

New era for Merseyside recycling as contract gets underway

Recycling on Merseyside entered a new era on June 1st when Veolia Environmental Services officially took over the region's £640 million Waste Management and Recycling Contract.

The 20 year contract, awarded by Merseyside Waste Disposal Authority on behalf of the Merseyside and Halton Waste Partnership, makes Veolia Environmental Services responsible for operating the area's network of 16 Household Waste Recycling Centres plus the pioneering Materials Recycling Facility (MRF) at Bidston.

Under the contract Veolia Environmental Services will invest in all these existing facilities and deliver a new £16 million flagship MRF and visitor centre at Gillmoss, Liverpool.

MWDA Chairperson, Councillor Kevin Cluskey, said: "This is an enormous achievement for Merseyside and will be a great boost for achieving improved recycling rates. In such financially depressed times it is encouraging to see this size of contract and level of investment in Merseyside."



MWDA and Veolia sign on the dotted line

"Veolia's arrival on Merseyside marks the start of a whole new era for recycling on Merseyside. They will bring major new investment in public facilities and improved recycling rates based on their experience as part of the UK's leading waste management company."

Denis Gasquet, Chief Executive Officer of Veolia Environmental Services, said: "We are delighted to have been awarded this prestigious Waste Management and Recycling Contract by MWDA which we believe will be the catalyst to further improving recycling performance in Merseyside."

"Our investment in both new and existing recycling infrastructure will boost recycling capacity and ensure the HWRC network is user-friendly and attractive to visit. By supporting education initiatives to publicise 'Reduce, Reuse, Recycle', we will also generate more interest in recycling across the region."

The waste management and recycling contract is part of a major procurement exercise by the MWDA with its five local District Council partners and Halton Borough Council targeting improved recycling rates across the Merseyside and Halton area. It also includes the operation of the existing four transfer stations servicing the waste collection authorities.

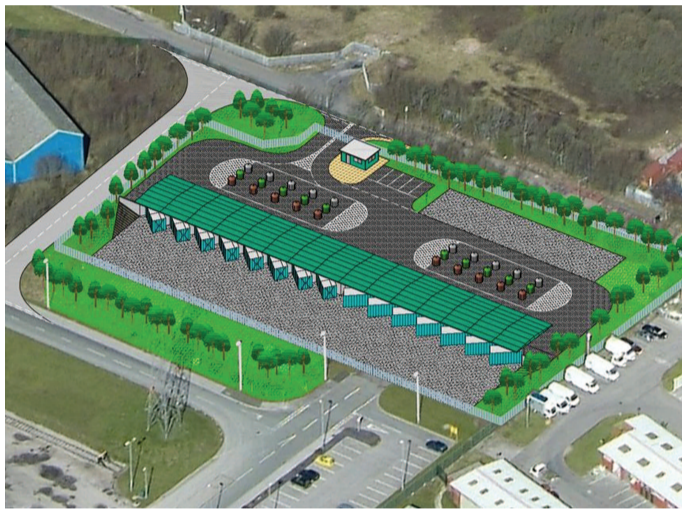


MWDA and Veolia staff tour Bidston Waste Facility

£1.5m Recycling boost unveiled to Kirkby residents

Proposals to create a new £1.5m Household Waste Recycling Centre in Kirkby have been unveiled to local residents and businesses.

The new Kirkby Household Waste Recycling Centre will be created on a vacant site (two acres) at the northern end of Knowsley Industrial Estate. The new site is approximately 300 metres from the existing facility, which it replaces.



A computer image of Kirby HWRC's proposed layout

The new Centre will increase recycling by providing more modern facilities including the capacity to receive 15,000 tonnes of householders' waste a year, easier disposal of recyclables and more queuing space on site to cope with peak demand and avoid queuing on the highway.

A major consultation exercise (including newsletters, community meetings and public engagement days) is currently taking place to make sure more than 6,300

businesses and residents living close to the proposed facility receive all the details.

