Foreword

The management of waste in the UK has changed dramatically over the past 10 years, from a reliance on unsustainable landfill to a culture of waste reduction, reuse and recycling.

Environmental pressures, primarily greenhouse gas emissions from certain waste deposited in landfill sites, and a reduction in the number and capacity of landfill sites, have resulted in a raft of legislation at both international and national level with implications for all waste authorities. Waste must be treated as a resource and minimised as far as is practicable at the production stage, whilst maximum efforts are made to reuse, recover, recycle and compost waste generated.

South Staffordshire Council has made great progress towards targets enshrined in national policy. In 2007/08, the Council recycled and composted over 46% of all household waste, placing the authority in the top 10% nationally. During this period, over 22,000 tonnes of material was diverted for composting and recycling. These results are testament to our residents who continue to support our innovative and efficient waste and recycling services.

However, the scale of the task ahead continues to grow. We must continue to work with our partners to provide effective services that deliver value for money and environmental improvement.

Sustainable waste management encompasses all sectors, from extended producer responsibility to more efficient waste treatment technologies, collection systems and above all a renewed attitude to the waste that we all produce. This strategy details the legislative approach, our current performance, targets for the future and how we aim to achieve them, and incorporates the latest policies, guidance and statistics. This waste strategy does not exist in isolation and will be regularly reviewed to ensure that it remains relevant and informative.

South Staffordshire Council’s Waste Strategy aims to share our vision with all of our residents. I would like to take this opportunity to thank you all for your continued support.

Councillor Mrs Joan Williams
Deputy Leader
(Environmental Services)
South Staffordshire Council
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Executive summary

Prior to the 1990’s most of the waste produced in the UK was disposed of in landfill sites. This was because due to the high level of surface mineral extraction, landfill space was plentiful and presented the cheapest method of waste disposal.

Since that time however, there have been compelling reasons for dealing with our waste in a more sustainable manner. Firstly, it was widely recognised that to simply bury waste in the ground was a terrible waste of natural resources which could be recycled. Secondly, the problems of global warming and climate change have been recognised and the landfilling of waste, which generates large quantities of methane, was seen as making a significant contribution to the problem. As a result, at European level the EC produced the Landfill Directive which requires all member states to progressively reduce the amount of biodegradable waste that is landfilled and in the UK, central government has set local authorities challenging targets to contribute to this process by increasing the amount of waste that they recycle.

This is a challenge to which South Staffordshire has responded with dramatic results. The first waste strategy in 2003 paved the way for the introduction of the ‘alternate week’ collection system. Households are provided with a kerbside collection of garden waste, which is composted, and paper, cans, glass and plastic bottles which are recycled on one week, with any residual waste being collected on the following week.

As a result we moved from a situation in 2003/4 when only 7% of household waste was recycled or composted, to a rate of 47% in 2008/9 as shown below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage of household waste recycled and composted in South Staffordshire</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003/04</td>
<td>![Graph showing waste recycling and composting percentages from 2003/04 to 2007/08]</td>
</tr>
<tr>
<td>2004/05</td>
<td>![Graph showing waste recycling and composting percentages from 2003/04 to 2007/08]</td>
</tr>
<tr>
<td>2005/06</td>
<td>![Graph showing waste recycling and composting percentages from 2003/04 to 2007/08]</td>
</tr>
<tr>
<td>2006/07</td>
<td>![Graph showing waste recycling and composting percentages from 2003/04 to 2007/08]</td>
</tr>
<tr>
<td>2007/08</td>
<td>![Graph showing waste recycling and composting percentages from 2003/04 to 2007/08]</td>
</tr>
</tbody>
</table>

Composted
Recycled
This, however, is by no means the end of the story and much still needs to be done. The latest national waste strategy has set targets not only to achieve a recycling and composting rate of 50% by 2020 but also to ensure that the amount of residual waste does not exceed 225kg per head of population.

Over and above that, in Staffordshire we have agreed with our partners on the Joint Waste Management Board, a body set up to ensure that the Staffordshire authorities meet respective central government targets, to work towards a recycling and composting rate of 55%. This latter target will probably mean the collection and processing of food waste during the lifetime of this strategy.

This latest strategy has been produced to set out how South Staffordshire Council proposes to continue and increase its efforts to improve how household waste is managed. It describes current collection and waste treatment methods and details how we propose to deal with waste in accordance with the waste hierarchy, which states that the best practicable environmental option is waste prevention followed by reuse, recycling/composting and ultimately disposal.

![The Waste Hierarchy]

The strategy concludes with a summary of the main aims and objectives. An Equality Impact Assessment has also been conducted and should be viewed in conjunction with this strategy.
1.0 Introduction

1.1 Why produce a waste strategy?

This waste strategy has been produced in accordance with the Environmental Protection Act 1990 and the national Waste Strategy for England 2007. It sets out a framework for the management of municipal waste focusing on waste minimisation, recycling and composting. It follows on from and further develops the Council’s previous Waste Strategy produced in 2003. The strategy describes current arrangements and targets that the authority has to meet and how it plans to meet these.

There are a number of reasons for producing a waste strategy:

- it provides important information to residents as to existing and future waste management practices of the authority;
- it enables a waste authority to update information since the previous publication; and
- it allows benchmarking of data for future analysis.

1.2 Profile of South Staffordshire

South Staffordshire is a rural district covering an area of 101,000 acres on the northwestern edge of the West Midlands conurbation. The 2007 mid year estimate shows that South Staffordshire has a population of 106,200. This population is relatively mature, with 37% aged over 50 in 2001. In the twenty years between 1982 and 2002 the population of South Staffordshire grew by 9.7% compared with an increase of 2.4% for the West Midlands as a whole.

The demographic changes affecting the district are dramatic and are typified by the general ageing population, particularly the very old. Overall, 20.2% of the population are of retirement age or older which compares with 18.5 % in England and Wales. In the UK between 1991 and 2001, South Staffordshire Council recorded the second highest increase in people over state pension age, an increase of 28% (Office of National Statistics 2004). By 2029, it is anticipated that 31% of the population in South Staffordshire will be aged 65+. This will have implications for kerbside waste and recycling collections, particularly the number of properties receiving a ‘pull-out’ service.
Despite having a population of 106,200, there are no towns in the district. Rather there is a collection of diverse settlements ranging from small hamlets to large villages. Of the 27 parishes, which make up the district, nine have a population of less than 1,000 and seven have a population of between 1,000 and 3,000. There are ten parishes with populations of 3,000 to 12,000 with the most populated parish having 14,000 residents.

### Table 1: Projected population range for South Staffordshire

<table>
<thead>
<tr>
<th>Age range</th>
<th>2004</th>
<th>2006</th>
<th>2011</th>
<th>2016</th>
<th>2021</th>
<th>2026</th>
<th>2029</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-19</td>
<td>24,700</td>
<td>23,900</td>
<td>21,800</td>
<td>20,300</td>
<td>19,500</td>
<td>19,200</td>
<td>19,000</td>
<td>-5,700</td>
</tr>
<tr>
<td>20-29</td>
<td>9,300</td>
<td>9,500</td>
<td>10,300</td>
<td>10,000</td>
<td>9,300</td>
<td>8,700</td>
<td>8,500</td>
<td>-800</td>
</tr>
<tr>
<td>30-44</td>
<td>22,200</td>
<td>20,700</td>
<td>17,200</td>
<td>15,200</td>
<td>15,300</td>
<td>15,800</td>
<td>15,900</td>
<td>-6,300</td>
</tr>
<tr>
<td>45-64</td>
<td>30,600</td>
<td>31,200</td>
<td>31,800</td>
<td>31,200</td>
<td>29,900</td>
<td>27,500</td>
<td>26,000</td>
<td>-4,600</td>
</tr>
<tr>
<td>65+</td>
<td>18,400</td>
<td>19,500</td>
<td>22,600</td>
<td>26,000</td>
<td>28,100</td>
<td>30,200</td>
<td>31,700</td>
<td>+13,300</td>
</tr>
<tr>
<td>Total</td>
<td>105,300</td>
<td>104,900</td>
<td>103,800</td>
<td>102,800</td>
<td>102,100</td>
<td>101,400</td>
<td>101,000</td>
<td>-4,300</td>
</tr>
</tbody>
</table>

| % change  | -0.4 | -1.0 | -1.0 | -0.7 | -0.7 | -0.4 | -4.1 |

Please note that figures are rounded to the nearest 100 hence the totals may not tally with the figure printed in the table above.

**Figure 1: Population change for South Staffordshire: 2004-2029**

It is estimated that the number of households in the district will increase to 46,000 by 2026 which represents an increase of 7% compared to the 2006 figure. Although this is lower than the estimated household increase of 14% over the same period for the whole of Staffordshire, it will result in a greater number of collections and potentially the procurement and operation of additional collection vehicles. Over the last 25 years our villages have proved very attractive as places to live for the people of the West Midlands conurbation.

The population is fairly affluent and the district scores well in most socio-economic indicators. Throughout the district however, there are pockets of deprivation where unemployment is relatively high and where social issues need to be addressed. The most deprived ward is Huntington, but there are others distributed across South Staffordshire.

Affordable housing and support for elderly people will therefore become an increasing concern for South Staffordshire. The other significant feature is the decline of the 0-19 age group. This will clearly have a longer-term impact on household formation and local authority services. Community cohesion remains a major factor in the district and voluntary work is a strong facet, for example 12,500 of our residents provide unpaid care for others, which is the highest proportion in the region.
Figure 2: Map of South Staffordshire

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2.0 Relevant Strategies

Targets set at a European, national and regional level all have implications for South Staffordshire Council. Waste and recycling services must also be consistent with aims and objectives of the following strategies and partnerships:

- Staffordshire Joint Municipal Waste Management Strategy;
- South Staffordshire Corporate Strategy;
- Local Strategic Partnership;
- Climate Change Strategy; and
- South Staffordshire Council Local Environment Quality Enforcement Strategy.


Produced by the Department for Environment Food and Rural Affairs (DEFRA), the latest national strategy offers the most comprehensive guidance to date and signals current and future objectives and targets:

- to decouple waste growth from economic growth, in order to promote a more resource aware society;
- continued promotion of the waste hierarchy with an emphasis on waste prevention and re-use;
- comply with targets set out by the Landfill Directive for the diversion of biodegradable municipal waste (BMW) to landfill by key target years of 2010, 2013 and 2020; and
- promotion and investment in new technologies to deal with waste.

The strategy sets out a vision to reduce household waste arisings from 22.2 million tonnes per annum in 2000 to 15.8 million tonnes in 2010 and to 12.2 million tonnes in 2020, representing a decrease of 45%. This is equivalent to a reduction of waste not recycled, re-used or composted from 450kg per person (2000) to 225kg per person (2020). To achieve these aims, local authorities must ensure that a greater proportion of household waste is recycled and composted and the national strategy has set them the following targets:

- recycle and compost 40% of household waste by 2010;
- recycle and compost 45% of household waste by 2015; and
- recycle and compost 50% of household waste by 2020.

2.2 Staffordshire Joint Municipal Waste Management Strategy

Within the two-tier system of District and County Council, South Staffordshire Council function as a waste collection authority (WCA) whilst Staffordshire County Council function as a waste disposal authority (WDA). Thus, Staffordshire County Council is responsible for the waste collected by all districts within its boundary.

The Staffordshire Joint Waste Management Board (JWMB) incorporates Staffordshire County Council, Stoke-on-Trent City Council and the eight districts/boroughs within Staffordshire. The JWMB was created to ensure a partnership approach to waste management issues that have implications for both waste disposal authorities (WDA’s) and waste collection authorities (WCA’s) within Staffordshire. The joint strategy was published in November 2007 and is based on three overarching principles:

- to recycle and compost 55% of household waste;
- to send approximately 50% of all MSW for recovery; and
- to minimise all forms of waste to landfill.

