



**MERSEYSIDE RECYCLING & WASTE AUTHORITY**

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

## **MRWA PERFORMANCE REPORT**

**Quarter 2 Jul to Sep**

**2012-2013**

**Section 1 – Summary**

**Section 2 – Commentary**

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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 2012/13 (unless stated)	Forecasted figures for 2012/13	Is the performance on target?
To deliver the performance targets specified in the Authority's waste contracts as a minimum (WMRC for Merseyside area)	HWRC Recycling and Composting Rate	52.74%	56.28%	✓
	HWRC Diversion Rate	63.76%	65.57%	✓
	KCM Diversion Rate	89.00%	94.71%	✓
	Organic Waste Diversion Rate	95.00%	99.94%	✓
Household Waste Recycling	Merseyside Performance including WMRC & Districts	37.04%	36.66%	✗

Improvement Target Corporate Aim 2: Governance & Resources	Target Description	Target 2012/13 (unless stated)	Forecasted figures for 2012/13	Is the performance on target?
Sickness	To manage sickness absence to within the top quartile of local authorities	2.76%	3.11%	✗
Education	To ensure that Veolia facilitate visits to the Recycling Discovery Centres	5500 Visitors (by Dec 2012)	5200 Visitors	✗

Improvement Target Corporate Aim 3: Partnership	Target Description	Target 2012/13 (unless stated)	Forecasted figures for 2012/13	Is the performance on target?
Household Waste	To reduce total waste arisings (Before Re-Use, Recycling or Treatment)	1,180 Kg/Household (by 2030)	1,030 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***

Veolia has exceeded the HWRC recycling and diversion targets required under the Waste Management and Recycling Contract (WMRC) during the quarter. Moreover, Veolia has further increased the level of recycling and diversion compared to the same quarter last year and in doing so has demonstrated continual improvement during this quarter. The total diversion achieved across the HWRCs is demonstrated below:

- 68.95% of waste was diverted against an annual target of 63.76% during quarter 2 (last year 66.55% was achieved in the same quarter)

Veolia are expected to exceed the annual contract targets for HWRC recycling and diversion during 2012/13.

During 2012 MRWA opened two new replacement HWRC's. The new Kirkby HWRC was operational throughout Quarter 2. The new site achieved a recycling rate of 67.84% during this period. This compares to 55.85% achieved at the former site for the same quarter last year.

Veolia has exceeded the MRF service diversion target under the WMRC. The total diversion achieved via the MRF service for Quarter 1 and 2 is demonstrated below:

- 93.77% of waste was diverted for recycling against an annual target of 89%.

Veolia are expected to exceed the annual contract targets for MRF service diversion during 2012/13.

**Neil Spencer – Assistant Contracts Manager**

### 2. Corporate Aim 2 – Resources

#### ***To ensure that Veolia facilitate visits to the Recycling Discovery Centres***

The forecast is based on current achievement and provides a guide as to the expected overall figure against the targets set.

Increased engagement opportunities continue to present themselves through partners as well as by electronic means, and now form part of the data gathering to provide a better overall picture of total engagement MRWA are supporting.

The increased number of organisations receiving Community Fund support present themselves as recipients of Education and Awareness of wider waste issues by MRWA officers.

The E-Zine Newsletter already established continues to act as an engagement tool with new and existing contacts made during this financial year and will continue to evolve in the future to ensure broader waste prevention messages are delivered.

Interactive tools at third party venues, such as at the Eco Centre have been developed to provide a greater opportunity for residents to engage with the subject of waste in a less formal manner than classroom experience.

The variety of engagement avenues will continue to grow as new ones are identified, providing MRWA the best means of engaging with its residents.

**Barbara Jones – Assistant Waste Strategy 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 projected forecast of 3.11% is higher than the current 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 forecast of 1.45%.

Continued effective use of the Sickness Absence Procedures and appropriate intervention through the Health and Wellbeing Project initiatives, will enable the Authority to continue to manage sickness absence effectively.”

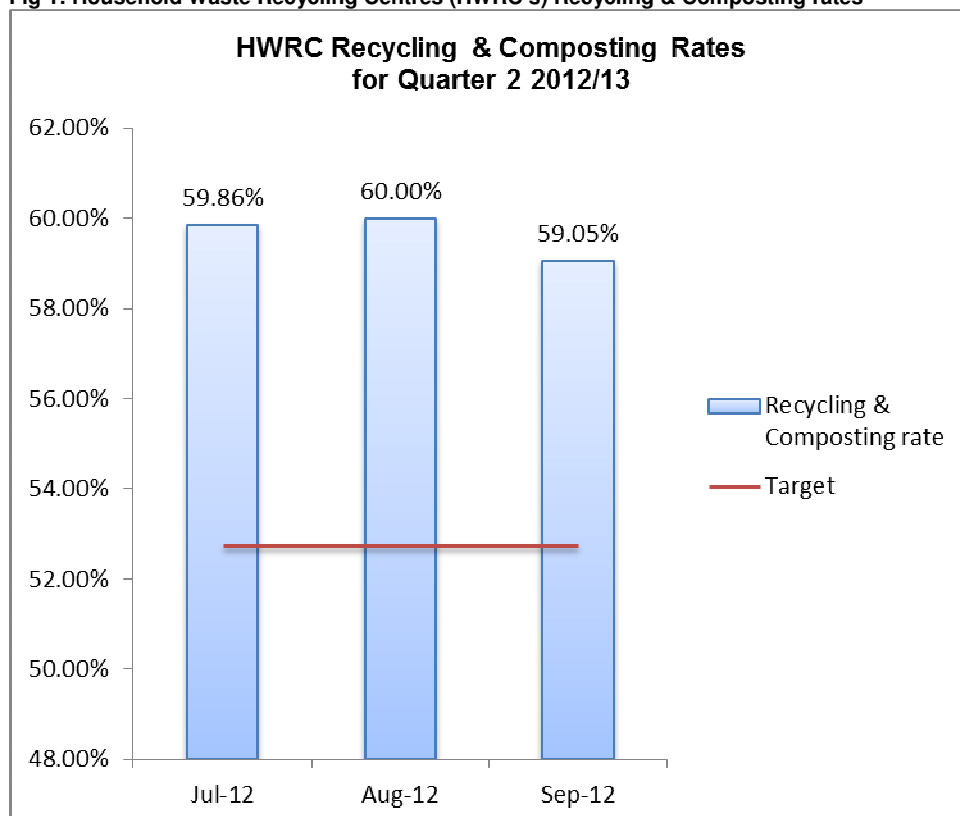
**Paula Pocock – Assistant Corporate Services Manager**