MWDA Director, Carl Beer, said: "This is a major investment in the area and recycling on Merseyside. It will be an asset for the people of Knowsley and it is vital that everyone living and working nearby has accurate information about the proposal. That's why we are going to such lengths to get in touch with them."

MWDA Chairperson, Councillor Kevin Cluskey, said: "This is great news and will really add to the increasing array of facilities we need to put the region at the top of recycling tables."

MWDA will submit a full planning application once initial consultation is complete and, subject to planning permission, the new site will be up and running by the end of 2010.

MWDA's new contractor Veolia Environmental Services will operate the site following application to the Environment Agency for an Environmental Permit.

Approval for £20m Recycling Park plan

Approval was recently awarded by Liverpool City Council's Planning Committee to develop a new Recycling Park in Gillmoss that will play a significant role in increasing recycling rates for Merseyside.

The Authority's existing site on Stonebridge Lane will see a Materials Recovery Facility (MRF) and an integrated Visitor and Education Centre built alongside the existing Waste Transfer Station. The MRF will sort mixed dry recyclable materials (including paper, cardboard, plastic

bottles, cans and glass) collected from households through local council collection schemes. The sorted materials will then be sent to third party processors off site for transformation into new products and raw materials.

More than 19,000 local people were targeted earlier in the autumn of 2008 in a massive information exercise telling them about the plan and a series of open days were held to exhibit detailed proposals to residents.

MWDA Chairperson, Councillor Kevin Cluskey, said: "This facility is vital to the future success of council recycling services and waste disposal on Merseyside because it will enable us to process large quantities of recyclable waste and cut our very expensive reliance on landfill. While it can only be part of the solution to Merseyside's needs, it will ultimately help save Council Tax payers' money and improve recycling rates at the same time."

The new Recycling Park could be up and running by 2010, will cost £20m to develop and will create more than 100 new jobs.



Construction work at Gillmoss should be completed by 2010

District Council News

New food waste recycling service for Knowsley

Knowsley residents are being offered the chance to sign up for a new food waste collection recycling service.

All Knowsley residents are invited to get involved with the new collection service, which will be introduced from 5 October 2009.

The new service is aimed at increasing recycling rates in the borough and preventing food waste going to landfill and producing harmful greenhouse gases. Residents who opt-in to the new service will be provided with a small caddy for storing food waste outside. They will also receive a mini caddy and a supply of compostable liners which can be used to store food waste in the kitchen before transfer to the external container.

The food waste will be collected by the Council on a weekly basis and taken for composting into a soil improving fertilizer.

Local people are encouraged to make recycling pledge

"Let's waste less" was the theme of the recent recycling week when St. Helens residents were encouraged to make a pledge to improve their waste habits.

Pledges from local people included "Recycle all my glass bottles and jars", "Use my leftovers for lunch the next day" and "Recycle all of my unwanted clothes".

Three well attended events were held at the Hardshaw Centre, at a MATCH (men and their children's) event at Moss Bank Children's Centre and at Asda.

Residents had the chance to get first hand advice about reducing, reusing and recycling their waste. Popular topics were the kerbside recycling facilities, compost bins and the new Love Food Hate Waste campaign.

The events also gave St. Helens Council the opportunity to hand out new promotional items to dedicated recyclers. The recycling team now have car air fresheners and trolley key rings to promote recycling to keen residents whilst they are out and about.

Tidy Business Awards

34 businesses have been awarded Tidy Business awards from Wirral Council. One Gold Award and 33 Silver Awards were presented by Wirral's Mayor, Councillor Andrew Hodson.

A national campaign led by Tidy Britain, the scheme encourages businesses to implement waste minimisation, reuse and recycling schemes, and practical efforts to improve the local environment. This includes ensuring they store and dispose of their waste responsibly and take ownership of their shop frontages to help keep them free of litter and graffiti.

Businesses that sign up to the tidy business standards are assessed by the Council's Trade Waste Officer and, if they are successful, are awarded one of three categories; Bronze, Silver or Gold.

