



MERSEYSIDE RECYCLING & WASTE AUTHORITY

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

MRWA PERFORMANCE REPORT

Quarter 1 April to June

2014 - 2015







Section 1 – Summary



Section 2 – Commentary


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Section 1 - Summary**Summary of Performance against Targets set within the Corporate Plan**

Improvement Target Corporate Aim 1: Operations	Target Description	Target 2014/15 (unless stated)	Forecast for 2014/15	Is the performance on target?
To deliver the performance targets specified in the Authority's waste contracts as a minimum	HWRC Recycling and Composting	52.91%	70.52%	
	HWRC Diversion Rate	64.04%	77.17%	
	KCM Diversion Rate	90.00%	95.98%	
	Organic Waste Diversion Rate	95.00%	100%	
Household Waste Recycling (Merseyside Only)	To recycle 50% of household waste by 2020	50% Diverted by 2020	40%	
Municipal Waste Diverted	To reduce the amount of local authority collected municipal waste landfilled to 10% by 2020	90% Diverted by 2020	50%	

Improvement Target Corporate Aim 2: Governance & Resources	Target Description	Target 2014/15	Forecast for 2014/15	Is the performance on target?
Sickness	To manage sickness absence to within the top quartile of local authorities	2.76%	4.25%	
Education	To ensure that Veolia facilitate 6,500 visits to the Recycling Discovery Centres per year	6500 Visitors	1039 Visitors (to date)	

Improvement Target Corporate Aim 3: Partnership	Target Description	Target 2014/15 (unless stated)	Forecast for 2014/15	Is the performance on target?
Household Waste (Merseyside Only)	To reduce total waste arisings per household (Before Re-Use, Recycling or Treatment)	1,180 Kg/Household by 2030	985kg Kg/Household	

Section 2 - CommentaryCorporate Aim 1- Operations***To deliver the performance targets specified in the Authority's waste contracts as a minimum***

"During Quarter 1 MRWA worked with its contractors to finalise 2013/14 year end performance payments. For the 2013/14 contract year the Recycling and Composting performance achieved at Household Waste Recycling Centres (HWRC) was 65.52% and Material Recycling Facilities (MRF) Service Performance was 91.56%. This level of performance managed by MRWA and its contractor, in excess of contract targets, represents a saving of £1,007,066 to MRWA.

April 2014 marked commencement of Waste Management and Recycling Contract (WMRC) Year 6. Under the contract Veolia operate 4 Waste Transfer Stations, 2 MRF's, 15 HWRC's and a composting facility on MRWA's behalf as well as providing waste transport services.

MRWA and its contractor, Veolia, continue to demonstrate continuous improvement in terms of recycling performance at HWRC's. The Recycling and Composting rate achieved for all HWRC's during Quarter 1 of 2014/15 was 70.52%, a 5.35% increase when compared to performance for the same period in 2013/14. 77.17% of material delivered to HWRC's was diverted away from landfill. Veolia's improved HWRC recycling and composting performance is impressive considering the amount of material deposited across the HWRC Service, in total, has increased by 8.46%, 3,874 tonnes, when compared to the same period last year.

On 1st April 2014 Ravenhead HWRC at Burtonhead Road in St Helens reopened after extensive redevelopment by MRWA. Improvements to the Centre include a new split-level layout to make depositing of waste and recyclables easier, with a canopy over the skip area and a new Waste Electrical and Electronic Equipment (WEEE) building. A new access road for operational and public vehicles incorporates bypass lanes to allow residents vehicles to exit or overtake when skips are occupied. The site also has additional road space and improved traffic management, which will keep vehicles off the highway. Veolia have continued to educate and assist members of the public in respect of the new facilities and the opportunities to recycle. The refurbished Ravenhead HWRC achieved a Recycling and Composting rate of 70.22%, this a 6.76% increase when compared to the performance of the site for the same period in 2013/14, prior MRWA's refurbishment.

New (Kirkby and Huyton) and Refurbished (Ravenhead) HWRC's have an Annual Recycling and Composting Target of 55%. All other HWRC's have an Annual Recycling and Composting Target of 52.91%. HWRC performance in Quarter 1 is encouraging and Veolia are expected to meet and exceed HWRC targets for 2014/15.

The 2014/15 Annual MRF Diversion Target is 90.00%. During Quarter 1, Veolia diverted 96% of commingled recycling delivered by Councils away from landfill. MRWA and its contractor's performance, year to date, is encouraging."

Neil Spencer – Assistant Contracts Manager

Corporate Aim 2 – Sickness***To manage sickness absence to within the top quartile of local authorities***

"The Authority continues to manage its sickness absence through the Sickness Absence Policy and Procedures. The current figure of 4.25%. is higher than the current Local Authority target figure of 2.76% and is in part due to long term sickness absence. The Authority is a relatively small employer and as such long term sickness absence has a greater impact on the overall sickness absence percentages. This can be illustrated by excluding long term sickness which gives a revised figure of 2.67%. Continued use of the Sickness Absence Policy and Procedures coupled with appropriate

intervention through Health and Wellbeing initiatives will enable the Authority to manage sickness absence more effectively”.

Paula Pocock – Assistant Corporate Services Manager

Corporate Aim 3 – Partnership

To reduce the total waste arisings per household to 1,180kgs by 2030

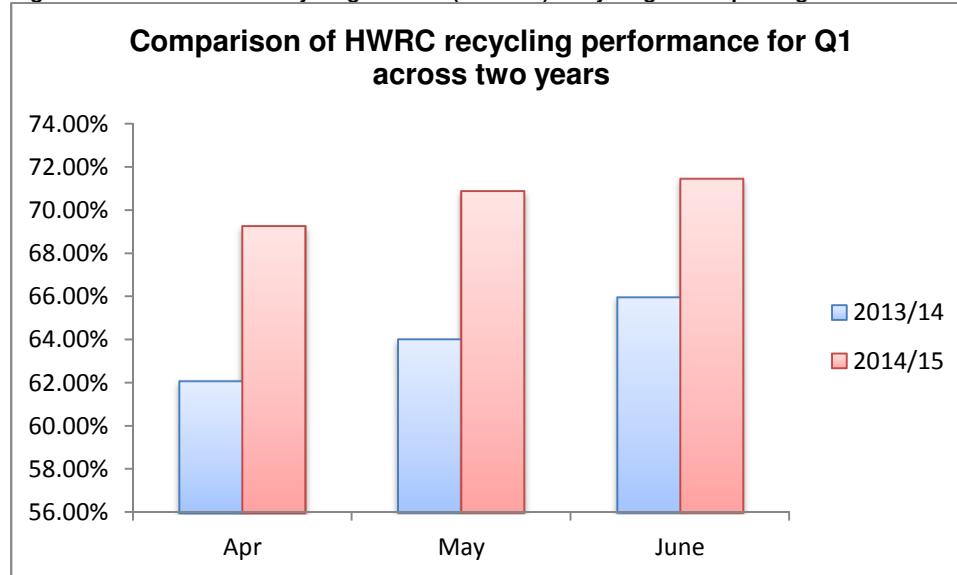
“Final outturn figures for 2013/14 show that the total waste arisings per household in Merseyside has fallen below 1000kgs and now stands at 997kgs as compared to 1012kgs in the previous year. It is worth noting that overall, household waste arisings fell by 1.2% in 2013/14 despite an increase in households on Merseyside from 633,360 to 635,360.