Full details of the Joint Municipal Waste Management Strategy can be viewed at: www.staffordshire.gov.uk/environment/rubbishwasteandrecycling/wastestrategy/

In 2007, Staffordshire County Council launched a consultation titled ‘Zero Waste to Landfill 2020’ outlining its vision of reducing, as far as possible, the amount of waste sent to landfill by increasing recycling and composting rates within the County whilst developing alternative waste treatment technologies to cope with residual waste generated.

In 2008, South Staffordshire Council signed a Memorandum of Understanding (MOU) whereby the Council declared that it would endeavour to go beyond the national target and recycle, reuse and compost 55% of household waste by 2020. This was integral to Staffordshire County Council’s bid for Private Finance Initiative (PFI) funding from DEFRA for the construction of a residual waste treatment facility.

Staffordshire County Council have determined that in order to meet objectives set out in ‘Zero Waste to Landfill 2020’ a municipal waste treatment facility is needed in the South of the County. The project involves the design, construction and operation of a 300,000 tonne per annum energy from waste (EfW) plant. The EfW plant will treat residual waste and generate electricity for approximately 24,000 homes as part of the process. The site has been identified at Four Ashes Industrial Estate. In July 2008, Staffordshire County Council received £122.4 million of PFI funding from Central Government towards the cost of the project. Full details of the project can be viewed at: www.staffsprojectw2r.info/
The Staffordshire and Stoke-on-Trent Joint Waste Core Strategy was available for consultation in September 2008. The Strategy aims to set out a 15 year vision of how waste will be treated and disposed of and is scheduled for adoption in 2011 when it will replace the existing Waste Local Plan. The Strategy will complement updated national, regional and local planning policies. Although the consultation period has now closed, the existing Waste Core Strategy, and comments received thus far, can be viewed at: http://consult.staffordshire.gov.uk/portal/jwcs/jwcs?pointId=393424.

2.3 South Staffordshire Corporate Strategy

The Council’s Corporate Strategy covers the period 2008-2012, setting out five principal aim’s for the authority. The objectives detailed in 'Aim One' are of most relevance to waste management, as indicated below:

<table>
<thead>
<tr>
<th>Aim One</th>
<th>To be a Council which celebrates and improves South Staffordshire’s distinctive environment.</th>
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<tbody>
<tr>
<td></td>
<td>• We will reduce pollution and waste to landfill, increase recycling and reduce emissions arising from our own operations, thus contributing to the wider climate change agenda.</td>
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<td></td>
<td>• We will aim to ensure that our District is clean, free from litter, fly tipping and other forms of environmental crime.</td>
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<tr>
<td>Aim Two</td>
<td>To be a healthy and safe District in which to live, work and visit.</td>
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<tr>
<td>Aim Three</td>
<td>To be a prosperous District with thriving communities.</td>
</tr>
<tr>
<td>Aim Four</td>
<td>To be a District which encourages and promotes lifelong learning opportunities.</td>
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<tr>
<td>Aim Five</td>
<td>To be a well managed Council and community leader.</td>
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<tr>
<td></td>
<td>• We will plan and manage the Council’s finances and resources with the aim of delivering value for money whilst achieving high quality services in line with our stated aims and objectives.</td>
</tr>
<tr>
<td></td>
<td>• We will continuously review services in line with the aspirations of residents and stakeholders, delivering the national agenda in a local context.</td>
</tr>
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Full details of the Corporate Strategy can be viewed at: www.sstaffs.gov.uk/pdf/Corporate%20Strategy%20All.pdf
2.4 Local Strategic Partnership

The South Staffordshire Local Strategic Partnership (LSP) is made up of a number of key agencies working within South Staffordshire. The LSP works with the community to improve the quality of life for all residents.

The Vision

We will strive to make South Staffordshire a safe and healthy place to live, with prosperous villages and thriving communities, where everyone can develop their abilities to the full, and pass on to future generations a better environment.

The Purpose

The purpose of South Staffordshire’s Local Strategic Partnership is to:

- Prepare and implement a Community Strategy that sets out plans, projects and a long-term vision for the future that will make a real difference for everyone in South Staffordshire.
- Be the ‘partnership of partnerships’ within South Staffordshire providing strategic co-ordination and linking other plans and bodies at local, sub regional and regional levels.
- Work with Staffordshire County Council and its partners to develop and deliver Local Public Service Agreements (LPSAs), and the Countywide Local Area Agreement (LAA).

An Environmental Quality Group (EQG) exists within the Local Strategic Partnership. The EQG has produced a draft Environmental Quality Action Plan 2008/11. The document contains five key objectives:

- to maintain high standards of cleanliness on our streets and reduce instances of environmental crime (littering, dog fouling and fly tipping);
- to reduce our impact on climate change and prepare for its effects;
- ensure residents have access to a suitably diverse range of quality open spaces;
- protect and enhance South Staffordshire’s natural and built environments and the distinctive landscape of South Staffordshire; and
- to minimise the amount of waste sent to landfill.

The action plan requires the Council to endeavour to increase the amount of household waste reused, recycled and composted to 55% by 2020.
2.5 Climate Change Strategy

‘Waste’ appears as one of the five key themes within the Council’s Climate Change Strategy. It also reiterates targets contained with the Landfill Directive to reduce the amount of biodegradable municipal waste that is sent to landfill. The Climate Change Strategy details the Council’s commitment to achieving increased national recycling and composting targets whilst continuing to minimise the amount of household waste produced.

2.6 South Staffordshire Council Local Environmental Quality Enforcement Strategy

Due for publication in 2009, the Council’s Local Environmental Quality (LEQ) Enforcement Strategy will focus on achieving the following aims:

- improve the environmental quality of South Staffordshire;
- improve quality of life for residents of the District;
- reduce fear of crime;
- make the District a more pleasant place to live, work and visit;
- raise awareness about local environmental quality issues;
- ensure that all residents and businesses understand their responsibilities in dealing with waste; and
- regularly review the South Staffordshire Enforcement Policy.

The strategy sets out the duties of the Council as a waste regulator and details the approach taken to deal with issues such as the legal/illegal transfer, transportation and disposal of household and commercial waste, fixed penalty notices (FPN’s) for offences such as littering and dog fouling and the issuing of statutory notices. The strategy also outlines Council policy regarding a wide range of local environmental quality issues.
3.0 Principles of Waste Management

3.1 Waste Hierarchy

The fundamental principle to waste management is to tackle the problems through the waste hierarchy (see Figure 1). Although concepts of a best environmental option for waste in the form of a hierarchical structure were mooted in the Waste Framework Directive 1975, it was not adopted in the UK until 1990 and has undergone minor modifications in subsequent UK publications such as ‘Waste Not Want Not’ (Strategy Unit 2002) and the Waste Strategy for England 2007 (DEFRA 2007).

The hierarchy promotes waste prevention as the best practicable environmental option (BPEO) for dealing with waste. This accounts for energy use, transportation, consumption and ultimate disposal. The emphasis is to prevent and reduce waste as far as is practicable whilst recycling/composting waste that cannot be prevented or reused. Disposal by landfill is clearly placed at the bottom of the hierarchy as the least favoured option.

The hierarchy proposes that:

- the most effective environmental solution is to reduce waste generation;
- where further reduction is not practicable, products and materials can sometimes be re-used, either for the same or a different purpose;
- failing these options, value should be recovered from waste through recycling, composting or energy recovery; and
- only if none of the above offers an appropriate solution should the waste be disposed of.

Figure 3: The waste hierarchy
The Finance Act 1996 introduced a tax on material sent to landfill which was payable per tonne of waste, although the rate of tax if it were payable at all, is dependent upon waste classification. In 2005, the rate of tax stood at £18 per tonne, but this has since increased to £24 per tonne in 2007/08 and will continue to rise by £8 per tonne to a maximum of £48 per tonne by 2010/11. Coupled with increased restrictions on the type and weight of material that can be sent to landfill, the tax aims to accurately reflect the cost of landfill as the final option for waste disposal.

Through the Climate Change Bill, the Government has indicated the potential of introducing revenue neutral financial incentives to encourage households to reduce, re-use and recycle their waste. At present, South Staffordshire Council are achieving its waste aims and objectives and see no reason to introduce a scheme that is untried and tested across the district.

3.2 Best Practicable Environmental Option (BPEO)

BPEO was defined in 1988 by the Royal Commission on Environmental Pollution as "the outcome of a systematic consultative and decision making procedure, which emphasises the protection and conservation of the environment across land, air and water. The BPEO procedure establishes, for a given set of objectives, the option that provides the most benefits, or least damage, to the environment as a whole, at an acceptable cost, in the long term as well as the short term”.

3.3 Precautionary Principle

The precautionary principle ensures that potential risks to the environment and human health are eliminated or reduced by an approach based on strong environmental management. An example is the use of environmental impact assessments (EIA) to determine environmental aspects, impacts and their potential to cause harm to receptors of a specific activity. From a waste management perspective, research has indicated that methane generated from landfill sites has serious environmental consequences as it is a potent greenhouse gas. Thus, the reduction in biodegradable waste sent to landfill is a key objective of legislation such as the Landfill Directive and subsequently affects daughter legislation, national waste strategies and local authority waste targets.

3.4 Polluter Pays Principle

The polluter pays principle details that producers should bear the cost of preventing and dealing with the effects of pollution caused by their activities. This principle recognises the environmental and cost benefits of preventing waste in the first instance, hence the position of prevention at the top of the waste hierarchy.
3.5 Proximity Principle

The proximity principle requires that waste is managed or disposed of as close as possible to the point at which it is generated, thus reducing pollution from transportation. This principle is closely related to the self-sufficiency principle included in the Waste Framework Directive 1975, which states that EU member states should take appropriate measures to provide an integrated network of disposal installations, adequate to enable the EU to become self-sufficient in waste treatment and disposal.
4.0 Waste Legislation

This section details key international and national legislation concerning waste management and the implications for South Staffordshire Council. A more extensive summary of waste legislation is contained in Appendix A.

4.1 Control of Pollution Act 1974

Prior to 1974, aspects and impacts of waste management were not dealt with through specific legislation, but were covered through Public Health Acts and the Town and Country Planning Act 1947. The Control of Pollution Act addressed waste disposal and introduced a system of waste management licensing for disposal sites.

4.2 Waste Framework Directive 1975

In 1975, the EC published the Waste Framework Directive (WFD). This sought, for the first time, to harmonise waste management throughout the community.

The principles of the waste hierarchy are highlighted and the Directive also recognises and makes specific recommendations to reduce the environmental and human impacts of the treatment and disposal of waste. Concepts of self sufficiency and the proximity principle are underlined, with a duty imposed on member states to also ensure that waste is only handled by authorised parties. Such is the complexity and overarching nature of the WFD, it has been implemented in the UK through the following legislation:

- Environmental Protection Act 1990;
- Control of Pollution (Amendment) Act 1989; and

A revised WFD came into force in December 2008. The UK government has until December 2010 to transpose the requirements into UK law. Revisions include aims to further establish an EU framework for sustainable waste management, recategorisation of certain waste treatments and a target for all member states to reuse and recycle 50% of household waste by 2020.

