



Warwickshire's Waste
Minimisation Strategy
2007-15
Full Document

Produced by the Warwickshire Waste Partnership

Executive Summary

This Waste Minimisation Strategy provides a framework for how the Warwickshire Waste Partnership intends to tackle waste minimisation in Warwickshire over the next 9 years. It is intended to sit alongside the Municipal Waste Management Strategy (MWMS) adopted by the Warwickshire Waste Partnership in October 2005.

Over the last 7 years (1998/99 – 2005/6) the average growth rate for municipal waste in Warwickshire has been calculated at 2.35% per year. With the planned increase of new dwellings¹ across the county by 38%, over the period 2004 – 2029, relating to some 85,000 extra households, it is essential that we take steps to achieve sustained reductions in waste growth.

To have an impact on waste growth the following areas need to be addressed.

- Policy
- Waste reduction
- Re-use of waste
- Education

Aims and Objectives

The aim of this strategy is to provide a framework for minimising the amount of waste produced in Warwickshire.

Over the next eight years we propose to develop and implement schemes and initiatives that will support an annual reduction in waste growth. Our aim is to keep waste growth in Warwickshire below the regional average for the West Midlands.

The target we have set is 1.25% below the annual West Midlands average, which cumulatively will equate to a 10% reduction in waste growth over the next eight years.

The objectives are:

- **To set out the policy direction** that the Warwickshire Waste Partnership has established to deliver this strategy.
- **To reduce waste** through the implementation or continuation and improvement of waste minimisation schemes and initiatives such as composting, real nappies and prevention of unwanted mail.
- **To support partnership working** with community groups and increase the Countywide capacity for re-use and refurbishment of goods.
- **To raise awareness and educate the public** to enable them to make informed consumer choices.
- **To support the reduction in greenhouse gas emissions** by reducing the amount of raw material extracted/used

¹ Sub Regional Household Projections, England (2004 based to 2029) Department of Community and Local Government

Contents

1	Introduction	3
1.1	Background	3
1.2	Waste minimisation definition	3
1.3	Barriers to waste minimisation	3
1.4	Policy and legislation	3
2	The purpose of the waste minimisation strategy	4
2.1	The purpose	4
2.2	The need for a waste minimisation strategy	4
2.3	Warwickshire's waste	5
3	Policy	5
3.1	Structural approach	5
3.2	Policy option assessment	6
4	Waste Reduction	8
4.1	Home Composting and Woodchipping	8
4.2	Reusable nappy schemes	8
4.3	Schools	9
4.4	Unwanted mail	9
4.5	Smart shopping	10
4.6	Trade and Non-Household Waste	10
5	Re-use	12
5.1	Household Waste Recycling Centre and associated operations	12
5.2	Re-use and refurbishment capacity	12
6	Education and Communications	14
6.1	Campaigns	14
6.2	Local, regional and national campaigns	15
7	Waste minimisation priorities and targets	16
8	Monitoring and Review of Strategy	16
9	Action Plan 2007/15	17
Appendix A – Policy and Legislation Affecting Waste Management in Warwickshire		19
Appendix B – Impact of Waste Minimisation Schemes on Recycling and Composting		20
Appendix C – Contact details for Key Organisations and websites referred to		21

1 Introduction

1.1 Background

This strategy supports Warwickshire's Municipal Waste Management Strategy in reducing the amount of waste entering the municipal waste stream. Waste prevention is at the top of the waste hierarchy (Figure 1) and is pivotal to the development of sustainable waste management practices in Warwickshire.

In addition to consumer habits being a factor the predicted growth in Warwickshire's housing stock and population will result in an increase in waste growth. According to the projections of households for England produced by the Department of Communities and Local Government in 2007, the forecast up to 2029 provision is being made for the construction of between 85,000 new dwellings in Warwickshire over the period 2004 – 2029.

'61% of households throw a lettuce away every week'

Are we a nation of wasters, Prudential UK 04 report

To achieve a reduction in waste we need to change behaviour and attitudes. Nationally we are evolving into a 'throw away' society² This behaviour inevitably leads to increased disposal costs, wastes valuable resources and results in increased carbon emissions, all of which are clearly unsustainable.

1.2 Waste minimisation definition

Waste minimisation in this strategy is defined as *"any action that results in the reduction of waste being*

disposed of by the local authority". It therefore covers the following aspects:

- **Waste prevention** – any action to minimise waste from products at source.
- **Waste reduction** – any action that avoids unnecessary waste arising through consumer choice.
- **Re-use** – any activities that enable a product to be used again that prolongs its lifespan.
- **Home or community composting** – reduction in the quantity of organic waste put out for collection and disposal.

1.3 Barriers to waste minimisation

There are a number of key barriers to waste minimisation, which can be summarised as follows:

- Currently no statutory targets for waste reduction
- Focus has been primarily on setting and reaching statutory recycling targets
- A lack of guidance on the scope and definition of waste minimisation
- Lack of education and awareness of what constitutes waste minimisation
- Difficult to quantify waste minimisation, as there is very limited methodology in place for measuring the performance of waste minimisation schemes.

It is the intention that by developing this strategy, some of the barriers will be overcome.