Section 3 – Detailed Analysis

**Corporate Aim 1- Operations**

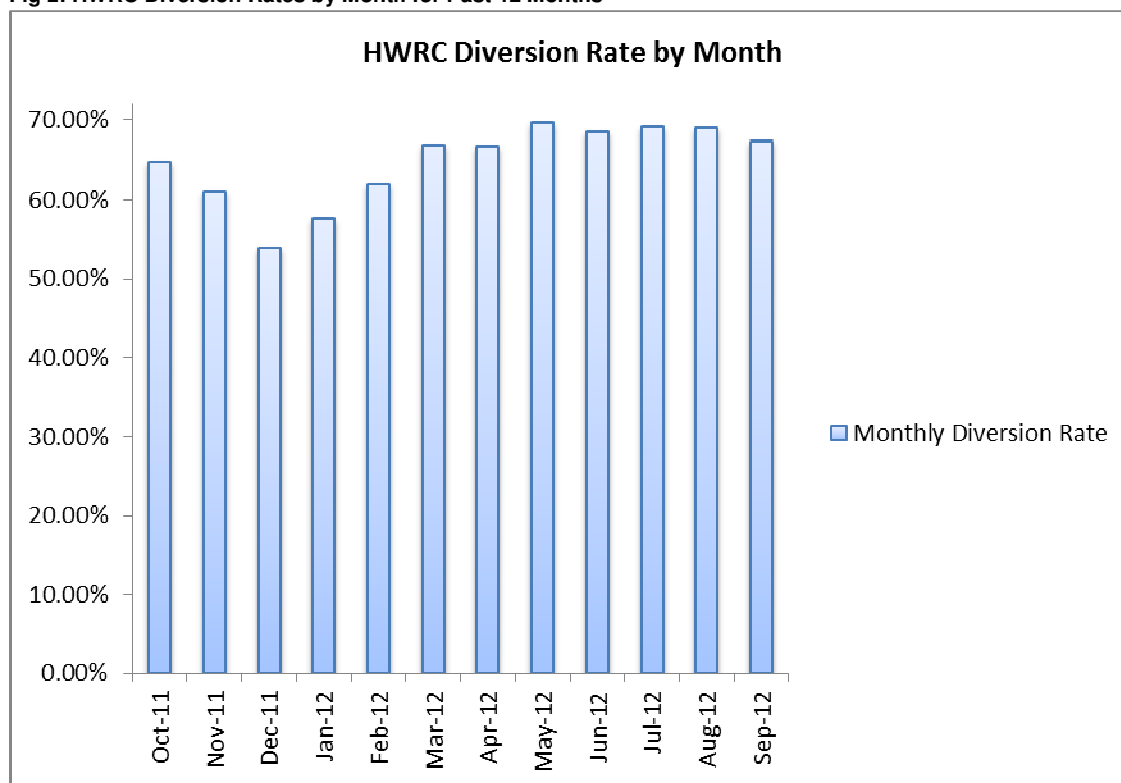
To deliver the performance targets specified in the Authority’s waste contracts as a minimum

Fig 1: Household Waste Recycling Centres (HWRC’s) Recycling & Composting rates



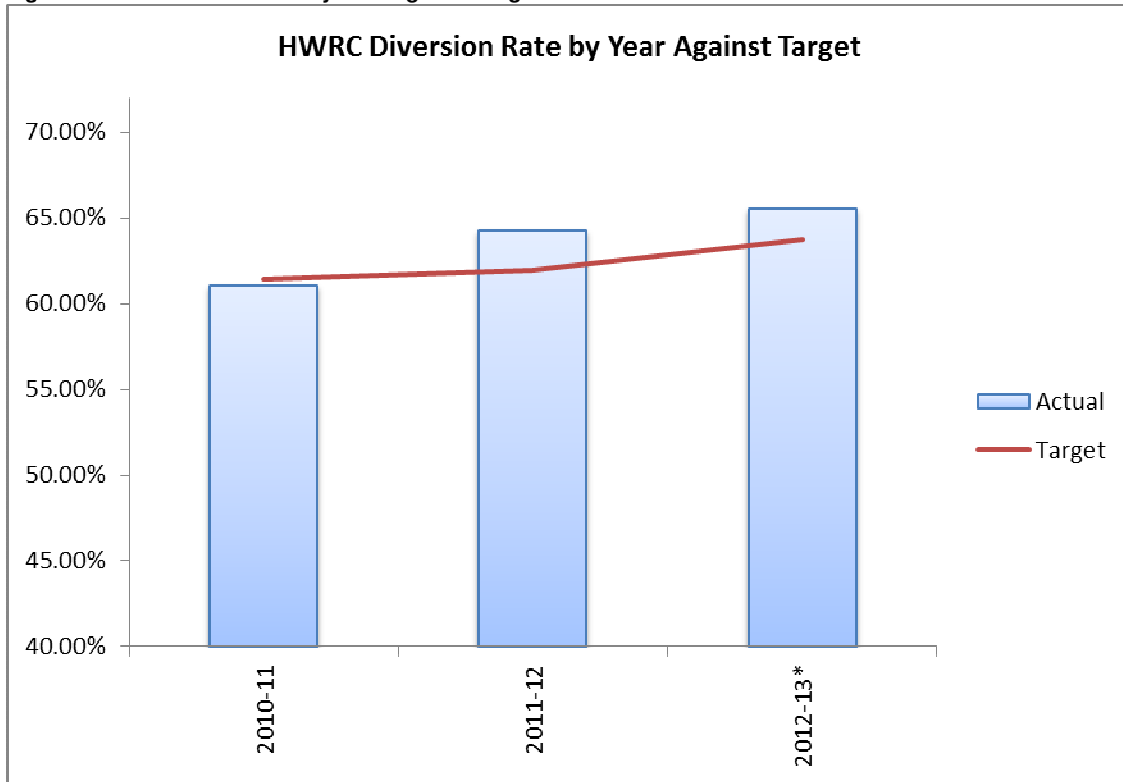
- The above graph shows the combined recycling and composting rate at the HWRC’s for July 2012 to September 2012.
- All 3 months exceeded target.
- This performance can be attributed to:
  - Continuing operational improvements by Veolia
  - New recycling waste streams being introduced at the sites.
  - Changes to types of waste delivered to site in accordance with seasonal changes