Mandy Valentine –Corporate Services Manager

Section 3 – Detailed Analysis**Corporate Aim 1- Operations**

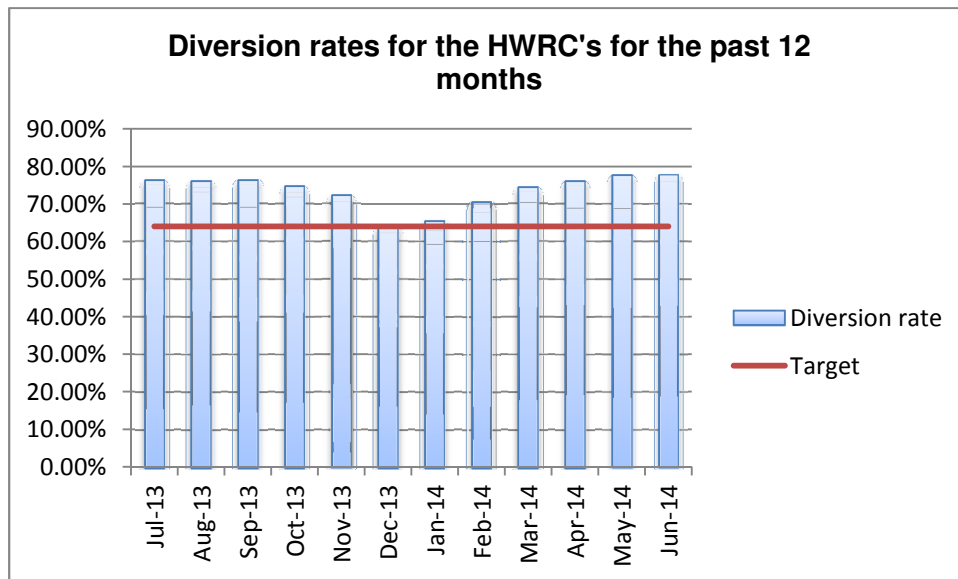
To deliver the performance targets specified in the Authority's waste contracts as a minimum

Fig 1: Household Waste Recycling Centres (HWRC's) Recycling & Composting rates for Q1 2013/14 & 2014/15



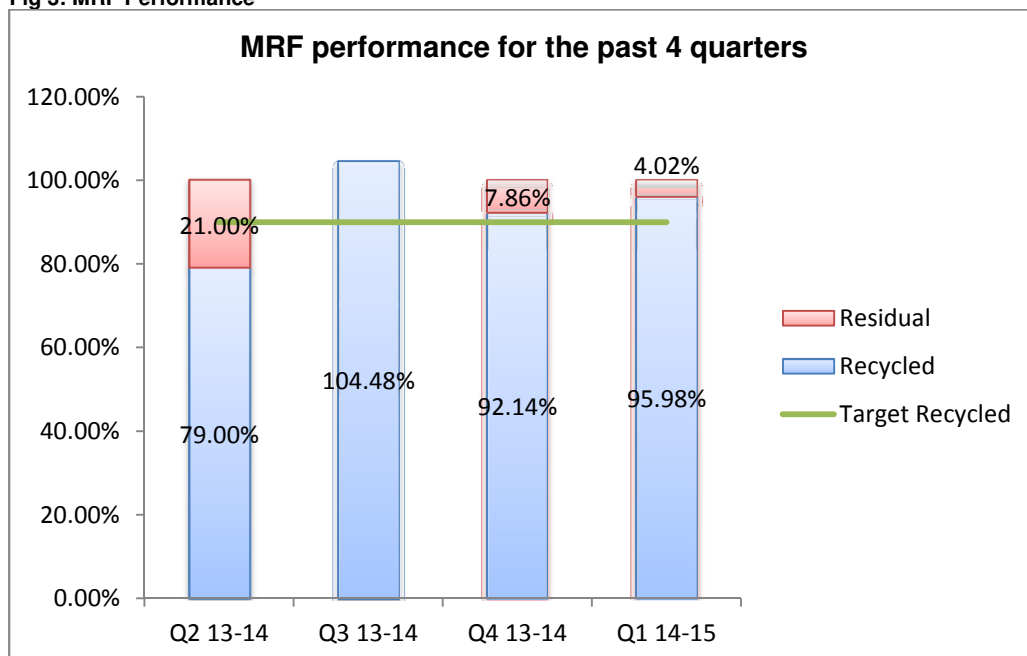
- The above graph shows the total recycling and composting rate for the HWRC's in Merseyside and Halton for Quarter 1 2013/14 & 2014/15.
- It shows that the performance has improved for each month when comparing the two years.
- The combined recycling & composting rate for the HWRC's for Quarter 1 is 70.52% against a target of 52.91%. The combined recycling rate for Q1 2013/4 was 65.18%.
- The reason for the improvement could be due to a number of factors: Charity waste now being sent to the HWRC's for recycling as opposed to landfill. Improved performance at all of the HWRC's, a general trend for more waste taken to the HWRC's to be recycled and finally increased capacity for more waste streams to be recycled rather than landfilled as was previously the case.

Fig 2: HWRC Diversion Rates by month for the past 2 years



- The graph shows the Household Waste Recycling Centre (HWRC) tonnage diverted (Recycled, composted and reused) from landfill for the HWRC’s across Merseyside & Halton.
- The target for diversion from landfill for 2014/15 is 64.04%. The performance for Quarter 1 (77.17%) exceeds the target set.
- The graph shows a dip in performance around the winter months and this is due to seasonal fluctuations.
- It should be noted that ‘HWRC Diversion from landfill’ includes rubble, whereas HWRC recycling shown in other charts does not.

