

# MWDA UPDATE

Spring 2011 / Issue 12

**Page 2: Mersey homes  
throwing away mountain of  
food every week**

**Page 2: Recycling Centres  
win thumbs up**

**Page 3: District news**

**Page 4: Climate change will  
affect waste habits**



## £20,000 boost for community

**Four local community projects  
have been given a slice of a  
£20,000 fund.**

MWDA and its contractor Veolia Environmental Services have awarded the money as part of their Community Resource Action Fund.

The funding was available to community sector and not-for-profit organisations who wish to undertake projects that demonstrate new and innovative approaches to sustainable waste management. The projects are:

Simply Living (Faiths4Change) – this will engage with parents on low incomes to promote waste and sustainable lifestyle awareness through workshops and an event.

SHRINE (St Helens Recycling Initiative for the Neighbourhood by the Local Area Partnership for Creative Learning) – a partnership including 10 schools will examine children's concerns with waste and recycling, including organising 20 'swap shops' and commissioning a recycling videogame.

Lighthouse Green Community (Love and Joy Ministries Ltd) – the Anfield-based organisation will provide: a resource awareness 'Information Hub' at their furniture outlet; two Open Days providing environmental advice; a 'Bring and Take' Spring Fayre; plus information workshops.

More Rubbish? (Black Box Creative Communities) – will deliver school workshops, audits of waste, and performances by pupils. Last year the same fund helped Black Box to manage theatre performances and workshops to raise awareness of waste reduction in schools. These performances saw pupils creating art made of recyclable materials. Of all the projects Holy Family Catholic Primary in Southport came top (pictured right with part of their recyclable art entry).

MWDA Director Carl Beer said: "These bids were really well put

together. You could see a lot of thought had gone into what they were looking for, what they could achieve, and the effects they're hoping to have on the community around them."

*Pupils and staff at Holy Family Catholic Primary School*



# Mersey homes throwing away mountain of food every week

**Unwanted food accounts for almost one third of everything thrown in the bin in homes across Merseyside and Halton, a survey has revealed.**

The Kerbside Household Waste Analysis Survey – commissioned by MWDA – says organic kitchen waste is the single biggest element in our bins, making up an average of 28.4% of everything we put in the bin.

Out of the 10.95 kilos of waste we put in our bins every week more than three kilos is food including leftover meat, some of which remains unopened, and other food that is potentially compostable (such as fruit and veg peelings, eggshells and teabags).

Across the region the amount of food waste binned equates to almost 2,000 tonnes a week.

Similar research by the national Waste and Resource Action Programme (WRAP) shows that the average household spends £50 a month on food that is never eaten - meaning residents are potentially throwing away £960 million on food a year.

MWDA Chairperson, Councillor Kevin Cluskey, said: “We don’t want to preach, it’s just using a bit of common sense. If you want to make a difference to the environment and your own pocket, think twice about the food you’re buying.”

**The survey also shows:**

- Compostable kitchen waste accounts for 28.4% of what we throw in the bin, 13.1%



Food waste makes up almost a third of our bins

is paper and another 10.4% is known as miscellaneous combustibles – everything from treated wood to used nappies and old carpet

- Sefton residents throw less in the bin than people in other Mersey districts – just 8.09 kilos a week compared to 12.95 kilos in St Helens, the district with the heaviest bin bags

## Recycling Centres win thumbs up

**The region’s Recycling Centres have won the thumbs up from members of the public.**

A survey of over 1,000 people visiting Merseyside and Halton’s 16 Household Waste Recycling Centres (HWRCs) shows over 90% of users are satisfied with the service they receive.

The survey covered everything from helpfulness of staff to appearance and accessibility of sites and attracted high ratings for almost every aspect

of service. Three HWRCs – Newton-le-Willows, Rainford and Ravenhead - scored 100% overall satisfaction ratings, making them the most popular sites.

Traffic flow and length of queues on site was the biggest concern highlighted, with just 40% of people surveyed at Sefton Meadows satisfied with queuing time.

MWDA Director Carl Beer said: “The survey has given us an extremely useful snapshot of how people feel and will help us plan effectively when considering future improvements.”



South Sefton Household Waste Recycling Centre

#### NEWS IN SEFTON

### Zonal collections

Sefton Council is to introduce a new zoned waste collection service. This approach will see collection vehicles work together in specific parts of the borough on a specific day. It is hoped the new project will enable Sefton Council to use vehicles to their full capacity and will also enable the authority to reduce carbon emissions.

Operational Services Director, Jim Black, said: "Under the new zonal system it will see groups of vehicles operating in specific areas at the same time making the whole service more efficient; it will help save money and will also help reduce carbon emissions on the vehicles."

#### NEWS IN KNOWSLEY

### Knowsley schools are top of the class

More than 150 cleaning and catering staff at Knowsley's new state-of-the-art high schools have completed an NVQ level 2 in Recycling which has given staff the skills and knowledge to help boost recycling rates from the schools' kitchens, class rooms and recreational areas.

