

AGENDA

Cabinet

Date: **Thursday 10 September 2009**

Time: **2.00 pm**

Place: **The Council Chamber, Brockington, 35 Hafod Road,
Hereford**

Notes: Please note the **time, date** and **venue** of the meeting.

For any further information please contact:

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If you would like help to understand this document, or would like it in another format or language, please call Sally Cole, Committee Manager Executive on (01432) 260249 or e-mail scole@herefordshire.gov.uk in advance of the meeting.

Agenda for the Meeting of the Cabinet

Membership

Chairman Councillor RJ Phillips

Councillor LO Barnett
Councillor AJM Blackshaw
Councillor H Bramer
Councillor JP French
Councillor JA Hyde
Councillor JG Jarvis
Councillor PD Price
Councillor DB Wilcox

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A personal interest is an interest that affects the Councillor more than most other people in the area. People in the area include those who live, work or have property in the area of the Council. Councillors will also have a personal interest if their partner, relative or a close friend, or an organisation that they or the member works for, is affected more than other people in the area. If they do have a personal interest, they must declare it but can stay and take part and vote in the meeting.

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AGENDA

Pages

HEREFORDSHIRE COUNCIL - NOTICE UNDER REGULATION 15 OF THE LOCAL AUTHORITIES (EXECUTIVE ARRANGEMENTS ((ACCESS TO INFORMATION) REGULATIONS 2000 (AS AMENDED)

Notice is hereby given that the following reports contain key decisions. When the decisions have been made, Members of the relevant Scrutiny Committee will be sent a copy of the decision notices and given the opportunity to call-in the decisions.

Item No	Title	Portfolio Responsibility	Scrutiny Committee	Included in the Forward Plan Yes/No
4	Connexions Transfer and New Delivery Arrangements	Children's Services	Children's Services	Yes
5	Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire – First Review	Environment and Strategic Housing	Environment	Yes

1. APOLOGIES FOR ABSENCE

To receive any apologies for absence.

2. DECLARATIONS OF INTEREST

To receive any declarations of interest by Members in respect of items on the Agenda.

3. MINUTES

To approve and sign the minutes of the meeting held on 30 July 2009. (Minutes to follow).

4. CONNEXIONS: NEW MANAGEMENT AND DELIVERY ARRANGEMENTS

1 - 32

To approve the transfer and new delivery arrangements (Appendix 1 and 2) for the Connexions range of services and functions from Herefordshire and Worcestershire Connexions Company to Herefordshire Council in April 2010.

5. JOINT MUNICIPAL WASTE MANAGEMENT STRATEGY FOR HEREFORDSHIRE AND WORCESTERSHIRE

33 - 112

The purpose is to endorse the first review of the Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire and agree its adoption.

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HEREFORDSHIRE COUNCIL

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MEETING:	CABINET
DATE:	10 SEPTEMBER 2009
TITLE OF REPORT:	CONNEXIONS TRANSFER AND NEW DELIVERY ARRANGEMENTS
PORTFOLIO AREA:	CHILDREN SERVICES

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

To approve the transfer and new delivery arrangements (Appendix 1 and 2) for the Connexions range of services and functions from Herefordshire and Worcestershire Connexions Company to Herefordshire Council in April 2010.

Key Decision

This is a Key Decision because it is likely to be significant in terms of its effect on communities living or working in Herefordshire in an area comprising one or more wards.

It was included in the Forward Plan.

Recommendations

THAT: the transfer and new delivery arrangements of the range of Connexions Services from the Herefordshire and Worcestershire Connexions Company to Herefordshire Council be approved.

Key Points Summary

- It is proposed that the Herefordshire elements of the Connexions service are brought into the local authority and integrated within the reorganised Children's and Young People's Directorate;
- Connexions staff will sit across three service areas:
- Strategic leadership and quality assurance and Information, Advice and Guidance (IAG) functions will come from the Improvement and Inclusion Service area with input from Community Operations;
- The IAG service area will sit within Improvement and Inclusion;

Further information on the subject of this report is available from
Kathy Roberts Assistant Director, Improvement and Inclusion (01432) 26 0804

- The targeted service will sit within Community Operations;
- Data and performance management requirements will be integrated in to the Planning, Performance and Development service area.

Alternative Options

- 1 To bring the strategic lead and associated services in house and to tender for the front line delivery. This could have included greater delegation of elements of delivery to schools, colleges and work based learning providers. This option was rejected because it places us out of line with our regional partners and would reduce our ability to deliver creative service improvements.

Reason for Recommendations

- 2 The proposed arrangements will improve both service delivery and outcomes for young people within the emerging new organisation structure for Children and Young People's Directorate and the current financial climate.
- 3 The new arrangements further develop and deliver our practices in response to government expectations.

Introduction and Background

- 4 Strategies emerging from national, regional and local governments indicate a requirement to develop an integrated youth support policy which encompasses all aspect of business aimed at supporting young people between the ages of 11-19.
- 5 The Children's and Young People's Directorate is restructuring in order to address the range of existing, new and evolving challenges and demands placed upon it. The plans for the development of the Connexions service are set within that agenda and include the plans for the locality teams and the aims of the Herefordshire Public Services.
- 6 The Connexions Service works across Herefordshire and Worcestershire currently operates as an independent company and provides a range of support and activity for young people primarily aged 14+. Such provision is purchased by the Local Authority though grant funding.
- 7 In response to central government legislation regarding the Machinery of Government requirements for April 2010 a Task Group was established to consider the implication for Herefordshire Council. The significant changes for the Connexions service will be: the transfer of the duties and resources of the Learning and Skills Council (which currently supports and funds provision and placement for young people aged 16+) and is scheduled to become part of the Local Authority from April 2010.
- 8 This decision is required now so that timely preparations can be made for Connexions to be efficiently transferred to the local authority on 1st April 2010. Similar arrangements are being made in Worcestershire.

Key Considerations

- 9 It is proposed that the Herefordshire elements of the Connexions service are brought into the Local Authority and integrated within the reorganised Children and Young People's Directorate. Connexions staff will sit across three service areas; strategic leadership and quality assurance and IAG functions will come from the Improvement and Inclusion Service area with input from Community Operations. The Information, Advice and Guidance (IAG)

service area will sit within Improvement and Inclusion where it can maintain independence. The targeted service will sit within Community Operations and is an excellent example of where front-line locality team support should work effectively. Finally the significant data and performance management requirements will be integrated in to the Planning, Performance and Development service area, which will improve efficiency of data collection and analysis for the Children's Trust. Staff will be managed and supervised by appropriately qualified staff.

10 Responsibility for funding for Information, Advice and Guidance (IAG) provision transferred to Local Authorities across England in April 2008 and Connexions Herefordshire and Worcestershire as the local provider has continued to provide services to date as an interim arrangement.

11 IAG is high profile on the government agenda, National IAG Quality Standards have been produced, a new bill is in place and new national guidelines are due in September 2009. Local Authorities need to position Connexions services within the context of:

- The reform of 14-19 learning;
- The 2005 Education and Skills White Paper;
- The 2007 Children's Plan;
- Raising Expectations White Paper;
- 2008 Next Steps 14-19 Update Paper;
- Post-16 funding transfer from the Learning and Skills Council (Machinery of Government);
- The Raising of the Participation Age as set out in the Education and Skills Act 2008;
- Building 21st Century Schools – 'Your Child, Your Schools, Our Future' White Paper June 2009.

12 The Connexions service must be available for all young people 13-19¹ and up to 25 for young people with learning difficulties and disabilities including those young people placed in county by other Local Authorities. In Herefordshire this is approx 15,600² total young people.

13 The current arrangements have ensured that Herefordshire is making good progress in many areas and we are proud of our current achievements:

- The number of young people not in employment, education or training (NEET) has historically been low;
- The number of young people whose current learning destination is unknown is low;
- Participation in education post-16 is high and there are defined arrangements for those who drop out;
- Targeted work is improving outcomes for more vulnerable young people.

¹ Although in Herefordshire our strategy is for 11-19 year olds

² Source: Office of National Statistics

The ongoing challenges are:

- Increased emphasis and focus on impartial Information, Advice and Guidance and the importance of ensuring the best outcomes for each individual;
- Not to allow our NEET figures to 'plateau';
- To ensure best use of resources and capacity to deliver the full range of Connexions services, through an integrated approach;
- To implement the changes brought through the Machinery of Government Transfer of post-16 funding, increased responsibilities around 14-19 and the Integrated Youth Support agenda;
- The development of school curricula (which has reformed Key Stage 4 learning, and placed different requirements onto Key Stage 3) has highlighted the need for impartial advice and guidance to assist learners in year 9 and below to negotiate the options process and understand the collaborative courses and alternative pathways that are available for them to access at institutions throughout the County in key stage 4 (year 10);
- The continual need to demonstrate value for money, while maintaining current Personal Advisor time, in an arena of increasing demands on reducing funding sources.

14 Staffing - Herefordshire Connexions staff have been identified for transfer into Herefordshire Council. There are a small number of Head Office staff who have not been identified to transfer as their work is not predominantly on the Herefordshire Connexions contract, these functions will be examined and allocated to local authority staff if required. Dialogue with staff is taking place about issues to do with transfer: job roles, terms and conditions, working hours and pay, and a formal consultation period will take place with Connexions HR and Unison.

Community Impact

- 15 Schools have indicated clearly that they want to keep their Personal Advisors (PA) roles, functions and input to remain unchanged and this should be maintained as a priority part of the holistic school community resource for young people.
- 16 Young people have clearly indicated that the Connexions brand and city centre building should be maintained. The arrangements for transfer or disposal of capital assets is being discussed with Worcestershire County Council and Connexions in line with DCSF advice,
- 17 IAG advisors must have strong links with specialist training providers who can provide occupational careers advice and have a good knowledge of local employment sectors and links with employers.

Financial Implications

18 The service is currently funded through the Area Based Grant and we know indicative budgets between now and April 2011, although the actual amounts are to be ratified through with the Children's Trust. Detailed budget plans are being discussed with Connexions. Through economies of scale and reducing duplication of service delivery we intend to achieve the challenges, priorities and new ways of working identified at the start of the document, while maintaining frontline delivery within the available budget.

08/09	£1,548,216
09/10	£1,470,000
10/11	£1,394,000

It is clear from these figures that the funding available to the Local Authority will reduce in 2010/11. If the funding continues to fall by -5% in future years then the Connexions service will have to be downsized to continue to deliver services within a reduced budget allocation.

Connexions current budget in 2009/10 is set out below. The final column provides an estimate of the required budget for 2010/11 after adding pay inflation at 1% and adjusting for private company accounting practices that differ from the council.

	2009/10 Connexions Budget	2010/11 Herefordshire Council indicative budget	Budget Assumptions
Income from Area Based Grant	-1,469,703	-1,394,246	ABG income only
Other income	-8,038	0	
Total Income	-1,477,741	-1,394,246	
Personal Advisors	891,048	899,958	+1% pay inflation
Other Delivery Staff	30,684	30,991	+1% pay inflation
Other staff – managers & admin	222,300	224,523	+1% pay inflation
Premises Costs	40,964	49,277	+2.5% price inflation
Administration Costs	34,760	34,696	+2.5% price inflation
Office equipment & other assets		38,000	Treated as capital by Connexions
Travel	22,200	22,755	This may reduce in future with less need to travel to/from Worcester
Re-allocated head Office charges	251,109	77,667	Assume previous spend on ICT and data.
Total Expenditure	1,493,065	1,377,868	
Loss/Profit on Herefordshire contract	(15,324)	16,378	
Capital - Office Equipment	15,731	0	Incl as revenue
Capital - Other Assets	21,359	0	Incl as revenue
Other Connexions Contracts funded from income – mostly from Herefordshire Council	263,587		Different arrangements for these contracts may apply in 10/11.

19 Liabilities

- 20 The Council is still waiting for final TUPE transfer list of staff and salary costs; however an indicative budget has been prepared on the basis of a 1% pay increase in line with council staff, for all current Connexions staff that transfer. The assumption is that few, if any Connexions Head Office staff are eligible for TUPE transfer. It is also important to note that existing Connexions salaries are not comparable with Herefordshire "HC" rates as the rates of pay are higher within the Connexions Service.
- 21 The existing and deferred pension liabilities will be transferred to Herefordshire Council and Worcestershire Council. The specific percentage split will be the subject of further discussion between the two bodies; however they are in agreement to act as guarantor for this element.
- 22 Compensatory Added Years are not liabilities of the Fund, but must be met £ for £ by the employer concerned. Should there be any of these payments, either already in place or arising from actions between now and the end of March 2010 then full payment will need to be made by Connexions to the fund.
- 23 Connexions employees are a part of the Worcestershire Local Government Pension Fund as are Herefordshire Council staff. Any staff moving across to the Local Authority would remain in the same pension fund. No pension deficit would capitalise at this time. Any identified share of such a deficit would transfer to Herefordshire Council and be added to any pension deficit already in place with Worcestershire LGPS.
- 24 Current Connexions Board – the company is limited by guarantee with no share capital. The members of the company have each agreed to contribute £1.00 to the assets of the company in the likelihood of its being wound up. There is no liability on Herefordshire Council for any debts of the Herefordshire and Worcestershire Connexions Company.
- 25 Accommodation – Herefordshire Council is committed to locality working across the Children's and Young People's Directorate and the accommodation that will be required is being reviewed. The Connexions Building is based in the centre of Hereford and is currently owned by the Herefordshire and Worcestershire Connexions company. It has a high footfall and is well known by learners. The future ownership of the building is not yet clear and legal advice is being sought.

Legal Implications

- 26 The proposal is consistent with legislation and guidance terms.
- 27 TUPE transfer into the Local Authority employment is a regulated process which will be implemented in all cases.
- 28 Legal services are currently advising regarding the redistribution of assets of the Connexions Company including the lease associated with the accommodation.

Risk Management

- a. The Connexions Service has significant data tracking, reporting and analysis requirements as part of its national specification, quality and performance management arrangements. It uses a significant amount of ICT and software to complete these functions. Full or partial loss of these services would significantly hamper service delivery, credibility and performance. Early discussion have already taken place with the corporate ICT department and the new ECM systems ICT manager within Children's Services and has been placed on the Directorate ICT plan for quarter 3

2009/10.

- b. The loss of the Connexions building in St Peters Square Hereford would hamper service delivery in the short term as it is well known and has a high footfall; we are seeking clarification on the ownership of the building as part of the winding up of the Connexions Herefordshire and Worcestershire Company.

Consultees

29 A consultation took place between 29th June and 19th August 2009 and was aimed at stakeholders who have an interest in the Connexions and associated services. Stakeholders were divided into three groups: service users, professional groups, and the wider community. A range of different approaches have been taken to make groups aware of the proposed changes and are able to contribute to the consultation, these have included focus groups, attendance at strategic meetings, and included posting the consultation documents to all named key stakeholders as well as placing the consultation on Herefordshire Council Consultation pages of the website. (Appendix 3)

30 Key messages from the Consultation:

- a. Maintain existing delivery and service
- b. Impartiality of advice and guidance
- c. Efficiency savings should release resources to support an extended workload as the Connexions remit is extended downwards to Year 7 and upwards to 19+.
- d. The need to create the distinction between the functions of commissioning and provision, particularly with regard to students with LLDD (Learners with Learning Difficulties).
- e. Maintain the current city centre building and the Connexions brand

31 Of 13 responses 3 expressed concern with the placement of LLDD within the Additional Needs Service of Improvement and Inclusion. The concern related to the operational delivery of services for LLDD sitting within the potential commissioners of such services. However, the Additional Needs Service will deliver strategy and quality assurance for all services and provision delivery for children and young people with additional needs. The strategy aims to pull all such providers under the one area in order to ensure consistency, quality assurance and equity of access for all. With LLDD sitting outside of this framework there is a potential for a lack of consistency and management of these issues. The recommendation is therefore to retain LLDD within the Additional Needs Service.

Appendices

- 32 Appendix 1 – Herefordshire is Making Connexions April 2010 Consultation Paper
- 33 Appendix 2 – Herefordshire is Making Connexions April 2010 Supporting Information
- 34 Appendix 3 – Connexions Consultation Summary

Background Papers

- 35 Consultation responses
- 36 Young People's responses to consultation

Children and Young People's Directorate

connexions

HEREFORDSHIRE & WORCESTERSHIRE

Herefordshire is Making Connexions April 2010

Consultation Paper June 2009

Introduction

Herefordshire Council is reconfiguring the Children's and Young People's Directorate in order to address the range of existing, new and evolving challenges and demands placed upon us. The plans for the development of the Connexions service are set within that agenda and include the developing plans for the locality teams and the aims of the Herefordshire Public Services, which are:

- Improved outcomes
- Excellent Services
- More focus on customer experience
- Efficiency

This paper sets out a proposed model for service delivery of the Connexions service from April 2010 onwards.

Responsibility for funding for Information, Advice and Guidance (IAG) provision transferred to Local Authorities across England in April 2008 and Connexions Herefordshire and Worcestershire as the local provider has continued to provide services to date. In April 2010 it is proposed that Connexions Herefordshire and Worcestershire is taken in house in both Herefordshire and in Worcestershire local authority areas.

IAG is high profile on the government agenda, National IAG Quality Standards have been produced, a new bill is in place and new national guidelines are due out.

Local Authorities need to position Connexions services within the context of:

- The reform of 14-19 learning
- The 2005 Education and Skills White Paper
- The 2007 Children's Plan
- Raising Expectations White Paper
- 2008 Next Steps 14-19 Update Paper
- Post-16 funding transfer from the Learning and Skills Council (Machinery of Government)
- The Raising of the Participation Age as set out in the Education and Skills Act 2008
- 21st Century Schools

A further information paper is available to accompany this document and a glossary of terms is provided at Appendix A

What are we consulting on?

Herefordshire Council is seeking to consult on:

1. The future management and delivery arrangements for the range of services currently delivered by Connexions;
2. The priorities for service delivery and outcomes for the new arrangements (within the constraints of the national specification and statutory duties).

Who is this consultation aimed at?

This consultation is aimed at a wide stakeholder group of those who have an interest in the development of Information, Advice and Guidance and Targeted Services in the county. Stakeholders have been divided into three groups:

1. Service users

- All young people aged 11 -19 years
- Those aged 20 -24 with Learning Difficulties
- Specifically young people who are NEET
- And, specifically young people in Transition

2. Professional Groups

- Connexions staff
- Children's and Young People's Directorate staff
- Secondary Schools – including governing bodies and Herefordshire Association of Governors
- Colleges
- Independent Schools
- Learning and Skills Council
- LSC funded work based learning providers and other training providers
- Private care providers
- Children's Interest Group
- NHS Herefordshire
- Government Office for the West Midlands
- Chamber of Commerce
- Cabinet and Councillor Members
- Children's Trust including all 5 outcome groups
- Targeted Youth Support Services
- Adult Services

3. Wider Community

- Parents and Carers
- Businesses and employers
- Faith Groups
- The Third Sector

Young people have been consulted through the Every Child Matters Survey in February 2009 and will also be invited to take part in specific focus groups. Connexions staff will be consulted through a discrete consultation that is appropriate for employees who are going through a TUPE process. 14-19 Consortium will be formally consulted on through this paper as will schools and colleges through their established meetings. Employers will be consulted through the Chamber of Commerce representative who sits on the 14-19 Consortium. Cabinet and Members briefing will be arranged prior to any decision making process that will be part of a key decision.

What is the process?

Consultation questions form part of this document, which we would ask you to consider and return. The consultation period will run from Monday 29 June until Wednesday 19 August 2009. A report will be produced within three months of the consultation closing. A timescale for consultations and implementation is detailed later in this paper.

What is the vision?

Our Children & Young Peoples Plan 2008 – 2011 sets out our vision to improve the lives of children and young people by creating and implementing an integrated set of services.

- We will use the transfer of the Connexions service as an opportunity to enhance and improve the service currently delivered to the young people of Herefordshire.
- We want to hear from young people and other key stakeholders to help us determine the priorities for service delivery and how the Connexions service will work in partnership with other organisations to provide the right support to young people.
- We want to develop the Connexions service as part of the wider plans for locality teams

Two recommendations emerged from the early work of the Connexions Development Group

- Option a: to bring the service wholly in house.
- Option b: to bring the strategic lead and associated services in house and to tender for the front line delivery.

The preferred and recommended option is option A. This brings us in line with our regional partners and allows for greater creativity and improvements in delivery.

We need to consider the non-negotiable targets, statutory legislation and specified non-statutory targets as we plan the service that we will deliver (see supporting information for detail).

Consultation Question 1: Do you agree with the vision of the proposed changes?

Strongly agree / Agree / Disagree / Strongly disagree

Comments:

What are the priorities and objectives for service delivery?

The Connexions service must be available for all young people 13-19¹ and up to 25 for young people with learning difficulties and disabilities including those young people placed in county by other Local Authorities. In Herefordshire this is approx 15,600² total young people.

The current arrangements have ensured that we are making good progress in many areas, and we need to build on this. We are proud of our current achievements:

- The number of young people not in employment, education or training (NEET) has historically been low;
- The number of young people whose current learning destination is unknown is low;
- Participation in education post-16 is high and there are defined arrangements for those who drop out;
- Targeted work is improving outcomes for more vulnerable young people.

