

# APSE 2014: Best Service Team Waste Management & Recycling

## RESTRICTING RESIDUAL WASTE

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Working with the citizens of Monmouthshire  
[www.monmouthshire.gov.uk](http://www.monmouthshire.gov.uk)

# So Monmouthshire?



# So Monmouthshire?

- Unitary Local Authority
  - Waste collection
  - Waste disposal
- 91,000 residents
- 40,000 properties
- 50% live in 5 main market towns
- 23% of population classed as deprived in terms of access to services due to *rurality* of the County

# Wales: Towards Zero Waste

- Waste is devolved
- Statutory targets – LA(T)S & recycling – with fines:
  - **58%** 2015-16
  - **64%** 2019-20
  - **70%** 2024-25
- Policy of kerb sort but not prescribed (yet)
- Focus on ecological footprint & closed loop
- Specific funding – all Wales grant of £66m



Helpu Cymru i leihau ei Hôl Troed Carbon  
Help Wales reduce its Carbon Footprint

Llywodraeth Cymru  
Welsh Assembly Government

[www.cymru.gov.uk](http://www.cymru.gov.uk)

**Towards Zero Waste**

One Wales: One Planet

Textiles Paper Plastics Metals Electrical  
Paint Household Organics Brown Glass Blue Glass Wood

The graphic features a grid of ten icons representing different waste categories: Textiles (orange), Paper (blue), Plastics (red), Metals (grey), Electrical (pink), Paint (purple), Household Organics (green), Brown Glass (brown), Blue Glass (light blue), and Wood (dark brown). Each icon shows a recycling symbol with a heart. To the right of the grid is a photograph of a grey recycling bin with various items inside, including a white plastic bottle and a black cable.



*So what have we done?*

# Our Journey.....Evolutionary

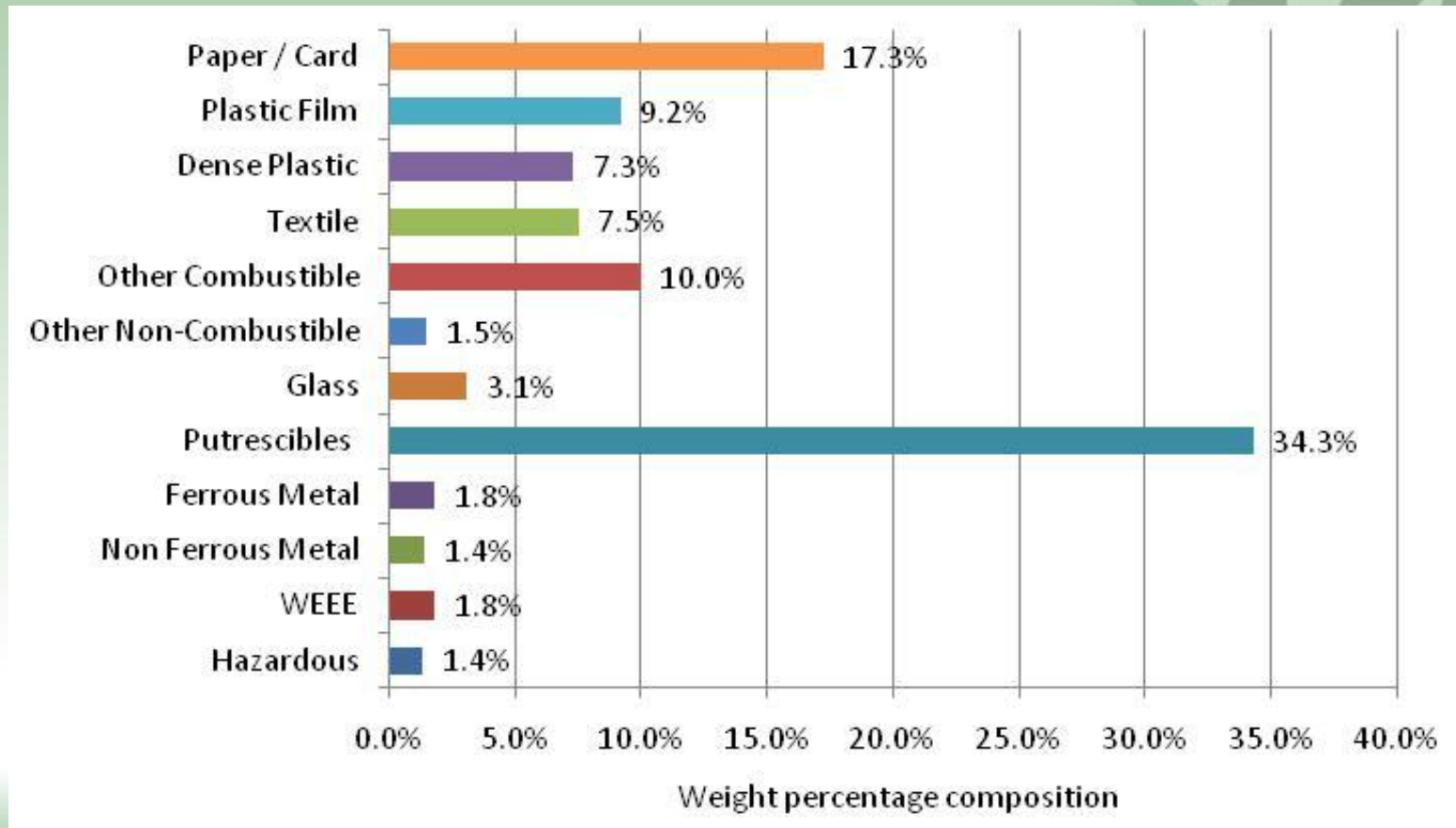
Year	Change	Recycling rate
2004-05	Introduction of kerbside sort collections with third sector Introduction of food waste collection service (free garden waste service already in operation)	24%
2009-10	Comingled service introduced and service brought back in house	39%
2010-11	Introduction of fortnightly refuse	49%
2011-12	Service consolidation	55%
2012-13	Research into behaviour, participation & capture trends	56%
2013-14	Residual waste restriction – <i>toughest in the UK</i> Garden waste charge	63%
2014-15	No change to service Q1& 2 Target for year – consolidate <i>What could we get?</i>	67% 63% 64-5%

