



MERSEYSIDE RECYCLING & WASTE AUTHORITY

**MERSEYSIDE... A PLACE
WHERE NOTHING IS WASTED**



Merseyside Recycling & Waste Authority Annual Plan 2013



Looking back

It's been another important year for waste management on Merseyside. We have welcomed Councillor Graham Morgan as the new Chairperson to the Authority and said goodbye to the previous Chair, Councillor Joe DeAsha, who I'd like to pass my appreciation and thanks on to for several years on our board.

Looking over our latest figures (in the Our Performance section) they show the amount of waste being produced per household in the region is falling – a drop of 29 kilogrammes per household compared to last year - which is great news. However, Merseyside's pooled recycling rate has stalled somewhat with a slight decrease of 0.7%. So mixed results. While it's impossible to say for certain why the figures are what they are I think we can look at particular national issues to spot trends. For instance, the recession means people are buying less which generally means less waste to recycle. There have also been moves by government and producers to reduce packaging and introduce refillable containers, items which are traditionally collected for recycling.

Anecdotal evidence like this shows that as we plan for the future it will be up to us and our District Council partners to adapt quickly to the changing world around us. As an Authority we will need to keep up with the demands of residents, and we're confident we

can make more advances on recycling figures.

Nowhere is this more evident than at our Household Waste Recycling Centres which are now recycling and composting over 65% of material brought to them – our new facilities at Huyton and Kirkby having helped contribute to this figure. We're always looking to introduce new waste streams to our Recycling Centres and recently we've added food and drink cartons (such as Tetra Paks), hard plastics and more hazardous wastes.

Once again our Community Fund saw money invested into local projects, this time £60,000. We can't be everywhere doing everything, but we can empower local groups and organisations to do important waste prevention and recycling work which dovetails with what we're doing.

We've continued to attend local events to deliver information on waste prevention as well as answering questions from the thousands of residents we encounter. We even won silver for our waste prevention work at the Zero Waste Awards.

Finally, in the last year we launched RESOURCES Merseyside – a strategy which sets out how we'll manage our waste for the next 30 years. As you will see in the next section we'll soon be entering a new age in waste management.

Looking forward

There is no doubt about it; the next year is going to be pivotal to the future of waste management on Merseyside. We have chosen SITA as the Preferred Bidder for our 30 year Waste Resource and Recovery Contract (RRC). This will give us £145million worth of savings over landfill costs and deliver a high efficiency Energy from Waste facility with Combined Heat and Power to deal with 430,000 tonnes of waste which would otherwise be buried in landfill.

We can't deny there has been some controversy over this choice as it means waste being transported to Teeside by rail. However, this has been a seven year procurement in which we've scoured the region for appropriate sites and thought long and hard about the best technologies. We haven't taken this decision lightly, and we have the full support of the Merseyside and Halton Waste Partnership. With something this emotive we were never going to please everybody, but we do think this is a solution which will do more good for the most people. In the end we feel we've picked the most economically advantageous solution for Merseyside diverting over 90% of Merseyside and Halton's residual waste away from landfill which will help combat climate change.

Away from the RRC, our bread and butter as it were, are our

Household Waste Recycling Centres (HWRCs) and we will continue to invest in these key community facilities. We have just started major expansion work at our Ravenhead (St Helens) site which will introduce new access roads, a modern split level layout and a canopied skip area. Unfortunately we will be closing our Rainford site in St Helens as its size and capacity mean it's costing too much to run and doesn't deliver value for money for the majority of Merseyside taxpayers, but hopefully the new expanded Ravenhead should more than make up for it.

The past success of our Community Fund means we have tripled the amount of funding available to groups this year, with £230,000 now earmarked for on-the-ground, waste reduction projects. Keep an eye on our website and social media to see how they get on.

As you can see there is a lot going on and a lot to look forward to, and each step we make moves us closer to 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:

Performance Indicator	2011/12 Actual	2012/13 Target	2012/13 Actual	2013/14 Target
Total Waste Arisings per Household (kg)	1038.34	1180	1,012.34	1,180*
Household Waste Reused, Recycled or Composted (%)	36.9%	37.04%	36.20%	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.

