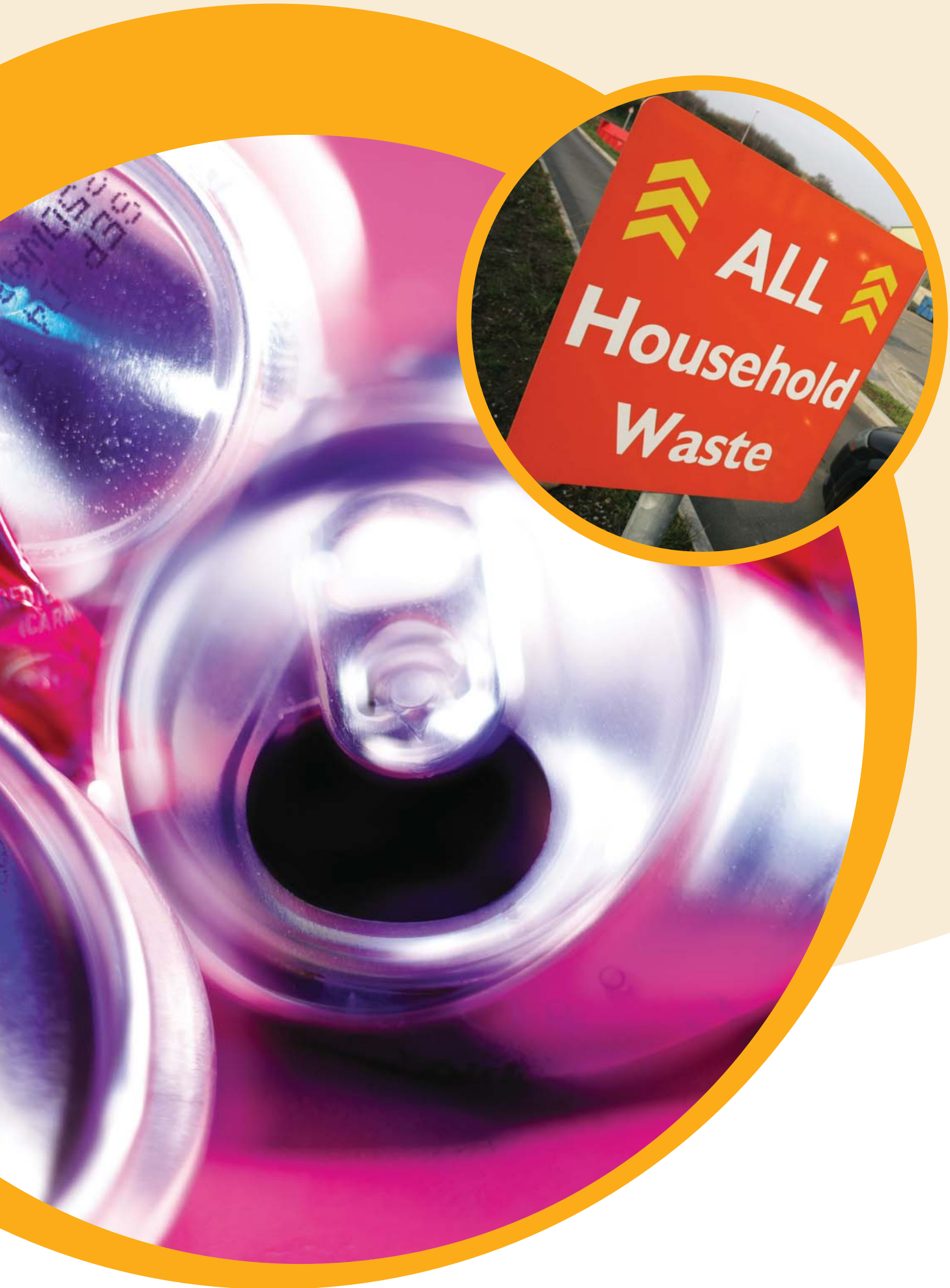




JMWMS Supplementary
Report One:
Waste Prevention
Strategy for Merseyside
December 2007



 **ALL** 
Household
Waste

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Executive Summary

The Merseyside Waste Prevention Strategy explains the measures the Merseyside Waste Partnership (MWP) will adopt to tackle waste arisings in Merseyside. The strategic aim of the Waste Prevention Strategy is 'to reduce municipal waste arisings in Merseyside through a comprehensive, innovative, and sustained programme of waste prevention activities'.

The initiatives included in the Strategy range from action orientated measures and activities focused on specific materials, to more behavioural change measures delivered through the use of educational and awareness raising initiatives. All of this will support the Partners in meeting and successfully delivering the aims of waste prevention. Each key activity area is summarised below.

Incentives

An incentive for householders to participate in waste prevention and change behaviour is the promotion of real nappies. Parents could choose either the purchase of subsidised real nappy kits or, where available, a discounted nappy laundry service. A second incentive scheme is the provision of discounted home compost bins, available through the Waste Resources Action Programme (WRAP) to help divert organic material from the waste stream.

Working in Partnership

Achieving waste prevention is a complex issue and often benefits from different players working together. This Strategy encourages partnership with the community sector in promoting and encouraging re-use activities through existing collection services and new potential opportunities such as Swap Days and Household Waste Recycling Centres (HWRCs). There is also the aim of working with producers of non-municipal waste to help reduce waste arisings from these sources, and adopting a lobbying role regionally and nationally to focus on policy makers and the activities of retailers and producers in terms of waste generation.

Supporting Other Initiatives

The Strategy also promotes activities which meet the MWP strategic aims and objectives for waste prevention, but may be delivered by other parties. Therefore the Strategy encourages householders to sign up to the Mail Preference Service (MPS) (to reduce junk mail) and to utilise re-use opportunities such as Freecycle.

Education and Information

Education is an important area of the Strategy and additional resourcing is required to deliver the messages to the public and other stakeholders. It is recommended that a dedicated member of staff leads this activity and promotional materials are available to support initiatives delivered through the Strategy (e.g. updated Partnership websites, information on Save Money And Reduce Trash (SMART) shopping, leaflets and campaign materials).

Getting our House in Order

A theme of the Joint Municipal Waste Management Strategy for Merseyside 2008 and this Waste Prevention Strategy is improving the internal management of wastes from Partner premises and sites. There is a commitment to undertake and act upon waste audits in main Partnership premises and to adopt greener practices to reduce waste arisings from this source.

All the activities within this Waste Prevention Strategy have been modelled in a separate Business Case and the nominal costs and benefits identified.



Inside of waste processing drum, New Technologies Demonstrator Facility, Huyton, Knowsley

1. Introduction

This is the Waste Prevention Strategy for Merseyside 2008. It updates and builds upon the Waste Minimisation Strategy (2005) and the Waste Minimisation and Re-use Strategies produced in 2006, and indicates the direction the Merseyside Waste Partnership (MWP) is taking with regard to delivery and planning of waste prevention within the wider waste management service. This Waste Prevention Strategy supports and underpins the updated Joint Municipal Waste Management Strategy 2008 (JMWMS).

1.1 Who is the Merseyside Waste Partnership?

The MWP was established in 2005 and originally comprised of the five District Councils of Merseyside (Knowsley, Liverpool, Sefton, St Helens, and Wirral) and Merseyside Waste Disposal Authority (MWDA). All members of the Partnership have responsibilities for the effective delivery of sustainable waste management in Merseyside and work together to meet the increasingly challenging municipal waste management obligations now facing all local authorities in the UK. In 2006 the Partnership expanded to include Halton Borough Council and whilst Halton are actively engaged in the development of waste prevention initiatives, this Strategy is centred around the original members of the Partnership; a separate, albeit aligned Strategy has been developed for Halton.

In terms of distinct roles and responsibilities regarding waste management within the MWP, MWDA is responsible for the disposal of the waste generated by each of the districts. They take the lead in advocating recycling, waste prevention and the safe and effective disposal of waste for Merseyside's residents and offer a range of services. The five District Council Partners are Waste Collection Authorities (WCAs) and are responsible for the waste collection service within their District. They are also responsible for implementing appropriate objectives to reduce, recycle and compost waste at the local level in line with best value performance targets.

1.2 Why do we need a Waste Prevention Strategy?

Waste prevention forms an integral part of

sustainable waste management in Merseyside, in both a strategic and operational sense. The JMWMS produced in 2005 contained waste minimisation targets and a detailed action plan (Waste Minimisation Strategy 2005).

The 2005 Waste Minimisation Strategy was reviewed and separated into two Strategies (Waste Minimisation and Re-use) in 2006. The recent update of the JMWMS has strengthened the position of waste prevention and led to a review of the existing Minimisation and Re-use Strategies.

The current Waste Minimisation and Re-use Strategies produced in 2006 were not intended to be static documents (stated intention is that they are to be reviewed annually). To ensure that they remain fit for purpose it was recognised that they would need to be updated and modified regularly to reflect changes in legislation, circumstance and new developments in waste reduction initiatives. Therefore this review and update is focused on the content of the Strategy to ensure it reflects present data and information with regard to waste arisings, performance and key MWDA and Partnership projects. In addition the update will ensure policies, options and actions are deliverable, challenging and sustainable.

This Strategy deals with prevention, minimisation and re-use initiatives and highlights the requirement for partnership working and the need for effective communications and awareness raising to bring about a positive behavioural change.

1.3 Scope of the Strategy

The Waste Prevention Strategy for Merseyside covers the sub-region of Merseyside and deals with the strategic vision for reducing waste generation for the period of 2008 – 2020. It updates the previous Waste Minimisation and Re-use Strategies produced in June 2006.

The focus of the Strategy is municipal waste, that is, wastes under the control of the local authorities. The majority of this type of waste comes from the household, but there are also some elements from commercial and industrial sources.