# Achieving a 7% jump - 56-63%

- Restriction on residual based on robust evidence and research
  - Participation
  - Capture
  - Attitudes and behaviour
- Allowed us to target on change needed

# Evidence

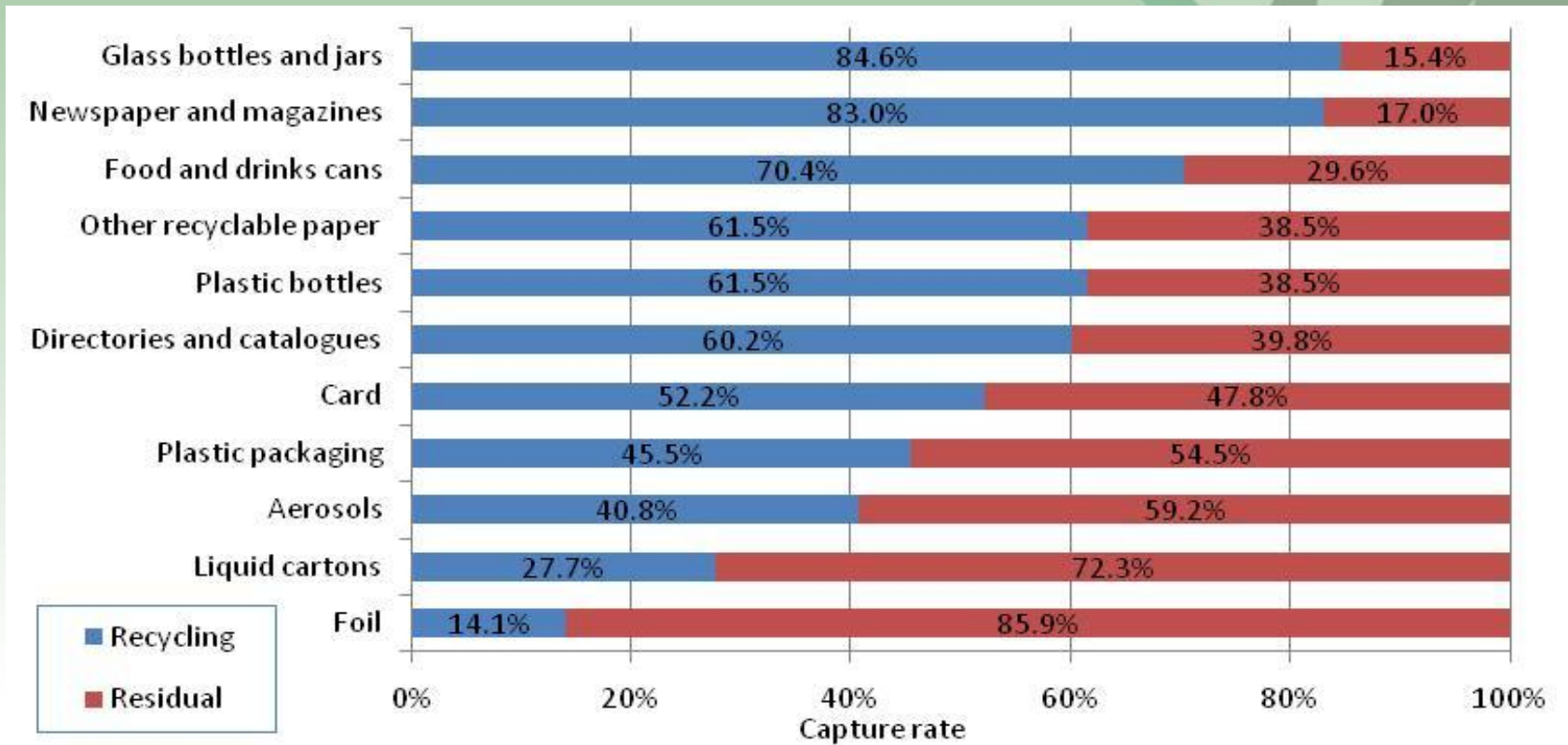
## Contents of our kerbside black bags





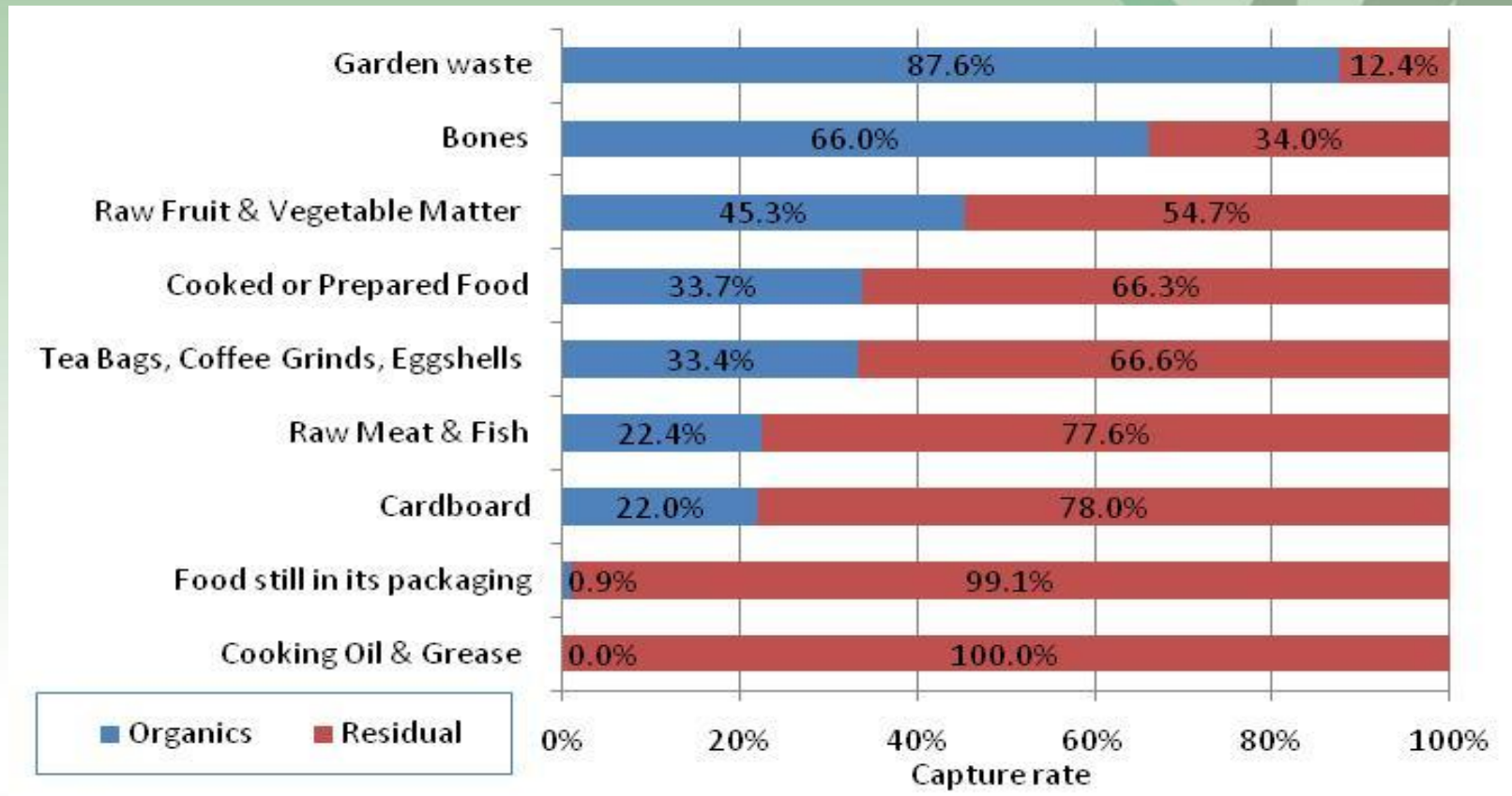
# More evidence - capture

## Recycling Capture Rates:- Recycling V Black Bags



# More evidence - capture

Organic Capture Rates:- Organic V Black Bags



# More evidence - participation

Type	Claimed	Actual
Recycling	96%	76%
Food Waste	82%	49%

# So what did we learn?

- Lot of potential in our service
- Food waste being done by the “environmentally aware”
- Some confusion over what can and cannot be recycled e.g. plastics
- Whilst fortnightly had made a change – needed to do something to change behaviour further
- Could not just rely on goodwill
- Satisfaction levels with service were high
- Average of 4 black bags per household being placed out per week  
*70% of this was recyclable*

# So what did we do?

## Restrict Residual Waste

- 52 grey (translucent) bags issued to every householder
- Only 2 bags per collection – no leniency for holidays etc.
- Exemptions
  - 5 or more in a household, BUT only if they recycle
  - Those who may struggle and need help
- Extra or black bags stickered and left
- S.46 fine powers not yet adopted – want to determine compliance before rushing into fines

