

1.0 Gloucestershire County Council Waste Action Plan

Revision 4. April 2012.

This Action Plan sets out the key waste management actions this council will undertake in implementing Gloucestershire's JMWMS. It is intended that this Action Plan is a 'living' document, that it will be regularly referred to, and that it will be subject to formal review annually. The first formal review of the original JMWMS action plan took place early 2009, with this being the fourth formal review of the action plan.

The actions are presented in tables under five main headings: Changing Behaviour; Waste Prevention; Collection Systems, Waste Treatment and Other. This format was adopted for the purposes of simplicity and clarity, and reflects the JMWMS high level action plan. It should however be noted that a number of actions will cut across these headings and will interact with one another.

This action plan includes the following key actions to be undertaken during 2012/13;

- Complete procurement and secure residual waste treatment and disposal contract.
- Provision of a new food waste transfer facility to serve the Forest of Dean.
- Begin the procurement of a replacement food waste treatment contract.
- Development of the Joint Waste Committee in partnership with our Districts.
- Maintain the performance incentive mechanism in support of district council food waste collections.
- Work with May Gurney to agree a new HRC performance improvement framework and to review operating policies.
- Monitor the carbon footprint of waste services.
- Progress partnership projects, such as the development of co-mingled recycling collections.
- Promote waste prevention and waste reduction as the preferred options of the waste hierarchy.
- Target 'low performing areas' in our efforts to drive up participation in recycling services, for example, by delivering the Community Recycling Incentive Scheme in the pilot communities.
- Maintain a programme of waste communications and update the Recycle for Gloucestershire website.

1.1 Changing Behaviour

| Ref | Initiative | Key Actions | Responsibility | Target Dates | Products | Indicators |
|-----|--------------------------------------|--|----------------|--|--|--|
| 1 | Recycle for Gloucestershire Campaign | <ul style="list-style-type: none"> Update RFG website Coordinate and promote RFG activities among the districts via Joint Operations and Communications Officer Group. Develop suitable themed campaigns at appropriate times of the year to support the 3R's programme e.g. LFHW, Home Composting etc. Community Recycling Incentive Scheme (CRIS) in low performing areas to drive up participation. | County | <p>Ongoing</p> <p>As agreed for 2012/13 and beyond</p> <p>Throughout 2012/13</p> <p>Throughout 2012/13</p> | <p>Website</p> <p>Communication activities</p> <p>Communication activities</p> <p>Increase participation</p> | <p>Website up to date</p> <p>Activities delivered on time</p> <p>Activities delivered on time</p> <p>Tonnage of waste recycled & composted</p> |
| 2 | Schools programme | <ul style="list-style-type: none"> Undertake programme of targeted schools visits in identified CRIS areas Maintain the Recycle for Gloucestershire schools website. Complete year 4 of the Health4schools futures programme. Forest of Dean schools new service play Stroud schools service change promotion | County | <p>Ongoing</p> <p>Throughout 2012/13</p> <p>Throughout 2012/13</p> <p>Commence 3-6 months prior to implementing district service change.</p> | <p>Targeted activities with pupils</p> <p>Heightened awareness</p> | <p>Number of schools visited / number visited per district.</p> <p>Number of schools signing up to Recycle for Gloucestershire schools challenge.</p> <p>Levels of awareness achieved.</p> |