1.4 Structure of the Strategy

This Strategy document sets out the key principles of the Waste Prevention Strategy for the MWP. It includes the policies, aims, objectives, and targets for the prevention, minimisation and re-use of wastes and resources in the Merseyside area.

The Waste Prevention Strategy is delivered through an Action Plan (Annex 1), and progress

is monitored via a Monitoring and Evaluation Plan (Annex 2). A full Business Case (available as a separate document) has been developed which identifies the nominal financial and resource implications of delivering the Strategy, explaining the anticipated costs and benefits of implementing the specific waste prevention activities. The Business Case underpins the selection of activities in Section 5.



2. Setting the Scene

2.1 Waste Prevention Defined

For the purposes of this Strategy waste prevention is defined as 'activities designed to reduce the quantity of municipal solid waste that would otherwise arise for collection¹.' This also includes the re-use² of unwanted goods and items which would otherwise enter the municipal waste stream.

2.2 The Benefits of Waste Prevention

Waste prevention is seen as a beneficial waste management option which should be integral to any waste strategy. If successful, waste prevention can lead to reduced costs and resources in relation to waste collection, management and disposal. It can also lead to direct cost savings for the householder.

For example, using real nappies as opposed to disposable nappies is a cheaper option for the lifetime that the baby is in nappies. In addition, the processes involved in product generation, for example raw material extraction, energy consumption, and transportation, could be offset through waste prevention activities such as refurbishment and reuse of products, resulting in a reduction in environmental impacts associated with the production of new items. This is particularly relevant to climate change; preventing waste from entering the waste stream and requiring collection, reduces carbon emissions associated with transporting material for treatment and/or disposal.

Road haulage by collection vehicles and methane emissions from landfill sites are significant contributors of greenhouse gas emissions. Even reprocessing (e.g. recycling, composting) is not without environmental impact, consuming energy and generating emissions and waste.

Waste prevention can have significant social benefits for local communities. Waste prevention initiatives may offer local employment opportunities and refurbishment and reuse schemes, for example, can provide local valuable resources that would otherwise be disposed of or transported elsewhere for reprocessing.

The more waste that can be reduced through measures at the top of the waste hierarchy³, the less waste will have to be managed through recycling, composting, energy recovery and disposal, and therefore the impacts and costs associated with these processes can be avoided.

2.3 Legislative and Policy Drivers

2.3.1 European Policy & Legislation

A significant number of European policies and Directives have been developed which focus on reducing waste generation. The link between resource efficiency and waste generation has been made within sustainable development strategies and environmental actions, focusing on the need to decouple economic growth from the use of resources and subsequent generation of waste is highlighted. Priority areas have been identified and thematic strategies been developed, including waste prevention. These policies and strategies have a direct impact on national and local waste management and influence the way in which local waste management strategies are developed. Waste prevention is a key area of EU policy and this Strategy document is an important consideration in national and local policies and plans on waste prevention activity:

Thematic Strategy on Waste Prevention and Recycling

The European Commission proposed (in December 2005) a strategy on the prevention and recycling of waste. This long-term strategy aims to help Europe become a recycling society that seeks to avoid waste and uses waste as a resource. As an initial step, the Commission proposed revising the 1975 Waste Framework Directive (as described previously) to set recycling standards and to include an obligation for EU Member States to develop national waste prevention programmes. This revision will also merge, streamline and clarify legislation, contributing to better regulation.

The main actions of the thematic strategy are:

- A renewed emphasis on full implementation of existing legislation
- Simplification and modernisation of existing legislation
- Introduction of life-cycle thinking into waste policy
- Promotion of more ambitious waste prevention policies by clarifying Member States' obligations to develop publicly available waste prevention programmes
- Better knowledge and information which will underpin the continued development of waste prevention policy
- Development of common reference standards for recycling

More detailed information regarding European policy and legislation is included in the Joint Municipal Waste Management Strategy for Merseyside Supplementary Report 2: Legislation and Policy.

2.3.2 National Policy and Legislation

The waste management agenda is moving at great pace at both a national and European level. All European policy/directives and regulations are implemented through national legislation; however there are also additional policies and pieces of legislation relating to the management of our wastes that are derived from Central Government. This section considers the main national influences on this Strategy.

The Waste Hierarchy

A guiding principle of both national and European waste management is the concept of a Waste Management Hierarchy. This identifies that the

best way to manage waste is not to generate it in the first place (prevention), followed by reusing, recycling and composting and recovering energy from waste where practicable and finally disposal of waste, as illustrated in Figure 1, being the least preferable option. This Waste Prevention Strategy aims to develop the options at the very top of the Hierarchy and reduce the amount left for reprocessing or disposal. UK waste management has historically been dominated by disposal.

Waste Strategy for England 2007

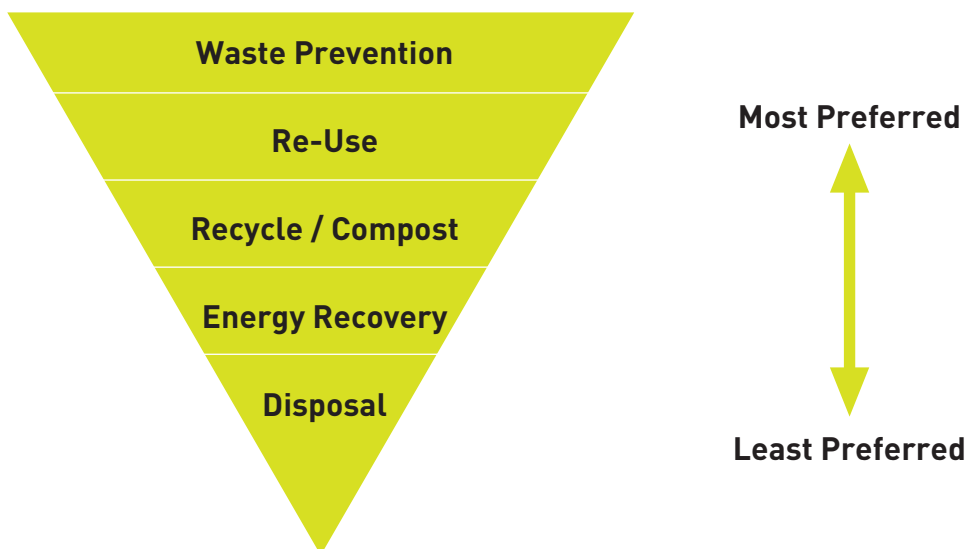
The key focus of the Strategy is on:

- Decoupling waste growth
- Increased emphasis on waste prevention & reuse
- Increased recycling & composting and recovery targets
- Meet and exceed the landfill diversion targets
- Increase diversion of non-Municipal Solid Waste (MSW)
- More integration of treatment for MSW and non-MSW
- Investment in infrastructure for diversion from landfill and management of hazardous waste
- Identification of priority waste materials, products and sectors on the basis of evidence on potential reductions of greenhouse gas emissions resulting from diversion from landfill and increased recycling and recovery

In addition there is an expected reduction of commercial and industrial waste going to landfill by 2010, with a 20% reduction from 2004 levels.

Central Government is also proposing a possible new target of halving the amount of construction

Figure 1: The Waste Management Hierarchy⁴



Specific targets in the Waste Strategy for England 2007 are:

Waste Prevention ⁵ Target for residual household waste: 2010: 29% reduction from 2000 levels 2015: 35% reduction from 2000 levels ² 2020: 45% reduction from 2000 levels	This will be equivalent to a decrease from 450kg per person in 2000 to 225kg per person in 2020.
Recycling & Composting Target for household waste: 2010: 40% 2015: 45% 2020: 50%	2015 and 2020 targets will be reviewed in light of progress to 2010 and future forecasting, and may become more ambitious
Recovery Target for MSW: 2010: 53% 2015: 67% 2020: 75%	2015 and 2020 targets will be reviewed in light of progress to 2010 and future forecasting, and may become more ambitious

and demolition waste going to landfill by 2012 as a result of waste reduction, re-use and recycling. The Government will be discussing this further with construction stakeholders, including the industry, and presenting any construction waste targets in the Sustainable Construction Strategy.

There are proposals for higher packaging recycling targets beyond 2008 with aluminium, glass and plastics identified as priority waste streams.

Other measures discussed in the Waste Strategy 2007 for England document include: developing an opt-out system for unaddressed mail; encouraging local authorities to take on a wider role (in partnerships) to help local (particularly smaller) businesses reduce and recycle their waste with cost savings through more integrated management of different waste streams; reducing single use shopping bags through a retailer commitment to a programme of action; and, promoting the reduction of waste and increasing recycling in schools.

The Waste Minimisation Act 1998

This enables local authorities throughout the UK (except Northern Ireland) to take steps to minimise the generation of household, commercial or industrial waste. The Act gives recognition to the fact that local authorities also have responsibilities to promote waste minimisation (and therefore Waste Prevention).

Waste Disposal Authorities have also recently been granted increased flexibility in issuing

recycling or re-use credits to parties undertaking recycling activities, and therefore avoiding the costs associated with disposal.

The Landfill Allowance Trading Scheme (LATS)

Each Waste Disposal Authority including Merseyside Waste Disposal Authority (MWDA) is allocated a tonnage of Biodegradable Municipal Waste (BMW) permissible to be disposed of via landfill. This tonnage allocation is issued in the form of permits, and reduces each year. The permits may be traded with other Waste Disposal Authorities and their value is open to the available market. There are fines of £150 per tonne of BMW landfilled over the amount permissible under the scheme.

Landfill Tax

Landfill Tax came into effect on the 1st October 1996 and is a specifically targeted levy on the disposal of waste to landfill, introduced by Central Government to prompt change in UK waste management. A standard rate of £24 per tonne is currently (2007/8) applied as the tax for waste going to landfill. In the 2007 budget the Chancellor announced that from 2008/9 the landfill tax will rise by £8 per tonne per year up to at least 2010/11 when the rate will be £48 per tonne.

