

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

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

REDUCE RECYCLE

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

Waste Prevention
ACTION PLAN
AUGUST 2011

**SUPPLEMENTARY
REPORT L**

MERSEYSIDE WASTE PREVENTION ACTION PLAN (2011-2014)

1. Introduction

This Waste Prevention Plan is a delivery mechanism for the revised Joint Municipal Waste Management Strategy (JMWMS) 'RESOURCES Merseyside 2011 – 2041' in its aims, objectives and targets to:

- Reduce the total amount of waste produced per household on Merseyside by 8% by 2030 to 1,227kg per household by 2020 and 1,180kg per household by 2030. Baseline: 1,300 kg in 2009/10.

This is a high level plan where each action will have its own detailed programme of activity to be delivered through a Project Initiation Document (PID). Specific actions will also be highlighted in individual District Council Action Plans where appropriate.

The Merseyside authorities together with Halton Borough Council form the Merseyside and Halton Waste Partnership and have the responsibility for managing municipal waste across the Liverpool City Region. This Action Plan will be supported by officers of the Waste Awareness Project Team (WAPT) from each district partner.

Halton Borough Council has a separate but aligned Municipal Waste Management Strategy. All the objectives, targets and actions included in this action plan relate specifically to the Merseyside members of the Partnership except where specified.

2. Prioritising Action

Waste prevention sits at the top of the Waste Hierarchy and offers the most effective way to reduce the impact waste management has on the environment and improve our use of natural resources. Key benefits highlighted in the JMWMS are:

- Not using natural non renewable resources in the first place;
- Reduction in carbon dioxide equivalent emissions;
- Reducing financial costs and taxes to public and private sector organisations;
- Developing a collaborative approach to projects and communications;
- Reducing the ecological footprint of the Liverpool City Region.
- Potential for an increase role for strong community and social enterprises to support waste prevention, reuse, resale and repair activities;

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In delivering this action plan the Merseyside and Halton Waste Partnership will address key challenges:

- The need to increase consistent public awareness messages, guidance and education to residents on waste prevention to encourage changes in their behaviour when they shop and the value of products and things they throw away;
- To address or influence waste policies that have a significant impact on household waste arisings;
- High levels of food waste and packaging

3. Monitoring and Evaluation of the Waste Prevention Plan

The Action Plan will be a rolling programme and evaluated at half yearly intervals to assess progress and success of projects to ensure appropriate spend and value for money and to develop business cases for future activities. Evaluation and annual monitoring will help to ensure progress is being made to meet the Strategy objectives and to ensure the Plan remains value for money, affordable and deliverable.

Targets in this Action Plan will be monitored on an annual basis and the results published as part of the agreed monitoring and reporting mechanisms established for the JMWMS.

Appendix A

Activity 1: Joint Communications Information

Supports Strategy Objective Nos.	Objectives	Actions	Lead Partner	Main Impacts and Benefits	Resources	Delivery Years / Start Quarters		
						2011/12	2012/13	2013/14
1, 2, 3, 4, 5, 6, 8, 9	1. To provide simple and consistent messages on waste prevention across Merseyside and Halton.	1.1 Develop media outlets as a communication tool (including websites, local press, literature, facebook, twitter) to provide up to date information for residents and stakeholders.	MWDA	Provision of information for effective waste prevention actions by residents and stake-holders	PID MWDA officer time equivalent Advertorial space £30,000 (including design costs).	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4
		1.2 Establish baseline of hits on partner websites in 2011 relating to Waste Prevention and set future targets.	WAPT	Provision of an understanding of stakeholder activity and understanding and the provision of reporting information	WAPT officer time equivalent	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4
		1.3 All WAPT Group officers to provide and share relevant information to ensure Partnership web-site is used for maximum exposure of issues identified in Strategy etc..	WAPT	More effective use of website. Increased access by residents to obtain advice and information on waste prevention	WAPT officer time equivalent	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4