The ongoing challenges are:

- Increased emphasis and focus on impartial Information, Advice and Guidance and the importance of ensuring the best outcomes for each individual;
- To ensure best use of resources and capacity to deliver the full range of Connexions services, through an integrated approach;
- To implement the changes brought through the Machinery of Government Transfer of post-16 funding, increased responsibilities around 14-19 and the Integrated Youth Support agenda;
- The development of school curricula, which has reformed Key Stage 4 learning and placed different requirements onto Key Stage 3;
- The continual need to demonstrate value for money, while maintaining current Personal Advisor time, in an arena of increasing demands on limited funding sources.

In Autumn 2008 all schools, colleges and training providers were assessed against the National Standards for IAG. Some specific additional requirements have been identified and we have built up a comprehensive picture of what else needs to be done. Such requirements include:

- Support and training to schools and colleges and post 16 providers in relation to Careers Education and IAG;
- More work with learners at Key Stage 3 and below to ensure that learners have the skills they need to make their own decisions as part of our transformation from 14-19 to an 11-19 service;
- More work at Key Stage 5 to ensure young people make the right choices;
- More support for learners who are undertaking an apprenticeship;
- More support for young people aged 11-25 who require additional support to access post-16 learning. This includes carrying out statutory reviews, Section 139a assessments (formerly known as Section 140 assessments) and applications for out of county residential placements;
- Work with young people placed by other local authorities in residential schools and care homes in Herefordshire and work with Herefordshire students placed outside Herefordshire;

¹ Although in Herefordshire our strategy is for 11-19 year olds

² Source: Office of National Statistics

- New requirements for work with Jobcentre Plus on New Deal for some 18 year olds;
- Successful ongoing implementation of the September Guarantee;
- Improved data analysis and evidence and research gathering to ensure the right provision is commissioned.

We need to consider all of this in a new light to make sure that we take a strategic integrated approach to the future of Connexions services in the context in which we are working.

Consultation Question 2: Do you agree with priorities and objectives?

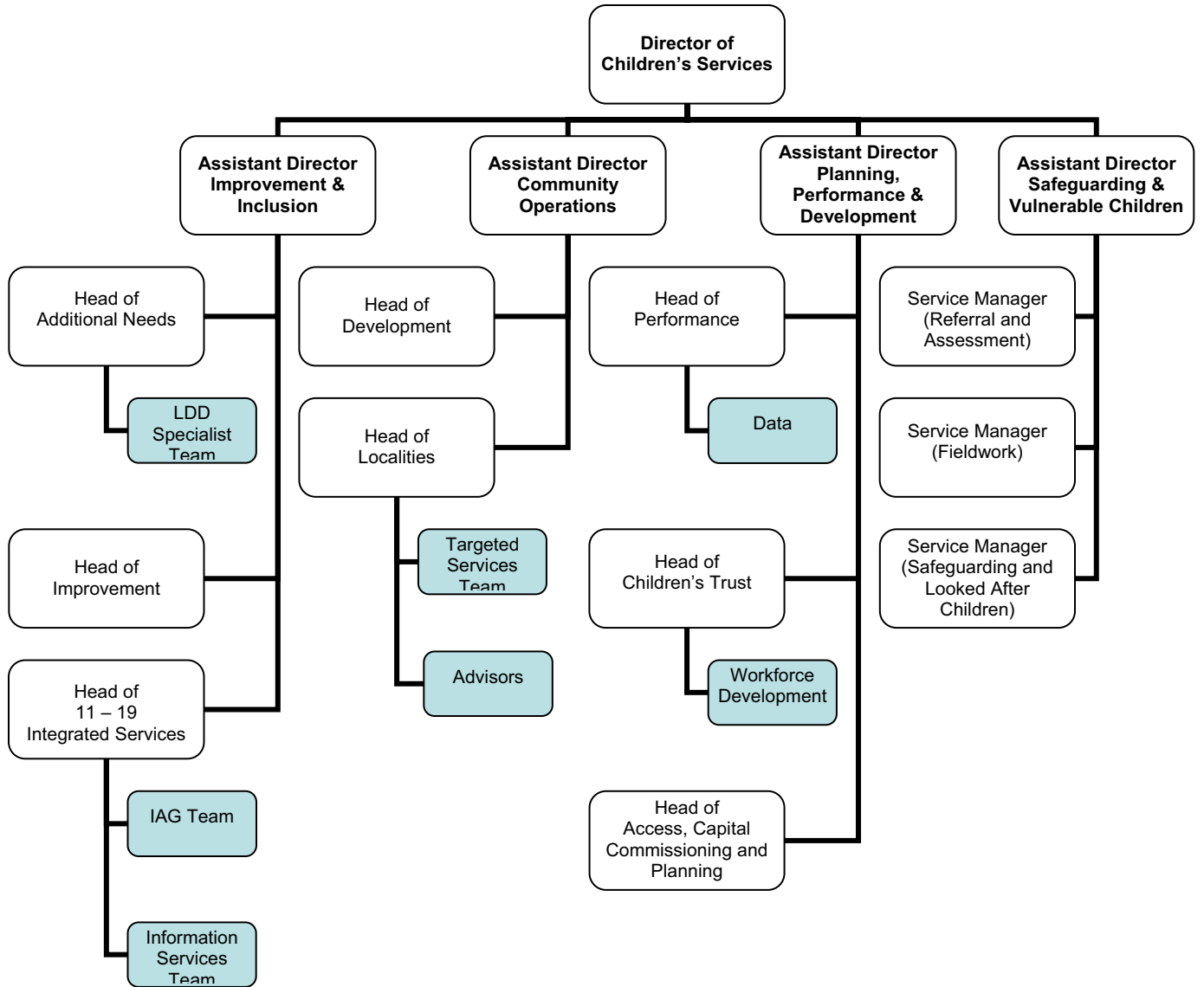
Strongly agree / Agree / Disagree / Strongly disagree

Comments:

Proposals for Service Delivery from April 2010

It is proposed that the service is brought in house and integrated within the reorganised Children's and Young People's Directorate. Staff will be transferred into Herefordshire Council and sit across three service areas. Strategic leadership and quality assurance functions will come from the Improvement and Inclusion Service area as well as Community Operations. The IAG service area will sit within Improvement and Inclusion where it can maintain independence from targeted delivery work. The targeted service is an excellent example of where front-line locality team support should work effectively. Staff will be managed and supervised by appropriately qualified staff.

A diagram of the proposed Local Authority structure is shown.



Detailed information of the functions of each service is available in the supporting information. The number of posts in each team remains to be established. Connexions PAs will retain their name. There will be administrative support for all sections as appropriate.

Consultation Question 3: Do you think the overall delivery model with a separate IAG service and targeted work in locality teams is appropriate?

Strongly agree / Agree / Disagree / Strongly disagree

Comments:

Consultation Question 4: What do you value from the current Connexions Service?

Comments:

Consultation Question 5: What else would you like the Connexions service to deliver?

Comments:

Consultation Question 6: How might Connexions contribute to Key Stage 3 as part of an integrated 11-19 Strategy?

Comments:

Managing the change

A Connexions Development Group has been in place since October 2008, charged with the business of establishing how the service will look from April 2010. Membership includes the Children's and Young People's Directorate, Local Authority HR and Finance, Connexions and Schools and Colleges who feedback and gather views from colleagues. We would now like to consult with all partners on the proposals, including young people.

Staffing - All Connexions Herefordshire staff have been identified for transfer into Herefordshire Council. There are a small number of Head Office staff who have not been identified to transfer as their work is not predominantly on the Herefordshire Connexions contract. We will identify who will carry out their functions. Dialogue with staff is taking place about issues to do with transfer: job roles, terms and conditions, working hours and pay, and a formal consultation period will take place with Connexions HR and Unison. The Local Authority HR Team is carrying out detailed analysis and comparisons of posts. There will be changes to ways of working and for some staff the move to the Local Authority will be a big change. We will manage this through open communication channels with transferees and by using the time between now and April 2010 as an opportunity for directorate staff and Connexions staff to start to work more closely together.

Finance - The service is currently funded through the Council's Area Based Grant and we know indicative budgets between now and April 2011, although the actual amounts are to be ratified through the Area Based Grant processes with the Children's Trust. Detailed costings and estimates are being considered. Through economies of scale and reducing duplication of service delivery we intend to achieve the challenges, priorities and new ways of working identified at the start of the document, while maintaining frontline delivery.

Accommodation – We are exploring locality working across the Children's and Young People's Directorate, and the accommodation that will be required. The Connexions Building is based in the centre of Hereford and is currently owned by the Herefordshire and Worcestershire Connexions company. It has a high footfall and is well known by learners. Herefordshire's vision is to further develop Connexions accommodation in the heart of the city and localities.

We are now inviting responses to this consultation document, the timeline for the transfer is as follows:

Month	Date	Activity
June 2009	18 29	<ul style="list-style-type: none"> • Development Group Meeting • Consultation Begins
July	2 20	<ul style="list-style-type: none"> • 14-19 Consortium Board meeting • Development Group meeting
August	5 19 24 25 27	<ul style="list-style-type: none"> • DLT update on responses to date • Consultation Closes • Development Group meeting • DLT Approval • Chief Executive Approval • Changes to proposals based on consultation results
September	10 21	<ul style="list-style-type: none"> • Cabinet meeting for approval of key decision • Development Group meeting
October		<ul style="list-style-type: none"> • Ongoing development
November		<ul style="list-style-type: none"> • Final staffing transfer lists agreed
December		<ul style="list-style-type: none"> • Transfer of Data from Connexions for 3 month shadow before go live • Recruitment to staff vacancies
January 2010		<ul style="list-style-type: none"> • Locality teams implementation
February		<ul style="list-style-type: none"> • Ongoing development
March		<ul style="list-style-type: none"> • Ongoing development
April	1	<ul style="list-style-type: none"> • Connexions staff formally transfer to the Local Authority

Consultation Question 7: Have you any other ideas or comments you would like to make about the proposals?

Comments:

Appendix A: Glossary of Terms

EET	in employment, education or training
HR	Human Resources (sometimes called Personnel)
IAG	Information, Advice and Guidance
LLDD	Learners with Learning Difficulties and Disabilities
LSC	Learning and Skills Council (the body which plans and funds post-16 education until April 2010)
PA	Connexions Personal Advisor
PRUs	Pupil Referral Units
NEET	Not in employment, education or training
Section 139a	Assessment Transition assessment for young people who have been identified as requiring extra support
TUPE	The Transfer of Undertakings (Protection of Employment) Regulations (the protection arrangements for employees' terms and conditions when a business is transferred to a new employer)
UNISON	A public sector union
WBL	LSC funded work based learning providers

**Please return to this form by 10am on Wednesday 19th August 2009 to:
Anne Hayde, Herefordshire Council, PO Box 4, Plough Lane, Hereford, HR4 0XH
or email to ahayde@herefordshire.gov.uk**

Children and Young People's Directorate

connexions

HEREFORDSHIRE & WORCESTERSHIRE

Herefordshire is Making Connexions April 2010

Supporting Information June 2009

Introduction

This paper accompanies the document entitled Connexions Service April 2010 – Consultation Document and provides some background information which may be useful in responding to the consultation.

The paper is divided into three sections:

1. Targets, statutory legislation and specified non-statutory requirements
2. Detail of the different functions of the Connexions service
3. How the service is currently delivered

Section 1: Targets, statutory legislation and specified non-statutory requirements

Targets

- 1) Reducing the proportion of 16-18 year olds not in Education, Employment or Training (NEET) in 2010/11 to 4.7%
- 2) In partnership with Schools, LSC and other Children's Services:
 - Increasing the proportion of 19 year olds achieving level 2;
 - Reducing the under 18 conception rates;
 - Increasing the percentage of young mothers in EET;
 - Improving levels of school attendance and attainment pre 16;
 - Reducing the use of Class A and other illicit drugs in young people under 25;
 - Reducing the numbers of 16-18 year olds unknown;
 - Increasing the % of 16-18 year olds in learning.

Statutory Legislation

- Section 8, Employment and training Act 1973, Amended under Trade Union Reform and Employment Rights 1993 (Careers Education and Guidance);
- Section 114, Learning & Skills Act 2000 (Encouraging people in education and training);
- Section 140, Learning & Skills Act 2000 (Assessment to support transition for young people with LDD);
- The Education and Skills Act 2008;
- Section 6 of the Education and Skills Act 2006;
- The Apprenticeship and Skills Children and Learning Bill 2009.

Specified non statutory requirements

- The maintenance of the Client Caseload Information System for the management and tracking of young people 13-19 and up to 25 for those with LDD;
- The provision of specific information regarding Benefits Liaison;
- The provision of information relating to financial support for young people EMA, Care to Learn and support through applications.

Section 2: Detail of the different functions of the proposed Connexions service

The Universal Careers Education and IAG Service will include support for the schools, colleges and training providers. This will range from Key Stage 3 to Key Stage 5, although the focus will remain on the transition at the end of Key Stage 4. Some work may also take place with Primary Schools as a way to prepare learners and give them the skills required to make the right choices later on. PAs will remain linked to an institution and there will continue to be negotiation around priorities. Universal PAs will be impartial, have high levels of expertise and knowledge around opportunities for education and training as well as of the changing face of the qualification system, Higher Education and the employment opportunities both locally and further afield. They will have a keen eye on ensuring that participation in post-16 education and training continues to rise.

PAs will both run group sessions and conduct one to one meetings with learners. They will complete action plans as appropriate. They will carry out Section 139a assessments for learners who require additional support.

The LLDD Support Team will support Special Schools, Pupil Referral Units as well those young people who are in mainstream schools who have complex needs. They will also support young people from other local authority areas placed into care establishments in Herefordshire and for any Herefordshire young people who are placed out of county. They will lead on the assessments for out of county residential placements. They will also be responsible for those with LDD who are NEET.

The Information Services Team will be a small team and will be responsible for the production of appropriate information materials. This will include publications for young people, parents, carers and families as well as materials for schools, colleges, training providers and employers. They will also manage the website and ensure that it is up to date, relevant and appropriate. There will be some overlap between this team and current functions in the 14-19 Team, in particular to do with the Youthzone website which houses the 14-19 Prospectus and Online Applications (the Common Application Process system). There will be an opportunity for an enhanced strategy in this area and clarification for young people of what information is found where.

The Targeted Support Services will be based within the new locality teams. These PAs will be responsible for working with those young people in schools and colleges who have additional support needs. The PAs will carry out and support CAF assessments, multi-agency working and other requirements of the Targeted Youth Support Agenda. They will work with the NEETs who have the most acute needs and who are not ready to be placed in education, employment or training. The service will be available to young people at risk of disengaging or failing to progress as part of the overall Integrated Youth Support Strategy.

Other key areas:

Workforce Development will be a key function in the new structure. It will sit with the rest of the Workforce Strategy team within the Children's Trust. There is a requirement for all PAs to be trained to a minimum Level 4 and there is a range of appropriate qualifications – examples include Post Graduate Diploma in Careers Guidance, Qualification in Careers Guidance, LDSS, and NVQ4 Advice and Guidance. The Workforce team will ensure that all staff are qualified at the right level. All staff will need to undergo annual assessments against national standards and an ongoing programme of professional development will be put in place, including the enhanced requirements for trainee PAs

Data Coordination will be led by Performance Team. The requirements are extensive and fundamental to the smooth operation of the service. Every 13-25 year old is entered on the electronic case management system (CCIS). For each contact with a learner this must be logged and all young people are tracked at all times. There is a particular emphasis for 16-19 year olds and the system flags up all young people at intervals ranging from 3 months to 12 months and requires a further destination to be identified or confirmed. PAs are responsible for ensuring their caseload is correctly represented on the system. This system provides a wealth of detail which is submitted to the DCSF monthly electronically, and which can be used locally for analysis of trends and of need. As well as high level data analysis there will be a requirement for support for the CCIS system and for training for PAs. This function will be carried out within the Performance Team.

Marketing, Publicity and Public Relations – there will be opportunities to celebrate learner achievement and progress and to raise the profile of the Local Authority. This will take place through existing channels of sharing good news including Local Authority publications and through the press and online media. There is a national requirement to retain the Connexions brand, and locally we are happy to do so as it has a positive association for learners and is well recognised. We will ensure the branding also reflects that Connexions is part of the Local Authority.

Record Management – each young person receiving guidance will have an up to date and relevant Action Plan. In addition to this every contact is logged electronically on CCIS. For many young people this will be supplemented by other information held in a paper based record. This will be kept securely.

Other services – Connexions also provides a number of other services. These are being reviewed to determine where they will be delivered in the future.

Info Box: What is Information, Advice and Guidance?

Information, Advice and Guidance (IAG) is an important element of the Integrated Youth Support Service and young people's Personal, Social and Health and Emotional and Well Being. The term IAG is widely used, and in the context of Careers Education, Information, Advice and Guidance (CEIAG) involves:

- **Careers Education** provided by tutors, learning providers, teachers and lecturers.
- **Careers Information** provided by schools, college and work based learning staff, youth support workers and Connexions staff
- **Advice and Initial Guidance** provided by school, college and work based learning staff, youth support worker and Personal Advisers
- **In depth Impartial and Specialist guidance** provided by Connexions and specialist agency staff

CEIAG in Herefordshire schools, colleges and work based learning provision is configured in a range of ways with responsibility at a variety of levels e.g. at curriculum or deputy head level, or careers teacher or work experience coordinator level.

Section 3: How the service is currently delivered

Current delivery is based on the outcomes specified in the contract between Herefordshire Council and the Connexions service. These relate to the statutory requirements and targets detailed previously.

There are currently 31 institutions eligible for Connexions Services. Partnership agreements are in place and these outline the respective roles, responsibilities and contributions of each partner. Each institution is allocated a number of days based on a formula.

There are currently two teams of Connexions Personal Advisers (PAs) with a Team Manager and a small number of senior PAs. Teams are based on three locality areas: city, south and north. One team supports learners who are in education, employment or training (EET), and the other supports those who are NEET. In addition to this there are a number of other services provided by Connexions. The teams are:

1. EET Team

EET PAs are based in schools and colleges, special schools and Pupil Referral Units (PRUs). PAs will commonly work across 2 or 3 institutions. PAs have a mixed caseload of providing the universal service and targeted support. The nature of targeted work may differ within institutions and is dependant on the pastoral systems and processes within each school or college. PAs are expected to work with senior members of staff responsible for curriculum and pastoral welfare in addition to heads of years, SENCOs, careers teachers, tutors and work related learning coordinators.

In mainstream schools PAs will also undertake work with statemented students and those with learning difficulties and/or difficulties (LDD) and are supported by Special Needs PAs who work with complex cases in mainstream schools and young people in special schools or units within mainstream schools/colleges. Special Needs PA's undertake complex casework and support the young person and their family/carers including in the preparation of applications for out-of-county residential placements. All staff will undertake Section 139a (previously 140) Assessments.

2. NEET Team

PAs working in NEET (not in education, employment or training) teams have a varied caseload ranging from those young people ready for placing, to those requiring intensive long term support, plus young people who are on pre-vocational learning.

Each training provider has a link PA and NEET PAs provide a duty service to the main centre and to the outreach facilities in Ross, Ledbury and Leominster.

3. Other Services

Central services are currently based in Worcester at the Head Office, and as well as HR, Training and Finance include provision of data and information services including the website and other printed materials.

CONNEXIONS CONSULTATION SUMMARY

Herefordshire is reconfiguring the Children’s and Young People’s Directorate in order to address the range of existing, new and evolving challenges and demands placed upon us. The plans for the development of the Connexions service are set within that agenda and include the developing plans for the locality teams and the aims of the Herefordshire Public Services, which are:

- Improved outcomes
- Excellent Services
- More focus on customer experience
- Efficiency

Herefordshire Council is seeking to consult on:

- The future management and delivery arrangements for the range of services currently delivered by Connexions;
- The priorities for service delivery and outcomes for the new arrangements (within the constraints of the national specification and statutory duties).

This paper outlines a summary of comments relative to the consultation.

1. Do you agree with the vision of the proposed changes?

7	Strongly Agree
3	Agree
2	Disagree
0	Strongly Disagree

Comments:

CC-RP 001	A	It will more readily facilitate the integration of tier 2 (targeted services) across Children’s Services.
CC-RP 003	A	I think it is important that services that impact a young people adopt a joined up approach
CC-RP 006	SA	The ability to direct Connexions type Services from within schools and children’s services – will allow us to modify their work into our own IAG plans and visions
CC-RP 007	D	The slow speed of decisions, rigidity and lack of creativity that hinders other department will not create the responsive and flexible service that young people require.
CC-RP 008	SA	Option A in the light of the vision, is infinitely preferable, and will more easily encourage working in partnership with other organisations.
CC-RP 010	SA	The Service must encourage individual career ambitions that are realistic and achievable and for the majority relate to the local and national jobs market.
CC-RP 012	SA	OK to bring Connexions in-house but don’t lose one of their great strengths – their impartiality and client centred approach.
CC-RP 013	D	They will be reviewed differently by all stakeholders

2. Do you agree with the priorities and objectives?

2	Strongly Agree
9	Agree
0	Disagree
0	Strongly Disagree

Comments:

CC-RP 001	A	The ongoing challenges and new requirements have been correctly identified. A further key challenge is to find the resources to enable the new requirements to be fulfilled.
CC-RP 006	A	I would like to see – making employer links in the community and helping to facilitate better employer engagement in schools as a priority
CC-RP 007	A	To be more inclusive of other agencies in delivering services to NEET young people. TO place greater emphasis on useful, work-skilled having to solve NEET, not just any training with little purpose
CC-RP 008	A	Drop-out rates post-16 and effects on NEET numbers continue to be frustrating despite improved arrangements for notification by post-16 providers, and subsequent action by Connexions Service
CC-RP010	A	The prime service of our new Connexions Service must be to provide timely, impartial and accurate career advice and guidance to mainstream pupils as a priority.
CC-RP 012	SA	Make sure there is enough funding for an expansion of the service to 11-19 year olds. All young people are entitled to an equal service.
CC-RP 013	A	Extra services require extra people

3. Do you think the overall delivery model with a separate IAG service and targeted work in locality teams is appropriate?

