

# MWDA UPDATE

Summer 2010 / Issue 11

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## D-Day for traders abusing Waste Recycling Centres

**A flagship Permit Scheme to tackle abuse of the region's Household Waste Recycling Centres (HWRCs) has been extended to Liverpool and Sefton.**

The crackdown means that householders using a van, pick-up or large trailer will need a Permit to deposit household waste at Recycling Centres at Southport, Formby, Sefton Meadows, South Sefton and Otterspool.

The Scheme is designed to end abuse by commercial traders who avoid paying Landfill Tax by disposing their waste at Recycling Centres at Council tax payers' expense and follows a successful pilot on the Wirral where the Scheme is also running.

MWDA Chairperson, Councillor Kevin Cluskey said: "Abuse of Recycling Centres by traders and commercial vehicles costs Council Tax payers thousands of pounds a year and we won't tolerate it anymore.

"There is no perfect solution to stop traders trying to get onto our sites, but a number of waste authorities are already operating similar initiatives around the country and have found that permit schemes are the best weapon in the war against the abusers."

The Wirral pilot scheme launched in the borough's three Recycling Centres last September resulted in an overall 7% drop in waste delivered to the sites – including a 26% reduction in the amount of rubble deposited over the traditionally quieter winter months.

Director of MWDA Carl Beer said: "Schemes like this already operate all over the country and we know from the success of our Wirral pilot that they can have a real impact on Merseyside too. We hope that householders will appreciate that the scheme is trying to stop 'freeloaders' who are effectively being subsidised by local Council Tax payers."

It is estimated that the Permit Scheme will ultimately pay for itself, with savings achieved by reduced landfill costs more than covering the cost of operating the initiative. The Scheme will soon also roll out to Knowsley and St Helens.



The Permit Scheme pilot saw a 26% reduction in rubble

# Giveaway for green-fingers

**Local residents can get their hands on free recycling bags this summer.**

The heavy-duty, green-waste recycling bags are being given away at various Household Waste Recycling Centres until the end of September.

In order to claim a bag, residents have to drop off a load of green and garden waste at either Recycling Centre, where they will receive a stamped voucher. If they drop off another load of green waste throughout the same month then they can get their voucher stamped a second time and will be given the free bag.

The giveaway promotion ran throughout July at Newton-le-Willows and West Kirby Recycling Centres, before it moved on to Kirkby and Otterspool in August, and Formby and Southport in September.

Carl Beer, Director of MWDA, said: "We ran a giveaway scheme a few years ago and it was very popular – in fact we shifted around 20,000 bags. And our regular compost giveaways are always enthusiastically

received by the public, so we know there is an appetite for recycling habits to be rewarded."

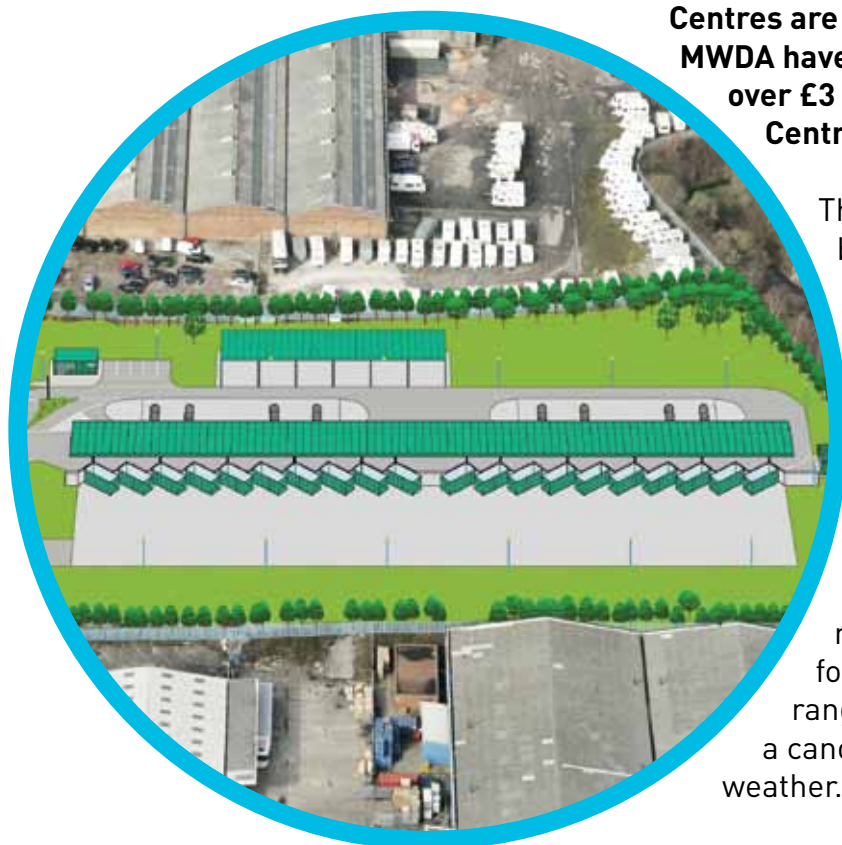
Alex Paterson, General Manager of Veolia Environmental Services, said: "The green bag giveaway has been successful in recent years across Merseyside - 20,000 bags distributed previously tells its own story. We look forward to supporting MWDA with the launch of the scheme in the coming weeks and also hearing the positive responses from our site users."



