



MERSEYSIDE RECYCLING & WASTE AUTHORITY

**MERSEYSIDE... A PLACE
WHERE NOTHING IS WASTED**

MRWA PERFORMANCE REPORT

Quarter 1 Apr to Jun

2013 - 2014

Section 1 – Summary







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Section 1 - Summary

Summary of Performance against Targets set within the Corporate Plan

Improvement Target Corporate Aim 1: Operations	Target Description	Target 2013/14 (unless stated)	Actual figures for 2013/14	Is the performance on target?
To deliver the performance targets specified in the Authority's waste contracts as a minimum	HWRC Recycling and Composting Rate (excl Huyton & Kirkby)	52.91%	64.06%	
	HWRC Recycling and Composting Rate Huyton & Kirkby	55%	73.65%	
	HWRC Diversion Rate	64.02%	73.48%	
	KCM Diversion Rate	90.00%	90.13%	
	Organic Waste Diversion Rate	95.00%	100.00%	
Household Waste Recycling (Merseyside Only)	Merseyside Performance including MRWA & Districts	37.04%	36.8% (forecast)	

Improvement Target Corporate Aim 2: Governance & Resources	Target Description	Target 2013/14 (unless stated)	Actual figures for 2013/14	Is the performance on target?
Sickness	To manage sickness absence to within the top quartile of local authorities	2.76%	5.57%	
Education	To ensure that Veolia facilitate visits to the Recycling Discovery Centres	6500 Visitors (2013)	2088 Visitors (Apr – Jun 13)	

Improvement Target Corporate Aim 3: Partnership	Target Description	Target 2013/14 (unless stated)	Actual figures for 2013/14	Is the performance on target?
Household Waste (Merseyside Only)	To reduce total waste arisings (Before Re-Use, Recycling or Treatment)	1,180 Kg/Household (by 2030)	1,010 Kg/Household	

Section 2 - Commentary

1. Corporate Aim 1- Operations

To deliver the performance targets specified in the Authority's waste contracts as a minimum

"April 2013 marked commencement of Waste Management and Recycling Contract (WMRC) Year 5. Under the contract Veolia operate 4 Waste Transfer Stations, 2 Material Recycling Facilities (MRF), 16 Household Waste Recycling Centre's (HWRC) and a composting facility on MRWA's behalf as well as providing waste transport services.

During 2012 two new replacement HWRC's, Huyton and Kirkby, were introduced to the contract. The 14 existing HWRC's have a recycling and composting target of 52.91% and the two new replacement HWRC's have a Recycling and Composting target of 55.00%.

Veolia's HWRC Recycling and Composting rate during Quarter 1 was 64.06% against an annual target of 52.91% for the fourteen 'existing' HWRC's.

HWRC Recycling and Composting rate during Quarter 1 for the two new replacement HWRC's was 73.65% against a specific target of 55.00%. Huyton and Kirkby HWRC recycling and composting rate for Quarter 1 is demonstrated below;

Huyton HWRC – 78.35% of waste was recycled against a specific annual target of 55% during Quarter 1

Kirkby HWRC – 65.97% of waste was recycled against a specific annual target of 55% during Quarter 1

The volumes and composition of waste and recycling delivered to HWRC's changes seasonally. Summer months are traditionally better performing periods due to the types of waste members of the public deliver to HWRC's. The recycling and composting performance achieved during Quarter 1 by Veolia is positive and on track to achieve the annual targets. This is reinforced when comparing the overall HWRC performance for the same period last year. The Recycling and Composting rate achieved for all HWRC's during Quarter 1 of 2013/14 was 65.18%, a 5.79% increase when compared to performance for the same period in 2012/13.

The 2013/14 annual MRF Diversion Target is 90.00%. Veolia's MRF Diversion rate during Quarter 1 was 90.12%. Veolia's performance is encouraging when compared to the Annual Target".

Neil Spencer – Assistant Contracts Manager

To comply with the Authority's Landfill Allowance Trading Scheme obligations.

"2012/13 was the final year of the Landfill Allowance Trading Scheme which means the Authority was obliged to meet its obligations and reconcile the 2012/13 accounts by 30th September 2013. This effectively meant that Merseyside had to have in its account sufficient allowances to match the total amount of Biodegradable Municipal Waste (BMW) landfilled in that year.

Merseyside had an original allocation of 207,047 allowance and a long-term trading agreement secured a further 41,412 allowances at the beginning of 2012/13. The landfilling of BMW was closely monitored throughout the year and further trades of 5,000 and finally 25,000 allowances were made, bringing the total to 270,177. The final outturn for BMW landfilled amounted to 270,141 tonnes and therefore the Authority has met its obligations.

The cost of landfill allowances is subject to market forces and an initial budget had been set at £2,050,300 to cover the predicted shortfall. This was revised to £1,707,140 in February 2013 however, due to a very favourable final trade, the total spend for 2012/13 amounted to £671,100.”

Mandy Valentine – Corporate Services Manager

To recycle 50% of household waste by 2020

This performance indicator is the combined recycling performance of all Merseyside authorities and the 50% target by 2020 is drawn from the Joint Recycling and Waste Management Strategy. In 2012/13, the annual target of 37.04% was calculated using the individual recycling targets set by the five Merseyside councils and this Authority’s contractual targets. The final outturn was 36.2% and with the exception of HWRC recycling, there was a reduction in performance across the board compared to the previous year. The target of 37.04% has been carried forward to 2013/14 and it is hoped that new initiatives planned by the Merseyside authorities will help achieve the target this year. More information is provided in Section 3 (Figure 4) of this report.

Mandy Valentine – Corporate Services Manager

3. Corporate Aim 2 – Sickness

To manage sickness absence to within the top quartile of local authorities

“The Authority continues to manage its sickness absence through the Sickness Absence Policy and Procedures. The current figure of 5.57% is higher than the current Local Authority target figure of 2.76% and is in part due to long term sickness absence. The Authority is a relatively small employer and as such long term sickness absence has a greater impact on the overall sickness absence percentages. This can be illustrated by excluding long term sickness which gives a revised figure of 1.41%. Continued use of the Sickness Absence Procedure coupled with appropriate intervention through Health and Wellbeing initiatives, will enable the Authority manage sickness absence more effectively”.

