfill Allowance Trading Scheme. In particular in target years as below:

102,684 tonnes during April 2012 to March 2013  
71,851 tonnes during April 2019 to March 2020

The trading scheme will be used to buy and sell allowances where this is appropriate.

#### Achieving the Target:

The aim of the target is to ensure that the Authorities meet the requirements of the Landfill Directive, which requires that the amount of bio-degradable waste that is sent to landfill is reduced. The introduction of the Core collection service waste prevention and the new residual waste treatment processes will enable these targets to be met.



## 3.8 Awareness Raising

- 3.8.1 Building on past success the Partnership will continue to raise awareness of waste issues with Elected Members and our communities. We also need to continue to effect behavioural change through delivery of the Core collection service. Raising awareness of the efficiency of our services is also an important part of our promotional activities.
- 3.8.2 Whilst it is important that there is collaboration and joint working to share good practice and be more cost effective, it is also important that the Local Authorities continue to develop their own initiatives and publicity programmes to accommodate local needs.
- 3.8.3 The Partnership recognises the importance of continuing to build on good media relationships to ensure that opportunities for awareness raising and publicity are used to maximum effect wherever possible.



- 3.8.4 The development and promotion of web sites and consistent use of web based material and enquiry portals also offer an important way of raising awareness, providing information and dealing with customer enquiries.
- 3.8.5 The next generation will be living with the effects of Climate Change and it is important to influence their behaviour now. Schools through their work with young people and the wider community have a vital role working towards a more sustainable future, both in educating the young people themselves and through their parents and the wider family. The Partnership will continue to provide recyclable collections to schools and increase the amount of schools that have a recycling collection wherever practicable.

### Policy 18

The Local Authorities will continue to work together on waste prevention, re-use and recycling schemes and raise awareness of the links between these and Climate Change.

### Policy 19

The Local Authorities will continue to raise awareness of resource management issues and link with national campaigns and promotions where appropriate to achieve maximum impact and results.

## 3.9 Partnerships

- 3.9.1 Joint working between local authorities is becoming increasingly important as a means of delivering quality services to residents and meeting the UK's Landfill Directive obligations at affordable cost. This approach is particularly important in two-tier areas, where responsibilities for waste collection and waste disposal are split between different authorities. As new, more sustainable ways of managing waste are introduced, it is becoming increasingly important to integrate collection and disposal which also brings the potential to generate efficiencies.

*"If people knew what happened to recyclables then they are likely to recycle more"*  
*Malvern Hills resident.*



3.9.2 In Herefordshire and Worcestershire, the local authorities have adopted a partnership approach to joint working through the Joint Member Waste Resource Management Forum and the Joint Officer Waste Resource Management Forum, which work very successfully and have developed this Strategy. The Member Forum will continue to consider future governance arrangements as new guidance is produced and any changes in legislation are announced. Delivery of the Strategy will require that the authorities continue to work together in order to meet objectives in the most effective, efficient and economic way.

3.9.3 The Third Sector, voluntary and community groups have a valuable role to play and can be innovative and bring a fresh perspective to waste management issues. The expertise and experience that some of these groups have in collecting and re-using materials and in education and awareness raising will have an important part to play in delivering the Strategy.



*"A charge for collection of garden waste would encourage people to compost at home"*  
*Herefordshire resident.*

### **Policy 20**

Re-use and recycling of waste materials by the commercial, voluntary and community sector will be actively encouraged and in appropriate circumstances supported and facilitated including through the use of partnership working.

## **3.10 Planning and Economic Opportunities**

3.10.1 The economics of waste is changing. As the landfill tax increases, other waste treatment options become more cost effective for both local authorities and their partners, businesses, schools and any organisation that produces or handles waste. As new markets develop we will look to adopt alternative ways of dealing with waste which are more sustainable and cost effective.

3.10.2 Opportunities for more sustainable waste management, such as through the installation of food waste disposal units and provision of compost bins, will be explored through the local planning process for new housing developments wherever possible.

### **Policy 21**

Opportunities for more sustainable waste management will be actively sought in all new developments as part of the planning process. Where necessary representations to Government will be made through the appropriate channels to seek amendments to planning legislation to support this and the other aims of this Strategy.

### **Policy 22**

The Strategy will be aligned with key spatial and planning policies as they develop to ensure they are mutually supportive.

## 3.11 Transport

- 3.11.1 Efficient use of transport is a key factor in developing and implementing a sustainable waste management strategy. Currently, wherever practicable and cost effective, the transportation of waste and recycled materials is minimised through provision of local sites and by compacting materials. In the short to medium term, waste may need to be transported to national facilities in order to ensure that we meet the requirements of the Landfill Directive.
- 3.11.2 Adoption of a carbon footprint approach to transport where 'waste miles' are measured will support the decision making process for the provision of the core and local services.



### Policy 23

The Local Authorities will design and operate collection, transfer, associated transport and treatment systems to minimise the overall carbon emissions (including "waste miles") arising from these elements of waste management activities and measured through target 1 of the Strategy.

## 3.12 Other Waste Streams

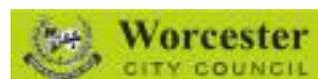
- 3.12.1 The authorities have a duty to collect certain other materials such as clinical waste and street sweepings. The Action Plan for these waste streams will be included in Annex I.

### Policy 24

Individual policies will be prepared for specific waste streams where this is considered the best approach to preventing, re-using, recycling and recovering value from waste arising in these streams.



# Managing waste for a brighter future



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First review August 2011**