All Household Waste Recycling Centres	2011/12 Actual	2012/13 Target	2012/13 Actual	2013/14 Target
HWRC Diversion Rate (%)	64.29%	63.76%	66.31%	64.02%
HWRC Recycling and Composting (%)	54.41%	52.74%	57.35%	55.91%
Kerbside Co-mingled Materials Diversion Rate (%)	91.81%	89.00%	91.16%	90.00%

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.

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.

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.

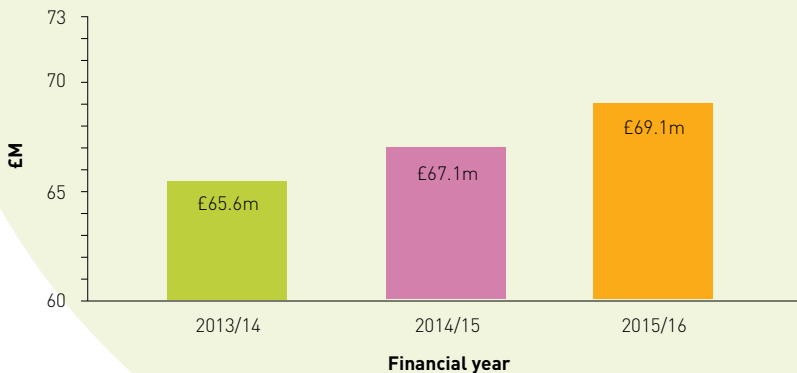
MRWA's Revenue Budget for 2012/13 is shown below along with the 2012/13 Actual Spend, as well as the future 2013/14 Budget.

	2012/13 Budget £M	2012/13 Actual £M	2013/14 Budget £M
Disposal of District Waste	27.0	27.3	26.8
Recycling Credits	5.7	6.5	5.9
Other Costs	8.5	11.4	8.0
Landfill Tax	25.7	21.4	26.7
Total Expenditure	66.9	66.6	67.4
Less: Income	-3.1	-2.6	-2.8
Net Expenditure	63.8	64.0	64.6
Authority Balances To (From)	4.1	3.9	1.0
The Levy	67.9	67.9	65.6

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

MRWA is the public facing name of Merseyside Waste Disposal Authority which is a statutory Joint Waste Disposal Authority and remains the decision-making body for the organisation. The Authority is governed by a joint board with nine elected Members representing the five constituent councils in Merseyside.

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 adopted by the Authority each year.

The Authority's Code of Corporate Governance 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 how we 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 set out how we will make the most effective use of our resources to deliver the step changes required to achieve our goals and quarterly performance reports are published to monitor progress against our corporate targets.



Taking responsibility

Our vision is “to improve people’s quality of life by ensuring that waste is considered as a valuable resource and is managed to deliver the best combination of environmental, social and economic benefits”.

We recognise that our activities and services have a significant impact on the wider social, environmental and economic well-being of the Merseyside area. By addressing this we can improve the quality and performance of our organisational processes and responsibilities.

Our Environmental Management System is one way of demonstrating a commitment to reducing 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 provide us with their own CSR performance indicators which help monitor the impact of their services.

During the past year or so we have continued to lead the Merseyside and Halton Waste Partnership in waste prevention, including sustained promotion of the Love Food Hate Waste project, promoted clothes re-use and recycling by forming the Merseyside Textiles Forum with local charities, took our message to the continent during the European Week of Waste Reduction, and launched RESOURCES Merseyside - 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.

By embracing Corporate Social Responsibility (CSR) we can maintain our responsibility to the environment, develop and maintain strong relationships with our partners, and build and support local communities.



A word from the Chairperson

This is an exciting moment to be Chairperson of the Authority. The future of waste management for Merseyside is being decided as we speak. Decisions we have recently made and decisions that are soon to be made will set the direction we take for the next few decades, which makes these challenging times. With the effort of our dedicated staff, the help of our District Council partners and the support of the local public we can look forward with optimism and make Merseyside a place where nothing is wasted.