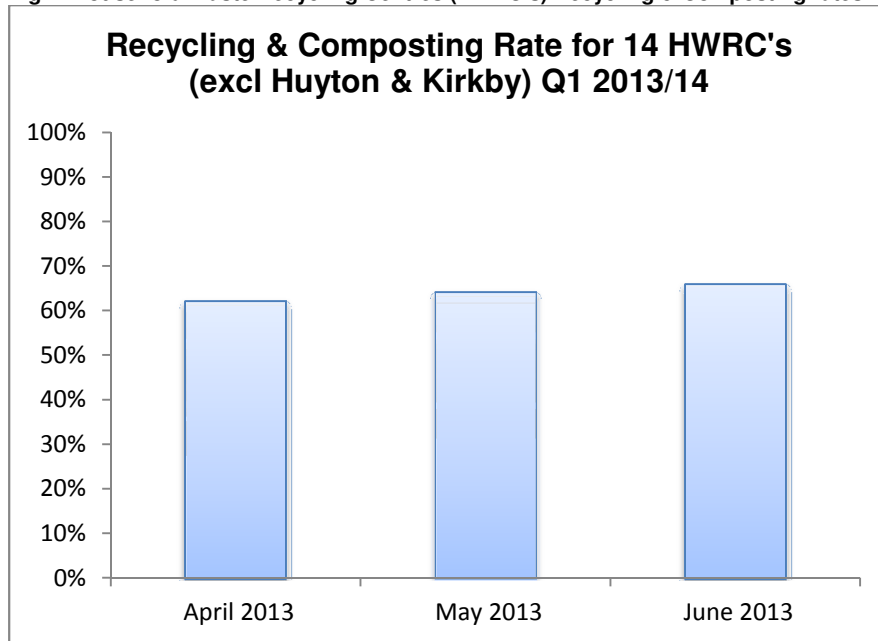
Paula Pocock – Assistant Corporate Services Manager

Section 3 – Detailed Analysis

Corporate Aim 1- Operations

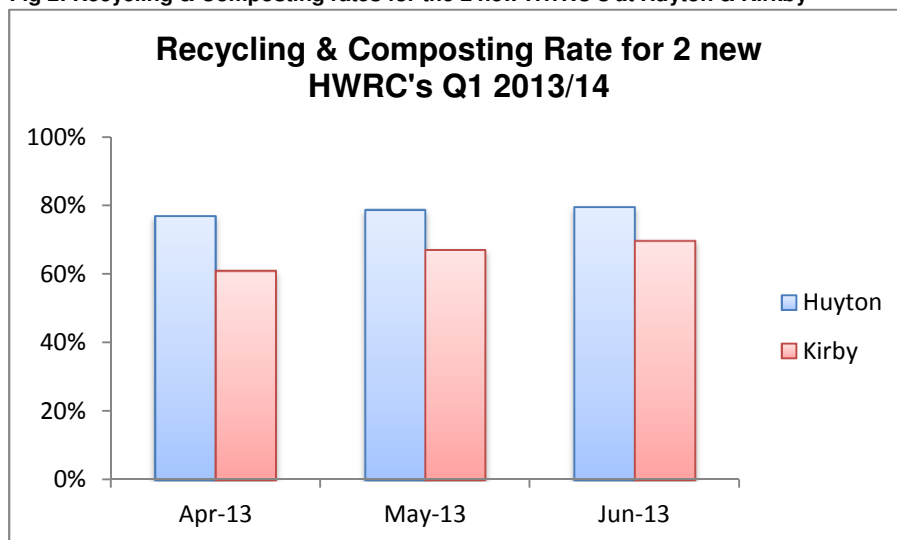
To deliver the performance targets specified in the Authority's waste contracts as a minimum

Fig 1: Household Waste Recycling Centres (HWRC's) Recycling & Composting rates for Q1 2013/14



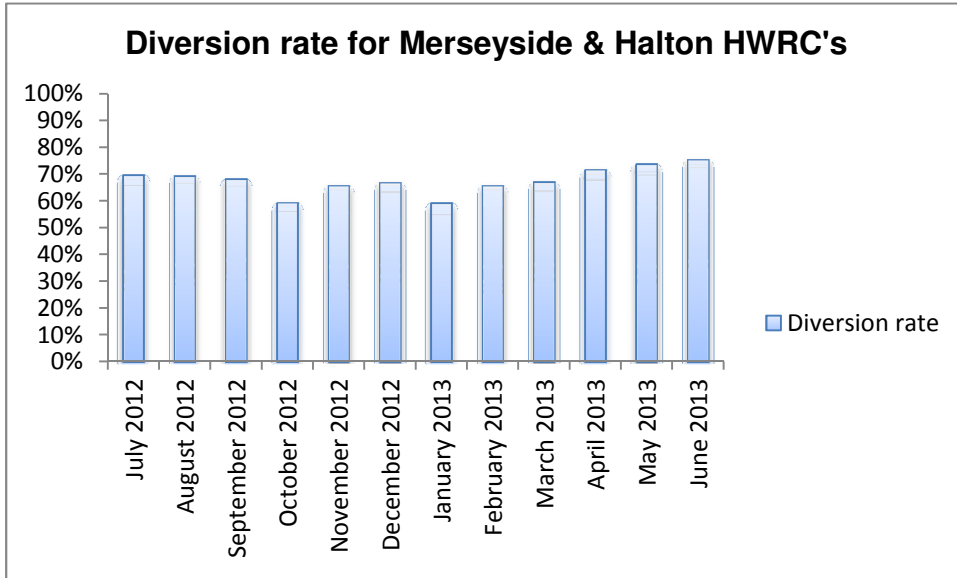
- The above graph shows the combined recycling and composting rate for the 14 HWRC's in Merseyside and Halton (excluding Huyton and Kirkby) for Quarter 1 2013/14.
- The combined recycling & composting rate for the 14 HWRC's is 64.06% against a target of 52.91% for the year.

