



# Merseyside Waste Disposal Authority Annual Plan 2011



MERSEYSIDE WASTE DISPOSAL AUTHORITY

## Looking back

2010/11 was a busy period for us as we looked to implement new waste reduction projects, boost Merseyside's recycling rate to its highest ever level and get the most out of our assets.

First and foremost, it's good to see that Merseyside's figure for recycling has risen to 36.5%. Whilst we're disappointed to have missed our 39% target the actual amount of residual waste created per household has fallen by almost 50 kilograms a year – so we're generating less waste overall. This is very positive, but there is still work to be done.

One of our biggest assets in the drive against waste is Merseyside's 14 Household Waste Recycling Centres (or HWRCs). A survey conducted by our contractor Veolia Environmental Services reported that over 90% of HWRC users were happy with the service they were getting, which was great news for us. Last year also saw us refurbish Otterspool HWRC in Liverpool and install new signage throughout all 14 Centres. Hopefully ongoing improvements like this will keep our site users happy.

Managing waste after it has been created is one thing, but as big a challenge is reducing the amount of waste created in the first place. Our Waste Prevention work has ran several initiatives which we hope will reduce the material going into people's bins.

Using our modest Community Fund, we had some great responses from the four local organisations who came up with fantastic projects to get the word out about waste reduction – using everything from drama workshops in schools to sessions with parent and toddler groups.

The Merseyside-wide Love Food Hate Waste campaign went from strength to strength with road shows taking place across the region, and even saw us recruit local "champions" to spread the word about cutting food waste.

Knowledge is a critical part of being smarter about waste which is why we were involved in a number of pieces of research which will help shape the way we do things in the future. The Made Today, Gone Tomorrow study looked at the factors likely to influence waste production in the future. One key finding was that more sophisticated collection of electronic waste is an urgent challenge if we are to avoid the economic impact of declining supplies of raw materials. The study told us loud and clear that waste managers need to become more creative and flexible in the way they help make the most of limited resources.

Studies like this are vital in helping us prioritise our work and understand the complexities of the issues we face.

## Looking forward

We are all facing some tough challenges. The draft Joint Municipal Waste Management Strategy for Merseyside – called 'RESOURCES Merseyside' and developed by the Authority, district councils and members of the public – identifies just some of the challenges Merseyside is taking on. These include boosting recycling to 50%, cutting the total amount of waste produced per household on Merseyside to 1.18 tonnes per household a year, and reducing carbon emissions from municipal waste management services.

RESOURCES Merseyside sets out options for achieving these targets. While it is down to district councils to choose how they tackle these challenges, one thing is clear: we must all be prepared to change the way we do things and that brings us back to an often repeated message – to use less and re-use and recycle more.

At MWDA we will be using our expertise, knowledge and contacts to encourage people to help change the way we use energy of all types. We've got to take a lead in encouraging people to think differently, to look beyond waste as just waste, to think of it as a resource and help overall efforts to reduce the region's carbon impact. We hope our track-record of working in the environment sector will help Merseyside tackle this head on.

Our traditional work continues, too. The process for identifying the best solution for delivering our Resource and Recovery Contract edges forward. We have two companies currently bidding to extract Energy From Waste for waste that has not been recycled. We hope to be able to announce a preferred bidder in the near future.

Work on our new £20 million Gillmoss Materials Recovery Facility is complete and the development – which will sort and recover around 100,000 tonnes a year – has just started operations.

Across all our work, we'll be making sure we operate as smartly as possible, showing how we deliver best possible value for money as public sector purses continue to tighten. In doing so, we'll be taking to heart the message from the Made Today, Gone Tomorrow report by exploring and exploiting all opportunities to bring new creativity and flexibility to what we do.



Carl Beer,  
Chief  
Executive

# Our performance

Our performance is measured by indicators based on the former National Indicators, plus contractual targets in relation to the Waste Management Recycling Contract.

## Residual household waste per household (kilograms)

Formerly NI 191, this is used to monitor Merseyside’s performance in reducing the waste that is sent for landfill, incineration or energy recovery.

## Household waste reused, recycled or composted (%)

Formerly NI 192, this measures the

percentage of household waste sent by Merseyside for reuse, recycling, composting or anaerobic digestion. This is a key measure of the region’s progress in moving the management of household waste up the hierarchy, consistent with the Government’s national strategy.

## Municipal\* waste landfilled (%)

Formerly NI 193, this measures the proportion of municipal waste sent to landfill. Our aim is to divert as much waste away as possible thereby reducing this percentage in line with the Government’s strategy on waste and the waste hierarchy.