Producer Responsibility

In accordance with the European Directives for Waste Electrical and Electronic Equipment (WEEE), packaging and 'End of Life' vehicles, national legislation implements the new requirements. Local authorities have a role in

collection of vehicles (abandoned etc), packaging and redundant electrical goods (for example from the householder).

UK Sustainable Development Strategy

In March 2005, the Government published its new sustainable development strategy 'Securing the Future'. The strategy identifies climate change as a major threat to sustainable development in the UK and focuses many of its actions around reducing its potential impact. Improved waste management has a vital role to play in this effort and the strategy recognises the importance of delivering on the actions and targets introduced by 'Waste Strategy 2000' in tackling climate change.

2.3.3 Regional and Local Policy and Targets

North West Regional Waste Strategy

This strategy was published in 2004⁶ and contains policies and targets for municipal and non-municipal wastes. The key targets are summarised below.

- Reduce growth in MSW to 2% by end 2006, to 1% by 2010 and 0% before 2014 across the region
- Recycle or compost 25% of household waste by 2005, 35% by 2010, 45% by 2015 and 55% by 2020
- Recover value from 40% of MSW by 2005, 45% by 2010 and 67% by 2015 (same as Waste Strategy 2000)
- For commercial and industrial wastes to achieve and maintain a 0% growth from waste from these sectors throughout the life of the strategy

Regional Economic Strategy

The Regional Economic Strategy (RES), supported by a Sustainability Appraisal, was published in March 2006 by the Northwest Regional Development Agency (NWDA). It includes a variety of objectives for developing sustainable economic growth across the region.

- To achieve a regional employment rate of 80% by 2020, and eliminate major sub-regional variations and variations between key groups
- Reduce CO₂ emissions per unit of (£) of Gross Value Added
- To meet Kyoto targets by 2012, to reduce CO₂ emissions to 12.5% below 1990 levels

The Liverpool City Region

The Liverpool City Region includes all five districts of Merseyside and Halton at its core therefore covering the wider Merseyside Waste Partnership (MWP). The strategic development of the Liverpool

City Region is under the overview of The Mersey Partnership. The priority areas in the City Region cover a broad range of issues including those against which the Joint Municipal Waste Management Strategy (JMWMS) will make a contribution, such as 'sustainable neighbourhoods and communities'. The City Region agenda is a guiding influence on the development of the MWP area and there are priorities and actions defined through the 'Liverpool City Region Prospectus' (2007) including aspects relevant to the JMWMS such as tourism, housing development etc.

Sustainable Development at the Regional Level

There is a strong commitment in the North West region towards adopting and adhering to sustainable development principles in all aspects of regional activities. The 'Action for Sustainability' programme (coordinated by the North West Regional Assembly) represents a regional framework and provides a strategic basis for the promotion of relevant issues.

The Action for Sustainability programme has identified the following priority areas:

- Energy and climate change
- Sustainable consumption and production
- Natural resource protection and environmental enhancement
- Sustainable communities

Sustainable Development in Merseyside

Taking its lead from Central Government, the MWP considers climate change to be a key driver for achieving sustainable development. The activities involved in producing and managing MSW contributes approximately 3% of the total UK greenhouse gas emissions.

The MWP were represented on a project, known as 'The EcoCarb Footprint of Waste in the North West', through MWDA and Sefton Metropolitan Borough Council. The project was granted resources from the Regional Support Fund, to design indicators that raise awareness of the impact that household waste in the North West has on sustainable development and climate change. These indicators will be used to influence attitudes and behaviour towards waste.

Through its Environmental Policy statement, MWDA is committed to minimising its negative impact on the environment through improvements in sustainable waste management and making more effective use of resources. In addition, it is focused on maximising waste prevention and minimising waste disposal using

the waste hierarchy as a guide to sustainable waste management, unless there are demonstrable reasons not to. The Sustainable Procurement Policy reiterates the commitment by MWDA to consider the environmental, social and economic consequences of purchasing, and seek improved alternative options where practicable.

Several of the District Councils within the MWP are also developing carbon management plans and strategies; Halton, Knowsley, Sefton, St Helens and Wirral have all signed up to the Nottingham Declaration⁷, and Sefton and Wirral have produced carbon strategies.

2.4 The Fourth R: Responsibility

In this Strategy, as with the Waste Minimisation and Reuse Strategies of 2005/06 preceding it, the intention is to place greater emphasis on the need for everyone in Merseyside to consider their responsibility when it comes to producing waste. There are now more outlets for unwanted items, such as charity shops, second hand shops, community groups, schools and social enterprises and these alternatives to disposing of unwanted items should be considered by every resident of Merseyside. In addition, there is more information available with regard to preventing waste arising in the first place, through for example Save Money and Reduce Trash (SMART)⁸ shopping initiatives. Therefore this Strategy supports the principle of the fourth R: Responsibility and maximises the opportunities available for all residents to take responsibility to prevent waste and consider other alternatives for unwanted items.

2.5 Working in Partnership

The third sector (charities, the voluntary sector, not for profit organisations and Non Governmental Organisations) are likely to play a key role in the implementation and delivery of the strategy, particularly with regard to specific activities. These third sector organisations include:

- Local community groups
- Social enterprise schemes
- Charity organisations
- Local Agenda 21 partnerships
- Faith groups
- Residents associations
- Schools

There are a number of third sector organisations currently active across the Partnership, involved in collection, repair, re-use and recycling of unwanted household items, specifically bulky and white goods. These organisations are making

a positive and effective contribution to prevention, reuse and recycling in Merseyside and the added value that the third sector can bring is recognised. Across the MWP support is given to this sector, and MWDA played an active role with regard to the development of the Merseyside Community Recycling Forum.

In 2007 MWDA actively engaged with the sector, consulting with regard to aspects of the Authority's new waste management contract. Research commissioned to facilitate further understanding of the needs of the sector is being utilised by MWDA to ensure that there will be opportunities for the sector to further contribute to the delivery of sustainable waste management wherever possible.

Further detail on the third sector organisations currently active is given in Section 4.1.5.

Other groups who may play a significant role in the delivery of the Strategy are:

- Local strategic partnerships
- Media organisations
- Commercial and industrial associations
- Private sector organisations

1 This definition was developed from the one used by the National Waste Resource Forum in the Waste Prevention Toolkit plus a review of definitions used in other local authority waste prevention strategies. This definition is considered to be fit for purpose and to meet the specific needs of the Merseyside Waste Partnership.

2 It should be noted that the priority is on the prevention of waste generation in the first instance. Although this Strategy encompasses reuse initiatives, this is a lower priority as material will ultimately require disposal.

3 See section 2.3.2 for more information on the Waste Hierarchy.

4 Waste Strategy for England 2007.

5 Whilst termed 'waste prevention' this target is used in the national Strategy to mean diversion from disposal / treatment processes, which is a different context from this Waste Prevention Strategy.

6 The North West Regional Waste Strategy will be reviewed in 2008.

7 By signing the Nottingham Declaration on Climate Change, authorities make a commitment to tackle climate.

8 For more information see section 5.2.11.



Inset: New Technologies
Demonstrator Facility,
Huyton, Knowsley

3. Aims, Objectives and Targets

3.1 Aims and Objectives

The principle Aims and Objectives of the Strategy can be found in Table 1.

Table 1: Strategic aim and objectives of the Waste Prevention Strategy

Strategic Aim	Objectives
To reduce municipal waste arisings in Merseyside through a comprehensive, innovative, and sustained programme of waste prevention activities	<ul style="list-style-type: none">▪ The Merseyside Waste Partnership (MWP) to work together to ensure that waste prevention activities undertaken compliment and support the delivery of the Joint Municipal Waste Management Strategy (JMWMS)▪ Develop partnerships with the public, private and third sector organisations to support the promotion and delivery of waste prevention activities▪ Increase understanding of residents and businesses of the need to prevent the generation of waste▪ Deliver a range of waste prevention activities that will generate behavioural change amongst residents and businesses

3.2 Strategic Waste Prevention Targets

The following targets represent total Municipal Solid Waste (MSW) arisings growth rates across the MWP (excluding Halton):

- Limit municipal waste growth to +0.4% per year by 2010
- Limit municipal waste growth to +0.2% per year by 2015
- Limit municipal waste growth to 0% per year by 2020

4. Current Achievements

4.1 Activities undertaken to Date

A range of waste prevention activities have been undertaken to date as part of Merseyside's commitment to encourage the reduction of household waste generation.

4.1.1 Home Composting

Home composting has been supported and promoted locally by some of the Districts in the Merseyside Waste Partnership (MWP). Since January 2007 all Districts within the MWP have been part of the Waste Resources Action Programme (WRAP) Home Composting Campaign, enabling residents to purchase home compost bins at a subsidised rate. Promotion and publicity in relation to this programme is fully funded by WRAP.

In terms of success⁹, as of the end of December 2007, 8,459 WRAP subsidised home compost bins have been sold across Merseyside.

4.1.2 Real Nappies

In 2005, Merseyside Waste Disposal Authority (MWDA) and the District Councils established the Merseyside Real Nappy Network (MRNN). The purpose of the Network was to coordinate and disseminate activities in promoting the importance of parental choice and the environmental and economic benefits of using reusable nappies. As well as highlighting the benefits of using real nappies through promotional material and activities (leaflets, booklets, and nappy mornings in local community centres), midwife nappy training kits were produced and delivered at events and in maternity wards. In addition an incentive scheme was established where new parents could either claim £50 towards the purchase of reusable nappies or receive 1 month free trial of the local nappy laundry service.

In 2005/06, 26 parents purchased real nappies or opted for the free trial of the local real nappy laundry service; this rose to 166 in the second year of the scheme.

In general MRNN funding for 2007/08 has not been continued, however at District level Liverpool

City Council have opted to continue to offer the incentive to their residents and St Helens Metropolitan Borough Council continue to offer a subsidised 'birth to potty' pack to their residents.

