

Love food, hate waste  
Exchange or donate unwanted items  
Purchase durable, long lasting goods

Protect and enhance the environment  
Support the pathway towards zero  
waste to landfill  
Encourage residents and businesses to do more to recycle  
and cut down unnecessary waste

# REDUCE

# RECYCLE

# USE

Maximise the use of resources  
Recognise the economic value of waste  
Contribute to the low carbon economy

## EXECUTIVE SUMMARY

## RESOURCES MERSEYSIDE 2011-2041

A place where  
nothing is wasted



## FOREWORD



We are pleased to present this Joint Recycling and Waste Management Strategy for Merseyside. This important document aims to provide direction and a range of options for all the key partners to deliver sustainable waste

and resource management on Merseyside, to meet potential new challenges and deal with future issues in a fast changing and resource hungry world.

More importantly it has been produced with your views and opinions on how we can more effectively use waste as a valuable resource, minimise the waste we produce, or stop it being produced in the first place. The Strategy also deals with the important role that we need to play to address broader environmental challenges such as sustainable waste management, climate change and reducing carbon emissions whilst providing value for money services in the current financial climate.

Merseyside has come a long way since the establishment of the Merseyside Waste Partnership in 2005, and all partners have shown innovation and commitment with the introduction of new collection regimes, improved facilities and new buildings. This hard work is clearly demonstrated in the positive way residents have made significant increases in recycling and reduced the amounts of waste they throw away. These successes and improvements are encouraging. This new Strategy shows us the next challenging steps

we need to take. Waste prevention, re-use and higher recycling targets will be key priorities for Merseyside whilst making better use of our natural resources in supporting our local economy.

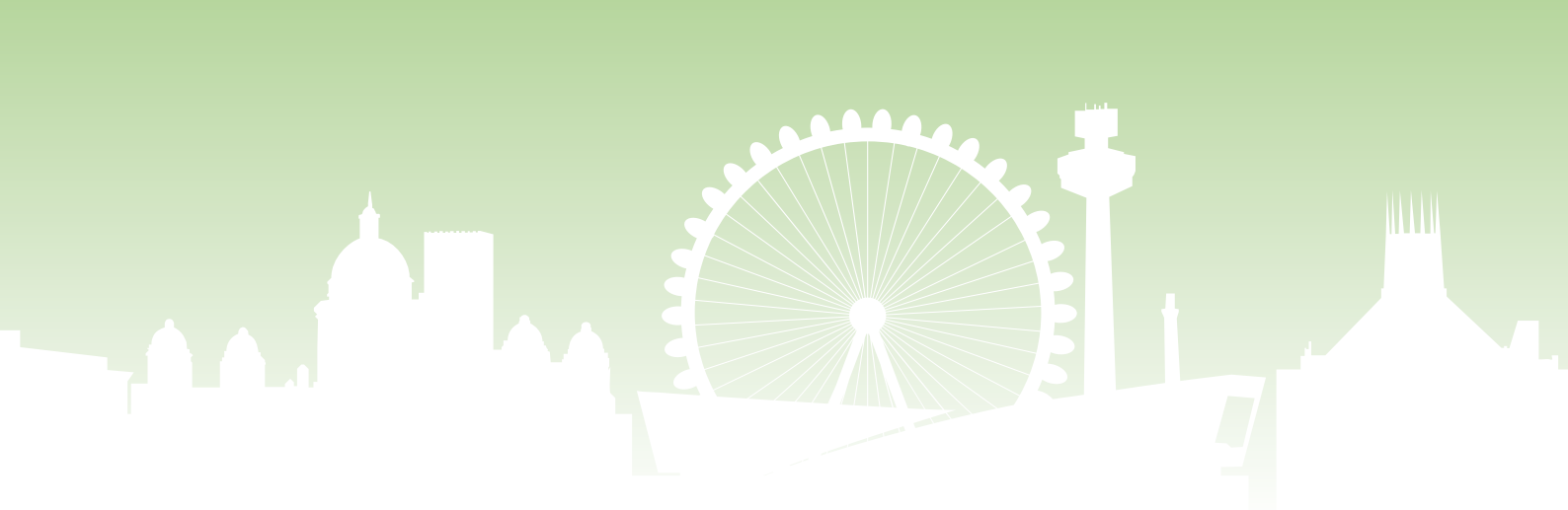
This Strategy has been adopted by each district council on Merseyside alongside Merseyside Recycling and Waste Authority. We recognise that there is not a 'one size fits all' solution to the issues we face and it will be a matter for each individual district to consider how best to deliver the Strategy. This is reflected through a range of options which gives each district the flexibility to choose the delivery that best suits the needs of their local community with the resources available to them.