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|-----|---|---|---|--|--|---|
| | | <ul style="list-style-type: none"> Inform WCA's when scheduling schools visits. | | Ongoing | | |
| 3 | Communications in support of new services | <ul style="list-style-type: none"> County Council to work jointly with Forest of Dean district to the market new waste collection services Support Stroud in their kerbside recycling enhancements | County/ GWP | <p>Ongoing as per district project plan</p> <p>Ongoing as per district project plan</p> | <p>Comms messages</p> <p>Comms messages</p> | <p>Level of support provided to district plan</p> <p>Level of support provided to district plan</p> |
| 4 | Communicate on residual waste technologies and the residual waste project | <ul style="list-style-type: none"> Communicate and engage with GWP as a key stakeholder for the residual waste project. Continue to raise awareness and understanding of the technology to be used as the residual waste solution for Gloucestershire. | County | Throughout 2012/13 and beyond. | Awareness raising activities as appropriate. | Activities in line with project timeline. |
| 5 | Getting Own House in Order | <ul style="list-style-type: none"> Maintain existing recycling facilities & services Seek to enhance in house recycling and promote waste prevention Implement a food waste collection service at the Shire Hall complex Recommend procurement and contract specifications that will increase waste prevention, re-use and recycling when appropriate | <p>County</p> <p>County</p> <p>County</p> | <p>Throughout 2012/13 and beyond</p> <p>Throughout 2012/13 and beyond</p> <p>Summer 2012</p> <p>Throughout 2012/13 and beyond in line with corporate procurement</p> | <p>Efficient systems in use</p> <p>Defined performance improvements</p> <p>System in place</p> <p>Procurement specifications</p> | <p>Participation rate in office recycling</p> <p>Quantity of waste produced and recycled</p> <p>Quantity collected for composting</p> <p>Contracts and specifications in place, avoided waste quantities.</p> |

| Ref | Initiative | Key Actions | Responsibility | Target Dates | Products | Indicators |
|-----|------------------------------------|---|----------------|--|----------------------------------|---------------------------------|
| | | <ul style="list-style-type: none"> Support and share good practice with GWP authorities and other organisations in developing their own performance measures for in-house waste related activities. | GWP/ County | <p>schedules.</p> <p>Throughout 2012/13 and beyond</p> | Internal schemes agreed. | Performance measures agreed |
| 6 | Supermarkets | <ul style="list-style-type: none"> Seek opportunities to engage with retailers to ensure support for waste minimisation and re-use campaigns/initiatives. Monitor and support the successful establishment of Fareshare food distribution scheme in Gloucestershire. Ensure retailer engagement opportunities are co-ordinated between all GWP partners via Joint Ops and Comms Group. | GWP/ County | Throughout 2012/13 and beyond | Defined programme of initiatives | Number of initiatives supported |
| 7 | Customer relations | <ul style="list-style-type: none"> Review customer service interface e.g. van & trailer booking line Action taken in light of review findings | County | Q1 2012 | System changes | Actions complete |
| 8 | Targeted Behaviour Change Activity | <ul style="list-style-type: none"> Maintain and develop links with third party groups (i.e. village agents & neighbourhood partnerships) and volunteers (i.e. Master | County | Ongoing | Programme | Programme delivered |

| Ref | Initiative | Key Actions | Responsibility | Target Dates | Products | Indicators |
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| | | Composters, Adult Education groups) to ensure communications messages can be appropriately targeted. | | | | |
| 9 | Presentations to Community Groups | <ul style="list-style-type: none"> Undertake visits / presentations to community groups and co-ordinate these events with WCA's. | County | Throughout 2012/13 and beyond | Visits undertaken as requested | Presentations delivered |

1.2 Waste Prevention

| Ref | Initiative | Key Actions | Responsibility | Target Dates | Products | Indicators |
|-----|-----------------|--|-----------------|--------------|---------------------------|--|
| 1 | Home composting | <ul style="list-style-type: none"> Continue to promote the benefits of home composting within Gloucestershire | County | Ongoing | Compost bins | Level of compost bin sales Avoided cost of landfill |
| | | <ul style="list-style-type: none"> Continue to work with the National Framework contract for the supply of home composting bins and accessories | County | Ongoing | Supply agreement in place | Level of compost bin sales Avoided cost of landfill |
| | | <ul style="list-style-type: none"> Ensure adequate support for home composting is in place (e.g. Master Composters & own promotions). | County | Ongoing | Service | Number of Master Composters |
| | | <ul style="list-style-type: none"> Ensure promotion of home composting alongside district service change marketing. | County/District | 2012/13 | Compost bin sales | Level of compost bin sales Avoided cost of landfill |