The MWDA website contains information in relation to real nappies, and there are links to this site from the individual District Councils.

4.1.3 Junk Mail

MWDA, Sefton Metropolitan Borough Council and Liverpool City Council funded a pilot scheme in 2006 where 80,000 postcards were distributed to four postcodes in Sefton/Liverpool promoting the Mail Preference Service (MPS). The importance of the project aim of reducing waste was nationally recognised when MWP won a Green Apple award for Environmental Best Practice by Local Authorities 2006. A new roll out of this scheme in 2006/07 has seen 75,000 cards distributed to 'one stop shops', libraries etc across Merseyside.

From April 2007 to Aug 2007 around 6,500 households registered with the MPS.

4.1.4 Swap Days

MWDA have coordinated a number of Swap Days where unwanted items are brought to a centralised point in the community and residents can then take away these items for free. Leftover items are sent to charity shops. Four events have been held to date.

An evaluation of the last two events showed almost 1.5 tonnes of materials were diverted (total) and reused by residents.

MWDA, on behalf of the MWP, has developed a partnership with Faiths4Change, a multi-faith environmental transformation organisation that facilitates activities between members of faith communities and other local residents, to become involved in the Swap Days. This innovative approach to waste management through a multi-partnership arrangement has also been recognised and MWDA received a Green Apple award for Local Authorities 2007 National Bronze Winner

4.1.5 Re-use Organisations

A re-paint scheme is currently in operation in Merseyside, run by Wirral LA21, a local community group. They collect paint from residents and organisations in Wirral and community and voluntary organisations pay a small fee to sign up to the programme in return for accessing as much paint as they request. There are plans to extend access to the paint to residents.

Knowsley Community Recycling Scheme collects furniture and textiles from local residents. The furniture is sold within its own shop and the textiles are donated overseas.

Arena Future Ltd collects unwanted furniture from the St Helens area, for refurbishment and resale in its local shop.

Furniture Resource Centre and Bulky Bobs, operating primarily in Liverpool, collect furniture for refurbishment and resale, again in its local shop.

CREATE collect waste electrical and electronic equipment from councils, retail groups, and manufacturers for refurbishment, resale, and recycling.

Wirral Independent Recycling Enterprise collects bulky waste for refurbishment and resale in their local shop.

Sefton Helping Hands collect and distribute furniture in the local area.

4.1.6 Web Pages

Each District has information on some aspects of waste prevention, for example home composting and real nappies. The level of information varies and some Districts provide other links and contacts.

4.1.7 Household Waste Recycling Centres (HWRCs)

Some social enterprises have set up formal arrangements at HWRCs to divert material that enters the site for refurbishment and resale. A monthly fee is paid by the franchisees under an arrangement with Mersey Waste Holdings.

4.1.8 Authority Waste Audit

Leading by example has been identified by a number of the Districts in strategy and policy documents. Some Districts have developed green office practices however experience is varied in this area across the Partnership. Other activities

to date have included the initiation of sustainable procurement policies and some Districts (e.g. Sefton) embarking on carbon management plans and environmental management systems (e.g. Knowsley, Sefton) both of which include an element of sustainable waste management.

Since 2005, MWDA has monitored its own recycling level within its offices and achieved a 67% (2006/07) recycling rate an increase of 3% on the previous year. MWDA do envisage conducting a waste audit and educate staff to practice better waste prevention techniques, as part of their new Sustainability Strategy.

4.1.9 Freecycle

Freecycle is an organisational and internet resource of groups who match people who have things they want to get rid of with people who can use them. Their goal is to keep usable items out of landfills and promote community involvement in the process. The Waste Prevention Forum is currently investigating working with Freecycle to increase the reuse of goods, which would otherwise enter the waste stream.

4.1.10 Community Composting

There is currently only one community composting programme in operation in Merseyside and that is Rotters in Liverpool. This is a small scale operation serving an allocated 1200 households, collecting kitchen and garden waste. There is interest in expanding their operation to additional households and small businesses. Rotters are also engaged with waste awareness and education with local schools and community groups.

4.2 Waste Growth in Merseyside

The management of waste in the MWP area has, as is the case in most areas in the UK, been set against a historical annual increase in municipal waste arisings. The factors controlling waste growth are many and varied, several of the factors are outside the control or influence of the local authorities (District Councils).

The rate of increase in Municipal Solid Waste (MSW) and household waste is lower than previously observed in Merseyside, showing no consistent increase over the last four years. The last version of the Joint Municipal Waste Management Strategy (JMWMS) for Merseyside (2005) was based upon a rate of 3% growth historically observed across the MWP, declining over time (+2% per annum by 2010, +1% per annum by 2015) to a zero rate of growth by 2020. This does not appear to remain a realistic

estimate of future growth and a strategic study (Supplementary Report 6 – Waste Arising Study) considers that an annual growth rate of 0.6%, declining to 0.4% by 2010 and 0.2% by 2015 is more likely for the MWP, excluding Halton. This declining growth rate is based on the assumption that a combination of waste prevention measures is introduced to mitigate waste growth.

Figure 2 illustrates the rate of growth of municipal waste over the last five years, and the red line the linear trend of growth over this period.

At the household level, the amount of household waste generated per resident in Merseyside for 2006/07 was 559 kg per person, demonstrating a percentage reduction of 0.9% compared to the previous year. The total amount of household waste produced on Merseyside in 2006/07 was 763,989 tonnes, compared with 770,000 tonnes in 2005/06.

4.3 Education, Information and Awareness Raising

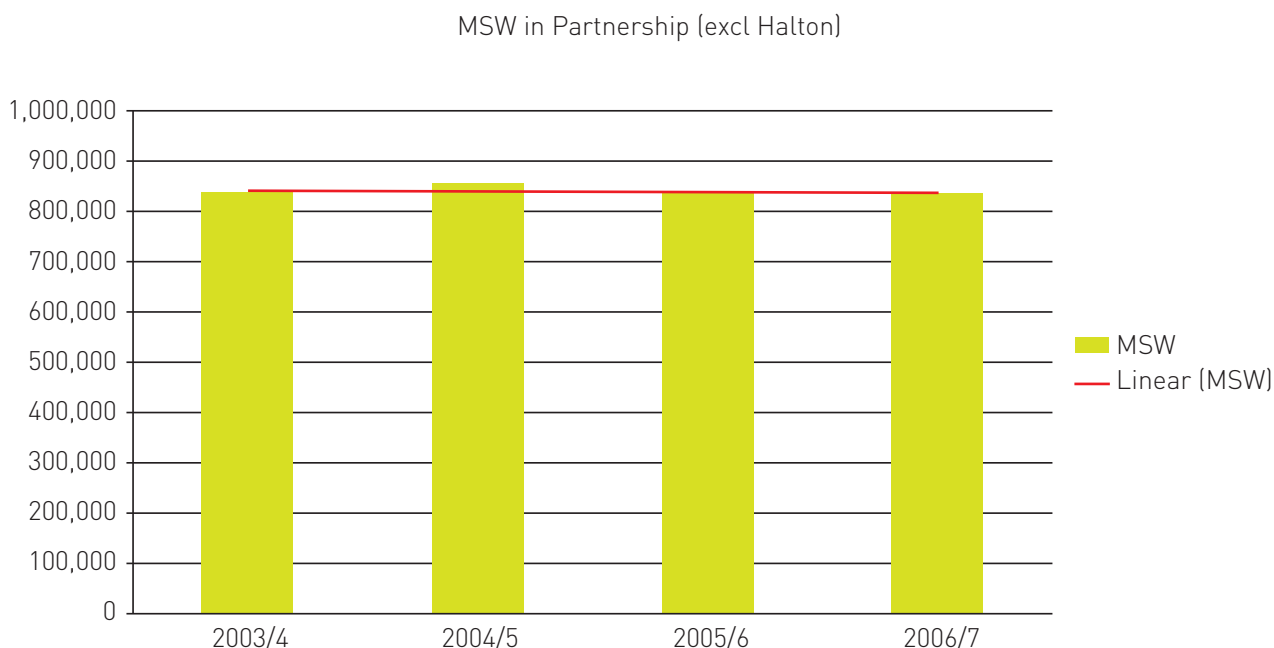
The success of the Waste Prevention Strategy depends upon changing attitudes to waste. There is a need to encourage all residents on Merseyside to move from a position of some awareness regarding waste issues to active participation in the reduction of waste via information provided by the MWDA and Partnership District Councils, so that reducing waste and reusing waste generated becomes an integral part of everyday living.

The MWP is committed to delivering a range of education, training and awareness initiatives as part of the overall communications approach to sustainable waste management, and MWDA is keen to support District level activities, building upon successes achieved to date. "Recycle for Merseyside" Centres have been developed at Bidston and also at South Sefton HWRC to provide educational facility for schools, community groups, local residents and other stakeholders promoting the activities of MWDA and the Partnership with regard to sustainable waste management practices. Training packs have been produced with an emphasis on raising awareness and understanding in relation to the prevention, recycling, reprocessing and treatment of waste and creative tools are being employed at the Centres based on good practice across the region and the UK.

The work of the Centres will build upon, complement and add value to the education and awareness activities of the Districts and aim to promote better understanding of waste prevention and recycling services and bring about a positive behaviour change at the household level. With a broader focus in terms of the messages being conveyed, it is intended that residents will be encouraged to think differently about the waste they produce and ensure that they are more receptive to service related information and motivational messages provided at a local level.

In addition to the Visitor Centres, visits to the HWRCs are supported by MWDA, and other

Figure 2: Municipal Waste Arisings in Merseyside



awareness raising opportunities such as participation in joint/individual awareness raising campaigns and initiatives e.g. WRAPs Recycle Week, World Environment Day, and training programmes including the Planit Waste simulation are promoted.

