

Report for Resolution

Report to	Council 20 February 2007	Item 8
Report of	Executive	
Subject	Integrated Waste Management Strategy	

Purpose

To approve the Integrated Waste Management Strategy and Action Plan for adoption.

Report

1. The Executive considered the attached report on the 'Integrated Waste Management Strategy' at its meeting on 7 February 2007.
2. The Executive acknowledged the work of the Waste Management Working Party and resolved to agree the recommendations of the report. The Executive also resolved that the following should be incorporated into the Action Plan:-

'to work with partners to explore the development of a resource recovery, education and business centre to help encourage local businesses start-ups using locally collected, recycled raw materials and innovation.'

Recommendations

That Council:-

- (1) adopts the Integrated Waste Management Strategy 2007 to 2012 and Action Plan;
- (2) notes that the Executive has approved the continuation of the current Waste Management Working Party, with a new role to oversee the implementation of the Integrated Waste Management Strategy.

Contact Officers

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Report for Resolution

Report to	Executive 7 February 2007	Item
Report of	Strategic Director – Community & Neighbourhoods Strategic Director – Regeneration & Development	
Subject	Integrated Waste Management Strategy	

Purpose

To report on the development of a new and fully integrated strategy for the management of waste, which will promote Norwich from one of the worst recycling authorities in England to one of the best.

Recommendations

That Executive:-

- (1) approves the Integrated Waste Management Strategy and Action Plan;
- (2) approves the Bin Policy;
- (3) approves the continuation of the current Waste Management Working Party with a new role overseeing the implementation of the Integrated Waste Management Strategy;
- (4) notes the financial consequences and the Affordability Model;
- (5) recommends the Integrated Waste Management Strategy and Action Plan to Council for adoption.

Financial Consequences

The financial consequences, should this strategy be implemented, are up to £2.25 million capital expenditure over three years – 2007/08, 2008/09 and 2009/10 – and additional revenue expenditure of £250,000 over the same period. Further work will be necessary to define the exact financial consequences, which depend in part on the on-going survey works.

Corporate Objective/Service Plan Priority

The report helps to achieve the corporate objectives to protect and enhance the special qualities of the built and natural environments and to make Norwich an exemplar of a modern, European, 'liveable' city, ie one that is clean, safe, attractive and able to manage transport issues effectively and the service plan priority to develop and implement an integrated waste management strategy for Norwich.

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Background Documents

Integrated Waste Management Strategy for Norwich 2007 - 2012

Report

Integrated Waste Management Strategy

Introduction

1. The attached Integrated Waste Management Strategy for Norwich is a practical response to Norwich's poor recycling performance and provides the framework by which new and challenging recycling targets can be achieved. In producing this strategy, officers have learned from the experiences of other Local Authorities where radical changes to recycling and refuse services have already been implemented. The consultant Project Manager for this strategy, Andy Jarvis, is the Head of Environmental Services for Broadland District Council.
2. The cross-political Waste Working Party has met regularly since 14/08/2006 and has considered, amended and endorsed the development of this strategy. The minutes of the Group meetings can be found under Councillors Information on e-Councillor.

Finances

3. Pending the results of a detailed and ongoing survey into existing bin provision, the assessment of the funding requirements for the Waste Strategy involves certain assumptions, particularly with respect of the level of capital funds required.
4. **Affordability Model**

EXPENDITURE	INCOME
<p>Capital</p> <p>Roll-out costs will accrue in 2007/08, 2008/09 and 2009/10. The proposal is to allocate £2.25 million in the capital plan with £1million in 2007/2008 and £1.25million in 2008/2009. Predominantly this will cover the costs of additional vehicles and the purchase of new bins. The purchase of vehicles will be dependant on the results of the ongoing survey and the routeing changes required to successfully implement all elements of the strategy. As a guide, standard Refuse/Recycling vehicles would cost in the region of £125,000 and smaller 'Access' vehicles around £100,000. The number of bins required will be dependant on the results of the ongoing survey. As a guide, should we need to provide one new wheeled bin to 35,000 households this would cost around £875,000.</p>	<p><u>Recycling Credits</u></p> <p>The Council receives a recycling credit of £43 per tonne from the County Council. Every processing facility that accepts recyclable material charges a gate fee which varies according to the type of material and the facility accepting it. Typically these gate fees are between £20-£25 a tonne. This means that the collection and processing of recycling can realise a profit of around £20 per tonne. So a doubling of current recycling rates could yield in the region of £150k p.a. net in additional income.</p> <p>Materials Recycling Facility (MRF) Contract</p> <p>Norwich is the only Local Authority in Norfolk that is not contractually linked to the Materials Recycling Facility at Costessey. Joining this contract may offer better merchant rates for the purchasing of recyclable material (because a greater volume of material would be offered to the processing facility) and would provide additional income through the profit-sharing scheme. The potential value of this contract has yet to be determined and is being investigated as part of the Waste Strategy.</p>

EXPENDITURE

INCOME

<u>Revenue</u>	<u>Grants</u>
<p>A total additional revenue expenditure of £250k is proposed spread over 2007/08 and 2008/09.</p> <p>This is required to cover staffing, operational and communications costs as well as additional costs arising from variations to the existing contract.</p> <p>Staffing in the Environmental Services team will need to be increased to provide a front-line service to the many residents who will need support in adapting to these changes. Operational costs will increase in RST as the volume of calls increases.</p> <p>There will need to be a significant communications exercise to explain what is happening, why, where and when. Changes to the contractor's routes and working practices will require contract variations and these have cost implications.</p> <p>Some of the additional workload will be met by significant support from other service areas.</p>	<p><i>LPSA grant amounting to £190k over two years.</i></p> <p>WPEG grant amounting to £116k in 2006/07 and £121k in 2007/08</p> <p>Defra/WRAP grant for communications work amounting to £16k in 2006/07. The possibility of further communications and publicity support for 2007/08 – currently being negotiated.</p> <p>We will continue to be alert to any other potential funding opportunities.</p> <p>Savings</p> <p>The ban on side waste when applied city-wide would save £85,000 a year on the current contract.</p> <p>The move from black sack collections to bulk bins in Housing areas will provide savings for Housing in all areas where the sack collections are twice weekly. The Council will save long-term from the expansion of the bulk-bin system in Housing areas as the current contract charges per household.</p> <p>There will be service efficiency savings post 2010 as the new contract for refuse and recycling will be considerably different from the existing service.</p>

5. Expenditure will be monitored by the Resources Board and Project Monitoring Reports will be completed on a monthly basis.

Policy Changes

6. In order to achieve a successful and fully integrated waste strategy some policy changes will be required and other associated changes will need to be implemented. However, the mix of housing types and a variety of access difficulties mean that no single waste management system can be imposed across the entire city. New services will need to be developed to take account of issues of access and lack of space, particularly for flatted accommodation and some terraced areas, where wheeled bin deployment is unsuitable. Such areas will be identified as a result of the ongoing bin survey and effective services will be developed for these areas.
7. For the majority of residents, and in all areas where this is practical, the weekly collection of general household waste will be replaced by an Alternate Weekly Collection service (AWC). This will consist of a two-weekly cycle where household waste is collected in week one and mixed dry recyclables (cardboard, paper, cans and certain types of plastic) are collected in week two. Where possible, residents will have two wheeled bins – one for recyclables and one for general non-recyclable household waste. We will retain the green box service for the kerbside collection of glass.

8. The Handy Tip service, which provides for City residents to dispose of bulky items free-of-charge will need to be discontinued at the earliest opportunity. There is a significant environmental price to pay for this service as all of the waste is sent to landfill due to the prohibitive costs associated with hand-sorting any recyclable items from the skips. This service is also financially expensive to run, costing in the region of £24,000 per annum and impacting on revenue by reducing the number of customers for the Bulky Items collection service, which removes unwanted household items for a charge (currently £10 for 3 items). No other Local Authority in Norfolk provides a free skip service of this kind.
9. We will launch a prototype Garden waste collection service in the wards of Eaton and Crome, as previously reported and agreed. The prototype service will be extended to a city-wide scheme if it proves to be successful.
10. Any new policy on bin provision which includes a reduction in the frequency of residual waste collection must consider the potential implications on the incidents of fly-tipping .
11. The Service Plan for the Citizen Services section recognises this issue and includes a Key Service Objective to commence significant action against fly-tipping. This will be through the development and implementation of a joint initiative on fly-tipping to include local media, partner organisations and city residents, aimed at highlighting the amount and associated costs of fly-tipping and the powers LA's have to take action as well as promoting the waste hierarchy and highlighting alternatives to fly-tipping. The initiative will include a parallel initiative on the Bulky Items collection to consider possible improvements to this service and to investigate the potential to re-use or recycle items collected. We will also review and improve the availability of information regarding re-use and recycling opportunities. The Council will continue to deploy its mobile CCTV unit and will look to work with our local staffing infrastructure – including parking attendants and neighbourhood wardens - and the police in order to provide a coordinated information base on fly- tipping 'hotspots' and deter fly-tipping wherever possible. Where deterrence is unsuccessful we should adopt a robust and consistent attitude to prosecution where offenders are identified.
12. All Council services must deliver to the same set of objectives and this is particularly relevant to Neighbourhood clean-ups and one-off schemes to tidy areas and remove waste. These initiatives must refer to the waste hierarchy and examine opportunities for prevention, minimisation, reuse and recycling¹ and must recognise that waste disposal is always the last resort.

¹ The report was amended at Executive on 7 February 2007 by deleting 'energy recovery' from this list.

