

# 2020 Deadline For Cutting Waste

Homes across Merseyside have been given a 2020 deadline for cutting down on household waste.

The Joint Merseyside Waste Management Strategy document, which was originally launched in 2005, has been updated and sets out how waste will be managed in the region for the next dozen years and better used as a resource.

The key document, published by MWDA on behalf of and with the commitment of the Merseyside Waste Partnership (MWDA, Knowsley, Liverpool, Sefton, St Helens and Wirral Councils), re-iterates the 2005 recycling targets and establishes a range of new initiatives to improve the region's waste performance.

Top of the list is a challenge to Merseysiders to cut the growth of household waste to 0% by 2020. The volume of waste produced by Merseyside homes has actually started to decrease recently – from 581kg per head in 2005, to 549kg in 2007/2008. Although the figure is dropping, households are still producing over 700,000 tonnes of rubbish a year.

**Director of MWDA, Carl Beer, said:** "The region is making good progress in terms of increasing recycling performance, with householders across Merseyside recycling over 29% of their waste last year - up 7% from the previous year. But more needs to be done to avoid landfill fines and reduce carbon and methane emissions which contribute to climate change - sending material to landfill is not just bad news for the planet, but for our wallets too."

Other key recommendations made in the Joint Municipal Waste Management Strategy (JMWMS) include:



Sorting at the Bidston MRF



Merseyside is aiming for a 44% recycling rate

- Improve Merseyside recycling levels to 44% by 2020 (from 29% in 2007/8)
- MWDA to identify ways of improving performance at its Recycling Centres to optimise recycling rates, including improving the segregation of paper and card for recycling and garden waste for composting
- MWDA to consider treatment options including Anaerobic Digestion for the processing of kitchen waste by 2010
- Where energy is generated from waste treatment (either through biological or thermal processing) CHP (combined heat and power) systems shall be encouraged to maximize the efficiency of the conversion process
- All District Councils to:
  - maintain the separate collection of dry recyclables, biodegradable waste and residual waste, using kerbside sort, co-mingled or wheeled bin collection systems
  - consider the move towards the kerbside collection of kitchen waste
  - optimise Bring Bank locations to complement the kerbside collection service towards an optimum saturation rate
  - consider the potential for introducing street recycling bins by 2010.

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# MWDA have 2020 Vision

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Key to Merseyside's waste management is reducing the amount of waste being produced in the first place. Part of the Strategy suite of documents is a new Waste Prevention Strategy for Merseyside. This aims to bring about behavioural change in relation to waste. Its recommendations include:

- Sign up 500 families using environmentally friendly real nappies by 2010
- Achieve a 5% year-on-year increase in the number of people registered with the Mail Preference Service (MPS)
- Host a minimum of two Swap Days per year in each Merseyside District Council area (Swap Days are a community initiative designed to encourage residents to exchange and reuse unwanted items for free)
- Continue delivering a range of regular compost giveaways and offer subsidised home compost bins to Merseyside residents

- Continue to support community recycling and social enterprise waste management initiatives.

These targets are part of a broader programme designed to make sure the region can meet future waste recycling and treatment targets and comply with landfill legislation.

Already many of the District Councils across Merseyside have introduced new kerbside collection schemes for recycling. Plans for new waste and recycling facilities will also be developed by MWDA and submitted over the next 18 months, including a recent proposal to create a Recycling Park in Gillmoss, Liverpool.

**Councillor Kevin Cluskey, Chairperson of MWDA said:** "The new Strategy is as much about awareness and education as it is about targets. We want the public to fully understand what materials they can re-use and recycle and how to avoid creating waste in the first place."

## Bidston Entrance Works Begin

Construction work to build a new improved entrance at Bidston Waste Management Facility has begun on site.

MWDA, in partnership with its contractor Mersey Waste Holdings (MWH), is building separate entry and exit roads from Wallasey Bridge Road for those using the Household Waste Recycling Centre.