4.3 Environmental Protection Act 1990 and Environmental Protection (Duty of Care) Regulations 1991

Perhaps the most comprehensive UK waste legislation, the Environmental Protection Act (EPA) details statutory and regulatory requirements and, alongside Waste Management Licensing Regulations 1994, transposes much of the Waste Framework Directive.
The Act also separates the operational and regulatory functions of waste management: the Environment Act 1995 and the subsequent creation of the Environment Agency sought to centralise regulation that was previously enforced by local authorities. Evidence of the policy shift to negate the impacts of waste and to ensure safe and responsible disposal is introduced through the Environmental Protection (Duty of Care) Regulations 1991. These regulations apply to any person who produces, imports, carries, keeps, treats or disposes of waste. Although specifically excluded from the 1991 regulations, the Waste (Household Waste Duty of Care)(England and Wales) Regulations 2005 extended the duty to include households who have waste removed from their property (excluding waste removed by the local authority).

The duty of care promotes a cradle to grave waste approach and introduces the notion of a waste chain, where each party involved in the creation, movement and ultimate disposal of waste are responsible for ensuring that reasonable measures are taken to ensure responsible waste management. Waste carriers must register with the Environment Agency and the Environmental Protection (Duty of Care) Regulations 1991 require a Waste Transfer Note (WTN) to be completed each time waste is passed from one party to another: regular transfers may be governed by a season ticket. Waste transfer notes detail the quantity of waste transferred and the parties involved in the transfer in addition to the European Waste Catalogue code defining the waste, a requirement brought in under the Landfill (England and Wales) Regulations 2002. Waste transfer notes must then be retained for a two year period as evidence of the legal and proper transfer of waste in accordance with the regulations detailed.

4.4 Directive on the Landfill of Waste 1999

Perhaps the most dominant waste Directive enacted in recent years is Directive 1999/31/EC, more commonly referred to as the Landfill Directive. This has particular significance to the UK as in 1999, 81% of all waste generated in the UK was disposed of in landfill sites. Key features of this directive for collection authorities are:

- the requirement for waste to be pre-treated prior to landfill; and
- exacting targets set for the reduction of biodegradable municipal waste landfilled.
Pre-treatment of waste prior to landfill, means waste destined for landfill must undergo physical, chemical or biological treatment to alter the characteristics of the waste and reduce either its volume or hazardous nature. In practice, it can mean simply segregating material at the kerbside through the separate collection of one element of the waste stream (e.g. paper).

More significantly, the Landfill Directive recognises that landfill sites are a major source of greenhouse gas emissions that contribute to climate change. This is caused by the anaerobic degradation of biodegradable waste contained within landfill. In the absence of air, biodegradable municipal waste (BMW) releases a gas commonly referred to as landfill gas, comprising primarily methane and carbon dioxide.

Including weighting for global warming potential (GWP), methane accounted for 7.5% of UK greenhouse gas emissions in 2006. Of the total methane gas produced in the UK in this year, 40% was attributable to landfill sites, the largest single source.
The graph indicates that methane emissions from landfill reduced by 61% between 1990 and 2006. To reduce the impact of greenhouse gas emissions from landfill, the Directive requires member states to reduce the amount of BMW sent to landfill to:

- 75% of 1995 levels by 2006;
- 50% of 1995 levels by 2009; and
- 35% of 1995 levels by 2016.

BMW is defined as waste capable of undergoing aerobic or anaerobic degradation and includes paper, cardboard, textiles, food and garden waste. The UK was given a four year extension on each of these target years as a result of a historical reliance on landfill, characterised as any member state that landfilled more than 80% of municipal solid waste (MSW) in 1995.

### 4.5 Landfill Allowances and Trading Scheme (LATS)

Within the UK, it has been deemed that the most appropriate method of ensuring that landfill allowances are not exceeded is through a tradable quota system between the 121 local authorities in England responsible for waste disposal. The Waste and Emission Trading Act (2003) introduced this quota system known as the Landfill Allowances and Trading Scheme (LATS). Each WDA receive an individual allocation from DEFRA for biodegradable material that can be sent to landfill.
It is recognised that some WDA’s may not achieve their targets, thus they are able to trade quotas with other WDA’s to ensure that nationally, the limit is not exceeded.

**Chart 2.1: Landfilling biodegradable municipal waste (BMW) – Landfill Allowances Trading Scheme allocations, England (2001/02–2020)**

![Chart 2.1](chart.png)

Source: 2001/02 is the baseline estimate.
2002/03 to 2004/05 are Defra estimates based on local authority returns to the Municipal Waste Management Survey.
2005/06 is the out-turn figure calculated by the Environment Agency.

**Figure 6: Total LATS allowances for England to 2020**


The UK must reduce the level of BMW sent to landfill from 14.7 million tonnes in 2003/04 to 5.2 million tonnes by 2020. Figures recorded through the WasteDataFlow system indicate that up to and including 2007/08, the combined BMW fraction of waste across England did not exceed allocated amounts. Failure to meet such exacting targets in future could incur fines of up to £180m per year.

LATS offers a strong financial incentive to promote sustainable waste management through the removal of biodegradable fractions of waste from MSW and residual waste treatment by means other than landfill. Moreover, the increasingly stringent criteria and regulation stipulated within the Landfill Directive, and cost associated with implementing them has led to a reduction in the number of landfill sites operating across the country from 1,200 to 450 sites by the end of 2007.
4.6 Animal By-Products Regulations 2003

Following the outbreak of Foot and Mouth Disease (FMD) across the UK in 2001, Animal By-Products (ABP) Regulations sought to reduce the risk of the transmission of disease to humans and animals by enforcing strict rules regarding the collection, transportation, storage, processing and ultimate disposal of animal by-products. ABP are classified in three categories depending on their potential to transmit disease. Criteria have been established for the treatment of waste depending on the category in which it falls. Such regulations have an impact on the recovery and composting of organic waste not wholly derived from the garden. As a result, organic material treated using outdoor windrow composting, the most common form of large-scale composting in the UK, cannot contain food or animal waste.

This has a direct implication on South Staffordshire Council’s organic waste collection services, as material containing food waste must be taken to either an in-vessel composting (IVC) or anaerobic digestion (AD) facility. These processes ensure high temperature treatment over a particular duration that destroys potential harmful organisms and pathogens such as salmonella and e-coli. At present, there is only one IVC facility in South Staffordshire which is utilised for the trial food waste collection. The opportunity for extending this trial is discussed at 8.4.

4.7 Household Waste Recycling Act 2003

In addition to requirements of pre-treatment and the recovery of greater quantities of recyclable and compostable material, local authorities have a statutory duty under the Household Waste Recycling Act 2003 to provide a kerbside collection of at least two materials by 2010 unless it can be proven that collection costs would be unreasonably high. Details of how the Council will achieve this target can be viewed in 8.2.

4.8 Clean Neighbourhoods and Environment Act (CNEA) 2005

The CNEA 2005 introduced a range of measures to facilitate local authority enforcement procedures for dealing with environmental crimes and to aid the responsible, legal and safe disposal of waste. Key features of the Act include:

- the facilitation of fixed penalty notices (Section 89, Environmental Protection Act 1990);
- local authorities able to set their own charging scales for fixed penalty notices; and
- the definition of litter was amended to include cigarette litter and chewing gum.
The CNEA also makes amendments to a raft of existing waste legislation:

- removal of acting under employees instructions regarding the transport of controlled waste (Control of Pollution [Amendment] Act 1989);
- introduces powers for the issuing of £300 fixed penalty notices to waste carriers who fail to provide necessary documentation regarding the legal transport of waste;
- increases the maximum fine for offences under Section 33 of the Environmental Protection Act 1990 (deposit of controlled waste on land without a waste management licence) from £20,000 to £50,000. The maximum term of imprisonment on conviction on indictment was also raised to five years for offences involving non-hazardous waste;
- an order can be made requiring the offender to reimburse costs associated with the investigation, removal and disposal of waste disposed of illegally; and
- local authorities can serve waste receptacles notices, requesting householders to present receptacles in a certain place to aid collection. Failure to comply with a waste receptacles notice carries a maximum fine of £1,000. Payment of a fixed penalty notice negates court proceedings.

4.9 Waste (Household Waste Duty of Care) (England and Wales) Regulations 2005

Prior to the introduction of the above regulations, the duty of care applied to the movement of commercial waste but not household waste. From November 2005, all householders must take reasonable measures to ensure that controlled waste produced at the property is collected, transported and disposed of safely and legally. The regulations aim to reduce the level of illegal waste disposal, i.e. fly tipping. Householders should ensure that anybody removing waste from their property is a licensed waste carrier, authorised by the Environment Agency. If waste is disposed of illegally and traced back to a particular address, the householder could be fined up to £5,000.
4.10 Legislation summary

To summarise, South Staffordshire Council will ensure compliance with legislation and achieve the aims detailed in the relevant strategies by:

- collecting household waste from dwellings within the district;
- providing a kerbside recycling collection of paper, cardboard, glass, cans and plastic bottles to all properties in the district by 2010;
- collecting garden waste when required;
- endeavouring to recycle and compost 55% of household waste (by weight) by 2020;
- reducing residual household waste arisings to 225kg per head of population by 2020;
- investigating the opportunity for collecting and composting food waste;
- ensuring that waste is collected and transported legally and enforce non-compliance; and
- maintaining a district free of litter and enforcing environmental crimes when necessary.
5.0 Waste in the UK

The UK produces 335 million tonnes of waste per annum, of which 9% is classified as household waste.

![UK annual waste arisings by sector](http://www.DEFRA.gov.uk/environment/statistics/waste/kf/wrkf02.htm)

As detailed in Figure 8, more than half of total household waste is biodegradable, i.e. garden waste, food waste, paper and cardboard. For LATS calculation purposes, the Environment Agency estimates that 68% of household waste is biodegradable.
In England during 2007/08, 34.5% of household waste was recycled and composted, an increase from 30.9% in 2006/07. In 1997, the amount recycled and composted was 7%. In 2007/08, the amount of household waste not reused, recycled or composted was 324kg per person (735kg per household).

**Figure 8: Composition of household waste in England**


**Figure 9: Household waste recycling in England**

In 2006/07, 8 million tonnes of household waste was collected for recycling and composting in England. The largest component was green waste (36% of total material collected for recycling and composting), followed by paper and card which accounts for 19%.

**Figure 10: Materials collected for recycling from households in England**

6.0 Household Waste in South Staffordshire

South Staffordshire Council has a duty under the Environmental Protection Act 1990 to arrange for the collection of household waste in its area.

In 2007/08, South Staffordshire Council collected 47,919 tonnes of household waste, of which 11,534.70 tonnes (24.07%) was composted whilst 10,816.62 tonnes (22.57%) was recycled.

<table>
<thead>
<tr>
<th>Type of waste collected</th>
<th>Total weight (tonnes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green waste (composted)</td>
<td>11,534.70</td>
</tr>
<tr>
<td>Dry recyclables (recycled)</td>
<td>10,816.62</td>
</tr>
<tr>
<td>Residual household waste</td>
<td>23,340.48</td>
</tr>
<tr>
<td>Bulky household waste</td>
<td>795.25</td>
</tr>
<tr>
<td>Clinical</td>
<td>20.02</td>
</tr>
<tr>
<td>Litter and street sweepings</td>
<td>1,411.80</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>47,918.87</strong></td>
</tr>
</tbody>
</table>

Table 2: Total household waste collected by South Staffordshire Council

The composition of household waste in South Staffordshire was evaluated in 2007/8 and the findings are shown in Fig 11 below.

N.B. Clinical waste does not register on the graph above as it equates to just 0.04% of total household waste collected.
The amount of residual household waste in South Staffordshire has reduced over the past few years following the introduction of the kerbside recycling scheme and the alternate week collection scheme. As a result, the total weight of residual household waste in South Staffordshire in 2007/08 showed a reduction of more than 39% in comparison to 2003/04.

