

Rise In Region's Recycling Rate



Merseyside's recycling rate is heading in the right way

Latest figures reveal that Merseyside has increased its recycling by almost 30% in ten years.

Statistics from MWDA's Annual Plan 2009 show that at the last count the region was recycling 33.3% of its household rubbish. In comparison 1999 saw the region's recycling rate at just 6.74%, with 93% of rubbish being sent to landfill.

Further positive news shows that the amount of waste being generated by each Merseyside household has decreased by almost 75kg since last year. Additionally, the region is also sending 217,331 tonnes less a year to landfill than it was ten years ago.

However, MWDA acknowledge the scale of the task still in hand.

Councillor Kevin Cluskey, Chairperson of MWDA, said: "We're very pleased with the ongoing improvement in recycling rates. In ten years we've gone from six percent to thirty-three percent. This shows that only a short time

ago there was just too much material being sent to landfill. The work that has been done by all the local authorities over the last few years has made a big difference.

"Perhaps more significant are the figures which show that Merseyside households are producing less waste year on year. We really need to decrease the amount of material being sent to landfill. There are so many items that could be recycled or reused, or could generate energy, but they simply end up buried in the ground.

"The Merseyside Districts can take a lead from the best performing authorities and continue to invest in facilities, further education and communication. With perseverance and the help of everyone on Merseyside we can see a brighter future."

The way recycling rates are monitored has changed over the last year, with a set of National Indicators replacing the previous Best Value Performance Indicators. This way all Local Authorities and Local Authority Partnerships are measured by the same standard.

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Sorted paper at the Bidston MRF

Recycling Figures On Up

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Compared to last year the 14 Household Waste Recycling Centres (HWRCs) in the region saw a small increase in recycling from 21.69% to 22.6%. However there were fractional decreases in the amount of material composted and reused.

Carl Beer, Director of MWDA, said: "The way some of these statistics are collected has changed, so in some instances it's hard to compare like-for-like. It's obvious though that the people of Merseyside are continuing to increase what they recycle and at the same time generate less waste altogether. This is great news but we can't lose sight of the fact that we are still producing too much waste and need to find alternative methods of disposal."

The MWDA Annual Plan has also shown that for the period 2008/09 there were 71 visits provided for the local community under the Authority's Education and Awareness Programme. 1738 visitors were engaged with, including schools, local voluntary groups and businesses. MWDA also supported the Liverpool Community College BTEC course in fashion, providing sponsorship of their annual fashion show.

Councillor Kevin Cluskey continued: "A lot of things have a value when they're seemingly finished with and that value will be lost if they're sent to landfill. There are only so many resources on the planet, and only so much room for landfill, so the region needs to carry on its positive efforts."

Other 2008/09 achievements celebrated in the MWDA Annual Plan include:

- ◆ The Materials Recovery Facility (MRF) in Wirral passing the 100,000 tonnes processed mark.
- ◆ The launch of www.recycleformerseysideandhalton.com.
- ◆ Planning permission for a new Materials Recovery Facility in Gillmoss, Liverpool.
- ◆ Using 250,000 old car tyres to develop Sefton Meadows Household Waste Recycling Centre in Maghull.

Local school helps launch recycling film



Actors Jack Mulhanney and Aneka Desai with pupils from St. Patrick's Primary

Local schoolchildren have helped launch a brand new educational DVD.

Called '*Get It Sorted - A Film About Rubbish*', it shows how waste is treated once it has been put in a household bin, and follows two teenagers – local actors Jack Mulhanney and Aneka Desai – on their journey from doorstep to reprocessing.

Councillor Kevin Cluskey, Chairperson of MWDA, said: "We're always trying to get the message over that waste is a resource, and this DVD is another method for telling people. We hope all school kids from around Merseyside like it!"

The film was premiered at the Novas Contemporary Urban Centre on Greenland Street, Liverpool. It is part of MWDA's Education and Awareness programme, which aims to get across the message of waste management to schools and other education providers throughout Merseyside.

Carl Beer, Director of MWDA, said: "This film simply shows what happens to rubbish and recycling once it's left your home. We hope it entertains and informs."

The film was produced by Duke Street-based Red Hot Media UK. **Richard Wallace of Red Hot commented:** "It was fantastic to work on such a worthwhile project with a client whom so passionate about what they do. Our two young presenters from The Acting Academy really make the film."

District Council News

Community Groups Awarded £20,000

MWDA has awarded £20,000 to five Merseyside community groups.

The funding was made available in the summer by MWDA and Veolia Environmental Services. Dozens of applications were received by MWDA.

The aim of the funding is to support and encourage community and non-for-profit organisations to get involved in local projects that can help the environment. Groups were able to bid for grants of up to £5000.

Carl Beer, Director of MWDA, said: "Many groups on Merseyside are doing a lot of encouraging work when it comes to recycling and waste reduction. Hopefully this funding will provide some help to the selected groups and the region as a whole."

Previous years' funding has included a youth arts club creating artwork from recycled glass, purchasing equipment for testing and re-using old electrical items and community events that raise awareness to sustainable waste management issues.

The projects details include:

Bulky Bob's Ltd - maximising the reuse and recycling potential of previously unwanted televisions and computer monitors.

Black Box Creative Communities - school workshops and performances around the three R's (Reduce, Re-use and Recycle).

North Birkenhead Development Trust - Waste Not Want Not workshops. Activities including re-use workshops and an end-of-week recycling fashion show and accompanying DVD.

