

Target **45+**

Hull and East Riding's solution to sustainable waste management

Joint Sustainable Waste Management Strategy

Review 2012



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Abbreviations

BPEO	Best Practicable Environmental Option
BVPI	Best Value Performance Indicator
CIWM	Chartered Institution of Wastes Management
DEFRA	Department for Environment, Food and Rural Affairs
DPD	Development Plan Document
EfW	Energy from Waste
EMAS	Eco-Management and Audit Scheme
EPA	Environmental Protection Act
EU	European Union
HWRS	Household Waste Recycling Site
LARAC	Local Authority Recycling Advisory Committee
LATS	Landfill Allowance Trading Scheme
LGA	Local Government Association
MRF	Materials Recycling Facility
MSW	Municipal Solid Waste
NAWDO	National Association of Waste Disposal Officers
NI	National Indicator
PFI	Private Finance Initiative
RDF	Refuse Derived Fuel
RSS	Regional Spatial Strategy
SA	Sustainability Appraisal
SEA	Strategic Environmental Assessment
WEEE	Waste Electronic and Electrical Equipment
WET Act	Waste and Emissions Trading Act (2003)
WRAG	Waste and Recycling Advisory Group
WRG	Waste Recycling Group

1. Background

Target 45+ is the Joint Sustainable Waste Management Strategy (the Strategy) developed in partnership by Kingston upon Hull City Council and the East Riding of Yorkshire Council (the Councils). The document sets out how the Councils plan to manage Municipal Solid Waste (MSW) produced in the area. MSW includes waste from households, waste collected from businesses and other waste produced as a result of delivering environmental services such as street sweeping and gully cleaning.

The Strategy was jointly adopted by both Councils in 2006 and at that time clearly set out the strategic aims and targets for waste collection, recycling and disposal over a 15 year period from 2006-2020. The strategic aims of the strategy adopted in 2006 were as follows:

- Deal with waste in the most sustainable way by moving waste management practice up the waste hierarchy
- Raise public awareness and responsibility for waste
- Ensure the area is well served by an integrated network of waste management facilities
- Divert biodegradable waste from landfill
- Provide leadership in dealing with the Councils' own internal waste
- Provide a quality sustainable waste management service which achieves value for money
- Provide services which achieve top 10% performance in regional and national targets
- Work through the individual Councils' Local Strategic Partnerships to ensure engagement with partners, communities and ensure Target 45+ contributes to Sustainable Communities across Hull and the East Riding

Since adopting the Strategy in 2006, both Councils have made significant progress in delivering these aims. The purpose of this planned 5-yearly strategy review is to outline the progress made by the Councils, set out the current position and explain the proposed updated strategic aims and targets in the Strategy.

This Strategy has been developed using the principles of the waste hierarchy as set out in the National Waste Strategy for England 2007 shown at Figure 1 below:

Figure 1 - The Waste Hierarchy



The waste hierarchy prioritises prevention followed by reuse, recycling and composting. The recovery of energy is the next preference followed by disposal as the last resort. The aim is to prevent waste from being produced in the first place and where waste is produced, treat it as a resource to maximise its potential value.

1.1 Waste Prevention and Reuse

Since 2006 the amount of waste produced across Hull and the East Riding has decreased from 355,270 tonnes in 2006/07 to 331,893 in 2010/11, representing a reduction of 6%. The main reason for this decline has been the impact of the global recession on consumer habits. In addition work by the retail sector to minimise packaging and a move from paper to electronic media nationally have also contributed to the decrease in recent years.

There have been a range of local initiatives undertaken by the Councils to promote waste prevention and re-use. These include the promotion of the mail preferencing service to reduce junk mail, promotion of the national 'love food hate waste' campaign, development of web-based information for residents and businesses and provision of over 70,000 home compost bins to residents across the area.

As a consequence of the global recession and local promotions, the Strategy target to reduce waste growth to 0% by 2012 has been achieved. The level of public awareness of recycling and waste related issues and their local profile have also risen considerably as a result of the Councils' extensive communication and awareness raising campaigns. This has influenced a change in behaviour with residents now actively segregating waste and recyclables at the kerbside and thinking about waste prevention when purchasing goods. The success achieved to date will be built on in future years.

1.2 Recycling and Composting

The Councils have significantly increased recycling and composting performance and reduced the amount of waste sent to landfill over the last five years. Both Councils have invested millions of pounds in the development of new kerbside recycling collection strategies following a range of trials and extensive public consultation. The new blue and brown bin collection services make it easy for residents to recycle an expanded range of recyclables, garden and food waste. Public satisfaction levels with the new services are now extremely high, delivering significantly improved resident participation rates in all schemes. Both Councils have now achieved the National Waste Strategy for England 2007 target of recycling and composting 40% by 2010 as a result.

In addition, the Councils continue to extend the range of recyclables collected through the network of Household Waste Recycling Sites (HWRSs). Over twenty different commodities can now be recycled. With improved segregation, approximately 80% of all waste is now being recycled across all sites. All waste that can not be sorted at the HWRSs is now being sent for mechanical sorting to further increase our recycling rate.

The Councils currently provide commercial waste collections to over 4700 businesses across the area. Following the introduction of the household recycling collection services, the Councils are now offering recycling services to businesses. Over 750 businesses are now benefiting from recycling collections. Recycling services are also being delivered internally within Council offices and at schools, which is also helping to reduce the amount of waste sent to landfill.

To further enhance recycling performance the Councils are continuing to identify innovative ways to recycle more. Mechanical street sweepings and gully waste are now being mechanically sorted and bulky items segregated to maximise diversion from landfill.

1.3 Energy Recovery and Disposal

Despite a reduction in the overall amount of waste produced and huge improvements made through recycling and composting, over 50% of waste is still disposed of in landfill. A key element of the original Strategy was to develop an Energy from Waste (EfW) facility to manage the waste left over after recycling and composting. Although planning permission for an EfW facility at Saltend was received, the facility has not been developed under the current Joint Waste Contract with Waste Recycling Group (WRG).

The Councils have now agreed with WRG to terminate the current Contract in March 2013, although there is provision to extend for a further two years.

Although an EfW facility has not been developed, several key facilities have been established that have played a key part in improving waste management services.

A new waste transfer station has been developed at Carnaby to receive the recycling and composting waste streams that are now being collected. Two new HWRSs have been constructed at Wiltshire Road and Sutton Fields in Hull and ongoing improvements are being made at the HWRSs in the East Riding with planned improvements in place for Humberfield and Drifffield.

Contracts secured to handle the extended range of materials now collected in the blue and brown bin schemes are operating effectively.

The Councils plan to commence the procurement process for new waste contracts in 2012. This is to ensure that facilities are provided to process the various waste streams and that alternative treatment facilities are in place to reduce reliance on landfill.

2. Current Position

A summary of the current waste management services provided across both Council areas is set out in Table 1 below:

2.1 Current Waste Services

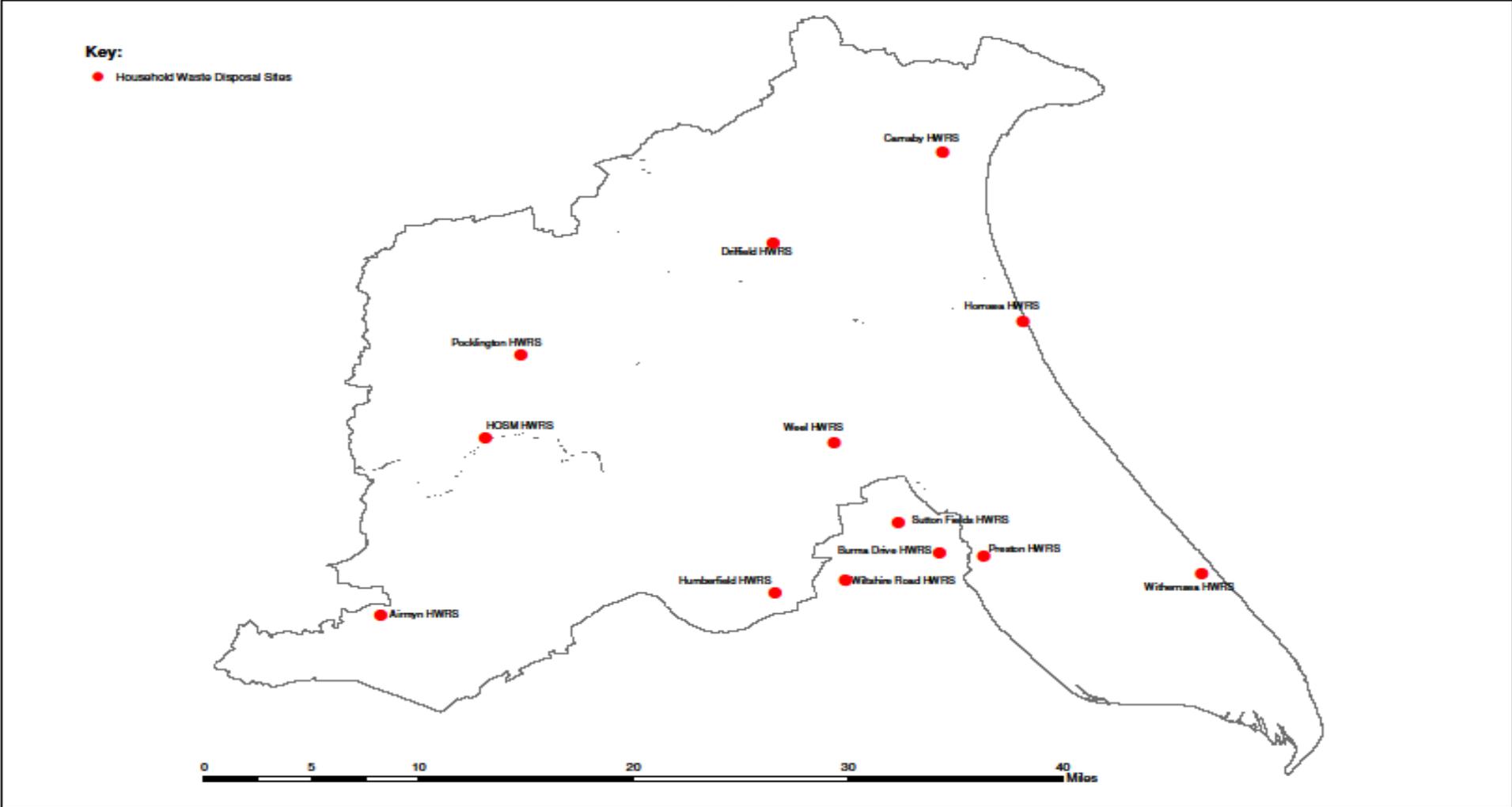
Table 1 - Services provided by the Councils