## Charge for Garden

- £10 per bag for a weekly collection
- No limit on number of bags
- Payment – web, phone, OSS
- Permit produced and delivered out with brown reusable bag

### Why bag not bin?

- Administratively would have been easier
- MCC doesn't do wheelie bins – 87% of public wanted bags

# Our service....

Red Bag (paper, card)	Purple Bag (plastic, metals, glass))	Food Waste	Garden	Residual	Nappies	Ashes
Weekly		Weekly	Weekly	Fortnightly	Weekly	Fortnightly
						
Comingled collections		Liners provided free of charge	Charge £10 per bag for annual collection	2 bags per h/hold Eq= 100ltrs Council provide grey transparent bags (for now)	Tiger bags issued. (for now)	To be collected in a dustbin alongside the 2 residual bags

# What did we expect to happen?

- 10% on dry recycling rate
- Organic waste performance to decrease
- More waste through HWRCs
- £350,000 saving on disposal costs
- Income target of £185k for garden waste

Bit of the dark arts



# But lets be honest...

- This isn't all about increasing recycling
- *Money is all important these days*
- 2013-14      £10m saving
- 2014-15      £8m
- 2015-18      £23m
- Every service expected to contribute: - some more than others
- Overall budget saving of £700k for waste (10%) 2013-14





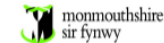
But what did happen?

# Making it happen...

- Political & policy processes
- Service change – logistics and operations
