



MERSEYSIDE WASTE DISPOSAL AUTHORITY

SERVICE PLANNING**SECTION: STRATEGY**

MANAGER: STUART DONALDSON	YEAR: 2010-2011
RESOURCES:	
<p>Staff:</p> <ul style="list-style-type: none"> Waste Strategy Manager (Stuart Donaldson) Assistant Waste Strategy Manager (Barbara Jones) Waste Strategy Policy Officer (Glynn Stevenson) Sustainability and Waste Prevention Officer (Tony Scott) Waste Education and Awareness Officer (Chris O'Brien) Strategy Support Officer (Abigail Looker) <p>Budget 2010/11: £349,000</p>	
LOOKING BACK – OUTCOME FROM 2009/10 PLAN:	
<p>The Merseyside and Halton Waste Partnership commenced the review of Joint Municipal Waste Management Strategy including:</p> <ul style="list-style-type: none"> • Tendering a two seasonal Waste Composition Analysis on recyclates, organic and residual waste. Phase 1 began on 8 March 2010. • Developing Issues and Options with officer and member workshops held in March 2010 and • Preparatory work on Strategic Environmental Assessment with Liverpool University from February 2010. <p>Senior Officers Working Group performance against its inaugural Work Plan will be reported for the first time in June 2010. Recycling improvements to 33% in 2008/9 have already been reported.</p> <p>Key initiatives include:</p> <ul style="list-style-type: none"> • Investigating benefits for co-mingled kerbside collections for Sefton and St Helens; • Commencement of a feasibility study for Merseyside-wide kitchen waste collections; • Launch of two year Love Food Hate Waste awareness campaign funded by WRAP and co-sponsored by MWDA with over 100 events held during year; • Signing of the Merseyside Inter Authority Agreement by MWDA and four of the district partners; and • Launch of Recycle for Merseyside website in July 2009. 	

- MWDA and partnership responses on 10 key national and regional consultations including the EU Waste Framework Directive and Regional Strategy 2010.

Sustainable Development: The Authority was successful in attaining accreditation to ISO140001 in May 2009 for its Environmental Management System. Sustainable development corporate training sessions have been held for staff on sustainable procurement, EMS, Corporate Social Responsibility and climate change. MWDA has contributed to the development of climate change strategies in Liverpool, Sefton and Knowsley and the Mini-Stern review for Merseyside.

£60,000 funding to Envirolink for their waste market and sector development programme included studies on the economic impact of the trial HWRC permit scheme on the Wirral and a feasibility study for the design, construction and operation of a Low Carbon HWRC.

Education and Awareness: On-going successful visit programme to Authority facilities in partnership with Veolia Environmental Services Ltd for schools and community groups. The development and launch of an educational DVD for schools visiting Authority facilities called "Get It Sorted – A Film About Rubbish". Also the development and launch of five short web clips around the statutory work of the Authority.

Community and 3rd Sector Support: MWDA and Veolia awarded £20,000 to five Merseyside community groups for local projects to benefit the environment. Other community sector support included £5,000 contribution to Faiths4Change for environmental project support for faith groups across Merseyside.

Core Activities 2010/11	
Title	Corporate Objective
Performance Management and interpretation of data: <ul style="list-style-type: none"> • Exception Reports to EMT • Agreement on annual SOWG work plan and performance reporting. • Development and reporting on LAA indicators and contributions to CAA, • Interpret data to support decision making by the Authority, the Partnership and the development of the JMWMS 	Objective 3.3
Strengthening the interface with 5 Collection Authorities and Halton: <ul style="list-style-type: none"> • 1-2-1 meetings with Districts; • Review and monitoring of DCAPs; • Secretariat for SOWG; • Partner authority contributions and support to LAAs and LSPs; and • Partnership site visits and new technologies. 	Objective 3.4
Policy Development: <ul style="list-style-type: none"> • Co-ordinate MWDA and MHWP 	Objective 2.5