Service Type	Hull City Council	East Riding of Yorkshire Council
Household Waste	Weekly waste collection via a 240 litre wheeled bin	Weekly waste collection via 180 litre wheeled bins to approximately 110,000 households Weekly waste collection via 240 litre wheeled bins to approximately 35,000 households
Kerbside Dry Recycling	Fortnightly 240 litre blue bin for collection of paper, cardboard, books, cans, aerosols, foil, plastic bottles, plastic food and yoghurt pots, carrier bags, tetrapak, glass bottles and jars	Four weekly collection of 240 litre blue bin (with the option of a 140l bin if required) for paper, books, cans, aerosols, foil, plastic bottles, plastic food and yoghurt pots, carrier bags, tetrapak, glass bottles and jars
Kerbside Organic Recycling	240 litre brown bin for garden and cooked and uncooked food waste (Approximately 95,000 households) 23 litre outdoor caddy for cooked and uncooked food waste (Approximately 15,000 households)	Fortnightly collection of 240 litre brown bin for commingled garden, food waste and cardboard
Bulky Items	One free collection of 5 items per household per calendar year. £15 for up to 5 items thereafter. Certain items such as DIY waste are chargeable from the outset	Household waste: up to 5 items for £26 Commercial waste: £70.41 per hour, minimum charge of one hour
Bring Sites	20 Bring Sites for the collection of paper, cardboard, glass bottles and jars, plastics and cans	140 Bring Sites for the collection of paper, glass bottles and jars, plastics and cans
Household Waste Recycling Sites (HWRS)	3 HWRSs at: Burma Drive Amsterdam Road Wiltshire Road	10 HWRSs at: Humberfield, Hessle Weel, Beverley Preston Withernsea Hornsea Driffield Carnaby Pocklington Holme Upon Spalding Moor Airmyn

Service Type	Hull City Council	East Riding of Yorkshire Council
Household Waste Recycling Sites (cont.)	Materials accepted at the sites include: <ul style="list-style-type: none"> • Aerosols • Aluminium Foil • Asbestos • Books • Cans • Car and Household Batteries • CDs and DVDs • Chemicals • Cooking Oil • Garden Waste • General Waste • Glass • Mobile Phones • Oil • Paper • Plasterboard • Plastic Bottles • Printer Cartridges • Scrap Metal • Soil and Rubble • Spectacles • Textiles • Tyres • WEEE (Waste Electronic and Electrical Equipment) • WEEE (a) Large Domestic Appliances • WEEE (b) Fridges & Freezers • WEEE (c) Televisions • WEEE (d) Fluorescent Tubes • WEEE (e) Small Domestic Appliances • Wood 	
Commercial Waste	A chargeable commercial waste collection service is provided for: <ul style="list-style-type: none"> • General Waste • Paper • Glass • Mixed Dry Recycling 	A chargeable commercial waste collection service is provided for: <ul style="list-style-type: none"> • General Waste • Mixed Dry Recyclables
Clinical Waste	Free collection to residents; chargeable collection to commercial customers	

Detailed overleaf is a map showing the location of the Household Waste Recycling Sites within the Councils' areas.

Household Waste Recycling Sites East Riding & Hull



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East Riding of Yorkshire Council 10/000000
A August 2010 2011

The Councils collect and manage a wide variety of waste streams through the services provided. Whilst the HWRs and Bring Sites are provided for residents to use, the Councils need to ensure that a strategic network of Waste Transfer Stations is also provided to receive delivery of waste from all other collection and cleansing services. These different waste streams must then be transported either to end market for recycling or composting, processed through further waste treatment facilities or delivered to a final disposal point.

Management of the HWRs, provision of Waste Transfer Stations, waste processing and disposal facilities are provided through a Joint Waste Management Contract delivered by an external contractor, Waste Recycling Group (WRG).

2.2 Joint Waste Management Contract

The Councils signed a Contract with WRG in 1999 to manage the Councils' waste for a 25 year period. As part of the contract WRG were required to provide a mix of waste management facilities including the development of an Energy from Waste (EfW) facility, to help divert waste away from landfill.

WRG secured planning permission for the development of an EfW facility in December 2006 and January 2007 from Hull City Council and East Riding of Yorkshire Council respectively. A series of contractual negotiations took place between 2007 and 2010 with regard to the funding and delivery of the waste infrastructure. Although various funding options were considered the funding mechanism could not be agreed.

Following discussions between WRG and the Councils it was agreed that the current Contract be terminated on 31 March 2013 with the option to extend by up to two years. The Councils and WRG will continue to work effectively together to deliver the Contract's requirements until the contract end date.

The procurement of new waste management contracts required to deliver value for money, sustainable waste management solutions for Hull and East Riding is planned to commence in 2012.

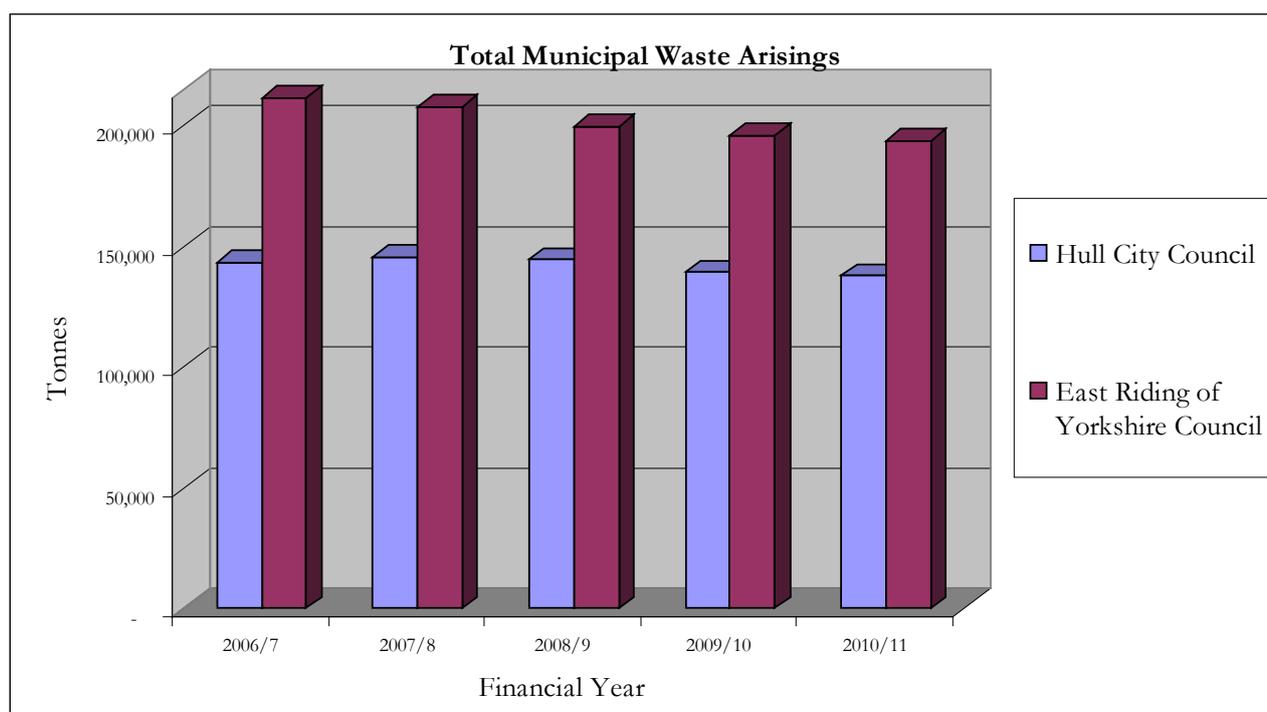
2.3 Waste Composition

Since 2006 both Councils have undertaken a number of waste composition analyses in order to understand the nature of the waste being collected and how residents use the kerbside collection services. These analyses have helped the Councils develop new recycling and composting collection services and ensure that they are fit for purpose. The waste composition data collected has helped the Councils to understand where there is the potential to recycle more material. The details of waste composition for both Councils are shown at Appendix 1.

2.4 Waste Arising

Household and commercial waste combined with waste collected through delivery of other Council services is referred to as Municipal Solid Waste (MSW). The overall waste tonnages collected in the East Riding of Yorkshire Council area are higher due to there being more households and an increased population level in this area. The amount of MSW collected by the Councils between 2006/07 and 2010/11 is summarised in Figure 2 below:

Figure 2 – MSW collected by the Councils between 2006/07 and 2010/11



2.5 The Change in Waste Arisings

When the original Strategy was adopted, both Councils outlined strategic targets in the action plan to reduce waste growth. Table 2 below provides a summary of the change in MSW collected between 2006/07 and 2010/11. The figures illustrate a downward trend in MSW generated overall. The reduction is a result of a number of factors, notably the effect of the recession on the economy and a drive by central government to reduce packaging coupled with an increased public awareness of the need to reduce the amount of waste produced since the introduction of the Strategy in 2006.

Table 2 - Change in MSW collected

Change in Total Municipal Waste Arisings from 2006/7 to 2010/11						
Year	Hull City Council		East Riding of Yorkshire Council		Combined	
	Tonnes	% Change	Tonnes	% Change	Tonnes	% Change
2006/7	143,600	-1.76%	211,670	2.70%	355,270	0.85%
2007/8	145,689	1.45%	207,932	-1.77%	353,621	-0.46%
2008/9	144,419	-0.87%	199,846	-3.89%	344,264	-2.65%
2009/10	139,388	-3.48%	196,006	-1.92%	335,394	-2.58%
2010/11	137,876	-1.08%	194,016	-1.01%	331,893	-1.04%
Overall Change	-5,724	-3.99%	-17,654	-8.34%	-23,378	-6.58%

Source: WasteDataFlow Submissions for 2006/7 to 2010/11

Table 2 above illustrates the overall reduction in MSW collected for each Council. In Hull, the amount of MSW has reduced by 3.99%. In the East Riding the amount of MSW has reduced by 8.34%. Overall, total MSW collected has reduced by 6.58%.

Figures 3 and 4 below illustrate the amount of waste collected through the different services provided by the Councils.