Fig 2: Recycling & Composting rates for the 2 new HWRC's at Huyton & Kirkby



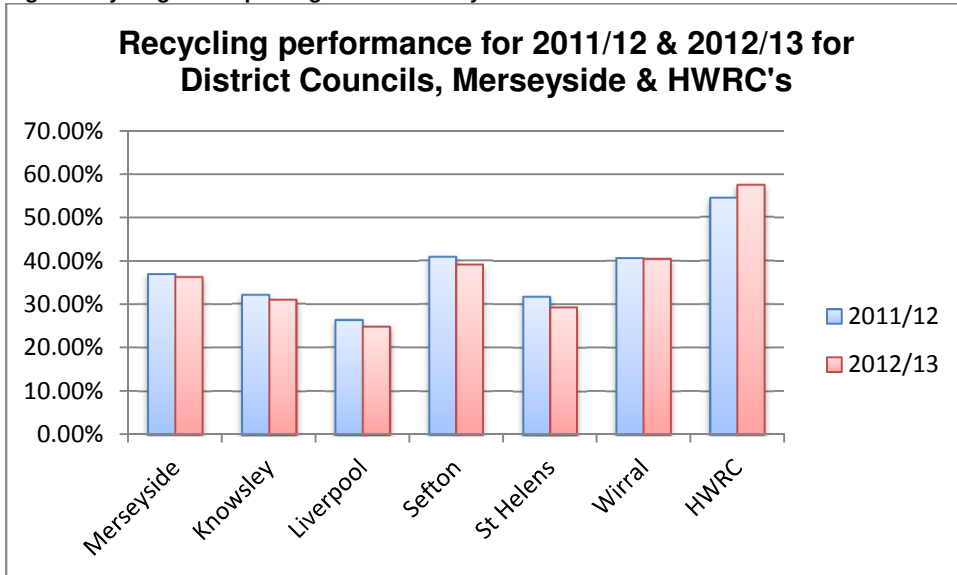
- The above graph shows the recycling and composting rate at the 2 new replacement HWRC's at Huyton & Kirkby for Quarter 1 2013/14.
- Both sites are currently exceeding the recycling & composting target of 55%.

Fig 3: HWRC Diversion Rates by Month for the past 12 Months



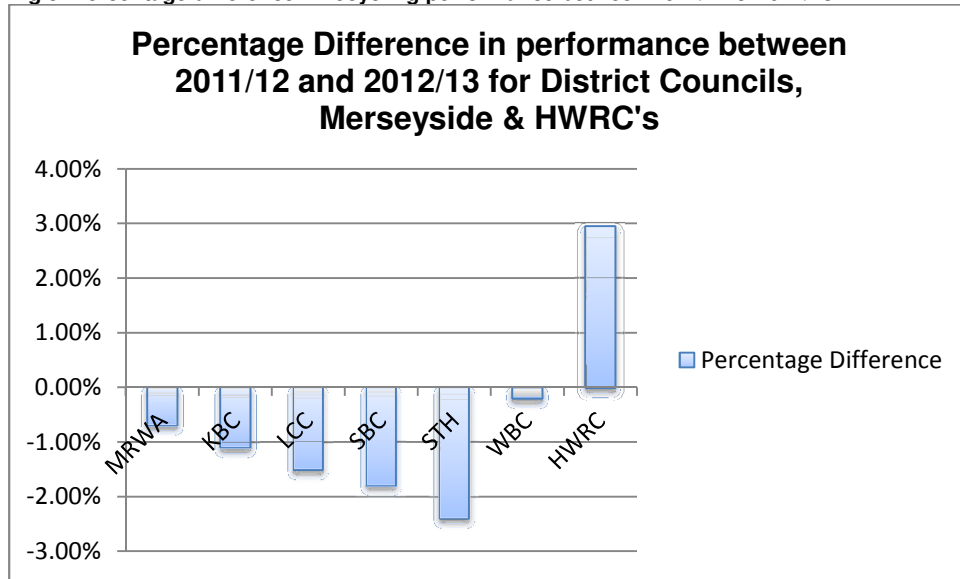
- The graph above shows the HWRC tonnage diverted (Recycled, composted and reused) from landfill for the past 12 months for the 16 HWRC's across Merseyside & Halton.
- The target for diversion from landfill for 2013/14 is 64.02%. For Quarter 1 the combined diversion rates for all HWRC's is 73.48%
- It should be noted that 'HWRC Diversion from landfill' includes rubble, whereas HWRC recycling shown in other charts does not.

Fig 4: Recycling & Composting rate for Merseyside for 2012/13



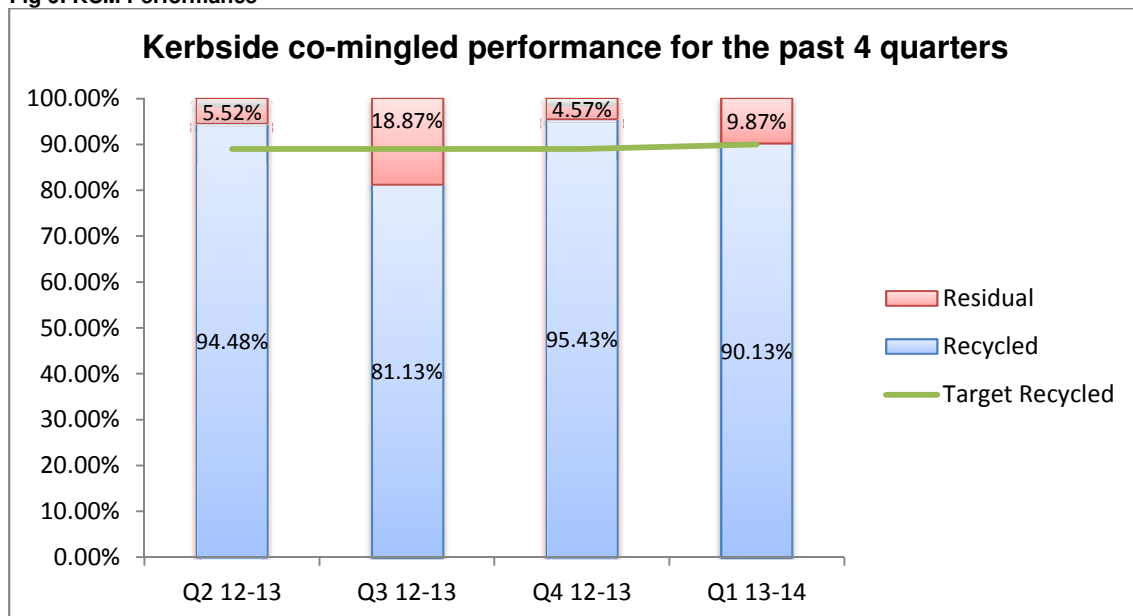
- The graph shows the recycling and composting rate for the Districts and Merseyside for 2012/13 compared to 2011/12. With the exception of HWRC recycling, recycling performance dropped marginally in the year.
- Merseyside did not reach the target of 37.04% achieving 36.2% for the year.

