



MERSEYSIDE RECYCLING & WASTE AUTHORITY

MERSEYSIDE... A PLACE  
WHERE NOTHING IS WASTED



# Merseyside Recycling & Waste Authority Annual Plan 2012



## Looking back

2011/12 was a landmark year for the Authority – not least with our name change to Merseyside Recycling and Waste Authority, which more accurately reflects the massive part that recycling plays in our work and the messages that we're promoting to householders across Merseyside.

The official opening of our £20 million Materials Recycling Facility at Gillmoss in Liverpool was another milestone event and the showcase site has now been up and running for almost a year, sorting and recovering up to 100,000 tonnes of recyclable waste every year and providing a valuable education resource. Gillmoss and our other MRF in Bidston are running at an optimum level, with almost 92% of processed material being diverted away from landfill.

We're making progress elsewhere too. We beat our annual recycling target, albeit by a small margin, and waste generated dropped by over 53kg per household, which is great news. Waste prevention is crucial for us and this downward trend bodes well that people are generating less and less waste.

The contribution made by our Household Waste Recycling Centres (HWRCs) was greater than ever, with HWRCs diverting an extra four percent of waste from landfill (64.29% this year compared to 60.71% last year) and levels of compost and recycling hitting three percent above their 88% target.

The opening of two brand new state-of-the-art HWRCs at Kirkby and Huyton represented a significant investment by the Authority and will continue to help improve Merseyside's recycling performance. So too will initiatives like the blue bag giveaway we launched during the year to encourage more people to recycle electrical goods, and the installation of containers at all 14 HWRCs to cater for new items such as Tetra Pak cartons and used cooking oil.

We made significant efficiency savings last year and were pleased to announce an average 3.7% cut in the levy which the Authority passes on to the five District Councils in Merseyside. In effect, it means taxpayers paying £2.5 million less for their waste disposal services this year.

All these improvements show we are heading in the right direction but we still have a long way to go and, as you'll see on the next page, Merseyside is about to enter a new age of waste treatment.



## Looking forward

The forthcoming year will be one of the most significant when it comes to waste management – both for the Authority and for the 600,000 households in Merseyside that we serve.

It will see the end of a seven year search to name the preferred private sector partner to deliver our Resource Recovery Contract which will look to extract energy in the form of electricity and/or heat from the waste we produce. It's been a long journey but finding a solution which delivers the best possible value for taxpayers while giving us the best technical solution will ultimately reap benefits for us all.

For a start, the new technology will mean we'll be sending much less waste to landfill – thousands of tonnes less, in fact - which will make it easier to fulfil our statutory obligations, reduce pressure on the environment and ensure we continue to deliver value for money to the public we serve. No matter what final decision we make, we can guarantee waste management in Merseyside will be entering a new era.

The challenges we face, though, remain the same. We've got to make sure we continue working as smartly as possible as the public purse tightens even more, and continue to provide a first class waste management service.

We've still got to get even better at recycling and we're conscious that, as we edge forward, future recycling improvements will be harder to achieve and we'll have to be even more creative to find new ways of getting our message across and providing new opportunities for people to get involved. Preventing waste in the first place, and reusing what we have, is always at the forefront of our minds - no matter what solution we choose to manage our waste the fact still remains that generating less rubbish in the first place is our overall aim.

More than ever we have to work together with Merseyside households and our District Council partners, make the most of the facilities we develop and positively affect waste disposal habits. Only then will we come near to achieving our vision of making Merseyside a place where nothing is wasted.



Carl Beer,  
Chief  
Executive

# Our performance

Our performance is measured against targets set within the MRWA Corporate Plan. Environmental targets play a key role in measuring the Authority's performance and are drawn from our strategies and waste contracts.

## Joint Recycling and Waste Management Strategy for Merseyside Performance Indicators:

**Total Waste Arisings per Household (kg)** – monitors the total amount of waste produced by householders in Merseyside each year with a view to limiting waste growth to 1180kg per household by 2030.

**Household waste reused, recycled or composted (%)** - measures Merseyside's collective recycling performance and progress towards a 50% recycling rate by 2020.

Performance Indicator	2010/11 Actual	2011/12 Target	2011/12 Actual	2012/13 Target
Total Waste Arisings per Household (kg)	1,092.27	N/A	1,038.34	1,180*
Household Waste Reused, Recycled or Composted (%)	36.5	36.8	36.9	37.04

\* Target of 1,180 by 2030.

## Waste Management Recycling Contract (WMRC) Performance Indicators:

### Diversion Rate at Household Waste Recycling Centres (HWRC)

– measures waste re-used, recycled or composted under the WMRC and therefore diverted from landfill.

## Recycling and Composting HWRCs

– measures waste recycled or composted at the 14 HWRCs in Merseyside.