As in 2005 when the Strategy was first published, we turned to the residents and communities on Merseyside for their views, opinions and ideas – invaluable input from the people that use our services and facilities on a daily basis and whose taxes are directly used to fund what we do. Once again the residents and communities across the region were forthright, innovative and challenging in their views, and this shows in the many responses we received from our 'Don't Waste Your Say' activities late last year.

We have listened to you, and have produced what we think is a blueprint for waste and resource management for Merseyside fit for the coming years.

**Cllr Joe DeAsha, Chairperson of Merseyside Recycling and Waste Authority**



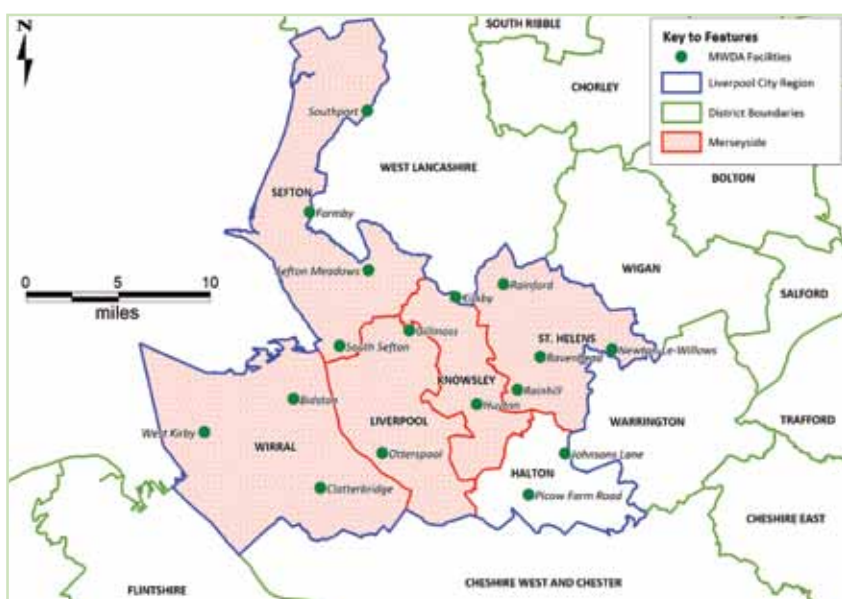


**RESOURCES Merseyside 2011-2041** provides the headline strategic route map to deliver sustainable waste management on Merseyside, transform the waste agenda and move towards greater resource efficiency.

The Strategy has been developed by Merseyside Recycling and Waste Authority (MRWA) – formerly known as the Merseyside Waste Disposal Authority, Knowsley Metropolitan Borough Council, Liverpool City Council, Sefton Metropolitan Borough Council, St Helens Metropolitan Borough Council and Wirral Metropolitan Borough Council (as districts of the Merseyside and Halton Waste Partnership see map below) in consultation with residents, elected members and other stakeholders.

*Liverpool City Region  
Administrative Boundaries*

The strategic focus is to move waste management higher up the Waste Hierarchy by supporting activities on waste prevention, re-use, recycling and composting whilst recognising the impact these actions have on the amount of residual waste requiring treatment or disposal. This programme of work will be cost effective, affordable and deliver value for money whilst optimising environmental benefits.



Merseyside has made significant progress in managing its waste and recycled over 36% of Local Authority Collected Municipal Waste (LACMW) in 2010/11 and sent 223,000 tonnes less waste to landfill than in 2005.

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**RESOURCES Merseyside 2011-2041** will address the challenges and opportunities that face Merseyside in the future. These include the need to:



- Prevent waste arisings and reduce the amount of waste we produce;
- Maximise opportunities to re-use or repair goods;
- Recycle more;
- Increase treatment and recovery of waste;
- Support the pathway towards zero waste to landfill;
- Avoid any significant negative environmental impacts to air, water or land;



- Engage, incentivise and collaborate with local communities and stakeholders;
- Recognise and develop the economic value and benefits of waste and resources;
- Take forward opportunities for joint working on waste management;
- Contribute to the low carbon economy and reduce the carbon footprint of waste management services;
- Deliver effective education and communications to encourage residents and businesses to do more to reduce, re-use and recycle.