<table>
<thead>
<tr>
<th>Year</th>
<th>Residual household waste (tonnes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003/04</td>
<td>42,144</td>
</tr>
<tr>
<td>2004/05</td>
<td>32,167</td>
</tr>
<tr>
<td>2005/06</td>
<td>31,955</td>
</tr>
<tr>
<td>2006/07</td>
<td>26,786</td>
</tr>
<tr>
<td>2007/08</td>
<td>25,568</td>
</tr>
</tbody>
</table>

Table 3: Total residual household waste in South Staffordshire: 2003/04 to 2007/08

Despite DEFRA’s key aim to decouple economic growth from waste growth, it is anticipated that household waste levels for 2008/09 will decrease slightly compared to 2007/08 as the economy contracts.

It is predicted that the Council will collect 25,053 tonnes of residual household waste in 2020. This is based on the following assumptions:

- total number of households is 46,000 (as predicted by the Office of National Statistics in 1.2);
- total household waste produced per head of population (including recyclable and compostable material) remains at the current level of 451 kg (South Staffordshire Council figure for 2007/08); and
- the Council achieve a recycling and composting rate of 55% in 2020, as required in the aforementioned Memorandum of Understanding (MOU).

If the figure of 25,053 tonnes of household waste collected in 2020 is correct, and assuming that the population at that time is 101,000 (as predicted by the Office of National Statistics in 1.2), this equates to 248 kg of residual waste per head of population. Thus, South Staffordshire Council would fail to reach the target of a maximum of 225 kg per head of population set by DEFRA through the Waste Strategy for England 2007. A total residual waste reduction of 9% is therefore required to ensure that this target is attained. Details of how the Council intend to reduce waste arisings can be found in section 8.3 of this strategy.
6.1 Residual waste collection

South Staffordshire Council provides an alternate weekly collection service where residual waste is collected one week and dry recyclables and green waste collected the following week. According to the national Municipal Waste Management Statistics 2007/08, 34 of the 35 authorities recording the highest percentage of waste recycled and composted operate an alternate week collection service for domestic waste.

Biffa Waste Services Limited carry out the collection of residual and green waste at present. The refuse collection service was subject to competitive tender and the contract awarded to Biffa in September 2000. The current end date for the contract is March 2012.

The collection of residual waste is provided using six refuse rounds. Five of the rounds use standard refuse freighters that serve 98% of the properties in the district. The sixth round uses a smaller freighter that can gain access to remote rural properties.

Staffordshire County Council is responsible for disposing of the waste that we collect. At present, household waste is landfilled at the following locations:

- Poplars Landfill Site, Cannock; and
- Cory’s Landfill Site, Dudley.

In addition, a proportion of waste is also sent to the energy from waste (EfW) plant in Wolverhampton.

Service delivery is monitored internally through the use of a series of Local Indicators (LI’s). These can be viewed in Appendix B.

6.1.1 Waste collection policies

South Staffordshire had a total of 44,410 dwellings in 2008. Of this total, 41,201 utilise a 240 litre wheeled bin for waste collection whilst some 1,700 dwellings receive a back door sack collection service because the property is not suitable for storing a wheeled bin. The remaining 1,509 are communal dwellings where bulk containers are provided. These communal dwellings receive a weekly collection of residual waste.

<table>
<thead>
<tr>
<th>Waste container</th>
<th>No. of dwellings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sacks</td>
<td>1,700</td>
</tr>
<tr>
<td>240 litre bin</td>
<td>41,201</td>
</tr>
<tr>
<td>Communal container</td>
<td>1,509</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>44,410</strong></td>
</tr>
</tbody>
</table>

Table 4: Provision of waste containers in South Staffordshire
With the introduction of alternate week collections in November 2004, the Council adopted the following policies:

- for households of six or more an additional 240 litre bin is provided free of charge (on request);
- for families of five, a 360 litre bin is provided free in exchange for the 240 litre bin (on request);
- for households of four, a 360 litre bin may be purchased (on request), replacing the 240 litre bin for a one off charge of £25;
- any household may obtain an additional 240 litre wheeled bin for an annual charge of £20 (on request); and
- households with children in nappies, or where non-infectious clinical waste is produced, can apply for an additional 140 litre wheeled bin.

For operator’s safety when emptying wheeled bins, South Staffordshire Council adopt a closed lid policy. If the lid cannot be completely closed, any offending items are removed. The bin is then emptied and the offending items returned to the bin. Also, side waste will not be taken if left adjacent to the wheeled bin. This will also be placed in the bin once it has been emptied. The contractor will then place a sticker on the bin to inform the resident.

The Council also provide the following services:

- assisted collection (fetch and return service of wheeled bin);
- clinical waste collection;
- special collection service for bulky household items; and
- twice yearly ‘amnesty’ collection of bulky household items.

### 6.1.2 Assisted collections

The assisted collection service is provided to residents who are unable to manoeuvre their waste and recycling containers to their collection point. The service to ‘pull-out’ the wheeled bin from its place of storage and return it after being emptied is currently provided to 960 properties as at February 2009. This service is audited every three years to ensure that it is still required by residents.

### 6.1.3 Clinical waste

The clinical waste collection service is free of charge to residents and carried out on a weekly basis. It is provided where medical evidence shows the service to be necessary. Clinical waste is taken to Four Ashes where it is treated by an autoclave process.
6.1.4 Bulky waste

Special collection of bulky items is a chargeable service. Charges are £13 for 3 items of bulky household waste to be collected, with the exception of residents in receipt of means tested benefits. Additional items are charged at £2 per item thereafter, up to a maximum of seven items. All items are collected within seven days of request.

Charging is in accordance with the Council’s Charging Policy, published in June 2008.

In 2007/08, the Council conducted 2,078 special collections.

6.1.5 Amnesty collection

This service was introduced initially to reduce the amount of household waste, particularly garden waste that was being fly tipped in the district.

It is a twice-yearly free collection from the kerbside. Householders are informed seven days in advance of the collection by means of an information sticker attached to their wheeled bin.

Following the introduction of the comprehensive recycling and garden waste collection services, the amnesty service now mainly collects unwanted furniture.

As a result of the Waste Electronics and Electrical Equipment (WEEE) Directive, acceptable electrical items are collected separately and transported to Household Waste Recycling Centres (HWRC’s) where they are recycled.
6.1.6 Hazardous waste

Waste that has the potential to pose a risk to public health and the environment is deemed hazardous. In 2005, the EU Directive was transposed in England by the Hazardous Waste (England and Wales) Regulations 2005 and the List of Waste (England) Regulations. The revised European Waste Catalogue (EWC) introduced waste previously not classified as hazardous. Hazardous waste now includes:

- televisions;
- computer monitors;
- fluorescent lighting;
- energy efficient light bulbs;
- end-of-life vehicles (ELV);
- fridges;
- paint (oil and solvent based);
- car batteries;
- engine oil;
Household Waste and Recycling Centres, operated by Staffordshire County Council have facilities to accept and potentially recycle hazardous waste from household sources.

### 6.2 Recycling collections

In November 2004, the Council implemented a trial, co-mingled multi-material collection of paper, mixed glass, cans and plastic bottles. The materials were collected as follows:

<table>
<thead>
<tr>
<th>Material</th>
<th>Receptacle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper</td>
<td>White reusable sack</td>
</tr>
<tr>
<td>Glass</td>
<td>55 litre recycling box</td>
</tr>
<tr>
<td>Cans</td>
<td></td>
</tr>
<tr>
<td>Plastic bottles</td>
<td></td>
</tr>
</tbody>
</table>

![Figure 13: Kerbside recycling containers](image)

In winter 2005/06, a trial cardboard recycling collection was conducted for two months. The success of this collection and positive feedback received from residents led to the introduction of cardboard to the kerbside recycling scheme in April 2006. Residents are required to break down any type of cardboard (brown or grey) and place it in the white sack along with paper.

By 2006, all properties with their own individual wheeled bin were operating on the kerbside recycling scheme. The next stage was to include properties with communal refuse containers (including 660 litre, 1100 litre and 1280 litre bins). Due to the nature of these properties and access restrictions, recycling boxes and sacks were not a viable option. Following extensive site investigations and research, 1,300 properties were provided with 360 litre wheeled bins for paper and cardboard only. Collection crews were instructed to be vigilant regarding contamination and letters sent to all residents with access to the recycling bins if this proved to be the case. Contamination issues were recorded and monitored to ensure future compliance.
Figure 14: Information leaflet for communal recycling services
The final phase to ensure 100% of residents received a kerbside recycling service of at least one recyclable involved the provision of blue bags (in place of the green box) and white bags to 350 properties with individual 240 litre wheeled bins that are accessible to other residents within communal blocks.

As of March 2008, 100% of dwellings within South Staffordshire received a kerbside collection of at least one recyclable material.

<table>
<thead>
<tr>
<th>Receptacle</th>
<th>Materials collected</th>
<th>No. of dwellings</th>
</tr>
</thead>
<tbody>
<tr>
<td>55 litre recycling box and white sack</td>
<td>Paper, cardboard, glass, cans, plastic bottles</td>
<td>42,372</td>
</tr>
<tr>
<td>Blue bag and white sack</td>
<td>Paper, cardboard, glass, cans, plastic bottles</td>
<td>346</td>
</tr>
<tr>
<td>360 litre wheeled bin</td>
<td>Paper and cardboard</td>
<td>1,380</td>
</tr>
<tr>
<td>White sack only</td>
<td>Paper and cardboard</td>
<td>312</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>44,410</strong></td>
</tr>
</tbody>
</table>

Table 5: Material collected from properties in South Staffordshire

As displayed above, a total of 42,718 dwellings in the district receive a kerbside recycling collection of at least 2 recyclable materials (96.19%). The Household Waste Recycling Act 2003 determines that South Staffordshire Council must provide a kerbside recycling collection of at least two recyclable materials to all dwellings within the district by 2010. In 2007/08, a total of 9,919 tonnes of co-mingled material was collected as part of the kerbside recycling scheme. This accounted for 92% of the total weight of dry recyclate collected.

The kerbside recycling service is contracted to Verdant Recycling until 2011. The service deploys a fleet of four mainline Eurocycler vehicles with split compartments to enable the collection of two separate waste streams: paper and cardboard and co-mingled material (glass, cans and plastic bottles). Recyclable material is taken to a Material Recycling Facility (MRF) in Aldridge where it is subsequently segregated further and sent to relevant reprocessors.

The kerbside recycling scheme operates throughout the year, including Bank Holidays, apart from Christmas Day, Boxing Day and New Year’s Day.
6.2.1 Garden waste collections

A trial garden waste collection service was first introduced in June 2003, and was expanded to track the rollout of the kerbside recycling scheme. By March 2008, 42,372 (95.41%) of dwellings in the district were provided with a kerbside garden waste collection service. The dwellings without access to a green bin are predominantly communal blocks that are not responsible for their own grounds maintenance.

The garden waste service allows residents to recycle/compost the following items:

- grass;
- leaves;
- plants;
- weeds;
- flowers;
- twigs and small branches; and
- hedge prunings.

The garden waste service is suspended for approximately 4 weeks over the Christmas and New Year period with the vehicles utilised to provide a weekly residual waste collection to cope with the high seasonal demand. As a result of the Animal By-Products Regulations 2003, biodegradable material treated on open windrows must not contain food waste, as it cannot be determined that potential harmful organisms have been destroyed through high temperature treatment.

Figure 15: Green wheeled bin for garden waste collections

Figure 16: Acceptable items for garden waste collections
Residents are informed that if green bins contain food waste or other contaminants such as general domestic waste, they will not be emptied. Collection crews perform a visual check at the kerbside prior to each emptying. The dissemination of information to residents and vigilance of crews has ensured that no garden waste collections have been rejected from composting sites. South Staffordshire Council utilise three open windrow composting sites located across the district:

- Bloomfield Recycling (Cocksparrow Lane, Huntington);
- Bloomfield Recycling (Bloomfield Road, Tipton); and
- Simpro Ltd (Lawn Lane, Coven).