Fig 5: Percentage difference in recycling performance between 2011/12 & 2012/13



- The graph shows the difference in percentage points when comparing performance in 2011/12 & 2012/13. HWRC recycling performance increased by 2.94% between 2011/12 & 2012/13. The district councils and Merseyside saw a reduction in recycling performance.

Fig 6: KCM Performance

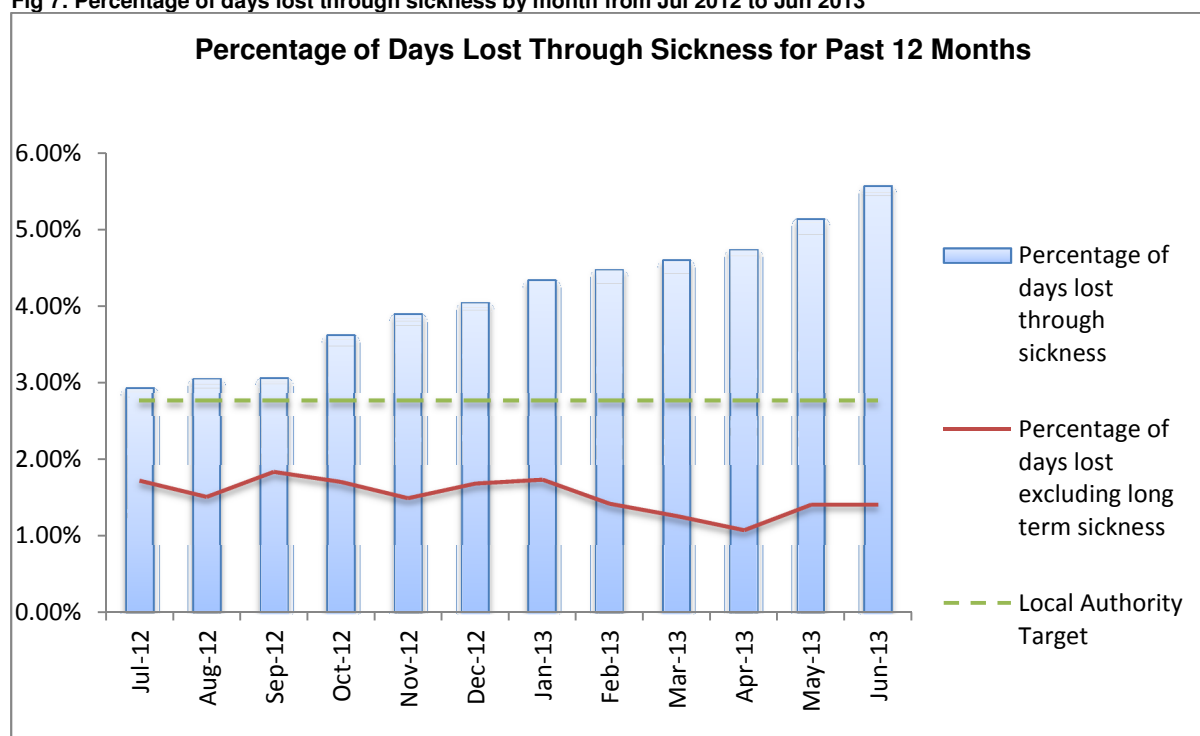


- The above chart shows the KCM (comingled) performance by quarter for the past 4 quarters.
- For Quarter 1 2013/14 the percentage of waste recycled was 90.13%.
- The annual target for waste diverted from landfill at the MRF for 2013/14 is 90%.

Corporate Aim 2 – Resources

To manage sickness absence to within the top quartile of local authorities

Fig 7: Percentage of days lost through sickness by month from Jul 2012 to Jun 2013



- The above graph highlights the percentage of days lost through sickness from July 2012 to June 2013. Each monthly reporting figure is calculated on a rolling 12 month basis (e.g. the sickness statistic for June 2013 covers July 2012 to June 2013).
- The Authority's target is based on published figures for local authority sickness levels and is set at 2.76% for 2013/14.
- The current figure for sickness for June 2013 is 5.57% which means we are not on target. When long term sickness is excluded the figure is reduced to 1.41%.
- The level of long term sickness has steadily increased over the last 12 months.

Table 1: Sickness in Days per Employee

	Days lost through sickness	Days lost excluding long term sickness	Local Authority Target
Jun-13			
Percentage	5.57%	1.41%	2.76%
Number (per Person)	13.01	3.29	6.89

Table 1 above incorporates the past 12 months, (Jul 2012 to Jun 2013)

- The above table looks at the number of days lost per employee.
- The percentage of days lost through sickness for Quarter 1 is 5.57%. When long term sick is excluded from this figure the sickness levels are 1.41%.
- The overall levels of sickness are higher than the Local Authority target of 2.76%.

To deliver educational opportunities at the Authority's facilities

Table 2: Educational opportunities through Veolia from 1st April to 30th June 2013

Q1 April – June 2013		Number of People	Number of events
Veolia Target 6500	Schools Bidston	88	3
	Community to Bidston MRF	40	1
	Schools Gillmoss	1251	42
	Community to Gillmoss	272	19
	Outreach	4	2
	Other (Veolia staff etc)	433	4
	Total	2088	71

- The above table shows the number of people who were directly engaged with through the RDC's including outreach activity.

Table 3: Educational opportunities through Eco Centre from 1st April to 30th June 2013

	Q1 Apr - Jun 2013/14	Number of People	Number of events
Eco Centre	Schools to Eco Centre	824	28
	Adults to Eco Centre	438	2
	Outreach	1398	0
	Total	2660	30
	Opportunities to see on Concourse. Note: not towards target	108,868	

- This figure is enhanced by additional opportunities to see within the Park and Ride Concourse. This is an area where members of the public wait for the bus into Southport. There is information on display and details are also provided directing members of the public to the Eco Centre if they want more information about waste and recycling.

