

Service Team of the Year: Waste Management & Recycling 2013

Caerphilly County Borough Council
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Background

- 2007/08 - Recycling rate of 26%
- 2009 - Weekly comingled recycling, weekly food & garden & fortnightly refuse introduced
- 2009/10 – 4th highest recycling performance in Wales (44%)
- 2011 – 97% of residents prefer new collection system

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Aims & Objectives

- **Aims:**
 - Improve the quality of life of our communities
 - Deliver efficient and effective front-line public services
 - Make communities more sustainable
 - Improve civic pride
 - Strive for excellence
 - Achieve continuous improvement
 - Clean, safe and well-serviced area
 - Enhance long term prosperity and development

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Aims & Objectives

- Objectives:
 - Increase participation
 - Reduce waste sent to landfill
 - Continue to exceed Welsh Government targets
 - Continue development of Waste Advisory Wardens
 - Reduce collection costs
 - Further improve public satisfaction levels

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Initial Challenges & Barriers

- Pressures on diminishing resources
- Demands on service
- Public acceptance issues
- Evolving Legislation
- Sustainability and reducing Carbon Footprint
- In-house recycling

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Improvements Achieved & Challenges Overcome

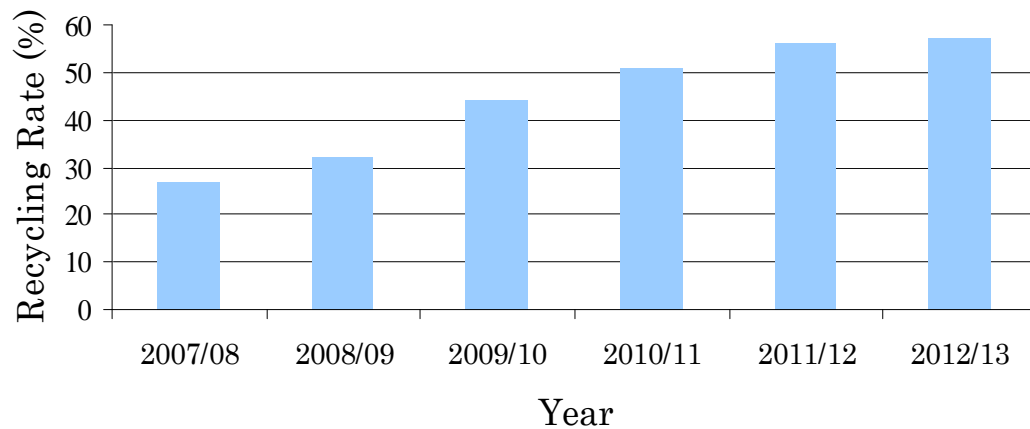
- Enhanced recycling, composting, participation and satisfaction rates
- First class service
- Staff training opportunities
- Community events
- Partnerships
- Household Waste Recycling Centres

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Leading the way - Enhanced Recycling Rates

Increased recycling & composting 2007 - 2013



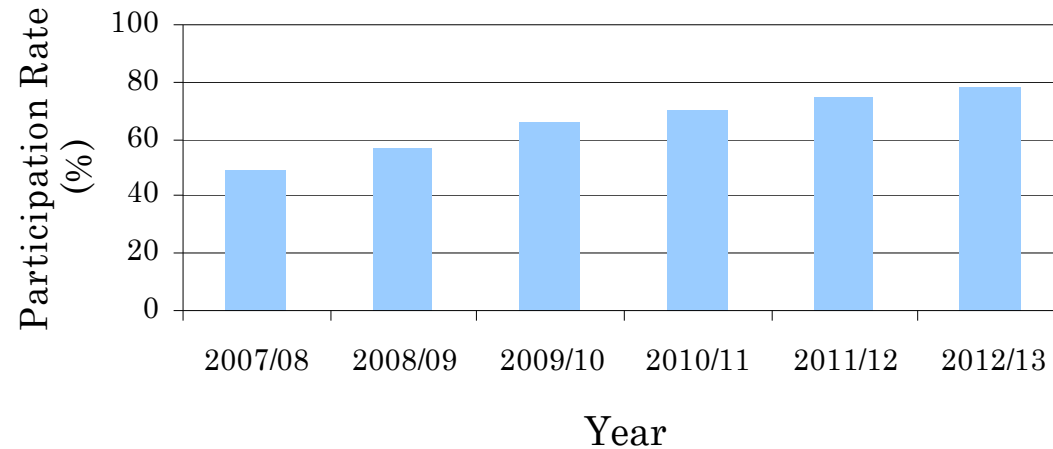
- Driving recycling forward, benefiting the whole community
- Working together for the good of all
- User-friendly service creating a feel good factor
- Over 92% of residents say recycling is important to them
- 72% recycle even if it requires additional effort
- 71% recycle everything they can

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Enhanced Participation Rates