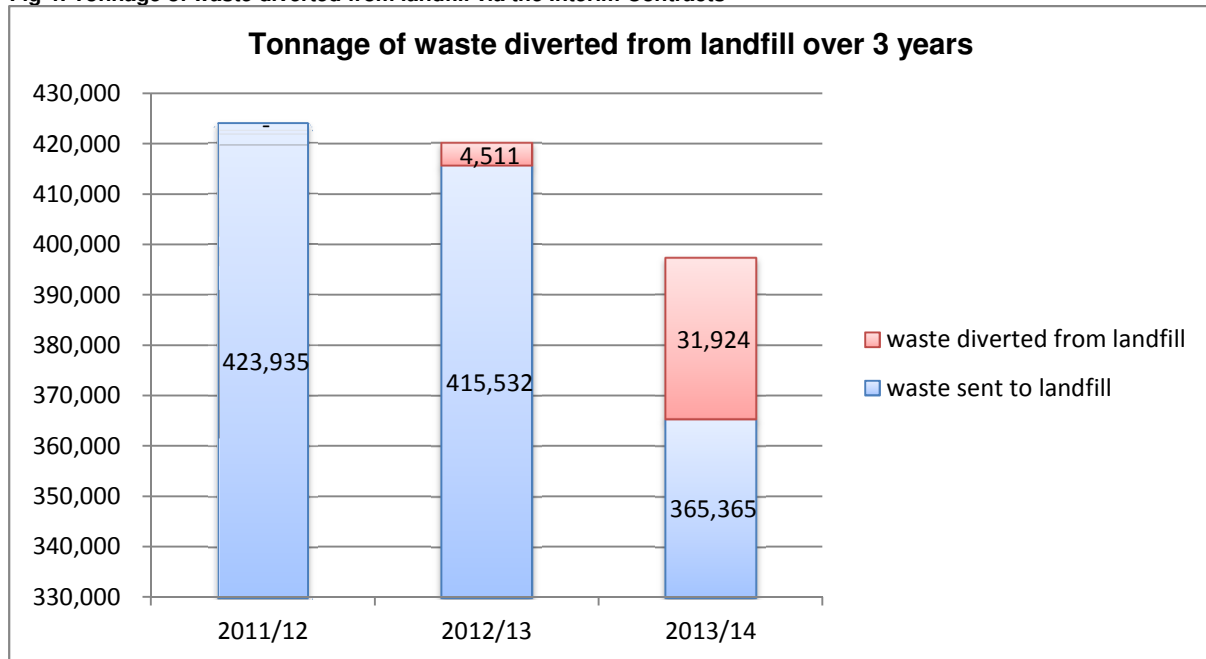
Fig 3: MRF Performance



- The above chart shows the KCM (Kerbside comingled) performance by quarter for the past 4 quarters.
- For Quarter 1 2014/15 95.98% of waste that entered the MRF was recycled.

- The MRF performance of 104.48% for quarter 3 2013/14 was a result of sending out more processed material than the WCAs delivered over this quarter. The processed material had built up over previous months, but was sent out when the market conditions were suitable.

Fig 4: Tonnage of waste diverted from landfill via the Interim Contracts

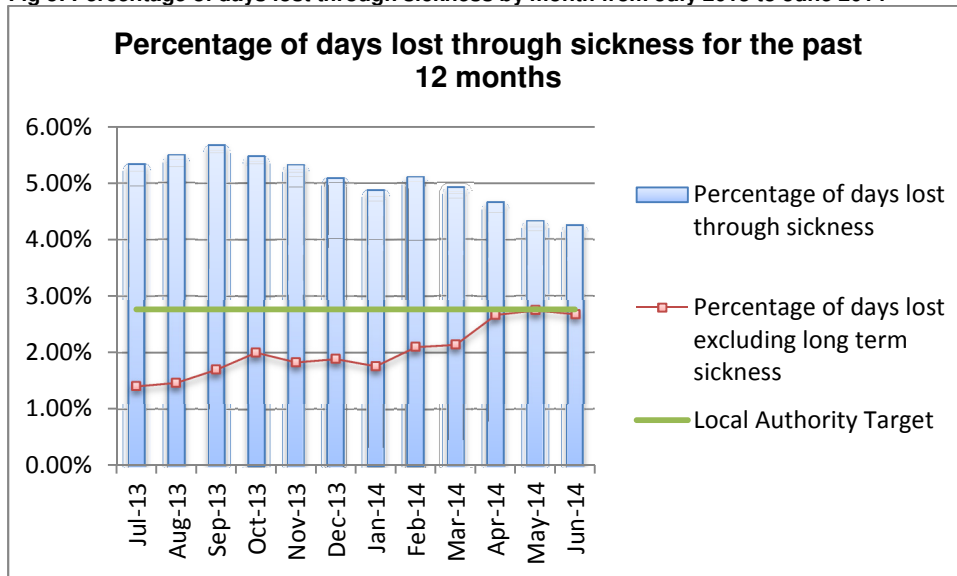


- The above graph shows the tonnage of waste that has been diverted from landfill since the introduction on the Interim Contract.
- As can be seen there was 4,511 tonnes of waste diverted in 2012/13 which represents 1.07% of the residual waste that would have ordinarily have been sent to landfill.
- For 2013/14 there was an increase to 31,924 tonnes of waste diverted and this represented 8.04% of the residual waste that would have been sent o landfill.

Corporate Aim 2 – Resources

To manage sickness absence to within the top quartile of local authorities

Fig 5: Percentage of days lost through sickness by month from July 2013 to June 2014



- The above graph highlights the percentage of days lost through sickness from Jul 2013 to June 2014. Each monthly reporting figure is calculated on a rolling 12 month basis (e.g. the sickness statistic for July 2013 covers Aug 2012 to July 2013).
- The Authority's target is based on published figures for local authority sickness levels and is set at 2.76% for 2014/15. The current figure for sickness for June 2014 is 4.25%. When long term sickness is excluded the figure is reduced to 2.67%.

Table 1: Sickness in Days per Employee

	Days lost through sickness	Days lost excluding long term sickness	Local Authority Target
June-14			
Percentage	4.25%	2.67%	2.76%
Number (per Person)	10.37	4.54	6.89

Table 1 above incorporates the past 12 months, (Jul 2013 to Jun 2014)

- The above table looks at the number of days lost per employee.
- The number of days lost through sickness per employee for June 2014 is 10.37. When long term sickness is excluded from this figure the sickness level is reduced to 4.54 days.
- The overall levels of sickness are higher than the Local Authority target of 6.89 days.

