

TELFORD & WREKIN COUNCIL

COMMITTEE AND DATE: ENVIRONMENT COMMITTEE, 8 MARCH 2022

**TITLE: HOUSEHOLD WASTE UPDATE AND RECYCLING
IMPROVEMENT REPORT**

**REPORT OF THE DIRECTOR: NEIGHBOURHOOD AND ENFORCEMENT
SERVICES**

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1 The household recycling rate in Telford & Wrekin Council for 20/21 is 48.2%, 4.4% above the official recycling rate for England.
- 1.2 The household recycling rate in 20/21 increased by 1.2% since 2019/20 (47% in 19/20 and 48.2% in 20/21). This is a huge achievement considering the national average has reduced by 1.5%. Only just over a third of England L.A's increased their recycling rate in 20/21
- 1.3 Telford & Wrekin Council currently has the highest recycling rate in its Group and the most improved rate since 2019/20; the Council is one of only four to have improved the recycling rate since 2019/20.¹ All of this has only been possible with the support and engagement of our residents.
- 1.4 This report provides an update on the management of household waste and recycling with particular focus on reducing the environmental impact through increasing opportunities to recycle
- 1.5 Unlike many local authorities, the management of household waste collections, delivered by Veolia on behalf of the Council, has considerable focus on promoting and enabling residents to recycle. However, while there is always a drive to recycle more, reducing waste in the first instance is the primary consideration. Focus has recently been placed on re-use with charity partners such as a Better Tomorrow.
- 1.6 The Covid-19 pandemic has seen significant pressures placed on household waste collection services, bulk collections and the two household recycling centres. Unlike many authorities across the country, all household collection services have been maintained throughout the pandemic with Telford & Wrekin being one of the first local authorities in the country to reopen its household recycling centres.

<https://www.letsrecycle.com/councils/league-tables/>
APSE Family Group 3.10

- 1.7 Alongside increasing recycling performance, the service continually strives to reduce carbon year on year and support the Council with its Climate Change Action Plan.

2. RECOMMENDATIONS

- 2.1 That the Environment Committee acknowledge performance to date to increase recycling and reduce carbon impact as outlined in this report and summarised in **Appendix 1**
- 2.2 That Environment Committee consider the proposals set out in **Appendix 2** to continue to promote and engage residents to recycle as much as possible and offer any interventions that could be taken into account going forward.
- 2.3 That Environment Committee consider the proposals set out in **Appendix 2** to continue reduce carbon impact through operational activities and offer any interventions that could be taken into account going forward.

3. IMPACT OF ACTION

Background

- 3.1 Working with Veolia, the Council has strived to ensure waste is diverted from landfill and strives to increase recycling. This is underpinned by increasing customer satisfaction through enhanced, reliable and easy to use household recycling and waste collection services, and modernised Household Recycling Centres (HRC).
- 3.2 In April 2014, the co-mingled purple top wheelie bins were introduced to make it easier for residents to recycle. New more efficient collection vehicles were also introduced to reduce carbon impact.
- 3.3 A new Waste Transfer Station (WTS) was built at Hortonwood for all recycling and waste to be bulked within the borough. This facility was opened in September 2016 and enabled the fundamental shift from taking residual waste to landfill through affordable transport of bulked waste in larger vehicles to Energy from Waste facilities.
- 3.4 There are two HRC's in the borough, one at Hortonwood which was newly constructed and co located with the WTS in September 2016 and one in Halesfield which was refurbished. HRC opening hours have been extended to 7 days a week, 362 days a year across both sites which attract in excess of 200,000 visits a year.

- 3.5 The investment into these facilities to divert waste from landfill and increase recycling totalled £10 million. This excludes the investment into fleet and the new food waste collection service.
- 3.6 In September 2019, a weekly food collection service was introduced which included investment into new bespoke containers and vehicles. At the same time, collection rounds were re-routed to make them more efficient and reduce carbon emissions. This innovative service collected over 5,000 tonnes of food waste in 2020/21.
- 3.7 Every 3 years a resident's survey is undertaken with the last survey completed in 2020; results from this survey revealed 92% satisfaction in services with 5,473 respondents.
- 3.8 Examples of timescales associated with service requests are outlined below:
- Reported missed bin collections to be rectified either the same or the next working day; 0.06% of collections were justified as missed in 20/21 which has seen year on year improvement.
 - Requests for new, replacement and additional containers are to be delivered within 5 working days; 99.96% were delivered on time in 20/21.
 - Bulk collections are completed within 10 working days
- 3.9 In January 2022, the council appointed a dedicated Recycling Engagement Officer was appointed to work with residents to educate them and provided options for getting the best from the recycling and waste management services, including bulk collections to reduce fly tipping.

Recycling Performance

- 3.10 In the last four years, recycling performance has increased by 5% to 48.2% in 2020/21. This is 4.4% above the official recycling rate for England in the same period and at a time where the national average reduced by 1.7%.
- 3.11 Not only did Telford & Wrekin maintain its green collection services throughout the pandemic, there is an ongoing commitment to provide the service free of charge. It is estimated out of 338 local authorities, Telford & Wrekin are one of only 35% councils in England to continue with a free service.
- 3.12 Below shows the grouping of local authorities with similar characteristics to Telford & Wrekin; as shown below, Telford & Wrekin have the largest increase in recycling since 2017/18.

