

1.0 Cheltenham Borough Council Waste Action Plan

Revision 2 - 2010

Following formal review of the first Joint Municipal Waste Management (JMWMS) Action Plan, this Action Plan sets out the key waste management actions this council will undertake in implementing Gloucestershire's JMWMS. The focus of the Action Plan is on actions to be completed in the first 3 years following the adoption of the Strategy in 2008. In addition, initiatives which may be implemented beyond this three year focus, but which require precursor actions to be taken within the plan period are also included. It is intended that this Action Plan is a 'living' document, that it will be regularly referred to, and that it will be subject to formal review annually. The first formal review of the original action plan took place early 2009, with this being the second formal review of the action plan.

The actions are presented in tables under four main headings: Changing Behaviour; Waste Prevention; Collection Systems and Other. This format was adopted for the purposes of simplicity and clarity, and reflects the JMWMS high level action plan. It should however be noted that a number of actions will cut across these headings and will be interactive and synergistic with one another.

1.1 Changing Behaviour

Ref	Initiative	Key Actions	Responsibility	Target Dates	Indicators
1	Recycle for Gloucestershire Campaign	<ul style="list-style-type: none"> Provide officer time to support the 'Recycle for Gloucestershire' Campaign as appropriate – e.g. through supporting 3 road-shows Continue to support Recycle for Gloucestershire website 	CBC	Ongoing	Number of officer hours spent supporting the campaign
2	Schools programme	<ul style="list-style-type: none"> Support County Council work with schools by signposting enquiries to GCC 	CBC/GCC	Ongoing	Number of schools visited in any year
3	Communications in support of new services	<ul style="list-style-type: none"> Provide comprehensive communications in support of any new services provided to Cheltenham residents 	CBC	Before any new service roll out	Awareness of services among public

		<ul style="list-style-type: none"> • Work with GWP to harmonise communications as appropriate • Work with other GWP authorities to develop and put in place a communications 'forward plan' to harmonise the timetabling of key events 	CBC/ GWP	Ongoing	Number of initiatives undertaken to harmonise comms
			GWP/CBC	ongoing	Communications plan in place and kept up to date
4	Communicate on new technologies	<ul style="list-style-type: none"> • Ensure communications issued are consistent with County Residual Waste Project 	CBC	Ongoing	No inconsistent messages delivered
5	Market Research	<ul style="list-style-type: none"> • Ensure research is coordinated with GWP, e.g. through telephone surveys and other shared research 	CBC/ GCC	Ongoing as appropriate	Analysis and action on feedback received
6	Getting Own House in Order	<ul style="list-style-type: none"> • Continue to recycle paper, card and waste oil from council operations and to compost parks and gardens waste 	CBC	Ongoing	Quantity of paper, card and oil recycled and parks/ gardens waste composted
		<ul style="list-style-type: none"> • Formalise arrangements for the collection of cans glass, plastics from council offices 		Ongoing	Quantity of cans, glass and plastic collected from Council Offices
		<ul style="list-style-type: none"> • Develop and implement procurement and contract specifications that will increase waste prevention, re-use and recycling where this has not already been done 		Ongoing	Contracts and specifications in place
		<ul style="list-style-type: none"> • Promote waste prevention in house • Lead by example in the community • Share good practice within GWP 		Ongoing	Quantity of waste produced
7	Supermarkets	<ul style="list-style-type: none"> • Support county and GWP in working with supermarkets on waste minimisation and re-use 	CBC/GWP/County	Ongoing	Number of initiatives supported

8	Community Champions	<ul style="list-style-type: none"> Continue to support Community Champions scheme both financially and with Officer time Assist in development of new schemes and promotional campaigns delivered by the Champions 	CBC/ V21	2010/11 2010/11	No. of Champions registered Tonnage of wastes diverted from landfill
9	Recycling Centre	<ul style="list-style-type: none"> Continue provision of recycling centre and improve the recycling rate achieved at the site 	CBC	Ongoing	Annual improvement in recycling rate (up to 85%)

1.2 Waste Prevention

Ref	Initiative	Key Actions	Responsibility	Target Dates	Indicators
1	Home composting	<ul style="list-style-type: none"> Continue to promote benefits of home composting in Cheltenham Borough Ensure adequate support for home composting is in place 	County/CBC County/CBC	Ongoing Ongoing	Number of bins provided to CBC residents annually
2	Community composting	<ul style="list-style-type: none"> Review success of community composting schemes set up in other Gloucestershire districts 	CBC	2010/11	Number of new schemes
3	SMART shopping	<ul style="list-style-type: none"> Provide advice through community champions 	CBC	Ongoing	
4	Junk Mail	<ul style="list-style-type: none"> Continue to provide information at events Community champions continue promotion of no junk mail, MPS website, and opting out of receiving telephone directories 	CBC CBC/V21	Ongoing 2010/11	Number of householders registered with the Mailing Preference Service
5	Packaging	<ul style="list-style-type: none"> Lobby and support measures to reduce packaging and increase the proportion of packaging that is recyclable 	CBC	As appropriate	Number of initiatives and supermarkets involved in campaign
6	Reusable nappies	<ul style="list-style-type: none"> Continue to provide information and advice on real nappies Provide Officer support at Roadshows within the Borough 	CBC	Ongoing	Number of families using real nappies & uptake of vouchers