In 2005, MWDA launched its Waste Awareness and Education Funding Programme for Community Groups on Merseyside which includes a Community Fund for waste awareness, recycling and prevention projects. The Fund aims to help local community and residents groups to deliver initiatives that will improve their local

environment and could include projects such as community or educational workshops, education and awareness literature or events. Thus far, 16 community projects have been supported.

An Education and Awareness Strategy is being developed which will formalise and support the process fully integrating a range of education, training and awareness initiatives within the overall communications strategy and approach to sustainable waste management.

⁹ This figure also includes Halton.



5. The Way Forward

Building upon the success achieved to date and based on examples of good practice experienced in other authorities a number of specific activities have been identified which would support the delivery of the strategic aim and objectives. These activities have been modelled in the Business Case and the nominal costs and benefits identified.

5.1 Summary of Activities Proposed

A full list of proposed activities can be found in Table 2. Based on the findings of the Business Case, the achievements to date, and with respect to good practice experienced in

other authorities across the UK, an indication of an activity's economic, environmental and social impact is given. This is illustrated below as the potential carbon emission impact of an activity in terms of a very positive reduction (++), a positive reduction (+) or a very negative increase (- -), a negative increase (-) or no change (neutral). Where there is a question mark, the impact cannot be determined (e.g. may need further research)

5.2 Specific Activities

Within each activity detail is provided in terms of the specific aim, objectives and targets,

Table2: Beneficial Impact of Proposed Activities

Activity	Economic Impact	Environmental Impact ¹⁰	Social Impact	Carbon Saving
Composting	++	++	+	++
Real Nappies	+	+	+	++
Junk Mail	++	++	+	+
Swap Days	+	+	++	+
Reuse Organisations	+	+	+	+
Web pages	neutral	+	+	?
Household Waste Recycling Centres (HWRCs)	?	potentially +	potentially ++	?
Leading by example	?	+	+	+
Freecycle	+	+	+	++
Wider Waste	neutral	+	+	?
SMART Shopping	?	+	+	?
Education and awareness raising	?	++	++	?
Lobbying for change	?	+	+	?

justification for implementing the activity, and recommended tactics. The Strategic Action Plan for implementing the activities can be found in Annex 1. Detail in relation to monitoring the performance of each activity is given in Annex 2.

5.2.1 Composting

Aim:

- To encourage residents to engage in home composting and or to participate in community composting schemes were appropriate

Objectives:

- To offer subsidised home compost bins to Merseyside residents
- Provide web based information relating to good practice by 2008
- To provide ongoing support to community compost schemes in terms of information provision, identification of opportunities, and facilitating partnership working

Rationale:

Home composting is the most widespread and well established activity promoted and or supported by local authorities to reduce waste entering the waste stream. Recent studies have shown that home composting can result in a diversion of 42kg of food waste per year in schemes which used the Waste Resources Action Programme (WRAP) supported bins, coupled with relatively high intensity promotional activity¹¹.

Given that garden waste collections are in place across all districts in Merseyside (with some expanding into kitchen waste) and the 'urban' waste composition of the area the estimated diversion from landfill through home composting may not be as high as recent WRAP figures suggest (WRAP's research, which included a survey of 20,000 people, estimated that households which were 'new recruits' to composting diverted 220kg of waste a year from landfill. Meanwhile, 'enhanced existing' composting households divert around 60kg of extra waste a year, the study claimed). Review of the waste composition analysis for Merseyside¹² and based on an 80% capture rate of relevant wastes suggests that ~172kg of waste could be diverted per household participating in home composting in Merseyside.

WRAP are currently working with the Merseyside Waste Partnership (MWP), offering subsidised bins to residents and resourcing an intensive promotional campaign. Take up of the bins has been relatively small, reflecting the urban nature

of the area and the comprehensive garden waste collections already in place. However the cost benefit analysis of offering subsidised home composters shows considerable benefits in terms of tonnage of material diverted and savings in avoided disposal costs and landfill allowances. The priority is therefore to continue to offer subsidised compost bins to residents and promote their availability. A secondary priority should be sustaining the activities of those who have purchased bins, and ensuring that information is readily available to those who may wish to start home composting.

In addition where community composting schemes are in place, or where there may be opportunities for the development of community composting schemes, support should be provided in terms of information provision (through the website), facilitation of partnership opportunities (specifically with the third sector), and guidance. In addition existing community composting activities should be promoted where possible.

Tactics:

- Provide good value home compost units and offer at a subsidised rate to residents of Merseyside
- Encourage existing users to continue to home compost
- Promote good practice in home composting through promotional and informative web based information, with appropriate links and contact details clearly identified
- Maintain watching brief of external funding opportunities to expand the service

5.2.2 Real Nappies

Aim:

- To increase the use of real nappies in Merseyside

Objectives:

- Reinvigorate the financial incentive scheme for parents to use real nappies or participate in a nappy laundry scheme by 2008
- Achieve 200 families registered on the incentive scheme by 2009
- Achieve 500 families registered on the incentive scheme by 2010
- Identify opportunities to maintain the financial incentive scheme beyond 2010

Rationale:

Disposable nappies make up about 2.6% of the average household waste in a year¹³. The National Resource and Waste Forum estimate a feasible

reduction of 0.2 – 0.3% of the waste stream given a 10% participation rate. In Merseyside the arisings of disposable nappies are closer to 4%¹⁴ in the residual household waste stream, but uptake of a previous real nappy incentive led to only 0.8% uptake from parents. These figures have been used to calculate the business case.

Activities undertaken to date in Merseyside have achieved some successes in terms of exceeding the target set out in the 2006 Reuse Strategy, for 30 parents to be supported by incentive schemes. Results have shown that the 2008 target (200 parents) would have been met or exceeded; however the availability of the incentive across Merseyside was withdrawn in 2007. The cost of real nappies is often a prohibiting factor for parents and therefore offering a financial incentive is the most common means of overcoming this barrier. In an effort to reduce the quantity of waste presented for treatment and disposal it is recommended that the incentive scheme is reintroduced and the promotion of the use of real nappies is continued by the Merseyside Real Nappy Network (MRNN).

In addition it should be noted that the publicity gained from a real nappy campaign can be invaluable in encouraging families to take further action such as composting or recycling. Finally, as some members of the MWP have already converted to an alternate week collection scheme limiting the capacity available for residual waste, options to reduce nappy waste can be key to mitigate against complaints that the refuse collection is insufficient to deal with large volumes of nappy waste generated by a family.

Tactics:

- Increase understanding of financial and economic benefits of using real nappies through promotional leaflets, posters and web based information
- Continue to support the activities of the MRNN to promote use of real nappies amongst families, public nurseries, and maternity wards
- Reinvigorate the real nappy incentive scheme
- Consider applications for funding an additional nursery to become a Real Nappy nursery.

5.2.3 Junk Mail

Aim:

- To reduce the quantity of junk mail entering the waste stream in Merseyside

Objectives:

- To increase by 5% each year the number of

people registered with the Mail Preference Service (MPS)

- 50% of those registered each year with the Mail Preference Service to register with the Royal Mail Door-to-Door Service¹⁵

Rationale:

An estimated 3 – 4% of household waste is junk mail (DEFRA 2003). Registering with the MPS can reduce junk mail by almost 98%. Merseyside have experienced some success with promoting the MPS, although this activity needs to be maintained and further developed for the impact to be fully realised. There is a necessity to re-register with the MPS annually so that their details can continually be removed from new mailing lists that might be created and therefore see a sustained reduction in the amount of junk mail received. In addition to registering with the MPS, other items of unsolicited unaddressed mail (that addressed to occupier; householder etc) can be prevented from being delivered by the Royal Mail by registering with their Door-to-Door Service.

One of the key issues to consider when encouraging residents to act against junk mail is to not be seen to be the cause of unsolicited mail through promotional activities. Therefore the focus should be on raising awareness through the use of posters and postcard displays in central locations and public places (not to each household), providing information electronically (e.g. through the website, e-mail or text messaging) and including details on other information sources distributed to households.

Tactics:

- Postcards/posters to be circulated across the Partnership to appropriate Council one-stop-shops, community centres, libraries and public areas
- MWDA and District Council websites to carry information and links
- E-mail and text messaging to be explored and trialled where possible
- Include reference of the MPS and Royal Mail Door-to-Door service on appropriate literature and information being distributed to households (e.g. recycling leaflets, service information to a named addressee etc.)

5.2.4 Swap Days

Aim:

- To enable residents to reuse their unwanted items within the community and access usable items unwanted by other residents at no cost

COLLECTION CALENDAR

WEEK COMMENCING

JAN 08 07 th 14 th 21 st 28 th	FEB 08 04 th 11 th 18 th 25 th	MAR 08 03 rd 10 th 17 th 24 th 31 st	APR 08 07 th 14 th 21 st 28 th
MAY 08 05 th 12 th 19 th 26 th	JUN 08 02 nd 09 th 16 th 23 rd 30 th	JUL 08 07 th 14 th 21 st 28 th	AUG 08 04 th 11 th 18 th 25 th
SEP 08 01 st 08 th 15 th 22 nd 29 th	OCT 08 06 th 13 th 20 th 27 th	NOV 08 03 rd 10 th 17 th 24 th	DEC 08 01 st 08 th 15 th 22 nd 29 th

Your collection day is marked on your Grey Bin.

Sefton Council



Objectives:

- Develop guidance on the website on how to successfully deliver a Swap Day within the community by 2008
- Each District to host a minimum of two Swap Days per year from 2008

Rationale:

The concept of Swap Days has been successfully tried at local authorities across the UK. MWDA have coordinated four Swap Days to date and it is proposed that whilst Swap Days provide a valuable social and environmental service and provide the opportunity for residents to access reusable items, local organisations such as community or faith groups should take over the running of such events. The social benefits of these events and the potential training opportunities, as well as the prospect of accessing reuse credits from MWDA for the items exchanged at each event are clear incentives for local organisations to take part.