1.4 Policy and legislation

The key legislative drivers for changing our waste management practises were identified in Warwickshire's Municipal Waste Management Strategy, published in January 2006. These are listed in Appendix A.

² Prudential UK 04 report

The Municipal Waste Management Strategy identifies a number of European Directives, National regulations and policies that affect how Warwickshire manages its waste.

A key driver is the Waste Hierarchy, which establishes an order of preference of how waste should be managed. It places greater emphasis on waste prevention and re-use, maximising recycling and composting, utilising energy recovery with landfill as the least preferred option.

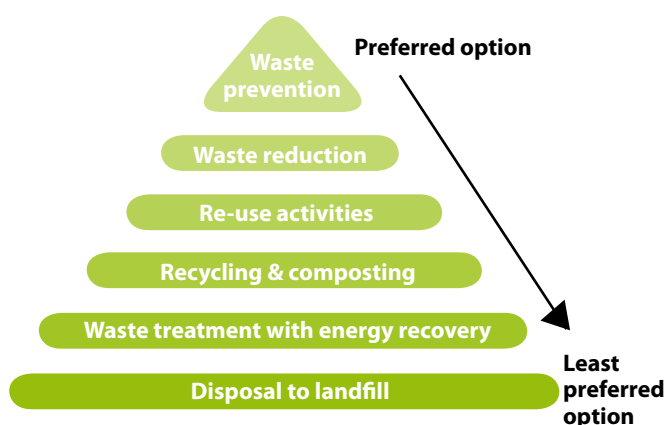


Figure 1: The Waste Hierarchy

2 The purpose of the waste minimisation strategy

2.1 The purpose

The Partnership is working to develop and implement waste minimisation schemes and initiatives that:

- Promote waste prevention and minimisation
- Encourage recycling
- Increase public awareness of waste issues
- Provide education and support information

There are a number of active waste minimisation schemes which are being managed by the Warwickshire Waste Partnership. The purpose of this strategy is to encompass these schemes and to

develop a coherent and structured approach to waste minimisation within Warwickshire.

2.2 The need for a waste minimisation strategy

In 2005/06, the average amount of household waste generated in England per person per year was 516kg. In comparison the average amount produced in Warwickshire was approximately 549kg. With a forecast of 1.2% increase of households across Warwickshire per year over the coming years, the Partnership have a challenging target of reducing household waste per year.

"20% of the food we buy in the supermarket goes straight to the bin."

Are we a nation of wasters, Prudential UK 04 report

Reducing the quantity of household and municipal waste in Warwickshire will not only help to meet the demands of legislation but it will also contribute to:

- Decreasing the demand for virgin resources and their extraction/harvest.
- Decreasing the transport impacts of carrying resources and waste.
- Decreasing the cost of waste management.
- Encouraging social inclusion and economic development through the operation of social and community enterprises.

Figure 2, below, shows how Warwickshire's municipal waste could continue to grow if historic trends are continued and no action was taken (the 2.35% line).

Municipal Waste Projections

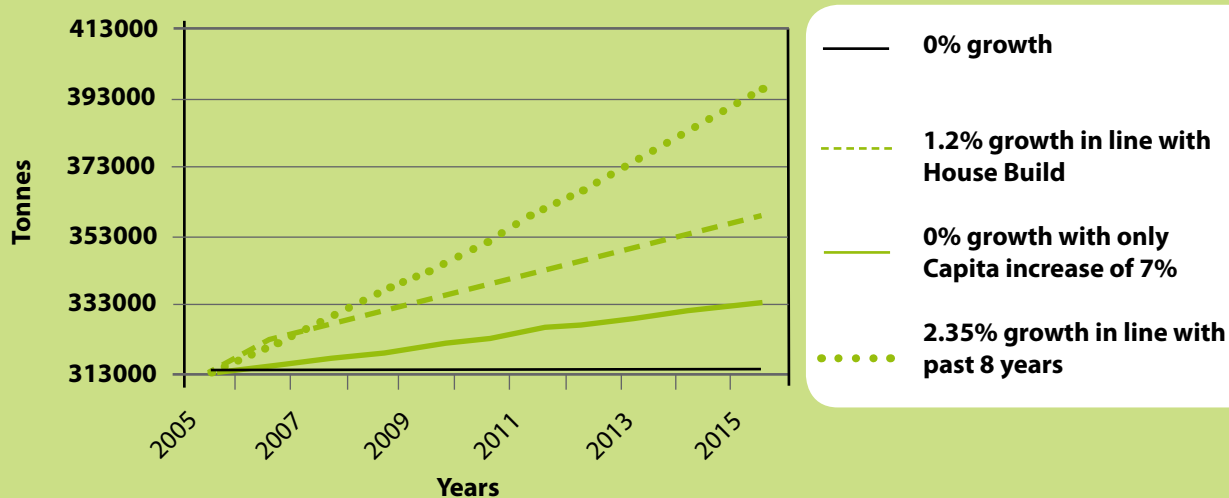


Figure 2: Municipal Waste Projections

If historic trends continue, municipal waste in Warwickshire would follow the 2.35% growth line. Even with municipal waste forecasted to only growing by 1.2% by the level of households we would still see a rise to just under 360,000 tonnes per year from 313,000 tonnes per year, over the next eight years due to the anticipated population increase³

2.3 Warwickshire's waste

There are a number of factors determining household waste generation rates in Warwickshire. These include:

- Household numbers
- Population
- Number of people per household
- The state of the economy and consumer spending
- The climate (e.g. grass growth rates, fizzy drink consumption)
- Changes to services (e.g. introducing a green waste collection)
- Behavioural changes (e.g. food preparation, gardening and DIY).

