

1.0 Gloucestershire County Council Waste Action Plan

Revision 2 April 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 JMWMS action plan took place early 2009, with this being the second formal review of the action plan.

The actions are presented in tables under five main headings: Changing Behaviour; Waste Prevention; Collection Systems, Residual Treatment 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	Products	Indicators
1	Recycle for Gloucestershire Campaign	<ul style="list-style-type: none"> • Maintain website • Undertake road-shows and attend local events • Coordinate and promote RFG activities among the 	County Waste Marketing Manager	Ongoing Throughout 2010/11 As per schedule for	Current website Roadshows undertaken Activities as per agreed schedule	Website up to date Number of people engaged with Activities delivered on schedule

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		<p>districts via Joint Operations and Communications Officer Group.</p> <ul style="list-style-type: none"> Develop suitable themed campaigns at appropriate times of the year to support the 3R's programme e.g. LFHW, Home Composting Real Nappies etc. 		<p>2010/11 and beyond</p> <p>Throughout 2010/11</p>	<p>Appropriate campaign materials as required</p>	<p>Campaigns delivered on schedule</p>
2	Schools programme	<ul style="list-style-type: none"> Undertake programme of schools visits in response to requests from schools Maintain the Recycle for Gloucestershire schools website. Undertake year 2 of the Health4schools futures programme. Deliver a minimum of one county-wide school competition. Undertake a programme of support for new service developments. Engage with WCA's when scheduling schools visits. 	<p>County Waste Minimisation & Recycling officer and Waste Education Officer (co-ordinated with the WCAs).</p> <p>County/ partnership with GCC waste contractors</p>	<p>Ongoing</p> <p>Throughout 2010/11</p> <p>Throughout 2010/11</p> <p>Throughout 2010/11</p> <p>Commence 3-6 months prior to implementing district service change.</p> <p>Ongoing</p>	<p>Targeted activities with pupils</p> <p>Heightened awareness</p>	<p>Number of schools visited / number visited per district.</p> <p>Number of schools signing up to Recycle for Gloucestershire schools challenge.</p> <p>Levels of awareness achieved.</p>
3	Communications in support of new services	<ul style="list-style-type: none"> Contribute to and support communications initiatives of districts Work with GWP to 	<p>County Waste Marketing Manager</p> <p>County/ GWP</p>	<p>Ongoing as per district schedule</p>	<p>Comms messages</p> <p>Harmonised</p>	<p>Level of support provided to each district</p> <p>Number of</p>

Ref	Initiative	Key Actions	Responsibility	Target Dates	Products	Indicators
		<ul style="list-style-type: none"> harmonise communications as appropriate Work with other GWP authorities to jointly market new service introductions 	GWP/County (via Joint Operations & Comms Officers Group)	<p>Ongoing in line with work programme.</p> <p>Throughout 2010/11 and beyond</p>	<p>comms messages</p> <p>Comms forward plan</p>	<p>initiatives undertaken to harmonise comms</p> <p>Communications plan in place on time and kept up to date</p>
4	Communicate on residual waste technologies and the residual waste project	<ul style="list-style-type: none"> Communicate and engage with GWP as a key stakeholder for the residual waste project. Continue to use the real rubbish campaign to raise awareness and understanding of the types of technologies that may be used as part of the residual waste solution for Gloucestershire. 	County	Throughout 2010/11 and beyond.	Action plans to support activity as appropriate.	Action plans written on time and delivered according to project timeline.
5	Getting Own House in Order	<ul style="list-style-type: none"> Corporate champions to undertake annual environmental measurement surveys Ensure good awareness & take up of existing recycling facilities & services Seek to enhance in house recycling and promote waste prevention Develop and implement 	<p>County</p> <p>County</p> <p>County</p> <p>County</p>	<p>Throughout 2010/11</p> <p>Throughout 2010/11 and beyond</p> <p>Throughout 2010/11 and beyond</p> <p>Throughout</p>	<p>Checklist of actions</p> <p>Efficient systems in use</p> <p>Defined performance improvements</p> <p>Procurement</p>	<p>Number of surveys undertaken</p> <p>Participation rate in office recycling</p> <p>Quantity of waste produced and recycled</p> <p>Contracts and</p>

Ref	Initiative	Key Actions	Responsibility	Target Dates	Products	Indicators
		<p>procurement and contract specifications that will increase waste prevention, re-use and recycling when appropriate</p> <ul style="list-style-type: none"> • Lead by example in the community • Support and share good practice with other GWP authorities in developing their own performance measures for in-house waste related activities. 	<p>GWP/ County</p> <p>County</p>	<p>2010/11 and beyond in line with corporate procurement schedules.</p> <p>Throughout 2010/11</p> <p>Throughout 2010/11 and beyond</p>	<p>specifications</p> <p>Media releases</p> <p>Internal schemes agreed.</p>	<p>specifications in place, avoided waste quantities.</p> <p>Number of media releases</p> <p>Performance measures agreed</p>
6	Supermarkets	<ul style="list-style-type: none"> • Engage with retailers to ensure support for waste minimisation and re-use campaigns/initiatives. • Establish FairShare food distribution scheme in Gloucestershire. • Ensure retailer engagement programme is co-ordinated between all GWP partners via Joint Ops and Comms Group. 	GWP/ County	Throughout 2010/11 and beyond	Defined programme of initiatives	Number of initiatives supported
7	Customer relations	<ul style="list-style-type: none"> • Review customer service performance (response to requests, satisfaction levels, service issues etc) • Action taken in light of review findings 	County Waste Services Manager	Periodically throughout 2010/11 and beyond	Specific actions	Issues reviewed and action undertaken
8	Waste Communications	<ul style="list-style-type: none"> • Produce and deliver a proactive PR programme 	County Waste Marketing Manager	2010/11 and annually	Programme	Programme delivered