Figure 3 – MSW collected by Hull City Council

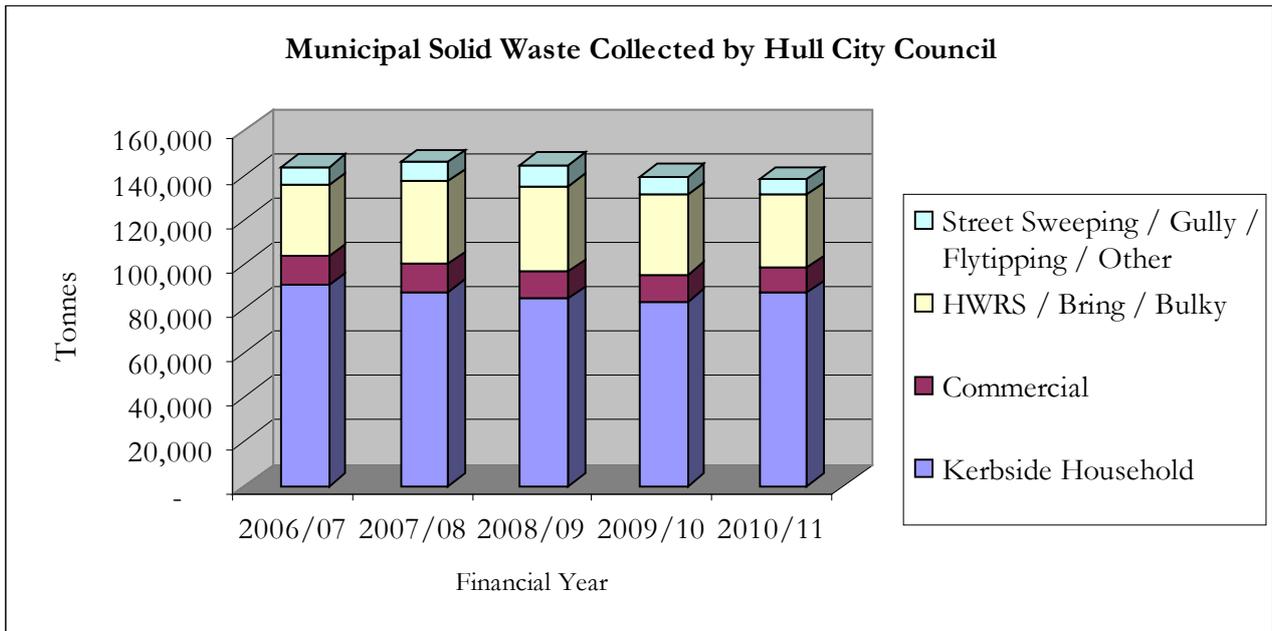
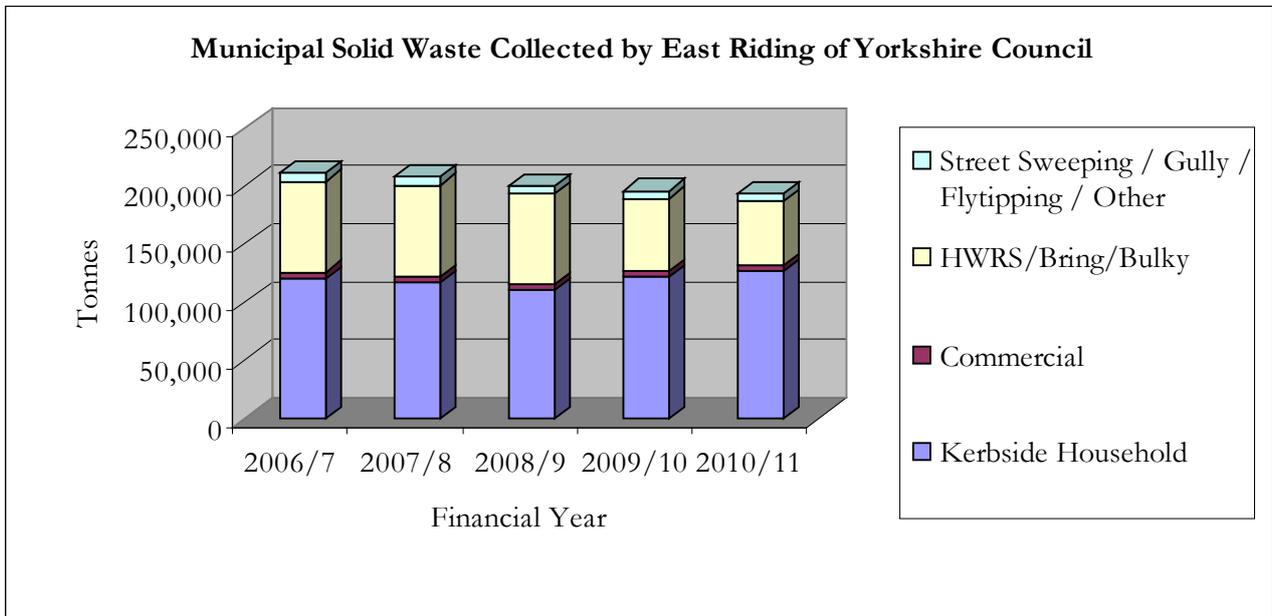


Figure 4 – MSW collected by East Riding of Yorkshire Council



Figures 3 and 4 illustrate that the majority of waste is collected through the household kerbside collection service across both Council areas. The HWRSSs, Bring Sites and bulky item services provide the second largest waste stream, representing approximately 25% of MSW collected in Hull and nearly 30% of MSW in the East Riding. The amount of waste from street cleansing, fly-tipping, gully cleansing and commercial waste services is significant but represents a relatively small percentage of total MSW.

2.6 Trends and Reporting

There are regular peaks and troughs in waste arisings reflecting the impact of the economy as well as local factors such as weather, tourism and population change.

Although there has been a reduction in the amount of waste generated over a period of years, both Councils are alert to the threat of increasing costs of waste management posed by an upward turn in waste growth linked to the recovery of the economy when this arrives. To this end, the Strategy will seek to identify actions to continue to mitigate waste growth and to focus on achieving challenging recycling and composting targets and diversion of waste from landfill.

The original Strategy recycling target of 45% was reported in line with nationally set Best Value Performance Indicator (BVPI) reporting guidelines. After the introduction of the Strategy, reporting requirements for Councils were changed to a range of National Indicators (NI).

These were:

- NI191 (Kg of residual waste per household)
- NI192 (Percentage of household waste sent for reuse, recycling or composting)
- NI193 (Percentage of municipal waste landfilled)

Since 2006/07 the Councils have submitted waste tonnage information through the central Government online reporting system, Wastedataflow. Wastedataflow summarises the Councils' performance against National Indicators on a quarterly basis. Within the Government Review of Waste Policy in England 2011, the requirement of local authorities to report the waste indicators NI 191, 192 and 193 ended in March 2011. However, Councils are still required to report waste data through Wastedataflow to inform the national picture.

Both Councils consider it to be important and good practice to monitor their performance and will continue to do so against these National Indicators.

2.7 Recycling and Composting

Major progress has been made by both Councils in improving recycling and composting performance since the adoption of the Strategy in 2006. There has been multi-million pound investment in the recycling and composting collection infrastructure, leading to improvements in performance.

Figure 5 illustrates the recycling and composting performance of the Councils between 2004/5 and 2010/11. It highlights the Councils' NI 192 performance; the percentage of household waste sent for reuse, recycling and composting against local and national targets.

Figure 5 - Percentage of household waste recycled and composted from Hull and East Riding 2006/7 to 2010/11

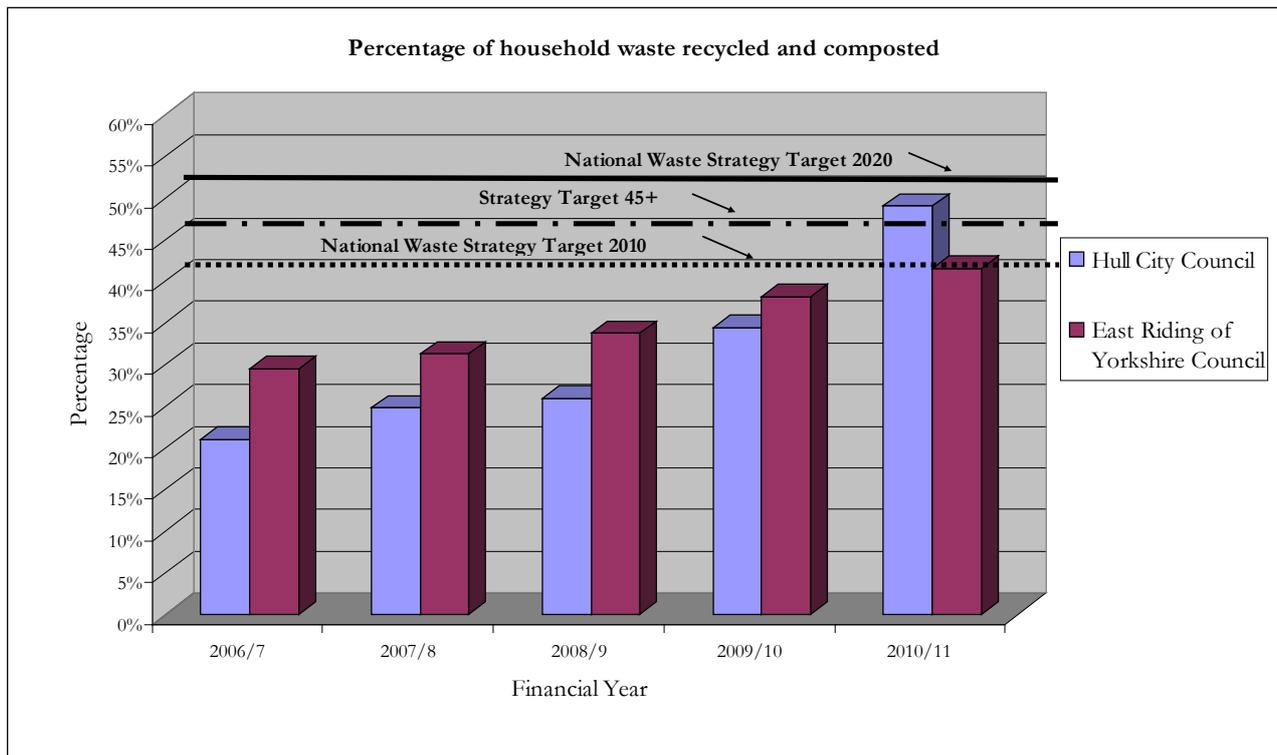


Figure 5 above shows the steady increase in percentage of household waste recycled and composted. Hull City Council made a considerable increase in the amount of household waste recycled and composted between 2009/10 and 2010/11 due to the improvements made to the kerbside recycling and composting collections. Table 3 below provides a breakdown of both the tonnages and percentages of waste recycled and composted for both Councils.

Table 3 - Household waste recycled and composted 2006/7 to 2010/11

Percentage of household waste recycled and composted from Hull and East Riding				
	Hull City Council		East Riding of Yorkshire Council	
	% Recycled	Tonnes	% Recycled	Tonnes
2006/7	21.02%	25,389	29.59%	55,765
2007/8	24.81%	30,293	31.32%	58,058
2008/9	25.93%	31,157	33.80%	60,499
2009/10	34.43%	39,572	38.20%	66,735
2010/11	49.06%	56,231	41.60%	72,306

Source: Waste Data Flow Submissions for 2006/7 to 2010/11

The projected performance for the Councils by March 2012 is:

- East Riding of Yorkshire Council 53%
- Hull City Council 50%

Figures 6 and 7 below illustrate the relative contribution of different services to the overall amount of waste recycled and composted.