| Ref | Initiative | Key Actions | Responsibility | Target Dates | Products | Indicators |
|-----|----------------------------|--|-----------------|--------------|------------------------------|--|
| 2 | Community composting | <ul style="list-style-type: none"> Support the establishment of new operational community composting facilities in conjunction with WCA's. Support existing community composting facilities (e.g. recycling credits) | County/District | Ongoing | Support package | <p>Number of new schemes</p> <p>Value of credits</p> |
| 3 | Smart Shopping & packaging | <ul style="list-style-type: none"> Promote smart shopping options via the Recycle for Gloucestershire website. Partner with retailers in order to promote local smart shopping options in-store. | County | 2012/13 | Promotional materials | Number of promotions undertaken |
| 4 | Love Food Hate Waste | <ul style="list-style-type: none"> Develop and maintain campaign to raise awareness of food waste issues. Partner with specialist groups to deliver to target audience | County | 2012/13 | Promotions and campaigns | Number of promotions undertaken |
| 5 | Junk Mail | <ul style="list-style-type: none"> Review and update promotions of the MPS via website and leaflet. | County | 2012/13 | Promotional materials | Number of promotional events. |
| 6 | Reusable nappies | <ul style="list-style-type: none"> Continue Gloucestershire Real Nappy scheme. Continue Real Nappy incentives voucher scheme. | County | 2012/13 | Defined programme of support | Number of incentive vouchers redeemed. |

| Ref | Initiative | Key Actions | Responsibility | Target Dates | Products | Indicators |
|-----|--|--|----------------|--------------|------------------------------|--|
| 7 | Recycling & Reuse of Furniture & WEEE | <ul style="list-style-type: none"> Continue to promote HRC collection service for WEEE. Continue to support third sector furniture reuse and recycling projects | County | 2012/13 | Amount of material recycled | Tonnage of items recycled. |
| 8 | Support and utilise community and social enterprise projects | <ul style="list-style-type: none"> Support Community Composting, Furniture Recycling Project, Charity reuse schemes Maintain payment of recycling credits to 3rd parties Promote reuse options e.g. Freecycle, Freegle | County | Ongoing | Objectives of scheme are met | Tonnage of waste diverted from landfill. |

1.3 Collection Systems

| Ref | Initiative | Key Actions | Responsibility | Target Dates | Products | Indicators |
|-----|---|---|--------------------|--------------------|---|---|
| 1 | HRC Sites | <ul style="list-style-type: none"> Undertake annual customer satisfaction survey. | County/May Gurney | Q2-3 2012 | Specification developed | Survey complete |
| | | <ul style="list-style-type: none"> Continue to work towards the introduction of a furniture reuse scheme. | County/May Gurney | 2012/13 and beyond | Schemes in place | Tonnage reused |
| | | <ul style="list-style-type: none"> Broaden range of materials collected at HRC sites as markets become available | County/May Gurney | 2012/13 | Recycling facilities | Range and tonnage of materials collected at HRC's |
| | | <ul style="list-style-type: none"> Agree new performance mechanism and service policies, including introduction of online booking system. | County/May Gurney | 2012/13 | Improved recycling rate and customer satisfaction | Recycling rates & number of complaints |
| | | <ul style="list-style-type: none"> Sell QSC to the public at all sites. | County/May Gurney | Ongoing | QSC | Number of bags sold |
| 2 | Incentives and Kerbside Collection Systems for Food Waste | <ul style="list-style-type: none"> Agree future performance incentive schemes with each of the Districts as appropriate to maintain kerbside collection services | County / Districts | 2013 | Financial assistance and supply agreements | Agreed schemes in place |

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| 3 | Service Policies | <ul style="list-style-type: none"> Assist the districts in the harmonisation of collection policies (e.g. side waste, compulsory recycling) Review the range of recyclables collected at the time of the full JMWMS review Maintain compliance with current national policy and regulation | GWP | 2012/13 20012/13 Ongoing | Benefits realised New Policies | Number of joint initiatives undertaken Compliance with national requirements |
| 4 | Commercial Waste | <ul style="list-style-type: none"> Signpost commercial waste carriers & producers to commercial waste operators. | County | Ongoing | N/A | N/A |
| 5 | Waste Composition Analysis | <ul style="list-style-type: none"> Undertake preparation for a new waste composition analysis | County | Q4 2012/13 | Agreed scope & timeline | On schedule |
| 6 | Carbon footprint | <ul style="list-style-type: none"> Undertake WRATE analysis of new waste collection services or subsequent service enhancements, new vehicle provision. | County | 2012/13 | Carbon footprint of waste services. | Carbon quantities. |