Fig 2: HWRC Diversion Rates by Month for Past 12 Months



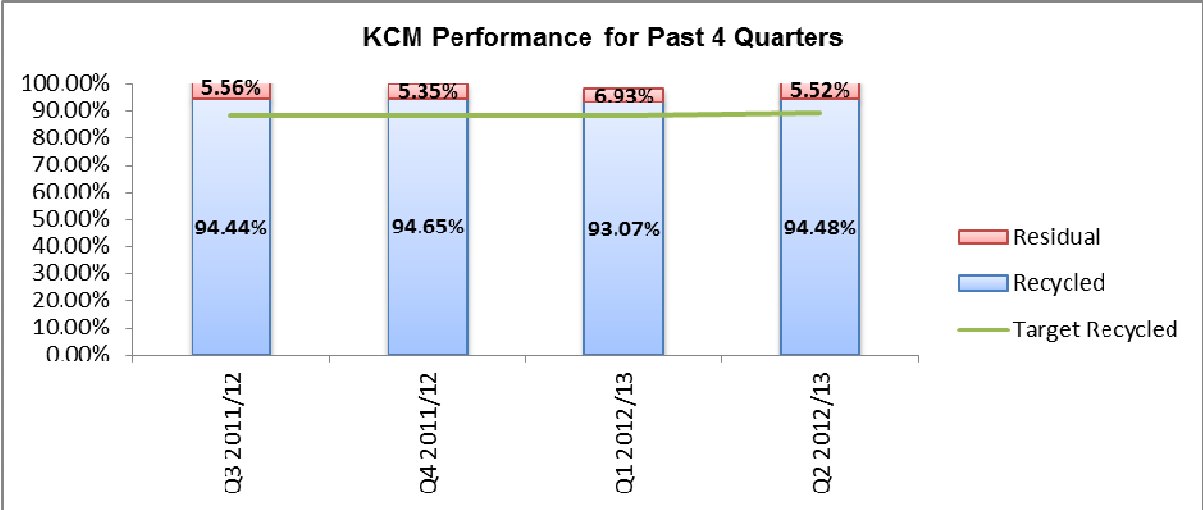
- The graph above shows the HWRC tonnage diverted from landfill for the past 12 months.
- Fluctuations in performance can be attributed to seasonal changes, most significantly the reduction of green waste being recycled during winter months.
- May 2012 proved to be our most successful month to date for the Authority followed by July 2012.
- It should be noted that 'HWRC Diversion from landfill' includes rubble, whereas HWRC recycling shown in other charts does not.

Fig 3: HWRC Diversion Rates by Year Against Target for the Current and Past 2 Years



- The above graph compares the WMRC contractual target for diversion against actual performance for the current and past 2 years.
- 2012-13\* is a forecasted figure and continues to suggest that performance will improve on the previous year and exceed target.

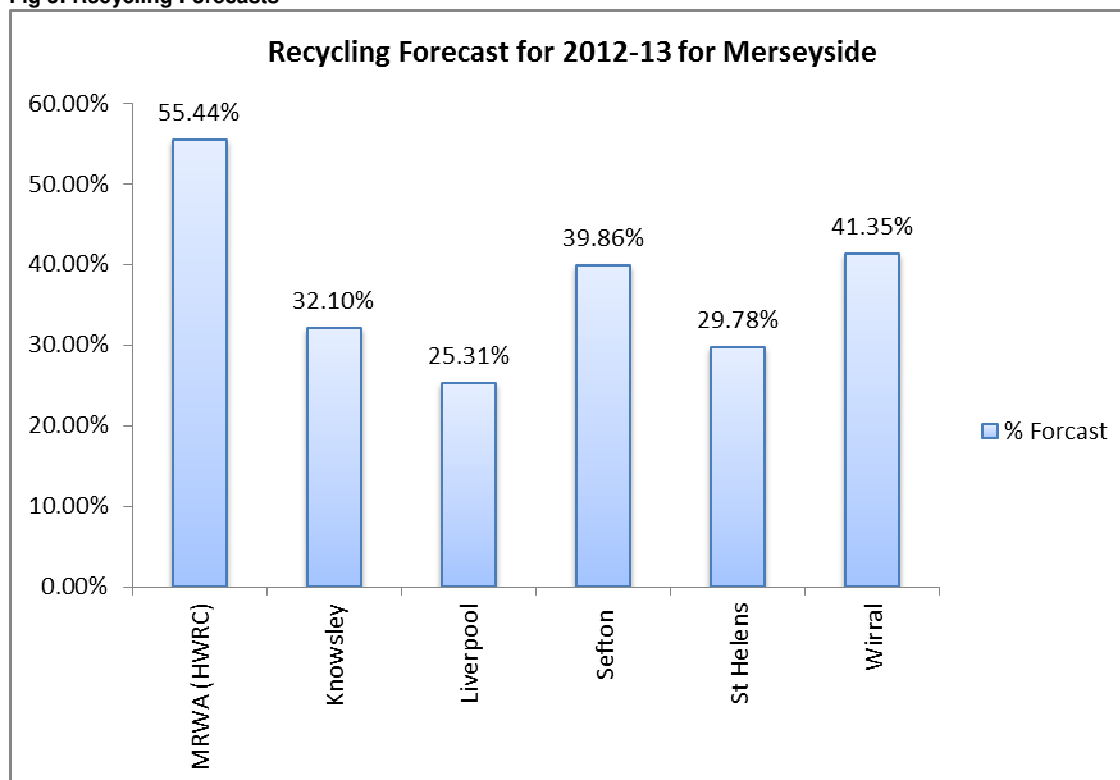
Fig 4: KCM Performance



- The above chart shows the KCM performance by quarter for the past 4 quarters.
- This graph shows that each quarter has exceeded target and it is forecasted that performance will exceed target for the current year.



Fig 5: Recycling Forecasts

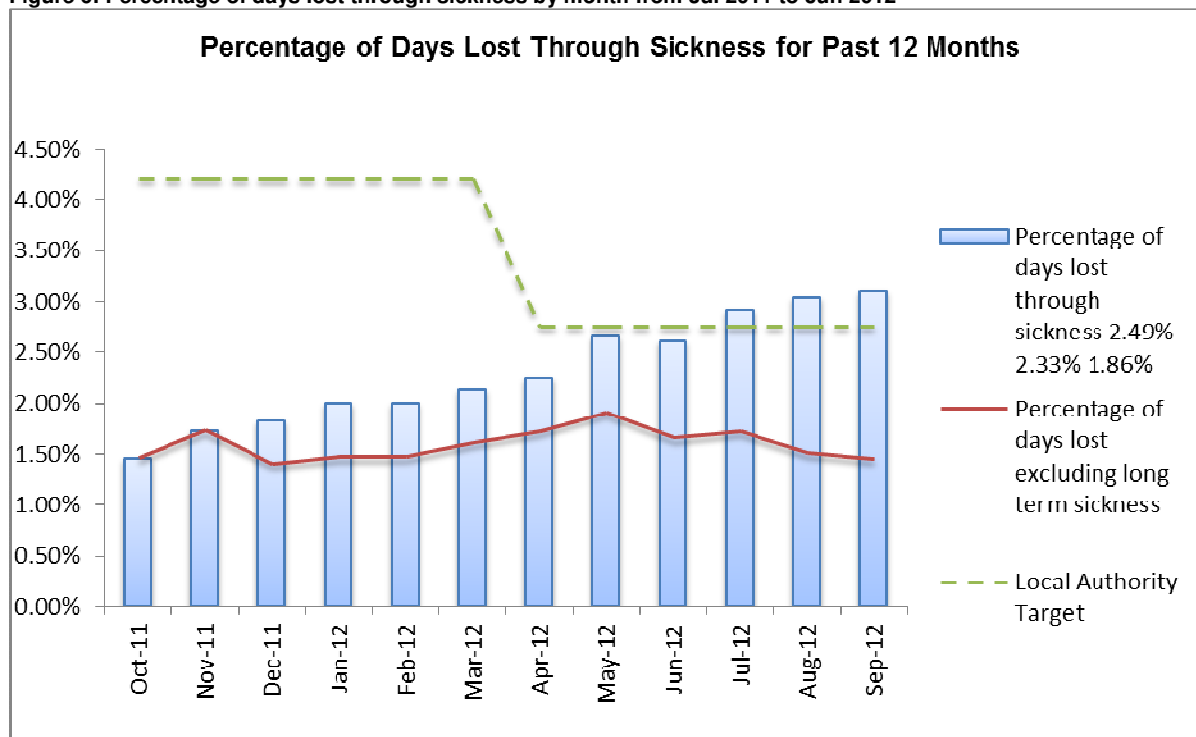


- The chart above is the Authority's current forecast for each districts' recycling performance for 2012-13 based on the latest information available and does not necessarily reflect the individual organisation's own forecasts which may include uplift from planned recycling initiatives for example.
- The forecasts are generated by taking account of performance for the first quarter of 2012-13 and quarters 2, 3 and 4 of 2011-12 and is therefore based on performance continuing at the same pace.
- The current forecasted Household Waste Recycled for 2012-13 is actually predicted less than the outturn of last year. 2011-12 had a recycling rate of 36.9% where as the projection for the current year is 36.66%.