Figure 6 - Composition of household recycling and composting in Hull

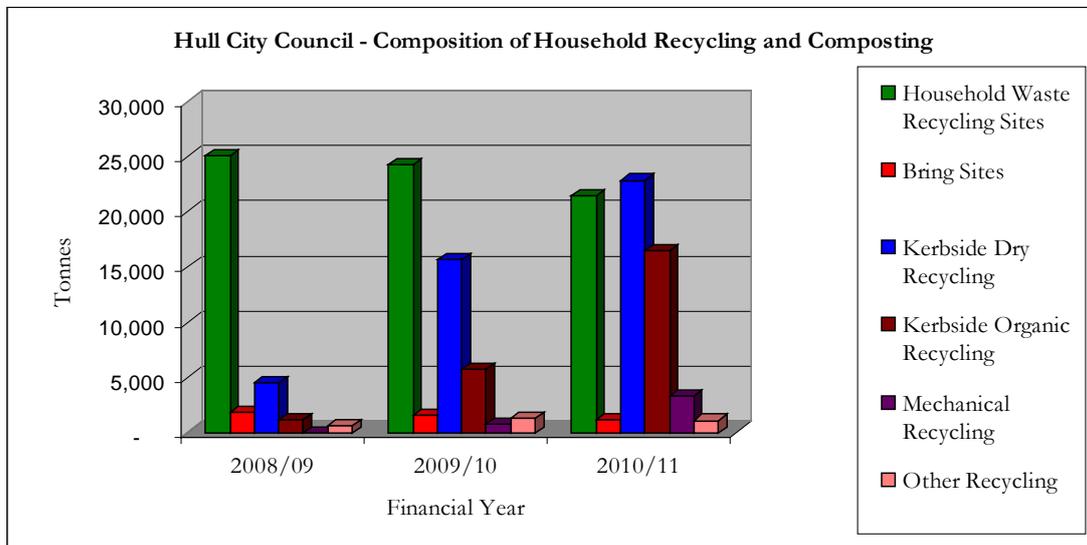
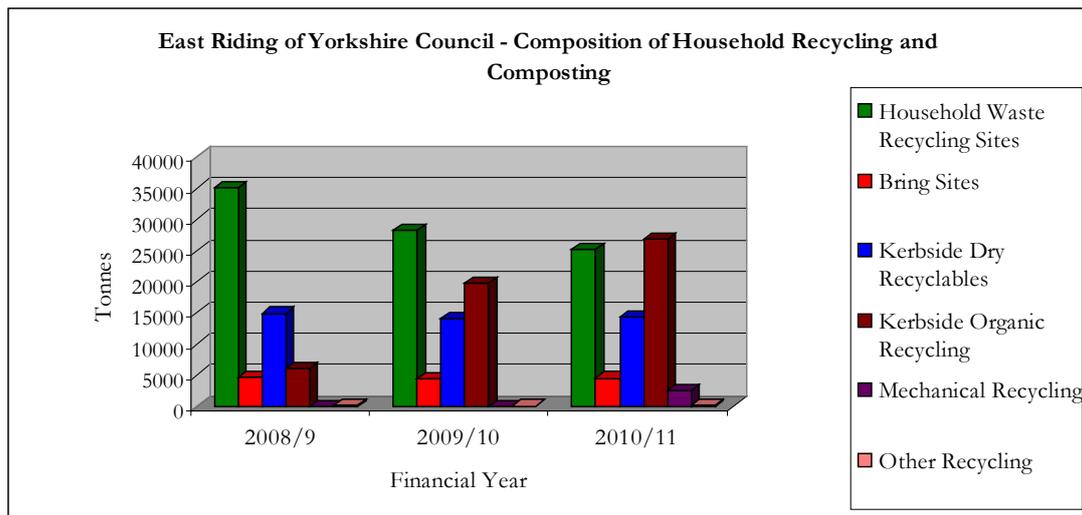


Figure 7 - Composition of household recycling and composting in the East Riding



These graphs demonstrate the significant increase in materials collected at the kerbside following the introduction of the new blue and brown bin collection services for recyclables and organic waste. The graphs also illustrate the decline in the amount of waste collected at the HWRSSs. While this decline is in line with the overall reduction in MSW, the amount of garden waste has significantly reduced following introduction of the new kerbside collection services.

The graphs also highlight the introduction of new schemes for the recycling of mechanical street sweepings and gully waste from 2010.

2.8 Waste Reduction

One of the key aims of the Councils' Strategy is to reduce the amount of waste produced and increase the amount recycled and composted. The waste left over after recycling is referred to as 'residual waste'. The amount of residual waste per household is a good indicator of overall progress. Figures 8 and 9 illustrate the reduction in residual waste per household between 2006/7 and 2010/11.

Figure 8 - Residual waste per household produced in Hull

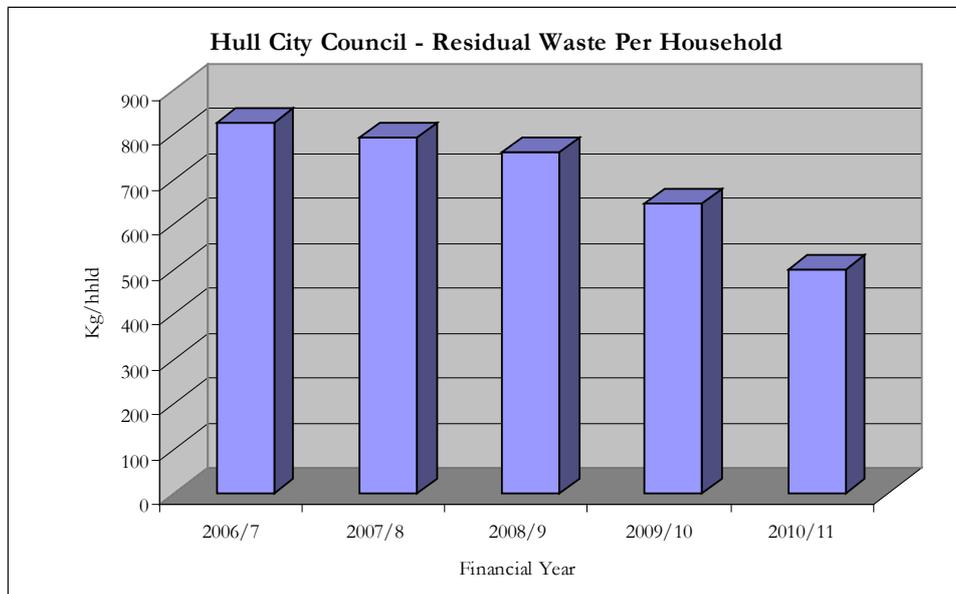
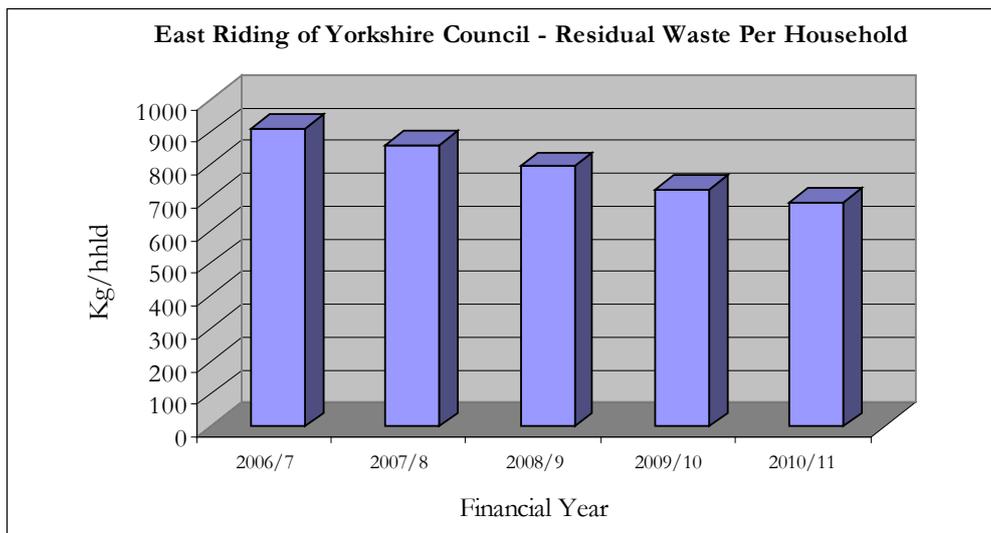


Figure 9 - Residual waste per household produced in the East Riding



Figures 8 and 9 above show that the Councils' improvements in waste recycling and composting have led to a significant improvement in the amount of residual waste produced per household across both areas.

3. Key Strategy Drivers

Over the last 20 years, legislation governing the management of waste has changed significantly. These fundamental changes in law have imposed financial incentives to ensure compliance and move the management of waste up the waste hierarchy. The Government has also changed national strategy in line with changing legislation. This section outlines some of the key drivers for the Councils' Strategy.

3.1 Environmental Protection Act 1990

In 1990 the Environmental Protection Act (EPA) set out the fundamental structure and legislation about waste management and the control of emissions into the environment. Part II of the EPA sets out a regime for regulating and licensing the acceptable disposal of waste. The EPA places a duty on Local Councils to collect, dispose of and undertake recycling of waste. The EPA also required that a National Waste Strategy for England and Wales was created.

3.2 EU Landfill Directive 1999

In 1999 the EU Landfill Directive was created and later transposed into UK law through the Landfill Regulations 2002. The objective of this Directive was to prevent or reduce the negative effects that landfilling has on the environment through the introduction of stringent technical requirements for waste and landfills. The UK Landfill Regulations require the reduction of biodegradable waste sent to landfill to the following levels:

- 75% of 1995 levels by 2010
- 50% of 1995 levels by 2015
- 35% of 1995 levels by 2020

3.3 National Waste Strategy

In May 2000 the Government produced the Waste Strategy 2000 for England and Wales in response to the earlier EU Directives on waste. This National Waste Strategy set out the Government's views on the future for waste management in England and Wales. A number of targets were included within the National Waste Strategy focussing on recovery, recycling, composting and landfill reduction.

The National Waste Strategy was reviewed in 2007 setting out key aims to tackle the growth in waste whilst aiming to use resources more efficiently and making greater use of secondary materials.

The key objectives within the National Waste Strategy for England 2007 are to:

- decouple waste growth (in all sectors) from economic growth and put more emphasis on waste prevention and re-use;
- meet and exceed the landfill directive diversion targets for biodegradable municipal waste in 2010, 2013 and 2020;
- increase diversion from landfill of non-municipal waste and secure better integration of treatment for municipal and non-municipal waste;
- secure the investment in infrastructure needed to divert waste from landfill and for the management of hazardous waste;
- get the most environmental benefit from that investment, through increased recycling of resources and recovery of energy from residual waste using a mix of technologies.

