

# 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"> <li>Update RFG website</li> <li>Coordinate and promote RFG activities among the districts via Joint Operations and Communications Officer Group.</li> <li>Develop suitable themed campaigns at appropriate times of the year to support the 3R's programme e.g. LFHW, Home Composting etc.</li> <li>Community Recycling Incentive Scheme (CRIS) in low performing areas to drive up participation.</li> </ul>	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 &amp; composted</p>
2	Schools programme	<ul style="list-style-type: none"> <li>Undertake programme of targeted schools visits in identified CRIS areas</li> <li>Maintain the Recycle for Gloucestershire schools website.</li> <li>Complete year 4 of the Health4schools futures programme.</li> <li>Forest of Dean schools new service play</li> <li>Stroud schools service change promotion</li> </ul>	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"> <li>Inform WCA's when scheduling schools visits.</li> </ul>		Ongoing		
3	Communications in support of new services	<ul style="list-style-type: none"> <li>County Council to work jointly with Forest of Dean district to the market new waste collection services</li> <li>Support Stroud in their kerbside recycling enhancements</li> </ul>	County/ GWP	<p>Ongoing as per district project plan</p> <p>Ongoing as per district project plan</p>	Comms messages  Comms messages	Level of support provided to district  Level of support provided to district
4	Communicate on residual waste technologies and the residual waste project	<ul style="list-style-type: none"> <li>Communicate and engage with GWP as a key stakeholder for the residual waste project.</li> <li>Continue to raise awareness and understanding of the technology to be used as the residual waste solution for Gloucestershire.</li> </ul>	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"> <li>Maintain existing recycling facilities &amp; services</li> <li>Seek to enhance in house recycling and promote waste prevention</li> <li>Implement a food waste collection service at the Shire Hall complex</li> <li>Recommend procurement and contract specifications that will increase waste prevention, re-use and recycling when appropriate</li> </ul>	County  County  County	<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"> <li>Support and share good practice with GWP authorities and other organisations in developing their own performance measures for in-house waste related activities.</li> </ul>	GWP/ County	schedules. Throughout 2012/13 and beyond	Internal schemes agreed.	Performance measures agreed
6	Supermarkets	<ul style="list-style-type: none"> <li>Seek opportunities to engage with retailers to ensure support for waste minimisation and re-use campaigns/initiatives.</li> <li>Monitor and support the successful establishment of Fareshare food distribution scheme in Gloucestershire.</li> <li>Ensure retailer engagement opportunities are co-ordinated between all GWP partners via Joint Ops and Comms Group.</li> </ul>	GWP/ County	Throughout 2012/13 and beyond	Defined programme of initiatives	Number of initiatives supported
7	Customer relations	<ul style="list-style-type: none"> <li>Review customer service interface e.g. van &amp; trailer booking line</li> <li>Action taken in light of review findings</li> </ul>	County	Q1 2012	System changes	Actions complete
8	Targeted Behaviour Change Activity	<ul style="list-style-type: none"> <li>Maintain and develop links with third party groups (i.e. village agents &amp; neighbourhood partnerships) and volunteers (i.e. Master</li> </ul>	County	Ongoing	Programme	Programme delivered