Household waste from residential properties forms over 90% of municipal waste in Warwickshire and as a consequence is the focus of this strategy. For the remaining 10% proposals are included with respect to non-household waste (street cleansing and public amenity waste) to ensure the area has a joined-up strategy across all municipal waste streams.

3 Policy

3.1 Structural approach

To promote behavioural and attitudinal change a 'carrot and stick' approach should be adopted to encourage participation in schemes and initiatives. This approach will compliment an approach based on campaigning, informing and educating the public to reduce and prevent waste, which will be discussed later on in this strategy.

Structural changes could include:

- Banning certain materials from residual waste collections (eg. recyclables).

³ Warwickshire's households are predicted to increase by 17.7% from 226,000 in 2006 to 266,000 in 2016.

- Constrained residual waste collection (e.g. alternate weekly collections).
- Constraints on the volume of the waste collected by restricting container size and other measures.
- Changes in the operation of Household Waste Recycling Centres.
- Supporting re-use schemes and 'junk swaps'.

Incentives for householders to support waste minimisation and recycling could include:

- Council Tax Rebates for meeting targets for re-use, recycling, composting and reducing residual waste.
- Subsidised home composting, wood chipping, real nappy schemes, with free support where necessary.
- Direct and variable charging for residual refuse collection based on volume and weight (requires change to primary legislation).

The following issues would need to be taken into consideration when introducing structural changes to waste management services and implementing incentive schemes.

- Possible increased fly-tipping, but if it does the effect is temporary.
- Potential to penalise the disadvantaged and low-income families. These groups might require special arrangements.
- Administration costs could outweigh benefits.
- Supporting infrastructure needs to be in place (e.g. composting and recycling facilities).
- Full information on the system should be available, as well as access to help and advice if required.
- Effective enforcement of waste policies.

3.2 Policy option assessment

The advantages and disadvantages of waste minimisation policy options are described briefly below:

3.2.1 Material bans

Some authorities have introduced schemes where specific materials have been banned from the black bag or wheeled bin. Although these measures do not physically reduce the amount of waste that is produced – they do encourage the householder to think about what they are throwing away. There is anecdotal evidence to suggest that the introduction of such schemes lead to a reduction in waste. However in order to be successful they need to be actively enforced.

Restrictions have been applied to the following materials:

- Recyclables
- Garden waste
- Hazardous materials including batteries, paint and oil
- Waste Electrical and Electronic Equipment

These approaches have been used successfully by other local authorities to support changes to services, such as reducing the frequency of residual waste collection or the introduction of new collection schemes for recyclables.

3.2.2 Containers and collection frequency

It has been demonstrated that moving from black sack residual waste collection to 240 litre wheeled bins increases the amount of collected waste by 25%. Allowing side waste and open lids also adds to collection weights.

It is therefore clearly beneficial to restrict the collection volume wherever possible. This can be achieved by:

- Reducing the container size (where applicable).
- No side waste and closed lid policies, rigorously enforced.
- Moving to alternate weekly collections (AWC) (alternating with the green waste and/or the recyclables collection)⁴.

⁴ Alternate Week Collections, Guidance for Local Authorities produced by WRAP

The above measures are best used in combination for maximum benefit.

The introduction of alternate weekly collections and reducing the container capacity from 240 litre to 140 or 180 litre wheeled bins can have considerable effect on the amount of waste collected. It has been estimated that if three of the collection authorities

introduced alternate weekly collections and reduced container capacity and two of the collection authorities maintained their existing black sack collections the amount of household waste collected could reduce by 5% (or by approximately 14,500 tonnes or waste/head to 521 kg).

Actions

It is important that the District/Borough Councils as Collection Authorities and Warwickshire County Council as the Disposal Authority seek to dissuade residents from placing materials which can be recycled in with residual waste.

Such materials may include:

- dry recyclables such as paper, glass cans etc
- garden waste
- electrical and electronic material and hazardous waste

Policies could include:

- a restriction on the amount of residual waste which would be collected
ie. limited number of sacks per household/ no side waste - closed bin policy for wheeled bins
- alternate weekly collection of dry recyclables and residual waste
- regular waste analyses to monitor the effect of such policies.

4 Waste Reduction

4.1 Home Composting and Woodchipping

4.1.1 Home Composting

The majority of household waste is made up of organic waste (waste that will decompose), approximately 18% is garden waste in Warwickshire (56,000 tonnes) and 24% is kitchen waste (75,000 tonnes)⁵. Both garden and kitchen waste can be composted to produce a useful product.