**Councillor
Graham Morgan**



Merseyside Waste Disposal Authority Key Achievements

MRWA spearheads fashionable forum



Every year around 22,000 tonnes of clothes and textiles from Merseyside ends up in landfill costing up to £1.58m in disposal, so MRWA is spearheading several initiatives to put an end to this waste, including having set up the Merseyside Textile Forum. The

Forum has been established for stakeholders who currently collect textiles, with support from all of Merseyside's district councils and the national Waste and Resources Action Programme (WRAP). The principal aim of the Forum is to identify and support ways to increase the recycling and reuse of textiles. The Forum will look at current collection methods and markets for reuse and recycling for textiles and clothes of all quality grades.

The project has already won a bronze award in the Transformation in Waste and Efficiency category at the national Innovation and Efficiency Awards 2013 and was shortlisted for the best Local Authority Innovation in the National Recycling Awards.

Permit push

“Got a van? Get a Permit!” was the message coming from MRWA throughout February as a major push was launched to remind people that if they want to access the region’s Household Waste Recycling Centres in a van or with a large trailer then they will need a permit.

MRWA ran a series of adverts in local newspapers, contacted van-hire companies with information, and handed out leaflets at all 14 of Merseyside’s Recycling Centres to promote the scheme. Introduced in October 2009 the Permit Scheme was put in place to prevent traders and commercial operators from accessing the region’s Recycling Centres, which are designated for use by householders only.



Recycling is closer than you think

In March, MRWA and Veolia Environment Services ran a campaign to persuade thousands of Liverpool householders to make the most of recycling facilities in neighbouring council areas.

More than 10,000 householders visit the Otterspool Household Waste Recycling Centres in Jericho Lane, Aigburth, each month, with thousands of Liverpool residents travelling from the north and eastern fringes when they could be visiting more local centres in South Sefton, Kirkby or Huyton.

The Authority mounted a 'Recycling is Closer than You Think' advertising campaign - leafleting more than 25,000 Liverpool homes in key postcodes and running newspaper advertising to get the message across to householders in the city.



Fund for the community

MRWA and Veolia Environmental Services have been working with local community groups - including Eco Teams, Viking archaeologists, urban gardeners and schools – to help drive down levels of waste on Merseyside.



£60,000 was made available as part of the MRWA Community Fund 2012/13 to support an ongoing promotion of waste prevention and reduction. The 47 groups and schools have shared the money which, amongst other things, has seen:

- Un-used children's toys and furniture recycled and donated to vulnerable families
- Knitting and crochet clubs transform old clothes into new items such as bags
- A "Twenty-Tonne Textile Challenge" between schools to reduce clothes going to landfill
- Family workshops held to reduce food waste
- Eco Teams delivering educational sessions in Knowsley and St Helens communities to promote energy saving, recycling and re-use, and reducing water use
- Testing old and unused electrical items for reuse

Radical waste blueprint for Merseyside

An ambitious plan for Merseyside and Halton homes to recycle 50% of all the waste they produce was released late in 2012.

This new recycling target was unveiled in RESOURCES Merseyside, a blueprint for the region to improve waste management and address some major resource challenges. The document sets clear targets for improving the region's recycling record, mapping out options to boost the region's current recycling rate to 50% by 2020 and help Merseyside councils and MRWA meet tough environmental and resource management challenges on waste prevention, recycling, landfill and carbon impacts.



Other key targets include reducing the total amount of waste produced per household on Merseyside from 1.30 tonnes to 1.18 tonnes per household per year by 2030 and reducing the amount of local authority collected municipal waste landfilled.

Merseyside has Euro-vision

A host of Merseyside organisations joined a Europe-wide bid to cut levels of waste across the continent late last year.

The European Week for Waste Reduction (EWWR) saw a total of 21 projects taking place across Merseyside and Halton in November to encourage local residents and businesses to change their behaviour and ultimately reduce levels of waste across the region.

The projects included community swap days, real nappy events, art-from-waste displays, household goods re-use promotions, school education events, waste reduction for business promotions and a “Journeys Through Time and Waste” event at the Southport Eco Centre.



MRWA is currently working behind the scenes on teaming up again with Europe in 2013.

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, or visiting our website www.merseysidewda.gov.uk

Merseyside Waste
Disposal Authority
Key Achievements



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