<p>consultation responses;</p> <ul style="list-style-type: none"> • Research and Development; • Develop MWDA's strategic contributions to the wider climate change, carbon management, resource management and sustainable consumption and production agendas at local, sub regional and national levels; • Horizon scanning and development of policy networks; • Monitor and attend external events; • Briefing for Members, Executive Board and Senior Officers; • Definitions of legislation; • Undertake policy Reviews; and • Develop Policy Position statements. 	
<p>Strategic links, influence and lobbying:</p> <p>European Level:</p> <ul style="list-style-type: none"> • Merseyside Brussels Office: <p>National Level:</p> <ul style="list-style-type: none"> • DEFRA, DECC, BIS, DCLG and other government departments; • LGA, LARAC, WRAP, NAWDO, BREW; REIPs; • National Waste Partnerships Group <p>Regional Level:</p> <ul style="list-style-type: none"> • NWDA, 4NW, GONW, NW Waste Committee; RTAB; NWEIP, NWRF, Environment Agency • Envirolink – Market and Sector Development <p>Sub-regional and Local:</p> <ul style="list-style-type: none"> • Liverpool City Region Cabinet and Boards • The Mersey Partnership • Merseyside Policy Unit • Environment Economy Group • Merseyside Environmental Officers Group • Waste Development Plan Document • Merseyside Sustainable Development Group • LCR Climate Change Network • Other WDAs and Unitary Authorities 	Objective 2.5

<p>Communications and PR:</p> <ul style="list-style-type: none"> • Contributions to Annual Report and Press Releases including Corporate Social Responsibility. • MWDA and Recycle for Merseyside and Halton Website updates and development • Intranet updates • MHWP Joint Communications 	Objective 2.3
<p>Financial Services:</p> <ul style="list-style-type: none"> • Budget setting and financial management • Raising orders 	Objective 1.1
<p>Management Systems</p> <ul style="list-style-type: none"> • Business Continuity Plan • ISO140001 Standard 	Objective 2.1
<p>Procurement and Contract Support:</p> <ul style="list-style-type: none"> • Contribution to management of WMRC contract and compliance to service delivery plans; • Policy and strategy data provision; and • Contribute to procurement process for RRC. 	Objective 1.2

LOOKING FORWARD – PRIORITIES FOR 2010/11:	
Corporate Objective	Description of Section's Contribution to Objective in Forward Year
<p>Operations 1.2 To work with our customers, contractors and stakeholders to continuously improve the waste services we provide in terms of efficiency, effectiveness and sustainability.</p>	To assist the Director in the delivery of his priorities as approved by Members (5 th February 2010) including an Operational Review.
<p>Partnership 3.1 To review and implement the Joint Municipal Waste Management Strategy for Merseyside</p>	<ol style="list-style-type: none"> 1. Continue the full review of the JMWMS including SEA, public consultation and completion of composition analysis.
<p>Partnership 3.3 To lead the development of the Merseyside and Halton Waste</p>	<ol style="list-style-type: none"> 1. To manage the Senior Officers Work Plan including the production of the first annual Partnership Performance Report.

<p>Partnership and encourage joint working opportunities which strengthen the effectiveness and efficiency of the partnership.</p>	
	<ol style="list-style-type: none"> 2. To lead the development and agreement of formal Inter Authority Agreements between partner authorities.
<p>Partnership 3.2 To maximise engagement with stakeholders through effective communication, consultation and engagement</p>	<ol style="list-style-type: none"> 1. To develop an engagement strategy for the Authority.
	<ol style="list-style-type: none"> 2. Active engagement and opportunities to support for community/third sector waste management activities
	<ol style="list-style-type: none"> 3. To develop and implement initiatives in line with the waste prevention strategy.
<p>Partnership 3.4 To have regard to all Partner Authorities local improvement targets in exercising functions and to engage effectively with all partner authorities and Local Strategic Partnerships</p>	<ol style="list-style-type: none"> 1. On-going participation in the development and delivery of all 6 partner authorities Local Area Agreements and Sustainable Community Strategies and appropriate contributions to the activities of their Local Strategic Partnerships.
<p>Resources 2.3 To effectively engage with our customers and stakeholders to meet the aims of the Authority's Communications and Education and Awareness Strategies.</p>	<ol style="list-style-type: none"> 1. To work with our contractor, partner authorities and others in the effective delivery of the Authority's education and awareness strategy to support behavioural change.
<p>Resources 2.5 To continuously develop and review our performances, policies and strategies in line with regional and national guidelines and current best practice.</p>	<ol style="list-style-type: none"> 1. To work with our contractor, partner authorities, supply chain and others to reduce greenhouse gas emissions associated with the Authority's activities.
	<ol style="list-style-type: none"> 2. To set targets for the reduction of the Authority's carbon footprint

	3. To maintain an accredited Environmental Management System
	4. To develop the Authority's practice in the sustainable procurement of its goods and services.