Ref	Initiative	Key Actions	Responsibility	Target Dates	Products	Indicators
		<p>linked to the 3R's campaign</p> <ul style="list-style-type: none"> Maintain links with third party groups (i.e. village agents & neighbourhood partnerships) to ensure communications messages can be appropriately targeted. 		<p>thereafter</p> <p>Ongoing</p>		
9	Education – Community Groups	<ul style="list-style-type: none"> Undertake visits / presentations to community groups and co-ordinate these events with WCA's. 	County(PR & Community Liaison Officer) and other speakers	Throughout 2010/11 and beyond	Visits undertaken as per schedule / demand	Schedule delivered
10	Recycling Champions	<ul style="list-style-type: none"> Provide communications support to district community champions programme as requested 	County Waste Marketing Manager	Throughout 2010/11 and beyond	Communications support	Completed on time

1.2 Waste Prevention

Ref	Initiative	Key Actions	Responsibility	Target Dates	Products	Indicators
1	Home composting	<ul style="list-style-type: none"> Continue to promote the benefits of home composting within Gloucestershire 	County	Ongoing	Compost bins	Number of bins provided to households
		<ul style="list-style-type: none"> Sign up to National Framework contract for the supply of home composting bins and accessories 	County	April 2010	Supply agreement in place	Number of householder complaints
		<ul style="list-style-type: none"> Ensure adequate support for home composting is in place. 	County /Master Composters	Ongoing	Service	Value of promotions undertaken

Ref	Initiative	Key Actions	Responsibility	Target Dates	Products	Indicators
		<ul style="list-style-type: none"> Support 1-day compost bin sales events when required. 	County / District	2010/11	Compost bin sales	Number of events
		<ul style="list-style-type: none"> Ensure promotion of home composting alongside district service change marketing. 	County / District	2010/11	Compost bin sales	Number of additional bins sold
2	Community composting	<ul style="list-style-type: none"> Support the establishment of operational community composting facilities in conjunction with WCA's. 	County	Ongoing	Support package	Number of new schemes
3	Smart Shopping & packaging	<ul style="list-style-type: none"> Promote smart shopping options via the Recycle for Gloucestershire website. Partner with Tesco's and other retailers in order to promote local smart shopping options in-store. 	County	2010/11	Promotional materials	Number of promotions undertaken
4	Love Food Hate Waste	<ul style="list-style-type: none"> Run a series of high profile campaigns to raise awareness of food waste issues. 	County	2010/11	Promotions and campaigns	Number of promotions undertaken
5	Junk Mail	<ul style="list-style-type: none"> Continue promotions of the MPS via website and leaflet. 	County	2010/11 and beyond	Promotional materials	Number of promotional events.
6	Reusable nappies	<ul style="list-style-type: none"> Continue Gloucestershire Real Nappy campaign. Continue Real Nappy incentives voucher scheme. 	County	2010/11	Defined programme of support	Number of incentive vouchers redeemed.
7	Recycling of Furniture & WEEE	<ul style="list-style-type: none"> Continue to promote HRC collection service for WEEE. 	County	2010/11 and beyond	WEEE recycled	Tonnage of items recycled.
8	Support and utilise community	<ul style="list-style-type: none"> See ref 2 above for community composting 	County	Ongoing	Objectives of scheme are met	Tonnage of waste diverted from

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Ref	Initiative	Key Actions	Responsibility	Target Dates	Products	Indicators
	and social enterprise projects	<ul style="list-style-type: none"> Maintain support of existing schemes (promote & pay recycling credits) 				landfill.

1.3 Collection Systems

Ref	Initiative	Key Actions	Responsibility	Target Dates	Products	Indicators
1	HRC Sites	<ul style="list-style-type: none"> Review findings of HRC study and implement actions as appropriate. Introduce furniture reuse scheme. Broaden range of materials collected at HRC sites (e.g. asbestos, mixed plastics if markets support) Sell compost to the public. Continue to support the relocation project for Hempsted HRC. 	<p>County</p> <p>County</p> <p>County</p> <p>County</p> <p>Cory/County</p>	<p>2010/11 and beyond</p> <p>2010/11 and beyond</p> <p>2010/11</p> <p>2010/11</p> <p>Ongoing</p>	<p>Defined improvements</p> <p>Schemes in place</p>	<p>Plan developed and implemented</p> <p>Range and tonnage of materials collected at HRC's</p>
2	Incentives and Kerbside Collection Systems for Food Waste	<ul style="list-style-type: none"> Negotiate and agree performance incentive scheme with each of the Districts as appropriate to deliver enhanced kerbside collection services 	County / Districts	2010/11	Financial assistance and supply agreements	Agreed schemes in place
3	Joint working	<ul style="list-style-type: none"> Assist the districts in the harmonisation of collection policies (e.g. side waste, compulsory recycling) 	GWP	2010/11	Benefits realised	Number of joint initiatives undertaken