**Carl Beer, Director of MWDA, said:** "These improvements will make it a more efficient site, allowing users to access facilities more quickly and with greater ease. It will also provide a safer route because it will separate public traffic from the larger vehicles serving our operational facility."

The site also gives access to the Bidston Moss community woodland site, a former landfill which has been transformed into green space, which is adjacent to the waste facility. MWDA want to create a new shared pedestrian and cyclist access point to the woodland.

Currently there is only one access point via the waste facility which acts as both entrance and exit for the Integrated Waste Management Facility and the nearby woodland.

The new independent pedestrian and cycle route will provide 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. The separate entrance will not impact on the operational waste site.

**Carl Beer continued:** "A more efficient site entrance will bring greater ease and speed of movement for all vehicles accessing the waste facilities. Hopefully this will result in more processing of waste and recyclable materials, which could result in higher recycling figures for Merseyside."

It is anticipated that the waste facility will remain open throughout works, though some sections will be temporarily restricted or closed as and when necessary. The total period of construction is estimated at around eight weeks.

Bidston is one of Merseyside's busiest waste management sites. It encompasses both public and operational facilities and includes:

- A Household Waste Recycling Centre
- A Materials Recovery Facility
- A Waste Transfer Facility
- A Visitor Education Facility



The new entrance should make the site more efficient

# District Council News

## Halton to launch Recycling Communications Campaign

Halton Borough Council has recently appointed Envirocomms Consulting to deliver a recycling communications campaign over the next 12 to 18 months.

The campaign is aimed at trying to answer any questions or issues that discourage people from recycling and will have targets to increase resident participation in recycling. It will also include specialist support such as doorstep visits to residential areas.

**Cllr Phil Harris, Executive Board Member for Environment, said,** "In addition to an improved communications campaign we are also exploring ways of incentivising residents for participating in recycling."

## No Need To Be Blue In 2009

Liverpool's reign as Capital of Culture has finished, but there's no need to be blue, in fact everyone will be green!

2009 is the city's Year of the Environment, celebrating Liverpool's green credentials, encouraging an environmental debate across the city and challenging residents, businesses and visitors to get involved and pledge to reduce their carbon footprint. Plans include the introduction of a Green ambassadors programme, the city's very own designer bag for life, a celebration to mark the completion of Stanley Park and Green Fayres selling organic, locally sourced products to be held throughout the year.

**Liverpool City Council's executive member for the environment, Councillor Berni Turner, said:** "The Year of the Environment will allow us to continue to showcase our city and not only celebrate how far we've come in terms of reducing our carbon footprint, but get every resident involved in a debate about the city and the green challenges we all face."

## New Recycling Service Goes Sky High

The sky's the limit for a new service giving Knowsley residents living in high and low rise flats the chance to recycle their waste.

The new scheme provides householders with a Hessian bag which can be used to collect all of their glass, tins, bottles and paper for recycling. More than 1,500 householders living in flats have been given Hessian bags to collect their recycling. New community recycling collection centres have been installed at ground level, for residents to empty their recycling bags.

**Cllr David Lonergan, Cabinet Member for Neighbourhood Delivery, said:** "We have been working closely with our partners, KHT and Villages housing associations, to make sure we give residents in high and low rise flats a service that's easy and convenient to use."

## Compost Giveaway Success

More than 600 St.Helens residents carried away 30 tonnes of compost as the Council hosted another compost giveaway recently.

A compost advisor from the Waste and Resources Action Programme (WRAP) was on hand and offered advice about home composting to residents. Residents also collected black boxes, blue bags, textile bags and pink bags to use in the kerbside recycling scheme.

**Councillor Carole Kavanagh, St.Helens Council's Executive Member for Environmental Protection, says:** "These special compost events are growing in popularity and more and more people are taking advantage of the composters. The Council is totally committed to recycling schemes to help us meet the Government's targets."

## Recycle On The Go

Wirral Council is trialling a new on street recycling scheme in Heswall, Birkenhead, Liscard and Bromborough that will make it much easier to recycle on the go.