Eco Glass - a creative glass re-use project including workshops for local people.

Live Wirral Wardens - reducing food waste through the promotion of vermi-composting (wormeries) in schools.

Makeover Street

A street in North Liverpool blighted by flytipping, graffiti and litter has had a makeover.

Bala Street, Anfield, has been on the receiving end of a huge clean-up operation.

Work included removing all dumped rubbish, cleaning graffiti off walls and alley-gates, removing and replacing damaged signposts, putting up hanging baskets, tidying up derelict land, installing solar lighting and jet cleaning all the roads and entries.

The area will now be monitored to determine whether having a cleaner, tidier environment has a positive impact on crime statistics and if there are other benefits such as residents recycling their waste.

Food Waste Recycling Success

Knowsley Council is celebrating the success of its new food waste recycling service. So far, around 4,500 households have opted to take part in the scheme – with more signing up on a daily basis.

This has resulted in more than 42 tonnes of food waste being collected in the first four weeks of the scheme. That's the equivalent of three double-decker buses!

Residents signing up to the service are provided with a small caddy for storing waste outside, a mini-caddy for use in the kitchen and a supply of compostable liners. A wide range of food waste including leftovers from plates, vegetable peelings, tea bags and bread can be recycled.

Save The Children

Recycling residents in Sefton have helped raise £15,000 for a children's charity just by recycling their waste.

Members of Sefton's recycling team along with contractors AbitibiBowater presented a cheque to Save The Children following the success of its kerbside Green Bee recycling scheme.

The cheque was handed over at English Martyrs Catholic Primary in Litherland who are keen recyclers and take part in the Sefton schools Green Star Recycling League.

For every tonne of materials collected by residents in Sefton, £1 is donated to Save the Children by AbitibiBowater. During the last ten months 15,000 tonnes of materials were collected which equates to £15,000.

Cash For Trash!

The first 'rewards for recycling' programme came to the North West in October, as RecycleBank and Halton Borough Council join forces to launch the free, voluntary scheme to over 10,000 households in the borough.

The RecycleBank scheme rewards residents with Points for the amount of recyclable material they put into their blue recycling bin.

The Points can then be exchanged for money off goods and services at over 100 local and national shops, restaurants, and leisure and entertainment facilities. Households have the opportunity to earn on average over £135 in rewards value per year to use at partners such as British Gas, Cineworld, Marks & Spencer and Costcutter.

Multi Occupancy Recycling

Multi-Occupancy properties such as low rise tower blocks and sheltered accommodation have recently joined Wirral's recycling service.

Recycling collections have been rolled out to 420 multi occupancy locations across Wirral, meaning 99% of residents are now able to recycle at home.

By working with Registered Social Landlords, Wirral Council's recycling team have installed a mixture of standard grey 240 litre wheelie bins or 1100 litre Eurobins to allow a user friendly service to be provided to residents.

The locations are recycling an average of 50 tonnes per month and performing better than reported national averages.

New Blue Bag Collection Points

St Helens Council's Recycling Team in partnership with the Library Service and Re:new St Helens have arranged a new blue bag collection point service for residents throughout the borough.

Residents now have the choice to collect a new blue bag as well as literature about all kerbside recycling services from any St Helens library. Residents can also choose to collect a blue bag and literature from any of the four Re:new Neighbourhood Offices (Four Acre, Parr, Thatto Heath and Town Centre North).

This service aims to give residents more choice for obtaining additional and/or replacement blue bags.

“Got a Van? Get a Permit!”

MWDA is cracking down on the illegal disposing of trade waste as Wirral Recycling Centres become the first on Merseyside to introduce a permit scheme.

The scheme started on October 1st and means that anyone using a van or large trailer now needs a permit to deposit household waste at West Kirby, Bidston and Clatterbridge Household Waste Recycling Centres (HWRCs).

The scheme is designed to end abuse by commercial traders who avoid paying Landfill Tax by disposing their waste at HWRCs – at Wirral Council tax payers’ expense. Those applying for permits will need to supply their name, address and vehicle details to help weed out commercial and trade operators.

Wirral residents can get a permit by calling 0151 236 0305 or logging onto www.merseysidewda.gov.uk.

MWDA Deputy Chairperson, Councillor John Salter, said: “The message is clear. If you use a van to visit your local Recycling Centre, you will need a permit. It’s not a perfect solution, but applying for a permit is a quick and painless process and it will help end a situation which means council tax payers have to pick up the bill for the illegal behaviour of commercial operators.”



MWDA hopes to see a rise in recycling figures at its HWRCs

It is hoped the scheme will also reduce congestion at the three Centres and improve safety by reducing movement of large vehicles.

Householders visiting in ordinary saloon or estate cars/people carriers will not need permits unless they have blanked out windows or permanently removed rear seats. Pick-up trucks will be classed as vans and will need permits.

Two types of permits are available to Wirral residents. Every householder can apply for Annual Permit. This covers frequently arising waste like garden waste, newspapers, cans etc. Disposal of bulky household items (TVs, furniture, rubble etc) requires a Temporary Permit. Both Permits are free.

The scheme was communicated to local residents through radio and newspaper advertising, leaflets given away on site and articles in weekly newspapers.

MWDA will closely monitor this phase of the scheme before deciding whether to roll it out across the rest of Merseyside.



MWDA Deputy Chairperson John Salter at Bidston HWRC

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