Participation rate 2007 - 2013



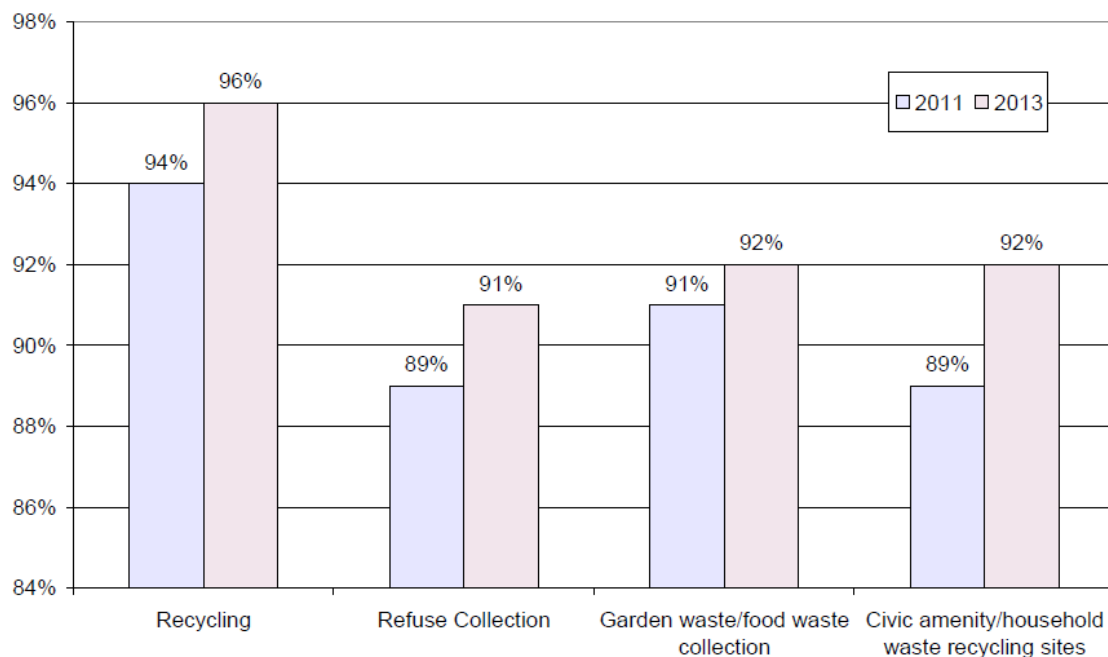
- Participation in the Recycling service has increased from 49% in 2007/08 to 78% in 2012/13

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Enhanced Customer Satisfaction

Increased public satisfaction 2011



- Latest household survey 2013
- Public satisfaction increased by 23% since 2007
- Public satisfaction did not fall below 89%
- 96% satisfied with recycling
- 89% and over satisfied with food, garden and HWRCs

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First Class Service

Our services have been described as a “*flagship that should be adopted by all councils.*” Our Waste Strategy and Operations team are thought of as “*pleasant, helpful, and polite*” providing a service with a “*fantastic spirit,*” doing a “*great job and, going far beyond what is expected.*”

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Our friendly collection crew & another happy resident!



Getting into the Christmas spirit



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Staff Training Opportunities

- Opportunities for young people
- Range of Apprenticeships in Sustainable Resource Management and Refuse and Cleansing
- Skilled workforce is vital for meeting our challenges and pressures
- Crucial to facilitate an adequate supply of skilled people to enhance our services
- NVQs to Masters Degrees

What are the benefits?

- Highly skilled and knowledgeable workforce
- New ideas and creativity to improve efficiency and streamline services
- Positive attitude
- Creates job satisfaction
- Opportunities to share knowledge
- Self development
- Job confidence
- “Happy staff provide an enhanced service”

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Community Events

“Bags for Life”
following the
introduction of the
Welsh Government
carrier bag charge in
2011



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Community Events

“Compost bin sale days”



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Community Events

“Real Nappy Week”

Competition run every year to win Real Nappy trial packs



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Community Events

“Love Food Hate Waste Cookery Demonstrations”

Run every year in partnership with Waste Awareness Wales



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Community Events

“WEEE Initiative”

Involved over 4,300 pupils

Collected 2.54 tonnes of WEEE for
Reuse & Recycling

Competition between 10 Welsh
Authorities



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Relationship Building & Partnerships

- Communications
- Schools
- Residents
- Staff & School Canteens
- Hospitals & Health Centres
- Outside Organisations

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Relationship Building & Partnerships

- Communications

- Continue to build on an already successful relationship
- Monthly meetings
- Opportunity for that all-important “Thank You”

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Relationship Building & Partnerships

- Schools

- Recycling successfully introduced in all schools
- Free compost bin
- Presentations, workshops & competitions



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Relationship Building & Partnerships

“Schools Battery Recycling Initiative 2013”

Run every year in partnership with European Recycling Platform (ERP) and local schools

59 schools – 19,000 pupils

1.5 tonnes of Batteries collected

Special Award Ceremony



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Relationship Building & Partnerships

Our Residents and “The Waste Free Challenge”

Working collaboratively with residents and Waste Awareness Wales

Get residents involved and gain hands-on experience at waste reduction



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Relationship Building & Partnerships

- Staff & School Canteens

- Practice what we preach
- Food & dry recycling implemented in canteens and break-out areas
- Working together has a positive impact on our recycling rates

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Relationship Building & Partnerships

- Hospitals & Health Centres
 - Collaborative working with hospitals, midwives and health centres
 - Providing a 'personal service' to residents

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Relationship Building & Partnerships

- Outside Organisations



- Community Furniture Enterprise (CFE) – Third Sector
- Household items donated and sold back into the community
- Key support and guidance

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Household Waste Recycling Centres

- Recycling rates reached an impressive 87%
- Excellence management, pleasant service & effective running operations
- Ongoing training & opportunities
- Top of the range CCTV system
- 2013 survey – 92% satisfied with service



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Future Targets & Goals

- Exceed the Recycling/Composting target of 58% by 2015/16
- Maximise participation taking us beyond the 78% currently being achieved
- Become a high recycling community by 2025
- Achieve zero waste to landfill by 2050

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Questions

Any questions?

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