- Communications, engagement & firefighting national media
- Assessing impact

# Policy

- In depth policy review process undertaken
- Policy developed by officers in consultation with Cabinet Member
- Full scrutiny process – went twice:
  - Concept
  - Proposed policy
- Sign off by full Council - no risk of Call In
- Policy and impact reviewed 6 months after



<b>SUBJECT:</b>	<b>Recycling &amp; Waste Changes – Policy Approval</b>
<b>MEETING:</b>	<b>Council</b>
<b>DATE:</b>	<b>18<sup>th</sup> April 2013</b>
<b>DIVISION/WARDS AFFECTED:</b>	<b>All</b>

## 1. PURPOSE:

1.1 To agree the policies and implementation plans of two recycling and waste service changes which are being introduced to deliver financial and sustainability benefits:

- Garden waste charging
- Restrictions on residual waste

## 2. RECOMMENDATIONS:

2.1 That Council agree the policies in appendix 1 (garden waste) and 2 (residual waste)

2.2 That Council agree the use of the Invest to Redesign funding of £170k to support one off costs incurred for successful implementation.

## 3. KEY ISSUES:

3.1 Council on 26<sup>th</sup> February 2013 agreed that two changes were to be made to the recycling waste service which would deliver financial and sustainability benefits to MCC. MCC is facing unprecedented financial constraints and the Council had to make £4m savings in 2013-14 and a further £12m is forecast to be needed to be saved over the next three financial years.