IDENTIFIED RISKS IN 2010/11:					
Risk Identified	Link to Corporate Risk Ref:	Impact	Likelihood	Risk Value	Mitigation
Failure to engage with partners, contractor and stakeholders	8 10	4	3	12	Engagement and consultation for JMWMS review. Performance report for MHWP. Stakeholder forum/annual survey development with Veolia, districts, LSPs and Universities. MWDA Engagement strategy Education visits programme and community fund.
Failure to reduce the Authority's carbon footprint	-	3	3	9	Climate change action plan and risk register, EMS, Contract service plans, sustainable procurement, Nottingham Declaration. NI 185, 188 District CAA/LAAs
Failure to maintain a robust and sustainable JMWMS	12	4	2	8	JMWMS Review (+ JMWMS Risk Register), SA/SEA, DCAPs, Procurement. Partnership and stakeholder engagement and joint working.
Failure to take account of new policies, legislation and best practice.	-	4	2	8	Research and Development; JMWMS Review process; EMS; Partner

					Authority status; consultation responses, strategic links
Failure to maintain the ISO140001 standard	27	3	2	6	Appropriate resources to co-ordinate system and undertake audits. Raise managers, staff and supplier awareness and understanding of EMS. Report non-compliances to management team.
Failure to progress the implementation of the sustainable procurement of our goods and services	18	3	2	6	SP Action Plan, Sustainable Procurement Flexible Framework, Sustainability Appraisals,

PROJECTS FOR 2010/11:		
Title	Project Manager	Corporate Objective
1. Review of the JMWMS: <ul style="list-style-type: none"> Waste Composition Analysis Develop Options Public Consultation SA/SEA 	Stuart Donaldson	Partnership 3.1
2. Implementation and reporting on the 2010/11 Work Plan for SOWG and produce Annual Performance Report for 2009/10	Stuart Donaldson	Partnership 3.3
3. Formalise Inter Authority Agreements between partner Authorities	Stuart Donaldson	Partnership 3.3
4. Implement the Education and Awareness Action Plan in conjunction with Veolia	Barbara Jones	Resources 2.3
5. Evaluate and Review the MWDA Education and Awareness Strategy for 2011.	Barbara Jones	
6. Develop, agree and implement an engagement strategy for the Authority	Stuart Donaldson	Partnership 3.2
7. Evaluate and Review the Headline Sustainable Development Strategy for 2011	Stuart Donaldson	Resources 2.5
8. Establish a baseline and set targets for the Authority's carbon footprint	Stuart Donaldson	Resources 2.5
9. Undertake a comprehensive risk assessment of climate change impacts for the Authority	Stuart Donaldson	Resources 2.5
10. Implement the Sustainable Procurement work plan for 2010	Stuart Donaldson	Operations 1.1 Resources 2.5
11. Manage the development of waste prevention and support the Love Food Hate Waste campaign	Barbara Jones	Partnership 3.2

12. Manage the Waste Project Fund for Community Organisations 2010	Barbara Jones	Partnership 3.2
11. Contribution to Director's Operational Review		Operations 1.2

PERFORMANCE TARGETS:			
Performance Indicators	Target 2009/10	Actual 2009/10 (Estimated)	Target 2010/11
To deliver educational opportunities at the Authority's facilities to 7,500 people each year by 2013	115 visits	45 visits (765 Visitors)	2575 Visitors
CO2 reduction from Authority's operations (NI 185)	NA	NA	Establish baseline and set target for reduction (in agreement with Veolia)
To achieve Level 2 of the Government's Adaptation Framework for Climate Change (NI 188)	Achieve Level 2 by March 2010	70% completed towards Level 2.	Achieve Level 2 by 2012
To report on 2009/10 Partnership Performance in delivering JMWMS.	NA	NA	2009./10 report to be published June 2010
To achieve level 3 (Practice) in the Government's Sustainable Procurement Framework by 2010	Achieve by 31 March 2010	50% completed.	Achieve by 31 December 2010
North House Electricity Consumption (KWh/m ²)	99	98	95
MWDA/MHWP Responses to relevant EU, National and Regional Consultations (within set deadlines)	100% response	100% response (10 consultations)	100% response
To formalise Inter Authority Agreements between partner authorities by 2012	NA	4/6 Partner Authorities signed Merseyside IAA Halton IAA not signed.	Report progress
To maintain Environmental Management System Standard ISO 14001 in 2010	NA	NA	Report progress