



MERSEYSIDE WASTE DISPOSAL AUTHORITY

**CONTRACT FOR THE PROVISION OF
WASTE COMPOSITION ANALYSIS
2021 - 2022**

APPENDIX 3



MERSEYSIDE RECYCLING & WASTE AUTHORITY

PR AND MEDIA PROTOCOL

Merseyside and Halton

Waste Composition Analysis Project

2021-2022

AUTHOR: Colette Gill, MRWA Head of Communications

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KEY CONTACT DETAILS*

*This section will be completed following the award of the contract)

1. MRWA PROJECT MANAGEMENT

Name	Title	Telephone	Email

2. MRWA MEDIA AND COMMUNICATIONS

Name	Title	Telephone	Email
Colette Gill	Head of Communications	0151 255 2527	colette.gill@merseysidewda.gov.uk

3. CONTRACTOR (MAIN)

Name	Title	Telephone	Email

4. CONTRACTOR (SUB)

Name	Title	Telephone	Email

5. MERSEYSIDE POLICE

Name	Title	Telephone	Email

6. DISTRICT COUNCIL CONTACTS (PRESS OFFICES)

Name	Title	Telephone	Email
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7. DISTRICT COUNCIL CONTACTS (WASTE / ENFORCEMENT / NEIGHBOURHOOD TEAMS)

Name	Title	Telephone	Email

A. OVERVIEW

- i. The Waste Composition Analysis Project is being undertaken by Merseyside Recycling and Waste Authority (MRWA) on behalf of the members of the Merseyside and Halton Waste Partnership (Halton Council, Knowsley Council, Liverpool Council, MWDA, St Helens Council, Sefton Council and Wirral Council).
- ii. The results of the Analysis will provide all of the partners with a range of invaluable data regarding waste habits across the region.
- iii. The data will be utilised across a number of important projects not least to better inform procurement processes, the further development of operational and strategic services and to help partners plan for future recycling and waste collections and facilities.

B. OPERATIONAL METHODOLOGY FOR THE ANALYSIS

- i. Merseyside Waste Disposal Authority has commissioned *(name of contractor)* to undertake the Waste Composition Analysis Project. *(name of contractor)* are very experienced in this area of work and have conducted similar analyses for other local authorities. The analysis work will take place over *(insert number)* seasons and in the following months *(insert month)*, and *(insert month)*.
- ii. **Dates of the implementation of the project:** The first phase of the Project will run from *(insert date)* through to *(insert date)* The *(insert number)* weeks of the *(insert number)* phase of the Project will concentrate on the sampling of waste from kerbside collections. This will include all types of residual, recycling, green waste and food waste collections. The Project will also include sampling of waste from six Household Waste Recycling Centres across Merseyside and Halton which will take place between *(insert date)* and *(insert date)*
- iii. **Size of the sampling and tonnages:** The Waste Composition Analysis Project as a whole is aiming to sample waste from *(insert number)* households per Council area – *(insert number)* households in total. The total estimate of waste and recyclates to be sampled and analysed from households is *(insert number)* tonnes.
- iv. **Household Waste Recycling Centres:** Waste will also be sampled and analysed from *(insert number)* Household Waste Recycling Centres (HWRCs)

(insert names of HWRCs) across Merseyside and Halton. The total estimate of waste and recyclates to be sampled from HWRCs is *(insert number)* tonnes.

- v. **How the waste will be sampled:** Samples of all types of waste and recycling will be taken, and this includes – residual, recycling, green and food waste collections. At kerbside, these samples will be collected by *(name of contractor or sub-contractor)* operatives, who will be wearing hi-visibility jackets and will have photo – identification displayed.
- vi. **Removal of waste:** Operatives will remove the waste/ recyclates from bins and boxes in the identified streets into suitable large open sacks. The waste and or recyclable materials will not be scrutinised in the street and no connection will be made as to which household the waste or recyclates have been collected from. Once analysed all materials will be recycled or disposed of in the usual way.
- vii. **Notation:** The only notation taken will be the quantities of bin or boxes collected. The waste will then be placed inside a suitable *(type of vehicle)* vehicle and transported to a central location locally for analysis and then safe disposal or recycling.
- viii. **Location and dates of the sampling:** The waste will be sampled from a range of streets and locations across all of the District Council areas across a variety of dates. They are listed in the tables overleaf.
- ix. **Disposal and recycling of the sampled waste:** Once the waste and recyclates have been analysed, the Authority with *(name of contractor)* will ensure of the safe and effective disposal of residual waste and the recycling of other materials.