### Diversion Rate for Kerbside Co-mingled Material

– measures the proportion of co-mingled waste processed through the Bidston and Gillmoss Materials Recovery Facilities which is recycled and diverted from landfill.

All Household Waste Recycling Centres	2010/11 Actual	2011/12 Target	2011/12 Actual	2012/13 Target
HWRC Diversion Rate (%)	60.71	61.96	64.29	63.76
HWRC Recycling and Composting (%)	51.35	51.53	54.41	52.74
Kerbside Co-mingled Materials Diversion Rate (%)	87.87	88	91.81	89

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

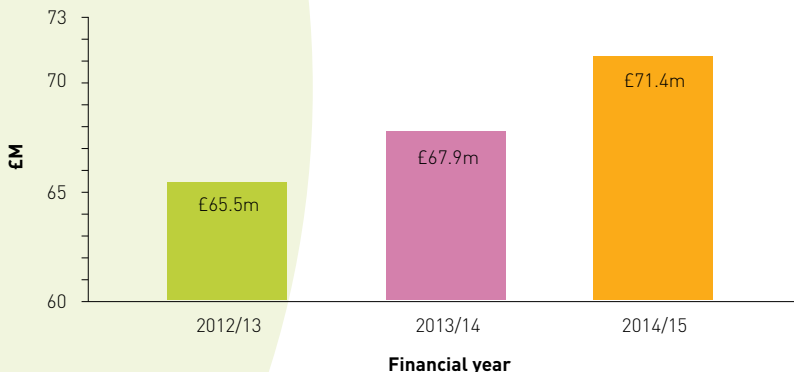
MRWA's Revenue Budget for 2011/12 is shown below along with the 2011/12 Actual Spend, as well as the future 2012/13 Budget.

	2011/12 Budget £M	2011/12 Actual £M	2012/13 Budget £M
<b>Disposal of District Waste</b>	<b>27.0</b>	<b>27.3</b>	<b>26.8</b>
Recycling Credits	5.7	6.5	5.9
Other Costs	8.5	11.4	8.0
Landfill Tax	25.7	21.4	26.7
<b>Total Expenditure</b>	<b>66.9</b>	<b>66.6</b>	<b>67.4</b>
Less: Income	-3.1	-2.6	-2.8
<b>Net Expenditure</b>	<b>63.8</b>	<b>64.0</b>	<b>64.6</b>
Authority Balances To (From)	4.1	3.9	0.9
<b>The Levy</b>	<b>67.9</b>	<b>67.9</b>	<b>65.5</b>

## Three year forecast

The following provides a three-year budget forecast based upon the known factors, which are expected to affect MRWA including continued Landfill Tax. We also

resolved to make contributions to reserves in anticipation of high costs involved in the tendering of waste processing contracts to replace landfill.



# Corporate governance

Whilst the Authority has a new outward facing name, Merseyside Waste Disposal Authority (MWDA) remains the decision-making body. MWDA is governed by a joint board with nine elected Members representing the five Merseyside District Councils.

The board is responsible for ensuring that the Authority fulfils its statutory duties and delivers effective and efficient services to the public. It does this by considering all key decisions and delegating certain other decisions to officers through a scheme of delegation which is approved by the Authority each year.

To ensure that the Authority meets its statutory obligations, a Code of Corporate Governance has been adopted 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 puts in place the processes to plan, monitor and review our performance so that we can continuously improve. A key part of this is the Corporate Plan which identifies our Vision, Aims and Objectives and the improvements we intend to deliver over the coming years.

Annual Service Plans identify the most effective use of our resources to deliver the step changes required to achieve our goals whilst performance is reported on a quarterly basis and allows us to measure progress against our corporate targets and identify any weaknesses which need to be addressed.



## Taking responsibility

Almost everything we do has an impact on the world around us and this is at the heart of our Corporate and Social Responsibility (CSR) policy.

Over the past 12 months we have led the way on waste prevention including the promotion of Love Food Hate Waste, smarter shopping and home composting, as well as encouraging textile reuse. We have also consulted with the public to gauge thoughts on current waste management services. These viewpoints will help deliver a new recycling and waste management strategy which will contribute to the low carbon economy in the Liverpool City Region and the impact of climate change by reducing carbon emissions from waste management services.

We know our planet is limited in providing resources and absorbing

our waste and pollutants therefore we are committed to reducing our use of natural resources, reducing emissions and preventing the generation of waste. Our Environmental Management System is one way of demonstrating a commitment to reduce the impact our actions have on the environment by monitoring and maintaining our seven closed landfill sites and our Liverpool office. Additionally, our contractor Veolia Environmental Services has their own CSR policy to help monitor the impact of Merseyside's Household Waste Recycling Centres, Waste Transfer Stations and Material Recovery Facilities.

By maintaining our responsibility to society and the environment we recognise that our activities extend beyond simply offering solutions to treat and dispose of waste.



