

Appendix: Waste and recycling: recommendations to the executive and executive responses

On Thursday 19 th January 2023 Environment and Sustainability Committee considered an update on the Waste Management Review.				
Recommendation a.	There should be additional information provided at, via the self-serve booking system and located within, local recycling centres identifying additional opportunities to re-use and repair items that would otherwise be sent to waste or re-cycling. As part of this, working with charitable sector partners to expand and communicate the diversity of options for re-use.			
Executive Response	Agreed			
Action	Owner	By When	Target/Success Criteria	Progress
Provide additional information to promote reuse on HC website prior to link to booking systems.	Siân Peters	Completed	Additional information provided.	HC website updated to provide information regarding local reuse and repairs options. Headline banner linking to reuse page prior to HRC slot booking in place (this is temporarily being used for garden waste consultation but will revert back afterwards).
Provide additional information promoting the reuse option on the self-service booking system prior to the booking of a slot to visit the HRC.	Siân Peters	31 March 2024	Additional information provided.	We are currently working with our disposal partner WCC to explore the HRC booking system options in order to provide this information. Please see note above action where link is available from HC website.
Improve signage at the HRCs to encourage members of the public to consider placing items in reuse containers	Siân Peters	1 April 2024	Signage improved.	A new package of signs have been developed and agreed. These can be easily amended so that information can be changed if the charities have differing requirements. Signs for the wood and scrap metal disposal points have also been developed to encourage diversion.
Developing reuse trials & increasing access to HRC reuse containers with local charitable voluntary sector partners.	Siân Peters	Completed	Relationships developed with providers and trials established	A trial started in May 2023 at Leominster HRC with Studio Mirai, a local charity, collecting items of wooden furniture for upcycling and resale. Hereford Community Reuse and Recycling group also started collections from reuse containers during 2023. Tonnages from these containers has increased by 40% in year to Dec 23 compared to 22-23. Work continues on building and strengthening relationships with existing and new reuse providers to expand and increase what they collect.
Recommendation b.	Strengthened communications is provided on the opportunities available to reduce, repair, re-use and recycle locally - targeted at those who do not currently process their waste in this method.			

Executive Response	Agreed			
Action	Owner	By When	Target/Success Criteria	Progress
Update HC website	Siân Peters	Completed	Additional information provided	<p>Reduce, reuse, repair pages developed. Information on local reuse and repair options made more accessible and updated.</p> <p>Grants provided to establish 4 Repair cafés, with a further 2 operating across the county. Funding provided included for promotional communications and HC have also promoted the schemes through media and social media outlets.</p> <p>Relationship developed with Greener Footprints who help to promote the waste initiatives that we have developed. An upcycling guide was also developed with them, incorporating input from the Waste Transformation Officer.</p> <p>The Waste Transformation Officer took part in 6 community events across the county in 2023, promoting waste reduction, reuse and repairs initiatives.</p>
Interim strategic comms officer appointed to develop long-term communications strategy. Work plans are developed from the Integrated Waste Strategy.	Strategic Coms Consultant	Completed	Detailed communications strategy developed with measurable, outcomes outputs and targets.	<p>Interim Communications Officer appointed between May 23 and Oct 23, providing a high level Waste Communications and Engagement Strategy.</p> <p>A detailed communications delivery plan has been developed by the Waste Transformation Officer and is working with our internal communications team to deliver this.</p> <p>Upon appointment of the new waste collection contractor this plan will be updated to include the mobilisation activities and relevant communications for residents and businesses resulting from the change.</p>
Recruitment of a new dedicated waste communications and engagement officer to manage tactical delivery of communication strategy.	Siân Peters	Completed	Officer recruited.	Recruited process was unsuccessful therefore a detailed communications delivery plan has been developed by the Waste Transformation Officer who is working with our internal communications team to deliver this.