Over half of the garden and kitchen waste produced is compostable in regular home compost bins. This amounts to 380 kg per household per year. Included in this figure is soft garden waste, uncooked fruit and vegetables and a small amount of paper and card. For home composting to be successful, support and information is needed by the householders purchasing new bins. Support is currently provided through the WRAP home composting programme where residents can buy subsidised compost bins. A Master

Composter scheme was also introduced in February 2006 to support new and existing home composters throughout Warwickshire in partnership with Waste Resource Action Programme and Garden Organic.

The Warwickshire Waste Partnership had set a target for 12.5% of households in Warwickshire to have a home compost bin (this equates to 28,000 bins). This would amount to a saving of 6,160 tonnes of household waste at 220 kg per household.⁶

Best practice suggests that it is reasonable to assume that 25% (or twice the existing number) of households will take up home composting given a concerted effort. Therefore, Warwickshire could expect a further 6,000 tonnes to be diverted from the waste stream, giving us reductions of a further 1.2%.

It is important that home composting is catered for in the planning process by making the provision of home compost bins compulsory for suitable homes in new housing developments. Similarly information on composting should be given to people moving into new properties in the form of 'welcome packs', a scheme which is currently run by the Partnership through Section 106 funding for new developments across Warwickshire.

4.1.2 Woodchipping

Warwickshire provides a home woodchipping service (free to the householder and schools) which handles 1,300 tonnes of garden waste per year. Wood is chipped on the residents premises with the resulting chipped wood being used by the householder as garden mulch.

4.2 Reusable nappy schemes

In households with very young children, nappies are one of the largest single items found in household

⁵ Based on 2005/06 figures

⁶ Based on research from WRAP to establish a baseline figure for the average amount of organic waste a compost bin will divert in one year.



waste (approximately 2-3%⁷). Based on the conservative figure of 2%, nappy waste in Warwickshire amounts to just under 5,900 tonnes every year. If 15% of parents switched from disposable to reusable nappies then the waste stream will be reduced by about 900 tonnes or 0.29%.

The use of reusable nappies can be supported by local authorities through subsidy of the nappies. Warwickshire has been running a £25 cashback scheme since 2003, and has signed up over 1,500 parents. Each parent is given £25 against a minimum of £50 spent on reusable nappies. Given that each child is expected to produce 1.5 tonnes of disposable nappy waste from birth to potty this makes sound financial sense resulting a saving of disposal costs.

The Partnership also supports local independent nappy agents in the delivery and promotion of Nappuccino events (informal coffee mornings for new parents to find out more about real nappies and receive a 10% discount on purchases). These events have been a very

effective introduction method with 45% of all claimants for the £25 finding out about reusable nappies from Nappuccino events.

4.3 Schools

A number of the waste reduction programmes identified for household waste can equally apply to schools, including composting and woodchipping schemes.

Warwickshire has a target of reducing school waste by 10% (and a recycling target of 25%) and there is already a toolkit available to help schools in this regard. Since the introduction of the healthy schools programme, and particularly the supply of fruit in primary schools, organic waste has increased in schools providing an ideal opportunity for composting. WRAP already offer schools free compost bins and with the Partnership provide support in the form of lessons through a compost advisor and competitions to encourage schools to take part. The wood chipping service is also available free to schools.

It is also important to promote waste minimisation and recycling in schools. This can be particularly successful in reducing household waste when introduced in primary schools. The school-home link is much stronger at this stage and parents and others can be very supportive of school sponsored programmes.

4.4 Unwanted mail

Unwanted mail or newspapers form 3% to 4% of household waste. Of these 40% are free newspapers, 30% come from organisations the recipient already has some dealings with, while direct marketing or flyers forming the remaining 30% or less.

Currently 25% of Warwickshire's households have signed up to the Mailing Preference Service⁸, which effectively stops 90% of unwanted direct mail. If

⁷ Life Cycle Assessment of Disposable and Re-usable Nappies in the UK, The Environment Agency, May 2005

⁸ The Mailing Preference Service (MPS) is a free service set up by the direct mail industry to enable consumers to have their names and home addresses in the UK removed from or added to lists used by the industry.

70% of households were to sign-up, this could result in a decrease in household waste of 0.58% (8kg per household per year). This amounts to 1,808 tonnes of waste.



Further reductions are possible through the promotion of door stickers to stop free newspapers and encouraging residents to receive bills and bank statements electronically. It is also possible to stop un-addressed mail from being delivered directly by the post office by signing up to stop receiving mail through the

Royal Mail's door-to-door service.

4.5 Smart shopping

“The average person throws away £424 of food each year.”

Are we a nation of wasters, Prudential UK 04 report

Smart shopping is a term used to describe changing purchasing and consumer habits to reduce waste. This is primarily achieved by:

- Avoiding unnecessary purchases – e.g. buy one get one free
- Purchasing durable goods instead of disposable items
- Selecting products with less packaging

Given that waste from purchased items accounts for 60% of the household waste stream, the potential for a positive impact by selecting products with less packaging is potentially significant.