To reach the objectives of the National Waste Strategy for England 2007 the Government set a number of targets for diverting waste away from landfill. The targets are set out in Table 4 below:

Table 4 - National Waste Strategy for England 2007 Targets

Household Waste Recycling	Year	Target
	2010	40%
	2015	45%
	2020	50%
Recovery of Municipal Waste	Year	Target
	2010	53%
	2015	67%
	2020	75%
Household Residual Waste	Year	Target
	2010	29% reduction since 2000
	2015	35% reduction since 2000
	2020	45% reduction since 2000

3.4 Waste Framework Directive

The Waste Framework Directive was first passed into law in 2006 and provides the overarching legislative framework for the collection, transport, recovery and disposal of waste across Europe, including the UK. A revised version of the Directive was adopted in November 2008 and this was transposed into UK law in February 2011. The policies needed to meet the Waste Framework Directive requirements are already in place.

At the heart of the revised Waste Framework Directive is the updated waste hierarchy set out in Section 1.

The Waste Framework Directive Targets are:

- to recycle or prepare for reuse 50% of household waste by 2020
- to reuse, recycle or recover 70% of non-hazardous construction and demolition waste by 2020
- to set up separate collection of at least paper, metal, plastic and glass from the household waste stream by 2015

3.5 National Waste Policy Review for England 2011

In 2011 the Government reviewed all aspects of waste policy and delivery in England. The review's findings were published in June 2011, alongside a series of actions for the future. Although the 2007 National Waste Strategy for England remains in place, the Government made the following commitments as part of the 2011 review:

- Work with businesses on a range of measures to prevent waste occurring wherever possible, ahead of developing a full Waste Prevention Programme by December 2013
- Explore the potential for new voluntary responsibility deals to drive waste prevention and recycling, including in the hospitality sector and with the waste management industry and for direct mail, textiles, and construction waste
- Launch a grant funding scheme for innovative reward and recognition schemes which could incentivise people to 'do the right thing'
- Encourage councils to sign new Recycling and Waste Services Commitments, setting out the principles they will follow in delivering waste services to households and businesses

- Provide technical support to councils and businesses who want to see recycling-on-the-go schemes grow
- Consult on the case for increased recovery targets for packaging waste, in time for a final decision in the 2012 Budget
- Consult on introducing a restriction on the landfilling of wood waste and review the case for introducing landfill restrictions on other materials, including textiles and biodegradable waste
- Scrap unfair bin fines and taxes while bringing in powers to deal with repeat fly-tipping offenders and genuine nuisance neighbours

3.6 Landfill Tax and the Landfill Allowance Trading Scheme (LATS)

Since their introduction, Landfill Tax and the Landfill Allowance Trading Scheme (LATS) have been the most important financial drivers for change affecting the Councils' Strategy for managing waste.

To incentivise diversion of waste from landfill, Landfill Tax was introduced in 1996 as a way to help the UK meet its obligations under the 1999 EU Landfill Directive. The idea was that making disposal of landfill more expensive would make other waste treatment options more attractive.

Landfill Tax was initially introduced at a rate of £7 per tonne for typical household and commercial waste. This was increased steadily until 2007 when it reached £24. In 2008 it was increased to £32 per tonne and from then onwards it has increased by £8 per tonne every year and will continue to do so until 2014 when it reaches £80. It is not known whether it will continue to rise thereafter.

The Landfill Allowance Trading Regulations came into effect on the 1st April 2005. These regulations set out the detail for the operation of LATS and allocated allowances for the amount of biodegradable waste such as garden, food waste, paper and cardboard that each English Council was permitted to landfill between 2005 and 2020.

LATS is a scheme by which Councils can trade their allowances depending on whether they need to use or expect to exceed their allocation. The penalty for non-compliance with the LATS allowance was set at £150 per tonne by the Landfill Allowances and Trading Scheme (England) (Amendment) Regulations 2005 that came into force in May 2005. The Government has also reserved the right to pass on any European fine imposed by the European Court of Justice on the UK for missing the Landfill Directive targets onto the Councils who have exceeded allowable levels. The Councils performance in relation to the LATS is outlined in Section 5 of the Strategy.

The Government announced in 2011 that the LATS will cease from 2013 on the basis that the continuing increase in Landfill Tax is sufficient to incentivise diversion from landfill.

3.7 Regional and Planning Context

The Councils are committed to working in partnership and recognise the benefits of joint working on strategic waste management issues. While the Councils seek to manage waste locally, the spread of existing facilities and appropriate locations are such that cross-administrative boundary flow of waste is inevitable to some extent. In addition, the development of more strategic facilities can help to improve economies of scale.

The Yorkshire and Humber region has a variety of waste facilities that have been or are being developed through new and existing waste contracts. It is important for the Councils to remain aware of current and future regional developments in waste management services and facilities to ensure that any changes made will complement the region's waste network. Despite the major cuts in funding which have affected local government and the disbanding of government organisations such as

Yorkshire Forward who have supported sustainable waste management, the Councils continue to play an active role in joint working and sharing of best practice at a regional level at the Waste and Recycling Advisory Group (WRAG).

As Waste Disposal Authorities, the Councils have responsibility for managing all the municipal waste that is collected by the Councils. However, municipal waste only accounts for approximately 30% of all waste produced in the area. As Waste Planning Authorities, the Councils also have responsibility for developing plans to ensure that the area has appropriate land allocated for the management of waste. As part of any planning application for a local waste management facility, in the role of Planning Authority, the Council would test any application against a suite of planning policies. These policies are based on key principles such as the waste hierarchy, local capacity requirement and the proximity principle.

In 2008 the Regional Spatial Strategy (RSS) was adopted: 'The Yorkshire and Humber Plan'. RSS's were introduced in place of county-level structure plans in the Planning and Compulsory Purchase Act 2004. However, the Localism Act 2011 brought in the power to revoke RSSs and the Government are consulting on a report into the environmental consequences of revocation. The aim of the RSS was to take a regional approach to ensuring the area was well served in terms of waste management facilities. Each RSS became the strategic level plan for a region in England - a statutory, legal document - charged with informing every Local Development Framework (LDF) within that region. LDFs are a collection of local development documents, written by each Council, that have regard to the RSS in their particular region.

The Joint Waste Development Plan Document (DPD) is a shared waste planning document for Hull City Council and East Riding of Yorkshire Council and is a local development document that sits within the LDF. It will provide policies and preferred areas for development to include maps and information on the allocated sites. The Document will provide a detailed policy framework for assessing planning applications for waste related developments and will set out how we will manage and treat waste from industry and business sources as well as municipal waste.

The Joint Waste DPD is currently at the 'Issues and Options Stage', an early consultation stage of development. When completed, the Joint Waste DPD will replace the Joint Waste Local Plan, which has been in place since November 2004 and will complement the Councils' Strategy. Any new developments required in the area to manage municipal waste will need to comply with the policy framework contained within the Joint Waste Local Plan at present and Joint Waste DPD when finalised. This policy framework will consider key sustainability issues such as Environmental Impact Assessment, Sustainable Transport Plans, Biodiversity Action Plan and Strategic Flood Risk Assessments.

4. Why do we need to review the Joint Sustainable Waste Management Strategy?

Since the development of the Councils' Strategy in 2006 there have been considerable legislative changes as well as major service improvements delivered by the Councils and a significant change in the waste management market place.

The changes implemented by the Councils to the way waste is managed have led to increased diversion of waste away from landfill. There has been a change at a national level leading to the average residual waste per person reducing by over 25% since 2006/07 across the UK. Nationally these changes have led to a saving of more than 18 million tonnes of carbon dioxide a year (equivalent to taking 5 million cars off the road).

Nationally, there has also been a 10% reduction in the overall amount of waste produced since 2006. This national trend has been brought about through tighter regulation aimed at reducing the overall volume of waste generated, coupled with the global recession and local waste prevention initiatives. This trend has been mirrored locally so there is a need to update the Councils' current position with targets that also reflect these changes.

There has also been a dynamic change in the waste management market leading to more recycling and composting facilities being developed as Councils implement new waste collection strategies. There has also been a move away from the traditional 25 year integrated waste management contract due to the cessation of Private Finance Initiative (PFI) credits, difficulties with securing bank funding and a move to shorter term contracts becoming more commonplace. Central Government's focus is on the need to support this changing market place with more facilities and technologies coming on line with a greater emphasis on energy production from the waste treatment process. There is significant planned capacity available within the UK as well as an estimated surplus of capacity in northern Europe for Refuse Derived Fuel (RDF).

All of the changes referred to above contribute to the need to update the Councils' Strategy to ensure that it is fit for purpose and provides a good foundation for future improvements in relation to waste management in the area.

4.1 Sustainability Appraisal

Although there is no statutory requirement for the Councils to develop a Strategy, the Councils remain committed to jointly developing a long term strategic approach to waste management. Revision to Government guidance on the development of waste strategies means it is no longer recommended that Councils undertake a Best Practicable Environmental Option (BPEO) assessment. The new guidance recommends that Councils follow the Strategic Environmental Assessment (SEA) Directive which requires that all strategic level plans, policies and programmes (including Municipal Waste Strategies) that could result in significant environmental effects be subject to a Sustainability Appraisal.

In order to assess the effect of the revision of the Councils' Strategy and specifically the modified strategic aims and targets, this Strategy has been subject to a Sustainability Appraisal (SA) to consider its implications in terms of sustainability and environmental impact. The objective of undertaking an SA is to ensure that the Strategy will have a positive environmental impact.

Although an SA is not a mandatory requirement, Defra's guidance states that in addition to environmental effects, Councils should undertake a thorough evaluation of socio and economic factors in addition to the environmental impacts. By subjecting this Strategy to an SA the Councils are following Government guidance.

The SA process has encompassed an appraisal of the revised aims and targets set out in Section 5 against the Sustainability Appraisal Objectives in Table 5 below:

Table 5 - Sustainability Appraisal Objectives

1.	To reduce waste, by using fewer natural resources, and to decouple waste growth from economic growth
2.	To increase the diversion of waste from landfill and to reuse, recycle and recover as much waste as possible
3.	To increase awareness and responsibility for waste
4.	To ensure the provision of adequate facilities and infrastructure for the efficient and safe management of waste
5.	To protect and improve surface and groundwater quality and resources
6.	To reduce the risk of flooding and coastal erosion
7.	To maintain and improve local air quality
8.	To reduce greenhouse gas emissions and ensure a managed response to the effects of climate change, and to increase renewable energy generation
9.	To protect and enhance the quality and diversity of rural and urban landscapes, particularly those areas of high landscape value
10.	To protect and enhance biodiversity and geodiversity
11.	To protect and enhance cultural, historic and archaeological assets and their settings
12.	To promote and ensure high standards of sustainable design and construction, optimising the use of previously developed land and buildings, and to protect good quality agricultural land and soils
13.	To promote sustainable travel, improve access for all, and to encourage the efficient and safe movement of people and goods
14.	To reduce social exclusion, ensure equality for all, and to create vibrant inclusive communities with a sense of identity
15.	To reduce health inequalities and improve the health and well being of people
16.	To maintain and improve safety and reduce crime, the fear of crime and anti-social behaviour
17.	To improve levels of skills, education and training, to create good quality employment opportunities, and ensure high and stable levels of employment and economic growth

The SA process helps to identify where changes to targets and aims within the revised strategy have a positive or negative impact when compared to the previous aims and targets. This is illustrated in the form of a compatibility matrix. To ensure the Strategy changes have no negative impact or a positive impact, the Councils have considered a number of criteria against each SA objective. As the SA criteria are wide ranging, they are not all directly relevant to this Strategy. The criteria are attached at Appendix 2. A copy of the full Sustainability Report outlining the results of the SA is attached at Appendix 3.