## Corporate Aim 2 – Resources

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

Figure 6: Percentage of days lost through sickness by month from Jul 2011 to Jun 2012



- The above graph highlights the percentage of days lost through sickness from October 2011 to September 2012. Each monthly reporting figure is calculated on a rolling 12 month basis (e.g. the sickness statistic for August 2012 covers September 2011 to August 2012.)
- The Authority's target is based on published figures for local authority sickness levels and reduced from 4.21% in 2011/12 to 2.76% in 2012/13.
- The current figure for sickness for September 2012 is 3.11% which means we are not on target. When long term sickness is excluded the figure is reduced to 1.45%.
- The graph shows that the level of long term sickness has steadily increased over the last 12 months.

Table 1: Sickness in Days per Employee

Sep-12	Days lost through sickness	Days lost excluding long term sickness	Local Authority Target
Percentage	3.11%	1.45%	2.76%
Number (per Person)	7.71	3.59	6.89

Table 3 above incorporates the past 12 months, (i.e. Oct 2011 to Sept 2012)

- The above table looks at the number of days lost per employee.
- Although Days lost through sickness has increased from quarter 1 to quarter 2 by 0.5% (1.2 days per person) this is mainly down to an increase in long term sickness as Days lost excluding long term dropped by 0.2% (0.54 days per person)

**To deliver educational opportunities at the Authority's facilities**

**Table 2: Breakdown of educational engagements through Veolia from 1<sup>st</sup> July to 31<sup>st</sup> September 2012**

July – Sep 2012 /13		Number of People	Number of events	Target 2012/13	Forecast 2012/13
<b>Veolia</b>	Schools Bidston	33	2		
	Community to Bidston MRF	324	6		
	Schools Gillmoss	155	7		
	Community to Gillmoss	142	12		
	Outreach	291	2		
	Other (Veolia Staff etc)	22	2		
	<b>Total</b>	<b>967</b>	<b>31</b>	<b>5500</b>	<b>5200</b>

- The target of 5500 is for the 2012 calendar year.
- During July 2012 to September 2012, 967 people were directly engaged at 31 events.
- It is predicted that 5200 people will be engaged falling below target.
- The above table shows the number of people who were directly engaged including outreach activity.

**Table 3: Breakdown of educational engagements through Eco Centre from 1<sup>st</sup> April to 31<sup>st</sup> June**

July – Sep 2012 /13		Number of People	Number of events	Target 2012/13	Forecast 2012/13
<b>Eco Centre</b>	Schools to Eco Centre	380	13	3000	
	Adults to Eco Centre	64	0		
	Outreach	153	1	2250	
	<b>Total</b>	<b>597</b>	<b>14</b>	<b>5250</b>	<b>4800</b>
	Opportunities to see on waste prevention information Concourse. Note: not towards target	130,945			

- Additional to Veolia's educational engagements, the Eco Centre held 14 events of which 597 people were directly engaged.

**Table 4: Breakdown of educational engagements through MRWA**

July – Sep 2012 /13		Number of People	Number of events	Target 2012/13	Forecast 2012/13
<b>MRWA</b>	Staff Training	0	0		
	MRWA Schools work	0	0		
	MRWA Engagement	5581	8		
	<b>Total</b>	<b>5581</b>	<b>8</b>	<b>5474</b>	<b>8000</b>

- MRWA educational engagements held 8 events of which 5581 people were directly engaged. It is forecasted that MRWA will exceed target, given the anticipated programme of engagement events.