As a country we move food far more these days partly because the centralised systems for supermarkets have taken over from local and regional markets. This ultimately results in extra packaging and increased carbon emissions. The concept of food miles includes waste which is generated from keeping the food fresh and the waste that must be transported from homes for disposal. The average household throws away more than 3kgs of food and 14 kgs of food packaging per week. Buying food produced locally will have very little packaging and should be encouraged as an alternative to supermarket shopping.

4.6 Trade and Non-Household Waste

Non-household waste forms only a small proportion of municipal waste in Warwickshire (a little under 10%). Only three Waste Collection Authorities (WCA) in Warwickshire, collect trade waste (North Warwickshire BC, Nuneaton and Bedworth BC and Rugby BC). Other components in non-household waste include collections by the WCA not included in household waste such as municipal parks and garden waste, amenity cleaning and fly-tipped waste.

Despite non-household waste making up a relatively small proportion of the overall waste stream it is important that it is not forgotten in waste minimisation programmes. Employees from small businesses and local authorities (the largest employers in the areas) are also likely to live in Warwickshire. It is important for the local authorities to set an example in its operations and to apply a waste minimisation message consistently.

Options for waste minimisation for non-household waste include:

- Hazardous material bans from trade waste (should be in force).
- Constraining the volume of trade waste.
- Rigorously enforcing penalties against fly-tipping.
- Waste reduction programmes for council services.
- Parks and gardens waste to be diverted to composting before being included in arisings.

The last option is not strictly waste minimisation but should form part of a broader programme for the local authorities to improve environmental performance. Table 1 below provides an assessment of these options for Warwickshire.

Reduction Method	Impact on municipal waste stream	Costs and savings	Practicality and ability to be delivered	Regeneration, employment and social benefits	Linkages
Bans of hazardous materials from trade waste	Low volume impact. High hazard impact.	Enforcement and communication Part of normal expenditure.	Legislation driven.		Support from national schemes Environment Agency involved.
Constrain volume of trade waste	Trade waste 2.9% of municipal. Low impact.	Could use financial (increase service cost) or other instruments (as for household).	System changes only viable as part of wider changes. Price increase easy but could have adverse impacts.	Possibilities to establish community schemes to handle trade waste in specified areas?	Link to business support such as Envirowise, etc.
Enforcing fly-tipping penalties	Low volume (tyres were 48T in 2004/05)	Part of normal operations. Might need extra effort when introducing other changes.	Existing operation.	Community involvement is highly desirable.	Environment Agency linked.
Operation of Council services	Low volume impact but important to be seen practicing what preaching	Staff time and effort plus possible outside support for auditing and system changes. Some capital expenditure possible.	Requires high level support, commitment and political will.		
Parks and gardens waste	Low volume impact.	Relatively inexpensive.	Potential high diversion.	Can link to community composting scheme.	WRAP schemes.

Table 1: Non-household Waste Minimisation Options – The Assessment

Actions

Composting and Woodchipping

- A 25% target of all suitable properties to compost their garden and kitchen waste. Supported by the Master Composter programme.
- Enabled through the planning system – all suitable new properties to have a home compost bin
- Support and encourage take up of community composting schemes.
- Expand the home woodchipping service for wood garden waste.

Reusable Nappies

- Continue to subsidise reusable nappies and associated support to encourage parents to use reusable nappies by off-setting the initial cost. Achieving a target of 15% of all new parents to use real nappies by 2009.
- Continued support of local independent nappy agents in the delivery and promotion of Nappuccino mornings. Achieve a 10% introduction rate for claimants from Nappuccino events.

Unwanted Mail

- Continue to promote the Mail Preference Service to encourage residents to remove their addresses from the direct mailing lists. Achieve a target of 50% of all adult residents sign-up to the scheme.
- The use of door stickers to show residents preference not to receive free newspapers or other junk mail.
- Set up a scheme to encourage residents to write to Royal Mail to stop door-to-door mail.

Shop Smart

- Introduce sustained information campaign to encourage people to think about what they are buying and enable them to make informed consumer choices.
- Support schemes that promote reuse. Items for hire such as toys and books from libraries and tools from hire shops.

5 Re-use

5.1 Household Waste Recycling Centre and associated operations

Warwickshire already has a very active community re-use and refurbishment network and the Partnership actively supports these organisations through the Warwickshire Furniture Recycling Forum (WFRF).

The County Council currently manages nine Household Waste Recycling Centres (HWRC), strategically placed around the county. The re-use and recycling services at these sites should be strengthened wherever possible to support the possible introduction of AWC.

The re-use organisations source material from both HWRC's and bulky waste collections. If collection authorities introduce alternate weekly collections it will be important to work with the Bulky Waste Services provided by the collection authorities and the local re-use groups to ensure maximum opportunities for re-use and refurbishment of goods.

5.2 Re-use and refurbishment capacity

The following table (Table 2) provides a brief summary of the re-use and refurbishment capacity in Warwickshire and surrounding areas. There is a northern bias to the capacity creating logistical issues in delivery of items from HWRCs or bulky waste

collections in the south of Warwickshire to the north. It also suggests that the focus, once the new schemes are well established, should be to develop capacity in the south.