Implementation

13. It is intended to implement the strategy in 3 phases directly related to the key objectives to increase recycling to 20% by 2008, 32% by 2010 and to be amongst the best recycling authorities in the country by 2012.
14. The most significant single aspect of the Waste Strategy will be the change to the Alternate Weekly Collection. The experience of other Local Authorities strongly supports a phased approach to this change rather than any attempt to introduce the new system to all households at the same time. As a result, we will introduce the AWC service in four stages largely on a geographic basis and in line with the information received from the ongoing bin survey. It is anticipated that Stage 1 will commence in October 2007, Stage 2 in May 2008, Stage 3 in October 2008 and Stage 4 in May 2009. By the end of 2009 AWC will be the main waste collection service for the city.

Conclusion

15. All the research and analysis completed to date shows that simply promoting our existing recycling service will not be sufficient to achieve the step-change we require. A much more radical solution is required if we are to meet our recycling targets, avoid the possibility of financial penalties from Government and fulfil our environmental obligations.



NORWICH
City Council

Norwich City Council

Integrated Waste Management Strategy 2007 to 2012

Foreword

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Foreword by Councillors Brian Morrey, Portfolio Holder, Sustainability and Development, Judith Lubbock, Shadow Portfolio Holder, Planning and Transport, Adrian Ramsay, Green Group Co-ordinator, Anthony Little, Conservative Group Leader.

For decades Great Britain has had 'cheap' waste disposal in the form of mass landfill. There can now be few people left who do not accept that this approach to waste management squanders resources and that land filling biodegradable refuse is giving rise to the emission of greenhouse gases that contribute to global warming. It is crucial that we all act together to tackle our growing mountain of waste.

The Government has set national and local targets to reduce the amount of waste going to landfill and further even tougher targets are expected shortly. If local authorities fail to meet their targets they can expect to suffer significant financial penalties. This will inevitably reduce the money we have available to provide other important local services.

Last year the City Council collected over 50,000 tonnes of household waste including paper, cardboard, glass, cans, plastic bottles and other materials. The majority 42,533 tonnes (84.5%) was land filled. The City Council recognizes that this cannot continue and is determined to address the situation.

This Waste Management Strategy for Norwich has been developed with the support of councillors from all parties. It will be implemented over the next two years and will then be reviewed and refined. The Strategy will promote waste minimization and reuse and will introduce a restructured waste collection service with an emphasis on the efficient and effective collection of recyclable materials. Norwich will aim to be one of the top recycling councils in the Country by 2012.

Some of the changes will not be popular with some sections of the public and may as a consequence mean more work in tackling those issues. It is going to take much effort and commitment to make the changes to increase recycling and reduce the amount of waste produced. We shall need the full involvement of the Council, local businesses, Community Groups, the residents of and visitors to Norwich to make Norwich an example of a European Sustainable City.

1. Waste Management Overview

1.1. Introduction

- 1.1.1. Norwich is the largest city in the eastern region. The population of the urban area is 127,600 and is set to grow. Norwich is also the 8th most popular shopping centre in the UK attracting 5 million day visitors per year. The City is the centre for major employers, which means that around 50,000 people commute into Norwich each day to work. An estimated 20,000 – 25,000 people take advantage of the nightlife in the City on a weekend evening.
- 1.1.2. The residential and commercial growth of the City brings with it particular challenges including the increased use of natural resources and an increasing waste collection and disposal problem. Land filling increasing quantities of waste rather than a more sustainable approach based on waste minimization reuse and recycling will have an impact on the local and wider environment. The Council's Environment Strategy identifies climate change as perhaps the most serious issue, which with much of Norwich being low lying could have very serious long-term consequences.
- 1.1.3. Norwich is a Waste Collection Authority (WCA) and is responsible for the collection of municipal waste within the city boundaries. As the WCA, Norwich also has responsibility for the recycling of household wastes, through a combination of local bring-bank facilities and kerbside collections.

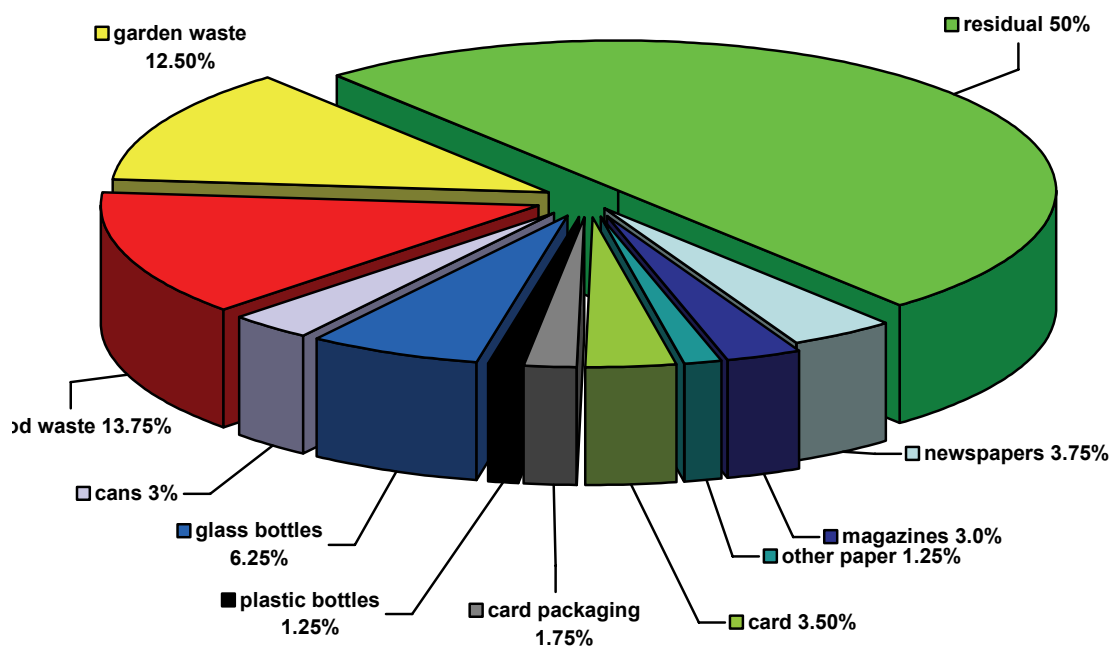
Norfolk County Council is the Waste Disposal Authority (WDA) and is responsible for ensuring that adequate facilities are provided within Norfolk for the treatment and disposal of residual waste collected by WCA's and waste taken to household recycling centers. The WDA also pays recycling credits to WCA's who recycle household waste and therefore divert this waste from landfill. This credit reflects the avoided cost of sending the waste to landfill. In addition the WDA is responsible for achieving the Landfill Allowance Trading Scheme (LATS) allowance targets set by DEFRA. Further information on LATS can be found in the Joint Municipal Waste Management Strategy for Norfolk available at www.norfolk.gov.uk.

1.2 Norwich's refuse

- 1.2.1. In 2005/06 the Council collected over 50,000 tonnes of household waste of which some 7,800 tonnes (15.5%) was recycled via the existing Recycling Box, Waste Paper Collection and Communal Bin schemes. The remaining 42,000 tonnes or so (84.5%) was landfilled. This included over 1,200 tonnes of paper and card, nearly 4,000 tonnes of cans and glass bottles and over 5,000 tonnes of garden waste.

1.2.2. It is vitally important that a way is found of reducing the amount of waste produced and increasing both reuse and recycling. Everyone has an interest in developing a strategic approach to the management of household waste in Norwich.

Analysis of Residual Household Waste from Norwich sent to Landfill 2005 - Data from Entec Waste Compositional Analysis Report for the Norfolk Waste Partnership.



1.3 What is a Waste Management Strategy?

1.3.1. A waste management strategy provides the framework for the management of household waste in Norwich. It lists the key strengths of the current service and challenges to be faced. It also provides a vision for the future and sets out how this will be achieved through an action plan with clear measurable and achievable targets.

1.4. Why is a Waste Management Strategy Needed?

1.4.1. Throughout the UK huge quantities of refuse are produced each and every day and tackling this issue requires action both nationally and locally. The Government has produced a National Waste Strategy and if local authorities are to tackle the problems in their areas efficiently and effectively they too need a strategy. Strategic planning is vital to secure the infrastructure and service developments necessary to deliver more sustainable waste management. Not having a waste strategy that is specific to Norwich can lead to rational decision-making being replaced by ad-hoc reactions to changing circumstances. Additionally, as local authorities look to procure services under major waste management contracts, there will be benefits from doing so on the basis of well thought-out strategies which have been developed using good information and with the involvement of other stakeholders.

1.5. The National Waste Strategy

1.5.1. Each year the UK produces over 100 million tonnes of waste from households, commerce and industry the vast majority of which goes to landfill. Landfill is a major source of methane – a powerful greenhouse gas contributing to climate change. Methane is produced when biodegradable materials such as paper, food wastes and green wastes, decompose in the absence of oxygen. For this reason the Government and our partners in Europe agreed the EU Landfill Directive that sets ambitious targets for the reduction of biodegradable municipal waste sent to landfill. To comply with the Landfill Directive the Government has set the following targets:

- By 2010 to reduce biodegradable municipal waste landfilled to 75% of that produced in 1995
- By 2013 to reduce biodegradable municipal waste landfilled to 50% of that produced in 1995
- By 2020 to reduce biodegradable municipal waste landfilled to 35% of that produced in 1995

1.5.2 The amount of household waste produced continues to grow and if it goes on at the current rate nationally we will need nearly twice as many new waste management facilities by 2020 as we would if the amount of waste stayed constant. We must tackle this issue and breaking the link between economic growth and increased waste. To address this issue the Government has set challenging national targets to increase the recycling of household waste

- To recycle or compost at least 25% of household waste by 2005
- To recycle or compost at least 30% of household waste by 2010
- To recycle or compost at least 33% of household waste by 2015

The Government are reviewing the National Waste Strategy and these targets may be revised upwards in the coming year.