Table 4: Educational opportunities through MRWA from 1st April to 30th June 2013

	<i>Q1 Apr - Jun 2013/14</i>	<i>Number of people</i>	<i>Number of events</i>
MRWA	<i>Waste Prevention Engagement (including LFHW)</i>	2378	8
	<i>Education & Awareness</i>	86	9
	Total	2464	17
	<i>Opportunities to see at events</i>	79,510	

Table 5: Educational opportunities via organisation which MRWA support from 1st April to 30th June 2013

Other Delivery Organisations	<i>Waste Prevention Engagement</i>	0	0
	<i>Programme engagement</i>	0	0
	Total	0	0

- The above table refers to other delivery organisations which MRWA support. These have been captured since quarter 3 of 2012/13 and provide an enhanced opportunity for MRWA to engage their aims and objectives through others.

Table 6: Summary of all educational opportunities

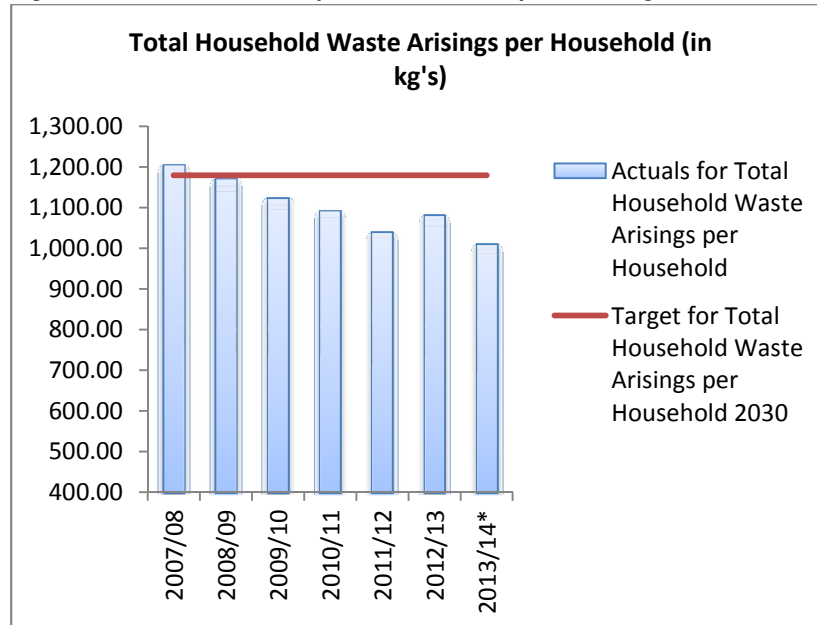
Totals Educational Engagement – Q1 2013/14	Total Number of people engaged	Total Number of events	Target 2013/14	Forecast for year based on current performance
	7212	118	21,250	21,250

- The above table summarises all activity and shows that for Quarter 1 there were 7,212 people engaged with and based on this the target for the year will be met.

Corporate Aim 3 - Partnership

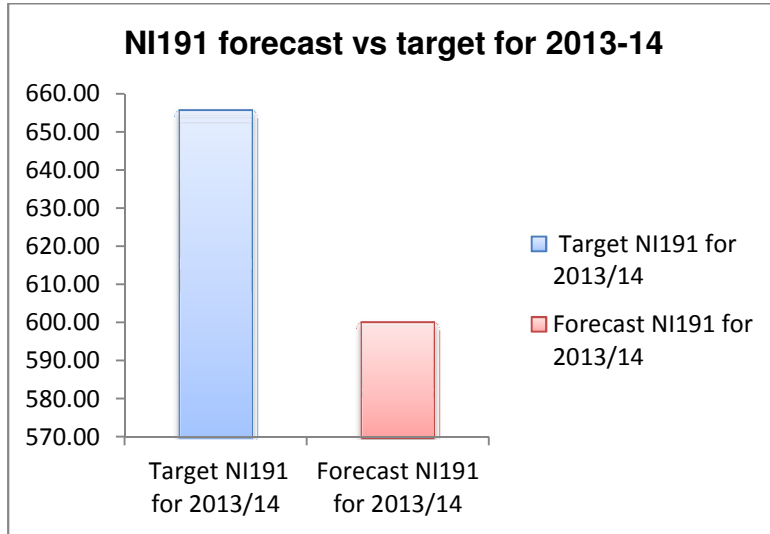
To reduce total household waste across Merseyside per household to 1180kg by 2030.

Fig 8: Total Household Waste per Household Compared to Target



- This target is drawn from the Joint Recycling & Waste Management Strategy for Merseyside which has a target of reducing the total amount of waste arisings produced per household on Merseyside by 8% by 2030.
- The graph above shows that Merseyside has seen a reduction in the kg of household waste per household since 2007/8. For 2012/13 there was a slight increase but was still within the target set.
- The figures for 2013/14* are a forecast, and whilst performance is comfortably within target, the challenge for Merseyside will be to limit any increases in waste arisings in the coming years. Whilst arisings have steadily reduced in recent years, historically waste had increased by 3% per year.
- The targets set in the Joint Recycling & Waste Management Strategy for Merseyside is to reduce the total amount of waste arisings produced per household on Merseyside to (1,227 kg by 2020 and 1,180kg by 2030). Baseline – 1,300kgs in 2009/10.

Fig 9: Residual Household Waste per Household Compared to Target



- The above chart shows residual Household Waste per household and indicates that Merseyside is on target for 2013/14.