3	Strongly Agree
5	Agree
3	Disagree
1	Strongly Disagree

Comments:

CC-RP 001	A	With regard to a separate IAG service and targeted work in locality teams
CC-RP 001	D	With PAs with LDD responsibility being placed in LDD Specialist Team
CC-RP 003	A	Would agree that is important to have a joined up approach
CC-RP 003	D	Am unclear about distinction between LDD Specialists team and IAG Team as one
CC-RP 004	SA	Knowledge of local areas is crucial
CC-RP 007	D	There is already a lot of suspicion around council run services amongst young people. This will not be perceived as impartial and will put off a number of young people from accessing the service.
CC-RP 008	A	Could be conflict of interest between assessment of needs, and the financial decisions related to levels and funding of support.
CC-RP 010	SA	IAG Advisors must have strong links with specialist training providers who can provide occupational careers advice.
CC-RP 012	SA	Connexions is an established brand with young people and the name should be retained
CC-RP 013	SD	By losing the larger team structure, communication between PAs and support will be less effective

4. What do you value from the current Connexions Service?

Comments:

CC-RP 003	Impartiality of advice
CC-RP 004	Continuity of service
CC-RP 006	Their flexibility, willingness to attend CAF, PSP meetings
CC-RP 007	Advocates on behalf of young people – sometimes against LA decisions
CC-RP 008	Good performance statistics relating to NEETs and Unknowns, some of the best, I believe, in the country.
CC-RP 012	A city centre “drop in” location
CC-RP 013	It is possible to develop firm relationships with a named PA built on trust and mutual respect

5. What else would you like the Connexions Service to deliver?

Comments:

CC-RP 003	Advice at younger age
CC-RP 005	IAG from Y8 – Y9, Y10/11 and 16+ Support for potential NEETs
CC-RP 006	Meet employers / career conferences
CC-RP 007	Could contribute more to wider agendas such as accommodation issues
CC-RP 010	The remit is currently very wide and nothing more should be added which could dilute core services
CC-RP 011	Improved understanding of the barriers faced by 16-25 year olds with severe/profound Multiple Learning Difficulties
CC-RP 012	More work with employers to generate employment opportunities for young people

6. How might Connexions contribute to Key Stage 3 as part of an integrated 11-19 Strategy?

Comments:

CC-RP 001	It is important that schools have good Careers Education and Guidance in key stage 3. Develop information resources suitable for KS3 students. Provide support and IAG to those who are not in schools, excluded or in receipt of elective home education.
CC-RP 006	Provide clear data on the local "job market" which could be used in Geography or PSHE lessons
CC-RP 010	Advice and guidance Diploma options

7. Have you any other ideas or comments you would like to make about the proposals?

Comments:

CC-RP 001	It is vital that, as a minimum, current resource levels are maintained and, if the new requirements outlined on page are met that front-line resources are increased.
CC-RP 003	I hope that the amount of time that Connexions staff are able to spend in school can increase to deal with the need for IAG at a younger age
CC-RP 004	We are pleased with the service as it stands, changes are welcome if they are appropriate to our needs
CC-RP 007	No explanation of why take in-house – other than it is how others do it
CC-RP 010	It should be a high profile organisation with its own identity, not just seen as "a department of the council"
CC-RP 012	Keep it in the centre of town
CC-RP 013	It is vital that the outlying services remain in towns other than Hereford

SUMMARY FEEDBACK FROM YOUNG PEOPLE

- The Connexions Transfer needs to pay particular attention to the image of Herefordshire Council with Children and Young People and ensure that dissatisfaction with the Council does not translate to the Connexions Service once it becomes part of the Local Authority
- The Connexions logo is a brand that is trusted
- The work of this consultation clearly shows an overwhelming high regard for the Connexions PAs in Herefordshire
- The integration of Children and Young People's services has significant potential to provide a comprehensive and cohesive web of professionals to provide the very best for children and young people.

MEETING:	CABINET
DATE:	10 SEPTEMBER 2009
TITLE OF REPORT:	JOINT MUNICIPAL WASTE MANAGEMENT STRATEGY FOR HEREFORDSHIRE AND WORCESTERSHIRE – FIRST REVIEW
PORTFOLIO AREA:	ENVIRONMENT & STRATEGIC HOUSING

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

The purpose is to endorse the first review of the Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire and agree its adoption.

Key Decision

This is a key decision because it is significant in terms of its effect on communities living or working in Herefordshire in an area comprising one or more wards.

It was included in the Forward Plan.

Recommendation

THAT Cabinet endorse the review of the Joint Municipal Waste Management Strategy and agree the adoption of the revised strategy for Herefordshire and Worcestershire.

Key Points Summary

- The Strategy sets out the long term aspirations for waste collection and disposal across the Partnership of all Local Councils in Herefordshire and Worcestershire
- It is a 30 year strategy first published in November 2004 and continuing until 2034
- The Strategy has been reviewed and updated in line with changes to government guidance and legislation and changes to service provision since publishing the original strategy in 2004.
- The revised Strategy supports the National Waste Strategy for England and Wales 2007 with the climate change agenda reflected more strongly through new principles, policies and targets. However the Waste Hierarchy still remains as a framework for delivering municipal waste management services.
- An important change to the Strategy is the introduction of the Core Collection Service where

Further information on the subject of this report is available from
Andy Tector Assistant Director Environment & Culture on (01432) 261989

all councils will collect the same recyclable materials.

Alternative Options

- 1 The Cabinet could choose not to approve the Joint Municipal Waste Management Strategy or could require the document to be amended. This option would delay any progress in developing a Residual Waste Treatment solution for Herefordshire and Worcestershire. Choosing not to approve the strategy would also damage Herefordshire Council's reputation in its Partnership with Local Councils in Worcestershire.

Reasons for Recommendations

- 2 The revised strategy represents the culmination of substantial work by the Joint Waste Resource Management Forum to update the present strategy to reflect significant changes in national policy, local policy, changing technology and progress in improving performance to date. Its formal adoption by all partner councils will show leadership and lend weight in consulting with our communities and other stakeholders.
- 3 Adoption of the strategy will allow Herefordshire Council to meet its obligations under the Landfill Allowance Trading Scheme.
- 4 The authority is already preparing to launch its new refuse and recycling collection contract in accordance with the aims and objectives of the revised strategy. This will help meet the strategy's combined recycling target for all councils of 43% by 2014. It is anticipated the scheme, with the support of residents, will increase the council's recycling to 40.7% in 2013/14.

Introduction and Background

- 5 The Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire was developed in Partnership with all members of the Joint Members Waste Resource Management Forum. It was adopted by all the Councils within Herefordshire & Worcestershire in 2004. This strategy sets down for the first time how all the Councils would work together in a coordinated manner to reduce the amount of waste being land-filled.
- 6 The present strategy, "Managing waste for a brighter future" was developed at a time when the amount of municipal waste collected and disposed of was increasing year on year. The strategy was founded on six key principles from which emanated eighteen key policies and eight specific targets. Applying the waste hierarchy, the strategy focused on restricting waste growth, increasing recycling and composting and reducing the amount of waste treated and ultimately disposed of to land-fill. The uppermost concern in producing this strategy was to meet restrictions on landfilling of municipal waste introduced under the Landfill Allowance Trading Scheme. Substantial financial penalties are incurred if restrictions are exceeded.
- 7 An integrated collection and disposal system known as the "Vision for Waste Collection" was central to future joint working. In this system, collection authorities would collect commingled dry recyclables and residual refuse from each household on alternate weeks. Commingled dry recyclables will be sorted in a reclamation facility, EnviroSort, currently under construction at Norton near Worcester. It was planned that residual waste would be treated using an autoclave process capable of reducing its bulk and producing a usable fibre by-product. Planning permission was gained for autoclave plants at Hartlebury in Worcestershire and Madley in Herefordshire but it has not proved possible to conclude a satisfactory contractual arrangement to construct them.

- 8 This Council's recycling and waste management performance has improved steadily each year since district wide kerbside recycling was introduced in 2004. Herefordshire's current recycling rate is forecast at almost 34% this year and the amount of waste collected has now fallen below 2001/2 levels. Other Councils in Worcestershire have also made substantial improvements which means that levels of municipal waste across the two Counties have begun to fall in recent years. Significant issues remain however, especially in relation to treatment and disposal of residual waste to meet future restrictions on landfill.
- 9 The original strategy contained a commitment to regular formal review on a three yearly basis recognising the dynamic nature of both waste management legislation and technology. The Joint Waste Resource Management Forum commenced its review of the strategy in 2006 which has taken longer than originally anticipated due to delays in the refresh of the overarching national government strategy, the Waste Strategy for England 2007.

Community Impact

- 10 For the revised joint strategy to be credible and robust, it was essential to be able demonstrate that it had been subject to rigorous, extensive and properly balanced consultation with the public and interested parties. A sequential, structured approach was adopted using an initial series of focus groups to identify key issues that were explored and quantified through a sample survey. This provided balanced and statistically valid feedback on the consultation draft enabling final refinement of the strategy document to fully reflect responses. The sequential approach was selected as it ensured that partners had the opportunity at a number of stages to endorse the evolving document to reduce the risks of non-adoption of the final strategy.
- 11 The consultation exercise concentrated on the changes to the strategy arising from the review process. In particular this focused on how the revisions addressed the issue of climate change which has become of much greater significance since the original strategy was adopted (and on which many Forum partners have now taken robust policy positions). There is also a focus on how the revised strategy has responded to the challenges posed in Waste Strategy for England 2007. It was not intended to consult upon aspects of the strategy that have not changed.
- 12 Independent specialists with appropriate knowledge and expertise in consultation on waste and environmental matters were engaged to lead this process. Support was provided through existing technical and communications resources.
- 13 The consultation process proved invaluable in developing the final revised Joint Municipal Waste Management Strategy documents. The focus groups enabled the views of residents to be sought and without this opportunity they may not have provided their valuable input. There was an excellent response to the public postal survey with a response rate of over 20%. However, there was a limited response to the on-line questionnaire and ways of improving this response rate will be considered in future consultations. Responses were received from a variety of different stakeholders and interested parties which provided detailed and challenging comments reflecting a range of views and issues.

Key Considerations

- 14 Since the original strategy was developed and adopted, government has refreshed the national waste strategy with the publication of Waste Strategy for England 2007. This focuses much more on the contribution made by waste collection, treatment and disposal to climate change. It also set out to break the link between economic growth and the growth in waste production, by seeing waste as a resource from which value can be derived. Targets for recycling, diversion of waste from landfill and recovery of value from waste set out in Waste Strategy for England are now

more demanding than those established previously. The draft revised joint strategy takes on board this revised national position.

- 15 Since 2004, the issue of climate change has become of increasing concern and importance. Councils in Herefordshire and Worcestershire have adopted robust policies and strategies to meet obligations and targets placed upon them to contribute towards reducing their emissions of greenhouse gases and to mitigating the effects of climate change. New National Indicators require councils to measure their performance in relation to greenhouse gas emissions and adapting to climate change.
- 16 Statutory Guidance has been issued by central government on the production of joint municipal waste management strategies subsequent to the adoption of our original joint strategy. These strategies have also become subject to assessment in accordance with Strategic Environmental Impact Assessment legislation. These requirements have meant that it has been necessary to change the format of the strategy, which is also of considerably greater size.
- 17 The revised strategy now comprises a Headline Strategy (Appendix 1) and a series of detailed supporting documents:
 - Annex A Waste Growth
 - Annex B Waste Prevention Options Appraisal
 - Annex C Recycling & Composting Options Appraisal
 - Annex D Residual Waste Options Appraisal
 - Annex E Scoping Report for the Strategic Environmental Assessment
 - Annex F Strategic Environmental Assessment
 - Annex G Where Are We Now
 - Annex H Consultation (Appendix 2)
 - Annex I Action Plan (Appendix 3)
 - Annex J Glossary & Abbreviations
- 18 The revised strategy builds upon the strengths and successes of the original strategy. Commitment to the waste hierarchy remains a key principle. This is reflected in policies focusing on reducing the amount of waste arising, increasing the proportion recycled and from which value is derived and minimising the amount of waste that is landfilled. These are described in more detail in Annexes B, C and D.
- 19 The “Vision for waste collection” has been replaced by a policy of providing a **core service** to all households of kerbside services for commingled recyclables and residual waste together with additional services for other waste streams that may be provided on a charged for basis. The previous blanket approach of alternating weekly collections has been replaced with a focus on waste reduction being achieved by all authorities increasing the amount recycled and restricting either residual waste collection frequency and/or container capacity.
- 20 The prescriptive approach to treatment of residual waste by an autoclave process has been removed from the draft revised strategy. There is now a new policy to increase diversion away from landfill supported by a Residual Options Appraisal (Annex D). This provides a detailed appraisal for waste treatment options capable of increasing the value derived from the residual waste stream. The appraisal informs the method for future treatment of residual waste, proposals for which are expected to come forward from the Waste Disposal Contractor (Severn Waste Services). The robustness of the strategy is important in supporting necessary applications for planning consent.
- 21 Targets within the revised strategy are presented on a pooled basis. Each partner Council will have an identified contribution to meeting these targets. This Council’s contribution to meeting the

pooled 43% recycling target by 31st March 2014 will be fulfilled by increasing our overall recycling & composting rate to 40.7%.

Financial Implications

22 This strategy and the proposed revisions to it, have significant resource implications for this Council. The authority is already preparing to launch its new refuse and recycling collection contract to include countywide kerbside recycling. However particular consideration should be given to the likely increase in cost to the authority through increased investment in waste disposal infrastructure required to meet government targets as set out in the revised strategy.

23 These increased costs have to be counterbalanced by the even higher costs that the Council would incur by not increasing the levels of diversion of household waste from landfill. The Landfill Allowance Trading Scheme penalties and annually increasing Landfill Tax will both impose significantly higher costs on the authority than the costs of developing a waste treatment infrastructure to divert waste from landfill.

Legal Implications

24 It is a requirement under “The Guidance on Municipal Waste Management Strategies” issued by DEFRA in July 2005 that Herefordshire Council has a Joint Municipal Waste Management Strategy. The Legal Services Team of Worcestershire County Council have considered the Strategy and have recommended and agreed amendments to the Strategy. Because the Strategy has been developed through a partnership of Herefordshire Council, Worcestershire County Council and the District Councils of Worcestershire the Legal Team in Worcestershire have taken the role of reviewing the Strategy.

Risk Management

25 There is a risk that reductions in municipal waste to landfill are not achieved because the revised strategy fails to properly take account of views of, and engage local communities and other stakeholders. Endorsement of consultation draft revised strategy shows clear leadership prior to extensive structured public consultation will reduce this risk.

26 Failure to be supported or implemented by all signatory Councils can be avoided by showing clear leadership and commitment to the revised strategy.

27 There is a risk of not achieving reductions in municipal waste to landfill because revised strategy fails to be robust enough to support application(s) for planning approval for residual waste treatment facilities. This can be mitigated by endorsement of the extensive, structured public consultation and thus ensure final adopted revised strategy is robust and well supported.

Consultees

Endorsement of the revised strategy has been sought from all member councils of the Joint Waste Resource Management Forum.

Appendices

Appendix 1 The Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire – First Review - Headline Strategy November 2009

Appendix 2 Consultation – Annex H

Appendix 3 Action Plan – Annex I

Background Papers

The Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire – First Review - November 2009

- Headline Strategy
- Annex A Waste Growth
- Annex B Waste Prevention
- Annex C Recycling & Composting
- Annex D Residual Options Appraisal
- Annex E Sustainability Appraisal Scoping Report
- Annex F Strategic Environmental Assessment
- Annex G Achievements So Far
- Annex H Consultation Report
- Annex I Action Plan
- Annex J Glossary and Abbreviations

Joint Waste Management Strategy for Herefordshire and Worcestershire 2004 “Managing waste for a brighter future”

Waste Strategy for England 2007

The Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire 2004-2034

First Review November 2009

Headline Strategy

Foreword

Not so many years ago, waste was not the issue it is today. We did not create the volume of waste we do now, and all that went in the bin was mainly ash, kitchen waste and some packaging - which ended up on the local tip. Now we live in changing times. The advent of consumerism and a more affluent and throwaway society has led to changes in our lifestyle and the way goods and materials are packaged.

Nationally, waste is continuing to grow. The cost of dealing with municipal waste in the two counties of Herefordshire and Worcestershire was £47 million in 2007/08 and the costs are increasing. Landfill tax will increase from £40 per tonne from April 2009 to £72 per tonne from April 2013 and new treatment facilities will be needed to treat our waste so that we can meet the changes in legislation. We must make tough decisions as to how to tackle the problem.

Driven by Government and European legislation and a higher social awareness, we all need to rethink how we deal with our waste.

This reviewed Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire sets out the problems, looks at our success to date, where we are now and how we can move forward.

As communities, we must reduce the amount of waste that is produced. This is a key element to our strategy. We must reduce, re-use, recycle and compost more. We must also think of waste as being a resource from which as much value as possible should be recovered.

This reviewed Strategy has been developed by the Joint Members Waste Forum made up of elected representatives from all the local authorities in Herefordshire and Worcestershire.

The successful introduction of the household recycling schemes across the two counties has shown we can all play our part. Together we can make a difference.

Councillor Anthony Blagg

Chairman of Joint Members Waste Resource Management Forum November 2009

1.0 Introduction

1.1 Why do we need a Strategy?

- 1.1.1 The next two decades will continue to see waste management in the United Kingdom transformed. The challenges presented by climate change, along with ever more stringent Government targets and new UK and European legislation will drive these changes. At the same time the service expectations of our customers continue to rise year on year. If the transformation is to be successful and actively engage our communities there needs to continue to be a well thought out local Strategy in place to guide all important decisions and commitments.
- 1.1.2 The need to achieve efficiencies in the delivery of public services has also made it increasingly important for all partners to work together through an integrated Strategy which encompasses collection and disposal functions. The purpose of this first revision is to clarify key issues, give clear direction on waste management in the two counties and set out and co-ordinate general principles, policies and targets across all authorities in Herefordshire and Worcestershire.
- 1.1.3 The aim of this Strategy is to decrease waste production and increase the recovery of value from waste (to re-use it, recycle it, compost it, or recover value in other ways) by treating waste as a resource.
- 1.1.4 The Strategy will also encourage and ensure that partnerships continue to be developed between all the parties involved in the management of municipal waste in the two counties of Herefordshire and Worcestershire, decreasing reliance on landfill and ensuring that waste management is sustainable and provides value for money for local communities, tax payers and fee paying customers.

1.2 How has the Revised Strategy Been Developed?

- 1.2.1 This first revision, replaces the original Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire published in 2004.
- 1.2.2 This Strategy has been prepared by the Joint Waste Resource Management Forum which represents the eight local authorities across Herefordshire and Worcestershire.
- 1.2.3 In reviewing the Strategy we have looked at the wide range of options available to us, for example preventing and reusing waste, recycling and composting waste and dealing with any remaining waste that cannot be re-used or recycled.
- 1.2.4 The possible environmental effects of the strategy have been considered by undertaking a systematic appraisal known as a 'Strategic Environmental Assessment'. The results of this process have ensured that the strategy addresses all of the relevant environmental issues. The Strategic Environmental Assessment is included as Annex F.

1.3 Consultation

- 1.3.1 Successfully implementing the Strategy is not just a matter for Local Authorities. Everyone within our communities has an active role to play and we have sought the views and support of everyone who has a stake in this process including householders, local businesses, the Environment Agency, the waste management industry, the community, voluntary sector and the waste management contractors partnering the Councils. Annex H contains full details of the consultation process and outcomes.

- 1.3.2 The consultation process proved invaluable in developing a revised Strategy. Focus Groups enabled us to seek the views of residents that without this opportunity may not have provided us with their valuable input. We received an excellent response to the public postal survey with a response rate of over 20%. We were also pleased to receive responses from a variety of stakeholders and interested parties who provided us with detailed and challenging comments reflecting a range of views and issues. We would like to thank everyone who took the time to get involved and respond. This input has helped us to develop a more relevant and robust Strategy.
- 1.3.3 The Strategy is available via the internet and in order to minimise environmental impact, hard copies will only be provided on request.

1.4 What This Strategy Does Not Cover

- 1.4.1 Firstly, this Strategy does not consider the location of any waste management facilities. For Worcestershire this will be covered by a new Waste Core Strategy which is now being prepared by the County Council and in Herefordshire by the Local Development Framework (LDF). The Joint Municipal Waste Management Strategy focuses on what needs to be done in order to make decisions about what processes, technologies and facilities are needed in order to meet the challenges over the next two decades.
- 1.4.2 Other than the relatively small amounts of commercial waste collected and disposed of by the Waste Collection and Disposal Authorities in Herefordshire and Worcestershire, the revised Strategy does not cover other waste types such as industrial or construction wastes. The collection, treatment and disposal of these are not the responsibility of the Local Authorities that have prepared this document. The priority at this stage is to develop a Strategy for wastes for which we do have a statutory responsibility – i.e. municipal waste. The Waste Core Strategy and LDF will, however, deal with the planning issues relating to all controlled wastes.