3.2 The waste and recycling service has already made significant savings in recent years however these further proposals indicate that there is still much recycling and waste can do to both save money and deliver environmental and sustainable benefits. In addition the service is undergoing a further review which will examine recycling collection methods, contracts and fleet optimisation which may in future also offer further benefits to Monmouthshire in light of every growing financial pressures.

### Charging for Garden Waste

3.3 Councils do not have a duty to collect garden waste and under Schedule 2, clause 3 of the Controlled Waste Regulations 1992 may charge for its collection. At a time of severe

# Logistics

- Huge operational change – had 3 months to do it
- SWOT undertaken
- Gaps identified and filled
- Resources identified and targets to workstreams
- Additional staff & vehicles brought in



# Communications

*Strong political  
leadership*

willing to take tough  
decisions

Cabinet Member led  
the political process  
and public  
communications





# Pre roll out communications...

## Coming soon!

In a bid to reduce the amount of rubbish sent to landfill, improve our recycling rates and minimise future costs, changes to our collection services are coming this year:

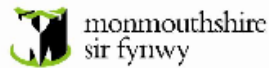
Households will be provided with new clear Monmouthshire County Council refuse sacks. Each household will be allowed to place out two of these bags for collection per fortnight. Only rubbish that cannot be recycled can go in these bags. Black bags will no longer be collected.



Residents will have to register and pay to use the garden waste collection service.

For queries contact the One Stop Shop on 01291 635700.

Look out for an information pack being delivered to your door by the end of June!









# What happened?

# A week in - residual

- Public response was phenomenal
- Tonnages down by over 60% e.g.
- Day one
  - Caldicot – 19t – 6t
  - Abergavenny 17t – 4.5t
  - Monmouth 15t – 5t
- Recycling up 20%
- Food up



# A week in - garden

As of Wed 3<sup>rd</sup> July

- £118,200 income
- 8,444 registrations – 21% of population, 1.7 ave bag/phh
  - 2,494 web 29.5%
  - 2,363 phone 28%
  - 3,417 cash 40.5%
  - 170 cheque 2%
- 301 Compost Bins sold Apr – Jun. Highest year previously 254



# What did we actually see?

- Welsh Government funding for independent analysis
- Per and post participation & capture analysis
- Assessing financial impact

# What did we actually see?

## 2013-14 compared to 2012-13

- Dry recycling participation + 10% (85%)
- Food waste participation + 25% (75%)
- Dry recycling + 8%
- Kerbside residual - 37%
- CA residual + 30%
- Overall residual - 15%
- Kerbside organic - 20%
- CA organic + 90%
- Garden waste income £185k

# Monmouthshire's Waste – Key Stats 2013-14

	Recycling	Composting	Residual	Total	% recycling
Kerb	10,426	8,375	7,652	26,453	71%
CA	6,750	3,242	5,727	15,720	63.5%
Bring	134				100%
Other		196 (parks)	3,399 (litter..)	3,595	5.4%
<b>Total recycling and composting rate for 2013-14 (total tonnage c. 45,000)</b>					<b><u>63%</u></b>

# Monmouthshire's Waste – Key Stats Q1 & 2 2014-15

	Recycling	Composting	Residual	Total	% R&C
Kerb	5,038	4,625	3,034		80%
CA	4,886	3,432	3,466		70%
Bring	21				100%
Other		187(parks)	1,711 (litter..)		9.8%
<b>Total recycling and composting rate for Q1 &amp; 2</b>					<b><u>67%</u></b>

# What did we actually see?

## The finance.....

• Landfill diversion	£450k
• Garden waste income	£185k
• Diversion of garden waste to HWRC	<u>£85k</u>
	£720k
• Set against one off investment costs of (which was funded from corporate invest to save)	£170k
<b>TOTAL</b>	<b>£550k</b>



# Ingredients for success

- **TEAMWORK** (cannot praise the staff enough)
  - Clear roles
  - Regular meetings
- Planning – operational & political
- Communications
- Political leadership
- Evidence base – “moral high ground”

# If I was to do it again....

- More than 3 months to implement
- Anticipated better:
  - 6,000 requests for food waste bins
  - Community support required e.g. house visits
  - Better databases for managing information
  - The unexpected – “cat litter”

Would encourage any council to restrict –  
it works

# The future's bright.....

- 63% & rising, but there is still more to do
- Our 70% plan:
  - Project Gwyrdd – recycling of IBA
  - Opening of residual bags at CA sites
  - Trade recycling
- Service review – rWFD compliance
  - We comingle, report to Cabinet Dec 14

# Thank you

Rachel Jowitt  
Head of Waste & Street Services

*APSE 2014 Best Service Team:  
Waste and Recycling*