

COMMUNITY COUNCIL LIAISON COMMITTEE - 17TH SEPTEMBER 2003

SUBJECT: SUSTAINABLE WASTE MANAGEMENT INITIATIVES

REPORT BY: DIRECTOR OF THE ENVIRONMENT

1. PURPOSE OF REPORT

- 1.1 To advise community councils of initiatives introduced by Caerphilly County Borough Council to reduce waste and promote sustainable waste management.

2. LINKS TO STRATEGY

- 2.1 The National Waste Strategy (Wise About Waste) combined with legislation to implement the EU landfill directive will have a significant impact on the strategic management of waste by local authorities. This will require a complete change in emphasis in our attempt to make waste management practices more sustainable, in moving away from landfill disposal towards reduction at source, recycling and recovery.
- 2.2 The Wales Waste Strategy, "*Wise about Waste*" and the European Landfill Directive include a number of targets for municipal waste over the coming years. The targets are aimed at:
- The reduction of the biodegradable element of municipal waste going to landfill
 - Increasing recycling and recovery

3. KERBSIDE COLLECTION OF DRY RECYCLABLES

- 3.1 The Authority currently collects mixed materials for recycling in 53 litre green boxes from 48,000 properties (67% of the borough). The materials currently being collected include glass, plastic, newspaper, magazines, cans, textiles and engine oil and filters.
- 3.2 The kerbside recycling scheme was originally phased in during 1998 with 8,000 properties being chosen. Once the scheme was established it was then expanded to include another 8,000 properties. An additional 24,000 properties were included in March 2003 to bring the total number of properties to 40,000.
- 3.3 A further 8,000 properties in the Upper Rhymney Valley are collected by the Community Furniture Enterprise (CFE) working in partnership with the authority and funded from the Sustainable Waste Management Grant. The result is that 48,000 households in the County Borough receive the service.
- 3.4 The current participation rates vary from 25% to 79%, dependant on area. Our aim is to increase the participation rates to ensure that all the rounds have a high participation rate.
- 3.5 A recently approved ENTRUST bid will enable the authority to introduce three incentive schemes to encourage householders to participate in the kerbside green-box recycling scheme. The incentive schemes can initially be run for a three-year period and then reviewed. Once we have changed public attitudes towards recycling there may not be the requirement for the continuation of the incentive schemes. The three incentive schemes are as follows: -

- **Monthly Incentive Scheme:**
Six prizes up to the value of £50 (one prize per round) will be offered on a monthly basis. Fully participating properties on each round will be entered into a draw and a winner chosen at random each month. The prizes will be a £50 voucher, food hamper or an electrical item. These will alternate every two months to provide an indication of what incentives are most effective.
- **Annual Incentive Scheme:**
The annual incentive reward will encourage householders to continue to participate in the recycling scheme. This will help to re-enforce a “habit of recycling”, which once in place should continue long term. There will be an annual prize of £500 per round. For residents to be eligible to be selected they have to participate in 22 out of a possible 26 collections. This allows for holidays and for the purpose of the annual draw will be recognised as 100% participation.
- **Overall Incentive Reward:**
The overall reward will be a small car. At the end of the year a single property will be chosen at random from all properties with 100% participation (22 out of 26).

3.6 A list of areas that are currently included in the kerbside collection scheme can be found in appendix 1 in addition to average participation rates for each area.

4. KERBSIDE COLLECTION OF GREEN WASTE

4.1 The authority is currently running a successful kerbside collection of green waste (grass clippings, leaves etc.) from approximately 70,000 properties in the borough. The scheme will run from April 2003 until October 2003. This scheme will make a considerable contribution to the Authority’s landfill diversion and composting targets. The service is funded from a contribution of Sustainable Waste Management Grant, Landfill Tax Credit Funds and authority budgets.