***NB. Important Note: St Helens Councils Recycling collections:**

- *It is noted that both St Helens Council operate source separated recycling collections (i.e. some recyclable materials collected separately in boxes/bags). These materials when collected by *(insert name of contractor)* will be mixed together at street level.*
- *We acknowledge that this may cause some concern for residents who have made the effort to separate out materials. These mixed materials, once analysed, will be sorted and wherever possible recycled as normal at the Authority's Materials Recovery Facility.*

- *At Household Waste Recycling Centres, residents will deposit their waste as normal into allocated skips. Once full the contents of these skips will be transported to the central location for analysis and then disposal or recycling*

EXAMPLE: WASTE ANALYSIS: WEEK ONE

*Please note that the Authority's Communications Team should receive an up to date copy of this table ahead of each week

RESIDUAL, RECYCLING AND GREEN KERBSIDE COLLECTIONS

COUNCIL AREA	DATE	DATE	DATE	DATE	DATE
Halton	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>
RECYCLING					
RESIDUAL					
GREEN					
Knowsley	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>
RECYCLING					
RESIDUAL					
GREEN					
Liverpool	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>
RECYCLING					
RESIDUAL					
GREEN					

St Helens	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>
RECYCLING					
RESIDUAL					
GREEN					
Sefton	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>
RECYCLING					
RESIDUAL					
GREEN					
Wirral	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>	<i>LOCATION (INC ADDRESS RANGE AND POSTCODE)</i>
RECYCLING					
RESIDUAL					
GREEN					

HOUSEHOLD WASTE RECYCLING CENTRES

DATE	DATE	DATE	DATE	DATE
HWRC	HWRC	HWRC	HWRC	HWRC

- Repeat for each relevant week.

C. INFORMATION AND MEDIA ISSUES

- i. **The media profile of waste composition analysis projects:** We all recognise that this type of project can be viewed negatively by the media and others. The 'bin-snoopers' and 'big brother' type headlines are common in both local and national media and we are obviously anxious to avoid this type of coverage.
- ii. **Issues:** We also acknowledge that the Project and the analysis work could flag up (a) political issues and (b) criticism of use of resources, as well as the usual privacy and possible data protection issues.
- iii. **Public reaction to waste composition analysis projects:** Either through negative media coverage or for other reasons the public can be suspicious or sceptical about this type of project. The Authority has appointed a very experienced contractor to deliver this project on partners behalf, and so they, along with the Authority are well able and used to dealing with adverse public reaction and questions.

Should the project receive either media or other types of request /questions including those from local councillors and MPs, etc. should be referred as soon as practicable to the Communications Team at the Authority.

- iv. In addition, some resources have been provided to *(name of contractor)* (a letter to members of the public from the Chief Executive of MRWA), which includes a full explanation and key contacts in case of query.
- v. *(name of contractor)* have also been instructed that should a member of the public object to their waste or recycling being collected that the waste will be left for normal collection by the Council waste crews.
- vi. Information for officers, press officers, elected members etc: A standard media and/or information statement has been produced (see Appendix 1). This can be used in its entirety for queries from a variety of sources including other officers, elected members and the media.
- vii. MWDA recognises that it is the lead in this particular project and would advise that in the case of media enquiries partners may be more comfortable referring these enquiries direct to the MWDA media contacts.

- viii. Training and information provision to operatives: For enquiries by the general public –a standard letter from Carl Beer, Chief Executive of MRWA has been produced (see Appendix 2) including contact details at the Authority - supplies of this letter will be provided to *(name of contractor)* operatives.
- ix. This letter will be available on all on street collections for operatives to issue to residents or the general public in the event of a query or questions. Please feel free to use this letter as a briefing tool for call centres, one-stop shops etc.
- x. **Proactive media issues/pre-promotion of the project:** In order to try and prevent any changes in waste behaviour by residents that could affect the results of the Analysis Project, MRWA will not be undertaking any proactive media or promotion.
- xi. **Reactive media issues:** All media enquiries should in the first instance be directed to MRWA (see contacts page)who will then work with the relevant District Council or issue a statement on the Project or related issues.
- xii. **Publicity/Media post-project:** This will be organised through MRWA in partnership with the individual District Councils.

APPENDIX ONE

STANDARD STATEMENT

***Please note – this statement is not for proactive use**

The Merseyside and Halton Waste Composition Analysis is a research project being undertaken by Merseyside Waste Disposal Authority (MWDA) on behalf of the Merseyside and Halton Waste Partnership (Halton Council, Knowsley Council, Liverpool Council, MWDA, St Helens Council, Sefton Council and Wirral Council).

This survey is being carried out for Merseyside Waste Disposal Authority by *(name of contractor)* who have conducted similar analyses for other local authorities. The purpose of the research is to better understand the types of waste that are being recycled and thrown away by residents. This will then inform both MWDA and the District Councils on improving recycling and waste collections and facilities, improving performance and increasing recycling rates.

The project will involve the analysis of the contents of recycling, residual and green and food waste from kerbside collections and waste and recycling received at Household Waste Recycling Centres across Merseyside and Halton.