MWDA are giving away over 7000 green waste bags

## Knowsley set for two new Recycling Centres

**Two brand new Household Waste Recycling Centres are set to be built in Knowsley. MWDA have unveiled their plans to invest over £3 million in the new Recycling Centres in Huyton and Kirkby.**



Knowsley is set for a £3m recycling investment

The new Huyton Centre will be built on the site of a former HGV depot on Wilson Road, within the Huyton Industrial Estate – replacing the existing Centre just 230 metres away in Ellis Ashton Street.

It will handle up to 20,000 tonnes of recyclables each year and provide better traffic management with more space for queuing cars, a greater range of recycling containers and a canopy to shield visitors from bad weather.

The Kirkby Centre, which replaces an existing site 300 metres away, will provide more modern facilities, the capacity to receive up to 15,000 tonnes of household waste and recyclable materials each year,

easier disposal of recyclables with larger and increased numbers of containers, and more queuing space on site for vehicles to cope with peak demand.

MWDA Director Carl Beer said: "This is about creating modern and vastly improved local recycling facilities for Knowsley residents."

MWDA Chairperson Kevin Cluskey said: "These will be much more efficient and effective facilities and, we believe, will play a significant part in encouraging more recycling on Merseyside."





# Leaders announced

**MWDA Members have re-appointed Councillor Kevin Cluskey as Chairperson, a position he has held since June 2006. Knowsley MBC Councillor Graham Morgan has also been nominated as the new Deputy Chairperson. Councillor Morgan replaces John Salter who was the previous Deputy Chairperson.**

Councillor Kevin Cluskey said: "I'm very happy to welcome Councillor Morgan as the new Deputy Chairperson for the Authority. This is a very important time for waste management and this appointment is great news. There will be some tough decisions

ahead. We will need to move forward with political backing across the region if we're to deliver best value services for the people of Merseyside. I look forward to working with Councillor Morgan on a range of issues. I would also like to thank Councillor John Salter for his invaluable contribution and support as Deputy Chairperson over these past few years."

Councillor Graham Morgan said: "I am delighted to have been appointed as Deputy Chairperson of Merseyside Waste Disposal Authority. Merseyside has come a long way recently with recycling performance

increasing year on year. Although there is still some way to go, I know that by continuing to work together with our District Council partners we can deal with waste in a modern and sustainable manner, making Merseyside a better place to live and work for its residents."

An elected Member for Knowsley since 1995, Councillor Morgan has a wide range of experience and interests. He is currently Vice Chairman of the Knowsley Cabinet and the Employment and Appointments Committee and is also on the Governance and Audit Committee and Planning Committee.

## NEWS IN HALTON

### A litter respect

**Residents of a Runcorn housing estate have taken the cleaning of their community into their own hands, literally, with a litter pick as part of the Respect Halton campaign.**

Volunteers joined Ellesmere Street Residents' Association, staff from Cosmopolitan Housing Association and Halton Council, staff and residents from Halton Goals, and a Police Community Support Officer when they were organised into teams to litter-pick a particular area of the Ellesmere estate. Five skips were provided and bulky items were also taken away.

During the Respect Halton campaign, four 'Respect Weeks' have been organised, aimed at combating crime and cleaning the community.

## NEWS IN KNOWSLEY

### Schools opt for food

**The success of the food waste collection scheme for Knowsley householders has been rolled out to all schools in the borough.**

An audit was carried out at every school earlier in the year to help Knowsley Council gain a good understanding of what waste, recycling and waste minimisation activity was in place and what can be improved upon. This resulted in extra caddies being placed in kitchens, canteens, classrooms and staff rooms for the collection of all food waste, which is composted and made into soil fertiliser.