To deliver educational opportunities at the Authority's facilities**Table 2: Educational opportunities from 1st April to 30th June 2014**

Q1 April – June 2014		Number of People	Number of events
Veolia Target 6500	Schools Bidston	0	0
	Community to Bidston MRF	0	0
	Schools Gillmoss	837	31
	Community to Gillmoss	85	8
	Outreach	28	1
	Other (Veolia staff etc)	89	4
	Total	1039	44
Eco Centre Target 5750	Schools to Eco Centre	722	21
	Adults to Eco Centre	774	3
	Outreach	1150	3
	Total	2646	27
	Opportunities to see on Concourse. Note: not towards target	114,513	
MRWA 9,000	Waste Prevention Engagement (including LFHW)	3788	17
	Education & Awareness	0	0
	Total	3788	17
	Opportunities to see at events	112,504	
Other Delivery Organisations	Waste Prevention Engagement		
	Programme engagement		
	Total	0	0

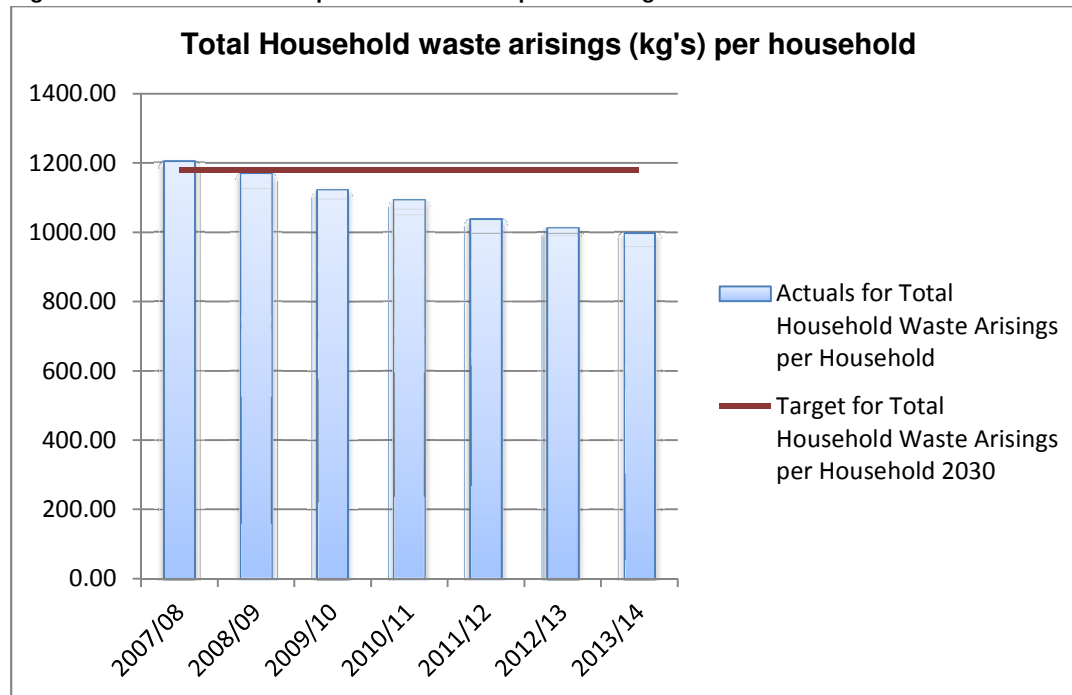
<p>Total Engagement Quarter Q1. April – June 2014</p>	<p>Total Number of people engaged</p>	<p>Total Number of visits/ events</p>	<p>Target 2013/14</p>	<p>Forecast for year based on current performance</p>
	<p>7473</p>	<p>88</p>	<p>21,250</p>	<p>21,250</p>

- The above table shows the number of people who were directly engaged with through Veolia’s Educational programme, the Eco Centre, MRWA waste prevention engagement and other delivery organisations.
- There have been 1039 visitors to the Recycling Discovery Centres in Quarter 1 and the Authority will be working closely with Veolia to ensure the annual target of 6500 visitors is reached.

Corporate Aim 3 - Partnership

To reduce total household waste across Merseyside per household to 1180kg by 2030.

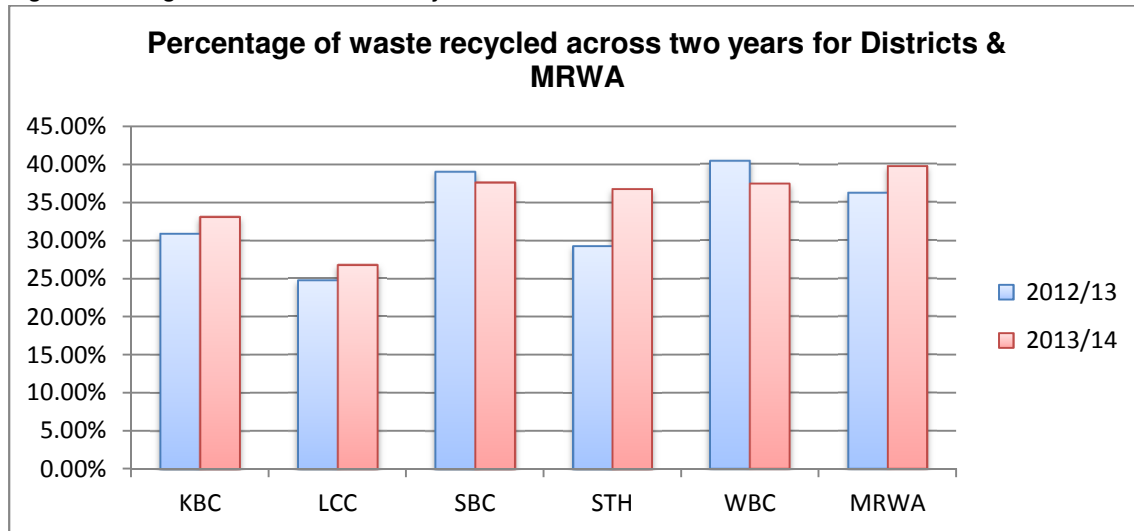
Fig 6: Total Household Waste per Household Compared to Target



- This target is drawn from the Joint Recycling & Waste Management Strategy for Merseyside which has a target of reducing the total amount of waste arisings produced per household on Merseyside by 8% by 2030.
- The graph above shows that Merseyside has seen a reduction in the kg of household waste per household since 2007/8.
- The figures for 2013/14 show that there was 997kg of waste per household, and whilst performance is comfortably within target, the challenge for Merseyside will be to limit any increases in waste arisings in the coming years as the economy picks up.
- The targets set in the Joint Recycling & Waste Management Strategy for Merseyside is to reduce the total amount of waste arisings produced per household on Merseyside to (1,227 kg by 2020 and 1,180kg by 2030).