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						Q4	Q4	Q4
		1.4 Develop and apply common communications media to increase recycling capture rates and reduce contamination of recyclable materials where appropriate.	WAPT District	Common messages to residents to help them increase recycling yields	WAPT officer time equivalent District officer time equivalent	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4
	2. Consider through research the potential to establish a Waste Prevention Forum for Merseyside and Halton residents.	1.5 Develop quarterly /seasonal Waste Prevention newsletter ' Make a World of Difference ' for residents and stakeholders incorporating information provided by WAPT	MWDA	Engagement with stakeholders to increase participation, good practice and innovation to reduce waste arisings.	Communications Plan MWDA officer time equivalent	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3 PID	Q3	Q3
						Q4 Implement Jan 2012	Q4	Q4

Activity 2: Love Food Hate Waste Campaign

Supports Strategy Objective Nos.	Objectives	Actions	Lead Partner	Main Impacts and Benefits	Resources	Delivery Years / Start Quartes		
						2011/12	2012/13	2013/14
1, 2, 3, 4, 5, 6, 7, 9	2. To reduce the amount of food waste within the Liverpool City Region.	2.1 To continue to deliver the Love Food Hate Waste campaign focusing on high public attendance events across Merseyside and Halton.	MWDA/ WAPT	More efficient purchase and use of food and drink. CFWRs = 78 kgs of food waste diverted from landfill = 4,914 tonnes diverted 3,685 CO2e tonnes avoided	MWDA/WAPT officer time Equivalent £26, 000	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3 Evaluate Nov 2011	Q3	Q3
						Q4 Undertake detailed CFWR survey of database members Develop CFWR Pledge scheme	Q4	Q4
		2.2 Develop a LFHW 'pyramid training' programme consistent with WRAP.	MWDA	Disseminate tools to promote more efficient use of food	MWDA officer time Equivalent	Q1 Evaluate 'train the trainer' June 2011.	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4

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						Identify future delivery mechanism		
		2.3	MWDA		MWDA officer time Equivalent	Q1	Q1	Q1
	Identify relevant body/ies to deliver a large scale LFHW campaign across Merseyside and Halton.					Q2	Q2	Q2
						Q3	Q3	Q3
						See LFHW evaluation in 2.1, Q4		
						Q4	Q4	Q4
	2.4 To engage and develop working relationship with retailers and the food and drink industry to support food waste reduction	MWDA/ WAPT	More effective use of food across supply chain. Redistribution of surplus food and drink.	MWDA/WAPT officer time Equivalent	Q1	Q1	Q1	
					Q2	Q2	Q2	
					Q3	Q3	Q3	
					Q4	Q4	Q4	
	2.5 Promote the issue of food waste to Council and public sector employees and businesses across Merseyside and Halton	MWDA/ WAPT	More sustainable purchasing and use of food	MWDA/WAPT officer time equivalent	PID			
					Q1	Q1	Q1	
					Q2	Q2	Q2	
					Q3	Q3	Q3	
					PID			
					Q4	Q4	Q4	

Activity 3: Textiles

Supports Strategy Objective Nos.	Objectives and Targets	Actions	Lead Partner	Main Impacts and Benefits	Resources	Delivery Years		
						2011/12	2012/13	2013/14
1, 2, 3, 4, 5, 6, 8, 9	3. To encourage the diversion of textiles from the residual bin and encourage recycling, re-use and repair.	3.1 To review existing textile recycling within Merseyside and Halton area.	MWDA		MWDA officer time equivalent	Q1 Review	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4
		3.2 To explore ways of increasing textile capture linked to recycling credits	MWDA	Increase amounts of textiles being reused or recycled.	MWDA officer time equivalent £16,000 (Envirolink Budget)	Q1	Q1	Q1
						Q2 Develop Project	Q2	Q2
						Q3 Report to Authority	Q3	Q3
						Q4	Q4	Q4
		3.3 To explore joint working and awareness raising with Universities and students to promote textile recycling and re-use	MWDA/ WAPT	More efficient use of clothing and textiles Could work tis up as PID relating to Fashion show at Gilmoos next year?	MWDA/WAPT officer time equivalent	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4