In 2007/08, 11,535 tonnes of garden waste were collected and composted as part of the kerbside scheme.

### 6.2.2 Food waste trial

In February 2007, a trial kerbside food waste collection scheme was introduced to 1,394 properties in parts of Cheslyn Hay. The trial covers one green waste collection vehicle on one day during the two week collection cycle. Residents are able to place all types of food waste, cooked and uncooked, in the green wheeled bin together with garden waste. It is advised that any food waste be wrapped in newspaper prior to being placed in the green bin.

The trial allows the collection and composting of the following items:

- meat (including bones);
- fish;
- dairy products and egg shells;
- fruit;
- vegetables; and
- tea bags and coffee grounds.

Half of the trial population are provided with a 5 litre kitchen caddy to facilitate the movement of kitchen waste from the house to the green wheeled bin.

Compostable material collected as part of the scheme is taken to an in-vessel compost (IVC) facility at Hollybush Nurseries, Cheslyn Hay. The thermal treatment facility uses air to aid the aerobic biodegradation of material via a batch process system. The thermal treatment is closely monitored on-site to ensure pasteurisation destroys potential harmful organisms and pathogens such as salmonella and e-coli.

Material collected goes through a series of processes where it is shredded, heated, turned, aerated and finally matured, producing a nutrient-rich compost.
6.2.3 Bring sites (recycling banks)

In addition to the comprehensive kerbside recycling scheme, South Staffordshire Council provide recycling banks at 24 sites across the district.

![Image: Recycling bring site in Codsall, South Staffordshire](image)

Figure 17: Recycling bring site in Codsall, South Staffordshire

<table>
<thead>
<tr>
<th>Material</th>
<th>No. of banks</th>
<th>Contractor</th>
<th>2006/07 weight (tonnes)</th>
<th>2007/08 weight (tonnes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper</td>
<td>15</td>
<td>Abitibi Bowater</td>
<td>359.55</td>
<td>343.07</td>
</tr>
<tr>
<td>Glass</td>
<td>22</td>
<td>Berrymans</td>
<td>481.10</td>
<td>511.27</td>
</tr>
<tr>
<td>Cans</td>
<td>20</td>
<td>South Staffordshire Council</td>
<td>9.46</td>
<td>4.60</td>
</tr>
<tr>
<td>Textiles</td>
<td>11</td>
<td>Wilcox Textile Reclaimers and Reprocessors</td>
<td>65.22</td>
<td>80.58</td>
</tr>
</tbody>
</table>

Table 6: Recycling banks provided by South Staffordshire Council
Although the tonnages collected at bring sites has declined since the introduction of the kerbside recycling scheme, 8% of dry recyclate collected in South Staffordshire in 2007/08 was directly attributable to these banks. Textile banks provide an important outlet for a material that is not collected as part of the kerbside recycling scheme.

In August 2007, carton recycling banks were introduced to six locations across the district. These banks allow residents to recycle liquid based cartons such as tetra pak containers. As a result of the high demand for this service, additional banks were brought into all six sites within weeks of the initial rollout.

![Carton recycling bank in Wombourne, South Staffordshire](image)

6.3 Waste minimisation and re-use

6.3.1 Re-use

Residents are able to utilise one of the 11 textile banks located across the district for depositing clothes, textiles and footwear. As a result of the introduction of National Indicators (NI’s) in 2008, tonnage collected from textile banks is now included in the calculation for NI192: percentage of household waste sent for reuse, recycling or composting.
6.3.2 Home composting

Over the past few years, South Staffordshire Council has facilitated the distribution of home composting units as part of a range of campaigns including the ‘Watch your waste!’ waste minimisation campaign. Over the past 12 months, South Staffordshire Council has worked in partnership with other Staffordshire authorities and the Waste and Resources Action Programme (WRAP) to provide a reduced priced home composting offer for all South Staffordshire residents. During this period, over 1,000 compost bins were delivered.

Compost bins can be ordered directly from the supplier, with links provided through the South Staffordshire Council website and the Recycle Now national campaign website (www.recyclenow.com).

Home composting represents an important waste minimisation tool, as it reduces the amount of material that enters the waste stream in the first instance. In addition, food waste such as vegetable peelings, eggshells and coffee grounds that cannot be collected with organic waste through the kerbside collection scheme can be safely composted.

6.3.3 Waste minimisation: ‘Watch your waste!’

In 2003, when national waste production was increasing by 3% per annum, the Council introduced the ‘Watch your waste!’ campaign. Initially a pilot scheme that was subsequently rolled out across the whole district, this waste minimisation campaign was targeted at all members of society and launched through a series of awareness raising initiatives such as road shows, action groups, forums and educational workshops. Every household in the district was given an information booklet and a dedicated website was established.
The aim of the campaign was to raise awareness of the environmental, social and economic impacts of waste. The initiative proved successful, as the level of waste sent to landfill reduced throughout the year and The Tidy Britain Group subsequently adopted the ‘Watch your waste!’ logo as part of its campaigns.

The campaign has its own website which offers a host of information including an easy to follow A-Z Recycling Guide and fun interactive games to play. The website can be found at: www.watchyourwaste.co.uk.

**6.4 Online Information: South Staffordshire Council website**

The waste and recycling section of the South Staffordshire Council website was updated in 2005 to comply with requirements set out under BVPI 157. The website can be viewed at: www.sstaffs.gov.uk.

The website hosts individual pages for the following topics:

- household waste collection;
- kerbside recycling;
- food waste trial;
- waste and recycling calendars;
- recycling boxes and bags;
- domestic bins (wheeled bins);
- green garden waste bins;
- assisted collections;
- recycling collection sites (recycling banks);
- Household Waste Recycling Centres (HWRC’s);
- composters;
- waste minimisation;
- waste strategy;
- recycling finder;
- clinical waste;
- bulky waste;
- hazardous waste; and
- waste duty of care.
The homepage displays two direct links for ‘Waste’ and ‘Recycling’ sub pages, which then link to individual pages relevant to a particular theme such as assisted collections or composters. All literature that is sent to residents as part of the scheme is displayed on the website in PDF format, allowing easy access for all residents and reducing the need to print further paper copies.

**Figure 21: Recycling and Waste Collection Calendar (2008)**

Through the Council website, a series of links are available to online forums, allowing residents to exchange or donate bulky items that would otherwise be sent to landfill with the residual household waste. The following links are provided:

**Freecycle**
International non-profit organisation allowing members to pass on and collect unwanted items free of charge.

**Ecycle (Express and Star newspaper)**
Online free exchange through the classifieds section of the Express and Star website.

**2recycle.co.uk**
Similar movement to Freecycle although membership of a local group is not required.
[http://2recycle.co.uk](http://2recycle.co.uk).

**Furniture Re-use Network**
National organisation promoting the re-use of household furniture, repairing and re-using over 250,000 domestic appliances each year.
[www.frn.org.uk](http://www.frn.org.uk).

**Association of Charity Shops**
National database of charity shops, many of who are able to accept donations of bulky household items.
6.4.1 Online collection calendar

The website also offers residents the facility to view their collection calendar online by either selecting their parish or street name. The calendar then opens as a PDF file.

Figure 22: Screenshot of online Waste and Recycling Calendar

A series of online forms enable residents to request particular services by completing pre-determined fields. This is in addition to requests received by letter, telephone call or in person at the Council.
6.4.2 Online recycling finder

A ‘Recycling Finder’ tool provides residents with a reference guide to determine where specific materials can be placed to best facilitate their recovery and recycling/composting.

**Recycling Finder**

The following table shows where materials can be placed for recycling, composting or disposal. Please see the text below the table for further information and links to relevant pages.

Some materials have notes attached to them, with helpful tips and advice. To view them, simply hover over the underlined text with your cursor.

<table>
<thead>
<tr>
<th>Material</th>
<th>Green Bin</th>
<th>Green Box</th>
<th>White Sack</th>
<th>Grey Bin</th>
<th>Recycling Centres (Banks)</th>
<th>Household Waste Recycling Centres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Newspapers &amp; Magazines</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Envelopes</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Junk Mail</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Telephone Directories</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Shredded Paper</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Yellow Pages</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Greetings Cards*</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Card household goods boxes (e.g. toothpastes, tea bags, lightbulbs, shoe {{boxed}}</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

Figure 23: Screenshot of online Recycling Finder
7.0 Current Performance

According to DEFRA figures for 2007/08, South Staffordshire Council was the 35th best performing local authority, out of a total of 393, for the total percentage of waste recycled and composted.

In 2003, South Staffordshire Council recycled and composted 10.30% of household waste. As a result of policy changes, most notably the introduction of the alternate week residual collection and kerbside recycling scheme, this figure increased to 46.64% in 2007/08. The table below details the increases.

<table>
<thead>
<tr>
<th>Year</th>
<th>% household waste recycled</th>
<th>% household waste composted</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003/04</td>
<td>7.13</td>
<td>3.17</td>
</tr>
<tr>
<td>2004/05</td>
<td>8.36</td>
<td>12.66</td>
</tr>
<tr>
<td>2005/06</td>
<td>15.22</td>
<td>16.12</td>
</tr>
<tr>
<td>2006/07</td>
<td>20.65</td>
<td>23.60</td>
</tr>
<tr>
<td>2007/08</td>
<td>22.57</td>
<td>24.07</td>
</tr>
</tbody>
</table>

Table 7: Percentage of household waste recycled and composted in South Staffordshire (2003/04 to 2007/08)

Over the same period, residual household waste collected requiring subsequent disposal reduced by 39%.
7.1 Statutory Waste and Recycling Targets

Targets for local authorities to increase the amount of household waste recovered were first set as part of Waste Strategy 2000. In addition to targets for the reduction of commercial and industrial waste sent to landfill, Waste Strategy 2000 set the following targets for household waste:

- recycle and compost at least 25% of household waste by 2005;
- recycle and compost at least 30% of household waste by 2010; and
- recycle and compost at least 33% of household waste by 2015.

In the recently published Waste Strategy for England 2007, higher targets have been set for the recycling and composting of household waste:

- recycle and compost at least 40% of household waste by 2010;
- recycle and compost at least 45% of household waste by 2015; and
- recycle and compost at least 50% of household waste by 2020.

Local authority data is reported via the online WasteDataFlow system, allowing verification prior to auditing and reporting.

7.2 National Indicators for Local Authorities

From 2008/09, the number of waste and recycling indicators requiring local authority reporting has been significantly reduced from the previous individual Best Value Performance Indicators (BVPI’s). From April 2008, three headline indicators must be reported:

- NI191: Residual household waste per household (kg);
- NI192: Percentage of household waste sent for reuse, recycling or composting; and
- NI193: Percentage of municipal waste sent to landfill.
As a waste collection authority, South Staffordshire Council must only report on NI191 and NI192. Comprehensive BVPI data can be found at Appendix B.

7.3 Benchmarking performance

National Indicator’s detailed above are not due for reporting until the end of the first year in March 2009. Nevertheless, former Best Value Performance Indicator (BVPI)82ai and 82bi detail the percentage of household waste recycled and composted respectively. The updated indicator NI192 does not differ substantially from this indicator, thus we are able to benchmark the Council’s 2007/08 performance against other authorities within Staffordshire and our ‘nearest neighbour’ authorities.