In Halewood Centre for Learning all classrooms and home bases now have recycling bins. The school's 'Green Team' has also played a key role in launching a Climate Change Pledge, which will see pupils and staff work together to further boost recycling.

Nearly 36,000 milk cartons are delivered weekly to nurseries and Key Stage 1 pupils. In the past, these have ended up in landfill. Now the council has a supplier that will take cartons weekly, free of charge, for recycling.

#### NEWS IN WIRRAL

### Contamination reduction

During July to December 2010, Wirral's Waste and Recycling team worked with 1224 properties across the borough, to reduce contamination in recycling bins.

Properties that continually recycled incorrectly were given advice and guidance about what can be recycled from Participation Officers. When this approach did not work officers provided further advice along with a notice of intent, to issue a formal Section 46 notice under the Environmental Protection Act if the issue is was not resolved.

Participation Officers will continue to work with residents to improve Wirral's recycling performance.

#### NEWS IN ST. HELENS

### Green team swoops into action

Pupils from 10 schools in St.Helens are to run a new recycle swap shop scheme after receiving a slice of a £20,000 fund from MWDA and Veolia Environmental Services, as part of their Community Resource Action Fund (see front page).

The money has been won by SHRINE (St Helens Recycling Initiative for the Neighbourhood). The funding will help the children to examine concerns with waste and recycling, including organising 20 'swap shops' where people can bring, buy and swap unwanted household items.

Those involved are Allanson Street; Ashurst; Holy Spirit; Merton Bank; Nutgrove Methodist; St.Austin's; St.Mary's & St.Thomas; St.Theresa's; Thatto Heath primary schools and St.Cuthbert's Catholic Community College for Business & Enterprise.

#### NEWS IN HALTON

### Recycling rewards scheme extended

Since August 2010, all Halton households who have blue wheeled bins for recycling have been offered the opportunity to participate in the RecycleBank scheme, where residents are rewarded with points for recycling in their blue box or communal blue bin. They can then redeem their points for offers and money off goods and services at more than 120 local and national retail outlets, restaurants and leisure facilities.

A survey of residents taking part in the scheme showed that 79% were recycling more frequently since the start of the programme and 96% said they would recommend RecycleBank to their friends and family.

#### NEWS IN LIVERPOOL

### Homes healthier outlook

Liverpool's groundbreaking Healthy Homes Programme recently celebrated the end of another successful year of making homes safer and improving the health and lifestyle of residents.

The programme started in April 2009 and is a joint project between Liverpool City Council and Liverpool Primary Care Trust which aims to improve rented housing conditions and reduce health inequality in the poorest parts of the city.

The Healthy Homes team have visited more than 13,000 properties since the programme started, resulting in more than £2.5 million of safety improvements being carried out by landlords. There have also been 10,000 referrals for help and advice on a wide range of issues.

# Climate change will affect waste habits

**Global factors like climate change, food shortage and recession will play as big a role in future waste management as the environmental behaviour of households, personal politics or support for green issues, a recent report has said.**

The Made Today, Gone Tomorrow study - commissioned by MWDA and Envirolink North West - looks ahead to major factors that are likely to influence the amount of waste we produce in the future.

The report concludes: "Some of the immutable global forces and trends (from food shortages to climate change impacts) may well prove to be the real drivers that accelerate resource efficiency rather than it being generated through consensus, political support and heightened environmental awareness."

The report cites the example of the 500% increase in sales of Argos's cheapest sewing machine in 2009 as an example of how recession may be encouraging people to be thrifter - people choosing to make or mend their own clothes rather than throw

them away. It was also found that people are growing more of their own food - with a 60% increase in sales of vegetable seeds.

The study was set up to explore future trends in resource use and waste management and is based on discussions at a series of workshops involving experts working across environment-related industries.

It adds that faster and more sophisticated collection of electronic waste is one of the most urgent challenges faced in Europe if the continent is to avoid the economic impact of dwindling supplies of raw materials.

MWDA Chairperson Councillor Kevin Cluskey said: "The real message here is that we can all still make a difference by changing the way we do things before change is forced upon us."

MWDA Director Carl Beer said: "We don't have a crystal ball but we can't plan ahead if we don't

at least look at how things might go in future years - that's why research like this is so important.

"One of the clearest lessons for us is the need for waste managers to become much more creative and flexible in the way they help make the most of the limited resources we have left."



More sophisticated collection of electronic waste is needed

## Who are we?

Merseyside Waste Disposal Authority (MWDA) is a statutory authority established in 1986 following the abolition of Merseyside County Council, to undertake the waste disposal functions for local authorities across Merseyside - Liverpool, Knowsley, Sefton, Wirral and St Helens. MWDA takes the lead in advocating waste minimisation, recycling and the safe and effective disposal of waste for Merseyside's residents.

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MERSEYSIDE WASTE DISPOSAL AUTHORITY



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