Some schools have taken this a step further and installed composters to enable them to compost on site for school allotments or growing areas.

## NEWS IN LIVERPOOL

### Text service launched

**Liverpool Council has launched a brand new text messaging service to tell residents when to put their bins out.**

All they need to do is text BINS, the house number and postcode to 62233 and they'll get a message letting them know what day their bin collection is and what bins are to be put out.

From then on, a text will be sent every week on the day before the collection as a continuous reminder. Once residents feel they don't need a reminder, they can just opt out by texting 'Stop Bins' to 62233.

## NEWS IN ST. HELENS

### Schools look to a green future

**Schools in St. Helens have been looking for a greener future with a series of recent initiatives aimed at improving the environment:**

- The Merseyside Sustainable Schools Conference in June was held to stimulate the exchange of ideas and to help pupils network with their peers. The conference discussed the National Framework for Sustainable Schools as a masterplan to forge ahead with eco ideas.
- St Teresa's RC Primary School joined a select band of UK schools by gaining its third consecutive Eco Schools Green Flag award. Eco Schools is an international award programme that aims to help every

school in the country become sustainable by following a seven-step process which helps them address a series of environmental themes.

- St. Aelred's Catholic Technology College hosted a Green School Surgery where a range of organisations were on hand to provide the opportunity to discuss and support schools or community groups on various environmental topics.

## NEWS IN WIRRAL

### Future Jobs Fund Team Impact

**Wirral Council's Waste and Recycling team have employed six workers through the Future Jobs Fund scheme to help reduce contamination in the kerbside recycling scheme.**

The team have been working across Wirral with Biffa collection crews to identify areas with heavily contaminated recycling bins. They have then been working in six areas to improve recycling performance, visiting and educating households who were contaminating their recycling bins.

The scheme has been running since May, and analysis of the results has shown a steady and substantial reduction in the incidence of heavy contamination. Each round, on average, has seen a 66% cut in heavy contamination with the last level recorded at 28 per round.

## NEWS IN SEFTON

### Schools compost the message

**Eco pupils at a Sefton school witnessed at firsthand how their garden waste is turned into reusable compost.**

School children at Farnborough Road Juniors in Southport visited Walkers Organic Solutions to learn more about the composting process.

Pupils were given a tour of the site by Pete Watts from Walkers. Farnborough Road Junior School teacher, Lyz Collins, said: "The children thoroughly enjoyed the tour of the site. It brought home what happens when they put out their garden waste in their green wheelie bins."



# YouTube chosen to host waste story

**Merseyside residents can learn the ins and outs of waste disposal by logging on to YouTube to see what happens to their rubbish.**

Five new short films have been produced by MWDA to reveal everything from monitoring gas levels at former landfill sites to processes used at a Materials Recovery Facility.

The films are part of an education drive by the Authority and focus on key elements of waste management in the region, explaining how various parts of the industry work.

They can be viewed on the [www.merseysidewda.gov.uk](http://www.merseysidewda.gov.uk) and on YouTube and all showcase what goes on at Merseyside's Household Waste Recycling Centres, its Materials Recovery Facility in Bidston and its Waste Transfer Stations. The Authority's work in monitoring gas and water at former landfill sites is also covered in the clips.

The five 'shorts' follow on from an educational waste film released by MWDA last year, which showed the journey of waste from kerbside through recycling and then final reprocessing.

Carl Beer, Director of Merseyside Waste Disposal Authority, said: "We had some very

positive feedback following the release of our film last year, so we're glad to follow it up with these. They're a bit more technical and feature a bit more detail than the last one did. The target age range is more specific as we're aiming at secondary schools, colleges and university students. However, as they're on our website and YouTube, they are accessible to everyone."

The original film – called Get It Sorted – was released last November and has so far been distributed to and watched by over 2000 people, forming part of an information and education resource.

Like the previous film, the new shorts have been produced in conjunction with Liverpool company Red Hot Media and have been narrated by local teenage actors Aneka Desai and Jack Mulhanney.

Richard Wallace of Red Hot commented: "To get the chance to work with MWDA on another project has been a real privilege. These films will most definitely educate and inform viewers and with the input of the two fantastic presenters will certainly entertain."



Showcasing the work of MWDA on YouTube

## 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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