1.6. The Joint Municipal Waste Management Strategy for Norfolk

1.6.1. The County Council and the seven District, City and Borough councils working together as the Norfolk Waste Partnership have produced a Joint Municipal Waste Management Strategy for Norfolk, through to 2020. Production of this Strategy is a statutory requirement. This Strategy has been approved by all eight Norfolk Authorities and by Go East and Defra. The Strategy is the means by which the eight authorities can work together to deliver a modern approach to dealing with all our household waste, including a move away from dependence on landfill towards more sustainable waste management techniques such as waste minimisation, recycling and composting. All the councils in Norfolk have significantly increased their recycling and composting rates over the last few years, helping Norfolk to become one of the top counties in England.

1.6.2. The key objectives that form the basis of the Joint Municipal Waste Management Strategy are:

- O1** To reduce the growth in municipal waste by promoting waste reduction and reuse initiatives;
- O2** To promote waste awareness through public education and awareness campaigns;
- O3** To increase recycling and composting of waste to achieve statutory performance standards and national recycling and recovery standards;
- O4** To progressively increase the recovery and diversion of biodegradable waste from landfill in accordance with the Landfill Allowance Trading Scheme;

- O5** To deliver an efficient, effective and affordable waste management service that promotes the implementation of the most practical, social, environmental and economically acceptable solutions;
- O6** To procure appropriate technologies to manage and treat residual municipal waste;
- O7** To ensure that the way residual waste is treated will support practices higher up the waste hierarchy;
- O8** To minimise as far as possible the residual waste requiring treatment and final disposal; and
- O9** The Norfolk Authorities will work together to achieve the Objectives and Actions within the waste management strategy.

The JMWMS for Norfolk is supported by an Action Plan which seeks to guide and monitor the implementation of the Strategy. A number of actions within the Action Plan are attributable to the WCA's, such as Norwich. The Strategy and the Action Plan can be viewed by visiting <http://www.norfolk.gov.uk/>

1.7. Waste Strategy for Norwich

This Waste Strategy for Norwich supports both the Joint Municipal Waste Management Strategy for Norfolk and the National Waste Strategy. It is a statement of the City Council's recognition of the waste management challenge that faces us all and is a statement of commitment to a step change in the way the City's household waste is managed. Covering the five years up to 2012 it sets out key aims, objectives and targets and in particular plans for a new coordinated approach to recycling. It outlines the key activities that will take place and a timetable for implementing the changes that are necessary to provide a waste collection service, based on good practice, of which Norwich residents can be justifiably proud.

2.0. Strengths and Challenges

2.1. Key Strengths

- There is a growing recognition amongst the general public that more must be done to reduce the amount of waste produced and to increase recycling.
- Within the Council there is strong political will and cross party support for improving the performance of the Council's waste management service.

- Norwich has a strong community and neighbourhood framework that will be used to assist delivery of this strategy.
- The City Council has recognized the waste management issues arising from the influx of visitors and commuters into the City and it has begun to make in roads into addressing these issues.
- The County Council provided Mile Cross Household Waste Recycling Centre is situated within the City boundaries and provides residents with a recycling point for a range of recyclable materials. The accessibility and other issues related to ease of use of the site are increasingly being recognized and addressed.
- The current Green Box recycling scheme is available to over 46,000 households and while this service is not sufficient to meet the challenges ahead it has helped accustom a significant proportion local residents to sort their recyclable from their non-recyclable waste.
- Norfolk is one of the top counties in England for recycling. The City Council is a member of the Norfolk Waste Partnership and believes that by working together and sharing good practice we can move away from our dependence on landfill towards more sustainable waste management techniques such as waste minimisation, recycling and composting.
- The City Council has access via the Norfolk Waste Partnership to best practice and other support, which it will use, together with lessons learned from best practice elsewhere, to assist the development and delivery of this strategy.
- As the local authorities in Norfolk have stepped up their recycling activity the private sector has responded by expanding existing and building new waste sorting and reprocessing facilities within the County.
- University of East Anglia is a prestigious research led university. The University hosts the headquarters of the world-famous Tyndall Centre for Climate Change Research, which provides the potential for access to valuable research activities.

2.2. Key challenges

- Planning an efficient and effective refuse and recyclables collection service in a city of some 54,600 households approximately 34% of

which live in detached/semi-detached housing, 33% in flats and 33% in terraced housing; together with an inner area characterised by a well preserved and extensive medieval street pattern.

- Tackling the waste management issues that arise from the estimated 20,000 – 25,000 people take advantage of the nightlife in the City on a weekend evening, the 50,000 people who commute into Norwich each day to work and the 5 million day visitors who visit the City each year.
- The kerbside collection of recyclables is not currently available citywide.
- Detailed and up to date service information and infrastructure databases are required in order to develop plans for new recycling services for all areas of the City.
- Resourcing the development and implementation of a comprehensive communications plan that will secure widespread acceptance of the Council's vision for the future management of household waste and high levels of public involvement in waste minimisation, re-use and recycling.
- Raising the profile of waste management, making it easy for people to recycle and gaining widespread public support and involvement in recycling in a city environment.
- Recruiting and retaining suitably skilled and motivated staff to implement the initiatives required delivering the Council's waste management strategy.
- Existing contractual arrangements will require amendment and could pose challenges to the delivery of certain of the objectives of this strategy.
- Delivering a higher performing waste and recyclables collection service at an affordable cost.
- Addressing the historic growth in household waste and the additional waste growth that can be expected to accompany the 7.8% rise in the population of Norwich anticipated by mid 2011.

3.0 Vision, Guiding Principles and Strategic Objectives

3.1. The City Council's vision is:

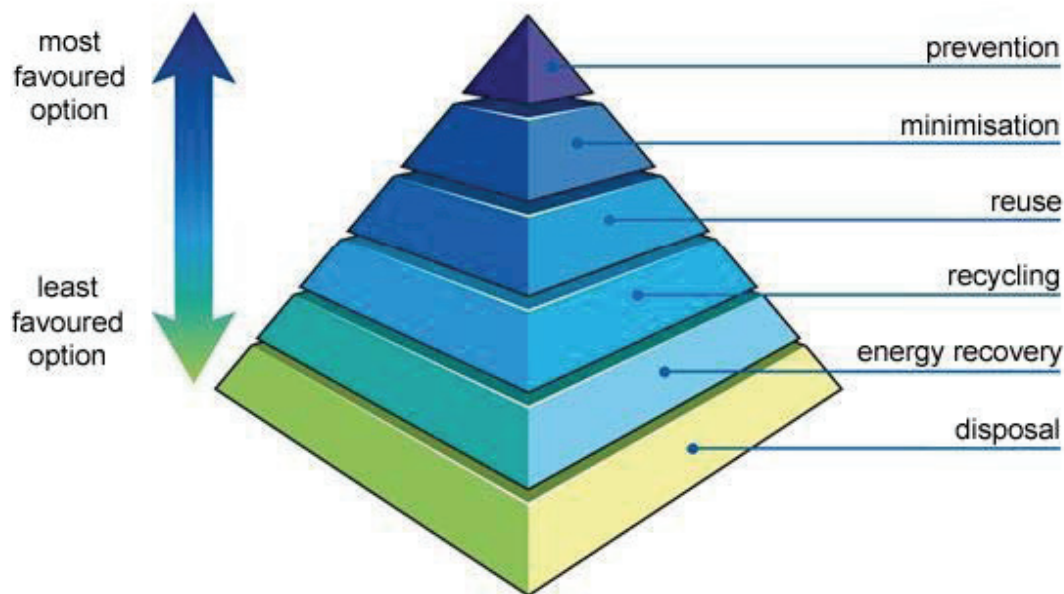
3.1.1. A recyclables and residual waste collection service for Norwich that is high performing and which is recognized by the residents of and visitors to the City as being both efficient and effective.

3.2. Guiding Principles

3.2.1. We need to tackle the amount of household waste produced, breaking the link between economic growth and increased waste. Where waste is produced, we must put it to good use, through re-use, recycling, composting and recovering energy. The waste hierarchy has become a foundation of sustainable waste management, setting out the order in which options for waste management should be considered.

The National Waste Hierarchy

Source – Joint Municipal Waste Strategy for Norfolk.



3.2.2. The waste hierarchy gives top priority to waste prevention and reduction followed by reuse, then recycling and composting and energy recovery with disposal to landfill being the final option for consideration. The Council's actions will, where possible, move waste up through the waste hierarchy.

3.3. Strategic Objectives

3.3.1. The Council has six strategic objectives in producing this strategy:

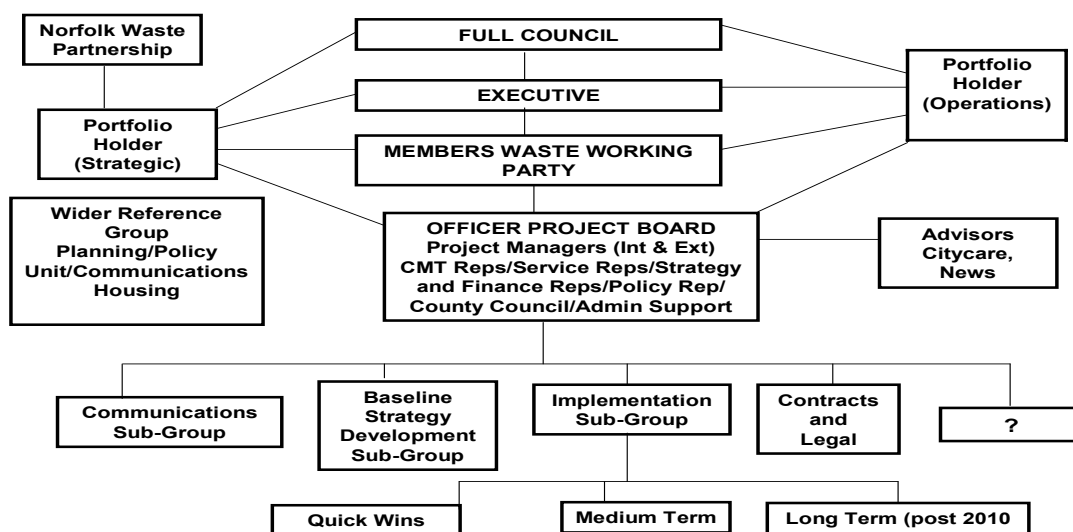
- A. To reduce the growth in household waste by promoting waste reduction and reuse initiatives.
- B. To promote waste awareness through public education and awareness campaigns.
- C. To recycle 20% of household waste collected by March 2008.