1.4 Waste Treatment

| Ref | Initiative | Key Actions | Responsibility | Target Dates | Products | Indicators |
|-----|--|---|----------------|--------------|--|-----------------|
| 1 | Food & Garden Waste Treatment Facilities | <ul style="list-style-type: none"> Maintain windrow composting capacity for garden waste (excluding food waste) Maintain framework contract for the treatment of food and garden waste. | County | Ongoing | Treatment capacity delivered Treatment capacity delivered | Tonnage treated |

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|---|-------------------------------|--|--------|--|-----------------------------|--|
| | | <ul style="list-style-type: none"> • Agree procurement approach for contract 2013 onwards • Ensure good quality compost produced and suitable markets established (including selling QSC to the public). | | | Compost market established | Amount of compost sold. |
| 2 | Residual Waste Treatment | <ul style="list-style-type: none"> • Complete procurement and secure residual waste treatment and disposal contract. | County | 2012 and beyond | Contract secured. | Project milestones as per project plan. |
| 3 | LATS compliance | <ul style="list-style-type: none"> • Ensure sufficient LATS permits are held | County | 2013 | Strategy | Strategy developed, approved and implemented |
| 4 | Bulking & Transfer facilities | <ul style="list-style-type: none"> • Continue to provide transfer facilities at Lydney & Cirencester. • Commence transfer of food waste from Lydney transfer station. | County | Ongoing Contract to 2016 (break at 2013) | Bulking facilities in place | Service levels |
| 5 | Landfill | <ul style="list-style-type: none"> • Continue to provide sufficient landfill capacity to meet the projected quantities to be landfilled | County | Ongoing | Continuation of facilities | Landfill capacity adequate for requirements |

1.5 Other

| Ref | Initiative | Key Actions | Responsibility | Target Dates | Products | Indicators |
|-----|---------------------------------------|---|----------------|--|---|--|
| 1 | Monitoring and review of action plans | <ul style="list-style-type: none"> Monitor progress of action plans at quarterly GWP meetings Review and update of action plans | County / GWP | 2012/13 Annual | Quarterly report to GWP Updated action plans | On time delivery On time delivery |
| 2 | Partnership Development | <ul style="list-style-type: none"> Continue to progress development of joint waste committee Play a lead role in joint working at the county level through GWP. Work with districts to share lessons from introduction of new services/trials with both officer and member groups. | County / GWP | 2012/13 and beyond 2012/13 and beyond 2012/13 and beyond | Partnership agreement Smooth transition to new services. | Partnership agreement reached |
| 3 | Securing external funding | <ul style="list-style-type: none"> Develop and take opportunities for attracting additional income and investment Claim 2012/13 DEFRA incentives payment for CRIS support | County / GWP | Ongoing | Funding secured | Quantity of funding obtained |
| 4 | Closing the resource loop | <ul style="list-style-type: none"> Support the development of local reprocessors, waste based businesses, social enterprises and or community groups throughout Gloucestershire | County / GWP | Ongoing | Agreed level of support | Number of support arrangements |

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| 5 | Lobbying | <ul style="list-style-type: none"> Coordinate information and research support through GWP for local politicians to lobby through appropriate channels (GCC to act as executive) | GWP/ County | Ongoing | Letters, emails and consultation responses | Number of initiatives undertaken |
| 6 | Performance monitoring | <ul style="list-style-type: none"> Continue to collate county-wide performance data and report to stakeholders. Undertake monitoring of performance at the householder level through either kerbside visual or telephone surveys as appropriate. | County | Ongoing | Up to date performance data | Performance metrics |