5. Proposed Aims, Targets and Actions for the Joint Sustainable Waste Management Strategy 2012

This section sets out the strategic aims and targets for the Joint Sustainable Waste Management Strategy 2012. This review includes updated strategic aims, actions and targets where required in order to reduce the amount of waste produced, improve recycling and composting performance, divert more waste from landfill and continue to drive waste up the waste hierarchy.

The delivery of the Strategic Aims and Targets that are set out below will be funded through the Councils' Medium Term Financial Plans.

5.1 Aim 1 - Deal with municipal waste in the most sustainable way by moving waste management practice up the waste hierarchy

The waste hierarchy continues to be the foundation of sustainable waste management practice. The Councils will strive to drive waste up the hierarchy through a range of actions identified below and the targets reflect waste prevention, recycling and composting and energy recovery.

Waste Prevention

Greater emphasis is required over the time covered by this Strategy to raise awareness and influence behavioural change to support waste prevention. The best way we can manage waste is by not producing it in the first place wherever possible. Where it is necessary to produce products that end up as waste then we need to treat it as a resource to maximise its potential value.

The proposed new Strategy target indicator for waste reduction is National Indicator (NI) 191, Kilogrammes (Kg) of residual waste per household. This indicator measures the amount of household waste not recycled or composted. By measuring the amount of residual waste produced per household, performance is not affected by an overall increase or decrease in the number of households in the area. The targets for reduction of residual waste are outlined in Table 6 below:

Table 6 – Waste Reduction Target

Target 1 – Reduction in Kg of residual waste per household per annum		
	East Riding of Yorkshire Council	Hull City Council
2010/11	678 Kg per hhld	499 Kg per hhld
2015/16	443 Kg per hhld	450 Kg per hhld
2020/21	421 Kg per hhld	400 Kg per hhld

The Councils are required to report kilogrammes of residual waste per household through the Government's WasteDataFlow system. Performance can therefore be tracked and measured easily and will reflect the Councils' progress on reducing waste at a household level. The targets represent a reduction in residual waste of approximately 38% for East Riding and 20% for Hull. The higher reduction in East Riding is due to the later implementation of its kerbside recycling and composting service which makes a significant reduction in the residual waste produced between 2010/11 and 2015/16. These targets have been set such that they reflect the different baseline positions in 2010/11, the urban and rural nature of the area, and are in line with realistic but challenging recycling and composting diversion targets set out in Table 7 below.

Actions - What are the Councils going to do to reach this target?

- Review waste collection policies and operations to encourage practice which seeks to maximise waste prevention
- Develop a new waste minimisation plan with activities focusing on prevention and reuse
- Produce a communications plan to raise public awareness of waste prevention and reuse
- Continue to lobby Government through the Chartered Institution of Waste Management (CIWM), Local Government Association (LGA), Local Authority Recycling Advisory Committee (LARAC) and the National Association of Waste Disposal Officers (NAWDO) to promote the reduction of packaging

Recycling and Composting

The improvements in the Councils' waste collection services have helped to ensure a positive increase in recycling, composting and diversion of more waste from landfill. The key is now to build on this performance and set further targets which focus on recycling and composting as much waste as possible.

The Councils will remain focused on maintaining and increasing current levels of participation and endeavour to improve performance through a range of services and initiatives. Proposed targets relating to the percentage of household waste sent for reuse, recycling and composting are outlined in Table 7 below:

Table 7 – Recycling and Composting Targets

Target 2 – Increase recycling and composting of household waste		
	East Riding of Yorkshire Council	Hull City Council
2010/11	41.6%	49.09%
2015/16	62%	55%
2020/21	65%	60%

The new targets emphasise the Councils' commitment to driving recycling and composting performance above nationally expected levels. To put this in context, the National Waste Strategy for England's target for recycling of household waste is 45% by 2015 and 50% by 2020. Both Councils' targets are significantly higher than this which reflects the importance placed on diverting waste from landfill. The variance in target between the Councils reflects the difference in demographics, housing stock and waste composition. For example, Hull has a higher proportion of flats where recycling is more difficult and there is a significantly higher proportion of garden waste in the East Riding that can be composted.

Actions - What are the Councils going to do to increase recycling and composting and reach this target?

- Sign up to the Government's Household Services Commitment attached at Appendix 4
- Review the success and performance of the kerbside collection service and listen to feedback from residents in considering future changes

- Promote the new recycling collection services to businesses
- Consider bidding to the Government's £250 million waste collection fund after assessing which material streams may have most effect on reducing residual waste per household
- Investigate the potential for increasing the range of materials collected at the kerbside or at Bring Sites to include batteries and small Waste Electrical and Electronic Equipment (WEEE)
- Produce and implement a communications plan to promote services and maximise participation in all recycling and composting schemes
- Deliver an infrastructure improvement programme to enhance accessibility across HWRSs in the East Riding
- Promote bulky item community re-use schemes through the Call Centre and Customer Service Centres in Hull
- Increase provision for mechanical sorting of residual waste through the Councils' waste contract procurement process

Energy/other recovery

The treatment of residual waste will form a key part of the Councils' waste contract reprocurement exercise. Given the advancements made in waste treatment technologies, the Councils are no longer proposing a specific waste treatment technology. Instead, the Councils are seeking to enshrine the strategy performance targets within the new Waste Contract specification.

The key target proposed for energy recovery combines the need to divert residual waste from landfill through waste treatment facilities that comply with the waste hierarchy definition of recovery. This will ensure that the use of landfill is significantly reduced and energy is generated from the residual waste. The targets are outlined in Table 8 below:

Table 8 – Residual Waste Diversion Target

Target 3 – Diversion of municipal waste from landfill		
	East Riding of Yorkshire Council	Hull City Council
	Tonnes sent to landfill	Tonnes sent to landfill
2010/11	112,723	70,041
2015/16	29,100	20,681
2020/21	19,400	13,788

The targets in Table 8 represent a municipal waste diversion rate of 85% by 2015/16 and 90% by 2020/21 when compared to 2010/11 performance. To achieve these targets, residual waste will need to be processed at new or alternative facilities. There are some difficult waste types that may still need to be landfilled in the future such as asbestos or residues from waste treatment processes. However, the Councils will aspire to achieving 'zero waste to landfill' by 2020/21.

- Include the landfill diversion and aspirational ‘zero waste to landfill’ target for Municipal Waste within the Councils’ Waste Contract specification and require proposed waste treatment technologies or facilities to comply with the waste hierarchy definition of recovery
- Procure new Waste Contracts that are operational no later than April 2015

5.2 Aim 2 - Raise public awareness and responsibility for waste

The new targets reflect the Councils’ continuing need to focus on engaging the public on waste issues. Whilst both Councils have made significant progress in improving recycling, there still needs to be focus on increasing performance. Raising awareness and promoting responsibility for waste will contribute to delivering Targets 1, 2 and 3. The targets outlined in Tables 9 and 10 below seek to improve participation, set out and capture rates ensuring that targeted recyclable materials are placed in the appropriate bins.

Performance against Target 4 is expected to increase gradually as new waste collection initiatives are introduced by the Councils that will help residents to recycle and compost more of their household waste at the kerbside. This will be coupled with improved communications and promotions to increase awareness of the need to reduce waste. The targets represent the Councils’ aim to increase the proportion of the overall waste stream that is recycled and composted. There will be a corresponding reduction in the amount of residual household waste collected at the kerbside if these targets are achieved so the overall amount of waste collected will not increase.

Table 9 – Kerbside Collected Recycling and Composting Targets

Target 4 – Increase the collection of recyclables and organic waste at the kerbside		
	East Riding of Yorkshire Council	Hull City Council
2010/11	271 Kg per hhld	327 Kg per hhld
2015/16	445 Kg per hhld	360 Kg per hhld
2020/21	494 Kg per hhld	392 Kg per hhld

Table 10 – Reduction of Contamination Levels

Target 5 – Reduce contamination levels within recycling and composting kerbside collections		
	East Riding of Yorkshire Council	Hull City Council
2010/11	5 %	5 %
2015/16	4 %	4 %
2020/21	3 %	3 %

The recycling and composting targets in Tables 9 and 10 above are in line with the overall recycling and composting performance targets outlined in Aim 1 above.

Actions - What are the Councils going to do to reach these targets?

- Establish a suite of reporting data on performance related to recycling including tonnages, bin presentation rates and participation monitoring

- Establish baseline information on poorer performing areas and produce a targeted action plan to improve participation in these areas
- Develop a targeted communications plan based on customer segmentation information to increase the number of committed recyclers
- Evaluate the potential for incentive schemes to encourage improved participation
- Develop local initiatives to promote national awareness raising campaigns
- Develop an education plan for work in schools and community groups to include a combination of environmental education and awareness raising with waste enforcement considered as a last resort. The Councils will consider the wider implications of environmental impact relating to waste issues such as littering, fly-tipping and poor waste containment to raise awareness of their impact on the streetscene and natural environment
- Improve information provision through the Councils' various customer access channels for residents and businesses

5.3 Aim 3 - Provide a network of local recycling facilities for residents and ensure that waste is processed through treatment facilities in accordance with relevant legislation and where appropriate with due recognition of the local planning process

It is essential that the Councils provide local recycling centres for residents to take their waste and local reception facilities to receive delivery from the Councils' waste collection vehicles. Whilst it may be preferable that the development of processing facilities for organic waste, recyclables and residual waste are provided locally, it is possible that more environmentally friendly and cost effective solutions outside of the Councils' area are proposed by bidders as part of the Waste Contract procurement process.

The Councils are mindful of the proximity principle and aim to develop local facilities where possible but will need to establish evaluation criteria based on deliverability, price, quality, performance and overall environmental impact in assessing the best solutions for managing waste in the future.