- D. To recycle 32% of household waste collected by March 2010.
- E. To work together with the other Norfolk Authorities to achieve the Objectives and Actions within the Joint Municipal Waste Management Strategy for Norfolk.
- F. To be amongst the best recycling authorities in the Country by March 2012 and longer term to be one of the top ten recycling authorities in the Country.

4.0 Developing the Strategy and Action Plan

- 4.1. This strategy has been developed by a cross-departmental Officer Project Board, and issue specific sub-groups, which reported to a cross-party Members Waste Working Party.

STRUCTURE CHART : WASTE MANAGEMENT AT NORWICH CITY COUNCIL



Initial work included a rapid self-assessment of the existing strategic position and the completion of a detailed baseline review intended to answer the question

- 4.2. **Where are we today?** The baseline report is available as Appendix A to this strategy. This report includes full details on waste and recycling services operated by Norwich City Council. In order to achieve our recycling targets all these services will need to be reviewed during the period of the Strategy and improved as and where necessary.

4.3. Where are we aiming for?

4.3.1 The key aims for the project are:

- A recycling rate of 20% by March 2008.
- The doubling of the existing recycling rate to 32% by March 2010.
- To be amongst the best recycling authorities in the Country by March 2012 and longer term to be one of the top ten recycling authorities in the Country.

5.0 How will the Strategy work and how will performance be measured?

The Waste Management Strategy for Norwich has been developed as a three-phase strategy with each phase aimed at a percentage recycling target and the date by which that target should be achieved. Phase 1 of the strategy will achieve 20% by 2008, Phase 2 is to achieve 32% by 2010 and Phase 3 is to exceed 40% by 2012. The most significant service change contained within the strategy is the implementation of an Alternate Weekly Collection service (AWC) for household waste and recycling. This is a major change in service provision which presents significant logistical problems. It is not practical to attempt to achieve these changes across the whole city all at once. In order to successfully implement AWC the action plan will see the roll out of enhanced recycling and revised refuse collection services in four stages over the next two years. Further actions and service improvements will be developed and introduced to deliver the six key strategic objectives over the period to 2012. The Strategy will be judged against this action plan, which will be reviewed and revised as necessary. Progress will be reported through the six-monthly performance monitoring reports. And will be monitored by the following BVPI's –

84a – kg waste per head

86 – cost per household

90b – satisfaction rate with recycling facilities

91a – population served by a kerbside collection of recyclables (one recyclable)

91b - population served by a kerbside collection of recyclables (two recyclables)

82a(ii) – total tonnage of household waste sent for recycling

82b(i) - %age of household waste sent for composting or treatment by anaerobic digestion

82d(i) - %age of household waste arisings that have been landfilled

82d(ii) – tonnage of household waste arisings which have been landfilled

6.0 ACTION PLAN

Strategic Objective	To 2008	20% Recycling Target	To 2010	32%	To 2012	40%
	Delivered by	Measured by	Delivered by	Measured by	Delivered by	Measured by
A: To reduce the growth in household waste by promoting waste reduction and reuse initiatives.	Promote Home composting, discounted priced composters scheme	The number of home composters delivered in Norwich and the reduction in residual waste collected				
	Engage in waste minimization education opportunities	Number of initiatives and number of contacts				
	Participate in the county-wide promotion of real nappies	The number of households in Norwich taking part in Norfolk County Council's Real Nappy incentive scheme				
	Sign-post residents with useable furniture/white goods to reuse organisations	Number of contacts made and reduction in relevant items removed by the bulky household waste service				
	Recycle as much as is feasible of the material that is collected by the bulky household waste service	Weight of material recycled				
	Promote use of bags for life	Reduction in the quantity of bags in the residual waste				

CONTINUED IN FUTURE YEARS




Strategic Objective	To 2008		20% Recycling Target		To 2010		32%		To 2012		40%	
	Delivered by		Measured by		Delivered by		Measured by		Delivered by		Measured by	
B: To promote waste awareness through public education and awareness campaigns.	Develop waste management communications plan		To be determined		CONTINUED IN FUTURE YEAR ↑		↑		↑		↑	
	On going publicity opportunities in local Press		To be determined									
	Publicise the existence of Free cycle and encourage maximum use of the existing Green Box recycling scheme		Increased setout out and capture rates for Green Box scheme		↑		↑		↑		↑	
	Enlist help of Community wardens		To be determined									
	Enhance information on Council's website		Number of visits to recycling page on website		↑		↑		↑		↑	
	Publicity items in the Citizen newsletter		Resident feedback to questionnaires									
	Develop service profile and promotional materials		Resident feedback to questionnaires		↑		↑		↑		↑	
	Enlist Recycling Champions		To be determined									

Strategic Objective	To 2008	20% Recycling Target	To 2010	32%	To 2012	40%
	Delivered by	Measured by	Delivered by	Measured by	Delivered by	Measured by
C: To recycle 20% of household waste collected by March 2008	Recycle street sweepings	Weight/percentage of street sweepings recycled.			↑	
	Install additional mini recycling banks at specific locations	Numbers of banks installed and weight of materials collected			↑	
	Prototype garden waste collection service in 2 wards <ul style="list-style-type: none"> • Eaton • Crome 	Numbers of households participating, weight of material collected, reduction in weight of garden waste in residual waste bin				
	Improve waste collection recycling facilities for flats by introducing communal bins	Number of sites provided with communal bins.	Improve waste collection recycling facilities for flats by introducing communal bins	Resident satisfaction. Weight of materials recycled		↑

Strategic Objective	To 2008	20% Recycling Target	To 2010	32%	To 2012	40%
	Delivered by	Measured by	Delivered by	Measured by	Delivered by	Measured by
<p>D: To recycle 32% of household waste collected by March 2010.</p>	<p>In all areas possible Introduce alternate weekly wheeled bin collection of residual/recyclable waste (Base service is intended to be an edge of curtilage service using 240 litre wheeled bins)</p> <p>Stage 1 – Oct' 07 Stage 2 – May 08 Stage 3 – Oct' 08 Stage 4 – May 09</p>	<p>Numbers of households participating, weight of material collected, reduction in weight of residual waste going to landfill</p>	<p>Delivered by</p>	<p>Measured by</p>	<p>Delivered by</p>	<p>Measured by</p>
			<p>Introduce alternative kerbside recycling arrangement for properties where use of wheeled bins is not feasible</p> <p>Stage 4 – May 09</p>	<p>Numbers of households participating, weight of material collected, reduction in weight of residual waste going to landfill</p>	<p>Delivered by</p>	<p>Measured by</p>

Strategic Objective	To 2008	20% Recycling Target	To 2010	32%	To 2012	40%
	Delivered by	Measured by	Delivered by	Measured by	Delivered by	Measured by
	Implement and develop a City-wide kerbside glass collection service	Cost and tonnage of material collected at kerbside and in Bring banks	Expand garden waste collection service city-wide			
				Numbers of households participating, weight of material collected, reduction in weight of garden waste in residual waste bin		



Strategic Objective	To 2008	20% Recycling Target	To 2010	32%	To 2012	40%
	<i>Delivered by</i>	Measured by	Delivered by	Measured by	Delivered by	Measured by
<p>E: To work together with the other Norfolk Authorities to achieve the Objectives and Actions within the Joint Municipal Waste Management Strategy for Norfolk.</p>	<p><i>Delivered by</i></p> <ol style="list-style-type: none"> Active engagement by the City Council in the Norfolk Waste Partnership so that Norwich contributes to Norfolk being one of the leading recycling counties in the country. Be consistently and continual involved with countywide public awareness and public engagement campaigns. Actively participate and enhance countywide initiatives such as the home composting scheme and the Schools Waste Action Club. 					

Strategic Objective	To 2008	20% Recycling Target	To 2010	32%	To 2012	40%
	Delivered by	Measured by	Delivered by	Measured by	Delivered by	Measured by
F: To be amongst the best recycling authorities in the Country by March 2012 and longer term to be one of the top ten recycling authorities in the Country.					This will be delivered by all of the actions under Objectives A - E	
					Investigate opportunities for collecting and recycling other materials	
					Investigate opportunities for collecting and recycling trade waste	
	Actions to increase the Council's recycling rate above 32% and to amongst the best in the Country will be considered in detail as this Strategy is implemented and reviewed.					

7.0 Glossary

Biodegradable Waste (BMW):

Biodegradable Waste is waste that is able to decompose through the action of bacteria or other microbes. This includes material such as paper, food waste and green garden waste.

Composting:

Composting is the degradation of organic wastes in the presence of oxygen to produce a fertiliser or soil conditioner.

Garden Waste:

Organic waste includes waste such as grass cuttings, tree cuttings, leaves which arise from gardens.

Household Waste:

Household waste includes all mixed waste that is collected from households; all materials taken to local 'bring banks or collected at the doorstep or kerbside for recycling and composting; all waste (apart from rubble) that is taken to the County Council operated Recycling Centres; litter and street sweepings.

Material Recovery Facility (MRF):

A Material Recovery Facility is a facility, which is designed to process source separated/co-mingled dry recyclables is sometimes referred to as a 'clean MRF' (as distinct from a 'dirty MRF', which handles co-mingled wastes including putrescible materials).