Financial Information

Fig 10: Budget for 2013/14

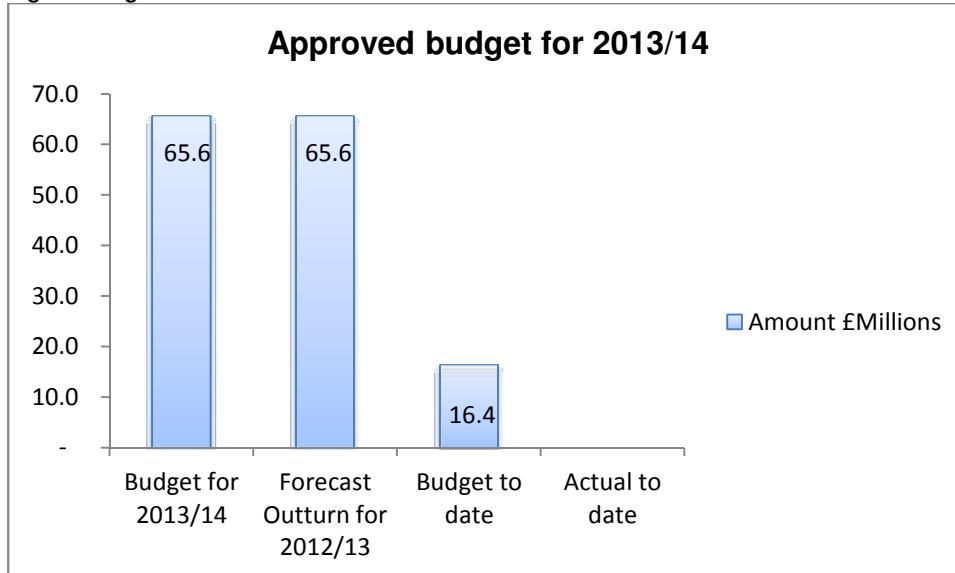
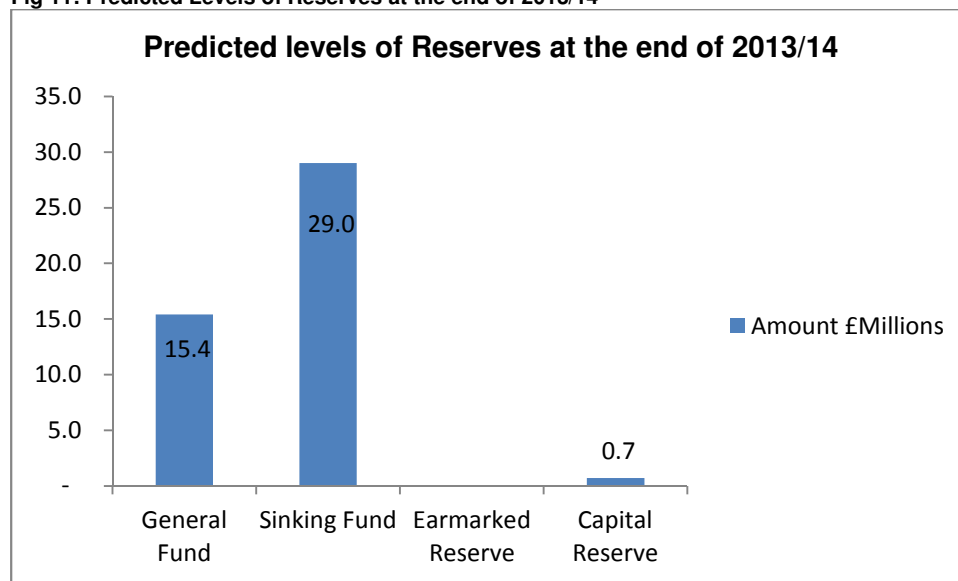


Table 6: Approved Capital Programme & Expenditure for 2013/14

	Capital Programme for 2013/14 (£)	Capital Expenditure to date 2013/14 (£)
Waste Management Facilities		
HWRC Development Programme	1,100,008	17,049
Closed Landfill Sites	400,000	53,909
New Site Acquisition		
Total	1,500,008	70,958

Fig 11: Predicted Levels of Reserves at the end of 2013/14



Section 4 – Special Focus Report

SPECIAL FOCUS REPORT: WASTE PREVENTION ANNUAL REPORT 2012-13

1. Introduction

This report presents Members with information on the activities that the Merseyside and Halton Waste Partnership (MHWP) have undertaken to deliver the Waste Prevention Action Plan during the financial year 2012/13.

2. Background

Waste prevention sits at the top of the statutory Waste Hierarchy as it offers the most effective, least expensive and sustainable way to reduce the impact waste management has on the environment. The Waste Prevention Action Plan forms a key element of the Joint Recycling and Waste Management Strategy for Merseyside¹ (JRWMS): Resources Merseyside. The Strategy includes a target to:

“Reduce the total amount of waste produced per household on Merseyside by 8% by 2030 to 1,227kg per household by 2020 and 1,180 kg per household by 2030. The baseline is 1,300kg in 2009/10”

The Action Plan covers eight prioritised themes:

- Joint Communications;
- Love Food, Hate Waste Campaign;
- Textiles;
- Smart Shopping;
- Composting (Home, Community, Commercial);
- Junk Mail;
- Re-use and Repair; and
- Research, Development and Training.

3. Budget & Approval Process

Members agreed a budget of £200,000 for a waste prevention programme in 2012/13. As the budget holder, MRWA officers approved all funding for projects, including any submitted by the districts through the Partnership’s Senior Officers Working Group and the Waste Awareness Project Team (WAPT). A detailed list of all the projects and budgets is included at Appendix A. The waste prevention budget was fully spent during the financial year.

An internal Audit of the waste prevention programme was undertaken covering the financial year 2011/12 and the first three months of the financial

¹ Halton BC has a separate but aligned municipal waste management strategy.

year 2012/13. The review identified no key issues but proposed a number of recommendations for improvement which are being implemented including an evaluation of the full waste prevention programme prior to the setting of the 2014/15 budget.

4. Outputs and Outcomes 2012/13

4.1 Joint Communications

Joint communications are used to increase the number of consistent messages to raise awareness, guidance and education to 1.5m residents. This will help to inform and encourage changes in their behaviours and prevent or reduce the amount of waste they produce. High level joint communications are also more cost effect in reaching a wider audience across the City Region.