The majority of schemes (except those sited at HWRCs) pick-up the material themselves (as opposed to it being delivered to them directly). This therefore relies on the householder being present during working

hours. Householders are often willing and able to donate goods to charities or community groups but do not want this inconvenience. The model of having a charity warehouse at a HWRC for donation of goods (before deposit on site), as at the Shakespeare Hospice Shop at Burton Farm and Action21 shop at Princes Drive, should be extended to all HWRCs where possible with the potential to link in with community furniture re-use groups.

Organisation/Scheme	Spare capacity/Projected extra throughput (per year)	Potential for future growth
Goods Again – Onley Prison, Rugby	40 Tonnes	Add a probation service scheme to the prison scheme
Rugby Bareboards Trust, Rugby	50 Tonnes	At capacity but could expand significantly with new premises and funding
The Loft Workshop, Stratford	45 Tonnes	No without extra resources
Christian Alliance, Nuneaton	New scheme. Planned throughput 340 Tonnes. Will collect from households and take from bulky waste collection	Not on present site
Turnaround, Coventry	15 tonnes through efficiency gains. Have customers but not capacity.	No plans to move premises but could supply more. Enable growth through links to other schemes.
Roundabout, Evesham	7 tonnes. Scheme run from Evesham, and cover parts of south Warwickshire	There could be the potential to explore extra promotional work to expand the work of this group.
Action21- Recycle Warehouse, Princes Drive HWRC	Started 2006. Achieving a week tonnage of 2 tonnes. Forecast throughput first year 104 tonnes	Support Action21 to promote the shop across the area.
Hunters Lane HWRC shop	No data available	New management contracts will seek to have data available on resales
Shakespeare Hospice Burton Farm HWRC shop	No data available	New management contracts will seek to have data available on resales
Kenilworth HWRC shop	No data available	New management contracts will seek to have data available on resales
www.communityfreebay.co.uk Exchange website for Coventry and Warwickshire	Probably 500. Assume 50:50 split Coventry : Warwickshire	
Commercial partners – auctioneers or traders	No data available	Potential to explore arrangements to divert waste.
Total current extra capacity	Approximately 760 tonnes	

Table 2: Re-use and refurbishment capacity in Warwickshire

Actions

Household Waste Recycling Centre and Associated Operations

- Extend the support to Partnership working through the Furniture Recycling Forum and direct contact with community groups.
- The Partnership will continue to encourage partnerships with the community sector that support best value.

Re-use and Refurbishment Capacity

- Continue to work with community re-use and refurbishment organisations within the County to extend best practise.

Trade and Non-Household Waste

- Promote composting for all schools and offer free compost bins.
- The Partnership will proactively seek to encourage the reduction of the amount of waste each school generates by providing waste minimisation advice.
- Extend composting of municipal Parks and Gardens material.
- The Partnership will work with businesses to promote waste reduction at source.

6 Education and Communications

6.1 Campaigns

Campaigns tend to be ineffectual on their own. However, when combined with other structural changes they can be very powerful.



If efforts are made to fully engage householders as well as providing appropriate infrastructure and services significant reductions in the generation of household waste can be achieved. Reductions in household waste of up to 50% have been reported through increased recycling through successful householder engagement.

This level of success might only come from the very committed but it does indicate that there is considerable potential if we get it right.

Options available in Warwickshire include:

- Countywide branded campaign using the national Recycle Now logos, to help ensure a joined up approach to information campaigns particularly for the introduction of new policies such as alternate weekly collections.
- School waste reduction and recycling education campaigns.
- Support to eliminate unwanted mail.
- Guides to waste prevention/recycling available on a website and/or as a directory.
- Household visits (doorstepping) to advise on waste minimisation and recycling.
- Smart shopping promotion.
- Promotion of services to substitute for purchases.
- New resident and new household packs.
- General media promotional campaigns.
- Encouraging ward level competition.

6.2 Local, regional and national campaigns

When developing waste minimisation programmes it is important to create links to regional and national campaigns and resources, to ensure that residents see a consistent message. The Warwickshire authorities have been working together within the Warwickshire Waste Partnership to support both regional and national campaigns through co-ordinated branding.



The high profile 'Recycle Now' campaign, run by WRAP, is a large scale national recycling campaign. The focus is on recycling but this also covers support for home composting and the logo can be adapted for reduce and re-use campaigns. Under the banner, Recycle for Warwickshire, the Warwickshire authorities have developed a number of schemes to prevent, reduce and re-use waste and to educate and advise the public on waste minimisation and recycling using resources made available through the national campaign.

There are national schemes that Warwickshire is already working with. These include individual charity promotions such as mobile phone or printer cartridge re-use schemes that raise funds for Guide Dogs for

the Blind and sponsorship and promotion of local community re-use schemes.

Campaigns to minimise waste from households have been found to be ineffectual if they are not accompanied by behaviourable change. It is necessary to make sure that whatever changes are made that the infrastructure is put in place first.

Psychological studies have shown that waste minimisation behaviour is driven by a concern for environment and community. Conversely, it is inhibited by inconvenience and time constraints or knowledge. Therefore, it is important to provide useful information and make waste minimisation convenient and not time consuming.

