

REUSE STRATEGY 2015
WDA/28/15

Recommendation

That:

1. Members approve the Re-use Strategy for Merseyside at Appendix 1 including the key recommendations made at paragraph 3.2 of this report.

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REUSE STRATEGY 2015**WDA/28 /15****Report of the Chief Executive****1. Purpose of the Report**

- 1.1 To present Members with a draft Re-use Strategy for Merseyside for consideration and approval (see Appendix 1).

2. Background

- 2.1 Resources Merseyside: the Joint Recycling and Waste Management Strategy for Merseyside (WDA/39/11) supports greater sustainable consumption and production on Merseyside and advocates the maximum use of resources whilst recognising the value of unwanted material as an economic commodity.
- 2.2 Since Resources Merseyside was adopted by all districts in 2012, resources have become scarcer and more costly whilst the global market has seen the value of some waste materials significantly increase. The EU Roadmap to a Resource Efficient Europe seeking a smart, inclusive and sustainable low-carbon economy that is resource efficient and 'makes more with less'. There is only so much we can achieve from our efforts to recycle therefore, we need to be more resource efficient as a region and move from the current economic model of 'make - use - dispose'.
- 2.3 The Waste Prevention Programme for England (Defra, 2013), estimates that consumers could save more than £1 billion per year by increasing re-use, repairing items, keeping them in use for longer or by borrowing, renting or leasing goods or services.
- 2.4 Maximising resource use will enable the Authority to plan future aims and objectives more effectively around the concept of a circular economy. A circular economy is one where the lifecycle of materials is maximised, usage is optimised and at the end their life, all materials are re-utilised. The circular economy can make a significant contribution to reducing Liverpool City Region's carbon emissions, help to grow its economy, influence supply and demand, and enable education and skills development in areas which will generate new jobs and new business. Ultimately the aim is to make businesses more competitive and allow residents to value the resources they have and make savings where they can.

3. Proposed Re-use Strategy

3.1 The statutory Waste Hierarchy ranks preparing for re-use second behind prevention in terms of importance. Re-use is defined as 'any operation by which products or components that are not waste are used again for the same purpose'. Repair can give longer life to products and enables skills to be learnt and developed. Upcycling is a process in which items such as furniture are repaired/re-designed to give them a longer life. Upcycling can provide added social value (skills/training) and demand premium prices for unwanted goods.

3.2 The draft Strategy (see Appendix 1) considered a range of options to deliver re-use. The options were assessed and scored to identify key priorities to maximise re-use and the following key recommendations are made as objectives for the delivery of this Strategy:

- Establish Re-use shops at Household Waste Recycling Centres (HWRCs);
- Develop re-use, repair and upcycling activities and support skills/training and volunteering opportunities in the Third Sector and in the community to influence behavioural change;
- Support the development of a business resource efficiency programme;
- Develop an on-line Re-use Resource Exchange;
- Review recycling credit scheme and explore awarding discretionary re-use credit payments
- Increase communications through social media and the development of a Re-use for Merseyside and Halton website;
- Engage with Registered Social Landlords and residents and encourage re-use of household goods;
- Increase textile re-use by growing capacity in order to develop and resource projects;
- Investigate how to increase re-use of Trade Waste at HWRCs and;
- Review recycling credit scheme and explore awarding discretionary re-use credit payments.

- 3.3 This Strategy seeks to maximise the opportunities for individuals, communities and businesses to re-use, repair or upcycle the goods they buy rather than throw away valuable and sometimes scarce resources. Unwanted goods can be swapped, or donated to be re-used through business exchanges, entrepreneurs, social enterprises, community organisations and charities. The Authority has supported such initiatives through the Community Fund projects and waste prevention programme and may continue to do so whilst stimulating and nurturing socially conscious markets and social values respectively.
- 3.4 The Social Value Act (2012) recognises that partnership working with the Third Sector and businesses could dramatically improve the cost effectiveness of services in financial as well as social terms. The Authority has funded a range of successful projects in terms of re-use through the Community Fund and reuse at HWRCs. In 2013/14, almost 3,000 tonnes of unwanted household items were re-used and as a result, 2,300 tonnes of carbon dioxide was avoided.
- 3.5 The medium to long-term objective is to develop a co-ordinated network for community development in re-use and repair skills across a number of current waste streams which can develop transferable skills, support volunteering and moving people into jobs within the Circular Economy.
- 3.6 To continue to incentivise and support the Third Sector, communities and voluntary groups, the Authority should review its recycling credit system and explore opportunities to provide discretionary payments for re-using materials. Offering recycling credit payments for re-use activities should help to increase bulky item collections and donations of items to communities/charities for re-use whilst support social values.
- 3.7 By re-using, repairing and upcycling, the Authority can help protect and safeguard the environment and its ecosystems and conserve the resources that form natural habitats. This Strategy offers a 'triple win' situation in terms of social, economic and environmental benefits.

4. Risk Implications

Identified Risk	Likelihood Rating	Consequence Rating	Risk Value	Mitigation
Re-useable and repairable consumer items continue to be thrown away as the value of materials not recognised by residents.	3	4	12	Make it easier for residents to consider re-use of items through re-use shops on HWRCs and continue to develop programmes with key stakeholders to support skills training and volunteering in respect of re-use, repair and upcycling.
Businesses not considering the benefits of resource efficiency	3	4	12	Support the development of a business waste resource efficiency programme
The important message of re-use not communicated effectively especially alongside the call for increased recycling.	3	4	12	Effective communications plan for the Authority to make use of the Re-use for Merseyside and Halton websites and through social media.

5. HR Implications

The immediate delivery of the Strategy can be accommodated by utilising existing staff resources. However, the Authority will need to consider the

future need for resources to strategically deliver a Re-Use programme over the medium to long-term.

6. Environmental Implications

- 6.1 Delivery of this Strategy will provide significant environmental benefits in terms of reduced waste, avoided carbon emissions and resource re-use.

7. Financial Implications

- 7.1 The Authority has approved a budget for re-use activities in 2015-16 and proposals for further funding will be considered as part of the budget for 2016-17. Future funding opportunities including EU grants will be sought to help ensure the Strategy objectives can be delivered.

8. Legal Implications

- 8.1 There are no legal implications associated with this report.

9. Conclusion

- 9.1 Planning for Re-use is the second highest category in the statutory Waste Hierarchy behind waste prevention and ahead of recycling.
- 9.2 The Authority should adopt and implement a Re-Use Strategy that supports increases in sustainable consumption and production, maximises resource efficiency and may provide financial savings for residents and businesses in the City Region.
- 9.3 The Circular Economy model offers many opportunities to tackle the challenges ahead which the Authority may support. Resources are not finite and the City Region needs to do more to conserve resources and use them more efficiently rather than disposal to landfill. We need to support the up-skilling and training of people, support volunteer involvement and influence the job market to provide opportunities for people to prosper.
- 9.4 It is recommended that Members approve the Strategy at Appendix 1 and the key recommendations listed in paragraph 3.2 of this report.

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The background documents to this report are open to inspection in accordance with Section 100D of The Local Government Act 1972:

1. Draft Re-Use Strategy 2015