Since the scheme began in August 2008 over 60 businesses have received awards.

Be a Green Ambassador!

Liverpool City Council is asking people to play their part in the city's Year of the Environment by becoming a Green Ambassador. The green team are looking for residents, community groups, schools and businesses to sign up and tell everyone what they're doing to make the region as environmentally friendly as possible.

Once you've become an ambassador you can make a pledge which gives you the chance to do something green during this special year. It could be anything from arranging a community litter pick, reviewing how green you are as a business or dedicating a school day to environmental issues.

For more information go to www.yearoftheenvironment.co.uk and have the (energy efficient) spotlight on your achievements!

A rewarding way to recycle

Halton Council is to become the first authority in the north of England and only the second in the country to launch a voluntary scheme for rewarding residents who recycle.

Starting in the autumn, 10,000 households in seven pilot areas in the borough will be offered the choice of earning points for how much they recycle in their blue bins. The points are converted into vouchers for national retailers, local shops and businesses, or charity donations. The pilot will run for six months.

The system works by each bin having a micro chip fitted which identifies which household the bin belongs to. An automatic reader in the refuse wagon reads the weight of the content of the bin and calculates the amount of points awarded. Residents can track online how many points they have collected or phone for an update.

National award for food waste

The successful working relationship between composting specialists TEG Environmental and Sefton Council has been recognised in a national award scheme.

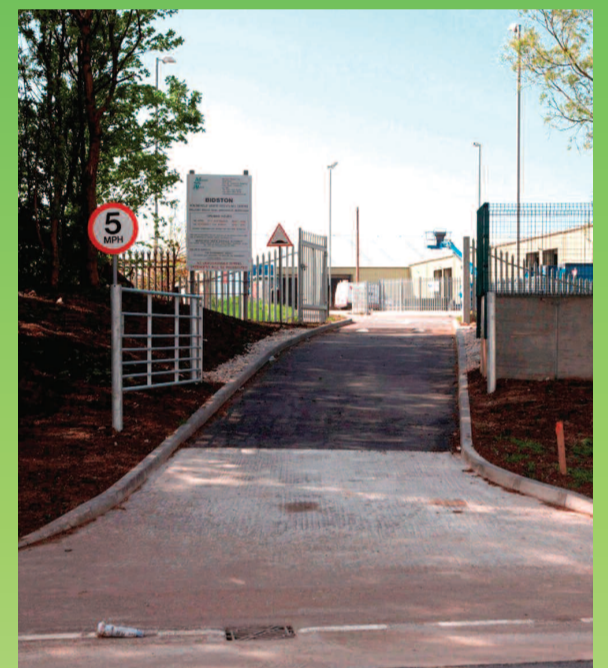
At the Association for Organics Recycling (AFOR) Annual Awards dinner TEG scooped The Partnership Award for its work with Sefton in resolving a contamination issue in the borough's ground-breaking waste food collection service.

TEG handles around 175 tonnes of kitchen food waste each month which is collected from the weekly kerbside collection service. When contamination of the food waste began to occur in early 2008, TEG and Sefton Council worked together to identify and resolve the issue. TEG noticed high levels of contamination with glass bottles and cans in Sefton's food waste. These contaminants were difficult to remove from the composting system and compromised the quality of the end product.

"Once the teams from TEG and Sefton's contract partners Abitibi Bowater got together they were able to resolve the problem within a very short period of time," said TEG's Commercial Director, Jayne Pierre.

Bidston Works Complete

Construction work at the entrance of Bidston Waste Management Facility is complete and now features separate entry and exit points and a new access route to the Bidston Moss community park.



Construction works have made Bidston safer and easier to access

Carl Beer, Director of MWDA, said: "These improvements will allow the public to access the Recycling Centre separately to the lorries using the Waste Transfer Station, making the site safer and easier to get around."