Projects	Key Outputs
Radio City Weekend Wake Up Show - LFHW	<ul style="list-style-type: none"> • 9 Month campaign • 819 10 second adverts • 144 40 second advert Christmas campaign • 575,000 listeners (over 15) 32% reach in local area.
Refuse Collection Vehicle waste prevention campaign	<p>The use of 278 Agrippa panels for advertising on RCV's since December 2012. Adverts included;</p> <ul style="list-style-type: none"> • Home composting, • LFHW, • Junk Mail and • Textiles. <p>This joint procurement saved the partnership over £21,000.</p>
Advertising	<ul style="list-style-type: none"> • Student pocket guide - 50,000 copies in 3 Liverpool University campuses and Halls of Residence • Lifestyles magazine - 20,000 copies in supermarkets, rail stations across Merseyside and on-line • Family Go Live magazine - 30,000 copies to schools across

	<p>Merseyside and online</p> <ul style="list-style-type: none"> • Merseyside event guides x 6 (180,000 copies and online) • Everton, Liverpool and Tranmere Rovers football stadia (44 posters)
European Week for Waste Reduction 17 – 25 Nov	<p>21 events across Merseyside and Halton including:</p> <ul style="list-style-type: none"> • Swap Days • Staff engagement • Special E-zine issue • Public engagements • Artworks • Real nappies • Partnership promotions • Re-use • Radio adverting <p>4,300 direct engagements 500,000 Footfall/listeners</p>
Recycle for Merseyside and Halton website	<ul style="list-style-type: none"> • Site visits – 30,564 (10,331 – 2011/12) • Pages viewed 49,470 (21,391 – 2011/12) • Average 1.68 pages viewed per visit (2.07 – 2011/12) • Unique visitors – 26,162 (9,085 – 2011/12)

4.2 Love Food Hate Waste Campaign

Food waste remains a priority for MHWP with food waste accounting for 28% of the contents of the residual bin on Merseyside. There is also a financial cost to Merseyside residents from wasting food whereby the average family can benefit by £50 per month if they were to make small changes in shopping, storing, cooking and re-using leftover food.

A key element of the programme was through sponsorship of the food related events e.g. Food and Drinks Festivals and providing resources that make a difference.

The use of leaflets, recipes and merchandise also helped to spread the campaign message and encourage the completion of questionnaires by

residents. A contacts database has now been established to keep these residents informed of waste issues with the aim of influencing behavioral change. The database will be expanded to include all waste prevention activities in 2013/14.

Project	Key Outputs
MHWP Love Food Hate Waste campaign - events, sponsorship, advertising, promotional leaflets and merchandise	<p>Total audience reach of campaign was 1.2 m people.</p> <p>18 events attended:</p> <ul style="list-style-type: none"> ○ 3 in Knowsley ○ 6 in Liverpool ○ 4 in Sefton ○ 3 in St Helens ○ 2 in Wirral ○ 0 in Halton <ul style="list-style-type: none"> • Footfall of all events - 247,000 • 8,392 residents directly engaged (target 5,000) • 1,284 questionnaires completed • 5 E-zines issued to 2,300 people
Faiths4Change	<ul style="list-style-type: none"> • 8 Merseyside LFHW workshops • Engaged with 128 parents
<p>Outputs</p> <p>(Estimated using the Waste Prevention Carbon Assessment Tool)</p>	<ul style="list-style-type: none"> • 6,500 tonnes of food waste diverted from landfill • 24,000 tonnes of CO2 avoided • £360,000 disposal cost savings

4.3 Textiles

There is more than 21,000 tonnes of textiles in household residual waste stream (4.5% of total). Textiles are also known to have the highest carbon footprint of all waste disposed to landfill.

The recycling credit payments to third parties for textiles were not proving an incentive to increase the diversion of textiles from landfill. MRWA reduced those payments and re-invested the savings to support actions by Textile sector organisations, particularly for communication campaigns. The Merseyside Textile Forum was launched in April 2012 and is the first sectorial partnership of its kind in the UK. The Forum had its formal launch at Liverpool Fashion Week in October 2012 and has won a Bronze Award at the National

Innovation and Efficiency Award. The initiative was also a finalist in the National Recycling Awards 2013 for Local Authority innovation.

Project	Key Outputs
Interim Radio City Weekend Wake Up Show - Textiles (MRWA led)	<ul style="list-style-type: none"> • 8-week campaign February/March 2013 • 192 spots over the campaign period. • Reach 393,899 adults (21.8% of all adults in transmission area).
Liverpool Fashion Week	<ul style="list-style-type: none"> • Textiles donated and collected at the event by five charities.
Communications	<ul style="list-style-type: none"> • 2 textile banners • Advert in Go Live magazine • Advert in Student Pocket Guide • 100 posters in charity shops
'Pass it on' Campaign	<ul style="list-style-type: none"> • 20,000 copies printed and 5,000 issued in period of report. • 70 panels on district Refuse Collection Vehicles (Dec 2012 onwards)
Data collection	<ul style="list-style-type: none"> • 100 floor scales purchased to provide improved data reporting by charity shops
Schools textile collection pilot	<ul style="list-style-type: none"> • Led by Roy Castle Cancer Foundation – on-going

4.4 Home Composting

The Partnership actively promotes home composting as an alternative solution for dealing with food and green waste and preventing it being sent to landfill.

Project	Key Outputs
Home Composting	<ul style="list-style-type: none"> • 10,000 Home Composting booklets, • 3,000 leaflets issued • 2 display banners • 70 advert panels on district refuse collection vehicles • 423 bin sales (692 bin sales in 2011/12)

<p>Outputs</p> <p>(Estimated using metrics from the Waste Prevention Action Plan Monitoring and Reporting guide)</p>	<ul style="list-style-type: none"> • 5.3 tonnes of green waste diverted from landfill • 5.7 tonnes of CO2 avoided • £476 disposal cost savings
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4.5 Junk Mail

It is estimated that the average person receives 640 items of junk mail each year, which weighs approximate 4 kilograms. The Partnership have actively promoted a Junk the Junk Mail campaign during the year and had an excellent response from residents for the leaflet and mailbox stickers.

Project	Key Outputs
Junk the junk mail	<ul style="list-style-type: none"> • 70 Advert panels on district refuse vehicles • 7,700 leaflet/stickers distributed • 35,903 Mail Preference Service registrations
<p>Outputs</p> <p>(Estimated using metrics from the Waste Prevention Action Plan Monitoring and Reporting guide)</p>	<ul style="list-style-type: none"> • 143.6 tonnes of paper/card diverted from landfill • 136.4 tonnes of CO2 avoided • £12,278 disposal cost savings

4.6 Education and Awareness

Education and awareness is on-going to promote waste prevention, re-use and recycling across Merseyside. A network of contacts is being developed which will also provide referrals for visits to the Gillmoss and Bidston Recycling Discovery Centres. The Southport Eco Centre has been developed for waste prevention activities since 2011 in agreement between MRWA and Sefton MBC.