Activity 4: Smart Shopping

Supports Strategy Objective Nos.	Objectives	Actions	Lead Partner	Main Impacts and Benefits	Resources	Delivery Years / Start Quarters		
						2011/12	2012/13	2013/14
1, 2, 4, 5, 6, 8, 9	4. To promote the concept of smarter shopping with the aim of reducing packaging and food waste	4.1	MWDA	Improve products along supply chain. More effective purchasing by residents	MWDA officer time equivalent	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4
		4.2	MWDA	Use 2.1 CFWR factors for diversion and carbon savings	MWDA officer time equivalent	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4
		4.3	MWDA	Use 2.1 CFWR factors for diversion and carbon savings	MWDA officer time equivalent	Q1	Q1	Q1
			F4C		MWDA £5,000	Q2	Q2	Q2
					F4C officer time equivalent	Q3	Q3	Q3
						Q4	Q4	Q4
		4.4	MWDA	Use 2.1 CFWR factors for diversion and carbon savings	MWDA officer time equivalent	Q1	Q1	Q1
					Wirral officer time equivalent		PID	
						Q2	Q2	Q2
						Q3	Q3	Q3

Activity 5: Composting (Home, Community, Commercial)

Supports Strategy Objective Nos.	Objectives and Targets	Actions	Lead Partner	Main Impacts and Benefits	Resources	Delivery Years / Start Quarters		
						2011/12	2012/13	2013/14
1, 2, 4, 5, 6, 8, 9	5. To promote the benefits of Home, Community and commercial Composting in terms of reduction to landfill and carbon	5.1 To encourage Merseyside and Halton residents to purchase home compost bins through the National Framework Monitor the number of hits on the National Framework website.	MWDA	Disseminate advice and information to residents to reduce waste arisings Compost bin diversion = 150kgs per annum. Tonnes diverted = 4,745 CO2e prevented = 422 t	MWDA officer time equivalent	Q1	Q1	Q1
						Add appropriate links to partner websites	Make specific push on sales during Compost Awareness Week 2012	
						Q2	Q2	Q2
							Lead article for IOW	
		Q3	Q3	Q3				
		Q4	Q4	Q4				
		Re-print WRAP Home Compost booklet (Jan)						
		5.2 Explore the feasibility of establishing a composting support network for Merseyside and Halton residents	WAPT	Disseminate advice, information and support to residents to reduce waste arisings	WAPT officer time equivalent	Q1	Q1	Q1
	Potential start							
Q2	Q2					Q2		
Feasibility								
Q3	Q3	Q3						
Q4	Q4	Q4						

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		5.3 Encourage and promote ongoing use of home composting bins through a variety of outlets including media, garden centres etc.	WAPT Wirral	Disseminate advice, information and support to residents to reduce waste arisings	WAPT officer time equivalent Wirral officer time equivalent £3,500	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3 PID	Q3	Q3
						Q4	Q4	Q4

Activity 6: Reducing unwanted Junk Mail

Supports Strategy Objective Nos.	Objectives	Actions	Lead Partner	Main Impacts and Benefits	Resources	Delivery Years / Start Quarters		
						2011/12	2012/13	2013/14
1, 2, 3, 4, 5, 6, 8, 9	6. To encourage and facilitate residents to reduce their levels of unwanted mail.	6.1 To promote sign up to the Mail Preference Service and Royal Mail's door-to-door opt-out service across Merseyside	Wirral WAPT	Average Junk Mail = 4kg pp/yr Divert 460 tonnes 437 CO2e tonnes avoided	WAPT officer time equivalent MPS database £300 <i>Card options and costs to be obtained?</i>	Q1	Q1	Q1
						Monitor 'Sign ups'		
						Q2	Q2	Q2
						Q3	Q3	Q3
		Distribute cards						
		Q4	Q4	Q4				
		6.2 Explore feasibility of working with Estate Agents and other external organisations to encourage residents to reduce junk mail and use redirection of mail services etc.	WAPT		WAPT officer time equivalent	Q1	Q1	Q1
						Q2	Q2	Q2
Q3	Q3 PID					Q3		
Q4	Q4					Q4		