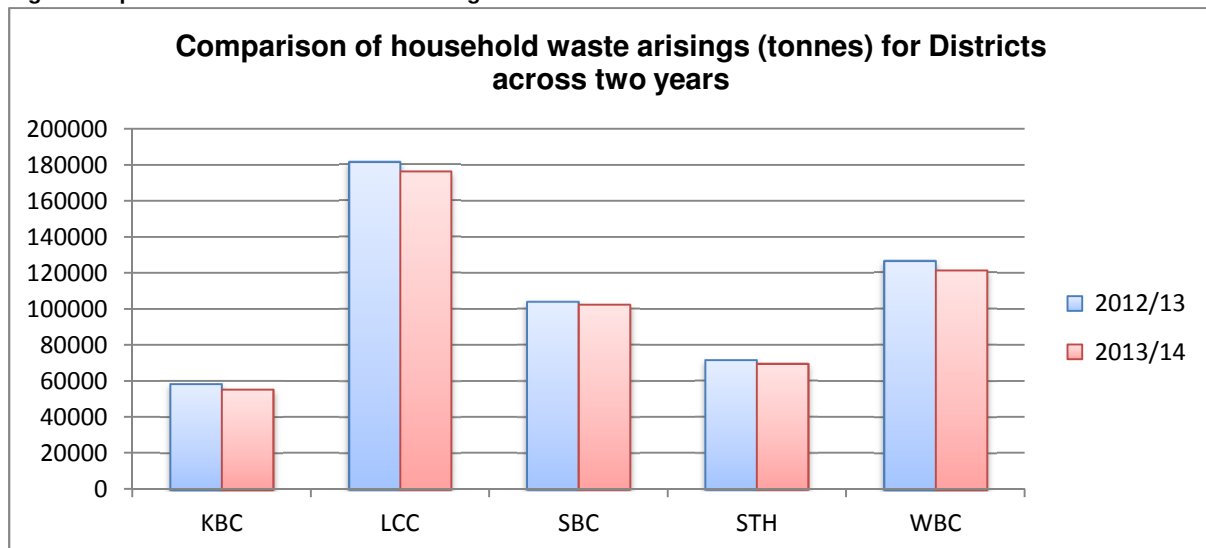
FIGURES 7, 8 AND 9 BELOW USE THE LATEST DATA AVAILABLE FROM WASTEDATAFLOW WHICH IS Q4 2013/14

Fig 7: Percentage of household waste recycled



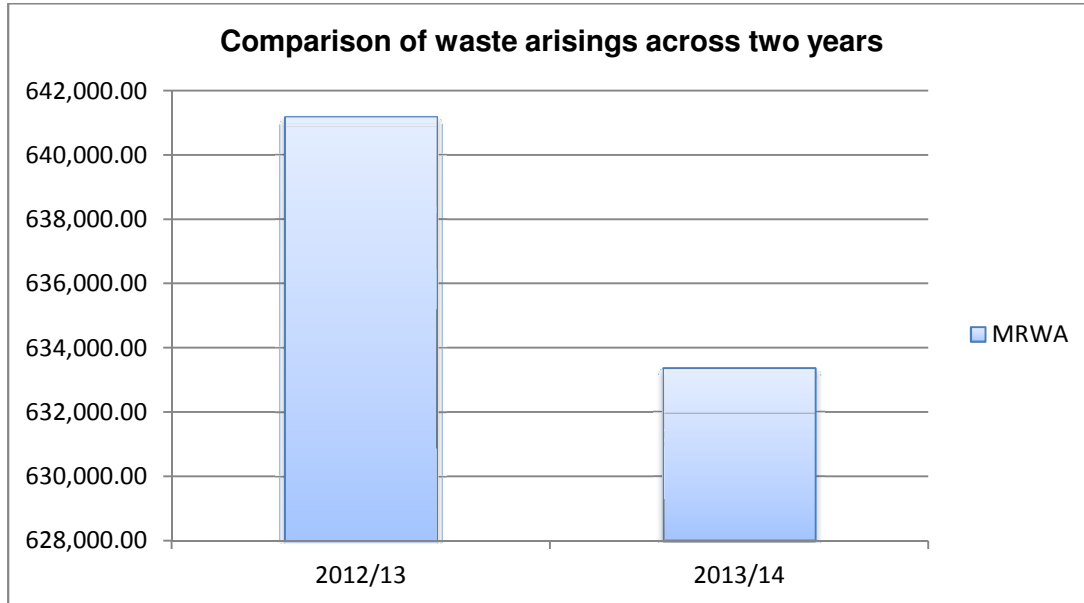
- The above chart shows a comparison of the percentage of household waste recycled for each of the District Councils and Merseyside for 2012/13 and 2013/14.
- Most authorities have shown an increase in the amount of household waste recycled when comparing the two years except for Sefton and Wirral. St Helens achieved the biggest increase from 29.30% to 36.80%
- Merseyside exceeded the annual target of 37.04% by achieving 39.70%.

Fig 8: Comparison of Household waste arisings for District Councils



- The above chart shows that all District Councils saw a reduction in household waste arisings when comparing data for 2012/13 to 2013/14.
- Data taken from Wastedataflow.

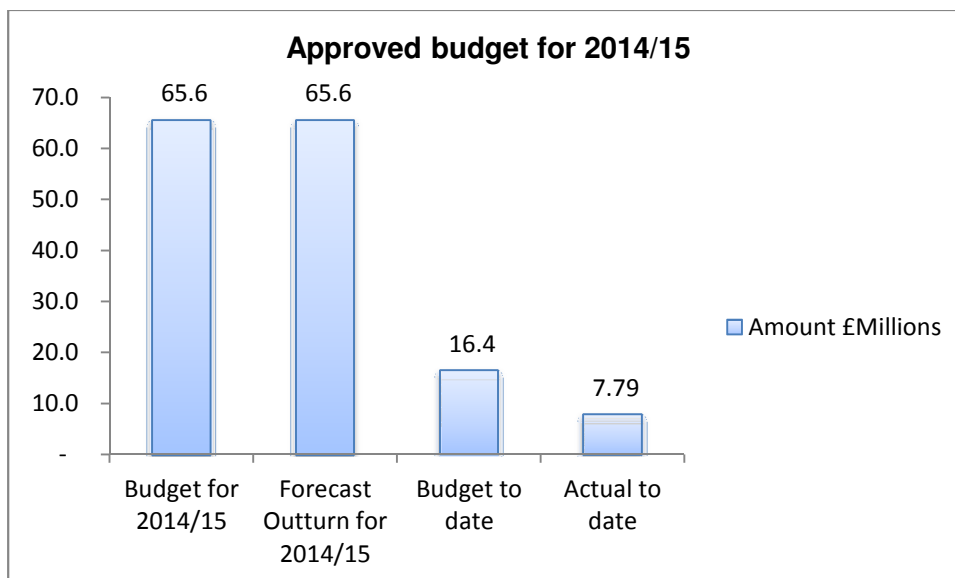
Fig 9: Comparison of Household waste arisings for Merseyside



- When comparing the data for 2012/13 with 2013/14 the total household waste arising for Merseyside has decreased from 641,176 tonnes in 2012/13 to 633,355 tonnes for 2013/14, this represents a reduction of 1.22%
- Data taken from Wastedataflow.