The new targets reflect the changing waste management needs of the Councils since the implementation of the original strategy in 2006 and are outlined in Table 11 below:

Table 11 – Waste Management Contract Requirement Target

<p>Target 6</p> <p>Ensure Waste Management Contracts are in place up to 2020/21 to process:</p> <ul style="list-style-type: none">• Organic Kerbside Collected Waste• Dry Recycling Kerbside Collected Waste• Residual Waste <p>Ensure Waste Management Contracts are in place up to 2020/21 to manage:</p> <ul style="list-style-type: none">• Household Waste Recycling Sites• Community Recycling Centres <p>Ensure Waste Management Contracts are in place up to 2020/21 to provide and manage as appropriate:</p> <ul style="list-style-type: none">• Waste Transfer Stations in the Hull, Goole and Carnaby areas for all waste streams collected by the Councils
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With the exception of a contract to process residual waste as an alternative to landfill, the current Waste Contract with WRG provides the Councils' requirements. Following termination of this Contract, it is important that the specification for new Waste Contracts not only delivers the requirements of Target 6 but also includes the performance requirements outlined in the various other targets within this Strategy.

Actions - What are the Councils going to do to reach this target?

- Procure new Waste Contracts that contribute to the provision of the necessary waste management facilities and infrastructure no later than April 2015
- Include the targets for recycling, composting and diversion of waste from landfill within the Councils' Waste Contract specification
- Continue to manage the existing Waste Contract with WRG against existing performance specifications
- Ensure that the principles of sustainable development are considered during the design, site selection, construction, development and operation of any new waste management facilities

5.4 Aim 4 - Divert Biodegradable Waste from Landfill

The Government introduced the Landfill Allowance Trading Scheme (LATS) in April 2005. Under this scheme, the amount of biodegradable waste that Councils are allowed to send to landfill is restricted. Where a Council exceeds their allocation, allowances can be traded from other Councils who did not use their full allocation.

Although the Councils have significantly reduced the amount of biodegradable waste sent to landfill, the lack of a residual waste treatment facility has led to the Councils exceeding their LATS allocations. Actual performance against allocation is outlined in Tables 12 and 13 below:

Table 12 – East Riding of Yorkshire Council LATS Performance

Year	Biodegradable Waste Landfilled	Biodegradable Waste Allocation	Allowance Purchased
2005/06	105157	109,397	0
2006/07	102072	103,347	0
2007/08	97866	95,280	2,586
2008/09	89261	85,197	4,064
2009/10	80656	73,097	7,559
2010/11	74357	64,961	9,396

Table 13 – Hull City Council LATS Performance

Year	Biodegradable Waste Landfilled	Biodegradable Waste Allocation	Allowance Purchased
2005/06	83,336	85,361	0
2006/07	80,767	80,214	553
2007/08	78,274	73,351	4,923
2008/09	76,605	64,773	11,832
2009/10	67,067	54,479	12,588
2010/11	50,206	48,415	1,791

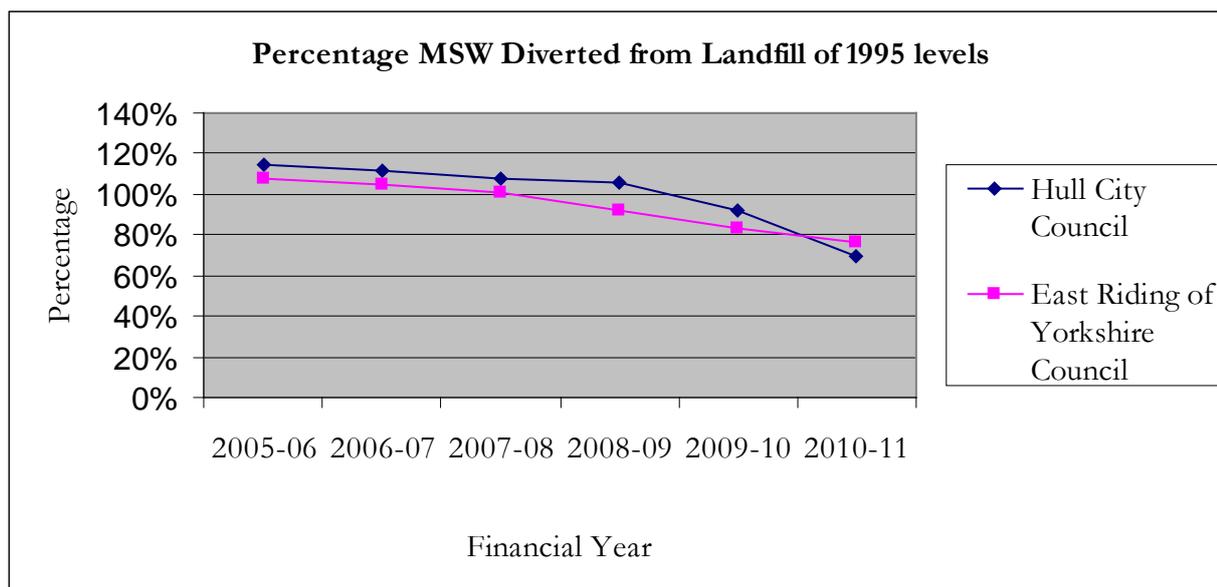
In the Government Review of Waste Policy in England 2011 it was acknowledged that although the LATS has undoubtedly been effective, the level of Landfill Tax set to rise from £56 per tonne in 2011/12 to £80 per tonne in 2014/15 means it is now the most significant driver. The Government has therefore decided that the LATS will cease at the end of 2012/13.

Although the LATS will cease from 2012/13, the Landfill Directive targets will remain in place. The Landfill Directive targets are as follows:

- Reduce Biodegradable Waste landfilled to 50% of the 1995 level by 2013/14
- Reduce Biodegradable Waste landfilled to 35% of the 1995 level by 2020/21

The Councils' current position compared to 1995 levels is illustrated in Figure 10 below:

Figure 10 – MSW diverted from landfill compared to 1995 levels



Although the Councils still need to improve diversion from landfill significantly to meet the Landfill Directive targets, the Councils believe that provision of residual waste treatment facilities by 2015/16 will deliver diversion rates that exceed the Landfill Directive targets. The Councils’ targets are outlined in Table 14 below:

Table 14 - Diversion of Biodegradable Waste from Landfill Target

<p>Target 7</p> <ul style="list-style-type: none"> • Reduce Biodegradable Waste landfilled to 20% of the 1995 level by 2015/16 • Reduce Biodegradable Waste landfilled to 15% of the 1995 level by 2020/21

Actions - What are the Councils going to do to reach this target?

- Continue to divert biodegradable waste from landfill by increasing recycling performance and developing alternative waste treatment facilities to landfill

5.5 Aim 5 - Provide leadership in dealing with the Councils’ own internal waste

It is important that the Councils continue to encourage sustainable waste management throughout their organisations. With the improved kerbside recycling infrastructure in place for commercial properties, the Councils are now in a much improved position to provide comprehensive recycling services to all buildings. The proposed targets are outlined in Table 15 below.

There has been progress made in raising the profile of sustainable waste management through the introduction of environmental management systems within both Councils. Internal communications campaigns have been undertaken that have run alongside the introduction of the new kerbside collection schemes to raise the profile of the importance of waste and how it is managed. This has involved a range of activity including: global emails, articles in Hull Talk, Hull in Print, Grapevine and Your East Riding. More Council departments are recycling than ever before and this is increasing the

amount of waste diverted from landfill. This is as result of the introduction of the commercial recycling schemes and increased awareness of the benefits of recycling.

Table 15 – Internal Recycling Targets

Target 8 – Increase Internal Recycling Performance		
	East Riding of Yorkshire Council	Hull City Council
2015/16	62%	62%
2020/21	65%	65%

The targets have been set in line with the targets for household waste. These targets exceed the national target to recycle 50% of household waste by 2020. Achieving this challenging target will make a significant contribution to reducing the Councils’ Carbon Footprint.

Actions - What are the Councils going to do to reach this target?

Hull City Council

- Undertake an internal service review to establish a baseline of current waste management arrangements across the Council
- Provide segregated recycling facilities in all Council Offices / Buildings by 2013/14
- Develop a communications plan to promote waste prevention and use of recycling facilities
- Promote the principle of sustainable procurement and include it in Council policies
- Monitor carbon emissions relating to internal waste collection arrangements (see Aim 8)

East Riding of Yorkshire Council

- Undertake an internal service review to establish a baseline of current waste management arrangements across the Council
- Introduce additional recycling facilities at corporate sites through the use of the Council’s Commercial Waste Services
- Implement improvements in waste management procedures (management of WEEE and Hazardous waste)
- Work with Leisure Centres to produce a waste minimisation plan
- Produce an Annual Environmental Report in line with EMAS principles to outline the Council’s current environmental performance and identify the next year’s actions
- Promote the principle of sustainable procurement and include it in Council policies
- Monitor carbon emissions relating to internal waste collection arrangements (see Aim 8)

5.6 Aim 6 - Provide a sustainable waste management service for households and businesses which achieves value for money and high levels of customer satisfaction and which aims to achieve top 10% performance

This new aim is an amalgamation of the original Strategic Aims 6 and 7. The need to deliver high levels of customer satisfaction for residents and businesses, balanced against the drive for increased value for money, has become a key challenge for local Councils in the wake of Local Government funding cuts.

The targets outlined in Table 16 below reflect the Councils' ambition to deliver excellent, value for money services.

Table 16 - Cost and Customer Satisfaction Targets

<p>Target 9 – Achieve top 10% performance compared against Councils with similar waste management systems for the cost of household waste collection and waste disposal per household</p> <p>Target 10 – Achieve customer satisfaction levels greater than 90% for waste collection services and Household Waste Recycling Site provision</p>

To achieve these targets the Councils will provide a regular and reliable kerbside collection service to households and businesses when requested.

Actions - What are the Councils going to do to reach these targets?

- Benchmark performance with top performing Councils and those Councils with similar waste management systems in place
- Network with local Councils within our comparator groups and national forums to develop improved waste services and share best practice
- Monitor and analyse complaints to address service delivery issues
- Monitor and measure customer satisfaction to improve performance across all waste services
- Work with new waste contractors to monitor and improve customer service standards at all Household Waste Recycling Sites
- Undertake regular reviews and optimisation of waste collection rounds to maximise efficiency
- Sign up to the Business Recycling and Waste Service Commitment – see Appendix 5

5.7 Aim 7 - Work with local and regional stakeholders to ensure delivery of the Councils' strategic objectives

The Government's localism bill seeks to empower local communities and reinvigorate local democracy, understanding, accountability and participation. The new aim outlined above seeks to encompass this from a waste management perspective.

The targets can be seen as a reflection of the Councils' commitment to delivering local priorities for local people in terms of waste management and are set out in Table 17 below:

Table 17 – Working with local and regional stakeholders

<p>Target 11 – Deliver flexible services which reflect local need</p> <p>Target 12 – Work with local Social Enterprises and the Voluntary and Community Sector to support local waste minimisation, reuse and recycling initiatives</p>

The Councils recognise the need for flexibility to deliver quality services across a diverse range of residential neighbourhoods. Areas with limited storage space, houses of multiple occupancy and flats often require different solutions to a traditional housing estate.