Rank	Local Authority	2019/20	20/21	Difference
1	Telford and Wrekin	47	48.2	1.2
2	Barnsley Metropolitan Borough Council	47.1	43.2	-3.9
3	Stevenage Borough Council	39.5	40.2	0.7
4	Swindon	42.8	39.6	-3.2
5	Norwich City Council	39.4	38.3	-1.1
6	North East Lincolnshire	35.1	35.5	0.4
7	Thurrock Council	34.8	28	-6.8
8	Stockton on Tees Borough Council	26.5	24.3	-2.2

Added Value

- 3.13 The partnership with Veolia includes an annual Initiatives and Added Value fund of £25,000. In total £200,000 of funding has been invested into our communities since the contract started in 2014 with 175 projects being supported.
- 3.14 In addition, funding of over £600,000 has been awarded by the Veolia Environmental Trust since 2014. Most recently, St George's Recreation Ground has received a grant of £30,000 to refurbish their nearly 100 year old building.
- 3.15 £15,000 of the annual funding is delivered through 'EnviroGrant' which provides grants of up to £1,000 for projects to benefit the local community or the environment. Recent examples include; the Telford Café Repair project, community garden projects and support for Friends of Group projects such as a contribution to wooden sculpture in Dawley Park.
- 3.16 The remaining funding is donated to local charities/groups for initiatives put forward by them for consideration.
- 3.17 A comprehensive communication and engagement campaign is delivered annually to educate and encourage recycling. This includes talks with local groups and visits to facilities. Recent examples include:
- 33 Schools Education Workshops
 - Creation of an online Programme – the R team
 - 900 sets of educational activity sheets through community hubs and breakfast schemes
 - Recycling service buy in for Telford & Wrekin Schools
 - Upcycle Events
 - Community visits
 - Facebook - Munch and the Funny Tummy - 2.4k views

4. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

- 4.1 The recycling and waste collection service has a borough wide impact on all our residents, as such the service is assessed for its equality impact and a range of support and options are provided. These include and are not limited to; assisted collections, smaller containers and pictorial leaflets.

5. PREVIOUS MINUTES

- 5.1 None

6. BACKGROUND PAPERS

- 6.2 None

Report prepared by: Debbie Germany, Service Delivery Manager: Waste & Neighbourhood Services Performance

APPENDIX 1

REDUCING CARBON IMPACT THROUGH RECYCLING AND OPERATIONS

Actions taken from – 1 April 2014

	Action Taken	Net GHG emissions achieved, tonnes CO ₂ e
2014	<p>Objective to reduce total volume of residual waste to landfill and continue to increase recycling:</p> <ul style="list-style-type: none"> • Introduction of the purple top recycling bin to increase recycling participation • Introduction of new efficient collection vehicles • All vehicles equipped with monitoring to promote efficient driving. • Introduction of the latest technology to use information to efficiently manage collection services in real time. • Commenced construction of the new energy efficient Hortonwood Integrated Waste Management Facility • Sustainable procurement • School, parish Councils and council building managers invited to buy into recycling services. 	Baseline figure 3067 t CO ₂ e
2015	<ul style="list-style-type: none"> • Promotion and engagement of recycling • Rollout of an education programme to schools, including the Junior Street Champions. 	3000 t CO ₂ e
2016	<ul style="list-style-type: none"> • Hortonwood Waste Transfer Station and HRC completed enabling waste to be diverted from landfill to Energy Recovery (ERF). • Energy efficient measures included in the build and refurbishment of Halesfield HRC • Use of energy and water saving equipment, • Implementation of Veolia's Green Office scheme which encourages all staff to make simple changes reduce the impact on the environment. 	-7977 t CO ₂ e
2017	<ul style="list-style-type: none"> • Continued to transfer waste to ERF and promote recycling 	-19164 t CO ₂ e

	<ul style="list-style-type: none"> Introduced new re-use partnership with Revive 	
2018	<ul style="list-style-type: none"> Continued to transfer waste to ERF and promote of recycling to increase participation 	-22562 t CO2e
2019	<ul style="list-style-type: none"> Mobilised collection of all green and residual waste with Veolia, resulting in an increase in carbon emissions. New efficient collection vehicles introduced for the additional services. Waste food collection service mobilised in September 2019. Collection rounds re-aligned to increase efficiencies 	-20128 t CO2e (-605 t CO2e net GHG emission reduction for the food collection service, included in the total 2019 t CO2e value)
2020	<ul style="list-style-type: none"> Maintained all collections throughout the pandemic to enable residents to continue to recycle their household waste Introduced a new virtual workshop for use in schools Focused on social media communications and education programmes Reduced non-frontline staff travelling 	Total avoided t CO2e = -21,811
2021	<ul style="list-style-type: none"> Launched initiative with charity partners to maximise reuse e.g. a Better Tomorrow Continued communications activities to promote recycling Promoted reduction of waste in the borough, encouraging reuse and Installed a new and more efficient weighbridge which reduced the use of paper. 	to be calculated 2022

APPENDIX 2

REDUCING CARBON IMPACT THROUGH RECYCLING AND OPERATIONS

FUTURE ACTION PLAN 2022

2022	Action Proposed
1.	Continue the drive to increase recycling participation and maximise recycling through special initiatives and education and engagement. These include: <ul style="list-style-type: none">• Red top waste diversion campaign• Food waste campaigns• Don't let Good things Go to Waste HRC Campaign• Engage with national recycling campaigns e.g. food waste action week
2.	Continue to divert material for re-use with local charity partners.
3.	Roll out food waste collections to remaining multi occupancy properties and deliver an engagement campaign.
4.	Explore the option of offering schools to buy into the food waste recycling service as well as the purple top service.
5.	Keep under review the potential use of full electrical collection vehicles. Veolia is currently running trials of electrical collection vehicles to ascertain the use of 26 tonne vehicles for reliable collections.
6.	Procure new recycling collection vehicles fitted with electric lifts
7.	Assess the potential use of alternative fuels.
8.	Keep collection rounds under review. Modify collection routes to maintain balanced rounds and efficient vehicles in line with property growth