National Indicator	2009/10 Actual	2010/11 Target	2010/11 Actual	2011/12 Target
Residual Household Waste per Household (kg)	742	744	693	695
Household Waste Reused, Recycled or Composted (%)	34.1%	39%	36.5%	36.8%
Municipal Waste Landfilled (%)	63.7%	60%	60.7%	63.2%

\* In line with a national review of definitions and terms, where the Authority refers to Municipal Waste, it is referring to Local Authority Collected Municipal Waste (LACMW).

MWDA provides 14 Household Waste Recycling Centres across Merseyside for residents to deposit waste. These are represented below as 1 and 2.

The Bidston Materials Recovery Facility accepts co-mingled materials from the kerbside – this is represented as number 3 below.

All Household Waste Recycling Centres	2010/11 Target	2010/11 Actual	2011/12 Target
1.HWRC Diversion Rate (%)	61.46	60.71	61.96
2.HWRC Recycling and Composting (%)	51.21	51.35	51.53
3.Kerbside Co-mingled Materials Diversion Rate (%)	87.00	89.92	88.00

# Finance

The need to improve recycling performance and attain greater diversion from landfill requires investment in new operational arrangements. This, together with continued increases in waste generation and in Landfill Tax

rates, has a direct effect on the Authority's budget.

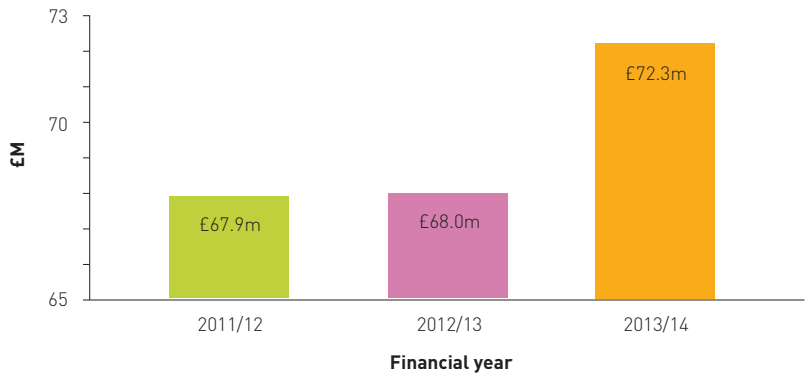
MWDA's Revenue Budget for 2011/2012 is shown below along with the comparative figures for 2010/2011.

	2010/11 Budget £M	2010/11 Actual £M	2011/12 Budget £M
<b>Disposal of District Waste</b>	<b>25.8</b>	<b>28.0</b>	<b>25.7</b>
Recycling Credits	6.0	5.2	5.8
Other Costs	11.8	14.3	10.6
Landfill Tax	23.0	20.1	25.7
<b>Total Expenditure</b>	<b>66.6</b>	<b>67.7</b>	<b>67.8</b>
Less: Income	-3.4	-3.5	-4.1
<b>Net Expenditure</b>	<b>63.2</b>	<b>64.1</b>	<b>63.7</b>
Authority Balances To (From)	7.7	6.8	4.2
<b>The Levy</b>	<b>70.0</b>	<b>70.9</b>	<b>67.9</b>

## Three year forecast

The following provides a three year forecast based upon known factors which are expected to affect MWDA including the continued increase in landfill tax. The outcome of the Authority's procurement will

become clearer in 2012 and at that stage MWDA will work with the District Councils to release the Sinking Fund that was established to ensure that future levy increases remain affordable.



# Corporate governance

MWDA is governed by a joint board with nine elected Members representing the five Merseyside District Councils. This board is responsible for taking all of the key decisions and operating a scheme of delegation which enables us to fulfil our statutory responsibilities and deliver effective and efficient services to the public.

In support of this, we have a Code of Corporate Governance which sets out how we, 'Ensure that we are doing the right things, in the right way, for the right people, in a timely, inclusive, open, honest and accountable manner'.

We also have an established Performance Management Framework, which sets out the planning, monitoring and reviewing processes that enable us to

continuously improve our performance.

As part of this ongoing review, we have a Corporate Plan, which identifies our Vision, Aims and Objectives and the performance improvements we intend to deliver over the next three years. Our Corporate Vision is, 'To improve people's quality of life by ensuring that waste is sustainably managed to bring about the best combination of environmental, economic and social benefits.'

Finally, we use the Corporate Plan, supported by our Risk Management Strategy, to develop Annual Service Plans which identify key projects and priorities along with the most effective use of our resources to deliver the step changes required to achieve our goals.



## Taking responsibility

This has been a very busy year for MWDA and the Merseyside and Halton Waste Partnership. We conducted a major consultation called 'Don't Waste Your Say' with over 3,000 Merseyside residents on how we should sustainably manage waste and resources in the future.

The consultation aimed to reflect views and aspirations of the wider community and improve the quality of policy and decision making in the preparation of a new Strategy.