				Upon appointment of the new waste collection contractor this plan will be updated to include the mobilisation activities and relevant communications for residents and businesses resulting from the change.
Recommendation c.	That the Executive set in place a reporting and a communications campaign to ensure that the public are made aware about how each of our waste streams are used (recycling, waste for energy recovery and for disposal to landfill), and explains where each waste stream is directed to and how each stream is re-processed.”			
Executive Response	Agreed			
Action	Owner	By When	Target/Success Criteria	Progress
Update the Council’s web site to provide more information	Siân Peters	Completed	Web-site updated	We have updated our web-site to provide more information directly on our web site and linking to our disposal contractors. See link What to recycle – Herefordshire Council
To be incorporated into overall communication strategy	Siân Peters	Completed	Communications campaign developed with plan for delivery outlined	Communications delivery plan developed with key themes developed regarding messages for diverting recycling items from residual bin and reducing contamination of recycling bin. Messages regarding what happens to the waste will be incorporated into these communications which will be delivered during mobilisation of the new contract.
Recommendation d.	That Smart KPIs are agreed with our contractors responsible for recycling, waste for energy recovery and disposal to landfill.			
Executive Response	Agreed			
Action	Owner	By When	Target/Success Criteria	Progress
Review waste disposal contract	Nicola Percival	April 2024	KPIs	This will be included as part of a wider contract management review of the waste disposal contract to be undertaken in partnership with Worcestershire County Council.

New KPI to monitor 1% to landfill.		Nicola Percival	Completed	New KPI established	Monitored monthly through contract management & HC performance reporting
Recommendation e.	Infrastructure is provided at recycling centres to enable and maximise opportunity to allocate their items for re-use.				
Executive Response	Agreed				
Action	Owner	By When	Target/Success Criteria	Progress	
Strategic review undertaken with DLUHC and Local Partnerships (Central Government) & WCC for future disposal options.	Siân Peters	Completed	Report produced		
Undertaking an assessment of a range of Household Recycling Centre (HRC) related improvement activities including options for increasing and improving reuse.	Siân Peters	Completed	Preliminary study completed	Infrastructure improvements explored and plans in place where improvements are possible. Reuse baseline established through tonnage figures collected over previous years.	
Reuse container improvements	Siân Peters	March 2024	Introduction of improved facilities	Infrastructure improvements explored and plans in place to refurbish reuse containers with shelving, lighting and as outlined above, improved signage.	
Reuse Workshop	Sian Peters	March 2024	Actions developed.	Development of a reuse workshop involving disposable partners completed and action plan developed.	
Recommendation f.	Measures are taken to ensure that when local food outlets are inspected by environment health information is provided about the opportunities and additional options available to them to recycle their waste.				
Executive Response	Agreed				
Action	Owner	By When	Target/Success Criteria	Progress	
Work with EHTS to ensure that this is provided as part of inspections. An updated guide and web content will be produced.	Sian Peters	Completed	Information is provided. Updated guide and web content will be produced.	Agreement made with EHTS Commercial teams for information to be provided where contact is made with customers. Business waste guide and web content updated	

Recommendation g.	Development of the business cases within the proposed capital programme should ensure consistent criteria relating to environmental and sustainability measures applied to their fullest extent in relation to reaching carbon neutrality, and repair and re-use of redundant equipment and buildings.			
Executive Response	Agreed			
Action	Owner	By When	Target/Success Criteria	Progress
The capital business case template for all new proposals already includes a section on environmental considerations. Work is currently underway to strengthen the guidance and considerations for all new projects.	Ben Boswell/Richard Vaughan	Completed	Template updated	Agreed and implemented.
Recommendation h.	Alongside this, development of a carbon scoring system to be able assess how specific projects contribute to carbon reduction targets in relation to other options.			
Executive Response	Agreed			
Action	Owner	By When	Target/Success Criteria	Progress
To be included with the revision of the carbon management plan.	Ben Boswell/Richard Vaughan	March 2025	Scoring system developed and included within carbon management plan for the council	Initial scoping underway.