Financial Information

Fig 10: Budget for 2014/15



- The budget to date is a crude profile, reflecting a division of the budget into the four quarters of the year. The expenditure to date is significantly below this level, which is in line with experience over recent years. While services are provided in the amounts required by the contracts, invoices for those services have not been passed or processed during the first quarter of the year in the amounts that reflect the services received. In previous years the payments have caught up with the services by the end of the year and this is the expectation for 2014-15 as well. The budget profiles

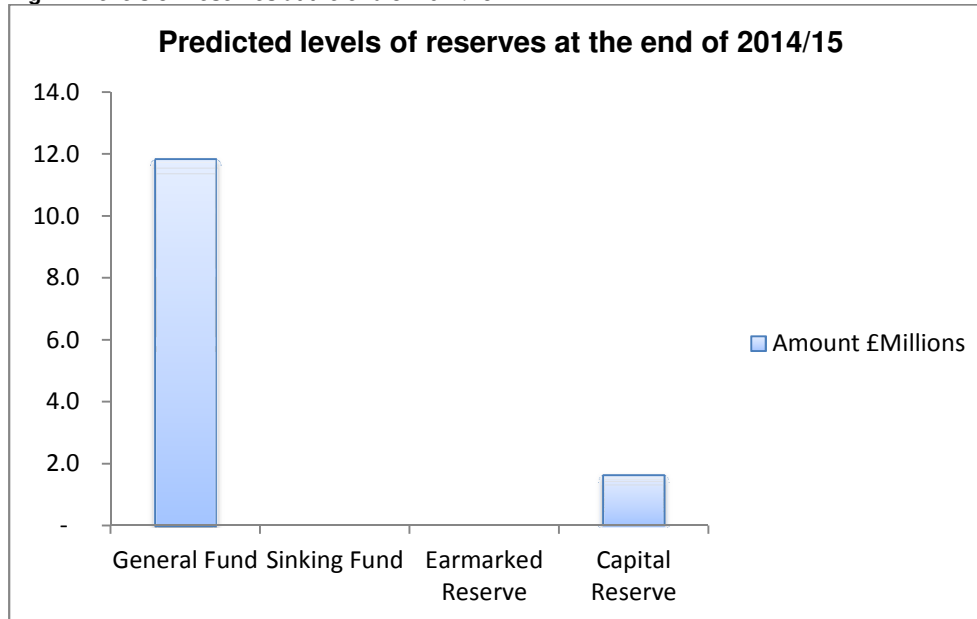
are being reviewed to see what pattern of expected expenditure might better reflect the likely actual expenditure in future.

Table 3: Approved Capital Programme & Expenditure for 2014/15

	Capital Programme for 2014/15	Capital Expenditure to date 2014/15
	£	£
Waste Management Facilities	3,000	1,259
HWRC Development Programme	1,408,000.00	12,516
Closed Landfill Sites	1,000,000.00	0
New Site Acquisition		
Total	2,411,000	13,775

- The main areas of proposed capital expenditure for 2014-15 are the HWRC development programme and the Closed Landfill site restoration at Foul Lane. The HWRC development is for a new site based in Liverpool. The Authority continues to work with the Council to ensure the site is available for the proposed development. A preferred contractor has been approved to carry out the works. There are, however, a number of delays and until the Council confirms to the Authority that the site is available for development no further significant expenditure will be made. It is likely the site will be developed during 2014-15, but the completion of the development may be later than had been hoped for. Since the budget was prepared the options for restoration works of the Foul Lane Closed landfill site have been subject to review. Options range from utilising the budget in full to bring in soil to develop the site, to leaving the site as a wildlife centre, to considering proposals from developers for alternative uses that will bring an income. These matter will be considered more fully by the capital programme working group during the Autumn, it is likely that this element of the capital programme will not be spent in full.

Fig 11: Levels of Reserves at the end of 2014/15



- The General Fund level projected reflects the estimated General Fund balance at the end of 2014-15 that was included in the budget. It reflects a £3m commitment by the Authority to support the Levy during 2014-15 from reserves, keeping the Levy at the same level overall as the previous year. The actual level of General Fund balance may be some £4M higher than this as effective contract management and a review of prior period prudent accounting entries will enable the Authority to contribute to a larger General Fund balance at the end of 2013-14. The Authority's current plans are to utilise the General Fund in support of minimising the Levy.

The Capital Reserve reflects supporting expenditure from the capital programme rather than taking out additional borrowing. The year-end may see that reserve stand at a level that is higher than shown here as the capital programme may yet be amended.

Section 4 – Special Focus Report**WASTE PREVENTION ANNUAL REPORT 2013-14**

To summarise, the Merseyside performance figures continue to be well within the target set in the JRWMS from the baseline of 1300kg per household in 2009/10. The waste generated per household in Merseyside and Halton (996kgs) compares favourably with the UK average of 1,186 kgs per household.

From the estimates provided by the Waste Prevention and Carbon Benefits toolkit it would suggest that the projects supported by the Partnership to reduce waste and change residents' behaviour have played a major role in keeping household waste arising down. This may imply an underlying increase in waste arising which may be as a result in improvements to the economic climate in the City Region which will need to be addressed in future years.

The Waste Prevention Carbon Benefits Tool continued to be used to support the development of projects undertaken during 2013/14 and to provide data for this report particularly from food waste and textiles. Since 2011/12, the outputs in terms of tonnages, CO2 abated and cost reductions have been consistent although cost savings will take into account increased costs of sending waste to landfill. Figures 1 and 2 show the estimated minimum level of benefits which will have been obtained through investment in the waste prevention programme in the last two years.

Figure 1: Benefits of waste prevention programme 2013/14

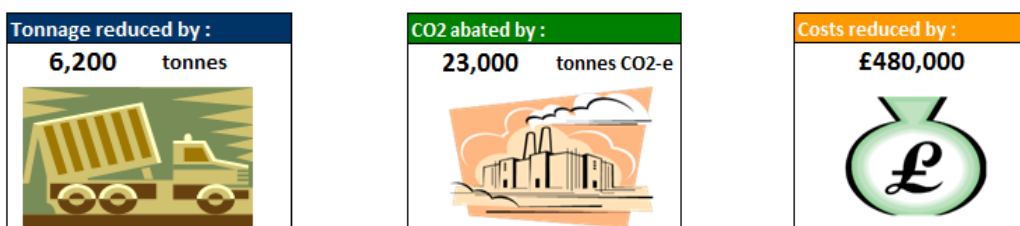
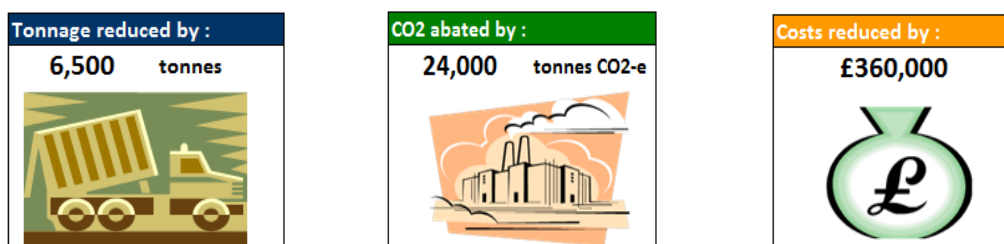


Figure 2: Benefits of waste prevention programme 2012/13



1. Introduction

This report presents Members with information on the activities that the Merseyside and Halton Waste Partnership (MHWP) have undertaken to deliver the Waste Prevention Action Plan during the financial year 2013/14. This report focuses on the activities developed and funded through the Merseyside Recycling and Waste Authority (MRWA) waste prevention programme. It also highlights some of the waste prevention measures supported through the Community Fund during the year. A more detailed Community Fund output report will be provided to Members in November.