Activity 7: Re-use and Repair

Supports Strategy Objective Nos.	Objectives	Actions	Lead Partner	Main Impacts and Benefits	Resources	Delivery Years / Start Quarters		
						2011/12	2012/13	2013/14
1, 2, 3, 4, 5, 6, 8, 9	<p>7.</p> <p>Aim to encourage and facilitate greater donation of unwanted goods within the Merseyside and Halton area.</p> <p>7.1</p> <p>Aim to encourage and facilitate greater re-use of household items</p> <p>7.2</p> <p>Establish baseline to set future targets and increase in number of re-use projects with 3rd Sector.</p>	<p>7.1</p> <p>To provide guidance and information to encourage residents to consider re-use schemes when they no longer need household items through a variety of media.</p>	<p>MWDA</p> <p>WAPT</p>	<p>More efficient use of products</p>	<p>TBC</p>	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4
		<p>7.2</p> <p>To continue to explore all reasonable opportunities to develop effective partnership working with community re-use organisations, 3rd sector organisations and charitable organisations</p>	<p>MWDA</p>	<p>More efficient use of products</p>	<p>TBC</p>	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4
		<p>7.3</p> <p>To explore opportunities of working with Universities to promote re-use amongst students.</p> <p>(Linked to 3.3)</p>	<p>WAPT</p>	<p>More efficient use of products</p>	<p>TBC</p>	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4	Q4	Q4

	<p>7.4</p> <p>Increase Swap Day activities through the promotion of the Swap Day guidance.</p>	MWDA		MWDA officer time equivalent	Q1	Q1	Q1
		WAPT			Q2	Q2	Q2
					Q3	Q3	Q3
					Review and update		
	<p>7.5</p> <p>To capture small reusable WEEE at household level across the Liverpool City Region to prevent their disposal to landfill.</p>	MWDA	More efficient use of pro-ducts	Local Project fund application unsuccessful	Q1	Q1	Q1
			1,277 tonnes diverted from landfill per annum		Q2	Q2	Q2
					Q3	Q3	Q3
					Q4	Q4	Q4

Activity 8: Research, Development and Training

Supports Strategy Objective Nos.	Objectives and Targets	Actions	Lead Partner	Main Impacts and Benefits	Resources	Delivery Years / Start Quarters		
						2011/12	2012/13	2013/14
1, 2, 3, 4, 5, 6, 8, 9	8 To ensure activities within the Action Plan are supported by robust research and development into evidence base.	8.1 Development of Pyramid Training concept for other Waste Prevention projects.	MWDA	Design and dissemination of tools	TBC	Q1	Q1	Q1
						Q2	Q2	Q2
						Q3	Q3	Q3
						Q4 October 2011	Q4	Q4
		8.2 To explore opportunities to support the third sector and community groups in skills development	MWDA	TBC	Q1	Q1	Q1	
					Q2	Q2	Q2	
					Q3	Q3	Q3	
					Q4	Q4	Q4	
		8.3 To explore opportunities for working with Universities and colleges to develop research projects for the delivery improvement of sustainable waste and resource management.	MWDA WAPT	TBC	Q1	Q1	Q1	
					Q2	Q2	Q2	
					Q3	Q3	Q3	
					Q4 PID	Q4	Q4	

						Q4	Q4	Q4
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KEY

	No activity
	Activity underway
	Activity pending evaluation