7	Education in schools	<ul style="list-style-type: none"> See 'Changing Behaviour' section above 			
8	Collection of Furniture & WEEE	<ul style="list-style-type: none"> Continue to offer furniture and WEEE recycling options to the public. 	CBC	Ongoing	Furniture tonnage re-used & WEEE tonnage recycled

1.3 Collection Systems

Ref	Initiative	Key Actions	Responsibility	Target Dates	Indicators
1	Increase range of dry recyclables collected	<ul style="list-style-type: none"> Introduce kerbside collection of plastic bottles based on accessibility criteria. 	CBC	2010/11	Tonnage of kerbside plastic bottles collected
2	Food waste collection	<ul style="list-style-type: none"> Explore options to introduce of kitchen food waste collection scheme. Negotiate and establish Supply Agreement with County for food waste collection service 	CBC CBC / GCC	2010/11 As required	Members consulted on option to introduce kitchen food waste collection service. Supply agreement in place
3	Alternate weekly collection of residual waste	<ul style="list-style-type: none"> Explore options to move to alternate weekly collections of residual waste whilst exploring the potential for the collection of kitchen food waste for recycling. 	CBC	2010/11	Members consulted on option to change frequency of residual service.
4	Hazardous materials collections	<ul style="list-style-type: none"> Continue to support the recycling champion's battery box recycling scheme until such time as nation initiatives prove sufficient. Continue to provide battery recycling options at Swindon Road Recycling Centre. 	CBC	2010/11	Kg of batteries recycled.
5	Bring bank recycling	<ul style="list-style-type: none"> Ensure bring bank provision complements kerbside collection systems. Provide bring banks for materials not collected at the kerbside where possible 	CBC	Ongoing	Range of materials collected
6	Explore moving towards common standards	<ul style="list-style-type: none"> Investigate benefits from closer joint working in procurement of collection systems (e.g. phasing of rollouts, procurement of containers & vehicles, harmonisation of promotional literature etc) 	CBC/ GWP	To align with collection system roll outs/changes	Number of joint initiatives undertaken

		<ul style="list-style-type: none"> Implement appropriate actions Work towards harmonisation of collection policies (e.g. side waste, compulsory recycling) 			
7	Garden Waste	<ul style="list-style-type: none"> Continue provision of current service 	CBC	Ongoing	Service provided
8	Near entry recycling for flats & HMO's	<ul style="list-style-type: none"> Adapt near entry recycling scheme to allow for the collection of plastic bottles as and when the scheme goes live. 	CBC	2010/11	Number of communal recycling bins installed for plastic bottles
9	Events	<ul style="list-style-type: none"> Increase provision of recycling services available at events 	CBC	Ongoing	Number of events at which recycling services are provided
10	Commercial	<ul style="list-style-type: none"> Explore options to increase the range of materials collected for recycling 	CBC	2010/11	Recycle 20% of commercial waste collected

1.4 Other

Ref	Initiative	Key Actions	Responsibility	Target Dates	Indicators
1	Monitoring and review of action plans	<ul style="list-style-type: none"> Agree monitoring and review criteria with GWP Review and update action plan 	CBC/ GWP	2010/11 Annually	Criteria agreed Action plan updated
2	Working in partnership	<ul style="list-style-type: none"> Continue to look for future partnership working to aid the delivery of the Councils' waste services more cost effectively and support the work of the shadow joint waste board. Play an active part in joint working at the county level through the GWP Share lessons from introduction of new services/trials and develop a process to enable this to be done at chief executive and member level as well as officer level 	CBC/ GWP CBC/GWP/County Council	Ongoing ongoing	

3	Securing sustainable funding	<ul style="list-style-type: none"> • Explore & maximise opportunities for sourcing external funding • Where appropriate, coordinate funding opportunities and applications with GWP 	CBC / GWP	Ongoing	External funding awarded
4	Clinical Sharps Collection	<ul style="list-style-type: none"> • Continue to participate in County Wide (Glos City excl) collection of clinical sharps 	CBC	Ongoing	Sharps collected via county scheme
5	Lobby private sector and Government	<ul style="list-style-type: none"> • Provide support to members to facilitate lobbying on key waste issues including waste prevention, powers, funding, packaging etc 	CBC / GWP	Ongoing	Number of lobbying campaigns undertaken