Waste will be sampled as part of normal collection rounds across the six District Council areas: Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral, and at *(insert name of HWRC)* Household Waste Recycling Centres across Merseyside. The research will be undertaken in *(insert number)* seasons (insert dates here) with the results available later in 2021.

Waste will be analysed to look at its content of plastics, metals, glass, paper and other materials, and then disposed or recycled in the usual way and in a safe and confidential manner.

At kerbside operatives working for *(name of contractor)* will empty the contents of bins or recycling boxes into large open sacks and will be transported in *(type of vehicle)* to a central location locally for analysis and then recycled or disposed of in the usual way. A similar process will happen at Household Waste Recycling Centres.

It is noted that both Sefton and St Helens Councils operate source separated recycling collections (i.e. some recyclable materials collected separately in boxes/bags). These materials when collected by *(name of contractor)* will be mixed together at street level to go for analysis and then recycling. We acknowledge that

this may cause some concern for residents who have made the effort to separate out materials. These mixed materials, once analysed, will be sorted and wherever possible will be sorted and recycled as normal at the Authority's Materials Recovery Facility.

Households have been chosen at random to represent households in typical localities in Merseyside and Halton. All of the information collected will be confidential and it will not be linked in any way with waste from any property. All staff involved with the project will also carry identity cards, which residents can ask to see at any time.

Carl Beer. Director of Merseyside Waste Disposal Authority

"MWDA and its partner Councils would be grateful if residents would agree to participate in this important survey about waste. However, if anyone is unhappy about their waste being collected separately for this exercise (*name of contractor*) have been instructed to leave the waste behind for collection by the usual Council waste crews.

"This is a really useful piece of research which will identify the types and quantities of waste being thrown away, and help us and local Councils across Merseyside improve waste and recycling collections. I would like to reassure residents that in no way will the analysis identify individuals or addresses, and all waste will be disposed of or recycled in the usual way."

ENDS

Notes

(i) The Waste Composition Analysis Project is aiming to sample waste from (*insert number*) households per Council area – (*insert number*) households in total. The total estimate of waste and recyclates to be sampled and analysed from households is (*insert number*) tonnes.

(ii) Waste will also be sampled and analysed from (insert number) Household Waste Recycling Centres (HWRCs) (*insert names of HWRCs*) across Merseyside and Halton. The total estimate of waste and recyclates to be sampled from HWRCs is (insert number) tonnes.

****Letterhead paper***

Dear Resident

Merseyside and Halton Household Waste Composition Analysis Project

Merseyside Waste Disposal Authority (MWDA), in partnership with your local council, is conducting a project to research the types of materials that residents throw away in their household waste and recycling collections.

This will involve the sampling and analysis of waste from your recycling, residual and organic kerbside collections, and waste and recycling received at Household Waste Recycling Centres across Merseyside and Halton between **(insert dates)**. The analysis work will in no way interfere with your normal refuse and recycling collection or Household Waste Recycling Centre.

This survey is being carried out for Merseyside Waste Disposal Authority by **(insert contractors name)** have conducted similar analyses for other local authorities.

Your waste will be analysed to look at its content of plastics, metals, glass, paper and other materials, and then disposed or recycled in the usual way and in a safe and confidential manner. At kerbside operatives working for **(insert contractors name)** will empty the contents of your bin or recycling box into a large open sack and this will be transported in an **(insert type of vehicle)** to a central location locally for analysis and then recycled or disposed of in the usual way. A similar process will happen at some Household Waste Recycling Centres.

It is noted that St Helens Council operate source separated recycling collections (i.e. some recyclable materials collected separately in boxes/bags). These materials when collected by **(insert contractors name)** will be mixed together at street level to go for analysis and then recycling. We acknowledge that this may cause some concern for residents who have made the effort to separate out materials. These mixed materials, once analysed, will be sorted and wherever possible recycled as normal at the Authority's Materials Recovery Facility.

Merseyside Waste Disposal Authority is conducting this research to better understand the materials our waste consists of so that it will be able to plan for better waste and recycling services in the future.

Your household and others in the vicinity have been chosen at random to represent households in typical localities in Merseyside and Halton. All of the information collected will be confidential and it will not be linked in any way with waste from your property.

All staff involved with the project will also carry identity cards, which you can ask to see at any time. I would be grateful if you would agree to participate in this important survey about waste. However, if you are unhappy about your waste being collected separately for this exercise **(insert contractors name)** have been instructed to leave your waste behind for collection by the usual Council waste crews.

If you have any concerns or queries about this project please contact: **(insert name)** Project Manager on Tel: **(insert telephone number)** or email: **(insert email)** at Merseyside Waste Disposal Authority, direct on who will be pleased to help you.

I would like to thank you for your co-operation in this important project.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'Carl Beer', written in a cursive style.

**Carl Beer Chief Executive
Merseyside Waste Disposal Authority**