5. THE COLLECTION OF TREE/HEDGE CUTTINGS

5.1 The success of the tree/hedge cutting collection service to date has ensured that it will continue to operate during 2004/05. This service operates on a free of charge phone in basis and all materials collected are taken to Gelliaergwelt Farm, Nelson for shredding and composting.

5.2 This service is funded by sustainable waste management grant and will again target the biodegradable element of the waste stream. It is hoped that in the future the Authority will be able to “close the loop” in terms of the procurement of compost, by using compost produced at Gelliaergwelt Farm in municipal landscaping schemes.

6. HOME COMPOSTING

6.1 As a result of the Animal By-Products Regulations Authority is not permitted to co-collect green and kitchen waste. In view of this legislation the Authority currently subsidises the purchase of home compost converters to help divert the waste food element from landfill. The compost converters are available from “Original Organics” at the subsidised rate of £9.99; to date 8,000 have been sold.

6.2 Two new designs of the original compost converter will be available to the public towards the end of the year, again at a subsidised rate.

7. THE COMMUNITY FURNITURE ENTERPRISE (CFE)

- 7.1 The CFE is managed and co-ordinated by Groundwork Caerphilly in partnership with Caerphilly County Borough Council. It provides a collection, refurbishment and delivery service for re-usable furniture and electrical appliances for deprived residents throughout the borough.

8. THE COMMERCIAL RECYCLING SCHEME

- 8.1 The authority runs a commercial recycling service to encourage businesses to participate in recycling. The service currently collects cardboard, glass and cans from 640, 100 and 57 businesses respectively.

9. THE REAL NAPPY SERVICE

- 9.1 The Authority is helping to promote the use of "traditional" style nappies. The Real Nappy service collects, launders and delivers re-usable nappies. This service helps to remove disposable nappies from the municipal waste stream and has been highlighted as good practice in "*Wise About Waste*".
- 9.2 The service is in operation throughout Wales. Promotional leaflets were produced and delivered to various surgeries and anti natal clinics to help promote the scheme during real nappy week.

10. MINI RECYCLING CENTRES

- 10.1 A regional glass contract is in to operation with a private company (Viridor) to service all the glass banks in the South East region. The contract has recently been expanded to cover the service of all the can banks in the Caerphilly County Borough.
- 10.2 There are currently twenty-nine mini recycling centres that offer a range of recycling facilities to recycle glass, newsprint, magazines, cans and clothes. A full list of sites is contained in appendix 2.

11. RECYCLING AT CIVIC AMENITY SITES

- 11.1 There are currently five civic amenity (CA) sites throughout the borough located at Rhymney, Tiryberth, Llanbradach, Penmaen and Crosskeys. The CA sites offer a full range of recycling facilities for newsprint, magazines, glass, cans, textiles, shoes, engine oil, car batteries, cardboard, green waste, wood, electrical appliances, scrap metal and plastic bottles (this can also be seen in appendix 2).
- 11.2 The C.A. sites are operated by two separate companies. Silent Valley Services operate the Penmaen and Full moon sites and Ecovert operate the sites located at Rhymney, Tiryberth and Trehir. Both companies have agreed to recycle materials delivered and have been issued with contract variations stating that by the 1st anniversary the contractor shall recycle a minimum of 25% of C.A. waste and 50% by the end of year 2 (2003). There is an incentive scheme in operation to encourage the recycling of C.A. waste and financial penalties if targets are not met.

12. WASTE ELECTRICAL AND ELECTRONIC EQUIPMENT (WEEE)

- 12.1 In our aim to meet the targets set by the WEEE directive there are skips provided at the civic amenity sites for waste electrical and electronic equipment. The directive covers a broad range of consumer and commercial equipment. The community furniture enterprise scheme also collects these items from householders in the borough for refurbishment and re-use.
- 12.2 There is also a service provided to collect fridges and fridge freezers directly from household properties prior to re-use or recycling and destruction of CFC's.