1.5 Period Covered by the Strategy

- 1.5.1 The Joint Municipal Waste Management Strategy covers a period of thirty years (2004 – 2034) and will continue to be reviewed at least every five years, taking into account any new guidance, targets or changes in legislation and new technology or other significant development.
- 1.5.2 Other Documents
- 1.5.3 A series of annexes accompany this headline document:
- | | |
|---------|---|
| Annex A | Waste Growth |
| Annex B | Waste Prevention Options Appraisal |
| Annex C | Recycling & Composting Options Appraisal |
| Annex D | Residual Waste Options Appraisal |
| Annex E | Scoping Report to inform Strategic Environmental Assessment |
| Annex F | Strategic Environmental Assessment |
| Annex G | Achievements so Far |
| Annex H | Consultation process and outcomes |
| Annex I | Action Plan |
| Annex J | Glossary |

2.0 Our Principles for Municipal Waste

2.1 Over the next 20 – 25 years we aim to change the way that municipal waste is managed in Herefordshire and Worcestershire. Our principles are as follows:

Principle One – Meeting the challenge of Climate Change by viewing waste as a resource

What we do about waste is a significant part of how we treat our environment. Cutting down on the amount of waste produced, reducing our use of natural resources, recycling materials and recovering energy from those we can no longer use, is a vital part of moving us towards more sustainable living. The Partnership will view waste as a resource and seek to maximise the resource potential of waste. We will understand the environmental impacts of any decisions and aim to ensure policies, collection and treatment methods reduce the impact of resource depletion and Greenhouse Gas emissions.

Principle Two – Commitment to the Waste Hierarchy of which Waste Prevention is the top

The principle upon which the Strategy is built is that of waste prevention, the top of the Waste Hierarchy as in Waste Strategy for England 2007. Through making opportunities available, designing appropriate collection systems and raising awareness, the Partnership will endeavour to ensure that everyone in our communities can play an active role in ensuring that the amount of waste is reduced before it enters the waste stream.

The Partnership will continue to promote waste prevention through a variety of campaigns and initiatives that will be reviewed to ensure that the most effective campaigns, targeting key waste streams such as food waste, are implemented.

Principle Three – Influencing Government, Waste Producers and the Wider Community

The Partnership will lobby Government to do more to combat the production of excess waste material. Where possible we will work with waste producers to understand what can be achieved together in reducing the amount of waste that is produced. We will endeavour to influence commercial waste producers in an attempt to marry up the increasing recycling, composting and waste minimisation performance in municipal waste management with that of commercial waste.

The Partnership will prioritise awareness raising and engagement as a means to increase the performance of waste minimisation and recycling/composting initiatives. We see this as a vital tool to engage all stakeholders. Targeted and co-ordinated campaigns will ensure consistency across the authorities.

The Partnership will ensure its officers and Members are fully aware of the aims and objectives (through the principles, policies and targets) of the Joint Municipal Waste Management Strategy.

Principle Four – Continued Commitment to Re-use, Recycling and Composting

The Partnership will continue to improve the efficiency and operation of its core recycling service. We will adopt a pooled target for re-use, recycling and composting, however there will be a minimum performance level that each authority will need to meet. We will aspire to achieve the long term national recycling and composting targets, however, we will not compromise the environmental and economic performance of schemes just to meet notional, non statutory targets.

Principle Five – Minimising The Use Of Landfill

The Partnership has recognised that the landfilling of wastes is at the bottom of the Waste Hierarchy and for good reason. This waste of resources will be avoided where other options are environmentally and economically beneficial. If utilising waste management capacity beyond our own borders is more economically viable and environmentally sound than landfilling waste within our counties, then this will be looked at as an option.

Principle Six – Partnership

The Partnership will ensure knowledge, best practice and experience are shared and will work together to ensure that this Strategy is implemented. We will aim to adopt a common approach across the counties in areas of waste policy.

The Partnership cannot carry out the Strategy alone. We will actively develop partnerships with all sectors.

Principle Seven – Monitoring and Review

The Partnership will ensure that it keeps up to date in implementing the best possible management systems that are needed to deliver this Strategy using a flexible and integrated approach to the waste treatment methods used. We will ensure we understand the material we collect and the impacts of the services we provide.

The Strategy will be reviewed at least every five years to determine progress and update it in the light of new legislation, new technology or other significant developments. Regular communication with partners and the public will take place to ensure that all stakeholders are aware of progress and involved in changes made.

Principle Eight – Customer Focus

As part of the development and implementation of this Strategy, the Partnership will continue to engage with local people and other partners about the way in which waste is managed in Herefordshire and Worcestershire. We will design the services that we provide around the customers that we serve seeking to balance the longer term need to reduce the amount of waste generated and disposed of with the range and type of services necessary to meet our customers needs.

Principle Nine - Value for Money

The Partnership will work to deliver the Joint Municipal Waste Management Strategy in the most effective, efficient and economic way. We will aim to view waste collection and disposal costs holistically to ensure they provide best value and a cost benefit to the Partnership and our customers.

Principle Ten – Consideration of Social, Environmental and Economic Impacts

The Partnership will consider the holistic business case in terms of social, environmental and economic impacts in its approach to waste management across the counties.

3.0 Policies, Targets and the Way Forward

- 3.1.1 Through the consultation, an overwhelming majority of people felt that dealing with waste and recycling is everyone's responsibility and that it is important for the councils to spend money on waste and recycling services.
- 3.1.2 This chapter sets out the policies and targets that we have agreed to achieve our principles. We have developed a number of general policies which relate to the overarching principles of our Strategy as below:

Policy 1

Local Authorities in Herefordshire and Worcestershire will adopt the following Waste Hierarchy as a template for their approach to Waste Management, ensuring that waste is prevented wherever possible first before considering other options.

Prevention

Re-use

Recycle/Compost,

Energy Recovery

Safe disposal to landfill

Policy 2

The Local Authorities will ensure that waste management in Herefordshire and Worcestershire provides good value for money to local communities, taxpayers and fee-paying customers.

Policy 3

The Local Authorities will design the services that they provide around the customers that they serve seeking to balance the longer term need to reduce the amount of waste generated and disposed of with the range and type of services necessary to meet our customers needs. This will include a range of core kerbside services for commingled recyclables and residual waste together with additional services for other waste streams that may be provided on a charged for basis.

Policy 4

The Local Authorities are committed to achieve existing and future waste targets set within the Local Area Agreements (LAA) for Herefordshire and Worcestershire.

Policy 5

The Local Authorities will seek to adopt and implement sustainable procurement policies and practices for goods and services (including waste management services) that they buy that actively seek to minimise waste and support the use of re-used and recycled materials.

Policy 6

The Local Authorities will continue to work towards a consistent and transparent approach in developing and monitoring performance.

3.2 Climate Change

- 3.2.1 Reducing the carbon footprint of waste management activities within the two counties will be achieved through our obligation through the Landfill Allowance Trading Scheme and target 1 below. In addition, all authorities are now required to monitor and report on national indicators 185 (Carbon dioxide (CO²) reduction from local authority operations), 186 (per capita CO² emissions in the local authority area) and 188 (adapting to Climate Change).
- 3.2.2 Through the consultation, the majority of people felt that there was a link between how waste is dealt with and climate change.

Policy 7

The Local Authorities will actively seek to provide waste management services in a manner that minimises greenhouse gas emissions and other impacts that contribute to Climate Change.

Target 1

We are currently gathering baseline data in order to measure our performance against the new National Indicators 185 and 186. Once this data has been gathered for a year we can then set a meaningful Climate Change target, which will be included as a key target within the Strategy

3.3 Waste Prevention

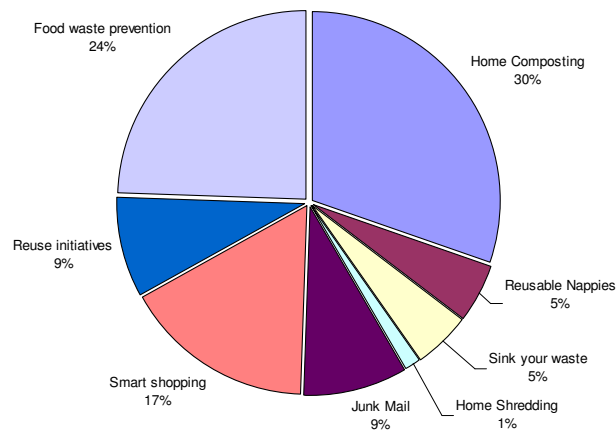
- 3.3.1 As a result of the waste prevention measures introduced as part of the Strategy in 2004, the growth in municipal waste arisings in the two counties has stopped and waste is now starting to decline (see 2.2.3 in Annex G for municipal waste growth from 2000/01 to 2007/08). In future years to 2034, it is estimated that municipal waste will only grow in line with the increase in the number of households across the counties identified in the Regional Spatial Strategy (see Annex A).
- 3.3.2 An important way of minimising residual waste will be through a combination of alternate weekly collections and/or decreasing container capacity over time. This is now referred to as the 'Core Collection Service'.

Policy 8

The Core Collection Service

1. All authorities will collect the same materials for recycling through a commingled collection;
2. All authorities will prevent waste and increase the amount recycled through restricting:
 - a) Collection frequency and/or
 - b) Container capacity

3.3.3 An assessment of options for waste prevention has been carried out and is included as Annex B. The diagram below shows the potential relative contribution of Prevention and Re-use measures to total avoidable waste at 2020/21 levels:



3.3.4 The assessment of options indicates that home composting, food waste prevention, 'smart shopping', and both re-use and junk mail initiatives could have the biggest impact in terms of reducing both waste collection and disposal costs.

Policy 9

The Local Authorities will implement uniform waste reduction/prevention initiatives across the counties to reduce the kg/household of waste collected and disposed of but not recycled, composted or re-used as a minimum in line with the aims of National Waste Strategy for England 2007

3.3.5 Home composting continues to provide the single most effective potential prevention measure. Our approach is to promote home composting to reduce the environmental impacts of disposing of compostable waste. We will continue to promote home composting through the sale of subsidised compost bins and provide advice to residents through the 'Master Composter' scheme. Home composting also reduces collection and disposal costs and ensures that value is recovered from the waste material.

3.3.6 The authorities are working with agencies on National Campaigns to prevent waste such as Waste Resource Action Programme's food waste reduction and 'Shop Smart' campaigns. We are also working at a local level to develop initiatives such as recruiting and training volunteers to promote waste prevention and give advice.

3.3.7 Herefordshire and Worcestershire continue to be innovative in developing and promoting the 'Sink your Waste' campaign for food waste disposers and thus preventing food waste from entering the municipal waste stream.

Policy 10

The Local Authorities will continue to develop and implement the most sustainable ways of processing green and kitchen waste within the household.

3.3.8 We will seek to minimise the amount of unsolicited mail that we receive and deliver and we will continue to promote the 'Jilt the Junk Mail' campaign to raise

awareness of the issue and encourage people to register with the Mailing Preference Service and Royal Mail's door-to-door service in a bid to help them reduce the amount of unsolicited mail that they receive.

- 3.3.9 The European Union Packaging Directive encourages producers to reduce packaging and recycle and recover packaging waste and now most bottles, jars, cans and plastic containers are lighter than they were before 2000. However, there is still a problem of excess packaging around many products. The Government is also working with the retail sector, primarily through the Courtauld Commitment which aims to design out packaging waste growth by 2008, deliver reductions in packaging waste by 2010 and to identify ways to reduce food waste. The Authorities will seek to minimise packaging in the procurement of goods, continue to lobby for reduced packaging and support local initiatives to reduce the usage of disposable carrier bags through local organisations and initiatives.

Policy 11

The Joint Member Waste Resource Management Forum for Herefordshire and Worcestershire will lobby for measures to combat waste growth in areas such as product design, packaging and other producer responsibility issues, which are most effectively pursued at the national and international levels

- 3.3.10 We need to continue to build upon the success of current waste prevention initiatives where practicable and financially viable, ensuring that they continue to deliver effective results. Our approach will be to encourage and achieve waste prevention. The Waste Prevention team employed by Herefordshire and Worcestershire Councils promotes these initiatives in partnership with all the authorities.

- 3.3.11 Our Waste Prevention Target is:

Target 2

To achieve the national reductions in household residual waste (waste not re-used, recycled or composted) of 29% by 31st March 2010, 35% by 2015 and 45% by 2020, based on 2000 levels.

Achieving the target:

The aim of the target is to achieve reductions in the amount of household waste that is not re-used, recycled or composted as set by the Government in Waste Strategy for England 2007. This will be done by concentrating on waste prevention, i.e. limiting the amount of non recyclable waste collected, promoting re-use and home composting and maximising on the amount recycled and composted through collection and disposal systems.

Authority	Kg per household 2000	2006/07 performance	Target March 2010	Target March 2015	Target March 2020
Herefordshire	1,077	914	764	700	592
Worcestershire	1,075	849	763	699	591

3.4 Re-use

- 3.4.1 We will continue to actively encourage, develop and promote re-use initiatives wherever practicable and financially viable. We acknowledge the strengths of the third sector in helping to deliver our objectives and that if the market can deal with “waste”, costs to the authorities can be reduced. We will continue to support the work of the charitable and not-for-profit sector, in particular those Third Sector organisations which are involved in the Waste and Recycling Forum which has been set up by the Waste Prevention team.
- 3.4.2 A grant scheme has been developed to allow third sector organisations to apply for small grants to develop new and existing initiatives, train staff and create promotional materials.
- 3.4.3 We acknowledge the role of other sectors in supporting these operations and this continues to be supported through payment of re-use credits.
- 3.4.4 ‘Freecycle’, and other internet-based waste exchange initiatives are an ideal way for local residents to exchange unwanted goods. We will continue to promote this volunteer led project by conducting training sessions on how to register and use this website and by raising the profile of Freecycle.
- 3.4.5 We will continue to promote alternative ways of disposing of unwanted furniture and appliances.
- 3.4.6 We are looking at the option of providing two recycling/re-use centres in Worcestershire. These could accept a full range of materials for recycling and re-use. Where practicable re-use facilities will be provided at all Household Waste Sites.
- 3.4.7 The authorities will investigate ways in which material collected through bulky waste collections can be diverted to re-use organisations and will continue to promote re-use organisations at the point of bookings for bulky items being made.
- 3.4.8 Textiles are collected by third sector agencies, charity shops, bring banks and at Household Waste Sites. The Authorities will not be collecting textiles as part of the Core collection service and therefore wherever possible we will work with the third sector to enable them to continue to provide bring banks and kerbside collections of textiles.

Policy 12

The Local Authorities will work with both the third sector and contractors to provide routes for goods and materials to be re-used.

3.5 Recycle/Compost

- 3.5.1 Recycling and composting are the gateways to changing attitudes as they enable communities to play their part. They ensure that valuable natural resources are recovered and reduce the demand for virgin materials. The ultimate aim of the Local Authorities is to have a fully integrated collection system that meets the needs of customers and is complementary to the waste treatment and recycling methods used.
- 3.5.2 Our approach is to provide a common core waste collection service with commingled recycling collected from the household and sorted at our EnviroSort Material Reclamation Facility in Worcestershire. Recycling collections will be adapted to suit local priorities and delivered according to need.

- 3.5.3 The commingled recyclate will include glass, paper, card, cans and plastics. This range of materials will be extended if and when possible in accordance with recycling market demand.
- 3.5.4 We will actively support the market to stimulate demand for additional types of recycled plastics and glass through our procurement of goods.
- 3.5.5 In addition to the core service some authorities have introduced chargeable garden waste collections According to identified local customer demand and in order to increase the amount of waste recycled and composted (National Indicator 192), authorities may choose to operate paid for collections of garden waste where both additional collection and disposal costs will be considered and agreed prior to service implementation. However, the Partnership's preferred approach is to promote home composting.
- 3.5.6 Outside of Wychavon there are no current plans to introduce separate collections of food waste.
- 3.5.7 Treatment processes may separate some of the material left in the residual waste stream so that it can be recycled.
- 3.5.8 We are actively exploring ways of recycling street sweepings.

Policy 13

The Local Authorities are committed to achieve targets set within this Strategy and have regard to the national targets set out in Waste Strategy for England 2007 for recycling, composting and recovery.

- 3.5.9 With the provision of the 'EnviroSort' facility the authorities will seek to expand recycling services to the commercial sector. In line with Waste Strategy 2007, the Authorities are keen to explore options for encouraging businesses to recycle waste and to introduce chargeable recycling collection services to them wherever possible.
- 3.5.10 Bring recycling sites still have a significant part to play, even where there is substantial kerbside collection. There is certainly a need for these facilities where it is not possible to provide a kerbside collection – for example in remote rural or hard to reach urban areas. Bring recycling sites may also offer the best opportunity for collecting other materials not collected through kerbside schemes e.g. textiles.
- 3.5.11 We acknowledge the role of other sectors in supporting these operations and this continues to be supported through payment of recycling credits.
- 3.5.12 The authorities will work to have standardised products collected through bring recycling sites and will look at the option of contracts covering wider areas.

Policy 14

The Partnership will continue to provide and enhance Bring Recycling Sites, where considered beneficial, and to supplement "kerbside" collection schemes and facilities provided at Household Waste Sites.

- 3.5.14 To emphasise the recycling aspect at all Household Waste Sites, they will all be re-branded as: "**Household Recycling Centres**"

- 3.5.15 Household recycling centres play a significant role in diverting waste away from landfill for recycling and composting and are a key interface with the public. They provide a local facility where the public can recycle a wide range of materials.
- 3.5.16 Household recycling centres will continue to provide facilities for residents to dispose of garden waste for composting and a place where they are also able to buy back the composted material as soil conditioner.

Policy 15

The Waste Disposal Authorities, in conjunction with their partners, will maximise the potential of Household Recycling Centres to make sure that they provide a quality service and enable maximum recycling/re-use wherever possible.

- 3.5.17 Our Re-use, Recycling and Composting Targets are:

Target 3

To achieve national recycling/composting levels of household waste of 40% by 31st March 2010 as a minimum and work towards achieving 45% by 31st March 2015 and 50% by 31st March 2020.

Achieving the Target:

The aim of the target is to achieve the minimum recycling and composting levels that the Government has set in Waste Strategy for England 2007. The Authorities have committed and will continue to commit funding and set their fees and charges in order to reach the targets through a combination of approaches including promotion, communication, collection and treatment processes

The Partnership has set a target of 43% recycling/composting before 31st March 2014. As new collection and treatment methods are introduced, the Partnership will review its ability to exceed this target in line with the 2015 national target of 45%

Target 4

To achieve the requirements of the Household Waste Recycling Act 2003 by 31st December 2010.

Achieving the Target:

The aim of the target is to meet the requirements of the Household Waste Recycling Act 2003, which requires all Local Authorities in England to provide a kerbside collection of at least 2 recyclable materials from all households by 31st December 2010 unless the cost of doing so would be unreasonably high or comparable alternative arrangements are available. This is an essential part of the overall Strategy to achieve Government targets and diversion from landfill.

3.6 Recovery

- 3.6.1 We live in a changing world, with new technologies emerging that should deliver more sustainable waste management solutions. The Partnership needs to ensure that this Strategy is flexible so that we can take advantage of these new technologies, as well as established and proven technologies, thereby enabling us to meet the challenging targets for the future.
- 3.6.2 The residual options appraisal (Annex D) examines a range of options for the introduction of residual waste treatment capacity for Herefordshire and

Worcestershire. These strategic options were appraised against a number of environmental, social and economic criteria in order to identify the option(s) that perform best overall. The Partnership has examined these options and the conclusions of the appraisal and agrees that they should inform the decision on any application for planning permission for a waste treatment solution for Herefordshire and Worcestershire. The appraisal will be reviewed in the light of any decisions on the waste treatment solution for Herefordshire and Worcestershire.

- 3.6.3 Recovering value from waste includes recycling, composting and treatment methods which produce a useful by-product, such as energy.
- 3.6.4 Through the consultation, an overwhelming majority of people felt that any left over waste which cannot be recycled, composted or re-used should be used as fuel to produce energy such as electricity. Minimising the impact on the environment was highlighted as the most important consideration in deciding what to do with left over waste.

Policy 16

Waste management methods will promote sustainable waste management by considering and balancing environmental, social and economic impacts. Both established and emerging technologies will be considered to enable a flexible approach to the waste treatment methods that will be adopted.

- 3.6.5 Our Recovery Target is:

Target 5

By 2015 or earlier if practicable, we will recover value from a minimum of 78% of municipal waste.

Achieving the Target:

The aim of this target is to achieve the Best Practicable Environmental Option (BPEO) for Herefordshire and Worcestershire that was identified in July 2003 through a portfolio of treatment options- i.e. a minimum of 33% of municipal waste to be recycled and/or composted, a maximum of 22% landfilled and the remainder for energy recovery. Whilst recognising that the BPEO is no longer part of planning guidance, it remains as an adopted policy within Herefordshire and Worcestershire. National Indicator 193 (% of municipal waste sent to landfill) will be reported as part of the monitoring of this target.