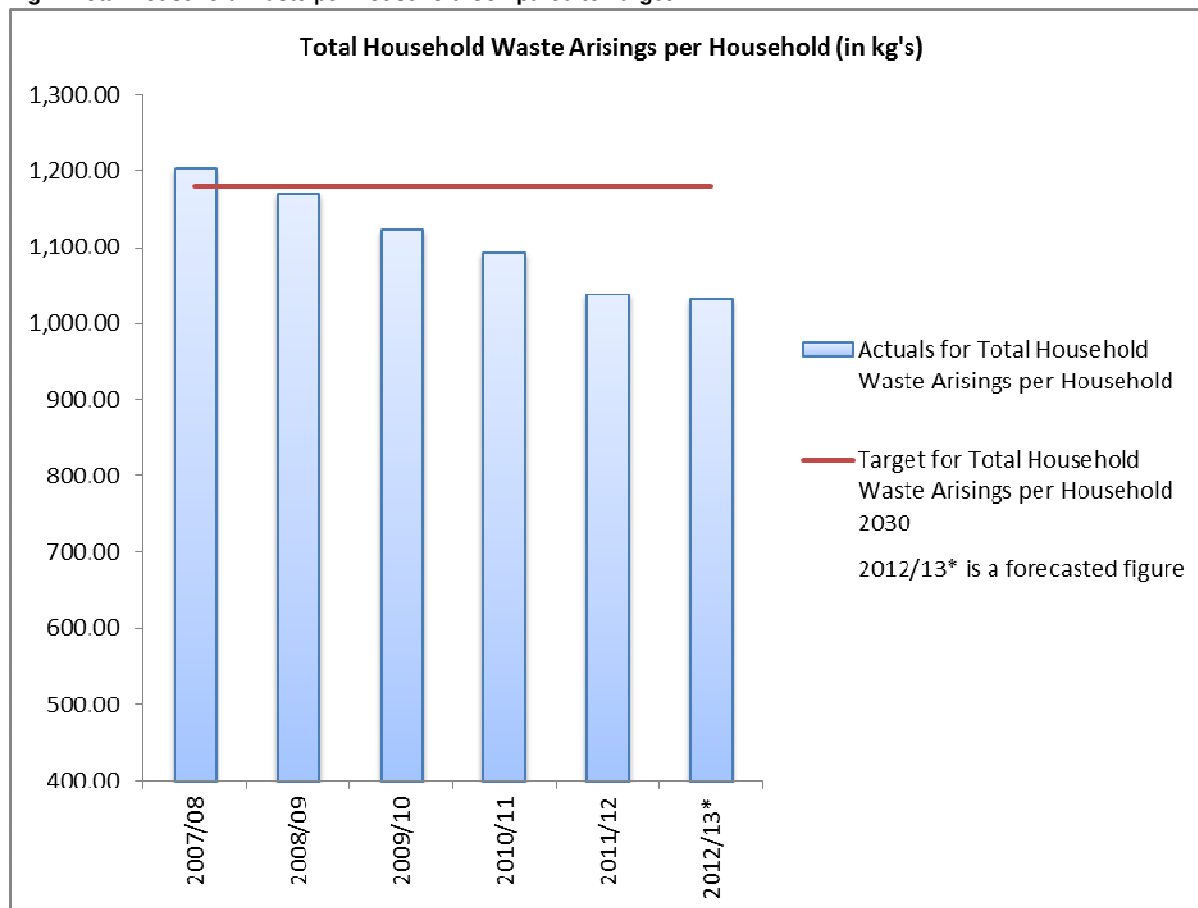
Table 5: Total Educational Engagements

	<b>Total Number of people engaged</b>	<b>Total Number of events</b>	<b>Target 2012/13</b>	<b>Forecast for 2012/13</b>
<b>Total Educational Engagement</b>	7,145	53	16,224	18,000

### Corporate Aim 3 - Partnership

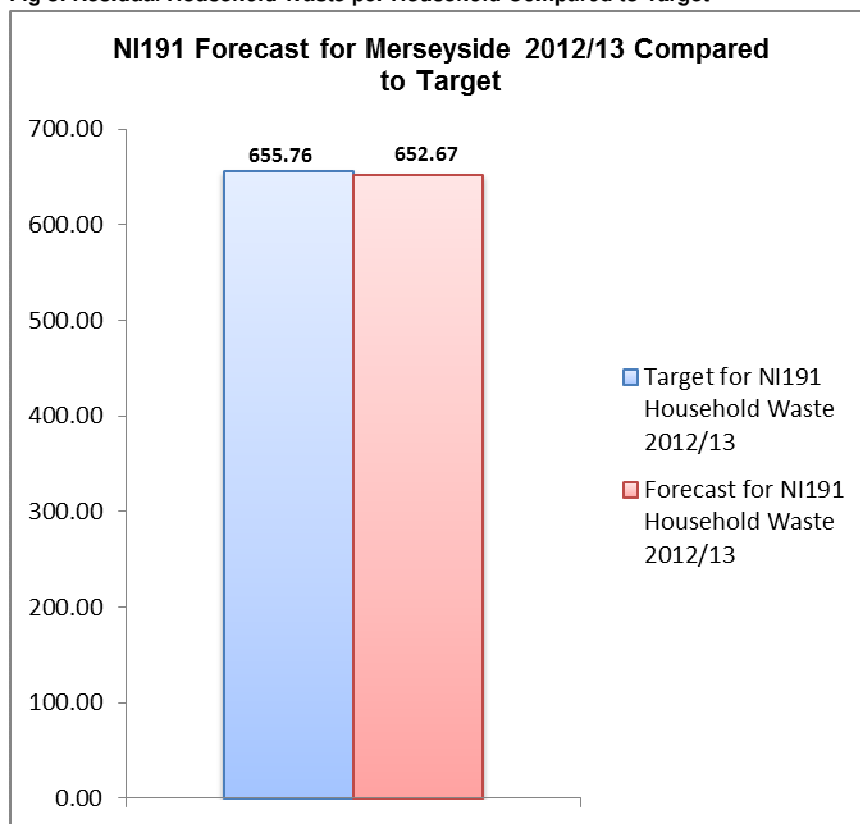
**To reduce total household waste across Merseyside per household to 1180kg by 2030.**

Fig 7: Total Household Waste per Household Compared to Target



- This is a new target for 2012/13 and is included in Corporate Aim 3 – Partnership in the approved Corporate Plan.
- The graph above shows that Merseyside is currently exceeding target and has been over the past couple of years.
- 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 forecasted figure for 2012-13 has risen from 1022kgs in quarter 1 to 1030kgs in quarter 2

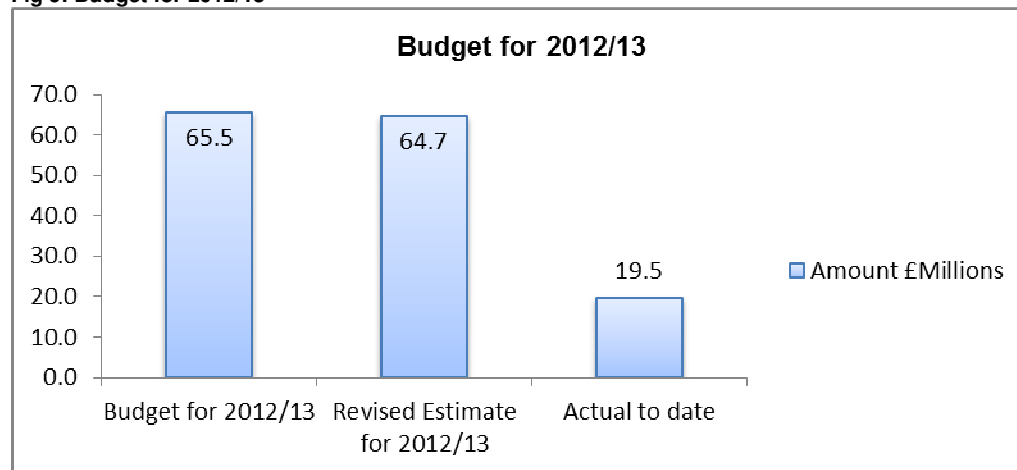
Fig 8: Residual Household Waste per Household Compared to Target



- The above chart shows residual Household Waste per household and indicates that Merseyside is expected to achieve its target as a lower figure is more favourable.
- It should be noted that this forecasted figure has increased from 648.65kg reported in quarter1 but is still lower than the outturn for last year of 655kg