2. Background

Waste prevention sits at the top of the statutory Waste Hierarchy as it offers the most effective, least expensive and sustainable way to reduce the impact waste has on the environment. The work undertaken by MRWA and the Waste Partnership aims to deliver against the priority areas in the Waste Prevention Programme for England published in December 2013 and the waste reduction target in the Joint Recycling and Waste Management Strategy for Merseyside¹ (JRWMS): Resources Merseyside. This target is to:

“Reduce the total amount of waste produced per household on Merseyside by 8% by 2030 to 1,227kg per household by 2020 and 1,180 kg per household by 2030. The baseline is 1,300kg in 2009/10”

Priority waste streams to target for waste prevention and re-use in Merseyside and Halton are food, textiles, furniture, green waste and junk mail.

3. Budget & Approval Process

MRWA Members agreed to maintain a budget of £248,000 for a waste prevention programme in 2013-14. MRWA approved all funding for projects, including any submitted by the districts through the Senior Officer Working Group. The waste prevention budget was fully spent during the financial year.

1. Outputs and Outcomes 2013/14**4.1 Awareness and Education**

Communications are used to increase the number of consistent messages to raise awareness, guidance and education to 1.5m residents. This helps to inform and encourage changes in peoples' behaviours to prevent or reduce

¹ Halton BC has a separate but aligned municipal waste management strategy.

the amount of waste they produce. High level joint communications are also more cost effect in reaching a wider audience across the City Region. The content of the Recycle for Merseyside and Halton website has been extended to include more information on developing cooking skills and downloads for recipe cards. Access to the website has been made more user-friendly for the rapidly increasing number of users who access via mobile phones and tablets.

Projects	Key Outputs
Radio City Weekend Wake Up Show: Shared with Textile messages	<ul style="list-style-type: none"> • March 13 / April 14 • 1,248 10 second adverts • 720,000 listeners • 39.1% reach in local area
Juice FM: - LFHW Christmas campaign Juice FM Climate change - 'Food on the go' campaign	<ul style="list-style-type: none"> • 3 week campaign (x 2) • 105 x 30 sec promotional trails • 42 live reads • 404,556 listeners (300,000 x 2) • Competition 1 = 5 x Veg boxes • Competition 2 = Pamper day (using food waste)
Refuse Collection Vehicle Waste Prevention Campaign	The advertising campaign was extended from 2013 until December 2014. The banners have now been stored for future re-use.
Advertising	<ul style="list-style-type: none"> • Student pocket guide - 50,000 copies in 3 Liverpool University campuses and Halls of Residence (quarterly); • Lifestyles magazine - 20,000 copies in supermarkets, rail stations across Merseyside and on-line; • Family Go Live magazine 180,000 (30,000 copies bi-monthly to schools across Merseyside and online) • Merseyside event guides x 12 (230,000 copies and online) • Adverts at Everton, Liverpool and Tranmere Rovers football stadia for 12 matches (44 posters)
Recycle for Merseyside and	<ul style="list-style-type: none"> • Site visits 2013-14: 49,489 • Site visits 2012-13: - 30,564

Halton website	<ul style="list-style-type: none"> • Pages viewed 2013-14: 85,582 • Pages viewed 2012-13: 49,470 • Average pages viewed 2013-14: 1.73 • Average pages viewed 2013-14: 1.68 • Unique visitors 2013-14: 40,846 • Unique visitors 2013-14: 26,162
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<p>Southport Eco Centre has delivered a waste prevention programme since 2011 in agreement between MRWA and Sefton MBC.</p>	<p>Waste Prevention Educational Activities</p> <p>107 Events</p> <p>6,537 Engaged – 6074</p> <p>Opportunities to see information and use activities at the Park and Ride Concourse – 443,914</p>
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4.2 Waste Prevention Campaign

MRWA has continued to successfully promote waste prevention in a diverse number of ways including sponsorship and attendance at high profile events across the region. Key waste streams targeted in the campaign have been:

- **Food Waste:** the on-going Love Food Hate Waste campaign and a City Region wide recipe competition to Make 28 Taste Great recipe competition;
- **Textiles:** support for the Merseyside Textile Forum;
- **Green Waste:** promotion of home composting ;
- **Junk Mail:** campaign to Junk the Junk Mail; and
- **Furniture Re-use and Repair.**

Leaflets, recipes, information booklets and practical merchandise continued to be distributed to residents to help spread the campaign message to reduce food waste and save families £60 or more each month. Residents are asked to complete surveys which add to the current contacts database and enable the Authority to provide further useful information and guidance to residents.

Project	Key Outputs
Events:	<ul style="list-style-type: none"> • 35 events attended • Potential reach at all events: 427,304 • Residents directly engaged: 14,992 • Surveys completed: 5,615 • Database contacts: 3,797 residents
Make 28 Taste Great recipe competition	<ul style="list-style-type: none"> • Over 25,000 people engaged • Support from two celebrity chefs • 8 competition winners and new signature recipe cards produced for events and available for download.

<p>Community Fund</p> <p>Children’s Food Trust:</p>	<p>Mersey Waste Munchers: The Trust developed 23 clubs and undertook two train the trainer sessions.</p> <p>Clubs engaged with over 2,500 children and their families to promote cooking skills with a clear message to reduce food waste.</p> <p>500 Mersey Waste Munchers Recipe and Activity Packs were produced and are available for free download on the Let’s Get Cooking and Recycle for Merseyside websites. The activity pack has been made available to all 117 City Region Let’s Get Cooking clubs.</p>
Can Cook:	<p>Don’t Throw It Out Throw It In Campaign saw 21 cookery training days being held in Liverpool for schools and communities attended by over 800 adults and children, produced a series of recipe cards, worked with Food Banks and created Community Food Champions.</p>

<p>Outputs for Food Waste</p> <p>(Estimated using the Waste Prevention Carbon Assessment Tool)</p>	<ul style="list-style-type: none"> • 6,200 tonnes of food waste diverted from landfill • 23,000 tonnes of CO2 avoided • £480,000 disposal cost savings
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4.3 Textiles

There is more than 21,000 tonnes of textiles being sent to landfill in the City Region. This resource has an economic value of £3.5m per annum and, if re-used or recycled, offers the best potential reduction in carbon emission for any material previously sent for disposal.