Bidston includes a Household Waste Recycling Centre, a Materials Recovery Facility and a Waste Transfer Station. The site also gives access to the Bidston Moss community woodland - a former landfill which has been transformed into green space adjacent to the waste facility. MWDA has created a new shared pedestrian and cyclist access point to the woodland from Wallasey Bridge Road.

Formerly there was only one access point via the waste facility which acted as both entrance and exit for the Recycling Park and the nearby woodland.

The new independent pedestrian and cycle route provides safer public access to the woodland site and an extension to the Millennium cycleway and cycle-route 56, which is regularly used by walkers and cyclists.

Love Food, Hate Waste

An innovative waste prevention campaign, Love Food Hate Waste, has been launched across Merseyside and Halton to reduce the massive amount of food we throw away.

Recycle for Merseyside and Halton is backing WRAP's (Waste & Resources Action Programme) Love Food Hate Waste campaign, after research found Merseyside homes throw away over 130,000 tonnes of food each year - a third of what people buy and costing families £50 per month.

The launch took place at the Southport Food and Drink Festival where visitors could get practical tips and advice to help them make the most of the food they buy. By planning meals and making shopping lists, storing food to keep it fresher for longer, checking 'use by' and 'best before' dates, not cooking too much and using up leftovers in fresh meals, householders can reduce the amount of good food being thrown away. This will not only help them save money but also help the environment. If we all stopped throwing food away it would have the same environmental benefit as taking 1 in 5 cars off the road!

Councillor Kevin Cluskey, Chairperson of MWDA, said: "Not only is a huge amount of resources wasted in the food supply chain, but most of the food waste ends up in landfill sites where it rots and releases methane, a damaging greenhouse gas, which contributes to climate change."

The nationwide campaign, launched in 2007, has already started to show positive results and helped lead to a saving of nearly £300 million, stopping 137,000 tonnes of food being thrown away.

Liz Goodwin, Chief Executive of WRAP, said she was encouraged by the impact the Love Food Hate Waste campaign has been making: "At a time when every penny



Merseyside throws away 130,000 tonnes of food each year

counts, saving nearly £300 million is a great achievement for hard pressed consumers. Food which ends up in landfill produces damaging greenhouse gases and is a terrible waste of resources. We're delighted that the Love Food Hate Waste campaign is helping individual households enjoy more of their food, help the environment and save money."

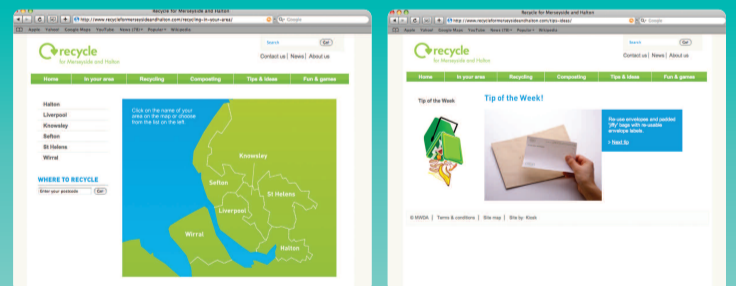
The Merseyside and Halton campaign has received £300,000 of funding from WRAP and MWDA and will run for two years.

For more information practical tips and recipes, visit www.lovefoodhatewaste.com



Recycle website launched

The Merseyside and Halton Waste Partnership has launched a brand new website for local people – www.recycleformerseysideandhalton.com. Here members of the public can find out what can be recycled in their area, how to reduce waste, tips for composting and other ideas for recycling.



Who are we?

Merseyside Waste Disposal Authority (MWDA) is a statutory authority established in 1986 following the abolition of Merseyside County Council, to undertake the waste disposal functions for local authorities across Merseyside – Liverpool, Knowsley, Sefton, Wirral and St Helens. MWDA takes the lead in advocating waste minimisation, recycling and the safe and effective disposal of waste for Merseyside's residents.

How can you contact us?

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MERSEYSIDE WASTE DISPOSAL AUTHORITY