**Financial Information**

**Fig 9: Budget for 2012/13**



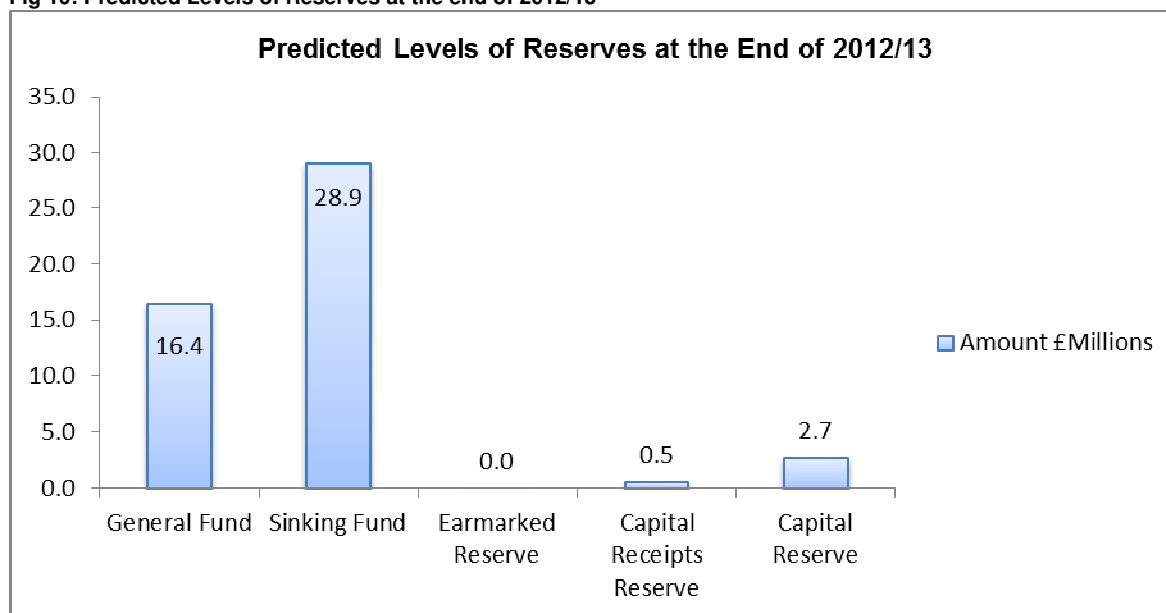
- It is expected we will spend to budget £0.8m less than the original budget however actual spend in Quarter 2 is much lower than the average quarter spend due to the fact that the main contract payments for the second quarter are not received until start of Quarter 3 (approximately 3 months in arrears).

**Table 6: Approved Capital Programme & Expenditure for 2012/13**

	Capital Programme for 2012/13 (£)	Capital Expenditure to date 2012/13 (£)
<b>Waste Management Facilities</b>		-
<b>HWRC Development Programme</b>	-	-
<b>Closed Landfill Sites</b>	245,000.00	5,000.00
<b>New Site Acquisition</b>	375,000.00	285,000.00
<b>Mann Island Alterations &amp; Purchases</b>	200,000.00	
<b>Total</b>	<b>820,000.00</b>	<b>290,000.00</b>

- Capital Spend of £820k is now expected in year. With the remaining £530k expected to be spent in quarter 3 and 4.

Fig 10: Predicted Levels of Reserves at the end of 2012/13



- Due to capital receipts of £1.3m from the sale of Huyton NTDP Plant and Machinery, the capital spend for the year is now financed from the Capital Receipts Reserve. The Capital Reserve is now expected to remain the same throughout the year.
- It should be noted that during this year's budget exercise there will be an added emphasis on the phasing of budgets to establish trends and payment profiles to ensure more relevant management information.



## **Section 4 – Special Focus Report**

### **Special Focus Report – Improving media and web awareness and communications**

#### **1. Overview**

The Authority undertakes a wide range of communications to a variety of stakeholders, communities and audiences and this includes active engagement with local, national and trade media. The Authority undertakes this in line with objectives within its Corporate Plan:

*“2.4. To engage with our customers and stakeholders, and identify opportunities to optimise education and awareness resources to support the delivery of the Authority’s Communications and Education and Awareness Strategies.”*

*“3.3. To maximise joint working with stakeholders through effective communication, consultation and engagement with particular focus on poor recycling performing areas where appropriate.”*

A key part of improving the Authority’s media and web awareness communications function is media and web monitoring. Media monitoring is the activity of monitoring the output of the print, online and broadcast media. Monitoring of the Authority’s website also provides valuable information on the number of people visiting the website for information and the different pages that those people are viewing within the site.

This activity is carried out in-house by the Authority’s Communications Team and is supplemented by a media monitoring service. This company provides these services to organisations and individuals on a subscription basis, and includes the recording of radio and television broadcasts, the collection of press clippings from print media publications and the collection of data from online information sources.

#### **2. The importance of monitoring**

The Authority uses the media to promote its work and deliver corporate objectives. Media monitoring tools track what the media is saying about the Authority, the waste and resources industry, the local and central government sector, and other stakeholders and audiences relevant to what the Authority does.

In turn the Authority can then use the coverage to inform, develop and evaluate communications in relation to existing and new projects, improve service delivery customer service and improve its corporate profile in partnership with others including local council partners, its contractor Veolia Environmental Services and central government.

The core requirement of media monitoring remains the same – to ensure that the coverage is relevant, timely and accurate. Once the Authority has used media monitoring tools to gather mentions of keywords, the Authority’s name, and industry news, it’s important to make sense of it all.

Questions to be asked include: Is the coverage positive, neutral or negative? Does the media coverage show that the Authority communicated effectively to its target audiences? Does the media coverage contain the Authority’s and the service or project’s key messages? Does the media coverage include quotes from the Authority’s spokesperson?

### 3. Reporting media and web monitoring

The Authority uses a number of tools and methods to evaluate and report media monitoring. The Authority's Communications Team can use both qualitative (the content of the coverage) and quantitative (the number of pieces of coverage) methods to measure media coverage. These figures and evaluations are collated monthly and reported through to senior officers, and the Chairperson of the Authority.

There are also more traditional methods of evaluation which can be used although these are becoming less popular. The key one of these is calculating the advertising value of the media coverage – essentially allocating an advertising cost to the number of column inches (or space) that an article covers.

The Authority does still employ this method but to a lesser extent, and mainly in relation to the delivery of specific projects or themes such as Love Food Hate Waste or waste minimisation and recycling messages. This method often doesn't look at the true 'value' of the coverage. Value comes not just from the quantitative measures, but from analysis of the way the message was communicated.

### 4. Improving media coverage results

As part of the ongoing evaluation of media monitoring, the PR and Communications Officer in partnership with the Authority's PR agency undertook a review of its methods and success of generating news and media for the Authority in early summer 2012.

They looked at improving the quality and quantity of coverage, specifically looking at more district-oriented news and maximising opportunities for more community related stories in particular. By implementing changes in the composition and distribution of news and stories, the Authority has significantly improved the amount of media coverage. (Please see results below)

### 5. Media coverage results (February 2012- November 2012)

- (i) **February to June 2012 (results prior to the review):** TOTAL – 52  
 15 Regional media appearances (13 positive / 1 neutral / 1 negative)  
 37 National media appearances (33 positive / 4 neutral / 0 negative)
- (ii) **July to November 2012 (results post review):** TOTAL – 135  
 72 Regional media appearances (66 positive / 3 neutral / 3 negative)  
 63 National media appearances (42 positive / 21 neutral / 0 negative)

### 6. Examples of positive media coverage

Regional – Junk Mail imitative launch ; Textile Forum launch; Knowsley textiles kerbside launch; MRWA Community Fund; RESOURCES Strategy launch; Liverpool Fashion Week; Waste Transfer Station allegations; cooking oil and Tetra Pak launches at HWRCs.

National – European Week of Waste Reduction; MRWA Annual Plan launch; RESOURCES Strategy launch; MRWA Community Fund; opening of Gillmoss MRF; Textile Forum launched .

## Bosses unveil 50% recycle target

WASTE bosses have unveiled a strategy to increase the amount of rubbish recycled in Merseyside to 50%.

**RESOURCES**  
Merseyside, the region's new joint recycling and waste management

strategy says it wants to hit the target by 2020.