MRWA continues to support the Merseyside Textile Forum to divert textiles from landfill. Projects are being implemented to increase re-use and recycling by residents. Membership of the Forum has increased to 23 in 2013-14 (a 55% increase on the previous year) including 18 third sector and charitable organisations.

Projects	Key Outputs
Communications (Pass It On Campaign)	<ul style="list-style-type: none"> • 70 banners displaying the Pass It On campaign on refuse collection vehicles up to December 2013. • Adverts in Family Go Live magazine (bi-monthly) • Adverts in Student Pocket Guide (quarterly) • Contribution to the Radio City advertising campaign <p>8,000 'Pass It On' Leaflets issued.</p>
Awareness Raising Projects	<ul style="list-style-type: none"> • My T-Shirt Beginning to the End: 3 workshops engaged children in Sefton on the lifecycle of textiles and a short animated film was produced. • North Meets South: 6 dress making skills workshops targeting minority women groups based in Merseyside and the production of a short film.
University Collections	<ul style="list-style-type: none"> • Pilot scheme by MTF developing call for action campaign to students at Liverpool John Moores University with 3 bring banks at sites on campus. The pilot ran for six months and 3.1 tonnes of textiles were collected. The scheme will continue in 2014 and extended to include University of Liverpool University.
Mapping and Data	<ul style="list-style-type: none"> • Baseline mapping of textile bring banks across the City Region. • Distribution of metric scales to members to improve data capture.

Community Fund	<p>Wirral Fuss: school uniform collection and distribution for re-use in Wirral. The project saw an increase from 9 to 19 schools actively participating. ASDA now support the project and act as a drop off point and provide washing powder for the laundry.</p> <p>Over 2.5 tonnes of items re-used during year.</p>
	<p>Style Factory Collective CIC: 15 week recycle, remake and re-use textile project with 3 community events and textile courses and a fashion showcase at the Brindley, Runcorn.</p>

4.4 Home Composting

The Partnership actively promotes home composting as an alternative solution for dealing with food and green waste and preventing it being sent to landfill.

Project	Key Outputs
Home Composting	<ul style="list-style-type: none"> • 2,234 compost bin sales across City Region (423 in 2012-13).
Green bag give away (garden waste)	<ul style="list-style-type: none"> • 5,000 bags distributed across all 16 HWRCs (criteria: bring green waste to HWRC and in return get a bag)

Community Fund	Magenta Living: Housing Association to provide 450 home composters for residents.
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<p>Green Waste Outputs</p> <p>(Estimated metrics from the Waste Prevention Action Plan Monitoring and Reporting guide)</p>	<ul style="list-style-type: none"> • 28.6 tonnes of green waste diverted from landfill • 30.6 tonnes of CO2 avoided • £2,523 disposal cost savings
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4.5 Junk Mail

It is estimated that the average person receives 640 items of junk mail each year, which weighs approximate 4 kilograms. The Waste Partnership ran a successful Junk the Junk Mail campaign during the year.

Project	Key Outputs
Junk the junk mail campaign	<ul style="list-style-type: none"> • 9,900 leaflet/stickers distributed at events • 24,411 Mail Preference Service registrations • 18,541 leaflets issued to One Stop Shops or directly requested

Junk Mail Outputs (Estimated using metrics from the Waste Prevention Action Plan Monitoring and Reporting guide)	<ul style="list-style-type: none"> • 38.3 tonnes of paper/card diverted from landfill • 32.1 tonnes of CO2 avoided • £2,653 disposal cost savings
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4.6 Re-Use and Repair

MRWA has supported a number of re-use projects through its Community Funding programme during the year.

Project	Key Outputs
Bulky Bob's	Fresh Start programme to deliver 221 furniture packs for vulnerable families.
Groundwork Cheshire	Project UP delivered up-cycling workshops in partnerships with Magenta Housing in Wirral Training opportunities for long term youth unemployed and transforming 200 items for re-use.
Neighbourhood Services	Larkin's Farm re-use of waste wood to create usable products

5. Awards

The quality and delivery of the Partnership's Waste Prevention Programme was recognised at national level by our peers over the last year:

LARAC Celebration Awards 2013: Best Waste Minimisation or Prevention Project;

Silver Award in the Let's Recycle Zero Waste Awards;

MRWA were a Finalist in the Local Authority Innovation Category at the National Recycling Awards 2013 for the Merseyside Textile Forum;

Marketing Projects who delivered MRWA's Make 28 Taste Great recipe competition were Finalists in the Waste Prevention Category at the National Recycling Awards 2014.

6. Corporate, Social and Environmental Outputs

With a 3% increase in recycling performance across the City Region, the trend of falling household waste arisings continues in Merseyside but it has slowed compared to the previous year. The average amount of waste being produced per Merseyside household has fallen below a tonne of waste per year for the first time and by over 4% in the last two years. The figures for Halton show a slight increase in arisings during 2013-14. The tables below show the amount of waste produced before treatment and any recycling.

Table 1: Total Household Waste Arisings

Year	Merseyside	Halton	Total (Tonnes)	Reduction (%)	Progress
2011-12	655,927	57,782	713,710		
2012-13	641,176	55,255	696,431	17,278 (- 2.42%)	✓
2013-14	633,355	56,341	689,696	6,735 (- 0.97%)	✓

Table 2: Total Household Waste Arisings for Merseyside (Kg per household)

Year	Total (Tonnes)	Households	Kg per household	Reduction in Kg per hh
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2011-12	655,927	631,710	1038.37	
2012-13	641,176	633,360	1012.34	26.03 (- 2.51%)
2013-14	633,355	635,360	996.84	15.50 (- 1.53%)

Table 3: Total Household Waste Arisings for Halton (Kg per household)

Year	Total (Tonnes)	Households	Kg per household	Reduction in Kg per hh
2011-12	57,782.37	54,590	1058.48	
2012-13	55,255	54,830	1007.75	50.70 (- 4.79%)
2013-14	56,341	55,130	1,021.97	-14.22 (+1.41%)

7. Summary

The Merseyside and Halton Waste Prevention Programme continues to be successful, engaging with more people across Merseyside and Halton and being recognised nationally as a programme of good practice and demonstrates the economic and social value to Merseyside through investment in this programme.

This Programme is an important element in the delivery of the Joint Recycling and Waste Management Strategy for Merseyside and sustainable waste management in Halton. The Partnership continues to be at the cutting edge in development of engagement with stakeholders and will be well placed to deliver its share of the Waste Prevention Programme for England which was published on 13 December 2013.

For further information or to provide feedback on the contents of this performance report, please contact:
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