Guides placed in new houses and for new residents in the area can help to fill the information gap, along with information on Council websites (including an A-Z of recycling and waste minimisation). It is important that the Council information supply throughout Warwickshire is coordinated, rather than there being a distinction between the WCA and WDA. A strong branded identify, such as the Recycle Now logos used by the Partnership can help ensure this happens.

Doorstepping campaigns can be used to support participation in waste minimisation and recycling. This can be achieved through a formal scheme managed by the local authority or supported by local community groups managing a Recycling Champion team, where volunteers would look after their own street by supporting the neighbours where they live. Schemes of this nature can be useful to smooth out problems when changes are made to collection services.

Actions

- Introduce centralised media activity working across the County to deliver significant synergies and cost benefits for all stakeholders using the national Recycle Now iconography and resources.
- Set up doorstepping campaign to support new localised recycling services and waste reduction activities when take up is low in particular areas.
- Support local Recycling Champion teams set up by volunteer groups particularly when introducing new policies to residents.
- Produce corporate guides to services and general promotion.

7 Waste minimisation priorities and targets

The Warwickshire Waste Partnership has agreed a target to achieve a 40-45% recycling and composting across the County and to recycle 60% at Household Waste Recycling Centres. All the proposed waste minimisation activities outlined in the core paragraphs of this strategy have been highlighted in Appendix B with associated impacts on recycling and composting rates indicated where applicable.

The measures outlined in Appendix B (including changes to waste collection frequencies – alternate weekly collection) have the potential to reduce waste by up to approximately 10%. Excluding changes to waste collection frequency it is estimated that a 5% reduction could be achieved.

Priorities and targets for this strategy are included within a action plan Appendix C.

8 Monitoring and Review of Strategy

The effectiveness of this strategy (like the Municipal Waste Management Strategy), will be based on monitoring the targets and the action plan developed to support this document.

The following data will be used as a key performance indicators:

- Annual municipal waste arisings
- Best Value performance indicator (BVPI) 84 (kg household waste collected per head)

The policies and initiatives outlined in this in this strategy will be reviewed annually and the action plan adapted where necessary to enhance our performance. It is anticipated that responsibility for the implementation and monitoring of the strategy will be assumed by the Warwickshire Waste Partnership. Therefore to allow for a progressive development, this strategy will be a live document that will be subject to annual reviews.

Action Plan 2007/15

Waste Minimisation Strategy

Warwickshire Waste Partnership

		Lead Authority	Measure	Targets							
				2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
1	All Authorities will contribute to an overall reduction of municipal waste using a variety of suitable methods	Warwickshire Waste Partnership	Waste per capita based on 2006/7				4%		7%		10%
Home Composting:											
2	Increase the number of households treating compostable waste at home to 25%	WCC	Sales of Composters / Food Digesters and Wormery's and questionnaire to households regarding usage				15%		20%		25%
3	Require all developers to provide home compost bins to all suitable new properties	All Planning Authorities	No. new properties with compost bins				100%				
4	Increase the number of community composting schemes	All the waste partnership	No. of sites				2		4		6
5	Expand the home woodchipping service for wood garden waste	WCC	Tonnes woodchipped based on 2006/7				15%		30%		50%
6	Increase the number of municipal parks and gardens composting material at source	All the waste partnership	No. of sites			20%				50%	
Real Nappies:											
7	Increase the number of new parents using re-usable nappies	WCC	Cotton nappy cash back claims			12%			14%		15%
Junk Mail:											
8	Increase the number of households signed up to the Mailing Preference Service to 50%	All Authorities	No. households signed up			30%			40%	50%	
9	Increase the number of households displaying "no junk mail" signs and work with leafleters and free newspapers to ask them to comply with signs	WCC	No. households displaying "no junk mail" sign?		5%		7%			10%	

		Lead Authority	Measure	Targets							
				2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
10	Increase the number of residents writing to Royal Mail to stop them delivering junk mail via post personnel.	WCC	Number of households signed up			2%			5%		7%
Smart Shopping:											
11	Introduce a sustained Smart Shopping campaign to encourage people to think about what they are buying and enable them to make informed consumer choices.	WCC	Attitude/ behaviour survey and tonnage reductions		0.20%		0.50%		0.60%		0.70%
12	Support existing Community Re-Use Groups and establish one community re-use shop in each area of the County	WCC	No. re-use shops	2			3		4		5
School/Business:											
13	Reduce the amount of waste generated by 10% across all schools by encouraging Eco-schools/ Sustainable Schools	All the Waste Partners	No. Eco schools and school waste analysis			3%		5%		8%	10%
14	Work with businesses to promote waste reduction at source	WCC	Increase the number of Businesses participating		2%	3%			8%		11%
Attitude and Behaviour Change:											
15	See an overall behaviour change by introducing centralised and local promotional campaigns using RecycleNow resource	All the Waste Partners	Increase in participation through Attitude/ behaviour / Participation surveys			5%		10%			14%
16	Setting up local Recycling Champion teams in each District/Borough by volunteer groups cross the County	All the Waste Partners	Attitude/ behaviour survey and participation survey		1		2	3	4		5
17	Produce corporate guides to Waste Management services and general promotion on Bio-annual basis	WCC	Material produced		1		1		1		1