It suggests ideas such as:

- Joint working between councils, including joint collection contracts.

- Changing the frequency of rubbish collections.

- Introducing food waste collections like those in Knowsley and Sefton.

About 37% of household rubbish in Merseyside is currently recycled.

Cllr Joe DeAsha, chairman of Merseyside Recycling and Waste Authority

said: "Decisions will be entirely for individual councils to make on what they feel will best achieve their needs based on their own resources and circumstances."

"By working together, we can begin to change."

## Action plan to avoid waste

ACTION is being taken to prevent thousands of tonnes of the region's clothes and textiles going to waste each year.

The Merseyside Textile Forum has been established to identify and support ways to increase the recycling and reuse of textiles.

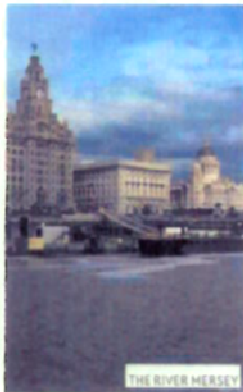
It is estimated 22,000 tonnes of the region's clothes and textiles end up in landfill sites each year.

The Forum is being headed by the Merseyside Recycling and Waste Authority (MRWA).

Chairman Councillor Joe DeAsha said: "People have got the hang of recycling and preventing waste in the first place but there is still an issue with clothes."

"Thousands of tonnes end up in landfill every year and most of this will still have a value."

## Call for Mersey projects to help reduce Euro waste mountain



THE RIVER MERSEY

Merseyside Recycling and Waste Authority (MRWA)

has signed up to promote and coordinate the fourth European Week for Waste Reduction (EWWR) on 17-25 November 2012, which aims to raise awareness about the actions people can take to help contribute to waste reduction efforts.

Councillor Joe DeAsha, chair of MRWA, said: "High recycling levels are crucial, but reducing the amount of waste produced in the first place is our ultimate aim. It helps to reduce our reliance on non-renewable resources, reduces carbon emissions and helps businesses to be more competitive."

Merseyside and Halton have joined forces with other towns and cities around Europe to help cut waste across the continent.



## Merseyside to stop textile waste

A NEW focus group has been set up in Merseyside to stop thousands of tonnes of clothes going to landfill. The Merseyside Textile Forum has been established to prevent the estimated 22,000 tonnes of the region's textiles from ending up in landfill sites every year.

The forum is being headed by Merseyside Recycling and Waste Authority (MRWA) and has been set up for local charities and stakeholders who currently collect textiles with support from all of Merseyside's district councils and the national Waste and Resources Action Programme (WRAP).

The principal aim of the forum is said to identify and support ways to increase the recycling and reuse of textiles. A strategy for incentivising

landfill diversion is currently being developed. The forum will look at current collection methods and markets for reuse and recycling for textiles and clothes of all quality grades.

Joe DeAsha, chairperson of MRWA, said: "People have got the hang of recycling and preventing waste, but there is still an issue with clothes. Thousands of tonnes end up in landfill every year and most of this will still have a value, whether it's by donation to a charity or using the raw material to create something new. Hopefully this new forum will see us reduce that 22,000 tonne figure."

There are reported to be many options for recycling old and unused clothes and textiles in Merseyside.

## Huyto opens

MERSEYSIDE RECYCLING and Waste Authority (MRWA) Volia Environmental 5 officially opened the new Huyton household waste centre (HWRC) on Wils Knowsley.

The new facility has opened on the site of a former HGV depot on Wilson Road, within the Huyton Industrial Estate, replacing an existing older recycling centre on nearby Ellis Ashton Street. It is the second new replacement centre that has been opened by MRWA in the Knowsley district area in the past few weeks.

According to MRWA, the new Huyton centre has the capacity to receive up to 20,000 tonnes of householders' waste and recyclable materials each year.

all householders' waste and recyclable materials, plus more queuing space on site for cars and the provision of an overhead weather-protection canopy.

The site also includes new expanded spaces for the collection of waste electrical items.

Councillor Joe DeAsha, chairperson of MRWA, said: "When we consulted residents they told us they were keen to recycle more and the facility accommodates a wide range of different categories of waste containers for recycling."



# How rags can lead to recycling riches

**KNOWSLEY** Pilot scheme will use old clothes

by Thomas Martin  
liverpoolcommunities@gmail.com

A NEW service enabling residents in parts of Knowsley to recycle their old textiles is being launched.

Knowsley Council, in partnership with Merseyside Recycling and Waste Authority is introducing a new textile recycling service in areas of Kirkby, Stockbridge and Prescot.

Prescot resident Gill Dulgarn was the first to try out the service, helped by Cllr Graham Morgan, Knowsley council's cabinet member for neighbourhood delivery.

The new, six-month long trial scheme - which started last week - is being offered to approximately 4,000 residents, who will be able to recycle a range of textiles as part of their fortnightly grey recycling bin collection.

Households in the trial area have been issued with a pink sack which can be filled with a range of textiles including old clothing, paired shoes, handbags, belts, curtains and bed linen.

Once filled, the sack can be placed in the grey recycling bin for collection. If the pilot is successful then it could be extended across the borough in 2013.

At present more than 30% of waste textiles end up in landfill, with nearly half of us putting clothes in the bin because we think the clothing isn't of good enough quality to be used by anyone else.

Yet these can be recycled for a range of uses including wiping cloths, felts and other non-clothing uses.

Cllr Graham Morgan said:

"We're particularly looking for things residents may not normally think of recycling or reusing - things like an odd sock, old clean underwear, that old T-shirt with a hole in it, or a jumper with worn out elbows. Remember that high quality clothing can still be taken to charity shops to be reused."

"There are no costs to the council for this pilot and we're hoping that those residents involved in the trial will make full use of this service."

"Recycling textiles will help us improve our recycling rates as well as reducing the amount of waste we send to landfill which, in turn, will reduce our waste disposal costs."

# Recycling is improving in twin towns

by Daniel McKenzie

RECYCLING rates and landfill diversion increased across Runcorn and Widnes last year, according to a report released by the Merseyside And Halton Waste Partnership (MHWP).

The report covers the period from April 2011 to March 2012, and outlines the partnership's progress towards improving recycling performance.

The MHWP consists of the Merseyside Recycling and Waste Authority working alongside Halton, Knowsley, Liverpool, Setton, St Helens and Wirral councils.

In the period covered, the partnership saw its recycling rate increase from 36.60% to 37.10%, with the councils working towards a target of 50% recycling by 2020.

Recycling performance at the region's household waste recycling centres exceeded expectations, achieving a recycling rate of 55.28%, over a target of 51.53% for the year.

According to the report, targets were also met for reducing the amount of residual waste generated per household across the authorities - with Halton households generating 636kg per of re-

sidual waste on average, against a target of 799kg. Halton also reported a fall in the amount of residual waste produced per household compared to the previous year. Meanwhile, the percentage of waste sent to landfill also fell, with Halton sending 57.6% of waste to landfill and Merseyside 60%, compared to the previous year's performance which saw the authorities landfill 59.56% of waste and 60.7% respectively.