3.7 Disposal

- 3.7.1 It has long been recognised within the two counties, that reliance on landfill is not a long term, sustainable option and our principle is to reduce use of landfill as much as we can. However landfill will continue to play a part in the way waste is managed within Herefordshire and Worcestershire as landfill is the only suitable disposal route for certain waste streams and process residues. Whatever other treatment methods are used, the Partnership will aim to recycle and recover the maximum amounts possible and reduce reliance upon landfill in line with the BPEO target.

Policy 17

The Partnership will increase recovery and diversion of biodegradable waste away from landfill in line with the EU Landfill Directive to ensure we achieve, as a minimum, the requirements of the Landfill Allowance Trading Scheme.

3.7.3 Our Disposal Target is:

Target 6

The Partnership will work together to reduce the amount of biodegradable municipal waste landfilled in order to meet the yearly allowances set by Government under the Landfill Allowance Trading Scheme. In particular in target years as below:

154,164 tonnes during April 2009 to March 2010

102,684 tonnes during April 2012 to March 2013

71,851 tonnes during April 2019 to March 2020

The trading scheme will be used to buy and sell allowances where this is appropriate.

Achieving the Target:

The aim of the target is to ensure that the Authorities meet the requirements of the Landfill Directive, which requires that the amount of bio-degradable waste that is sent to landfill is reduced. The introduction of the Core collection service waste prevention and the new residual waste treatment processes will enable these targets to be met.

3.8 Awareness Raising

- 3.8.1 Building on past success the Partnership will continue to raise the awareness of waste issues with Elected Members and our communities. We also need to continue to effect behavioural change through delivery of the Core collection service. Raising awareness of the efficiency of our services is also an important part of our promotional activities.
- 3.8.2 Whilst it is important that there is collaboration and joint working to share good practice and be more cost effective, it is also important that the Local Authorities continue to develop their own initiatives and publicity programmes to accommodate local needs.
- 3.8.3 The Partnership recognises the importance of continuing to build on good media relationships to ensure that opportunities for awareness raising and publicity are used to maximum effect wherever possible.
- 3.8.4 The development and promotion of web sites and consistent use of web based material and enquiry portals also offer an important way of raising awareness, providing information and dealing with customer enquiries.
- 3.8.5 The next generation will be living with the effects of climate change and it is important to influence their behaviour now. Schools through their work with young people and the wider community have a vital role working towards a more sustainable future, both in educating the young people themselves and through their parents and the wider family. The Partnership will continue to provide recyclable collections to schools and increase the amount of schools that have a recycling collection wherever practicable.

Policy 18

The Partnership will continue to work together on waste prevention, re-use and recycling schemes and raise awareness of the links between these and Climate Change.

Policy 19

The Partnership will continue to raise awareness of resource management issues and link with national campaigns and promotions where appropriate to achieve maximum impact and results.

3.9 Partnerships

- 3.9.1 Joint working between local authorities is becoming increasingly important as a means of delivering quality services to residents and meeting the UK's Landfill Directive obligations at affordable cost. This approach is particularly important in two-tier areas, where responsibilities for waste collection and waste disposal are split between different authorities. As new, more sustainable ways of managing waste are introduced, it is becoming increasingly important to integrate collection and disposal which also brings the potential to generate efficiencies.
- 3.9.2 In Herefordshire and Worcestershire, the local authorities have adopted a partnership approach to joint working through the Joint Member Waste Resource Management Forum and the Joint Officer Waste Resource Management Forum, which work very successfully and have developed this Strategy. The Member Forum will continue to consider future governance arrangements as new guidance is produced and any changes in legislation are announced. Delivery of the Strategy will require that the authorities continue to work together in order to meet objectives in the most effective, efficient and economic way.
- 3.9.3 The Third Sector, voluntary and community groups have a valuable role to play and can be innovative and bring a fresh perspective to waste management issues. The expertise and experience that some of these groups have in collecting and re-using materials and in education and awareness raising will have an important part to play in delivering the Strategy.

Policy 20

Re-use and recycling of waste materials by the commercial, voluntary and community sector will be actively encouraged and in appropriate circumstances supported and facilitated including through the use of partnership working.

3.10 Planning and Economic Opportunities

- 3.10.1 The West Midlands Regional Economic Strategy provides a framework for the diversification of the regional economy away from an over-dependence on declining industries. One of the identified business clusters is Environmental Technologies, an area that certainly includes waste management, which is an area of rapidly developing technological expertise. Environmental Technology cluster development locally could be applied to municipal waste management to create efficiencies, improve environmental conditions and create new employment opportunities.

- 3.10.2 The economics of waste is changing. As the landfill tax increases, other waste treatment options become more cost effective for both local authorities and their partners, businesses, schools and any organisation that produces or handles waste. As new markets develop we will look to adopt alternative ways of dealing with waste which are more sustainable and cost effective.
- 3.10.3 Opportunities for more sustainable waste management, such as through the installation of food waste disposal units and provision of compost bins, will be explored through the local planning process for new housing developments wherever possible.

Policy 21

Opportunities for more sustainable waste management will be actively sought in all new developments as part of the planning process. Where necessary representations to Government will be made through the appropriate channels to seek amendments to planning legislation to support this and the other aims of this Strategy.

Policy 22

The Strategy will be aligned with the emerging Regional Spatial Strategy waste policies as they develop and other key spatial and planning policies to ensure they are mutually supportive.

3.11 Transport

- 3.11.1 Efficient use of transport is a key factor in developing and implementing a sustainable waste management strategy. Currently, wherever practicable and cost effective, the transportation of waste and recycled materials is minimised through provision of local sites and by compacting materials. In the short to medium term, waste may need to be transported to national facilities in order to ensure that we meet the requirements of the Landfill Directive.
- 3.11.2 Adoption of a carbon footprint approach to transport where 'waste miles' are measured will support the decision making process for the provision of the core and local services.

Policy 23

The Partnership will design and operate collection, transfer, associated transport and treatment systems to minimise the overall carbon emissions (including "waste miles") arising from these elements of waste management activities and measured through Target One of the Strategy.

3.12 Other Waste Streams

- 3.12.1 The councils have a duty to collect certain other materials such as clinical waste and street sweepings. The Action Plan for these waste streams will be included in Annex I.

Policy 24

Individual policies will be prepared for specific waste streams where this is considered the best approach to preventing, re-using, recycling and recovering value from waste arising in these streams.

The Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire 2004 – 2034

Annex H - Consultation Process and Outcomes

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Introduction

This annex explains the consultation that was carried out to help the Partnership to develop a revised Strategy. The comments and ideas of residents, business and other interested parties have been used in shaping the final document. A lot of our success to date (see Annex G of the Strategy documents) has been down to public support of new waste services, such as kerbside recycling collections. The views and attitudes of residents and other interested groups will continue to play a very important part in deciding our future waste services and long term plans.

The main aim of the consultation was to seek views on the significant changes that had been made to the Strategy through the review process. For example, how the revised Strategy addresses the issue of Climate Change which has become of much greater significance since the Strategy was adopted in 2004. Areas of the Strategy not subject to change were not considered in detail in the consultation.

When was the consultation carried out?

The consultation began on 16th February 2009 and ran for a period of 13 weeks until 15th May 2009.

How was the consultation carried out?

Consultation documents were posted on the Partnership web sites and a press release was issued to raise awareness that the consultation was underway. Letters inviting comment were sent to key partners and agencies such as DEFRA and the Environment Agency.

To ensure a robust, reliable, objective and representative view from local residents across the two counties, a two stage consultation process was used. A number of focus groups with residents from across Herefordshire and Worcestershire were held to seek their views on the issues that they felt were important. The focus groups also helped to develop a questionnaire, '**Waste... have your say**' which was distributed to a random sample of 9,000 households across Herefordshire and Worcestershire and made available to complete online.

Resident Focus Groups

Nine focus groups were held across the two counties in Herefordshire, Worcester City, Bromsgrove, Malvern, Redditch and Wychavon. In some cases, letters of invitation were sent to a selection of residents in a targeted area, and in other cases, an existing group – such as a local Childrens' Centre – agreed to host a session. A total of 70 individual members of the public took part in the sessions. Appendix 1 shows an overview of the focus groups that took place.

The groups were organised and led by an independent facilitator with the aim of exploring the issues that were of importance to local residents through a number of questions around recycling, composting and dealing with left over waste as listed below:

- What recycling actions do you undertake?

- What encourages you to recycle?
- What discourages you from recycling?
- What more could be done to support you to recycle?
- To what extent do you feel that changes in waste collection will be effective in encouraging people to recycle?
- What encourages you to compost at home?
- What discourages you from composting at home?
- What could be done to encourage you to compost waste?
- Would you be prepared to pay for a collection of garden waste for composting?
- How much would you be prepared to pay?
- What actions do you take if any to limit the amount of waste you/your family produce?
- Do you think waste should be used as a fuel to generate electricity etc?

The focus groups also completed a draft '**Waste... have your say**' questionnaire and helped us to develop the final questionnaire by giving us their feedback on how it worked and the issues it should address.

Main ideas and comments from the Focus Groups

Recycling

Most of the people taking part are engaged in a range of recycling activities including making use of the kerbside recycling services provided by the Council, taking recyclables to the local Household Recycling Centre and recycling banks and donating to charities. Many of the participants compost – particularly in the rural areas and a few people use Freecycle although most people had not heard of this website.

The main factors that encourage people to recycle are concerns about landfill and a desire to conserve the planet for future generations. Effective Council services and the encouragement of other people - particularly children, neighbours and friends also helps.

The main things that discourage people from recycling include the complications of recycling plastics and lack of information particularly about what happens to recycled waste. The poor attitude & behaviour of some waste collection workers and staff at the Household Recycling Centre, a lack of consistency across the Councils in the area – why not identify the best system for recycling and implement it everywhere – can also have a negative effect on people getting involved. Practical issues such as lack of pedestrian access to the Household Recycling Centre, lack of kerbside recycling collections in some locations and a perception that the emphasis is on enforcement rather than encouragement to recycle are also problems that need to be addressed.

Ideas on how Councils can increase recycling

- Provide more information about what happens to waste after collection particularly mixed recyclables
- Make **all** plastics recyclable
- Encourage shops to reduce packaging
- Provide incentives to recycle e.g. cash or vouchers for returnable bottles

Composting

The people who are actively involved in composting provided two clear reasons why they compost, it is good for the garden or land and it gets rid of waste. For people who do not compost and have the space for a compost bin the main issues were lack of knowledge about how to compost or how to use the compost, the length of the composting process and concerns that it is smelly and attracts vermin. Many people who do not compost were unaware that subsidised compost bins are available

Organisation of waste collection

Where a wide range of recyclables are collected and wheeled bins have been introduced the feedback is that it does encourage people to recycle. The concerns expressed about the new systems were that wheelie bins make an area look unsightly, older people and people with disabilities will have difficulty moving the bins & boxes, the smell of waste bins in the summer months if there are fortnightly collections and concerns about vandalism.

The majority of people attending the focus groups said there should be no charges for the collection of garden waste and most people felt they did not produce enough waste from their garden to need a regular collection.

Reducing Waste

Most people try to limit the amount of packaging they take home but participants felt retailers make it difficult by packaging/over packaging everything. Many use their own shopping bags/bags for life rather than plastic bags. Families on limited income have to save money rather than consider the packaging

Treating waste as a resource

Generally the focus group participants felt the use of waste for fuel to be good & necessary because it provides a better option than continuing to use landfill. Detailed information about issues such as cost, emissions / smells and the amount of energy produced are needed before people are able to make a decision about the best option. There was a commonly held view that no one would want a treatment plant located near their home.

Responding to the issues raised by the Focus Groups

The feedback from the focus groups helped us to design the final questionnaire (see Appendix 2) which was posted to a selection of residents and also on the website. All Councils responded to any local questions raised and gave feedback to focus group members. A summary of responses was distributed to all those that took part (see Appendix 3).

A number of action points which the Partnership has considered in the development of the final strategy and action plan are listed below:

Note: Numbering of the Focus Group responses (FG) allows cross referencing with key tasks in the Action Plan.

	Question or comment from Focus Groups	Partnership response
	RECYCLING	
FG01	Not many people have heard of re-use websites such as Freecycle	Addressed in Action Plan
FG02	Provide more information about what happens to waste after collection particularly mixed recyclables and why the Councils cannot collect certain materials for recycling.	Addressed in Action Plan
FG03	Improve attitude & behaviour of some waste collection workers and staff at the Household Recycling Centres	Addressed in Action Plan
FG04	Consider best practice and improve consistency across the Councils in the area	Addressed in Action Plan
FG05	Can we improve pedestrian access to the Household Recycling Centre?	Addressed in Action Plan
FG06	Provide kerbside recycling collections in some locations	Addressed in Action Plan
FG07	Publicise encourage/education approach rather than enforcement	Addressed in Action Plan
FG08	Encourage shops to reduce packaging	Addressed in Action Plan
FG09	Provide incentives to recycle e.g. cash or vouchers for returnable bottles	Incentives schemes trialled in the past were unsuccessful
	COMPOSTING	
FG10	Improve residents' knowledge about how to compost, e.g. information on how to avoid pests and smells	Addressed in Action Plan
FG11	Publicise and promote the subsidised compost bins	Addressed in Action Plan
	ORGANISATION OF WASTE COLLECTION	
FG12	Provide suitable collection services that reflect the needs of older people/people with disabilities who may have difficulty moving bins & boxes	Addressed in Action Plan
FG13	Provide good information about the range of services that are available.	Addressed in Action Plan
FG14	Provide information to residents on how to avoid the smell of waste bins in the summer months.	Addressed in Action Plan
FG15	Consider the feedback that the majority of people attending	Home composting is the

	Question or comment from Focus Groups	Partnership response
	the focus groups said there should be no charges for the collection of garden waste for composting.	best environmental and economic way of dealing with garden waste. However the option of 'paid for' collections gives residents a choice.
	TREATING WASTE AS A RESOURCE	
FG16	Provide detailed information about issues such as cost, emissions/smells and the amount of energy (needed before people are able to make a decision about the best option). There will be a need for a publicity and awareness raising programme once the decision on the residual treatment facility is known	Addressed in Action Plan

Survey through questionnaire

The survey (see Appendix 2) was designed to highlight the need to review what we do with our municipal waste due to new legislation and sustainability issues and to seek views on the significant changes that had been made to the Strategy. Piloted and refined by the focus groups, questions followed the waste hierarchy and a prize draw encouraged people to complete and return the questionnaire.

To ensure a robust and reliable view across the communities in the two counties the questionnaire was sent to a random selection of 9,000 households across Herefordshire and Worcestershire. A total of 2237 responses were received, 2158 paper responses and 79 via the website. This response rate provides a high level of confidence that the survey reflects the views of the wider population.

What the survey told us

Detailed below is a summary of the key issues arising from the survey.

Recycling and Composting

An overwhelming majority of people felt that dealing with waste and recycling is everyone's responsibility and that it is important for the Councils to spend money on waste and recycling services.

The majority of people who responded always recycle waste products wherever possible using collection services provided by the Council, recycling banks, household waste site, etc. The majority of people who responded also donated unwanted items to charity and composted at home.

Gardens which are too small and concerns about pests are the main reasons why people do not compost at home. Further comments provided stated unsuitable properties, difficulty of managing a home compost bin and that it had not been considered as an

option. Most people were unprepared to pay for a collection of garden waste for composting from their home.

Respondents told us that a lack of information about what you can recycle, what happens to materials after they are collected and not receiving a collection from their home puts them off recycling. Those who provided additional comments said that the exclusion of many plastic items from recycling collections discouraged them. Other discouraging factors were that not all recyclables were collected by crews, the belief that some recyclables are sent to landfill and that not enough bags were provided for collection. Charging for additional collection such as for garden waste also discouraged people from recycling.

The response to Question 4, what would encourage you to recycle, reflected the comments received on what discouraged people from recycling. Common views were that more materials should be accepted for recycling, more bags provided, that there should be incentives for recycling, and that more information must be given to residents. Some also thought that garden waste should be collected free of charge.

1. Where possible I recycle waste products. (Please tick **one** as appropriate)

Always	88%
Sometimes	12%
Never	1%

2. Which of the following do you use to recycle or compost?

(Please tick **all** the relevant boxes)

a. The collection service provided by the Council	82%
b. Recycling banks (usually located in shop car parks)	60%
c. The Household Waste Site (the tip)	75%
d. Donate to charity	75%
e. Home composting	56%

3. What puts you off recycling? (Please tick **all** the relevant boxes)

a. Lack of collection	17%
b. Lack of information about different ways to recycle	9%
c. Lack of information about where recycling banks are	6%
d. Lack of information about what happens to things that are recycled	17%
e. Not clear what you're supposed or allowed to recycle	26%
f. Lack of transport to recycling facilities	8%
g. Too much hassle to sort waste/lack of interest	3%
h. Nothing	39%

Other significant issues raised in a comments box were:

- Only certain types of plastic are accepted – there are too many exclusions and more information is required
- Charging for collection service (e.g. green bin) and no collection service in some areas
- Not all waste is collected by waste operatives

- Knowing that lots of recycled waste actually ends up in landfill sites
- Don't get enough bags for recycled waste

4. What else can the Councils do to increase recycling? (Free Text Response)

The most common responses to this question were:

- Greater range of bins and waste that can be recycled (e.g. yoghurt pots, egg boxes, margarine containers, paper etc)
- Free green bin (garden waste) collection
- Provide more recycling bags for householders rather than just one
- Incentives to encourage people to recycle
- Improved information and publicity, educate children from a young age the benefits of recycling

5. Do you think that dealing with waste and recycling is just the Councils responsibility or everyone's responsibility? (Please tick **one** as appropriate)

Council's	6%
Everyone's	93%
Don't Know	1%

6. Do you think that it is important for the Councils to spend money on waste and recycling services? (Please tick **one** as appropriate)

Strongly Agree	48%
Agree	46%
Neither agree nor disagree	5%
Disagree	1%
Strongly disagree	0%

7. Do you compost waste at home? (Please tick as appropriate)

Yes	60%
No	40%

8. Which of the following reasons explain why you do not compost at home? (Please tick **all** the relevant boxes)

a. Don't know how to	10%
b. Don't know where to get a compost bin from	6%
c. Worried about attracting vermin/pests	30%
d. Too messy/smelly	17%
e. Not enough time	9%
f. Garden too small for a compost bin/nowhere to compost at home	38%
g. Don't have a garden	9%
h. Not interested	4%
i. Nowhere to use the compost produced	26%

Other significant issues raised in a comments box were:

- Live in flat/apartment/sheltered complex so no garden or garden is too small or impractical to compost (i.e. paved)
- Don't want to pay for a compost bin (low income families)
- Composting process takes too long and attracts vermin
- Elderly or have mobility/health problems
- Not thought about it or got round to buying a bin

9. Would you be prepared to pay for a collection of garden waste for composting?

(Please tick as appropriate)

Yes	20%
No	80%

10. If yes, what is the MAXIMUM you would be prepared to pay for a year's worth of collections? (Please tick **one** only)

a. £30 for a year's worth of collections	79%
b. £50 for a year's worth of collections	18%
c. £70 for a year's worth of collections	2%
d. £90 for a year's worth of collections	1%

Reducing Waste

Many respondents consider potential waste when they buy food items and consider buying food with least packaging wherever they can.

Replies show that people are keen to avoid waste where possible by repairing items, buying second hand goods and donating unwanted items to charity but only a few people use re-use websites such as 'freecycle'.

There was strong feeling that the Councils should work with to recycle/re-use goods such as furniture or bicycles.

Those who provided their own comments in Question 18 thought that businesses should reduce packaging, use more recycled material in producing it and that the packaging regulations should be improved. There were views that there should be harsh penalties for fly tipping. People thought that junk mail should be reduced and that there should be more education and information provided to the public on waste matters. A proportion of those who responded thought that waste should be burnt to produce electricity.

11. Do you buy food with the least packaging to reduce the waste you throw away?

(Please tick **one** as appropriate)

Always	21%
Sometimes	70%
Never	9%

12. Do you think about potential waste when you buy food items?

(Please tick **one** as appropriate)

Always	36%
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Sometimes	53%
Never	11%

13. Do you repair items wherever possible to avoid them being thrown away?

(Please tick **one** as appropriate)

Always	43%
Sometimes	54%
Never	3%

14. Do you buy second hand goods to reduce waste? (Please tick **one** as appropriate)

Always	5%
Sometimes	67%
Never	29%

15. Do you donate unwanted items to charity rather than throw them away?

(Please tick **one** as appropriate)

Always	68%
Sometimes	31%
Never	2%

16. Do you use websites such as 'Freecycle' to reduce waste?

(Please tick **one** as appropriate)

Always	3%
Sometimes	20%
Never	46%
Didn't know about them	31%

17. Do you think the Councils should work with charities to recycle/re-use goods such as furniture or bicycles? (Please tick **one** as appropriate)

Strongly Agree	55%
Agree	42%
Neither agree nor disagree	3%
Disagree	0%
Strongly disagree	0%

18. Do you have any other comments on how we can cut down our waste? (Free Text Response)

The most common responses to this question were:

- Businesses need to where possible use recycled materials in their packaging but also reduce the amount of packaging they use – improve packaging regulations
- Harsh penalties for fly tipping and litter dropping
- Further education of the public through different media channels
- Reduction in junk mail
- Burn waste in an incinerator to create electricity

Treating Waste as a Resource

An overwhelming majority of people who responded felt that any left over waste which cannot be recycled, composted or re-used should be used as fuel to produce energy such as electricity. Minimising the impact on the environment was highlighted as the most important consideration in deciding what to do with left over waste.