7.4 Benchmarking: Staffordshire and ‘nearest neighbour’ authorities

There are 10 Staffordshire authorities in total:

- Cannock Chase District Council;
- East Staffordshire Borough Council;
- Lichfield District Council;
- Newcastle-under-Lyme District Council;
- South Staffordshire Council;
- Stafford Borough Council;
- Staffordshire County Council;
- Staffordshire Moorlands District Council;
- Stoke-on-Trent City Council; and
- Tamworth Borough Council.

Details of the percentage of household waste recycled and composted across the Staffordshire authorities in 2007/08 can be seen at Table 8 and Figure 26 below.
<table>
<thead>
<tr>
<th>Local Authority</th>
<th>% Recycled</th>
<th>% Composted</th>
<th>% Recycled and Composted (Total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staffordshire Moorlands DC</td>
<td>18.29</td>
<td>34.58</td>
<td>52.87</td>
</tr>
<tr>
<td>Lichfield DC</td>
<td>25.35</td>
<td>24.93</td>
<td>50.28</td>
</tr>
<tr>
<td><strong>South Staffordshire Council</strong></td>
<td><strong>22.57</strong></td>
<td><strong>24.07</strong></td>
<td><strong>46.64</strong></td>
</tr>
<tr>
<td>Staffordshire County Council</td>
<td>21.67</td>
<td>20.65</td>
<td>42.32</td>
</tr>
<tr>
<td>Cannock Chase DC</td>
<td>20.04</td>
<td>20.56</td>
<td>40.60</td>
</tr>
<tr>
<td>Tamworth BC</td>
<td>24.55</td>
<td>15.42</td>
<td>39.97</td>
</tr>
<tr>
<td>East Staffordshire BC</td>
<td>15.37</td>
<td>20.46</td>
<td>35.83</td>
</tr>
<tr>
<td>Stafford BC</td>
<td>13.72</td>
<td>19.83</td>
<td>33.55</td>
</tr>
<tr>
<td>Newcastle-under-Lyme BC</td>
<td>18.00</td>
<td>8.79</td>
<td>26.79</td>
</tr>
<tr>
<td>Stoke-on-Trent City Council</td>
<td>15.96</td>
<td>8.67</td>
<td>24.63</td>
</tr>
<tr>
<td>National average</td>
<td>-</td>
<td>-</td>
<td>34.50</td>
</tr>
</tbody>
</table>

**Table 8: Recycling and composting performance: Staffordshire authorities (2007/08)**

![Figure 26: Recycling and composting performance: Staffordshire authorities (2007/08)](chart)

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In addition to comparisons on a geographical basis, the information at Table 9 and Figure 27 below details the Council’s performance when compared against it’s ‘nearest neighbours’. This is calculated using the Squared Euclidean Distance (SED), a statistical process that analyses 42 variables of an authority and produces a co-efficient to determine the strength of the similarities. Further details of nearest neighbour analysis can be found at: http://www.statistics.gov.uk/about/methodology_by_theme/area_classification/la/corresponding_las.asp.

<table>
<thead>
<tr>
<th>Local Authority</th>
<th>% Recycled</th>
<th>% Composted</th>
<th>% Recycled and Composted (Total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lichfield DC</td>
<td>25.35</td>
<td>24.93</td>
<td>50.28</td>
</tr>
<tr>
<td><strong>South Staffordshire Council</strong></td>
<td><strong>22.57</strong></td>
<td><strong>24.07</strong></td>
<td><strong>46.64</strong></td>
</tr>
<tr>
<td>Hinckley and Bosworth Council</td>
<td>18.98</td>
<td>26.91</td>
<td>45.89</td>
</tr>
<tr>
<td>Bromsgrove BC</td>
<td>22.54</td>
<td>21.02</td>
<td>43.56</td>
</tr>
<tr>
<td>North Warwickshire DC</td>
<td>11.19</td>
<td>17.09</td>
<td>28.28</td>
</tr>
<tr>
<td>National average</td>
<td>-</td>
<td>-</td>
<td>34.50</td>
</tr>
</tbody>
</table>

Table 9: Recycling and composting performance: ‘nearest neighbour’ (2007/08)

![Figure 27: Recycling and composting performance: ‘nearest neighbour’ (2007/08)](image-url)
From 2008/09, South Staffordshire Council must report on the weight of residual waste per household (NI191). NI192 represents only a slight variation from the previous BVPI82 allowing the statistical analysis above to remain relevant. Whilst South Staffordshire Council have previously reported the data for NI192 as a local indicator (see Appendix B), other authorities have not. Whilst it is not possible to compare the results of an unaudited indicator, we are able to calculate the value of NI191 for each authority based on their published figures for BVPI82 (percentage of material recycled and composted) and BVPI84 (total waste collected per head of population, including material recycled and composted).

<table>
<thead>
<tr>
<th>Local Authority</th>
<th>Residual waste collected per head of pop (kg)</th>
<th>% Recycled and Composted (Total)</th>
<th>Total waste collected per head of pop (kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staffordshire Moorlands DC</td>
<td>215</td>
<td>52.87</td>
<td>456</td>
</tr>
<tr>
<td>Lichfield DC</td>
<td>231</td>
<td>50.28</td>
<td>464</td>
</tr>
<tr>
<td><strong>South Staffordshire Council</strong></td>
<td><strong>241</strong></td>
<td><strong>46.64</strong></td>
<td><strong>451</strong></td>
</tr>
<tr>
<td>Cannock Chase DC</td>
<td>245</td>
<td>40.60</td>
<td>413</td>
</tr>
<tr>
<td>Tamworth BC</td>
<td>247</td>
<td>39.97</td>
<td>412</td>
</tr>
<tr>
<td>East Staffordshire BC</td>
<td>290</td>
<td>35.83</td>
<td>452</td>
</tr>
<tr>
<td>Stafford BC</td>
<td>297</td>
<td>33.55</td>
<td>447</td>
</tr>
<tr>
<td>Staffordshire County Council</td>
<td>307</td>
<td>42.32</td>
<td>533</td>
</tr>
<tr>
<td>Newcastle-under-Lyme BC</td>
<td>307</td>
<td>26.79</td>
<td>420</td>
</tr>
<tr>
<td>Stoke-on-Trent City Council</td>
<td>367</td>
<td>24.63</td>
<td>487</td>
</tr>
<tr>
<td>National average</td>
<td>324</td>
<td>34.50</td>
<td>495</td>
</tr>
</tbody>
</table>

**Table 10: Residual household waste per head of population (kg): Staffordshire authorities (2007/08)**
Figure 28: Residual household waste per head of population (kg): Staffordshire authorities (2007/08)

Table 11: Residual household waste per head of population (kg): ‘nearest neighbour’ (2007/08)
Figure 29: Residual household waste per head of population (kg): ‘nearest neighbour’ (2007/08)

To achieve the targets detailed in the national Waste Strategy for England 2007, South Staffordshire Council must reduce the amount of waste not reused, recycled or composted (i.e. residual waste) to no more than 225kg per head of population. Details of how the Council aims to achieve this can be found at 8.3.

Data for tables 8 to 11 and figures 26 to 29 has been obtained from authority published BVPI’s and verified against DEFRA Municipal Waste Management Statistics, available at: http://www.DEFRA.gov.uk/environment/statistics/wastats/bulletin08.htm.

The Landfill Directive states that by 2020, the amount of biodegradable municipal waste (BMW) sent to landfill will be no more than 35% of the 1995 figure. As the Waste Disposal Authority, Staffordshire County Council is governed by LATS to ensure the continuing reduction of BMW sent to landfill. The allocation for 2007/08 was 187,981 tonnes, which must reduce to 85,918 by 2020 in order for Staffordshire to meet its target. The actual amount of BMW landfilled in 2007/08 was 115,183 tonnes.
According to the Landfill Allowances and Trading Scheme 2007/08 published by the Environment Agency, the amount of BMW landfilled in Staffordshire during 2007/08 was within the allocation for 2009/10, the next target year.

Through the Government’s WasteDataFlow (WDF) system, South Staffordshire Council will continue to report all aspects of its service on a quarterly basis within the pre-determined timescales issued by WDF. This ensures that all data is accurately collated, reported and verified and subsequently shared with the WDA and Government to determine future action.

South Staffordshire Council currently provide a kerbside recycling collection for biodegradable material such as paper, cardboard and garden waste, whilst textiles can be recycled at one of the 11 banks located across the district. The potential to include food waste as part of the kerbside recycling/composting scheme is discussed further at 8.4. In addition to segregated collections of biodegradable municipal waste, Staffordshire County Council intends to implement new waste treatment infrastructure to treat residual waste not recycled, reused and composted. This is discussed in detail at 2.2.
Best value procurement of collection and disposal services

The Council has always endeavoured to procure waste services in a way that ensures that best value is achieved. The current collection and recycling contracts were obtained through a competitive tendering process which accorded with European and National legislation. Recently the Joint Waste Management Board has commissioned consultants to examine the delivery of waste services across the County and identify areas where financial savings may be obtained.

One of the conclusions is that neighbouring authorities should examine ways in which savings may be made through joint working. South Staffordshire Council will undertake such an exercise and if, by joint working, changes can be made under the existing contracts to obtain savings, these will be introduced.

Also, we will examine the possibility of joint contracts with neighbouring authorities when the services are due to be tendered. In particular we currently work in partnership with our refuse collection contractor, Biffa Waste Services Ltd, who also provide collection services to Stafford Borough Council. Discussions are taking place at the moment with a view to identifying areas where savings may be made, both in the immediate and longer term, by rationalising common operations.

Similarly, in securing outlets for the materials that we recycle and compost, competitive tendering has taken place. This is a joint arrangement between several Staffordshire authorities: Cannock Chase District Council, Lichfield District Council, Tamworth Borough Council and East Staffordshire Borough Council, for treatment of the recyclate that we collect, with Greenstar Ltd. All parties benefit from the economies of scale afforded by such an arrangement. This policy will continue and the Council will ‘test the market’ at every opportunity to ensure that the most financially advantageous rates in terms of gate fees and income for material, are obtained.
8.0 South Staffordshire Council Aims and Objectives

1. Meet and exceed the national target to recycle and compost 50% of household waste by 2020.

2. Provide all households within the district with a kerbside collection of at least two recyclables by 2010, in accordance with the Household Waste Recycling Act 2003.

3. Meet and exceed the national target to reduce the amount of household waste not reused, recycled or composted to 225kg per head of population per annum by 2020.
   - Review bulky household waste ‘amnesty’ collections.
   - Review provision of residual waste capacity.
   - Promotion of Staffordshire Real Nappy Campaign.
   - Implement the waste reduction campaign as part of the Staffordshire partnership.

4. Investigate the kerbside collection of organic material to include food waste.

5. Investigate improvements to the existing kerbside recycling scheme and bring sites with a view to increasing participation rates and the total amount of material collected.

6. Work with the Staffordshire Recycling Partnership and WRAP to promote home composting

7. Communicate with residents to encourage waste reduction, reuse and recycling.

8. Continue and develop a programme of educational initiatives.

8.1 Increase percentage of material reused/ recycled/ composted

| Aim 1: | Meet and exceed the national target to recycle and compost 50% of household waste by 2020. |

In the Waste Strategy for England 2007, DEFRA announced plans to increase the minimum amount of household waste that must be recycled and composted to 50% by 2020. This target has also been confirmed at European level through recent amendments to the Waste Framework Directive.
Subsequently, National Indicator 192 reports the percentage of household waste set for reuse, recycling or composting. Results from BVPI82, the predecessor to NI192, reveal that in 2007/08, South Staffordshire Council recycled and composted 47% of household waste. In 2008, a Memorandum of Understanding (MOU) was agreed with Staffordshire County Council whereby South Staffordshire Council declared that it would endeavour to go beyond the national target and recycle, reuse and compost 55% of household waste by 2020.