Social enterprises and organisations in the voluntary and community sector are actively involved in delivering services which support recycling, waste and environmental management and the Councils aim to support these activities where possible.

Actions - What are the Councils going to do to reach these targets?

- Map social enterprises and organisations in the voluntary and community sector engaged in recycling and promote and advertise these organisations to residents through the Councils’ access channels
- Identify funding initiatives and links to other priorities to promote community composting and community recycling projects
- Support initiatives that reduce landfill such as food banks, and recycling and reuse projects
- Identify and agree a form of engagement and consultation with local areas and neighbourhoods on recycling and waste collections
- Work with neighbouring Councils to develop regional waste initiatives where possible that deliver economies of scale and improved awareness
- Develop communication strategies that address specific community needs and maximise inclusion and access to services through a combination of service design and community engagement

5.8 Aim 8 - To reduce the climate change impact of the Councils’ waste services

The production of carbon dioxide emissions (CO₂) through the provision of waste management services is significant. The ongoing development of increased recycling services from the kerbside (both household and commercial) and in onward markets has the potential to increase these emissions, although the impact is offset by the reduction in use of raw materials. There is, therefore, a need for these services to de-carbonise so that potentially increased waste management services can be provided alongside declining emissions. The Councils wish to see reduced CO₂ emissions both from the services delivered by the Councils and their appointed contractors.

The target is rooted in key elements of national and local policy. The Climate Change Act has set a 34% reduction target in national CO₂ emissions by 2020 from a 1990 baseline. The Low Carbon Transition Plan sets out detailed actions for this decarbonisation and attempts to break the link between economic growth and CO₂ emission growth. The Energy Act 2011 and associated Energy Roadmap clearly indicate the drive for the increased electrification of the transport network.

Locally, the new target will also assist the Councils in achieving their CO₂ reduction target commitments, as set out in their respective strategic documents.

Table 18 – CO₂ Reductions

Target 13 - Reduce CO₂ emissions relating to waste collection and disposal services by 2 to 3% per annum, from the baseline year 2012/13

Actions - What are the Councils going to do to reach this target?

- Develop a baseline position for CO₂ emissions and monitoring arrangements relating to waste management services from 2012/13 for household and commercial waste management services
- Implement a timetable for transition of existing fleet to low carbon power vehicles
- Reschedule and optimise waste collection rounds on a regular basis to ensure that they are efficient, minimise travel time and therefore reduce vehicle emissions
- Ensure that CO₂ emissions reduction targets are included in any future Waste Contract tender evaluation process
- Encourage any future waste contractor to comply with the Councils' CO₂ emission reduction targets in dealing with our waste
- Instigate research into how the greenhouse gas emissions created by waste collected (in landfill, etc.) can be effectively measured
- See also actions relating to Aim 5: provide leadership in dealing with the Councils' own internal waste

6. Monitoring and Review

The Joint Sustainable Waste Management Strategy approved in 2006 included a planned five-yearly review. This review will be subject to internal and external consultation to build upon the wide ranging and comprehensive consultation undertaken in 2005.

The proposed aims and targets in this Strategy are the subject of public consultation to gain the views of key stakeholders, partners and residents in the area. If required, we will amend and update the Strategy to reflect the response from consultees.

The targets within the Strategy differ between Councils but we are working together towards the strategic aims set out in this document.

The Strategy covers the period from 2012 to 2020. The Strategy and Action Plan will be subject to regular review and will take account of policy, legislative change and changes in waste growth. Performance will be monitored against targets.

The Councils' action plans for the delivery of this Strategy are shown at Appendices 6 and 7. Each strategic aim has a number of specific actions as set out in Section 5 with targets and timescales. The action plan will be a working document and will be monitored through the Councils' respective governance arrangements and risk registers will be developed where appropriate.

The Strategy itself will be reviewed every five years to take account of legislative change, the impact of the global economy on waste production, the increasing importance to reduce carbon emissions and changes in technology for treating waste and recyclables as well as any variations in consumer behaviour, all of which impact on waste production.

Glossary

Biodegradable waste	Waste that will break down over time, such as food, garden waste, paper and card etc.
Best Practicable Environmental Option (BPEO)	A study that identifies the best option which would provide the most benefits or the least damage to the environment, as a whole, at acceptable cost.
Bring Site	A collection point for residents to use to recycle materials such as glass, paper and cans. Bring sites are often located in supermarket car parks.
Bulky waste	Items which are too large to place in a standard household wheeled bin for collection.
Commercial waste	Waste from businesses such as shops and offices.
Composting	The breakdown of organic wastes (such as garden waste) in the presence of oxygen to produce fertiliser or soil conditioner. This can either be an enclosed process (in-vessel) or operated outside as an open process.
Clinical waste	Clinical waste is the term used to describe waste produced from healthcare and similar activities that may pose a risk of infection or may prove hazardous.
Chartered Institution of Wastes Management (CIWM)	The Chartered Institution of Wastes Management (CIWM) is the leading membership organisation for professionals in the Waste Management Industry in the United Kingdom and overseas.
Department for Environment, Food and Rural Affairs (DEFRA)	The Department for Environment, Food and Rural Affairs (Defra) is the government department responsible for environmental protection, food production and standards, agriculture, fisheries and rural communities in the United Kingdom.
Energy from Waste (EfW)	Energy from Waste (EfW) is the process of creating energy in the form of electricity or heat from the incineration of waste source.
Environmental Protection Act 1990	The Environmental Protection Act 1990 defines the legislation for waste management and control of emissions into the environment within England, Wales and Scotland.
European Union Landfill Directive	The Directive's overall aim is 'to prevent or reduce as far as possible negative effects on the environment, in particular the pollution of surface water, groundwater, soil and air, and on the global environment, including the greenhouse effect, as well as any resulting risk to human health, from the landfilling of waste, during the whole life-cycle of the landfill' across Member States.
Fly-tipping	The illegal deposit of waste on land.
Green waste	Vegetation and plant waste from household gardens and public parks and gardens.

Hazardous waste	Wastes that are harmful to human health, or to the environment, either immediately or over an extended period of time.
Household waste	Household waste includes waste produced at a domestic property, waste placed in litter bins and street sweepings. It excludes waste produced by businesses, waste that has been fly tipped, gully waste, parks waste and construction and demolition waste. It also excludes soil and rubble even if this originates from a domestic property.
Household Waste Recycling Site	A facility which is open to residents for the recycling and/or disposal of household waste. Separate containers are provided for garden waste, wood, scrap metal, general waste and recyclables etc.
Joint Waste Contract	The current joint waste management contract awarded by the Councils to Waste Recycling Group for the management of all household waste within the Councils' areas (excluding waste collection).
Kerbside collection	Any regular collection of waste from the kerbside from household, commercial or industrial premises.
Kerbside Dry Recycling	Items collected by the Councils for recycling using blue bins. Materials include paper, cans, glass, plastics etc.
Kerbside Organic Recycling	Materials collected by the councils for composting using the brown bins and kitchen caddies. Materials include kitchen and garden waste.
Landfill	The disposal of waste materials by burial at an approved landfill site.
Landfill Allowance Trading Scheme (LATS)	In order to ensure that the UK meets its obligations under the Landfill Directive, the Waste and Emissions Trading Act (WET Act) requires an allowance to be set for the tonnage of biodegradable municipal waste that can be landfilled in the UK. This allowance scheme is called the Landfill Allowance Trading Scheme. Landfill allowances are allocated to each Council to enable England to meet its targets. These allowances set out limits on the tonnage of biodegradable municipal waste that Councils can send to landfill and the allowances can be banked, borrowed or traded.
Landfill Tax	A tax placed on any waste material that is disposed of at a landfill site.
Local Authority Recycling Advisory Committee (LARAC)	An organisation that represents Council officers on recycling and waste management issues.
Local Government Association (LGA)	The Local Government Association (LGA) is a voluntary lobbying organisation acting as the voice of the local government sector in England and Wales.
Materials Recycling Facility (MRF)	A place where the segregation of recyclable materials is undertaken.

Municipal Solid Waste (MSW)	Waste, including household, commercial, clinical, hazardous, fly-tipping, street sweepings and any other waste that is controlled by the Councils.
National Association of Waste Disposal Officers (NAWDO)	NAWDO is the primary network for senior Council waste managers in England and Wales with responsibility for the treatment and disposal of waste.
National Waste Strategy for England	The National Waste Strategy is a government policy with the aim of moving towards sustainability in waste management.
NI 191: Residual household waste per household	This indicator monitors the Councils' performance in reducing the amount of waste that is sent to landfill, incineration or energy recovery.
NI 192: Household waste reused, recycled and composted	This indicator measures the percentage of household waste arisings which have been sent by the Councils for reuse, recycling, composting or anaerobic digestion.
NI 193: Municipal waste land filled	This indicator measures the proportion of municipal waste landfilled.
Participation	The proportion of households who use the recycling scheme, given that they have access to it.
Private Finance Initiative	A method of funding public infrastructure projects with private capital.
Recovery	Recovery is obtaining value from waste through reuse; recycling; composting; other means of material recovery or energy reduction?
Recycling	Recycling involves the reprocessing of waste material, either into the same product or a different one. Many non-hazardous wastes such as paper, glass, cardboard, plastics and scrap metals can be recycled.
Reduction	Minimising the amount of waste produced.
Refuse Derived Fuel	A fuel produced from waste that is dried and shredded and is then burnt to generate energy production.
Residual Waste	The waste which is left over after recyclables and organic (kitchen and garden) waste has been separately collected.
Reuse	Householders can buy refillable containers or reuse plastic bags. Reuse contributes to sustainable development and can save raw materials, energy and transport costs. The commercial sector can reuse products designed to be used a number of times such as reusable packaging.
Strategic Environmental Assessment (SEA)	A method of incorporating environmental considerations into plans and policies in line with EU policy.
Sustainability Appraisal	A study on the economic, environmental and social implications of a plan. This study will identify ways in which to promote sustainable development.

Target 45+	The name given to the Councils' Joint Sustainable Waste Management Strategy.
Waste arisings	The amount of waste produced in a given area during a given period of time.
WasteDataFlow	WasteDataFlow is the web based system for municipal waste data reporting by local authorities to government.
Waste Composition	A detailed breakdown of materials contained within a waste stream.
Waste Framework Directive	The Waste Framework Directive provides the overarching legislative framework for the collection, transport, recovery and disposal of waste across Europe.
Waste Hierarchy	The waste hierarchy classifies waste management strategies according to their desirability.
Waste Management Practice	The methods and services used to manage waste.
Waste minimisation	Limiting the quantity (weight and volume) of waste produced.
Waste Recycling Group	The private sector company responsible for delivering the Councils' current Joint Waste Management Contract.
Waste Transfer Station	A local facility where waste and recycling is deposited before being bulked and transported for further recycling, treatment or disposal.