19. Do you think waste should be used as fuel to produce energy such as electricity? (Please tick **one** box below)

Yes	98%
No	2%

If **YES**,

20. To help us decide the best way to do this, tell us which of the following is the most important issue to you: (Please tick **one** of the following)

a. Minimises the distance waste is transported	10%
b. Produces the most heat and electricity	23%
c. Is the cheapest	11%
d. Has the least impact on the environment	53%

Environment

Most people thought that there was a link between climate change and how waste is managed.

21. Do you think there is a link between how waste is dealt with and 'Climate Change'?

Yes	52%
No	16%
Don't Know	32%

Responding to the Issues Raised Through the Survey

All feedback through the survey will be considered in terms of improving waste services. The key issues which residents have highlighted as priorities for action are included in the summary table below. Reference numbers are included to correspond to a key task where one has been identified for the Action Plan:

Note: Numbering of the survey responses (S) allows cross referencing with key tasks in the Action Plan.

	Issue identified through survey	Partnership response
S01	26% of respondents stated that they are not clear what you're supposed or allowed to recycle and this puts them off recycling (Q3).	Addressed in Action Plan
S02	17% of respondents stated that the lack of collection puts them off	Addressed in Action

	Issue identified through survey	Partnership response
	recycling (Q3).	Plan
S03	17% of respondents stated that lack of information about what happens to things that are recycled, puts them off recycling (Q3).	Addressed in Action Plan
S04	Limited range of materials accepted for recycling	Addressed in Action Plan
S05	Provide residents with greater kerbside recycling capacity where requested	Addressed in Action Plan
S06	38% of respondents stated that they do not compost at home as their garden is too small for a compost bin/nowhere to compost at home (Q8).	Addressed in Action Plan
S07	30% of respondents said that they do not compost at home as they are worried about attracting vermin/pests (Q8).	Addressed in Action Plan
S08	26% of respondents said that they do not compost at home as they have nowhere to use the compost produced (Q8).	Addressed in Action Plan
S09	Cost of purchasing a home composting bin	Addressed in Action Plan
S10	Lack of information/promotion of home composting scheme (as some respondents had not considered home composting)	Addressed in Action Plan
S11	80% of respondents stated that they would not be prepared to pay for a collection of garden waste, of those that would pay, 79% would be prepared to pay £30 per annum (Q9 & 10)	Home composting is the best environmental and economic way of dealing with garden waste. However the option of 'paid for' collections gives residents a choice.
S12	79% of respondents sometimes/never buy food with the least packaging to reduce the waste thrown away (Q11).	We want to encourage more people to always consider buying food with the least packaging. Addressed in Action Plan
S13	64% of respondents only sometimes/never think about potential waste when they buy food items (Q12).	We want to encourage more people to always think about potential waste when they buy food items. Addressed in Action Plan
S14	54% of respondents repair items wherever possible to avoid them being thrown away (Q13).	We want to encourage more people to repair items wherever possible. Addressed in Action Plan

	Issue identified through survey	Partnership response
S15	29% of respondents never buy second hand goods to reduce waste (Q14).	Addressed in Action Plan
S16	77% of respondents do not use or have never heard of websites such as Freecycle (Q16).	Addressed in Action Plan
S17	97% of respondents feel that the Councils should work with charities to recycle/re-use goods such as furniture or bicycles (Q17).	It is clear that this is an important issue for residents and this is reflected in the revised Strategy. Addressed in Action Plan
S18	Encourage use of recycled materials in packaging, reduce packaging and improve regulation	Addressed in Action Plan
S19	Penalties for fly tipping and litter offenses	Addressed in Action Plan
S20	Further education of public through variety of media	Addressed in Action Plan
S21	Reduce Junk Mail	Addressed in Action Plan
S22	98% of respondents think waste should be used as fuel to produce energy such as electricity (Q19).	Addressed in Action Plan
S23	Of the 98% of respondents, the most important consideration (53%) was having the least impact on the environment (Q19).	Considered in final Residual Options Appraisal. Addressed in Action Plan

Feedback and comments from other agencies and interested parties

14 responses were received from other agencies and interested parties. The issues raised have been taken account of in the action plan.

The overwhelming response from stakeholders was in support of the reviewed Strategy. Some of the key views expressed were:

- There is a need to provide more information on waste services,
- There is a need to examine options for improving recycling opportunities for commercial waste,
- The effects of transporting waste.
- Some concerns around the options for residual treatment and stakeholders were keen to see more public engagement in relation to this.

The Strategy has been amended to take into account the views of stakeholders.

Conclusions

The consultation process has proved invaluable in developing a revised Joint Municipal Waste Management Strategy. The focus groups enabled us to seek the views of residents that without this opportunity may not have provided us with their valuable input. We received an excellent response to the public postal survey with a response rate of over 20%. However, there was a limited response to the on-line questionnaire and ways of improving this response rate will be considered in future consultations. We were also pleased to receive responses from a variety of different stakeholders and interested parties which provided us with detailed and challenging comments reflecting a range of views and issues.

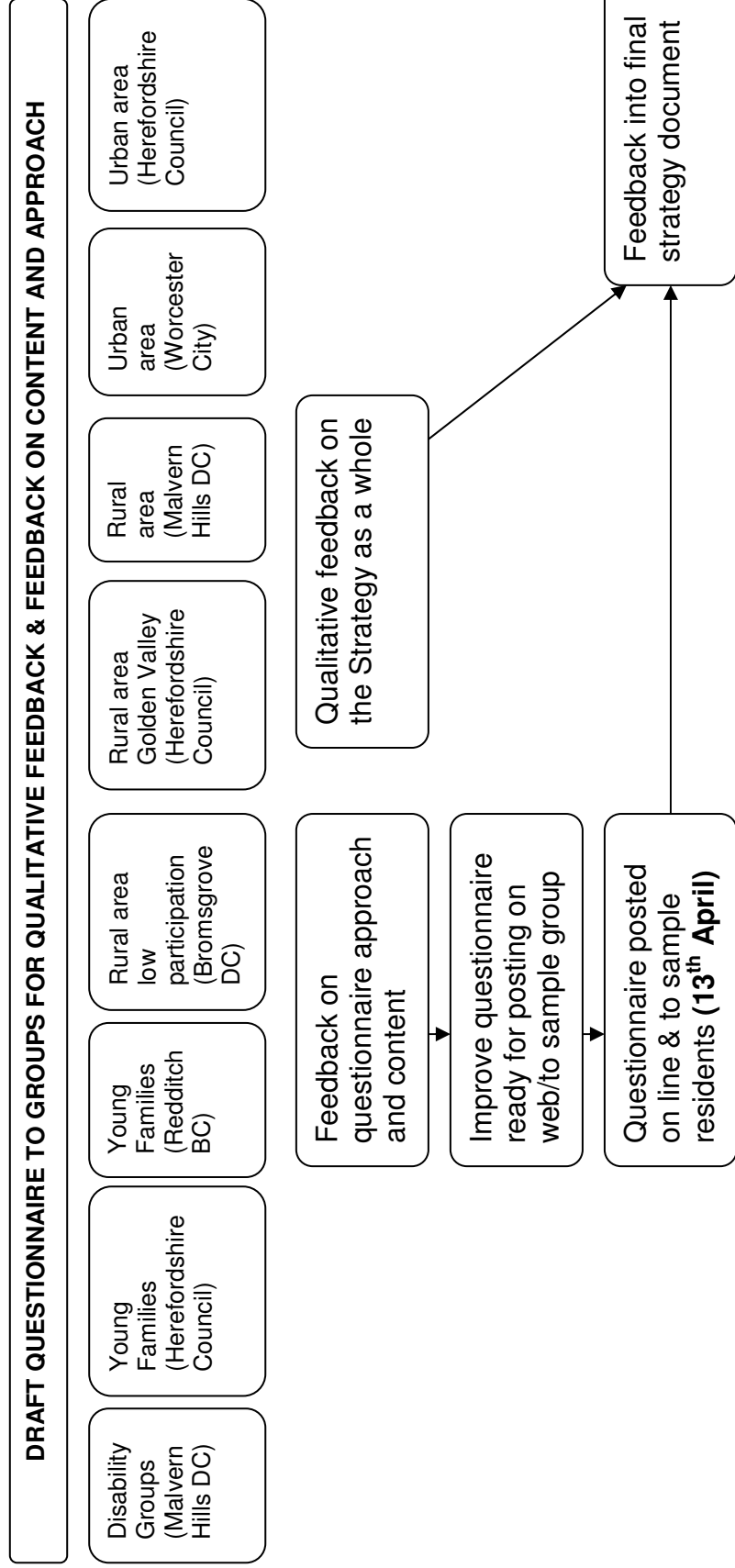
We would like to thank everyone who has taken the time to get involved and respond to this consultation. Your views have helped us to develop a more relevant and robust Strategy.

Appendix 1 – Overview of Focus Groups

Staff focus group meeting early March

Staff to test the process (Wychavon DC)

Groups meeting during March and April



Appendix 2 – Questionnaire

Waste...

Managing waste for a brighter future

have your say and win!

Complete and return the questionnaire to us in the pre-paid envelope provided or fill it out on line and five lucky winners will each receive £50.



Herefordshire and Worcestershire Councils working together to review the Joint Municipal Waste Management Strategy
www.worcestershire.gov.uk/waste

What is the Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire?
 The Strategy is a plan for how Herefordshire Council and Worcestershire County and District Councils will collect and dispose of waste from homes and some businesses in the two counties until 2034.

Where are we now?
 Last year we collected and disposed of over 400,000 tonnes of waste from homes and businesses at a cost of £32 million. Since our first Strategy in 2004 the amount of waste produced in the two counties has fallen and the proportion of waste that is recycled has increased to 36%.

Where do we need to be?
 We need to continue to improve the way we manage waste by recycling and composting as much as we can. We want to treat waste as a valuable resource, for example it can be used as a fuel to produce electricity. Wherever possible we will reduce the impact of waste management services on the environment.

Why we need your views
 Everyone produces waste and uses waste services. We have to keep reducing year on year the amount of waste which is landfilled and we need to change the way we deal with waste or face financial penalties.

Your views will help us decide how we can do this.
 Please complete the short questionnaire and return it to us in the pre-paid envelope provided by 15th May 2009 or complete the questionnaire on line at www.worcestershire.gov.uk/waste

Should you wish to make a more detailed response this can be done, either by:

- emailing it to us on waste@worcestershire.gov.uk or
- posting your comments to us at Joint Municipal Waste Management Strategy, Waste Management Unit, County Hall, Worcester, WR5 2NP.



Waste Strategy Questionnaire

Recycling and Composting

By 2015 we are aiming to meet the national target of recycling and composting which is 45% of the waste we manage. We want everyone to be able to recycle as much waste as possible through a collection service and at the Household Waste Sites. Also through other services like garden waste collection for composting (at a charge).

1. **Where possible I recycle waste products.** (Please tick **one** as appropriate)
 Always Sometimes Never
2. **Which of the following do you use to recycle or compost?**
 (Please tick **all** the relevant boxes)
 - a. The collection service provided by the Council
 - b. Recycling banks (usually located in shop car parks)
 - c. The Household Waste Site (the tip)
 - d. Donate to charity
 - e. Home composting

3. **What puts you off recycling?** (Please tick **all** the relevant boxes)
 - a. Lack of collection
 - b. Lack of information about different ways to recycle
 - c. Lack of information about where recycling banks are
 - d. Lack of information about what happens to things that are recycled
 - e. Not clear what you're supposed or allowed to recycle
 - f. Lack of transport to recycling facilities
 - g. Too much hassle to sort waste/lack of interest
 - h. Nothing
 Other (please describe)

4. **What else can the Councils do to increase recycling?**
-

5. **Do you think that dealing with waste and recycling is just the Councils responsibility or is it everyone's responsibility?** (Please tick **one** as appropriate)
 Councils Everyone's Don't know

6. **Do you agree that it is important for the Councils to spend money on waste and recycling services?** (Please tick **one** as appropriate)
 Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

7. **Do you compost waste at home?** (Please tick as appropriate)
 Yes If yes go to question 9
 No If no go to question 8

8. **Which of the following reasons explain why you do not compost at home?**
 (Please tick **all** the relevant boxes)
 - a. Don't know how to
 - b. Don't know where to get a compost bin from
 - c. Worried about attracting vermin/pests
 - d. Too messy/smelly
 - e. Not enough time
 - f. Garden too small for a compost bin/nowhere to compost at home
 - g. Don't have a garden
 - h. Not interested
 - i. Nowhere to use the compost produced
 Other (please describe)

9. **Would you be prepared to pay for a collection of garden waste for composting?**
 (Please tick as appropriate)
 Yes If yes go to question 10
 No If no go to question 11

10. **If yes, what is the MAXIMUM you would be prepared to pay for a year's worth of collections?** (Please tick **one** only)
 - a. \$30 for a year's worth of collections
 - b. \$50 for a year's worth of collections
 - c. \$70 for a year's worth of collections
 - d. \$90 for a year's worth of collections

Reducing Waste

An important part of the Strategy is about reducing the amount of waste that is produced.

11. **Do you buy food with the least packaging to reduce the waste you throw away?**
 (Please tick **one** as appropriate)
 Always Sometimes Never

12. **Do you think about potential waste when you buy food items?**
 (Please tick **one** as appropriate)
 Always Sometimes Never

13. Do you repair items wherever possible to avoid them being thrown away?
(Please tick one as appropriate)

Always Sometimes Never

14. Do you buy second hand goods to reduce waste?
(Please tick one as appropriate)

Always Sometimes Never

15. Do you donate unwanted items to charity rather than throw them away?
(Please tick one as appropriate)

Always Sometimes Never

16. Do you use websites such as www.freecycle.org.uk to re-use products and reduce waste?
(Please tick one as appropriate)

Always Sometimes Never Didn't know about them

17. Do you agree that the Councils should work with charities to recycle/re-use goods such as furniture or bicycles?
(Please tick one as appropriate)

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

18. Do you have any other suggestions on how we can reduce our waste?

Treating Waste as a Resource

We believe that waste needs to be treated as a valuable resource. We will do this by reducing, recycling and composting as much waste as possible. However, there will still be some waste leftover that we intend to use as a fuel.

19. To help us decide the best way to change this leftover waste into a fuel, please can you tell us which of the following is the most important issue to you?
(Please tick one of the following)

My waste is managed in a way that:

- a. Minimises the distance waste is transported
- b. Produces the most heat and electricity
- c. Is the cheapest
- d. Has the least impact on the environment

20. Do you think that waste should be used as fuel to produce heat and electricity?

Yes
No

Environment

Councils need to reduce the impact that waste has on the environment. Greenhouse gas emissions from treating and transporting waste have to be reduced.

21. Do you think there is a link between how waste is dealt with and 'Climate Change'?
(Please tick one as appropriate)

Yes No Don't know

Data Protection Act

The information you provide to us will be held by Worcestershire County Council. It will only be used for the purposes of consultation and research, in order to improve our services. We may contact you in order to award any associated prizes. We will share the consultation results with our partners Bromsgrove District Council, Herefordshire Council, Malvern Hills District Council, Redditch Borough Council, Worcester City Council, Wycheon District Council and Wyre Forest District Council. Anonymous results will be published on the Councils Ask Me! Consultation Planner & Finder web database. Survey results will never contain your name or anything that could identify you.

22. Please enter your postcode:

If you wish to be entered into the prize draw please provide your details below:

Name

Address

Personal Details (Optional)

1. Are you male or female? Male Female
2. What was your age on your last birthday?
0 - 18 18 - 24 25 - 34 35 - 44
45 - 54 55 - 64 65 - 74 75+

Useful information

For more information on reducing, re-using, recycling or composting please visit www.wastemissionimpossible.org.uk

For more information on the waste strategy for Herefordshire and Worcestershire please visit www.worcestershire.gov.uk/waste

Prize draw conditions: Only one entry per household will be included in the prize draw, to be drawn at random from all entries received on or before the 15th May 2009. Proof of submission is not proof of receipt. Worcestershire County Council's decision is final. No correspondence will be entered into. Entries will not be returned.

This document can be made available in other languages (including British Sign Language) and alternative formats (large print, audio tape, computer disk and Braille) on request from Waste Management on telephone number 01905 768271 or by emailing wastestrategy@worcestershire.gov.uk

Appendix 3 - Summary of responses to focus group questions

QUESTIONS COMMON TO ALL FOCUS GROUPS

Waste Reduction – Packaging Waste

What guidance are manufacturers given about packaging?

Manufacturers must comply with applicable legislation to do with packaging. There are regulations which are intended to minimise packaging of products as well as set targets for recovery of packaging after it has been used by businesses. A good example of how this works is in supermarkets where a large amount of packaging material used to transport products from manufacturers to the shelves is recycled to comply with the law.

Through packaging redesign and improvement such as reducing the weight of items like bottles, cans and boxes and increasing the use of refill and self-dispensing systems, there was a 'zero growth' in packaging in 2008, despite increases in sales and population.

What is done to encourage shops to reduce packaging and deter them from giving out plastic bags?

The councils have no direct influence over retailers to encourage them to reduce packaging and deter them from giving out plastic bags. As part of our waste prevention initiatives we have given away a large number of reusable bags to residents in Herefordshire and Worcestershire. We will continue to lobby government for improved measures to prevent and reduce waste such as this.

Can the Council influence shops re deliveries not in plastic bags?

The councils have no direct influence over retailers in regard to this and other issues. However we will continue to lobby government for improved measures to prevent waste such as this and encourage consumers to do speak to their retailer.

Why can't shops use biodegradable wrapping to preserve food & save on waste?

If biodegradable packaging is used to package food it still needs to be disposed of. The way that it is manufactured means it cannot be recycled so currently would be sent for disposal such as to landfill. The councils will continue to lobby government for improved measures to prevent this waste where possible and where this sort of packaging is required make it recyclable.

Home Composting

Can more information be provided for people about composting?

Compost bins are currently available from as little as £12 (including delivery). Visit the councils website www.wastemissionimpossible.org.uk or call the hotline on 01905 766883 to find out how to get a compost bin. You can also get more detailed information on how to make and use compost from this website; alternatively visit www.recyclenow.com/compost for further hints and tips.

Herefordshire Council and Worcestershire County Council also stock a number of Home Composting information leaflets which are available to residents free of charge, if you need more information please call the Mission Impossible hotline on 01905 766883 or email missionimpossible@worcestershire.gov.uk

Can local classes be organised by the council involving local experts providing information about indoor compost bins?

The councils jointly promote Home Composting the Waste and Resources Action Programme (WRAP).

There are many initiatives on Home Composting which include running Compost Clinics and roadshows in towns and cities and offering subsidised compost bins. In addition to this, the authorities run a Master Composter Scheme, aimed at promoting the benefits of home composting, encouraging more people to participate and enabling those who already have home compost, to do so more effectively. There are currently 55 active Master Composter volunteers across Herefordshire and Worcestershire who take part in a number of promotional activities, including attending events, doing school visits and giving composting demonstrations, as well as generally spreading the composting message in their local communities.

If you are interested in joining the scheme please visit www.wastemissionimpossible.org.uk to find out more information, or call the Mission Impossible hotline on 01905 766883 alternatively you can email missionimpossible@worcestershire.gov.uk

Could there be a communal compost site that people could contribute to?

This is a good idea where it can be accommodated, for example allotments and communal farming projects. However, any site receiving waste from other premises would require planning permission from the council and an authorisation from the Environment Agency. If you are interested in setting up a scheme in your local area you could contact the Community Composting Network (CCN) for more advice and information. The CCN contact details are as follows, web: www.communitycompost.org Tel: 0114 2580 483 email: info@communitycompost.org.

Re-use

Could there be a Council run 'Freecycle' because of the variable rules of Freecycle in different areas? What about a pen and paper system for people who do not have computers?

Re-use services such as *Freecycle* are independently run organisations and only with the advent of the internet have such schemes been made possible. For those people that do not have internet access the council organises regular re-use swap shops where people can bring and swap unwanted but useful items with other people. For more information visit www.wastemissionimpossible.org.uk, or call the Mission Impossible hotline on 01905 766883 alternatively you can email missionimpossible@worcestershires.gov.uk

The Council also has a "Re-use Guide" which is available free of charge to residents. The Guide details many of the organisations who will accept donations of unwanted items such as clothing, furniture and electrical appliances for re-use. Items can also be purchased from these organisations.

Kerbside Recycling

Why are recyclable materials often collected mixed together? How does it work?

Recyclable materials are often collected mixed together for a number of reasons. Many people find it easier to put all their recyclables in one large container or bag. It is also easier for the council to collect recyclables if they are all in one type of container. The disadvantage of this method is that the materials need sorting before they can be sent to be recycled. However studies have shown that this method encourages more recycling and overall is the most economical way of collecting recyclables.

Once collected mixed recyclable materials have to be sorted and segregated before they can be recycled into new materials. To do this the mixed materials are sent to a Material Reclamation Facility which sorts them out by a mixture of manual and mechanical methods, into paper, plastics, metals, etc.

As part of our joint waste management arrangements Herefordshire and Worcestershire are constructing a new Materials Reclamation Facility near Worcester called EnviroSort. The new facility will also have less reliance on people sorting the waste by hand. New equipment will now do much of the sorting making the process faster and more efficient.