Municipal Solid Waste (MSW):

Municipal Solid Waste is household waste and other wastes collected by a waste collection authority or its contractors, such as municipal parks and gardens waste and fly-tipped waste. Also any trade (commercial) waste collected by or on behalf of a WCA.

Norfolk Waste Partnership (NWP):

The Norfolk Waste Partnership comprises the seven Waste Collection Authorities (the district councils) and the one WDA, Norfolk County Council, who are working together as the NWP to improve waste management services in Norfolk and deliver the objectives of the Joint Municipal Waste Management Strategy in areas such as waste minimisation, education, recycling and composting. Further details on the NWP can be obtained by visiting www.norfolk.gov.uk

Recycling:

Recycling involves the reprocessing of wastes, either into the same material (closed-loop) or a different material (open-loop recycling). It is commonly applied to non-hazardous wastes such as paper, glass, cardboard, plastics and metals. However, hazardous wastes (e.g. solvents) can also be recycled by specialist companies, or by in-house equipment.

Re-use:

Re-use is using materials or products again, for the same or a different purpose, without reprocessing the material.



NORWICH
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INTEGRATED MUNICIPAL WASTE

MANAGEMENT STRATEGY PROJECT

BASELINE REPORT - SUMMARY

November 2006

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APPENDIX A

Introduction

A baseline review has been undertaken of the Council's waste collection and recycling services to provide answers to the question, Where are we now? The full review report is a technical document that will provide the detailed information required to enable the development of various service options to achieve the waste management targets and objectives that will feature in the Council's forthcoming Integrated Waste Management Strategy. The report does not consider the waste management elements of the existing CityCare contract or address future procurement issues. These issues will however need be considered and addressed as part of forthcoming strategy development. This summary report has been prepared to provide Members of the Waste Working Party with headline information.

Contextual Information

Profile of the Norwich City Council area

Norwich is a popular shopping centre and attracts 5 million day visitors per year. The City is also a centre for major employers with around 125,000 people living in the Norwich City Council area and 50,000 people commuting into Norwich each day to work. An estimated 20,000 – 25,000 people take advantage of the nightlife in the City on a weekend evening.

In 2005 there were 54,584 households in Norwich. Approximately 34% of the housing is detached/semi-detached housing, 33% flats and 33% terraced housing. A very small proportion, less than 3000 properties, is temporary, provided by conversion into bed-sits or flats in a communal building. The population of Norwich is anticipated to rise by an estimated 7.8% by mid 2011.

There are high levels of deprivation in the City. Norwich City ranks 61st most deprived nationally (out of 354 Council areas) on the Index of Deprivation 2004 (IoD 2004) "Average of Scores". This places Norwich within the most deprived 20% of areas and as the most deprived local authority area in the eastern region.

Waste Management Targets

The Council has recently set itself challenging new recycling targets, namely to:

- recycle 20% of the household waste collected by March 2008,
- recycle 40% of the household waste collected by March 2010,
- be amongst the top 10 recycling authorities by March 2012.

These targets beyond the current targets for recycling and/or composting household waste set by the national policy document Waste Strategy 2000 (currently under review).

Additionally, the City Council in partnership with Norfolk County Council and the other District Councils is committed to a second generation Local Public Service Agreement (LPSA) signed with the Government in 2004. The agreement, which includes a reward grant, is based on a target to reduce total household waste arisings to 2002/03 levels by 2006/07, equal to 524 kg per head. If this target is achieved this means that zero growth has been achieved during this period of waste generation. The Norfolk Authorities are continuing to work towards this target and it is anticipated that the target will be met in 2006/07.

LATS

Current Waste Management Activities

- **Residual Waste Collection Arrangements**

Residual waste is collected under a contract with CityCare that expires in 2010. Approximately 50% of the City has a wheeled bin collection service the remainder receives a bag or communal container collection service. In 2005/06 Norwich City Council sent some 42,000 tonnes of household waste to landfill.

The table below shows the amount of household waste collected by Norwich City Council that was sent to landfill in April to Sept 2005/06 compared with that during April to Sept 2006/07. The total waste arisings have increased in line with national predictions; however, in the first six months of 2005/06 the total amount of household waste from Norwich sent to landfill has reduced by 3.1%, the amount of waste sent for recycling has shown a corresponding increase.

Household waste collected by Norwich City Council that was sent to landfill in April to Sept 2005/06 and April to Sept 2006/07

005/06		2006/07	
Month	Tonnage	Month	Tonnage
April	3862	April	3292
May	3706	May	3762
June	4003	June	4160
July	3568	July	3382
August	3739	August	3657
September	3777	September	3700
TOTAL	22655	TOTAL	21952
Difference			-3.1%

Source: Norfolk County Council.

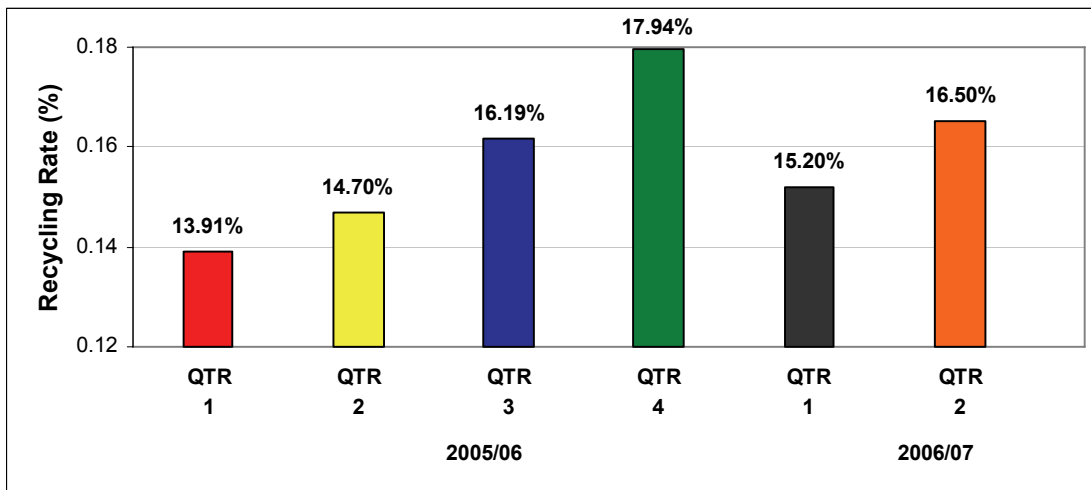
- **Recyclable Waste Collection Arrangements**

CityCare also collects the recyclable waste from the Norwich area under a variation to the main contract. Kerbside recycling collection includes the Green Box, Communal and Waste Paper Collections. The recyclable material is collected via six kerbside recycling rounds and some 40 Bring Bank sites. Paper and card is taken under a special arrangement to the Materials Recycling Facility operated by NEWs at Costessey. Cans and glass are taken to the nearby transfer station operated by the Waste Recycling Group also at Costessey.

In 2005/06 the City Council collected some 7,828 tonnes of recyclable waste and the recycling rate for Norwich increased to a year-end average rate of 15.8%, illustrated in the Figure below. The kerbside recycling tonnage for Q1/Q2 2006/07 has shown a further increase over the previous year's total tonnage. Work to achieve this improvement has included expanding recycling collection services to schools across Norwich, the addition of over 2,000 properties onto the communal recycling scheme and over 3,000 properties onto the kerb-side (Green box) recycling scheme. The bring bank sites have also been developed with new plastic recycling banks at Sainsbury's and Waitrose. This has contributed to a more modest increase in Bring Bank tonnage of 1.2 % over the same period.

Other work includes a number of recycling related articles submitted to the "Citizen Magazine", recycling of old 140-litre wheelie bins from Beaconsfield Backs, regular joint recycling inspections across the city and an initiative to recycle Christmas Trees. However, a recent survey on behalf of the Norfolk Waste Partnership has identified that the set out rate for recycling containers in the Norwich area is comparatively low.

Quarterly recycling rate (2005/06 & Q1/Q2 2006/07)



The numbers of households served by the various recyclables collections is summarised below.

No's of households served by each collection method

Collection Method	No. Households
Green Box	46,864
Communal	5,817
Waste Paper	5,842

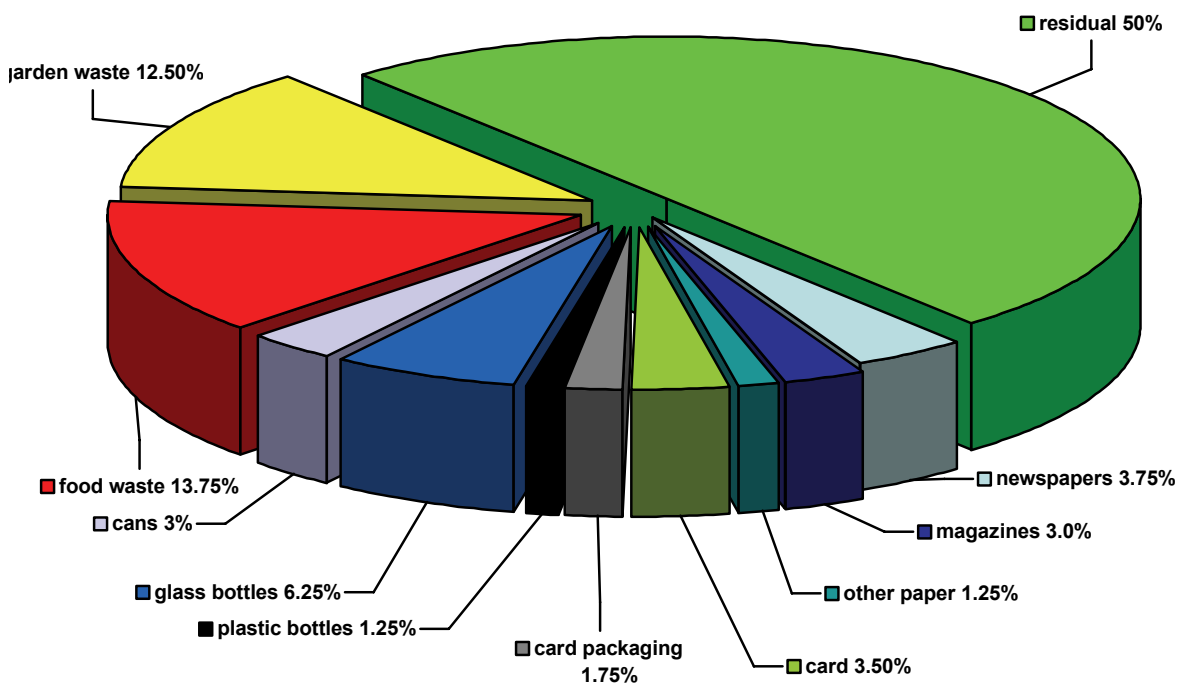
- **Waste Composition Analysis**

Residual Waste

In April 2005 the Norfolk Waste Partnership (NWP) commissioned a household waste composition analysis project. The project involved carrying out two sampling exercises, one in November 2005 and the second in March 2006. The data relating to waste arisings within the Norwich City area is précised below together with data collected as part of the Council's waste collection activities.