## A word from the Chairperson

My first full year as Chairperson has been a challenge, but at the same time engaging and enjoyable. Whilst we have had to look for savings in our budget just like most other local authorities we've hopefully managed to keep our services at the same level as before. There will be more pressure on our finances in the months to come, but with clever solutions and forward thinking I think we are well equipped to deal with change and hopefully we will become more efficient and continue to improve Merseyside's waste management performance.

**Councillor Joe DeAsha**



# Merseyside Waste Disposal Authority Key Achievements



## A £20 million step up in recycling

Liverpool Walton MP Steve Rotherham (pictured – far right) joined MRWA and Veolia early in the summer to open the new Materials Recovery Facility (MRF) in Gillmoss, Liverpool.

The £20m facility uses state-of-the-art recycling separation technology to sort paper and cardboard, glass bottles and jars, steel cans, aluminium cans and plastic bottles and can process up to 250 tonnes of recyclable materials a day.



The facility features a dedicated educational Recycling Discovery Centre which includes an activity room and a viewing platform which allows visitors to look down onto the MRF sorting equipment while it is operational. CCTV cameras allow visitors to see operations in closer detail. The viewing platform has a number of stopping points which has interpretive information explaining what each part of the machinery is doing.

Mr Rotherham said: “MRWA and Veolia are already delivering a range of education and awareness activities. Thousands of young people and members of the community have already visited to take part in programmes and activities.”

## Thousands back electrics recycling

Back in February MRWA and Veolia looked to raise awareness of the amount of electrical waste going to landfill by running a “blue bag” giveaway.



Almost 5000 heavy-duty blue recycling bags were swapped for unwanted electrical items at the region's Recycling Centres. Eager householders brought their unused and broken WEEE (Waste Electrical and Electronic Equipment) in exchange for thereusable bags.

Many electrical items such as mobile phones, computers and PDA's contain valuable plastics and metals. Precious finite metals (those that have a more limited supply) include gold, silver, copper and indium (used in liquid crystal displays). These are valuable in the recycling process and can be reused in new products.

## **Council tax bills cut by Authority**

Efficiency savings made by MRWA saw Councils across Merseyside pay £2.5million less for their waste disposal services this year.

The savings amounted to an average 3.7% cut in the levy which the Authority charges the five councils. A thorough and detailed efficiency programme across the Authority and its contractors enabled us to save money while still maintaining a high level of service. MRWA's priority is to deliver value for money and do everything we can to support the councils who fund us without compromising on the facilities or services we provide.

We hope to continue to find efficiencies and savings in the years to come that can help all of our partners and stakeholders.



## Recycling double delight for Knowsley

In addition to the new MRF in Gillmoss, MRWA also opened two brand new Household Waste Recycling Centres (HWRCs) this year.



The total investment of £2.6million saw HWRCs built in Kirkby and Huyton. Both are replacements of former Centres, with Huyton now being able to accept up to 20,000 tonnes of material a year and Kirkby up to 15,000 tonnes. An increased number of larger containers, plus more queuing space on both

sites for cars and the provision of overhead weather-protection canopies, has made it more convenient for members of the public to dispose of recyclable and waste items.

Kirkby HWRC was officially opened by the-then Mayor of Knowsley Christina O'Hare (pictured).

## **MRWA on a waste prevention drive**

Over the past year the Authority has really geared up its work in waste prevention and reduction. Actively promoting schemes such as Love Food Hate Waste, textiles and clothes reuse, home composting, community swap events and smarter shopping, MRWA is keener than ever to make sure people are putting reduction and reuse before recycling.



MRWA has spread its waste prevention message at regional events such as the Wirral Food and Drink Festival and the Knowsley Flower show, and through newspaper and radio advertising and sponsorship, as well as forming the Merseyside Textile Forum with local charities.

This work will only increase in the future as the Authority supports the pathway toward zero waste.

## Helping fund the community

Another round of Community Funding was distributed by MRWA earlier this year with eleven local groups and schools receiving a share from a £20,000 funding pot.

From furniture and food, worms and workshops, to copper and compost and gardens and garments, projects for the funding were wide-ranging: sewing lessons for young people to repair worn clothes, safely stripping valuable copper from discarded electrical equipment, collecting and reusing second-hand furniture, and waste education workshops.

One project in particular (De-Junk/Re-Junk) saw a series of recycling and re-use workshops culminate in an artists and volunteers tea party and art exhibition (see above picture).



## **Get in touch with us**

If you have a question or query about our work and would like to know more about any of our projects, please get in touch with us by calling 0151 255 1444, emailing [enquiries@merseysidewda.gov.uk](mailto:enquiries@merseysidewda.gov.uk), or visiting our website [www.merseysidewda.gov.uk](http://www.merseysidewda.gov.uk)

Merseyside Waste  
Disposal Authority  
Key Achievements



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