Essentially materials are sorted by type using a variety of different machines connect by conveyor belts. Recyclables are sorted by size and shape, by the properties of the material and even by colour. Examples of machines that are used include ballistic separators (which are like large vibrating sieves), magnets to separate steel, eddy current separators to remove aluminium and optical sorters to identify and separate different sorts of plastic.

Once the materials are sorted out they are then suitable for re-processing into new materials.

The new EnviroSort facility will be open in the autumn and there will be a visitor's centre so that people will be able to see for themselves what happens to their waste.

What is happening to any materials that are sent for recycling but no longer profitable?

There are few examples of materials that are currently collected but not profitable to recycle, these include household batteries and car tyres. Due to the high and increasing costs of waste disposal, e.g. landfill, it is almost always more beneficial to recycle a material. Legislation ensures that some materials that are hazardous to the environment are collected and recycled even though it would be cheaper to dispose of them.

What happens to any stock piles of recycled materials?

Waste collected for recycling in Herefordshire and Worcestershire has not been stockpiled. Once sorted at the Materials Recovery Facility our recyclables are of a high quality and there is a strong demand for them from re-processors.

Why can't I recycle carrier bags or corrugated card in our recycling collection?

Unfortunately carrier bags and thick card are not accepted because either there is no market for these products or because they can disrupt the sorting process.

However once the Enviro-sort facility, described above, is up and running at the end of this year our aim is to accept corrugated card as part of your recycling collection service. We will publicise any changes to let people know when materials can be recycled.

What types of plastics can or cannot be recycled? Why are there limitations?

Currently you should only put plastic bottles in your recycling collection, examples are listed below.

- Plastic milk & juice containers
- Plastic water & squash bottles
- Plastic fizzy drinks bottles (not black or brown)
- Plastic shampoo & bubble bath bottles
- Plastic fabric conditioner, bleach & cleaning bottles
- Plastic washing up liquid bottles

There are so many different types of plastic and many are difficult to recycle either because they are difficult to sort out or there is no market for them. Plastic bottles are easily identifiable, they are easy to sort out from other materials, and there is a strong demand for them to be recycled. As with corrugated cardboard our aim is to accept more different types of plastic once the Enviro-sort facility is up and running at the end of this year.

Could there be clearer symbols on the plastics that coincide with the Council recycling information?

The council has no direct influence on the symbols printed on plastics. However we know that people find the symbols confusing. To make things simpler we prefer to advertise the type of plastic container that can be recycled, for example plastic bottles as these are easily recognisable.

Need a balanced amount of information about recycling, brief and clear.

The council is producing new information on the recycling scheme that will be available before the end of the year; this will be brief and clear.

Household Waste Sites

Is there a local facility for recycling batteries?

You can recycle both lead acid car batteries and small household batteries at any Household Waste Site.

Why are pedestrians prevented from using the tip? We can't take batteries because we do not have a car.

Pedestrians are allowed to use the Household Waste Sites where it is safe to allow them to do so.

Where can you dispose of paint/old paint pots?

Old empty paint pots from your home can be taken to your nearest Household Waste Site. If you must dispose of any unwanted paint then this can only be taken to certain sites that have chemical lockers visit www.worcestershire.gov.uk/waste for further information.

Waste Disposal

Where does the general waste go?

General waste which is either collected in black sacks or wheeled bins is mostly sent to landfill. In order to reduce the amount of waste we send to landfill some waste is sent to Energy from Waste facilities in either Coventry or Wolverhampton.

QUESTIONS RELATING TO HEREFORDSHIRE COUNCIL REFUSE COLLECTION

Why is shredded paper not accepted by the recycling collection?

Shredded paper is currently accepted in the purple recycling sack but it is a difficult material to deal with. When paper is shredded it becomes more difficult to sort and separate than whole paper. Shredding also damages the fibres and thus is less useful as a recyclable material.

This material is best put in a paper bank at one of the many bring sites in Herefordshire. This eliminates the need to sort and segregate it before it is sent to be recycled.

Can you clarify where the garden waste bags (green bags) go, do they go to landfill?

Any green garden waste bags you present are collected and end up in landfill. Herefordshire Council is keen to encourage home composting of waste and discourage landfill where possible which is why there is a charge for this service.

Do the green bags rot down?

The green bags are not biodegradable so do not rot down.

There is not enough information about what can be recycled?

Herefordshire Council is currently promoting the new recycling service which will start in November 2009. Information is already available on this scheme in council offices, libraries and info shops. Officers are also attending local events and conducting road-shows to try to get more information out. As the launch of the new scheme draws nearer there will be even more publicity of the scheme which will include providing an information pack to all residents before the scheme starts.

I am confused as to which bag to put out each week?

If you are unsure what waste to put out and when, please contact Herefordshire Council or visit www.herefordshire.gov.uk.

How will the wheeled bins be stored in flats?

Each block of flats will be visited by a Waste Management Officer to see how the recycling service can best be provided. This may be a recycling bin for each flat, a communal bin or recycling sacks.

Will wheelie bin bags be provided?

These will not be required as it is only mixed dry recyclables that should be put in the wheeled bins and they need to be kept loose for sorting. These materials should not smell or leave any residue.

Will there be different sizes of bins? How do you get different sized bins?

A smaller 120 litre (half size) wheeled bin is available for people who do not need or would not be able to manage the larger size..

What will happen about the collection of wheeled bins in terraced houses with no frontage or in houses with steps? What about elderly people who have trouble moving the wheeled bin?

Terraced properties will be assessed in a similar way to blocks of flats. If a wheeled bin cannot be accommodated then the property will be provided with recycling sacks. Where a wheeled bin can be accommodated then a wheeled bin will automatically be delivered to the property before the scheme starts in November. If anyone has trouble moving their wheeled bin because they struggle to do so then they can apply for an assisted collection or select the smaller 120 litre wheeled bin.

I do not know what is to go in the different bags?

Those properties that currently receive a bag recycling service are provided with both clear and purple sacks for recyclables. In the clear bag you can put plastic bottles, tins and cans. In the purple sack you can put paper, and textiles. Clear bags are collected one week and purple bags the next both at the same time as your black sack collection. More information about this scheme is printed on the sacks and also available from Herefordshire Council Info Shops or from Info by Phone on 01432 260000.

The new wheeled bin recycling scheme starts on 2nd November 2009 and will replace the sack recycling scheme.

Purple bags are being put in the same lorry as black bags so what is the point of sorting the waste? The bin men say the recycle lorry is full so they have to mix them?

This practise is not supported by the council. Under the new recycling scheme the contractor will be penalised for mixing recyclables with landfill waste.

Can we have more information about the new wheelie bin scheme? Do we have to pay for a wheelie bin? What will I be able to put in them for recycling?

Information on the new wheeled bin recycling scheme is available from on the Herefordshire Council Website, at Info Shops or from Info by Phone on 01432 260051.

There will be no charge for the new service. Wheeled bins will automatically be delivered to your property before the start of the scheme in November.

Can householders be provided with a roll of black bags rather than single bags thrown into gardens as happens at present? These blow away and cause litter.

Herefordshire Council launches a new refuse and recycling service on the 2nd November 2009. For this service householders will be provided with a roll of bags to last 6 months rather than a single bag each week.

Will the parish freighter service be continued?

The parish freighter service will continue until the end of March 2010. However it will be reviewed at this point to the high cost of providing the service.

QUESTIONS RELATING TO REDDITCH BOROUGH COUNCIL REFUSE COLLECTION

Can there be more information about the assistance available for older/disabled people with collection of bins from their properties?

It is very important that the Council makes residents aware of and provides appropriate waste collection services to meet the needs of all residents. Residents who contact the Council by telephone are given advice by trained staff about the options available to them should they feel that they are unable to use the standard kerbside wheeled bin service. There is some information on the Council's website on the assisted waste collection service and the service standards are also available through the website. However, we acknowledge that there may be opportunities to improve the way in which we communicate this kind of information and we will take on board this important suggestion. For more information visit www.redditchbc.gov.uk or telephone: 01527 534123.

Please can the policy of tagging be explained?

Information tags are placed on bins where there is a problem which means we are unable to collect or fully empty the bin. For example, on green bins, a tag may be used if the bin is 'contaminated' with waste which we cannot recycle, for example general rubbish, which could prevent the entire load of recycling from being recycled. Tags can also be used on bins which are too heavy to be emptied safely or where there is extra waste put out by the side of a grey bin. The tag is our way of letting people know that we were unable to empty the bin and tell them what they need to do to resolve the problem.

The council could encourage people to recycle by providing small storage boxes with lids to use in the home before taking it out to the wheelie bin?

When we introduced green wheelie bins for recycling, we gave all residents the option of keeping their existing recycling boxes to use for this purpose, or to have them collected by the Council for recycling. The response varied from home to home, so while residents may choose to use storage containers inside their home, others would prefer to make their own arrangements. There are lots of products on the market which are suitable or manufactured solely for this purpose. There would be a cost if the Council were to provide storage boxes, and to fund this the Council would need to pass on a charge to the householder – therefore it is more appropriate that residents can choose a container to suit their needs and purchase it themselves from a DIY store etc.

Who collects large items / amounts of waste, the council or a private contractor?

The Council provides a collection service for bulky household items, which are items you would generally take with you if you moved house. The cost is £15 for up to three large items such as a three piece suite, or unwanted household furniture/large household appliances, with an additional charge of £4 per item up to a maximum of 6 items.

Examples of what we **can** take:

Cookers, Carpets, Dishwashers, Hoovers, Mattresses, Tables, Settees, Televisions, Wardrobes (free standing), Washing Machines, Bed bases, Bicycles, Fridges and Freezers.

Examples of what we **can not** take:

Business and Commercial Waste, Builder's Waste, Fitted Kitchen Units, DIY Waste, Roofing Materials, Sink Units, Sheds, W.C.s, Gas Bottles.

Alternatively, if items are re-usable we ask residents to consider using a re-use charity such as Boomerang in the Town Centre or Newstart in Bromsgrove – contact Boomerang on 01527 68250 or Newstart on 01527 882410 and more information can be found on the Council's website at www.redditchbc.gov.uk/waste

Other ways of disposing of large items of waste or waste which the Council does not collect are outlined below:

- **Take items of your household waste to a Household Waste Site**
The nearest site is at: Crossgate Road, Park Farm Ind. Estate, Redditch B98 7SN. Tel: (01527) 526392. Open Monday-Sunday 8:00am-6:00pm

- **Buy Orange Sacks from the Council**
Residents can purchase pre-paid orange sacks at £1.20 each and this includes the cost of collection. The sacks can be used for the collection of normal household and light garden waste. We will accept up to two orange sacks per grey bin collection.

You can purchase sacks from a number of Council outlets including the Town Hall One Stop Shop, Batchley One Stop Shop, Winyates One Stop Shop, Woodrow One Stop Shop, Arrow Vale Sports Centre, Abbey Stadium, Hewell Road Swimming Pool, Kingsley Sports Centre, Arrow Valley Countryside Centre, and Forge Mill Museum

- **Use a Specialist Company or hire a skip**
You may decide to use a specialist waste company to collect your waste items. If you hire contractors such as builders or scrap metal merchants who are taking waste away from your property, you need to make sure they are a licensed waste carrier. The Environment Agency keeps records of all licensed waste carriers and you can check if a company is licensed on the Environment Agency website or alternatively the general helpline number is 08708 506 506* (Mon-Fri, 8am - 6pm).

There are also a number of skip hire/waste disposal companies who advertise in local papers and in the yellow pages.

Is Redditch intending to implement a scheme to collect garden waste for an annual charge? If so, what would the money be used for?

Redditch is looking at whether to introduce a chargeable garden waste collection service similar to the one operating in Bromsgrove and Wychavon. A decision will be made later this year whether to start a collection from April 2010 and the charge would be used to offset the cost of providing the service.

What are the regulations regarding bonfires? Are they banned at all times of the day? Do you need a metal bin to have a bonfire in?

There are no local bye-law or air control areas in Redditch to prevent residents from having bonfires. However, we are aware that in some cases bonfires can cause air pollution, annoyance and can give rise to health and safety concerns. We are not aware of any requirement regarding the type of container that must be used for a bonfire. There is legislation which can be used to tackle on going problems of nuisance from bonfires and my colleagues in environmental health can provide further advice and guidance on individual cases of bonfires.

Lot of people do not engage in recycling or leave a mess. The council needs to encourage better recycling

It is very important that we continue to publicise the benefits of recycling and try to get people involved and see it as a positive thing to do. Later this year we are hoping to run a publicity campaign to promote recycling. This will include details on the new items which can be recycled in the green bins. We also have a Waste Awareness Officer who can visit specific areas if needed to encourage more people to participate in recycling their waste.

QUESTIONS COMMON TO BROMSGROVE DISTRICT COUNCIL

There is no doorstep recycling collection for one focus group member at my house due to the hill. However the waste lorry does go past my house so why do I not receive a collection?

We cannot collect recycling from a small proportion of our residents due to restrictions with our collection vehicles. In broad terms the recycling vehicles require more room to access than the refuse vehicles due to the different compartments required to separate the materials for recycling. This problem will be overcome in the future when Bromsgrove DC moves to collecting recycling in the same method as we currently collect refuse.

Is there support for people who may struggle in moving boxes to the kerbside in places where vehicle access is not possible?

Bromsgrove DC offer an assisted collection for those residents that cannot physically move items to the kerbside for collection, boxes / bins however must be easily accessible from the front of the property and we will not access gardens garages etc. Visit www.bromsgrove.gov.uk for more information.

Why is there no beverage carton/wax carton recycling? School milk comes in these therefore hundreds of empty cartons go to landfill every day just from schools.

Beverage carton recycling banks are provided at some bring sites, for example in supermarket car parks http://bromsgrove.whub.org.uk/home/bdc_tetra_pak.pdf. The possibility of collecting these in your kerbside collection is being investigated for when the new EnviroSort Facility opens.

Collections from schools are arranged by the schools themselves so it depends on what the collection contractor are able to offer the school. Where the council make the recycling collection we will be able to provide a service to recycle some cartons when the EnviroSort facility opens.

QUESTIONS COMMON TO MALVERN HILLS DISTRICT COUNCIL

Are the plastic bags supplied by the council biodegradable?

No they are not. Sacks used to collect items for recycling are themselves recycled. Biodegradable sacks are much more costly and more importantly do not break down in landfill much quicker than ordinary sacks.

How much does recycling cost? How does it all work?

Segregated recyclables are a commodity and are sold to re-processors. However there are significant costs in collecting, transporting and sorting recyclables prior to re-processing. The costs are split between the district council who are responsible for collecting recyclables and the County Council who make arrangements for them to be recycled.

The Joint Municipal Strategy for Herefordshire and Worcestershire 2004 – 2034

Annex I – Action Plan

Waste Strategy Action Plan

The Action Plan sets out how all councils in Herefordshire and Worcestershire will deliver the revised strategy.

Part A of the Action Plan provides details of the key tasks that are required and the organisation responsible for delivering these tasks. A reference from the Consultation Annex H is also given to show how the views of people have helped to influence the development of the Strategy.

Part B of the Action Plan provides details of when key tasks are to be delivered, whether resources have been allocated and the level of resources to be allocated to the task. Resource allocation has been given three levels as follows:

Low	A total resource allocation of less than £10,000 provided to deliver task
Moderate	A total resource allocation of £10,000 or more but less than £75,000 provided to deliver task
High	A total resource allocation of £75,000 or more provided to deliver task

Part B of the Action Plan also outlines the dependencies and risks that must be considered in order to achieve the key task. The monitoring mechanism is also detailed.

The Action Plan will be continually developed throughout the lifetime of the Strategy, with new Key Tasks added where necessary.

Action Plan Part A (Summary)

Action Plan Reference	Reference(s) (from Annex H)	Action Required (Key Tasks required)	Responsible Organisation (Local Authority, Government Organisation, Group, etc)
WP01	Annex C FG11	Distribute 25,000 Home Compost Bins to households in Herefordshire and Worcestershire between 2007/08 and 2010/11.	Worcestershire County Council
WP02	Annex C FG11	Distribute 15,000 Home Compost Bins to households in Herefordshire and Worcestershire between 2011/12 and 2013/14	Worcestershire County Council
WP03	Annex C FG11	Distribute 35,000 Home Compost Bins to households in Herefordshire and Worcestershire between 2014/15 and 2020/21	Worcestershire County Council
WP04	FG10 & FG11 S06 to S10 SHR05B	Promote the Home Composting Scheme to encourage residents in Herefordshire and Worcestershire to compost more waste at home. Promote the Master Composter Scheme to train volunteers who in turn can promote the Home Composting Scheme	Worcestershire County Council
WP05	S06 to S09	Options for Community Composting are to be jointly investigated by the partnership in conjunction with the Community Composting Network to provide small scale local composting sites for community use	All Councils Community Composting Network
WP06	S13	The partnership to promote the Waste Resources Action Programme (WRAP) Love Food Hate Waste initiative locally in order to encourage less wastage of food in the home. All councils to contribute resources in order to achieve this.	All Councils WRAP
WP07	S13	The partnership to develop and implement a Food Waste Prevention marketing plan in support of and in addition to the Love Food Hate Waste initiative. All councils to contribute resources in order to achieve this.	All Councils
WP08	S13	Achieve a Partnership target to increase number of ' committed food waste reducers ' to 30% by 2011/12. Baseline of 23% has been established by the initiative in spring 2009. Target to be reviewed annually.	All Councils
WP09	S13	Master Composters will be trained to promote the Love Food Hate Waste initiative in support of Actions WP02A, WP02B & WP02C. Resourcing to be provided by Worcestershire County Council and Herefordshire Council.	Worcestershire County Council

WASTE PREVENTION

Action Plan Reference	Reference(s) from Strategy	Action Required (Key Tasks required)	Responsible Organisation (Local Authority, Government Organisation, Group, etc)
WP10	S12 & S13	The Partnership to develop and implement a Smart Shopping marketing plan. This is to encourage people to think about what waste will be generated from the things that they buy and to consider alternatives which produce less waste. All councils to contribute resources in order to achieve this.	All Councils
WP11	S21	Develop and implement a Junk Mail marketing plan. All councils in the Partnership are expected to help promote this scheme but it shall be resourced by Worcestershire County Council and Herefordshire Council	Worcestershire County Council
WP12	S21	Increase number of people signing up to the ' Mailing Preference Service ' by 10,000 per annum between 2009/10 and 2011/12. This indicator will be used to monitor the performance of the Junk Mail marketing plan. The Mailing Preference Service to supply data.	Worcestershire County Council
WP13	S14 to S17	Provision of support to reuse organisations through provision of advice and guidance by the Waste Management Teams at Herefordshire Council and Worcestershire Council.	Worcestershire County Council Herefordshire Council
WP14	S17	Continuation of the Waste & Recycling Forum (SEWAR) to encourage networking and sharing of information and experiences from various organisations involved with reuse	Worcestershire County Council
WP15	S17	Herefordshire and Worcestershire County Council to increase Re-use Credits paid to 3 rd Sector to 750 tonnes by 2013/14 .	Worcestershire County Council Herefordshire Council
WP16	S14 S15 S17	Investigate options to provide Grant Funding for community re-use and recycling schemes. To be resourced by all councils.	All Council
WP17	FG01 S14 to S17 SHR09AK	Promote re-use activities through the provision of the Re-use guide . This will support council re-use initiatives but also promote other re-use opportunities. To be resourced by Herefordshire and Worcestershire Councils.	Worcestershire County Council
WP18	S17	Expand and promote Re-use schemes at Household Waste Sites by one additional site per annum between 2009/10 and 2011/12 to increase the amount of waste reused by 10 tonnes per annum, between 2009/10 and 2011/12. To be resourced by the Waste Disposal Authorities and administered by Worcestershire County Council.	Worcestershire County Council

WASTE PREVENTION

Action Plan Reference	Reference(s) from Strategy	Action Required (Key Tasks required)	Responsible Organisation (Local Authority, Government Organisation, Group, etc)
WP19	S17	The Partnership is to develop schemes for re-use of bulky waste from council collection services. The Partnership plans to build on the success of the scheme operated by Herefordshire Council and increase re-use from bulky collections by 10 tonnes per annum (will require one district per annum to introduce re-use). All councils to contribute resources in order to achieve this.	All Councils
WP20	S14 to S17 SHR09AK	The Partnership to develop and implement a Re-use/Repair/Hire Marketing Plan in support of the re-use initiatives detailed in WP04A to WP04G. All councils in the Partnership are expected to input to this but resourced by HC and WCC	Worcestershire County Council
WP21		The partnership will continue to promote other waste prevention initiatives such as Food Waste Disposers, Real Nappies and Home Shredding Services.	All Councils
WP22	SHR09AG SHR09BE SHR10P FG08	The Partnership will support the water industry in any research into the impacts of food waste disposers . As the subsidy for householders to install them the impacts are likely to be low.	All Councils
WP23	S12, S13 & S18 SHR02B	Through the Partnership's Forum Government Agencies will be lobbied to encourage action to combat the production of unnecessary Packaging Waste .	Joint Member Waste Resource Management Forum
WP24		Local Councils (Waste Collection Authorities) to put in place measures to restrict residual waste presented . Achieved by reducing collection frequency and/or limiting container capacity and not accepting side waste. Resourced by WCAs.	Local Councils (Waste Collection Authorities)
WP25	FG01	In response to the consultation residents indicated a need to promote the use of re-use websites such as Freecycle. This will be resourced by Herefordshire and Worcestershire Councils with support from all other Partnership members.	All Councils