To ensure that the Swap Days are run to the highest of standards and to ensure consistency between events MWDA should offer support through the preparation of guidance material in relation to good practice and develop a standardised recording system to be used to monitor performance at each event. There should also be support provided by the MWP in the appropriate disposal of unwanted goods arising from the Swap days.

Tactics:

- Develop the guidance on MWDA website and link the District Councils websites to this information
- Hold a workshop with interested parties to learn about the Swap Days, including how to run an event, what the benefits may be, and monitoring requirements
- Hold follow-up meetings with interested parties where appropriate to establish and maintain commitment to deliver Swap Days
- Ensure reuse credits are available to third sector organisations for running the events
- Produce a monitoring protocol for submission of data to MWDA

5.2.5 Re-use Organisations**Aim:**

- To promote and support the services provided by re-use organisations operating in Merseyside

Objectives:

- Develop a protocol for partnership working with

re-use organisations by 2008

- Raise the profile of re-use organisations operating in Merseyside and the activities they are involved in through the development of a central web based database by 2008
- Explore opportunities and incentives for re-use in procurement relevant exercises as specifications are developed and market testing opportunities arise.

Rationale:

Re-use, particularly with regard to furniture, white goods and bulky goods has been found to be a common form of waste prevention activity with most authorities supporting re-use in some form. Whether simply by providing information on local re-use organisations to pass on to members of the public, developing partnerships with re-use organisations or facilitating the collection and resale of bulky items at HWRCs.

As with Swap Days the services offered by re-use organisations can bring social as well as environmental benefits, and there are clear economic benefits for the local authority in terms of diverted material resulting in reduced disposal costs. As already discussed in the Strategy, there are a number of re-use organisations currently active across Merseyside although there are differences at District Council level with regard to the scale or range of activity. MWDA is committed in its Joint Municipal Waste Management Strategy (JMWMS) and also within this Waste Prevention Strategy to work in partnership wherever possible, and re-use activities provide an excellent opportunity for partnership working.

Tactics:

- Review the current activities of re-use organisations operating in Merseyside
- Liaise with the District Councils and the re-use organisations operating within their area to identify further opportunities, potential expansion and partnership working
- Replicate good practice of partnership working with re-use organisations across the Partnership through the development of a protocol
- Provide a central information source of re-use organisations with contact details
- Highlight the activities of the re-use organisations in promotional literature and information

5.2.6 Web Pages**Aim:**

- To provide web based information on waste prevention to the residents of Merseyside

Objectives:

- Common protocol to be agreed by the Partnership on web based Waste Prevention information by 2008
- Waste prevention information to be readily accessible and updated on MWDA and Partner websites by 2008

Rationale:

The provision of web-based information is an important tool to raise awareness of waste prevention activities and provide more detailed information on activities without the need to generate paper copies in each case. Web based information is an important easily accessible source of information. Whilst not all residents will have access to a computer, those that do and choose to seek out information in relation to a particular service or aspect of waste management should be able to do so with ease. Therefore information needs to be clear, concise, informative and motivational. Waste prevention information is limited on the Partners websites and varying levels of detail is provided. It is essential that all waste prevention activities which the MWP is involved in, whether this is directly in terms of delivery or through support and promotion, are identified on the partner websites. In addition this information should be up to date and regularly reviewed and maintained.

Tactics:

- Agree in the Partnership the minimum level of information that should be included on the members websites in relation to waste prevention
- Allocate responsibility to a member of staff or a team to ensure that waste prevention information is uploaded onto the MWDA website and that this information is kept up to date
- All District Councils to provide the agreed minimum level of detail in relation to waste prevention and provide a link to the Strategy (or link to MWDA site where the Strategy sits)
- Standing agenda item on the Partnership Waste Prevention Group to consider the promotional material available on waste prevention to the residents of Merseyside

5.2.7 Household Waste Recycling Centres (HWRCs)**Aim:**

- Explore opportunities to provide facilities to encourage, enable and expand reuse activities at HWRCs

Objectives:

- Review good practice at HWRCs across Merseyside and in other local authority areas by 2008
- Identify potential for provision of expanded facilities to enable re-use at the 14 HWRCs in Merseyside by 2008
- Identify potential for the inclusion of incentives or targets in the Procurement Process for re-use at HWRCs

Rationale:

The opportunity for re-use at HWRCs has not been maximised to date at the existing HWRCs in Merseyside nor is there common practice adopted across all HWRCs. In some cases this is a factor of site constraints and layout. However, the potential for providing facilities and for working in partnership with re-use or third sector organisations should be explored to ensure that householders can take responsibility and have choices in reducing waste generated for disposal. There is also good reason to incentivise re-use within the procurement documentation for the contracts to operate the HWRCs.

Tactics:

- To assess the 14 HWRCs in Merseyside with regard to expanding capacity for separate re-use collections
- To review opportunities available and to broker meetings/discussions with re-use organisations/third sector organisations

5.2.8 Leading by Example**Aim:**

- To promote waste prevention across the membership of the MWP

Objectives:

- All Partners to undertake an audit of waste arisings in main council offices to determine the nature and quantity of wastes arising in local authority premises by 2009. The audits should be regularly reviewed
- All Partners to establish practices and systems to reduce waste arisings and reuse, recycle and compost increasing proportions of the remaining waste by 2009
- Provide up to date web based guidance, with appropriate links, to all members of the Partnership by 2008
- Secure Green Champions in all Partnership offices by 2009

Rationale:

All of the Partner authorities/district councils



employ a large number of people that can be motivated to reduce waste arising from both the office and the home environment. However, they need to be provided with the appropriate tools and information to be able to do so. The MWP should seek to develop a statement of guidance to enable staff to minimise waste at work, in accordance with the sustainable development agenda and action plans that have been adopted by many of the Partner authorities. In addition a common protocol should be adopted across the MWP and any appropriate staff training requirements should be met. Green Champions should be established within each council office to promote waste prevention and increase awareness of waste prevention activities.

The benefits of promoting waste prevention within the MWP are twofold: firstly there is the environmental and economic savings attached to reducing waste for disposal, and secondly promoting good practice in the work place may have a positive direct effect on activities at home. It has been shown that good waste management practice can reduce office waste by around 12.5%, relating to around 10kg of waste reduction per year and 11kg of CO₂ equivalent saved per person / year¹⁶.

Good practice should be built upon wherever it exists, and links should be established and further developed with environmental management systems and sustainability reviews already in place.

Tactics:

- Adopt a common protocol
- Provide guidance on good waste prevention practices to all members of the Partnership and make this available electronically across all authorities/district councils
- Regularly carry out waste audits within council offices and make recommendations for waste prevention
- Establish a Green Champion within each council office to promote waste prevention and increase waste prevention activities

5.2.9 Freecycle

Freecycle is an organisational and internet resource of groups who match people who have things they want to get rid of with people who can use them. Their goal is to keep usable items out of landfills and promote community involvement in the process.

Aim:

- To promote and support the activities of the Freecycle Network

Objective:

- Promote, through MWDA and Partner websites, the opportunity the Freecycle Network presents in terms of facilitating the reuse of unwanted or discarded items or products, by 2008

Rationale:

The Freecycle Network has five groups operating in the Merseyside area. The number of active members across Merseyside is relatively low, however Freecycle represents an opportunity for householders, as an alternative to Swap Days or contacting reuse organisations, to reuse their discarded products which may otherwise end up in the waste stream. Each local group is moderated by a local volunteer and membership is free. It is recommended that MWP promote the activities of Freecycle, providing further information and also providing a link on their waste prevention web pages to the Freecycle network.

Tactics:

- To provide a link to the Freecycle Network on Partner websites
- To provide further information on the role and activities of Freecycle

5.2.10 Wider Waste Prevention

Aim:

- Encourage commercial and industrial waste producers to engage in waste prevention

Objectives:

- Raise awareness of waste prevention opportunities through the production of a Waste Prevention Directory by 2008
- Increase understanding of the commercial benefits of waste prevention through a series of waste prevention seminars targeting the commercial and industrial sector, held annually

Rationale:

Although the Waste Prevention Strategy is focused on municipal solid waste, MWDA is committed to encouraging and supporting sustainable management of wider waste streams such as commercial and industrial waste. Adopting principles higher up the waste hierarchy for these waste streams will bring both direct and indirect environmental benefits to the local and regional community. Therefore signposting good practice activities and sources of support and advice for wider waste producers will potentially have a positive impact on Merseyside.

Tactics:

- Develop policy / protocol for supporting large companies and Small and Medium Enterprise's (SMEs) respectively
- Develop a directory that lists goods and services that support waste prevention
- Host waste prevention seminars targeting the commercial and industrial sector, focusing on identifying economic benefits of adopting good waste prevention practices
- Seek funding opportunities to support targeting of and working with commercial and industrial waste producers to manage waste more sustainably
- Build a network with existing funded groups working in this sector to maximise resource use and sharing of expertise

5.2.11 Save Money And Reduce Trash (SMART) Shopping**Aim:**

- Increase understanding of the impact of shopping choices on reducing waste arisings

Objectives:

- Increase understanding of what is meant by SMART shopping through the production of web based information by 2008
- Identify local retailers/producers and establish opportunities to work together with the MWP to raise awareness of ways of reducing waste through SMART shopping by 2008

Rationale:

The concept of SMART Shopping has been promoted by authorities for a number of years and covers issues such as using vegetable boxes, promotion of reusable and refillable items, avoiding the use of disposable carrier bags etc. SMART Shopping builds upon the fourth R: Responsibility and educates the consumer about the choices they can make and the impact these can have on waste generation. Promoting SMART Shopping may also raise awareness of other waste prevention activities and encourage a broader positive behavioural change with regard to waste generation and management.