Shoppers and visitors will be able to recycle empty drinks cans, drinks bottles, newspapers and magazines when they are out and about thanks to 22 specialised bins which will be placed in the four pilot areas from February.

The special bins are purpose built with two separate containers - one side of the bin will collect drinks cans, drinks bottles, newspapers and magazines for recycling while the other side of the bin will collect all other litter.

They are the first on-street recycling facilities to be trialled in the borough and complement the successful kerbside recycling scheme already in place to reduce the amount of rubbish going to landfill. The bins are much smaller than the large recycling banks and are designed to complement a street setting.

## Recycling Hits New Heights

The introduction of wheelie bins across Sefton is now complete and as a result recycling rates are rocketing.

Delivery of wheelie bins to more than 100,000 homes was completed at the end of 2008. Under the new alternating weekly collection system, most households have received a green 240-litre wheeled bin for garden waste and a grey 240-litre wheeled bin for other waste that cannot be recycled. The Green Bee recycling box is still in operation and continues to be collected on a weekly basis. Around 28,000 homes have also opted in to a separate weekly food waste collection service.

Such is the success of the new collection service Sefton's recycling rate for the first half of the 2008/09 municipal year is just under 40 percent.

# Bidston Celebrates 100k Tonne Milestone

**The Mayor of Wirral recently joined the Chairperson of the Merseyside Waste Disposal Authority, local Councillors and a local MP to celebrate the diversion of 100,000 tonnes of household waste at a pioneering recycling facility.**

The Bidston Integrated Waste Management Facility is one of the first of its kind in the UK and has influenced other sites around the country.

The site - developed by MWDA, DEFRA and Wirral Council - houses a Materials Recovery Facility capable of recovering and sorting glass, paper and cans through to plastic bottles and cardboard from local Council kerbside recycling collections. It also includes a Household Waste Recycling Centre, a Waste Transfer Facility and a Visitor Education Centre (which hosts school and community visits every week).

**Councillor Kevin Cluskey, Chairperson of MWDA, said:** "This is already one of Merseyside's busiest waste management sites, and has been up and running for some time. It's performed better than we could ever have hoped and has boosted - along with the help of our District Council partners - Merseyside's recycling rate."



*The celebratory plaque is unveiled at Bidston*

# Authority Joins Fight Against Climate Change

**MWDA has become the latest local authority to show its commitment to fighting climate change by signing the Nottingham Declaration.**

The Authority has pledged to adapt its operations and, by signing the declaration, has agreed to develop plans with partners and local communities over the next two years which will address the causes of climate change.

**Philip Sellwood, Chief Executive of the Energy Saving Trust**, which administers the Nottingham Declaration, said: "We are delighted that MWDA has shown its commitment to climate change and signed this very important declaration."

Recycling is a key role for MWDA as it significantly contributes towards the protection of finite natural resources and provides materials that can be used again and made into new products. Recycling also diverts material from landfill where methane can be produced in significant quantities and further contribute to climate change.

Besides managing and recycling Merseyside's waste MWDA's goals are to reduce the carbon intensity of its activities and continue to be alert of an ever changing climate.

MWDA has its own Climate Change Action Plan, instigated earlier this year, which contains five key priorities:

- Make a commitment to address climate change issues in Merseyside
- Raise awareness and understanding about climate change amongst Members, staff and the wider community of Merseyside
- Consider the climate change issues (reduction of emissions and potential positive and negative impacts) in the development and review of relevant Authority strategies, plans, policies, activities and contracts
- Reduce the emission of greenhouse gases associated with all Authority activities
- Encourage other organisations to take action to reduce emissions of greenhouse gases.

**Carl Beer, Director of MWDA, said:** "As well as the overall view we have to take – implementing wider strategy,



*MWDA has vowed to help tackle climate change*

working with partners, influencing the public – we also have to take into consideration our own day to day impact on the environment. This is everything from the offices we use and the vehicles we drive to the carbon footprints of suppliers, products and our services."

## 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**