13. EDUCATION INITIATIVES

- 13.1 The authority's commitment to change public attitudes has been demonstrated by its comprehensive waste management education programme and its community work. Elements of landfill tax credit funds combined with the authority's revenue budget have been used to fund these initiatives.
- 13.2 Paper for recycling is currently collected from twenty-four schools in the borough. The waste management officers also undertake regular visits to schools and youth groups to promote recycling and waste minimisation. These visits involve presentations and projects to encourage schools to participate in environmental schemes.
- 13.3 A schools reward scheme is proposed to start in January 2004. All schools in the borough will be provided with bins to recycle a range of materials with collections on a monthly basis. All schools in the borough will be contacted prior to delivering the bins allowing them to opt out from the scheme if they wish.
- 13.4 To encourage schools to participate in the recycling scheme there will be an annual participation incentive for each school plus a £100 reward per material per term for schools that achieve the highest average tonnage per pupil of each material collected. Tonnes collected will be calculated as an average weight using the number of pupils and the total weight collected.
- 13.5 A cotton bag challenge has been planned for October 2003 to raise awareness to the large amount of plastic carrier bags that are sent to landfill. The event will run for two hours a day over a four day period at a different supermarket each day. Householders will be given a free reusable cotton bag after signing a pledge to promise to use their cotton bag for a week instead of a plastic carrier bag. Information will also be provided on the problems associated with carrier bags and their disposal at landfill.

14. EDUCATIONAL LITERATURE

- 14.1 In our attempt to gain public support and understanding of the need to reduce waste at source the authority has produced a number of valuable educational documents. These should play a direct role in achieving the objectives of the national and councils own waste strategies.
- 14.2 An educational schools recycling pack has been produced to accompany the recycling talks. The pack will be supplied to every school in the borough to assist the recycling officer in getting the message across. The pack contains information on all aspects of recycling and waste management with activities for the school to participate in. The pack can also be used by teaching staff throughout the year as they deliver the national curriculum.
- 14.3 A kerbside-recycling leaflet has been produced, which explains the requirements and importance of the kerbside recycling scheme. It explains how the materials should be prepared ready for recycling and information on what happens to the materials

- 14.4 To raise awareness of recycling stickers have been produced for refuse bins and leaflets for the kerbside recycling scheme highlighting what materials can be recycled, what happens to the materials collected for recycling and the benefits achieved.

15. THE AUTHORITY'S MUNICIPAL WASTE MANAGEMENT STRATEGY

- 15.1 The process of writing the Municipal Waste Management Strategy for Caerphilly County Borough is underway. The Welsh Assembly Government has provided detailed guidelines on the information that must be included. The Strategy details all current waste management functions of the Authority, partnership working, future objectives and how change is to be effected.
- 15.2 Caerphilly CBC is also acting as the lead authority in South East Wales in the production of a Regional Waste Management Strategy. This will establish a common framework for all authorities in the region to work towards, and is achieving a sense of partnership working between the various authorities. In the production of a Regional Waste Plan, sites will be examined for regional waste management facilities, aiding regional self-sufficiency. A lengthy community consultation is currently underway to establish the opinions on waste management held by the public.

16. CONCLUSIONS

- 16.1 To fulfil our objectives it is recognised that a balance of educational action needs to be maintained. It is often not possible to evaluate the effectiveness of education programmes because of the broad range of factors, which have positive and negative effects.
- 16.2 The introduction of the incentive schemes is an integral part of the authority's strategy to ensure that national waste management targets are met.
- 16.3 Once the public's attitude has been changed towards waste management and recycling, there will be the requirement for continuous support and education.

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Background Papers:

Wise about Waste, the Wales Waste Strategy
CMT/Cabinet Report on Sustainable Waste Management Initiatives
CMT/Cabinet Report on Landfill Tax Credit Funds
Divisional Best Value Performance Plan 2002-2003 (Directorate of Environmental Services and Housing).

Appendices:

Appendix 1 [Areas included on kerbside collection scheme](#)
Appendix 2 [Recycling Centres](#)
Appendix 3 Monthly Participation