		<ul style="list-style-type: none"> Review the range of recyclables collected at the time of the full 5 yearly JMWMS review 		20012/13		
4	Commercial Waste	<ul style="list-style-type: none"> Maintain the Recycle at work Gloucestershire website 	County	2010/11	Useful information for commercial waste producers.	Up to date website
5	Waste Composition Analysis	<ul style="list-style-type: none"> Undertake composition analysis of post-service change kerbside waste. 	County	By September 2011 (or 6 months after new service introduction)	Composition data	Analysis complete
6	Carbon footprint	<ul style="list-style-type: none"> Undertake WRATE analysis of new waste collection services. 	County	2010/11	Carbon footprint of waste services.	Carbon quantities.

1.4 Waste Treatment

Ref	Initiative	Key Actions	Responsibility	Target Dates	Products	Indicators
1	Food & Garden Waste Treatment Facilities	<ul style="list-style-type: none"> Maintain windrow composting capacity for garden waste (excluding food waste) Maintain framework contract for the treatment of food and garden waste. Ensure good quality compost produced, and suitable markets established (including selling compost to the public). Maintain Bulking & Haulage contract. 	County	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Treatment capacity delivered</p> <p>Compost market established</p>	<p>Tonnage treated</p> <p>Amount of compost sold.</p>

2	Residual Waste Treatment	<ul style="list-style-type: none"> Progress Residual Waste project from PQQ to preferred bidder stage of procurement. Complete procurement and secure residual waste treatment and disposal contract. 	County	2010/11 2010/11 and beyond	Contract secured.	Project milestones as per project plan.
3	LATS compliance	<ul style="list-style-type: none"> Continue implementation of strategy 	County	Ongoing	Strategy	Strategy developed, approved and implemented
4	Bulking facilities for dry recyclables	<ul style="list-style-type: none"> Procure additional capacity required as further recycling services introduced with a view to efficiency savings from joint working 	GWP	Ongoing	Bulking facilities in place	Quantification of efficiency savings achieved by joint facilities
5	Transfer facilities	<ul style="list-style-type: none"> Continue to provide transfer facilities at Lydney & Cirencester. Undertake analysis of future transfer options. 	County	Contract to 2016 (break at 2013). 2010/11	Continuation of facilities	Provision of adequate facilities for transfer of refuse to treatment/landfill
6	Landfill	<ul style="list-style-type: none"> Continue to provide sufficient landfill capacity to meet the projected quantities to be landfilled 	County	Ongoing	Continuation of facilities	Landfill capacity adequate for requirements

1.5 Other

Ref	Initiative	Key Actions	Responsibility	Target Dates	Products	Indicators
1	Monitoring and review of action	<ul style="list-style-type: none"> Monitor progress of action plans at quarterly GWP 	County / GWP	2010/11	Quarterly report to GWP	On time delivery

	plans	meetings <ul style="list-style-type: none"> Review and update of action plans 		Annual	Updated action plans	On time delivery
2	Working in partnership	<ul style="list-style-type: none"> Support the shadow waste board joint working development programme Play an active part in joint working at the county level through GWP. Work with districts to share lessons from introduction of new services/trials with both officer and member groups. 	County / GWP	2010/11 and beyond 2010/11 and beyond 2010/11 and beyond	Effective joint working. Smooth transition to new services.	Milestones as per shadow waste board programme.
3	Securing external funding	<ul style="list-style-type: none"> Develop and take opportunities for attracting additional income and investment 	County / GWP	Ongoing	Funding secured	Quantity of funding obtained
4	Closing the resource loop	<ul style="list-style-type: none"> Explore joint marketing of dry recyclables to achieve greater scale economies and better prices for materials to offset collection costs Support the development of local reprocessors, waste based businesses, social enterprises and or community groups throughout Gloucestershire 	County / GWP	Ongoing (linked to performance efficiency) Ongoing	New supply chain agreements Agreed level of support	Number of joint marketing arrangements Number of support arrangements
5	Lobbying	<ul style="list-style-type: none"> Coordinate information and research support through GWP for local politicians to lobby through appropriate channels (GCC to act as executive) 	GWP/ County	Ongoing	Letters, emails and consultation responses	Number of initiatives undertaken

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6	Performance monitoring	<ul style="list-style-type: none"> • Continue to collate county-wide performance data and report to stakeholders. • Undertake monitoring of performance at the householder level through either kerbside visual or telephone surveys as appropriate. 	County	Ongoing	Up to date performance data	Performance metrics