In 2005/06 the City Council collected some 50,361 tonnes of household waste, of which some 42,000 tonnes (84.5%) was sent to landfill. The diagram below shows a breakdown of the waste currently sent to landfill. The chart shows, with one exception, those materials for which there are currently collection and either sorting or reprocessing capabilities in Norfolk. There is currently no viable local recycling infrastructure for compostable food waste. However, this waste has also been separately identified because it is now the largest single component of the household waste currently sent to landfill and the possibilities of collecting and recycling this material is the subject of considerable local debate.

Analysis of Residual Household Waste from Norwich sent to Landfill - November 2005



Residual Household Waste from Norwich sent to Landfill - November 2005

Waste	Percentage	Est' Tonnes per year *
<i>Residual</i>	50	20,179
<i>Garden Waste</i>	12.5	5,257.3
<i>Food Waste</i>	13.75	5,783
<i>Cans</i>	3	1,261.8
<i>Glass Bottles</i>	6.25	2,628.6
<i>Plastic Bottles</i>	1.25	525.7
<i>Card Packaging</i>	1.75	736
<i>Card</i>	3.5	1,472
<i>Other Paper</i>	1.25	525.7
<i>Magazines</i>	3	1,261.8
<i>Newspapers</i>	3.75	1,577.2

**Based on 05/06 waste to landfill data*

Recyclable Waste

The City Council recycled some 7,800 tonnes of household waste during 2005/06 (15.8%). The relative proportions of materials collected from the various recyclables collection schemes are shown diagrammatically below. Further data analysis is required to provide the tonnages for each waste material.

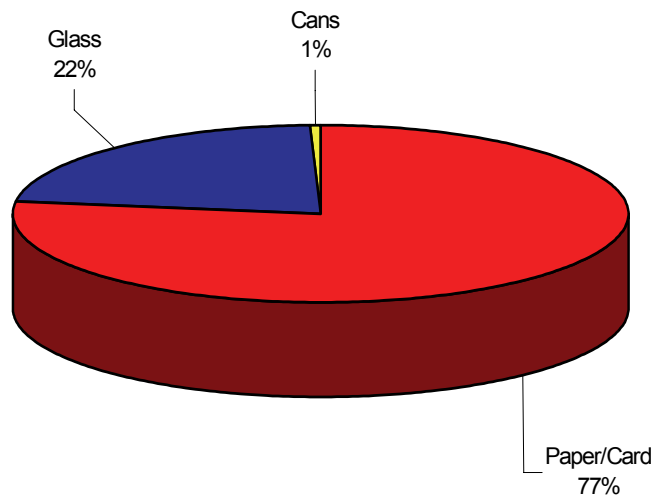
There are 37 bring bank sites distributed across the city, predominantly in car parks and community centres. In 2005/06 some 1000 tonnes of recyclable material was recycled at Bring Banks across Norwich. The type of materials collected includes paper, glass, cans and textiles. The range of materials collected at some sites has been extended with the addition of 9 shoe banks and

2 plastic bottle banks. The current mix and composition of Bring Banks by material type is also shown below:

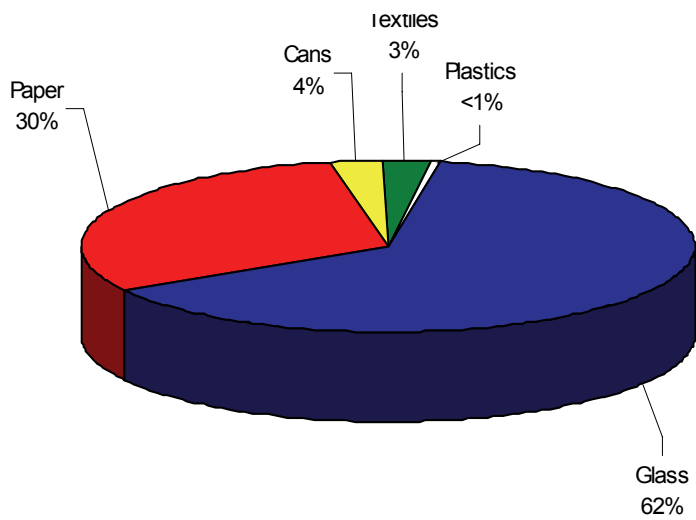
The type, number and collection tonnage of Bring Banks across Norwich

Material Type	Number of Bring Banks	Tonnage 05/06
Paper	17	306
Glass	37	637
Cans	19	43
Textiles	13	27
Shoes	9	N/A
Plastic	2	17 Oct 05 – March 06

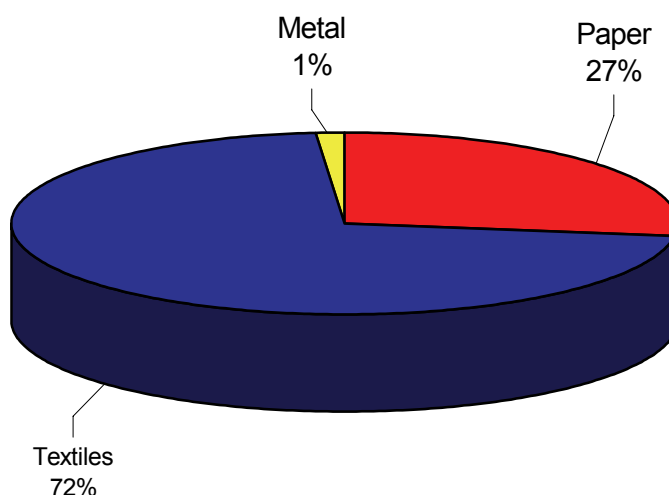
Composition of kerbside collection of recyclable materials 2005/06.



Material Composition of Bring Bank Recycling, 2005/06



Material Composition of Third-Party Recycling schemes



2005/06

- **Other Municipal Waste**

Recycling Centres

There is only one Recycling Centre in Norwich at Mile Cross, Swanton Road. The site is heavily used and is the subject of on-going public criticism about accessibility and sufficiency and the possible contribution this in turn makes to local fly tipping.

Bulky waste

The City Council provides a collection service for bulky household waste. The charge for this service to residents is £10 per 3 items collected. No concessions are made for residents on benefits or a low income. Fridges and freezers are collected free of charge. The Refuse Collection contract provides for 6000 bulky collections each year. For any collections made above this the City Council pay City Care £12.23 per collection. This includes fridge and freezer collections, for which residents are not charged. Table 10 below provides details of the weight of bulky household waste collected during 2005/06.

Weight of bulky household waste collected in 2005/6 (tonnes)

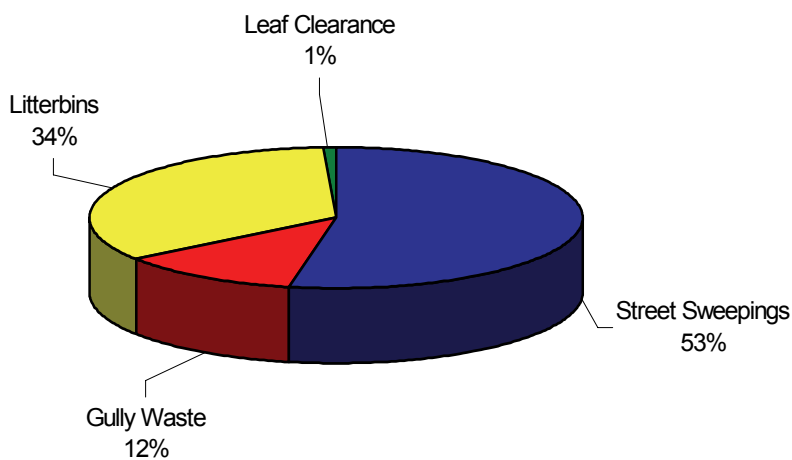
	Apr-05	May-05	Jun-05	July-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06
Bulky Waste	125.9	119.0	145.5	133.2	153.0	142.4	134.5	152.6	140.0	150.6	136.0	153.0
Total	1,685.7 tonnes											

Street cleaning (including gully cleaning)

The City Council also provide an extensive street cleansing and gully emptying service to keep roads as far as practicable free of litter and refuse in line with obligations under the Environmental Protection Act 1990. The Council has recently entered into a six-month trial to recycle the 1,700 tonnes of street sweeping it collects each year. This could have increased the recycling rate by around 2.5%.