Also this year, we have taken over the responsibility for continuing to deliver the 'Love Food Hate Waste' campaign on behalf of the

Partnership to raise public awareness of ways to save money when shopping and to influence their behaviour in order to reduce the amount of edible food (previously bought) that people throw away unused.

A key stakeholder of the Authority is our Household Waste Recycling Centre contractor Veolia Environmental Services. Next year, the contractor will produce a Corporate Social Responsibility report and a comprehensive Carbon Footprint of their waste management services provided for the Partnership.





## A word from the Chairperson

My recent appointment as Chairperson has given me the chance to see what the Authority has accomplished over the past year and what we hope to achieve in the future. I hope that by working alongside local residents and giving them enough opportunities to positively influence their environment we can make Merseyside a place where nothing is wasted.

**Councillor Joe De'Asha**



# Merseyside Waste Disposal Authority Key Achievements





## Funding the community

We once again saw the £20,000 Community Resource Action Fund play a part in helping local groups enhance their environment, which included:

**Faiths4Change** – the Simply Living scheme engaged with low income parents to promote waste awareness through Green Parent workshops which included healthy living, eating well and wasting less, real nappies and swap shops.

**Love and Joy Ministries Ltd** – the Anfield-based organisation provided an Information Hub and Open Days to promote waste awareness, and held workshops and a bring and take fayre.

**Black Box Creative Communities** – the Waste Not Want Not project delivered a ten-week series of workshops to schools and then held a performance at the Contemporary Urban Centre to showcase the work of the pupils.

**St Helens Recycling Initiative for the Neighbourhood** – this partnership effort including ten schools examined children's concerns with waste and recycling and ran 20 swap shops.



## Green bag giveaway

Green-fingered residents were able to get their hands on brand new, heavy-duty recycling bags for their garden waste – for free. The MWDA initiative saw the bags given away to people who had deposited green waste twice at selected Household Waste Recycling Centres over certain periods of time during summer months. Over 7000 bags were handed out during the two-pronged scheme.



## Otterspool refurbishment

Last year saw a major refurbishment of Otterspool Household Waste Recycling Centre. The month-long renovation saw maintenance and improvement works at the Liverpool riverside facility, which saw the concrete floor of the whole site being re-laid, improvements to the drainage system and all-new signage installed throughout the site.



## Thumbs up for Recycling Centres

The region's Household Waste Recycling Centres (HWRCs) won the thumbs up from members of the public.

A survey of more than 1,000 people visiting Merseyside and Halton's 16 HWRCs, which are operated by recycling and waste contractor Veolia Environmental Services, showed more than 90% of users were satisfied with the service they received.

The survey covered everything from helpfulness of staff to appearance and accessibility of sites and attracted high ratings for almost every aspect of service. Three HWRCs – Newton-le-Willows, Rainford and Ravenhead – actually scored 100% overall satisfaction ratings, making them the most popular sites.



## **Love Food Hate Waste**

An MWDA-led scheme recruited local champions in a bid to help spread a key waste prevention message throughout 2010 and 2011.

The Love Food Hate Waste campaign – which has been running since 2009 – has been working with local organisation Faiths4Change to train people to continue putting out its message. The workshops were given to Council recycling officers and community groups around Merseyside who can now “champion” and spread the message of food waste reduction, which will hopefully see people take practical steps to reduce the 130,000 tonnes of food which goes to landfill each year and could save a family with two children on average £50 per month.



## Next step in recycling

The brand new Materials Recovery Facility (MRF) in Gill Moss, Liverpool, is on track to open in early autumn and marks the next step in the ongoing transformation of waste management in Merseyside.

The £20m MRF will be the second such facility in the region and has been designed using state-of-the-art recycling separation technology which will sort paper and cardboard, glass bottles and jars, steel cans, aluminium cans and plastic bottles.

The building itself has been designed to reduce its impact on its surroundings with a number of designed-in environmental features, and constructing the building and its foundations using recycled and reclaimed materials. In addition to this, 100% of concrete, timber and plasterboard post-construction waste has been recycled; cardboard/packaging has seen 98% recycled, and 97% of mixed general builders waste has been recycled.



## **Don't Waste Your Say consultation**

In October 2010 we launched a huge information exercise to discuss the future of waste management on Merseyside. The Don't Waste Your Say public consultation campaign ran for three months and engaged with thousands of residents through door-to-door interviews, roadshows and focus groups across the region, and an online research community.

The consultation raised awareness of various waste and resource management issues and gathered public opinion on how Merseyside's household waste should be managed over the coming thirty years.

The information gathered has fed into key research and informed the review of the Joint Municipal Waste Management Strategy for Merseyside, which is being led by MWDA. The draft Strategy 'RESOURCES Merseyside 2011-2041' will be finalised following further public consultation and then ratified by each of the district councils and MWDA.





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