Project	Key Outputs
Southport Eco Centre	Waste Prevention Educational Activities Events – 70 including European Week for Waste Reduction Doctor Who Themed Open Day – Journeys Through Time and Waste Engaged – 6074 Opportunities to see information and use activities at the Park and Ride Concourse – 471,122

4.7 Research, Development and Training

To improve the evidence base for funding future projects and to demonstrate the key outputs MRWA on behalf of the Partnership has signed up to a Consortium developing a research led Waste Prevention and Carbon toolkit. This toolkit is supported by WRAP and DEFRA and is considered an important development tool for the National Waste Prevention Programme is published in December 2013. Other metrics (Waste Prevention Action Plan Monitoring Report 2011) have been used where the toolkit has not yet developed specific projects.

Project	Key Outputs
Waste Prevention and Carbon Assessment Tool - Consortium member Consultation responses	<ul style="list-style-type: none"> • Development of case studies for food waste and textiles. • DEFRA Call for Evidence launched 11 March 2013 to support the development of the national Waste Prevention Programme. Merseyside and Halton partnership response in development.

5. Corporate, Social and Environmental Outputs

The trend of falling household waste arisings continues in Merseyside and Halton. The tables below (waste data flow) show the amount of waste produced before treatment and any recycling.

Total Household Waste Arisings

Year	Merseyside	Halton	Total (Tonnes)	Reduction (%)
2011-12	655,927.85	57,782.37	713,710.22	
2012-13	641,176.65	55,255.19	696,431.84	17,278.38 (2.42%)

Total Household Waste Arisings for Merseyside (Kg per household)

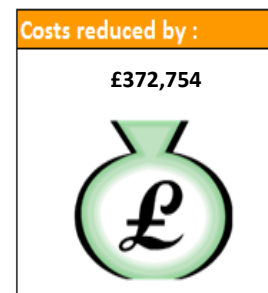
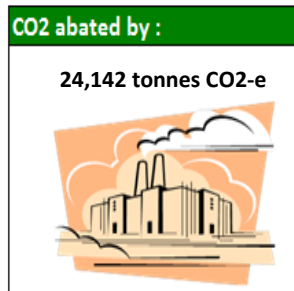
Year	Total (Tonnes)	Households	Kg per household	Reduction in Kg per hh
2011-12	655,927.85	631,710	1038.37	
2012-13	641,176.65	633,360	1012.34	26.03 (2.51%)

Total Household Waste Arisings for Halton (Kg per household)

Year	Total (Tonnes)	Households	Kg per household	Reduction in Kg per hh
2011-12	57,782.37	54,590	1058.48	
2012-13	55,255	54,830	1007.75	50.70 (4.79%)

There has been a continued improvement in the reduction of household waste arisings across Merseyside and Halton. The Merseyside figure is well within the target set in the JRWMS from the baseline of 1300kg per household in 2009/10. The challenge for the Partnership will be to limit any increases in waste arisings in the coming years and decouple waste from future economic growth in the City Region.

The Waste Prevention and Carbon Assessment Tool has been used to support the development of projects undertaken during 2012/13 and to provide some data for this report. The LFHW campaign provides the majority of the metric benefits. Since 2011/12, the outputs in terms of tonnages, CO2 abated and cost reductions have been consistent.



6. Summary

The Waste Prevention Programme continues to be successful with an increased range of activities undertaken during the year engaging with more people across Merseyside and Halton at less cost to residents.

There have been marginal increases in the metrics used for the budget spend particularly for Love Food Hate Waste Campaign where a 3 to 1 return on investment is being shown.

There are a number of economic and social factors which are having an effect on arisings including the changing behaviour of householders in deciding what to do with items before they throw them away as waste. Based on the waste prevention and carbon toolkit metrics presented in section 5, it would indicate that the Partnership waste prevention programme, particularly the Love Food Hate Waste campaign, is having an impact on residents and has made approximately a 38.45% contribution in the overall reduction of household waste arisings during the financial year. This is a difference that may not have occurred if the programme had not been undertaken.

This Programme is an important element in the delivery of the Joint Recycling and Waste Management Strategy for Merseyside and sustainable waste management in Halton. The Partnership continues to be at the cutting edge in development of engagement with stakeholders and will be well placed to deliver its share of the Waste Prevention Programme for England and have responded to consultations from DEFRA in advance of publication on 13 December 2013.

Appendix A. Projects and Budgets

Project	Budget spend
Joint Communications	
Radio City Weekend Wake Up Show (LFHW)	£21,100
Interim Radio City Weekend Wake Up Show (Textiles)	£9,500
Refuse Collection Vehicle campaign (across all 6 districts)	£51,000
Advertising	£12,700
European Week for Waste Reduction 17 – 25 November 2012	£0
Recycle for Merseyside and Halton website (maintenance costs)	£3,000
Love Food Hate Waste	
Love Food Hate Waste events, sponsorship and promotional leaflets and merchandise	£56,200
Faiths for Change	£1,780
Assets	£3,000
Textiles	
Interim Radio City Weekend Wake Up Show	Joint communications
Floor scales	£11,500
Refuse Collection Vehicle campaign (across all 5 Merseyside districts)	Joint Communications
Composting	
Home Composting	£3,720
Refuse Collection Vehicle campaign (across all 6 districts)	Joint Communications
Junk Mail	
Junk Mail Campaign	£7,000
Refuse Collection Vehicle campaign (across all 6 districts)	Joint Communications
Promotions	£2,000
Research & Development	
Waste Prevention and Carbon Toolkit	£0.00
Education & Awareness	
Southport Eco Centre waste prevention programme	£17,500
Total	£198,000

Appendix B: Examples of Communications and Events

1. Refuse Collection Vehicles Waste Prevention Campaign



2. European Week for Waste Reduction



Southport Eco Centre Open Day: A Journey In Time and Waste



Lairdside What Lies Beneath Project, Lantern Procession at Bidston former landfill site, Wirral

4. Events



Liverpool Fashion Week: Textile Forum Launch

Southport Flower Show: Love Food Hate Waste event