WASTE PREVENTION

Action Plan Reference	Reference(s) from Strategy	Action Required (Key Tasks required)	Responsible Organisation (Local Authority, Government Organisation, Group, etc)
WRC01	FG04 S04	To commission the new EnviroSort facility prior to the launch of mixed dry recycling kerbside collections by Local Councils. This is expected by November 2009 at the latest. Resources from Worcestershire County Council and Herefordshire Council	Worcestershire County Council
WRC02	FG04 S04 S05	Local Councils (Waste Collection Authorities) to provide services to collect same kerbside recyclable materials (except sack collections where glass will not be acceptable) and increase recycling capacity. To be resourced by Local Councils.	Local Councils (Waste Collection Authorities)
WRC03	S04 SHR09AS	The partnership will continually investigate opportunities for increasing the range of materials accepted for recycling , through kerbside collection or at bring recycling sites.	
WRC04	FG06 S02	Local Councils to expand coverage of their kerbside recycling services to all households as required by the Waste Recycling Act (2003) . To be resourced by Local Councils.	Local Councils (Waste Collection Authorities)
WRC05	S11 SHR10L	Where supported garden waste composting collections will be provided by Local Councils at a charge to the Householder . Councils to consider feedback from consultation that there should be no charge to residents. Service provision and resourcing to be provided by Local Councils.	Local Councils (Waste Collection Authorities)
WRC06	SHR09AQ SHR10L	The Partnership to provide and promote a consistent textile collection service across all councils, working with the Third Sector where possible. Textiles are not to be accepted in new kerbside recycling services, All councils to resource alternatives.	All Councils
WRC07	SHR01A SHR08G SHR15A	The options for providing commercial waste recycling services to council trade collection customers are to be investigated. As this is a partnership issue it is to be resourced by all councils.	All Councils
WRC08		Herefordshire and Worcestershire Council (Waste Disposal Authorities) will investigate the options for recycling and/or recovery of street sweepings in order to divert this waste from landfill.	Worcestershire County Council Herefordshire Council
WRC09		A new Household Waste Site is to be provided in Kington (Herefordshire). No site is currently conveniently located for residents of this area to deposit their household waste. Cross border sharing of the facility is being investigated with Powys. Resourced by Herefordshire and Worcestershire Councils.	Worcestershire County Council Herefordshire Council

RECYCLING AND COMPOSTING

RECYCLING AND COMPOSTING

Action Plan Reference	Reference(s) from Strategy	Action Required (Key Tasks required)	Responsible Organisation (Local Authority, Government Organisation, Group, etc)
WRC10		Rebrand Household Waste Sites as Household Recycling Centres to emphasise their recycling element. To be resourced by Herefordshire and Worcestershire Councils	Worcestershire County Council
WRC11		The Household Waste Site at Tenbury is to be redeveloped pending successful planning application. To be resourced by Herefordshire and Worcestershire County Councils.	Worcestershire County Council
WRC12	FG05	Feasibility of pedestrian access to Household Waste Sites is to be investigated both current and future provision. Recommendations from investigation will be considered before action is taken. Resourced by Herefordshire and Worcestershire Councils.	Worcestershire County Council
WRC13	S01	The partnership to produce clear guidance on what materials can be accepted for recycling by Local Council Collection schemes	All Councils
WRC14	FG03	Herefordshire and Worcestershire Councils to take measures to improve customer care from staff at Household Waste Sites. Local Councils to improve customer care of collection crews.	Worcestershire County Council Local Councils
WRC15	FG02 S03 SHR05B	The Partnership to provide information on what happens to waste and recycling once it has been collected. This will include information on the new EnviroSort facility and the final destination of recyclables and residual waste. Funding received from WRAP to produce guide and publicity materials.	All Councils
WRC16	FG07	The partnership to use an education rather than enforcement approach to encourage people to recycle more.	Local Councils (Waste Collection Authorities)
WRC17		Develop service as appropriate to comply with the Batteries Directive	Worcestershire County Council

Action Plan Reference	Reference(s) from Strategy	Action Required (Key Tasks required)	Responsible Organisation (Local Authority, Government Organisation, Group, etc)
ER01	S22 & S23	Suitable development land to be identified and the technology to be used to treat the Partnerships residual waste to be decided. Work to be conducted by the PFI Contractor to be resourced by Herefordshire and Worcestershire Councils.	PFI Waste Disposal Contractor
ER02	FG16	PFI Contractor to complete a pre-application(s) consultation prior to submission of planning application. This could influence the final design of the treatment facility. To be resourced by Herefordshire and Worcestershire Councils.	PFI Waste Disposal Contractor
ER03		Following submission the application(s) will be determined by the relevant planning authority.	Herefordshire/Worcestershire Planning Authority
ER04		Subject to planning consent(s) the PFI contractor will construct and commission the facility to receive residual waste from the Partnership. To be resourced by Herefordshire and Worcestershire Councils.	PFI Waste Disposal Contractor
ER05	SEA03A	PFI Contractor to continue to utilise landfill gas for power generation at Hill & Moor Landfill Site near Pershore. No resource implication for the Partnership.	PFI Waste Disposal Contractor
ER06	S22 SEA03B	Herefordshire and Worcestershire Councils and the PFI Contractor to promote energy recovery options when deciding the residual treatment solution.	Herefordshire Council Worcestershire County Council PFI Waste Disposal Contractor
ER07	SHR06A	Partnership to contact Shropshire CC to ascertain feasibility of transporting waste by river (The Severn) to potential incineration facility at Ironbridge.	All Councils

ENERGY RECOVERY

Action Plan Reference	Reference(s) from Strategy	Action Required (Key Tasks required)	Responsible Organisation (Local Authority, Government Organisation, Group, etc)
FINAL DISPOSAL			
WD01		PFI Contractor to provide suitable landfill facilities as required for final disposal of waste from the Partnership. To be resourced by Herefordshire and Worcestershire Councils.	PFI Waste Disposal Contractor
WD02	SHR08J SHR10L	The Partnership to provide and promote a consistent approach to clinical waste collection and disposal. Currently arrangements vary across the Partnership. Greater consistency could lead to improved efficiencies.	All Councils
OTHER STRATEGY ACTIONS			
OSA01	SHR09AA	Partnership councils to gather data to establish a baseline for NI185, NI186 and NI188 and set Climate Change Target (Target 1) .	All Councils
OSA02		The Partnership to reduce impact on climate change to help meet the Climate Change Target through optimisation of Local Council refuse collection rounds and waste transfer movements. All councils will be responsible for this and resource as necessary.	All Councils
OSA03		Partnership Members to continually monitor the performance of their services to ensure they are performing as expected and in line with the Strategy objectives. This will be resourced by all councils.	All Councils
OSA04		Provide information to residents concerning the links between Climate Change and Waste Management Practises. Place greater emphasis on the sustainable objectives of waste management services.	All Councils
OSA05		The Partnership will produce a summary document for the JMWMS following final endorsement by all Partnership members. This will summarise the most significant aims and objectives of the Strategy for residents, elected members and any other interested parties.	All Councils

OSA06	All Partnership members to provide accurate and timely waste data required for reporting of all waste National Indicators. This will be resourced by all councils.	All Councils
OSA07	The Partnership is to provide good information about the range of services that are available to residents and guidance on how to use them, in a variety of media formats. The greater consistency of approach by all councils means that this can be provided by the partnership.	All Councils
OSA08	This Action Plan will be annually reviewed by the Partnership to ensure that the Strategy is being delivered across all councils in the Partnership. It will be updated as necessary to amend targets and address any new challenges that may arise.	All Councils
OSA09	The Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire will be reviewed by the Partnership in 2014 . All councils to provide resources to do this.	All Councils
OTHER STRATEGY ACTIONS		
	Reference(s) from Strategy	Action Required (Key Tasks required)
OSA10	FG04 SHR09N	The partnership is to monitor Waste Management practises from elsewhere and consider adoption of best practise .
OSA11	FG12	Local Councils (Waste Collection Authorities) will resource & provide a range of suitable assisted collection services to allow as many people to participate in recycling collection schemes as possible.
OSA12	SHR10L	The Partnership is to develop a consistent approach to dealing with fly tipping across both Herefordshire and Worcestershire. This will tackle not only how fly tips are removed and recorded but also enforcement action which is taken.
OSA13	S19	Improve enforcement measures for fly tipping and litter offences.
OSA14		Partnership to provide schools and other educational establishments (for example Bishops Wood Environmental Education Centre) with up to date information on waste management services in support of their activities.
		Responsible Organisation (Local Authority, Government Organisation, Group, etc)
		All Councils
		Local Councils (Waste Collection Authorities)
		All Councils Environment Agency
		Waste Collection Authorities.
		All Councils

OSA15


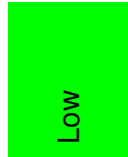
The partnership will develop ways of **publicising/informing the community on our Strategy** and its delivery.

All Councils

Action Plan Part B (Resources)


Action Plan Reference	Action Summary	Delivery Date	Resources allocated and significance of cost	Dependencies & Risks	Monitoring Mechanism
WP01	Distribute 25,000 compost bins between 2007/08 and 2010/11	March 2011	Yes Moderate	Continued Government support both locally and nationally by all councils, WRAP and IEP RISKS: Financial	Quarterly JMWRF Report
WP02	Distribute 15,000 compost bins between 2011/12 and 2013/14	March 2014	Yes Moderate	Continued Government support both locally and nationally by all councils, WRAP and IEP RISKS: Financial	Quarterly JMWRF Report
WP03	Distribute 35,000 compost bins between 2014/15 and 2020/21	March 2021	Yes Moderate	Continued Government support both locally and nationally by all councils, WRAP and IEP RISKS: Financial	Quarterly JMWRF Report
WP04	Promote Home Composting and Master Composters Scheme	Ongoing	Yes Low	Continued Local Support RISKS: Financial	Quarterly JMWRF Report
WP05	Investigate options for Community Composting	March 2014	Yes Low	Successful partnerships with community groups RISKS: Financial	Annual Review of JMWMS Action Plan
WP06	Promote WRAP Love Food Hate Waste (LFHW) Initiative locally	Ongoing	Yes Moderate	Continued commitment to Waste Prevention Team & successful use of funding opportunities RISKS: Financial	Quarterly JMWRF Report
WP07	Develop & Implement Food Waste Prevention marketing plan	March 2010	Yes Low	Continued commitment to Waste Prevention Team & successful use of funding opportunities RISKS: Financial	Quarterly JMWRF Report
WP08	Target to increase number of committed food waste reducers to 30% by 2011/12	March 2012	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Quarterly JMWRF Report

WASTE PREVENTION

	<p>WP09</p>	<p>Train Master Composters to promote LFHW</p>	<p>March 2010</p>	<p>Yes</p>	 <p>Low</p>	<p>Continued commitment to Waste Prevention Team RISKS: Financial</p>	<p>Quarterly JMWRF Report</p>
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Action Plan Reference	Action Summary	Delivery Date	Resources allocated and significance of cost	Dependencies & Risks	Monitoring Mechanism
WP10	Develop & Implement Smart Shopping marketing plan	March 2011	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Quarterly JMWRF Report
WP11	Develop & Implement Junk Mail marketing plan	March 2011	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Quarterly JMWRF Report
WP12	Increase sign up to the 'Mailing Preference Service' by 10,000 per annum between 2009/10 and 2011/12.	March 2012	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Quarterly JMWRF Report
WP13	Provision of support to reuse organisations	Ongoing	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Annual Review of JMWMS Action Plan
WP14	Continuation of the Waste & Recycling Forum (SEWAR)	Ongoing	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Quarterly JMWRF Report
WP15	Increase tonnage of Reuse credits paid to 3 rd Sector to 750 tonnes	March 2014	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Annual Review of JMWMS Action Plan
WP16	Offer Grant Funding for community Re-use and Recycling Schemes	Ongoing	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Annual Review of JMWMS Action Plan
WP17	Promote Reuse through the provision of the Re-use guide	March 2010	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Annual Review of JMWMS Action Plan

WASTE PREVENTION

	<p>WP18</p> <p>Expand and promote re-use schemes at Household Waste Sites 10 tonnes per annum between 2009/10 and 2011/12</p>	<p>March 2012</p> <p>Yes</p>	<p>Low</p>	<p>Continued commitment to Waste Prevention Team</p> <p>RISKS: Financial</p>	<p>Annual Review of JMWMS Action Plan</p>
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Action Plan Reference	Action Summary	Delivery Date	Resources allocated and significance of cost	Dependencies & Risks	Monitoring Mechanism
WP19	Promote furniture re-use for bulky waste collection	Ongoing	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Quarterly JMWRF Report
WP20	Develop & Implement a Marketing Plan for Re-use/Repair/Hire	March 2011	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Quarterly JMWRF Report
WP21	Promote other waste reduction (e.g. food waste disposers, Real Nappies and Home Shredding)	Ongoing	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Quarterly JMWRF Report
WP22	Support water industry research on impacts of food waste disposers .	Ongoing	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Annual Review of JMWMS Action Plan
WP23	Lobby government to do more to combat the production of excess waste material	Ongoing	Yes Low	Continued commitment to Joint Members Waste Resource Management Forum RISKS: Financial	Quarterly JMWRF Report
WP24	Put in place measures to restrict residual waste presented .	All Councils by April 2011	Yes Moderate	Agreement from all councils RISKS: Political and Public Acceptance	Quarterly JMWRF Report
WP25	Promote the use of re-use websites such as Freecycle.	With Re-use Guide March 2010	Yes Low	Continued commitment to Waste Prevention Team RISKS: Financial	Quarterly JMWRF Report

WASTE PREVENTION

Action Plan Reference	Action Summary	Delivery Date	Resources allocated and significance of cost	Dependencies & Risks	Monitoring Mechanism
WRC01	To commission the new EnviroSort facility	November 2009	Yes	High	Quarterly JMWRWF Report
WRC02	Local Councils to collect same kerbside recyclable materials	All Councils by April 2011	Yes	High	Quarterly JMWRWF Report
WRC03	Investigate opportunities for increasing the range of materials accepted for recycling	Ongoing	Yes	Low	Quarterly JMWRWF Report
WRC04	Local Councils to expand recycling services to all households	All Councils by April 2012	Yes	High	Quarterly JMWRWF Report
WRC05	Where supported garden waste composting collections will be provided at a charge	Optional	Yes	Moderate/High	Quarterly JMWRWF Report
WRC06	The Partnership to provide and promote a consistent textile collection service	All Councils by April 2012	Yes	Low	Quarterly JMWRWF Report
WRC07	Investigate options for providing commercial waste recycling services	All Councils by April 2012	Yes	Low	Quarterly JMWRWF Report
WRC08	Investigate options recycling and recovery of street sweepings	March 2011	Yes	Low	Quarterly JMWRWF Report
WRC09	New Household Waste Site to be provided in Kington (Herefordshire).	December 2010	Yes	High	Waste Disposal Contract Meeting

RECYCLING AND COMPOSTING

Action Plan Reference	Action Summary	Delivery Date	Resources allocated and significance of cost	Dependencies & Risks	Monitoring Mechanism
WRC10	Rebrand Household Waste Sites as Household Recycling Centres	All Sites by April 2011	Yes Moderate	Availability of resources RISKS: Financial	Quarterly JMWRF Report
WRC11	Household Waste Site at Tenbury is to be redeveloped	March 2012	Yes High	Conditional on obtaining necessary consents prior to development RISKS: Planning & Development	Waste Disposal Contract Meeting
WRC12	Feasibility of pedestrian access to Household Waste Sites is to be investigated	March 2010	Yes Low	Allocation of Officers time to project. Public consultation RISKS: Financial, Political and Public Acceptance	Quarterly JOWRMF Meeting
WRC13	Produce clear guidance on materials accepted for recycling	Ongoing	Yes Low	Availability of resources including Recycling/Prevention Officers time RISKS: Financial	Quarterly JMWRF Report
WRC14	Improve customer care at Household Waste Sites and on collection rounds.	Ongoing	Yes Low	Allocation of Officers time to project. Contractors acceptance RISKS: Financial	Individual Council Performance Management Meetings
WRC15	The Partnership to provide information on what happens to waste	All Councils by April 2010	Yes Low	Availability of resources including Recycling/Prevention Officers time RISKS: Financial	Quarterly JMWRF Report
WRC16	Use an education rather than enforcement approach	Ongoing	Yes Low	Availability of resources including Recycling/Prevention Officers time RISKS: Financial	Quarterly JMWRF Report
WRC17	Develop service in accordance with Batteries Directive	February 2010	No Low	Availability of resources RISKS: Financial	Waste Disposal Contract Meeting

RECYCLING AND COMPOSTING

Action Plan Reference	Action Summary	Delivery Date	Resources allocated and significance of cost	Dependencies & Risks	Monitoring Mechanism	
ER01	Identify land and technology to be used to treat the Partnerships residual waste	December 2009	Yes	High	Availability of Land, Political and Officer agreement, contract negotiations RISKS: Financial, Planning, Development, Political and Public Acceptance	Joint Review Board
ER02	PFI Contractor to complete a pre-application(s) consultation	Early 2010	Yes	Moderate	Must first obtain land and decide technology RISKS: Planning, Development, Political and Public Acceptance	Quarterly JMWRF Report
ER03	Application(s) will be determined by the relevant planning authority.	December 2011	Yes	Moderate	Submission of robust planning application for suitable site. RISKS: Financial, Planning, Development, Political and Public Acceptance	Joint Review Board
ER04	Construct and commission the facility to receive residual waste.	March 2014	Yes	High	Engagement with contractor, completion of works, recruitment of and installation of equipment. RISKS: Development	Joint Review Board
ER05	PFI Contractor to utilise landfill gas for power generation	Ongoing	Yes	Low	Engagement with contractor RISKS: Planning	Joint Review Board
ER06	Promote energy recovery options when deciding the residual treatment solution.	Ongoing	Yes	Low	Engagement with contractor, technology type and location of residual treatment facility RISKS: Political and Public Acceptance	Joint Review Board
ER07	Investigate transport of waste by river	November 2009	Yes	Low	Feasibility needs to be established RISKS: Financial, Planning, Development, Political and Public Acceptance	Quarterly JMWRF Report

ENERGY RECOVERY

FINAL DISPOSAL					
Action Plan Reference	Action Summary	Delivery Date	Resources allocated and significance of cost	Dependencies & Risks	Monitoring Mechanism
WD01	PFI Contractor to provide suitable landfill facilities	Ongoing	Yes	Engagement with contractor RISKS: Planning, Development, Political and Public Acceptance	Joint Review Board
WD02	Promote a consistent approach to clinical waste collection	All Councils by April 2011	Yes	Cross party agreement from Partnership members RISKS: Financial, Political Acceptance	Quarterly JOWRMF Meeting

Action Plan Reference	Action Summary	Delivery Date	Resources allocated and significance of cost	Dependencies & Risks	Monitoring Mechanism
OSA01	Partnership councils to gather data and set Climate Change Target	March 2010	Yes	Cross party agreement from Partnership members RISKS: Financial, Political Acceptance	Quarterly JMWRF Report
OSA02	The Partnership to reduce impact on climate change	Ongoing	Yes	Cross party agreement from Partnership members RISKS: Financial, Political Acceptance	Quarterly JMWRF Report
OSA03	Continually monitor the performance of their services	Ongoing	Yes	Availability of resources RISKS: Financial	Quarterly JMWRF Report
OSA04	Provide information concerning the links between Climate Change and Waste Management	Ongoing	Yes	Availability of resources RISKS: Financial	Quarterly JMWRF Report
OSA05	The Partnership will produce a summary JMWMS document	March 2010	Yes	Availability of resources RISKS: Financial	Quarterly JMWRF Report
OSA06	All Partnership members to provide accurate and timely waste data	Ongoing	Yes	Availability of resources RISKS: Financial	Quarterly JMWRF Report
OSA07	Provide good information on range of services available to residents	Ongoing	Yes	Availability of resources RISKS: Financial	Individual Council Performance Management Meetings
OSA08	Action Plan to be annually reviewed	November Annually	Yes	Availability of resources RISKS: Financial	Quarterly JMWRF Report
OSA09	The Strategy will be reviewed by the Partnership in 2014.	All Councils by November	Yes	Availability of resources RISKS: Financial	Quarterly JMWRF Report

OTHER STRATEGY ACTIONS

OTHER STRATEGY ACTIONS

Action Plan Reference	Action Summary	Delivery Date	Resources allocated and significance of cost	Dependencies & Risks	Monitoring Mechanism
OSA10	Monitor and consider Best Practise elsewhere	Ongoing	Yes Low	Ability to gather information from other local authorities RISKS: Financial	Individual Council Performance Management Meetings
OSA11	Provide suitable assisted collection services	Ongoing	Yes Moderate	Availability of resources RISKS: Financial	Individual Council Performance Management Meetings
OSA12	Develop consistent approach to Fly-Tipping	March 2011	Yes Low	Availability of resources RISKS: Financial	Individual Council Performance Management Meetings
OSA13	Improve enforcement measures for fly tipping and litter offences	Ongoing	Yes Low	Availability of resources RISKS: Financial	Individual Council Performance Management Meetings
OSA14	Provide schools with waste management education information	Ongoing	Yes Low	Availability of resources RISKS: Financial	Individual Council Performance Management Meetings
OSA15	Develop ways to publicise our strategy	Ongoing	Yes Low	Availability of resources RISKS: Financial	Individual Council Performance Management Meetings