By the end of 2009, all properties within the district will be served with an extensive kerbside recycling scheme. It is expected that from 2007/08 onwards, assuming that the existing service remains unaltered, the percentage of material recycled, reused and composted will plateau. The increase in recycling and composting rates as detailed at Figure 24, occurred as a result of the phased implementation of the kerbside recycling scheme and alternate week refuse collections and will not be sustained on its existing trajectory. Objectives to increase the existing recycling and composting rates are outlined in later aims.

8.2 Provision of kerbside recycling scheme to all properties

| Aim 2: | Provide all households within the district with a kerbside collection of at least two recyclables by 2010, in accordance with the Household Waste Recycling Act 2003. |

In September 2008, 96.59% of dwellings in South Staffordshire were provided with a kerbside collection of at least 2 recyclables. The introduction of recycling bins to all communal dwellings in the district during 2009 will ensure that all dwellings are provided with a kerbside collection of paper, cardboard, glass, cans, plastic bottles and, where appropriate, garden waste.

Figure 31: Artwork to promote kerbside recycling collections
8.3 Waste minimisation

Aim 3: Meet and exceed the national target to reduce the amount of household waste not reused, recycled or composted to 225kg per head of population per annum by 2020.

South Staffordshire Council will continue to provide a service that recycles, reuses and composts as much household waste as possible. We will also continue to promote waste minimisation through a range of media. As a result of the alternate week collection scheme and the introduction of kerbside recycling, the total weight of domestic waste not reused, recycled or composted per head of population has reduced from 303.47 kg (2005/06) to 253.23 kg (2006/07). In 2007/08, the total figure reduced again to 240.75 kg.

Focussing on waste prevention in the Waste Strategy for England 2007, DEFRA set a target of 225 kg per head of population for the maximum amount of household waste that is not reused, recycled or composted by 2020. Thus, based on the predicted 2020 population outlined at 1.2, a 9% reduction on the weight of residual waste collected in 2007/08 figure is required for South Staffordshire Council to meet the 2020 target.

South Staffordshire Council aim to achieve the above target through the following actions:

- review of free bulky household waste ‘amnesty’ collections;
- review provision of residual waste capacity;
- waste reduction/recycling education;
- various national and county wide waste reduction/recycling promotions, such as home composting, ‘Love Food Hate Waste’ and Staffordshire Real Nappy Campaign;
- implement various initiatives such as the two year Waste Reduction Campaign as part of the Staffordshire Recycling Partnership, a County wide project supported by the Waste and Resources Action Programme (WRAP); and
- continue to develop and update the Council’s website to promote and encourage support for various sectors of the community.

Figure 32: Waste collection vehicle
Review bulky household waste ‘amnesty’ collections

The free bulky household waste ‘amnesty’ collections, detailed at 6.1.5, produced 795 tonnes of household waste in 2007/08. In 2008/09, the cost of this service will be £56,539. This service forms part of the existing refuse collection contract and the need for its continuing provision will be reviewed on its expiry.

Review provision of residual waste capacity

Currently, additional wheeled bins are distributed under the following circumstances:

- households of six or more permanent residents receive an additional 240 litre wheeled bin free of charge;
- households of five receive a 360 litre wheeled bin in exchange for the standard 240 litre wheeled bin free of charge;
- households of four can obtain a 360 litre wheeled bin in exchange for the standard 240 litre wheeled bin for a one off charge of £25.00;
- households of three or less can obtain an additional 240 litre wheeled bin for an annual charge of £20.00; and
- households with a child under the age of three years old receive an additional 140 litre wheeled bin free of charge.

Where exceptional circumstances apply, households may be entitled to additional wheeled bins as a result of an individual inspection. Since the above policies were introduced, additional material (e.g. cardboard) has been included as part of the kerbside collections. This has removed a large component from the domestic waste stream and subsequently reduced the need for additional capacity. In addition, provision has also been made for the recycling of additional materials such as beverage cartons (tetra pak) through recycling banks located across the district.

Promotion of Staffordshire Real Nappy Campaign

In the UK disposable nappies account for 4% of household waste and approximately eight million are thrown away every day. This equates to 18,000 tonnes each year in Staffordshire alone. Staffordshire County Council offer an incentive whereby residents receive £30 cash back for using reusable cloth nappies as opposed to disposables. South Staffordshire Council will continue to promote the Staffordshire Real Nappy Campaign by providing information and assistance when requested.
Implement the waste reduction campaign as part of the Staffordshire partnership.

From 2008-2010, South Staffordshire Council will work with partner authorities across the County to deliver a waste prevention initiative supported by WRAP. This campaign aims to educate members of the public of the negative effects of waste generation and integrates with national policy and existing national initiatives such as the WRAP ‘Love Food Hate Waste’ campaign. The WRAP activity table, detailing how the scheme will be delivered is contained in Appendix C.

The campaign primarily consists of a series of locally targeted advertising to promote waste minimisation. Two waste minimisation officers have been jointly appointed by the Staffordshire waste authorities to co-ordinate the project and work with each district Council to ensure that the project delivers against the intended aims. An action plan will be produced by April 2009.

8.4 Kerbside collection of food waste

| Aim 4: Investigate the kerbside collection of organic material to include food waste. |

Food waste represents the main source of BMW that the Council is currently unable to accept for recycling or composting.

In order to reduce biodegradable municipal waste sent to landfill, the segregation of biodegradable household waste was initiated through the kerbside recycling scheme initially established in 2004. By 2008, all properties in the district receive a segregated collection for paper, card and, where relevant, garden waste. In addition, a small scale food waste collection scheme has been operating in part of Cheslyn Hay since February 2007.

Residents participating in the food waste trial are encouraged to wrap food waste (cooked and uncooked food) in paper and place it in the green wheeled bin for alternate weekly collection. The contents are taken to an ABPR compliant plant where the organic waste undergoes treatment to ensure pathogen destruction.
The Council considers the risk of introducing food waste collections across the district to be acceptable when there are adequate disposal facilities available. The risk where there is only one outlet is considered to be too great, as failure or breakdown at the plant would mean that all garden/food waste would have to be landfilled as it cannot be composted at an open windrow composting site. Therefore a pre-requisite for consideration of expanding the pilot scheme is the availability of an affordable facility and an alternate back up facility in the area.

**Food waste treatment facilities**

Through the Waste Strategy for England 2007, the Government has signalled support for anaerobic digestion (AD) technology for the treatment of biodegradable municipal waste that includes food waste, and are providing funds for the development of such facilities through the Waste Implementation Programme (WIP) and funding via Private Finance Initiatives (PFI).

Subsequent drivers include incentives for energy providers to source power from AD facilities to enable them to comply with the Renewable Obligations Order, whereby an annually increasing proportion of the electricity that they supply must come from renewable sources. The value of Renewable Obligation Certificates (ROCs) from AD has doubled in previous years to further stimulate its development.

Council officers have closely studied and evaluated the different options for the treatment of food waste. The conclusions drawn are that anaerobic digestion presents the best environmental option in that a significant amount of renewable energy is produced by the process, whereas the alternatives consume energy. This accords directly with the Council’s Climate Change Strategy and contributes to the national targets for renewable energy production.

An operator within South Staffordshire has submitted a planning application for an anaerobic digestion plant. Should the planning application be successful and the new plant come into operation, we will examine the financial and operational implications of expanding food waste collection across the district.
Food waste collection

Food waste accounts for 17% of the UK household waste stream according to DEFRA statistics (see Figure 8). When this ratio is applied to household waste in South Staffordshire, it indicates that food waste would equate to 8,146 tonnes per annum.

Recent waste composition studies conducted by WRAP state that 3.8kg of food waste are disposed of per household per week in the UK. When applied to South Staffordshire’s household waste, this equates to 8,830 tonnes per annum. The average of these two figures is 8,488 tonnes of food waste per annum.

Food waste compositional analyses are difficult to determine and substantiate, therefore care must be taken when extrapolating data to suit a particular scenario. Previous WRAP studies had denoted 5.0kg of food waste produced per household per week and this has subsequently been revised to 3.8kg (a decrease of 24%). Moreover, the potential success of the national ‘Love Food, Hate Waste’ campaign and uptake of home composting in minimising the amount of food waste, coupled with the current economic conditions will further impact upon the amount of food waste available for collection.

Image courtesy of WRAP (2008)

Figure 35: Food waste collection vehicle

At present, 95 local authorities collect food waste: 42 collect food only whilst 53 collect food and garden waste combined. Combined food and garden waste collections have been shown to offer a number of advantages, as the existing green wheeled bin provides a robust container for food waste, whereas food waste only collections require additional containers at a substantial cost.
Combined food and garden waste can be collected utilising existing collection vehicles and rounds, whereas food waste only collections require additional resources for collection vehicles and crew.

Conversely, WRAP determine that a greater yield is captured when food waste only collections are made on a weekly basis. To determine the potential for food waste diversion, the following calculation is used:

Estimated food waste for collection (tonnes) = 8,488 x 95% x 35%

Whereby:

- 8,488 represents the estimated amount of food waste in South Staffordshire (see above);
- 95% represents the existing coverage of the garden waste collections utilising green wheeled bins, the receptacle that will potentially be used for food waste; and
- 35% represents the capture rate of food waste when collected with garden waste on a fortnightly basis, as concluded by WRAP.

On the basis of this calculation, it is estimated that 2,822 tonnes of food waste could be captured if collected fortnightly with garden waste. This is dependent upon key variables remaining consistent until the time of scheme implementation.

Assuming that the amount of material recycled and residual waste remains the same as 2007/08 levels and 2,822 tonnes of food waste was diverted from the residual waste stream to supplement the existing garden waste material, South Staffordshire Council would achieve a combined recycling rate of 52.53% if introducing such a collection. This exceeds the national target of 50% but falls short of the 55% detailed in the Memorandum of Understanding with Staffordshire County Council.

The Council will ensure that any future decision regarding a food waste collection scheme is based upon the latest research regarding waste compositions and collection systems, to determine a reliable cost/benefit analysis.

Whilst the collection of food waste represents a major diversion of residual waste, its inclusion should be part of an integrated collection system to maximise the amount of material recycled and composted whilst reducing residual waste levels.

Food waste minimisation: ‘Love Food, Hate Waste’ Campaign

Consistent with the waste hierarchy, the best practicable environmental option when dealing with food waste is prevention followed by waste reduction. WRAP have recently launched the national ‘Love Food, Hate Waste’ campaign with the aim of raising awareness and reducing the amount of food waste generated.
As part of the Courtauld Commitment, a number of major food retailers have committed to design out packaging waste and reduce the amount of food packaging by 2010.

South Staffordshire Council will continue to promote national campaigns throughout the district including ‘Love Food, Hate Waste’. The Council website links to a dedicated ‘Love Food, Hate Waste’ page which offers practical guidance to reduce household food waste arisings, including perfect portions, recipes and food storage tips.

8.5 Improvements to existing kerbside recycling scheme and bring sites

**Aim 5:** Investigate improvements to the existing kerbside recycling scheme and bring sites with a view to increasing participation rates and the total amount of material collected.

At present, dry kerbside material is collected using a 55 litre box (for plastics, cans and glass) and a reusable sack (for paper and cardboard). It is not currently feasible to introduce wheeled bins as receptacles for the aforementioned materials as the existing Eurocycler collection vehicles were designed and constructed for collections from boxes and bags, not bins.

The Council currently provides additional recycling boxes and reusable bags free of charge to genuine recyclers to encourage the maximum diversion of recyclable material, a policy that will continue. Since the introduction of the kerbside recycling scheme in 2004, additional material such as cardboard has now been added to the list of acceptable materials. The Council are reliant upon stable end markets for the recyclable material collected and will continue to investigate the potential to include further waste streams in the kerbside recycling scheme so long as this promotes value for money.