Ref	Initiative	Key Actions	Responsibility	Target Dates	Products	Indicators
		Composters, Adult Education groups) to ensure communications messages can be appropriately targeted.				
9	Presentations to Community Groups	<ul style="list-style-type: none"> <li>Undertake visits / presentations to community groups and co-ordinate these events with WCA's.</li> </ul>	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"> <li>Continue to promote the benefits of home composting within Gloucestershire</li> </ul>	County	Ongoing	Compost bins	Level of compost bin sales  Avoided cost of landfill
		<ul style="list-style-type: none"> <li>Continue to work with the National Framework contract for the supply of home composting bins and accessories</li> </ul>	County	Ongoing	Supply agreement in place	Level of compost bin sales  Avoided cost of landfill
		<ul style="list-style-type: none"> <li>Ensure adequate support for home composting is in place (e.g. Master Composters &amp; own promotions).</li> </ul>	County	Ongoing	Service	Number of Master Composters
		<ul style="list-style-type: none"> <li>Ensure promotion of home composting alongside district service change marketing.</li> </ul>	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"> <li>Support the establishment of new operational community composting facilities in conjunction with WCA's.</li> <li>Support existing community composting facilities (e.g. recycling credits)</li> </ul>	County/District	Ongoing	Support package	Number of new schemes  Value of credits
3	Smart Shopping & packaging	<ul style="list-style-type: none"> <li>Promote smart shopping options via the Recycle for Gloucestershire website.</li> <li>Partner with retailers in order to promote local smart shopping options in-store.</li> </ul>	County	2012/13	Promotional materials	Number of promotions undertaken
4	Love Food Hate Waste	<ul style="list-style-type: none"> <li>Develop and maintain campaign to raise awareness of food waste issues.</li> <li>Partner with specialist groups to deliver to target audience</li> </ul>	County	2012/13	Promotions and campaigns	Number of promotions undertaken
5	Junk Mail	<ul style="list-style-type: none"> <li>Review and update promotions of the MPS via website and leaflet.</li> </ul>	County	2012/13	Promotional materials	Number of promotional events.
6	Reusable nappies	<ul style="list-style-type: none"> <li>Continue Gloucestershire Real Nappy scheme.</li> <li>Continue Real Nappy incentives voucher scheme.</li> </ul>	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"> <li>Continue to promote HRC collection service for WEEE.</li> <li>Continue to support third sector furniture reuse and recycling projects</li> </ul>	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"> <li>Support Community Composting, Furniture Recycling Project, Charity reuse schemes</li> <li>Maintain payment of recycling credits to 3<sup>rd</sup> parties</li> <li>Promote reuse options e.g. Freecycle, Freegle</li> </ul>	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"> <li>Undertake annual customer satisfaction survey.</li> <li>Continue to work towards the introduction of a furniture reuse scheme.</li> <li>Broaden range of materials collected at HRC sites as markets become available</li> <li>Agree new performance mechanism and service policies, including introduction of online booking system.</li> <li>Sell QSC to the public at all sites.</li> </ul>	County/May Gurney  County/May Gurney  County/May Gurney  County/May Gurney  County/May Gurney	Q2-3 2012  2012/13 and beyond  2012/13  2012/13  Ongoing	Specification developed  Schemes in place  Recycling facilities  Improved recycling rate and customer satisfaction  QSC	Survey complete  Tonnage reused  Range and tonnage of materials collected at HRC's  Recycling rates & number of complaints  Number of bags sold
2	Incentives and Kerbside Collection Systems for Food Waste	<ul style="list-style-type: none"> <li>Agree future performance incentive schemes with each of the Districts as appropriate to maintain kerbside collection services</li> </ul>	County / Districts	2013	Financial assistance and supply agreements	Agreed schemes in place

3	Service Policies	<ul style="list-style-type: none"> <li>Assist the districts in the harmonisation of collection policies (e.g. side waste, compulsory recycling)</li> <li>Review the range of recyclables collected at the time of the full JMWMS review</li> <li>Maintain compliance with current national policy and regulation</li> </ul>	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"> <li>Signpost commercial waste carriers &amp; producers to commercial waste operators.</li> </ul>	County	Ongoing	N/A	N/A
5	Waste Composition Analysis	<ul style="list-style-type: none"> <li>Undertake preparation for a new waste composition analysis</li> </ul>	County	Q4 2012/13	Agreed scope & timeline	On schedule
6	Carbon footprint	<ul style="list-style-type: none"> <li>Undertake WRATE analysis of new waste collection services or subsequent service enhancements, new vehicle provision.</li> </ul>	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"> <li>Maintain windrow composting capacity for garden waste (excluding food waste)</li> <li>Maintain framework contract for the treatment of food and garden waste.</li> </ul>	County	Ongoing	Treatment capacity delivered Treatment capacity delivered	Tonnage treated

		<ul style="list-style-type: none"> <li>Agree procurement approach for contract 2013 onwards</li> <li>Ensure good quality compost produced and suitable markets established (including selling QSC to the public).</li> </ul>			Compost market established	Amount of compost sold.
2	Residual Waste Treatment	<ul style="list-style-type: none"> <li>Complete procurement and secure residual waste treatment and disposal contract.</li> </ul>	County	2012 and beyond	Contract secured.	Project milestones as per project plan.
3	LATS compliance	<ul style="list-style-type: none"> <li>Ensure sufficient LATS permits are held</li> </ul>	County	2013	Strategy	Strategy developed, approved and implemented
4	Bulking & Transfer facilities	<ul style="list-style-type: none"> <li>Continue to provide transfer facilities at Lydney &amp; Cirencester.</li> <li>Commence transfer of food waste from Lydney transfer station.</li> </ul>	County	Ongoing Contract to 2016 (break at 2013)	Bulking facilities in place	Service levels
5	Landfill	<ul style="list-style-type: none"> <li>Continue to provide sufficient landfill capacity to meet the projected quantities to be landfilled</li> </ul>	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"> <li>Monitor progress of action plans at quarterly GWP meetings</li> <li>Review and update of action plans</li> </ul>	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"> <li>Continue to progress development of joint waste committee</li> <li>Play a lead role in joint working at the county level through GWP.</li> <li>Work with districts to share lessons from introduction of new services/trials with both officer and member groups.</li> </ul>	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"> <li>Develop and take opportunities for attracting additional income and investment</li> <li>Claim 2012/13 DEFRA incentives payment for CRIS support</li> </ul>	County / GWP	Ongoing	Funding secured	Quantity of funding obtained
4	Closing the resource loop	<ul style="list-style-type: none"> <li>Support the development of local reprocessors, waste based businesses, social enterprises and or community groups throughout Gloucestershire</li> </ul>	County / GWP	Ongoing	Agreed level of support	Number of support arrangements

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