Further work is currently in hand to identify a means to recycle gully waste. Gully waste is the material washed from road and pavement drainage channels into chambers underground, which are emptied at regular intervals by a tanker. Gully waste will typically comprise leaves, detritus, road chippings, mud, soil, paper and litter and used engine oil. All of the gully waste collected in 2005/06 was sent for landfill and there is a possibility that recycling this material could increase the recycling rate by a further 0.5%. There might also be opportunities for the County Council to join in and benefit from this initiative.

The quantities of collected street waste arising by waste type

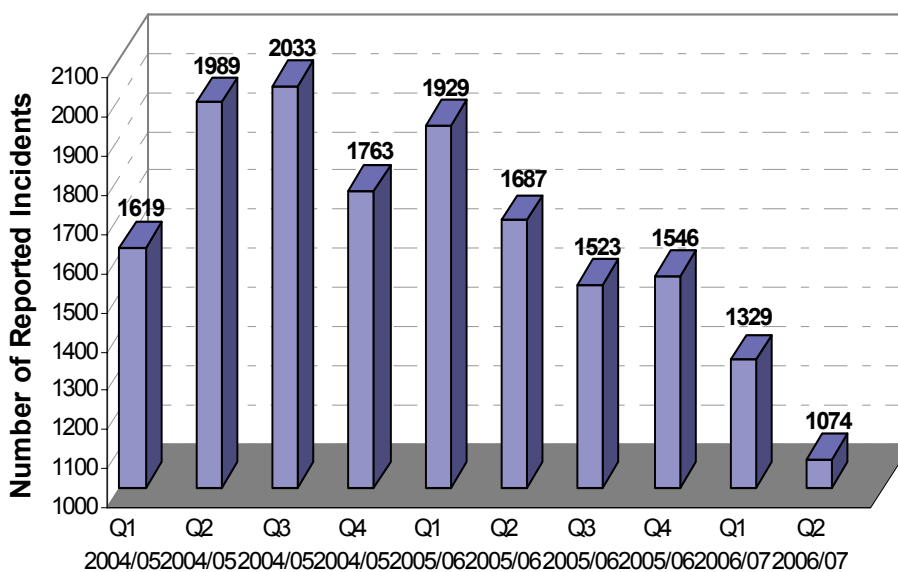


2005/06

Fly-tipping

The number of monthly fly-tipping incidents has shown a general decrease recently. This is shown in the quarterly figures below and reflects the considerable effort in investigating both domestic and commercial fly-tipping incidents by the Streets & Citizen Services Team over the last 12 months. This work is set to continue and expand with the acquisition of covert mobile CCTV equipment and possible additional resources allocated to deal with fly tipping.

Total number of reported quarterly fly-tipping incidents (Apr 2004 - Sept



2006).

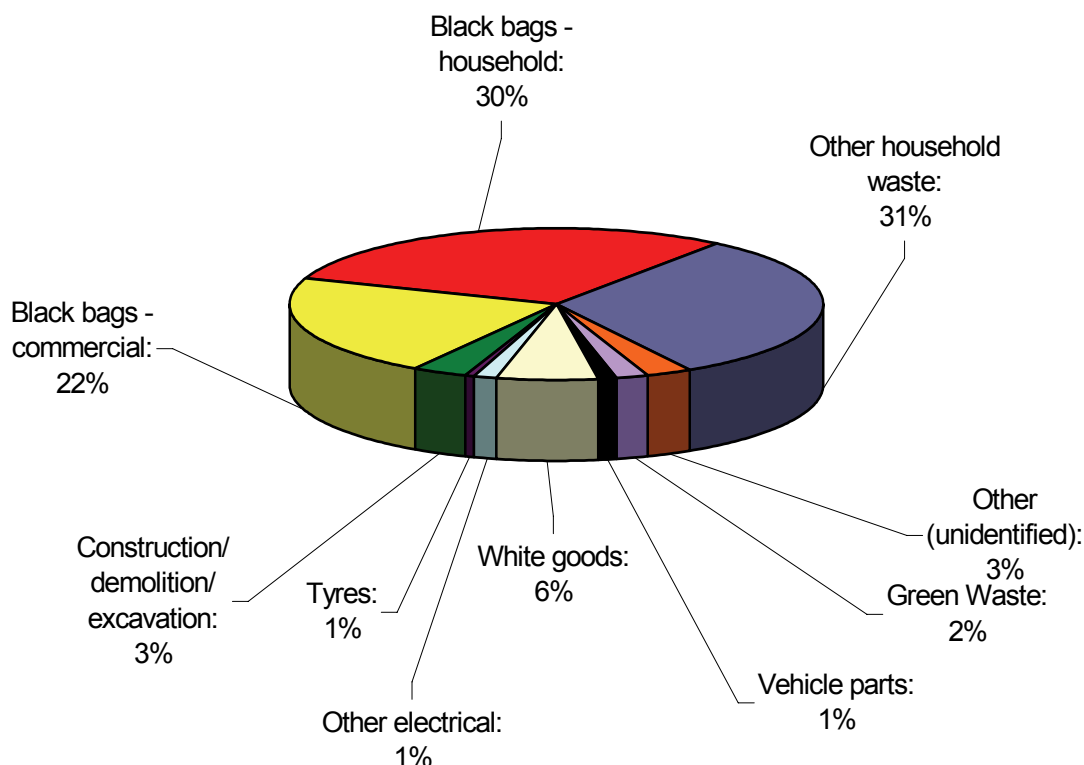
The tonnage of collected fly-tipped material has shown a corresponding decrease of more than 26% from April 2006 to September 2006 compared with the same period of the previous year, see Table below: This reduction correlates well with the reduction in the reported fly-tipping incidents.

Summary of fly tipping tonnages for Q1& Q2 for 2005/06 and 2006/07.

2005/06		2006/07	
Month	Tonnage	Month	Tonnage
April	45.5	April	39.9
May	54.6	May	32.4
June	40.1	June	34.3
July	50.9	July	30.2
August	45.4	August	32.8
September	36.3	September	38.8
TOTAL	272.8	TOTAL	208.3
<i>Difference</i>			26.6%

Fly tipping is mainly domestic waste and that may be explained by the large number of properties (40%) in Norwich on a plastic sack collection. Another important issue is the amount of trade waste material passed on as domestic waste. Significant enforcement and education work has already been done by the Streets Scene team on business waste responsibilities i.e. Duty of Care. The average monthly cost of collecting fly tipping in Norwich is £10,202 and the total cost of collection for 2005/06 amounts to £122,418. The cost of collection in Q1 & Q2 for 2006/07 has seen a significant reduction in cost of around 22% when compared to the previous year's period.

Fly-tipping by primary waste type (2005/06)



Current Waste Reduction Initiatives

The City Council is participating to a greater or lesser extent in a range of waste reduction initiatives that have been implemented in Norfolk and that have been successful in contributing to reducing, minimising and effectively managing waste.

Home Composting

A countywide home composting promotion, which provides subsidised home composters to Norfolk residents, has been taking place for some while. The Waste Resources Action Programme (WRAP) supports this campaign and the City Council have promoted home composting in their collection area. During the first six months of 2006 some 2000 composters were delivered to Norwich residents.

Real Nappies

Disposable nappies contribute to the biodegradable municipal waste sent to landfill. The impact real and cloth nappies can have on diverting Biodegradable Municipal Waste (BMW) from landfill has been recognised and the City Council and other Norfolk Councils now work with the nappy laundering services and retailers to promote the use of real nappies. Norfolk County Council offers a financial incentive to parents by providing £30 to assist in the up front costs of buying re-useable nappies or using a

nappy laundering service. The County Council offers a further £10 incentive to families who continue to use real nappies in their child's second year.

Since 2001 Norfolk have received 4540 claims for the real nappies scheme, in total, of which 1088 were from households in Norwich. There have been 231 claims from the Norwich area in 2005/6.

Schools Waste Action Club

The Schools Waste Action Club (SWAC) is an environmental education programme currently provided free through a partnership between Norfolk County Council, the Waste Collection Authorities and the Norfolk Education Advisory Service. SWAC provides hands-on help and advice on waste reduction, reuse and recycling in schools. This is delivered in a variety of curriculum-based activities. The initiative also delivers teacher-training sessions along with free resources. The SWAC programme has now worked with over 266 schools since its launch, many of which are in Norwich.

Mini Scrapbox

Mini-Scrapbox is a charitable organisation run by volunteers. Mini-Scrapbox collect and store a wide range of materials, mainly donated by companies, that can then be reused in the community by drama & music workshops, clubs, schools and playgroups for arts & crafts, design technology etc. The main objective of Mini-Scrapbox is to reuse materials before they end up in landfill and to provide low cost resources to community centres, schools and playgroups.