APPENDIX A - Policy and legislation affecting waste management in Warwickshire

European Policy and Legislation

- Framework Directive on Waste (72/442/EEC)
- Council Directive on the Landfill of Waste (Landfill Directive 1999/31/EC)
- Directive on Packaging and Packaging Waste (94/62/EEC)
- Waste Electrical and Electronic Equipment Directive (2002/96/EC)
- Hazardous Waste Directive (91/689/EEC)
- End of Life Vehicles Directive (2000/53/EC)
- Directive on Batteries and Accumulators 2006/66/EC
- Waste Incineration Directive (2000/76/EC)
- Ozone Depleting Substances (Regulation 2037/2000)
- Thematic Strategy on Soil Protection
- Thematic Strategy on Waste Prevention and Recycling

National Requirements

- Environmental Protection Act 1990
- Environment Act 1996
- Waste Strategy for England 2007
- UK Waste Strategy 2000 (WS2000)
- Local Government Act 1999 – Best Value Regime
- Strategy Unit Report “Waste Not, Want Not” (2002)
- Waste Emissions and Trading Act 2003
- Animal-By Products Order and Regulations 2003
- Household Waste Recycling Act 2003
- End of Life Vehicles regulation 2003
- Hazardous Waste regulation 2005
- Clean Neighbourhoods Act 2005
- Waste Electrical and Electronic Equipment regulation 2006

APPENDIX B - Impact of waste minimisation schemes on recycling and Composting

Waste Minimisation Activity	Waste reduction impact	Effect on Recycling and Composting Rate	General observation
Alternate Week Collections	4%	Dramatic increase possible	95% participation rates have been reported. Helped with 25% increase.
Container size reduction – residual and green	0.5% plus	Residual reduction leads to more recycling. Possible impact composting rate. No data available.	Capacity for high recycling and composting maintained but excessive growth residual and garden waste restricted
Partnership Working	1.5%	Possible small impact recycling e.g. diverting white goods from HWRCs	Re-use, refurbishment and hire services.
Home and school composting	2.1%	Assume 2.1%. reduction of waste entering waste stream	Small amount of paper used in composting
Woodchipping home and school service	Not quantified	Possible small effect HWRC composting rate given diverting hard garden waste	Added value for gardeners
Mail Preference Service	0.58%	Assume 0.58% reduction of waste entering waste stream	Paper could go in recycling collection. MPS users also likely to recycle.
Door stickers	0.13%	Assume 0.13%. reduction of waste entering waste stream	Newspapers etc. could go in recycling collection.
Real Nappy Scheme	0.29%	No effect	Waste reduced from residual stream
Smart Shopping	0.7%	Assume 0.35% reduction of waste entering waste stream	
TOTAL	9.8%		

APPENDIX C - Contact details for key organisations and websites referred to

Warwickshire Authorities within the Waste Partnership

North Warwickshire Borough Council

Recycling Officer
The Council House
South Street
Atherstone
Warwickshire
CV9 1BD

Tel: 01827 719433

Email: environmentalhealth@northwarks.gov.uk

Website: www.northwarks.gov.uk

Nuneaton and Bedworth Borough Council

Recycling Officer
St Marys Road Depot
St Marys Road
Nuneaton
Warwickshire
CV11 5AR

Tel: 024 7637 6010

Email: refuse@nuneatonandbedworth.gov.uk

Website: www.nuneaton@bedworth.gov.uk

Rugby Borough Council

Recycling officer
Council Depot
94 Newbold Road
Rugby
Warwickshire
CV21 1DH

Tel: 01788 533328

Website: www.rugby.gov.uk

Stratford on Avon District Council

Streetscene
Church Street
Stratford-upon-Avon
Warwickshire
CV37 6HX

Tel: 01789 260616

E-mail: streetscene@stratford-dc.gov.uk

Website: www.stratford-dc.gov.uk

Warwick District Council

Recycling Officer
Riverside House
Milverton Hill
Leamington Spa
Warwickshire
CV32 5HZ

Tel: 01926 450000

Email: ehwaste@warwickdc.gov.uk

Website: www.warwickdc.gov.uk

Warwickshire County Council

Waste Management
PO Box 43
Shire Hall
Warwick
Warwickshire
CV34 4SX

Tel: 01926 412593

Email: waste@warwickshire.gov.uk

Website: www.warwickshire.gov.uk/recycling

Other organisation or documents referred to within this strategy

Warwickshire's Municipal Waste Management Strategy

www.warwickshire.gov.uk/recycling

Alternate Week Collections, Guidance for Local Authorities

www.wrap.org.uk/local_authorities/toolkits_good_practice/alternate_week.html

Mail Preference Service

www.mpsonline.org.uk

Waste Resources Action Programme (WRAP)

www.wrap.org.uk

Recycle Now Campaign

www.recyclenow.com

Warwickshire Furniture Recycling Forum

theloft@stratfordvbx.org.uk

Garden Organic

www.hdra.org.uk

Review of the Regional Spatial Strategy 2006/07

West Midlands Regional Assembly

Albert House

Quay Place

92-93 Edward Street

Birmingham

B1 2RA