Tactics:

- Produce web-based information on packaging and the need to support the use of reusable and refillable items
- Work with local retailers in promoting alternatives to disposable shopping bags such as the 'bag for life'

5.2.12 Education and Awareness Raising**Aim:**

- Change waste behaviour through a structured and fully resourced programme of education and awareness raising

Objectives:

- Strategically plan and review waste prevention education and awareness activity by 2008
- Commit sufficient resources to waste prevention and awareness raising from 2008

Rationale:

To deliver and implement the waste prevention strategy a comprehensive programme of education and awareness raising needs to be developed and supported. It is crucial that this programme is sufficiently resourced and that it supports the successful delivery of the waste prevention activities identified in this strategy. It is therefore recommended that a Waste Prevention Officer should take responsibility for delivering and monitoring the activities which will generate the behaviour change required.

Proposed role of the Waste Prevention Officer:

- Annually reviewing and developing a waste prevention campaign plan
- Promoting the Waste Prevention Strategy at a strategic level across the partnership
- Identifying, implementing and disseminating good practice
- Monitoring achievements and outputs from waste prevention campaigns
- Ensuring that the promotion and publicity relating to waste prevention campaign activities follow the principles set out in the Partnership's Joint Communications Strategy
- Engage with relevant stakeholders to facilitate sustainable delivery of the service
- Delivering a tailored education and awareness raising programme at the three key target audiences: public, schools, and commerce

Tactics:

- Agree a strategy and action plan for waste prevention education and awareness raising
- Confirm adequate resourcing of the strategy
- Recruit a Waste Prevention Officer
- Waste Prevention Officer to lead on ensuring the effective delivery of the Waste Prevention Strategy
- Monitor and evaluate progress of the strategy and review targets and achievements
- Draw support from the community in terms of promoting good practice and supporting

awareness raising (e.g. Environmental champions)

- Maintain a watching brief on the potential role of Waste Prevention Advisors (volunteers from the community to promote and support waste prevention activities)

5.2.13 Lobbying For Change

Aim:

- To influence the development of policy and legislative initiatives at national, regional and local levels which promote waste prevention at source

Objectives:

- Develop a common position across the Partnership in relation to the future direction for waste prevention by 2008
- Identify and deliver lobbying opportunities for the Partnership in relation to waste prevention from 2008
- Effectively engage with appropriate representatives with the capacity to influence future policy from 2008

Rationale:

Representing six local authorities and Merseyside Waste Disposal Authority, the MWP is a powerful organisation politically, economically and socially. In addition the future for the MWP will see further expansion to include the private and voluntary sector, further securing the role of the MWP in supporting and guiding local and regional policy development and delivery. The opportunity that this represents in terms of providing a single

‘voice’ to lobby decision makers within the political and private sectors at the national and regional level, for the development of effective initiatives to prevent waste generation at source should not be overlooked. Engaging with policy makers, retailers, producers, trade and industry groups, and other appropriate lobbying groups to influence the development of waste prevention initiatives will support and enhance the strategic direction that the MWP is taking. The potential outcomes from taking a more proactive position in lobbying for change could directly impact upon waste growth and waste generation in Merseyside.

Tactics:

- Set up a sub group within MWP to develop a common position across the Partnership in terms of the future direction for waste prevention policy and legislation
- Identify key representatives with the capacity to influence future policy and develop and deliver a plan to engage with the different representatives (e.g. policy makers, retailers, producers, professional bodies and trade associations)
- Where appropriate, establish, further develop and or formalise links with relevant organisations (such as industry and lobby groups) campaigning for the development of regulation and policy to support waste prevention initiatives in Merseyside
- Build on existing links and relationship and ensure future representation on the MWP of high profile privates and voluntary sector organisations from the region and sector organisations and professional bodies



Albert Dock, Liverpool

5.3 Summary of Targets

Activity	Targets
Composting	<ul style="list-style-type: none"> ▪ To offer subsidised home compost bins to Merseyside residents ▪ Provide a home composting advisory facility by 2008 in order to promote good practice ▪ Provide web based information relating to good practice by 2008 ▪ To provide ongoing support to community compost schemes in terms of information provision, identification of opportunities, and facilitating partnership working
Real Nappies	<ul style="list-style-type: none"> ▪ Reinvigorate the financial incentive scheme for parents to use real nappies or participate in a nappy laundry scheme by 2008 ▪ Achieve 200 families registered on the incentive scheme by 2009 ▪ Achieve 500 families registered on the incentive scheme by 2010 ▪ Identify opportunities to maintain the financial incentive scheme beyond 2010
Junk Mail	<ul style="list-style-type: none"> ▪ Increase by 5% each year the number of people registered with the Mail Preference Service (MPS) ▪ 50% of those registered each year with the MPS to register with the Royal Mail Door-to-Door Service
Swap Days	<ul style="list-style-type: none"> ▪ Develop guidance on the website on how to successfully deliver a Swap Day within the community by 2008 ▪ Each district to host a minimum of two Swap Days per year from 2008
Re-use Organisations	<ul style="list-style-type: none"> ▪ Develop a protocol for partnership working with re-use organisations by 2008 ▪ Raise the profile of re-use organisations operating in Merseyside and the activities they are involved in through the development of a central web based database by 2008 ▪ Explore opportunities and incentives for re-use in procurement relevant exercises as specifications are developed and market testing opportunities arise
Web Pages	<ul style="list-style-type: none"> ▪ A protocol to be agreed by the Partnership on web based waste prevention information by 2008 ▪ Waste prevention information to be readily accessible and updated on Merseyside Waste Disposal Authority (MWDA) and Partner websites by 2008
HWRCs re-use	<ul style="list-style-type: none"> ▪ Review good practice at Household Waste Recycling Centres (HWRCs) in Merseyside and other LAs by 2008 ▪ Identify potential for provision of facilities to enable re-use at the 14 HWRCs in Merseyside by 2008 ▪ Identify potential the inclusion of incentives or targets in the Procurement Process for re-use at HWRCs

Activity	Targets
Lead by Example	<ul style="list-style-type: none"> ▪ All Partners to undertake an audit of waste arisings in main council offices to determine the nature and quantity of wastes arising in local authority premises by 2009. The audits should be regularly reviewed ▪ All Partners to establish practices and systems to reduce waste arisings and re-use, recycle and compost increasing proportions of the remaining waste by 2009 ▪ Provide up to date web based guidance, with appropriate links, to all members of the Partnership by 2008 ▪ Secure Green Champions in all council offices by 2009
Freecycle	<ul style="list-style-type: none"> ▪ Promote, through MWDA and Partner websites, the opportunity the Freecycle Network presents in terms of facilitating the reuse of unwanted or discarded items or products, by 2008
Wider Wastes	<ul style="list-style-type: none"> ▪ Raise awareness of waste prevention opportunities through the production of an electronic Waste Prevention Directory by 2008 ▪ Increase understanding of the commercial benefits of waste prevention through a series of waste prevention seminars targeting the commercial and industrial sector, held annually
SMART Shopping	<ul style="list-style-type: none"> ▪ Increase understanding of what is meant by SMART shopping through the production of web based information by 2008 ▪ Identify local retailers and producers and establish opportunities to work together with the MWP to raise awareness of ways of reducing waste through SMART shopping by 2008
Education and Awareness Raising	<ul style="list-style-type: none"> ▪ Strategically plan and review waste prevention education and awareness activity by 2008 ▪ Commit sufficient resources to waste prevention education and awareness raising from 2008
Lobbying role of Wider Waste Partnership	<ul style="list-style-type: none"> ▪ Develop a common position across the Partnership in relation to the future direction for waste prevention by 2008 ▪ Identify and deliver lobbying opportunities for the Partnership in relation to waste prevention from 2008 ▪ Effectively engage with appropriate representatives with the capacity to influence future policy from 2008

10 This is the economic impact to the local authority.

11 http://www.wrap.org.uk/downloads/Dealing_with_Food_Waste_-_Final_-_2_March_07.7ff28399.pdf

12 SWAP, 2006.

13 Enviro Consulting Ltd and University of Birmingham with Risk and Policy Analysts Ltd, Open University and Maggie Thurgood, (March 2004), 'Review of Environmental and Health Effects of Waste Management: Municipal Solid Waste and Similar Wastes.

14 Waste Composition Analysis for Merseyside, SWAP 2006.

15 The Mail Preference Service deals with addressed junk mail, whereas the Royal Mail Door-to-Door Service deals with unaddressed junk mail.

16 Association of Cities & Regions for Recycling & Sustainable Resource Management, 2007.

6. Monitoring and Reporting

Annually reviewing the Strategy and Action Plan, particularly in its formative years, will enable decisions to be updated or amended, to reflect EU direction, government policy, environmental threats and opportunities, economic trends and or social changes in attitude and behaviour.

Progress towards the Strategy targets will be monitored annually through the new set of

National Indicators from April 2008 and through overall waste growth profiles. In addition, each specific waste prevention activity has measurable targets allocated to it and key performance indicators and clear monitoring mechanisms have been identified at activity level within Monitoring and Evaluation Plan in Annex 2.