Community Re-paint

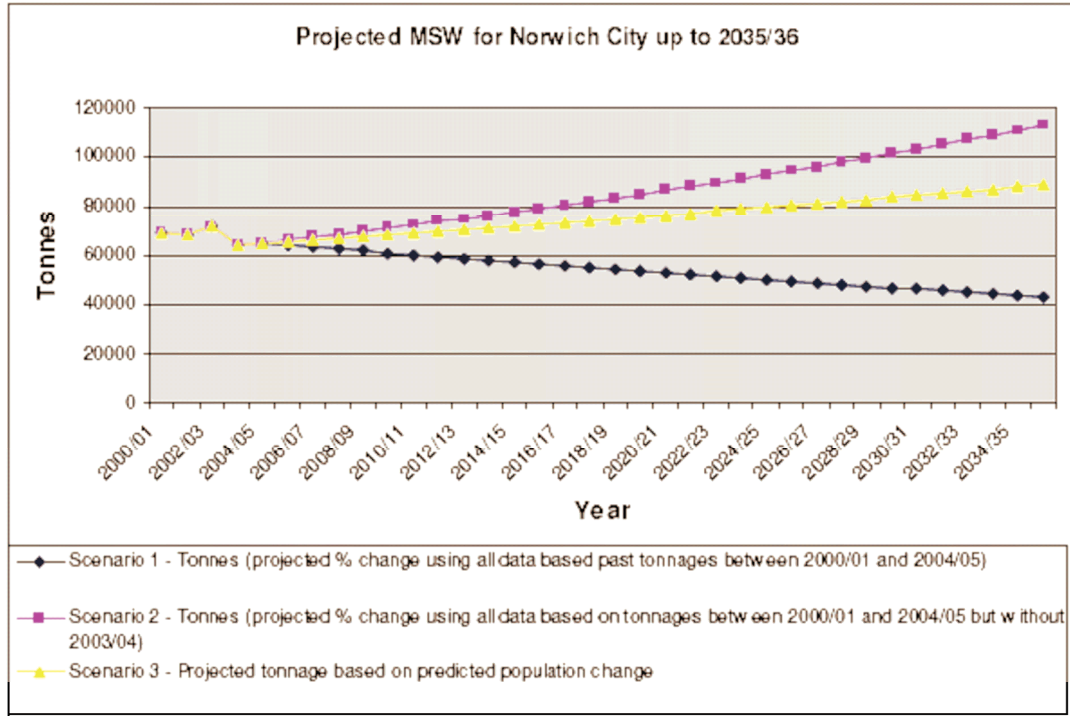
Community Re-paint collects tins of paint from the Norwich and Broadland District Council areas as part of a national initiative developed locally through Mini-Scrapbox. The scheme works with retailers such as B&Q and Homebase. Householders can donate their unwanted paint to B&Q or Homebase during set opening hours. This paint is later collected and transported to Mini-Scrapbox, where it is sorted. Potential users can then obtain paint for use in homes, or the wider community. Funding for the scheme runs out in March 2007. Mini Scrapbox have indicated that they will withdraw from the scheme at this point due to staffing changes. The County Council are currently talking to other local charities to see if they would like to take on running the scheme.

Forecast of Future Waste Arising

This section of the report looks at population projections for the city, waste trends and the possible implications for future waste facility requirements which might lead to the need to identify sites for further waste facilities, either within or outside the city. Norfolk County Council has recently produced 3 waste projection scenarios for the city up to 2035/36, the first two based on the average percentage change in waste arisings between 2001-5 and the third on population projections. The scenarios are shown below.

- Scenario 1 is based on the average percentage increase between 2001-5, with this figure (-1.31%) extrapolated over the period 200-2035.
- Scenario 2, is based on the same figures, but excludes 2003/4 as this is considered an anomaly year countywide, due to the introduction of a number of new schemes – in Norwich kerbside recycling was introduced in this year. The annual figure therefore is +1.79%.
- Scenario 3 assumes that waste arisings will go up in line with County Council predicted population increases. The figure is therefore +1.01%.

Projected Waste Arisings for Norwich up to 2035/36



Key Issues

- The fact that the City is a major densely populated residential and commercial centre attracting a large number of day visitors presents a range of practical waste management issues. This includes the selection of easy to access waste and recyclables collection schemes that are compatible with the varying means of residents to separate and store their refuse and the means of access for collection.
- The City Council's past approach to recycling has produced about a 1% rise per year, which is not sufficient to meet its statutory performance standard recycling rate of 20% by March 2008. The approved "Quick Wins" already being planned and implemented should address this but will not be sufficient to achieve the Council's waste management targets for 2010 and 2012.
- Approximately 30% (12,600 tonnes) of the waste currently going to landfill is at least theoretically recyclable using existing local sorting and processing facilities. If this were to be achieved the Council's recycling rate would be about 40%. However, to achieve this will require a more focused and radical approach to waste and recyclables collection systems.
- The work required planning and implementing the different collections systems that will be required means that their introduction will need to be phased – possibly in three or more phases.
- A critical factor in the success of the Council's future waste management strategy will be the development and maintenance of a sustained communications campaign. Residents need to be clear about what they can recycle and where. Targeted work will be required to get message across to all residents.
- Forecasts of future waste arisings acknowledge that significant new recycling schemes can have a major impact on waste arisings and waste diverted away from landfill to recycling. However, they also confirm that an sustained waste minimisation message is required alongside ongoing service improvements to contain subsequent rises and take account of the additional waste that will be generated by increasing population growth.
- If Norfolk is to avoid significant Landfill Allowance Trading Scheme penalties after 2010 significant improvements to divert biodegradable waste away from landfill are still required.



NORWICH
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APPENDIX B

Integrated Waste Management Strategy **Bin Policy**

Introduction

In order to achieve our recycling targets within affordable costs, Norwich will need to adopt a new system by which residual waste and mixed dry recyclables are collected on alternate weeks. This system is known as Alternate Weekly Collection or AWC. To implement the AWC we need a uniform policy on wheeled bin provision and service delivery mechanisms that are clear, simple and consistent.

Bin Colours

The refuse and recycling services will need to use different coloured wheeled bins in order to avoid confusion. The colours used and their allocation to households will be determined according to the results of the ongoing survey of existing bin provision and the policy will be updated to reflect this.

Bin Size

The standard size of wheeled bin will be 240 litre for both recycling and waste. By request from the householder a smaller 140 litre bin can be provided instead of the 240 litre for both recycling and household waste.

Households are entitled to multiple recycling bins on request and subject to the physical space being available.

Households may request a larger 360 litre household waste bin if there are 5 or more people living in the property. A member of the Environmental Services team will talk to all those who apply for a larger bin in order to assess whether they are making best use of their recycling opportunities. Officers will then consider each request on an individual basis.

Green Boxes

The existing Green Boxes will continue to be used for the kerbside glass collection service and we will continue to supply boxes to all residents who can be served by this service. With the introduction of a recycling wheeled bin some residents may wish to request the collection of any unwanted green boxes.

Side Waste

Recyclable material that will not fit into the recycling wheeled bin will be collected as side waste and this should be set-out either in a cardboard box or a plastic bag (but not in black sacks).

Additional household side waste will not be collected and should not be set-out. If a resident is creating more household waste than their wheeled bin can hold they should contact the Environmental Services team for advice on waste minimisation and recycling.

Lids Down

In order to encourage waste minimisation we will need to follow the leads from other LA's and insist on a lids-down policy alongside the side-waste ban.

Bin Weights

We must avoid substantial overloading of wheeled bins as this can have serious health and safety implications if a bin breaks or slips when being lifted. The policy will be to reject excessively heavy bins i.e. those that weigh more than 80kg.

Garden Waste

In those areas served by the prototype garden waste collection service (the Eaton and Crome wards) there will be a ban on garden waste being put in the residual waste bin or being left as side waste. If the prototype scheme is successful it will be extended throughout the city alongside the new restrictions on the disposal of garden waste.

Wheeled Bin Roll-out to other areas

Where appropriate, wheeled bins will be provided to new areas according to the results of the ongoing survey of existing bin provision.

Assisted Collections

Norwich provides an assisted collection service whereby those who have physical difficulty in presenting their waste or recycling at the kerbside can request assistance from the collection crew. The waste and recycling service provided through the new strategy will continue to provide an assisted service to all those who need it.

Clinical Waste

There will be no change to the collection of clinical waste, this service will continue to be available for all those who require it.



NORWICH
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APPENDIX C

COMMUNICATIONS STRATEGY

Context

In 2005/06 the City Council collected 50,000 tonnes of household waste of which 7,800 tonnes was re-cycled via the existing recycling box, waste paper collections and communal bins schemes. The rest 84.5% was sent to land fill. This included over 1,200 tonnes of paper and card and nearly 4,000 tonnes of cans, glass and bottles, and 5,000 tonnes of garden waste.

The Future

The Council's six strategic objectives for the Waste Strategy are:-

- To reduce the growth in household waste by promoting waste reduction and re-use initiatives
- To promote waste awareness through public education awareness campaigns
- To recycle 20% of household waste collected by March 2008
- To recycle 32% of household waste by March 2010
- To work together with the other Norfolk Authorities to achieve the objectives and actions within the Joint Municipal Waste Management Strategy for Norfolk
- To be amongst the best recycling authorities in the Country by March 2012 and longer term to be one of the top ten recycling authorities in the country.

Aims of the Communications Strategy

- To develop a consistent, clear and easy to understand set of messages about why we need to minimise waste.
- To ensure that there is planned, targeted and positive communications about the waste strategy.
- To develop understanding of the waste hierarchy.
 - Prevention
 - Minimisation
 - Re-use
 - Re-cycling
 - Energy Recovery
 - Disposal

Communications Objectives

- To raise awareness about the council's plans of what is happening, when and why.
- To engage residents local community groups, businesses and schools in helping to deliver the Waste Strategy Action plan.
- To receive feedback.
- To ensure that staff and members understand the need for waste minimisation and that other council policies reflect this.

Key Messages

1. Norwich City Council is showing leadership in the City on this important issue.
2. We will all need to be responsible for our own rubbish and do our bit to stop rubbish ruining our city – think globally act locally.
3. We will be changing our re-cycling and waste collections services, so that we can achieve our targets – 20% recycling by March 2008. 32% by March 2010, to be amongst the best recycling authorities in the country by 2012.
4. We will help you prepare for the changes
5. a) Reduce – Shop wisely for example buy milk from the milkman in glass bottles
b) Reuse – Plastic carrier bags and containers, offer unwanted gifts and items to friends.
c) Repair – Mend broken items where possible
d) Recycle – Use the recycling facilities available

Implementation

There will be a detailed implementation plan as part of this communications strategy. This will include a wide range of communications methods. We will, because of the importance of getting this right, use customer focus groups and Councillor groups to test the messages and the methods. This will be developed in detail during February and March 07.