Neil Ferris, chair of the MHWP, said: "This annual report is a great way in which residents can learn more about the many different waste projects happening across the Merseyside and Halton area, and is also testament to the fantastic efforts our residents have shown this year. None of the achievements would have been possible without every person taking the time to participate whether that be recycling more, using less, or attending an event. All of these efforts are making a big difference and we thank everyone for their continued support."

"This report shows how much we have achieved in the past year and what we are planning for the future. By working in partnership, all of the councils and the Merseyside Recycling And Waste Authority are helping residents and organisations across Merseyside and Halton to be more resource-aware."



## JUNK THE JUNK MAIL' CAMPAIGN LAUNCHES

**Merseyside residents are today urged to help end the deluge of junk mail poured through their letter boxes every year.**

Around 390 million pieces of junk mail land on Merseyside doormats every year and Merseyside Recycling and Waste Authority (MRWA) and its council partners are today launching a campaign to help residents fight back.

The 'Junk the Junk Mail' campaign tells householders how to cut back on unwanted mail by registering with a range of services and it is giving away free letter box stickers with the words 'No Junk Mail or Leaflets. Thank You' to help junk mailers get the message.

Merseyside Recycling and Waste Authority (MRWA) Chairperson Councillor Joe DeAsha said: "The 'Junk the Junk Mail' campaign is about giving people practical advice to help put an end to it and telling the culprits that we will don't want it any more. Much of the junk mail that comes through our letterboxes is unwanted - it's a waste of more than 3 million trees a year."

The campaign is advising residents to register with the following organisations:

- Mailing Preference Service – to cut junk direct mail by up to 95%
- Royal Mail's Door to Door Opt Out Service – to reduce the amount of unaddressed mail received from the Royal Mail
- Your Choice – to stop unaddressed mail and leaflets being posted through letter boxes
- Bereavement Register – to reduce mail sent to deceased relatives

Letter box stickers and advice sheets containing full details are available from 64 venues across Merseyside including libraries and council offices.

Stickers are also available by emailing [junkmail@merseysidewda.gov.uk](mailto:junkmail@merseysidewda.gov.uk) or by calling 0151 255 2567 - a sticker will be sent out to residents free of charge.

**Helping us all to prevent waste**

New wall at Eco Centre provides top tips for public

PART of Southport Eco Centre's education facilities have received a revamp thanks to funding from Merseyside Recycling and Waste Authority (MRWA).

The education facility, based in Sefton Council's Eco Centre in Southport, now includes a newly designed 'recycling and waste prevention' wall crammed full of green facts and figures.

The new wall is the result of a partnership between MRWA, Sefton Council and the Eco Centre which is aiming raise awareness of 'green' issues including waste prevention and recycling as part of its teaching programmes and visits. The design of new wall reflects the resources in both the authority's Recycling Discovery Centres in Liverpool and the Wirral.

The revamp is part of a range of activities being undertaken by MRWA to provide information at outreach facilities and centres across Merseyside on a variety of waste prevention and recycling messages. Other activities include attendance at festivals and events across the summer promoting the 'Love Food Hate Waste' campaign and the launch of the 'Junk the Junk Mail' initiative at 64 public venues across the region.

MRWA chairman Cllr Joe DeAsha said: "We're thrilled that we were able to help with the wall revamp here at the Eco Centre and actively contribute to the great work that they undertake with schools and communities."

MRWA chief executive Carl Beer said: "The programme of activities that we're undertaking is reaching out to communities and individuals with waste prevention and recycling messages and information."

Eco Centre resident teacher Darren Lloyd said: "The new educational display, and the programme of interactive activities we are currently developing to support it, help us to ensure our visitors become true advocates for change."

MRWA chairman Cllr Joe DeAsha and chief executive Carl Beer view at Southport's Eco Centre

### 7. Web monitoring

The MRWA website ([www.merseysidewda.gov.uk](http://www.merseysidewda.gov.uk)) is a portal for members of the public to access information about the Authority, recycling and waste prevention, as well as a mechanism for people to apply for Van Permits and to contact us. It is a 24-hour-a-day, 7-day-a-week resource which is used by approximately 3700 visitors every month. A well-presented website with relevant and easy to find information reflects well on an organisation.

The current website was launched in 2005. In 2010 the site benefitted from a major overhaul in information, accessibility and appearance. Then in 2012 MRWA moved web providers to save money and to allow more flexibility in content management.

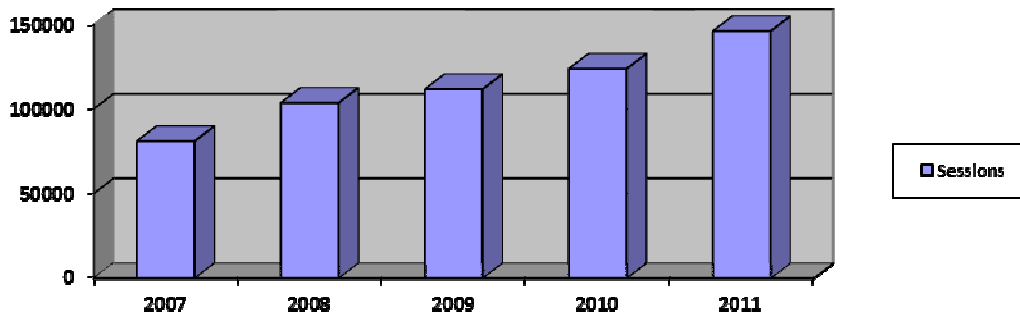
Going by Page Views alone, the figures below show that visitor numbers to the website have been increasing year on year – an 84% increase over the last five years. Judged on a yearly basis the number of people using the site and the number of times people visit the site is constantly increasing.

**Page Views - (2007 – 2012)**

2012 – 148,722 views  
 2011 – 145,919 views  
 2010 – 123,672 views  
 2009 – 111,606 views  
 2008 – 103,514 views  
 2007 – 80,907 views

**Hits and Sessions 2007 to 2011**

	2007	2008	2009	2010	2011
<b>Average no. Hits per month</b>	51,373	60,359	76,607	144,416	184,263
<b>Average no. Sessions per month</b>	6,742	8,626	9,300	11,243	12,156



For 2012 (below), the number of unique visitors has hovered around the 3500/4000 users per month, showing a steady and healthy use of the site.

MONTH	VISITS	PAGE VIEWS	PAGES PER VISIT	UNIQUE VISITORS
January 2012		13,389		
February 2012		10,978		
March 2012		11,348		
April 2012	5597	18,568	3.32	4453
May 2012	4687	15,442	3.29	3781
June 2012	4541	14,641	3.22	3631
July 2012	4610	12,260	2.66	3922
August 2012	4388	10,870	2.48	3755
September 2012	4467	10,932	2.45	3719
October 2012	4298	10,515	2.45	3521
November 2012	3889	9,345	2.4	3244
December 2012	4923	10,434	2.12	4388
<b>TOTAL</b>	<b>41400</b>	<b>148722</b>		<b>34414</b>

**For further information or to provide feedback on the contents of this performance report, please contact:**

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