Annex 1: Strategy Action Plan

Activity	No.	Tactics and Targets	Priority	Start date	Completion	Action by
1. Composting	1a	Introduce subsidised home compost bin provision available to residents across Merseyside	High	2008	Ongoing	All Partners
	1b	Provide web based information relating to good practice	High	2008	Ongoing	All Partners
	1c	Provide direct mail good practice and motivational information to home composters who purchased WRAP subsidised bins	High	2008	Annual	All Partners
2. Real Nappies	2a	Reinvigorate the financial incentive scheme for parents to use real nappies or participate in a nappy laundry scheme	High	2008	Review in 2010	All Partners
	2b	Increase understanding of financial and economic benefits of using real nappies through promotional leaflets, posters and web based information	High	2008	Ongoing	All Partners
	2c	Continue to support the activities of the Merseyside Real Nappy Network to promote use of real nappies amongst families, public nurseries, and maternity wards	High	2008	Ongoing	All Partners
	2d	Achieve 200 families registered on the incentive scheme	High	-	2009	All Partners
	2e	Achieve 500 families registered on the incentive scheme	High	-	2010	All Partners

Activity	No.	Tactics and Targets	Priority	Start date	Completion	Action by
	2f	Identify opportunities to maintain the financial incentive scheme	High	-	2010	All Partners
3. Junk Mail	3a	Postcards and posters to be circulated across the partnership to appropriate community centres, libraries and public areas	High	2008	Annual	All Partners
	3b	Merseyside Waste Disposal Authority (MWDA) and District Council websites to carry information and links in relation to the Mail Preference Service (MPS) and Royal Mail	High	2008	Ongoing	All Partners
	3c	Include reference of the MPS and Royal Mail Door-to-Door service on appropriate literature and information being distributed to households (e.g. recycling leaflets, service information to a named addressee etc.)	Medium	2008	Ongoing	All Partners
	3d	Increase by 5% each year the number of people registered with the MPS	High	2008	Ongoing	All Partners
	3e	50% of those registered each year with the MPS to register with the Royal Mail Door-to-Door Service	Medium	2008	Ongoing	All Partners
4. Swap Days	4a	Develop guidance on the website on how to successfully deliver a Swap Day within the community	High	2008	2008	All Partners
	4b	Hold a workshop with interested parties to learn about the Swap Days, including how to run an event, what the benefits may be, and monitoring requirements	High	2008	2008	All Partners
	4c	Hold follow-up meetings with interested parties where appropriate to establish and maintain commitment to deliver Swap Days	High	2008	Ongoing	All Partners
	4d	Ensure reuse credits are available to third sector organisations for running the events	High	2008	Ongoing	All Partners

Activity	No.	Tactics and Targets	Priority	Start date	Completion	Action by
	4e	Produce a monitoring protocol for submission of data to the MWDA	High	2008	2008	All Partners
	4f	Each District to host a minimum of two Swap Days per year from 2008	High	2008	Ongoing	All Partners
5. Re-use Organisations	5a	Develop a protocol for partnership working with re-use organisations	High	2008	2008	All Partners
	5b	Review the current activities of re-use organisations operating in Merseyside	High	2008	2008	All Districts
	5c	Raise the profile of re-use organisations operating in Merseyside and the activities they are involved in through the development of a central web based database	High	Ongoing	Ongoing	MWDA
	5d	Liaise with the Districts and the re-use organisations operating within their area to identify further opportunities, potential expansion and partnership working	High	2008	Ongoing	All Districts
	5e	Explore opportunities and incentives for re-use in procurement relevant exercises as specifications are developed and market testing opportunities arise.	High	Ongoing	Ongoing	MWDA
	5f	Highlight the activities of the re-use organisations in promotional literature and information	Medium	2008	Ongoing	All Partners
6. Web Pages	6a	Common protocol to be agreed by the Partnership on web based Waste Prevention information	High	2008	2008	All Partners
	6b	Waste prevention information to be readily accessible and updated on the MWDA and partner websites	High	2008	Ongoing	All Partners
	6c	Agree in the Partnership the minimum level of information that should be included on the members websites in relation to waste prevention	High	2008	Ongoing	All Partners

Activity	No.	Tactics and Targets	Priority	Start date	Completion	Action by
7. HWRCs - reuse	7a	Review good practice at Household Waste Recycling Centres (HWRCs) in other Local Authorities	Medium		2008	MWDA
	7b	Identify potential for provision of facilities to enable reuse at the 14 HWRCs in Merseyside	Medium		2008	MWDA
	7c	Identify potential the inclusion of incentives or targets in the procurement process for reuse at HWRCs	Medium	Ongoing		MWDA
	7d	To review opportunities available and to broker meetings/discussions with reuse organisations/third sector organisations	Medium	Ongoing		MWDA
8. Leading by Example	8a	Develop a protocol for the implementation and delivery of good waste prevention practices throughout all departments across the Partnership	High		2008	All Partners
	8b	Provide up to date web based guidance, with appropriate links, to all members of the Partnership	High	2008	Ongoing	All Partners
	8c	Secure Green Champions in all council offices	Medium		2009	All Partners
	8d	Commence internal Waste Audits of council departments	High	2009	Ongoing	All Partners
9. Freecycle	9a	Provide a link to the Freecycle Network on Partner websites	Medium		2008	All Partners
	9b	Provide further information on the role and activities of Freecycle	Medium	2008	Ongoing	All Partners
10. Wider Waste	10a	Develop policy / protocol for supporting large companies and Small and Medium Sized Enterprises respectively	High	2008	2008	All Partners
	10b	Raise awareness of waste prevention opportunities through the production of a Waste Prevention Directory	Medium	2008	Review annually	All Partners

Activity	No.	Tactics and Targets	Priority	Start date	Completion	Action by
	10c	Increase understanding of the commercial benefits of waste prevention through a series of waste prevention seminars targeting the commercial and industrial sector, held annually	Medium	2008	Annual	All Partners
	10d	Seek funding opportunities for engagement with the commercial and industrial waste sector to promote more sustainable management of waste	Medium	2008	Ongoing	All Partners
	10e	Build a network with existing funded groups working in this sector to maximise resource use and sharing of expertise	Medium	2008	Ongoing	All Partners
11. SMART Shopping	11a	Produce web-based information on packaging and the need to support the use of reusable and refillable items	Medium	2008	Ongoing	All Partners
	11b	Identify local retailers/producers and establish opportunities to work together with the Merseyside Waste Partnership to raise awareness of ways of reducing waste through SMART shopping by 2008	Medium	2008	Ongoing	All Partners
	11c	Work with local retailers in promoting alternatives to disposable shopping bags such as the 'bag for life'	High	2008	Review annually	All Partners
12. Education and Awareness Raising	12a	Agree a strategy and action plan for waste prevention education and awareness raising	High	2008	Ongoing	All Partners
	12b	Confirm adequate resourcing of the Strategy	High	2008	Review 2010	MWDA
	12c	Recruit a Waste Prevention Officer	High	2008	Ongoing	MWDA
	12d	Waste Prevention Officer to lead on ensuring the effective delivery of the Waste Prevention Strategy	High	2009	Annual	MWDA
13. Lobbying for change	13a	Monitor and evaluate progress of the Strategy and review targets and achievements	High	2008	Review annually	All Partners

Activity	No.	Tactics and Targets	Priority	Start date	Completion	Action by
	13b	Develop a common position across the Partnership in relation to the future direction for waste prevention Identify and deliver lobbying opportunities for the partnership in relation to waste prevention	High	2008	Review annually	All Partners
	13c	Effectively engage with appropriate representatives with the capacity to influence future policy	High	2008	Ongoing	All partners
	13d	Ensure future representation on the MWP of high profile privates and voluntary sector organisations	High	2008	Ongoing	All Partners



The 'green' billboard at Bidston Moss Community Woodland

Annex 2: Monitoring and Evaluation Plan

Activity	Performance Indicator	Monitoring Method	Frequency
Home Composting	Number of compost bins sold	Sales database	Review quarterly
	Number hits on home compost web pages	Partner websites	Review quarterly
	Number of times Advisory service accessed	Waste Prevention Advisory Service database of 'jobs'	Review monthly
Real Nappies	Number of families registered for the incentive	Incentive Database	Review quarterly
Junk Mail	Number of registrations on the MPS	MPS database	Review quarterly
	Number of registrations on the Royal Mail Door-to-door service	Royal Mail database	Review quarterly
Swap Days	Number of hits on Swap Guidance web pages	MWDA website	Monthly
	Number of Swap Days held	MWDA Database	Monthly
	Districts hosting the Swap Days	MWDA Database	Monthly
	Tonnage of material brought to the Swap day	Data submitted to MWDA	Monthly
	Tonnage of material exchanged	Data submitted to MWDA	Monthly
	Tonnage remaining for disposal	Data submitted to MWDA	Monthly
	Number of organisations running Swap Days	MWDA Database	Monthly
Re-use Organisations	Number of hits on Reuse database web pages	MWDA website	Review quarterly
	Number of contract specifications including reuse targets and incentives	MWDA Procurement Process	As appropriate
Web Pages	Number of hits on website	Partner websites monitoring	Review quarterly
	Time spent on the site	Partner websites monitoring	Review quarterly

Activity	Performance Indicator	Monitoring Method	Frequency
HWRCs - reuse	Number of HWRCs identified as having opportunities for reuse facilities	Review of HWRCs by MWDA	As appropriate
	Number of HWRCs incorporating facilities for reuse	Review of contracts in place at HWRCs	Annually
Leading by Example	Number of hits on the website guidance	Website monitoring	Quarterly
	Number of Green Champions in place in council offices	District databases	Six monthly
	Number of internal audits undertaken	Internal Audit reports produced	Annually
Freecycle	Number of hits on webpage	Website monitoring	Quarterly
Wider Waste	Number of hits on webpage	Website monitoring	Quarterly
	Number of attendees at the Waste Prevention Seminars	Attendance record from the seminar	Annually
SMART Shopping	Number of hits on webpage	Website monitoring	Quarterly
	Number of local retailers/producers identified for joint working	Database of potential retailers/producers	Six monthly
	Number of events held/campaigns carried out with retailers/producers	MWDA record of events	Annually
Education and Awareness Raising	Appointment of full time waste prevention officer	MWDA employment process	
	Number of schools waste prevention awareness delivered to	Waste prevention officer database	Annual
	Number of council departments waste prevention awareness delivered to	Waste prevention officer database	Annual
	Number of commerce/3rd sector organisation waste prevention awareness delivered to	Waste prevention officer database	Annual
Lobbying for change	Meetings held	Record of meeting	Quarterly
	Policy established	Policy ratified	Reviewed annually
	Targets set	Targets approved and M and E Plan in place	Annually

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