# AIMS, OBJECTIVES AND TARGETS FOR THE STRATEGY

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## **Reducing the climate change/carbon impacts of waste management:**

Demonstrate continuous improvement in the reduction of carbon emissions from the Local Authority Collected Municipal Waste (LACMW) management service on Merseyside and review every 5 years.

Baseline – 33,384 tonnes of CO<sub>2</sub> in 2011.

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## **Maximise waste prevention:**

Reduce the total amount of waste arisings produced per household on Merseyside by 8% by 2030 (1,227 kg by 2020 and 1,180kg by 2030).

Baseline – 1,300kgs in 2009/10.

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## **Maximise landfill diversion/recovery of residual waste:**

Where waste is not re-used, recycled or composted, ensure that value can be recovered from it e.g. alternative products, heat, power.

Reduce the amount of LACMW landfilled to 10% by 2020 and 2% by 2030.

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## **Maximise sustainable economic activity associated with waste management:**

Encourage sustainable economic activity associated with waste management. This can be achieved through the adoption of sustainable procurement policies and working with supply chain organisations to improve the management of resources and recyclables.

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## **Reduce the ecological footprint of waste management activities:**

Demonstrate continuous improvement in reducing the ecological footprint of municipal waste management services on Merseyside.

Baseline – 0.038 hectares per person in 2011.

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## **Promote behavioural/cultural change that delivers the Strategy objectives:**

The Partnership will work to raise awareness of waste and resource management issues, to lead by example and encourage residents to get involved and make it easier to take part in waste prevention and re-use activities.



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### **Promote the use of renewable energy:**

All waste management decisions/infrastructure decisions to take account of the opportunities for using/generating renewal energy and fuels.

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### **Achieve high recycling rates:**

Meet statutory recycling targets and exceed where there are opportunities to deliver environmental and economic benefits.

Recycle 50% of household waste by 2020.

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### **Promote resource efficiency:**

Reduce the amount of scarce resources entering the waste management system, recognising the value of materials that are produced as waste and supporting opportunities for greater producer responsibility.

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### **Provide sufficient capacity for waste management activity:**

Provide a flexible waste management service that gives residents a range of options to reduce, re-use, recycle and compost the waste they produce and provide sufficient capacity to deal with any waste remaining.







## DELIVERY OPTIONS

Each partner district council will decide the best collection system and waste management schemes for their area to deliver the Strategy in consultation with their local communities. The chosen options will be reflected in the preparation and adoption of a District Council Action Plan to enable flexible local delivery in the short and medium term.

A menu of Priority Delivery Options has been identified for the districts to consider as actions for change: These options include:

**Joint Working:** Local councils to consider joining forces to deliver services which could include joint collection contracts, shared collections services, joint communications, education and awareness, governance etc;

**Frequency of Waste Collections:** Local councils to consider the best local system for the collection of refuse and recyclables – the right frequency of collections for the right materials;

**Green Waste Charging:** Districts to consider introducing a charged garden waste collection service to residents to enhance their overall approach to collecting recyclables, residual waste and waste prevention activities. This will vary according to local circumstances;

**Food Waste collections plus treatment:**

Consider the introduction of separate collections for food waste;

**Recycling, re-use and waste prevention**

**campaigns:** Campaigns to promote and support existing activities and new local initiatives;

**Trade Waste Recycling:** Districts to look at the opportunity to introduce or extend trade waste recycling schemes and collections. MRWA to consider the use of Household Waste Recycling Centres and Materials Recovery Facilities for commercial waste recycling.

**No side waste – common policy:** Consider a consistent approach across Merseyside regarding collections of any rubbish bags that do not fit inside a householder's refuse bin.



The Merseyside and Halton Waste Partnership will continue to work with residents, communities and businesses to help them reduce waste, recycle more and address some of the major resource opportunities and challenges facing our society over the next thirty years.

Progress on performance and delivery of the Strategy will be reported to residents and stakeholders through a variety of mechanisms including reports from the Waste Partnership and updates on council and partner websites and media releases.

**Further information** and downloads of the full Strategy and supplementary reports can be found on the Merseyside Recycling and Waste Authority website:

**[www.merseysidewda.gov.uk](http://www.merseysidewda.gov.uk)**

Information on recycling, re-use and waste prevention initiatives can be found on the Recycle for Merseyside and Halton website:

**[www.recycleformerseysideandhalton.com](http://www.recycleformerseysideandhalton.com)**



**MERSEYSIDE RECYCLING & WASTE AUTHORITY**

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

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**Knowsley Council**



**Sefton Council**



**St. Helens  
Council**

**WIRRAL**