Although the district of South Staffordshire is served by an extensive kerbside recycling scheme encompassing all properties, we will continue to promote the use of bring sites (recycling banks) by improving accessibility and signage in line with changes to national iconography. Bring sites also offer an opportunity to recycle material currently not collected as part of the kerbside recycling scheme, for example cartons (tetra pak) and textiles. The Council will continue to promote and operate the existing bring sites.

8.6 Provision of home composting

**Aim 6:** Work with the Staffordshire Recycling Partnership and WRAP to promote home composting

Home composting is an essential element of any waste minimisation plan as it prevents material from entering the waste stream collected by the local authority.
Home composting also enables residents to compost items that at present cannot be collected at the kerbside, e.g. tea bags, vegetable peelings etc.

For the past two years, South Staffordshire Council has worked with the Staffordshire Recycling Partnership and WRAP to provide residents with reduced price compost bins. These can be ordered directly from the manufacturer through a dedicated link at www.recyclenow.com. Alternatively, links and downloadable forms are available from the Council website. In 2007/08, the partnership delivered 1,045 home compost bins to South Staffordshire residents. Recently, the Staffordshire Waste Partnership has secured funding to further subsidise home compost bins from April 2009.

Figure 36: Home composting

Image courtesy of Recycle Now (2004)

WRAP is continuing work on a model to calculate waste diversion achieved through the use of home composters. This model however, has not been approved by Defra and as such, data cannot be included as part of local authority National Indicator reporting.

8.7 Communication

The Council strives to increase and maintain awareness of the services it provides. This strategy will also support the Council’s existing commitment to communicate more effectively with all its stakeholders including partners, businesses and local residents.

South Staffordshire Council strives to deliver excellent services. In order to make residents aware of the services that we provide, the Council and its services should be clearly branded and promoted. National research has identified that people rate Council services higher than Council’s overall performance. Therefore it is important that residents are aware that it is South Staffordshire Council that deliver the services that they value.

At present, the Council’s brand is promoted at various locations including information posters and literature, street-scene signage, Leisure Centres and the Council’s vehicles. The Council remains committed to promoting a strong, consistent image and corporate message, and will continue to examine how it can further promote the brand within the services it provides.
We will actively promote responsible waste behaviour, through a variety of media including:

- leaflets/flyers;
- posters;
- local advertising;
- South Staffordshire Review Newsletter;
- Council website;
- attendance at local events, fetes and carnivals;
- promotional items, e.g. recycled key rings, fridge magnets etc;
- bring bank signage; and
- radio interviews.

Details of cross-border partnerships for home composting and the Real Nappy Campaign are discussed above in greater detail. The Council have previously received funding from WRAP to develop a waste minimisation campaign, and will continue to apply for funds when opportunities arise.

Since 2004, the Council have maintained a Resident’s Panel consisting of 1,000 residents from across the district. The panel is a statistically representative cross section of the population who are consulted four times a year on a range of issues. Smaller surveys are also conducted through focus groups and other sub-sections of the panel when necessary. Waste management has featured prominently in recent Resident’s Panel surveys and we will continue to obtain feedback and consult with residents through this forum.

The South Staffordshire Review Newsletter has proved to be an effective method of communicating waste and recycling scheme changes to all residents as it is hand delivered to all properties four times a year. We will continue to utilise this form of communication whilst ensuring that the Council website remains relevant and informative, as the latest statistics reveal that the waste and recycling pages of the Council website are receiving in excess of 500 hits per month.

In 2009 the Council, in association with Biffa Waste Services Ltd, procured and installed to all mainline refuse freighters a series of Council related advertising screens. The flexibility of the system enables specific campaigns to be targeted in a particular locality and it is envisaged that future Council schemes will incorporate this form of communication.
In 2008, South Staffordshire Council’s waste management service also featured in the Parliamentary Yearbook under the heading 'Excellence in Waste Management'.
Figure 38: Parliamentary Yearbook 2008: 'Excellence in Waste Management'

8.8 Waste education

**Aim 8:** Continue and develop a programme of educational initiatives.

The Council will continue to develop and support local schemes working with educational establishments, local groups and other supportive bodies in the community to reduce household waste and increase recycling within the district. The Council recognise the importance of encouraging and working with such local groups to enable us to spread the message of waste reduction, reuse and recycling to a larger section of the community.
The Council’s educational initiatives include:

- advertising, posters, leaflets, flyers and promotional items;
- community promotions, road shows, events and talks;
- workshops for educational establishments;
- community recycling facilities; and
- ‘Watch your waste!’ website.

In addition we also support associated environmental educational projects such as the Eco-schools programme, an Encams operated initiative that requires whole school involvement in order to manage and reduce their environmental impacts, including waste.

**Workshops for educational establishments**

The Council currently support schools and community groups by facilitating and providing recycling banks backed up by a range of educational initiatives. These include National Curriculum linked workshops to encourage pupil awareness, taking the message home to help increase participation in our kerbside recycling collections. These workshops include:

- recycled paper making;
- ‘Get Recycling’ sports activities;
- making ‘mini-beasts’ in association with SCARF (Schools and Community Arts Resource Facility, Wolverhampton);
- making ‘grass-heads’ from compost; and
- Cycler the rapping robot (delivered by the national campaign Recycle Now).

Participants receive educational packs containing recycled items such as pencil cases, mouse mats, activity booklets, puzzles and games.
Community recycling facilities

To encourage recycling and composting within the community, the Council offer a range of services to schools and community groups including:

- compost bins and kitchen caddies provided free of charge, accompanied with education packs;
- on site paper banks (proceeds for the sale of material are returned to the school);
- on site can recycling (proceeds for the sale of material are returned to the school);
- recycling of plastic bottles tops and CD’s in partnership with SCARF in exchange for recycled art materials; and
- grants of up to £500 are available to schools and community groups through the ‘Green Rewards’ programme which encourages positive environmental activities.

Waste emanating from schools is deemed household waste and is subject to the Household Waste Recycling Act 2003. As a result, the Council must provide facilities to collect at least two recyclables by December 2010. The Council therefore offer all educational establishments within the district a recycling service. They are provided with recycling bins, mirroring the collections offered to communal properties and homes within the district. A waste audit is conducted to help identify the quantities and types of waste generated and ensures that the service provided offers sufficient capacity for each school's needs. All schools are eligible to participate in this service which ultimately helps to reinforce the recycling message to pupils, encourages environmental awareness and reduces waste disposal costs.

‘Watch your waste!’ website

To encourage pupil involvement, interactive games are also available on the Council’s ‘Watch your waste!’ website which will evolve to support future educational work. The website can be viewed at: www.watchyourwaste.co.uk.

Figure 40: ‘Watch your waste!’ website banner
Appendix A: Waste Legislation

Information in Appendix A supplements more specific legislation detailed at Section 4.0.

**Hazardous Waste Directive 1991**

Waste that has the potential to pose a risk to public health and the environment is deemed hazardous. From July 2005, the EU Directive was transposed in England by the Hazardous Waste (England and Wales) Regulations 2005 and the List of Wastes (England) Regulations 2005. The revised European Waste Catalogue (EWC) introduced waste previously not classified as hazardous. Hazardous waste now includes:

- televisions;
- computer monitors;
- fluorescent lighting;
- end-of-life vehicles (ELV);
- fridges;
- paint (oil and solvent based);
- car batteries;
- engine oil;
- gas bottles;
- disinfectants and solvents; and
- asbestos.

Hazardous Waste Regulations govern the production, movement, receipt and disposal of hazardous substances, and any organisation involved at any stage of this procedure must adhere to strict guidance as detailed and governed by the Environment Agency.

Hazardous waste producers must be registered or certificated as exempt with the Environment Agency. Registration lasts for a period of 12 months. The movement of hazardous waste must be accompanied with a consignment note, a similar document to a waste transfer note that accompanies the transportation of controlled waste. The receiver of hazardous waste (consignee) must complete a return to the Environment Agency on a quarterly basis, detailing the hazardous waste that has been handled during that period.

**Packaging and Packaging Waste Directive 1994**

Transposed into UK law through the Producer Responsibility Obligations (Packaging) Regulations 1997, the Directive applies to all businesses with annual turnover greater than £2 million and that produce over 50 tonnes of packaging waste each year. Affected businesses must either register with the Environment Agency or join a validated compliance scheme and must record packaging tonnages dealt with and steps taken to reduce the level of packaging created or handled.
The levels of packaging waste are evidenced through packaging recovery notes (PRN’s) and compliance is subject to a business meeting pre-determined targets that vary each year depending on material.

**Environment Act 1995**

The Environment Act established the Environment Agency as a competent body to regulate waste, in addition to waste authorities, across the country. The Act also introduced requirements for packaging waste, which were implemented as a result of the Producer Responsibility Obligations (Packaging) Regulations 1997.

**Directive Concerning Integrated Pollution Prevention and Control (IPPC) 1996**

Transposed into UK law by the Pollution Prevention and Control Act 1999, the Directive introduced integrated permitting for predominantly large scale operations to protect the environment from such activities. The Directive also requires installations to consider material reduction, reuse and recycling.

In the UK, operators must prove that an installation warrants the best available technique not entailing excessive costs (BATNEEC), for which guidelines are available depending on the nature of the activity. Affected industries must hold a valid PPC permit from an approved authority.

Environmental Permitting Regulations came into force in 2008. The regulations combine existing Waste Management Licences (WML) and Pollution Prevention and Control (PPC) permits. WML’s and PPC’s automatically became Environmental Permit’s in April 2008.

**Waste Incineration Directive 2000**

The Waste Incineration Directive aims to reduce, as far as is practicable, the negative environmental impacts of pollution resulting from incinerators and co-incinerators by requiring minimum operational standards and maximum levels of emissions. The level of particular emissions such as dioxins, furans and heavy metals are restricted whilst conditions are also imposed regarding the treatment of material within an incinerator, e.g. minimum time for combustion. Operations of specific incinerators are authorised through Pollution Prevention and Control Regulations.

Transposed into UK law through the End-of-Life Vehicle Regulations 2003, the Directive requires that 85% of a vehicle (by weight) is recycled in 2006 and 95% of a vehicle (by weight) in 2015. In addition, the Directive requires manufacturers to increase recycled material content in new vehicles, reduce specific hazardous substances and design and manufacture vehicles that facilitate recovery and recycling at the dismantling stage. Vehicles must be dealt with by authorised treatment facilities (ATF).

Landfill (England and Wales) Regulations 2002

As part of an integrated approach involving legislation such as the Environmental Protection Act 1990, Waste Management Licensing Regulations 1994 and Pollution Prevention and Control Act 1999, the Landfill (England and Wales) Regulations 2002 essentially transpose the requirements of the Landfill Directive in the UK. The regulations seek to prevent or reduce the negative environmental impact of landfill, protecting the environment and human health. Whilst previous legislation regarding landfills focussed on physical construction, the landfill regulations focus on the actual waste deposited. An example is the ban on the landfill of tyres (whole or shredded), pre-treatment requirements for all waste to landfill and the diversion of biodegradable municipal waste (BMW). Waste acceptance criteria (WAC) has also developed in order to treat waste arisings in the most acceptable manner, whilst landfills must be authorised to accept hazardous waste (HWL) or non-hazardous waste.


WEEE regulations came into force in the UK in 2007. The regulations require producers of electrical and electronic equipment to finance and provide facilities for the collection, treatment, recovery and disposal of electrical and electronic equipment through designated collection facilities. The regulations also state that up to 80% of WEEE must be recovered with the broad aim of strengthening producer responsibility through the manufacture of products in a way that aids recovery downstream.

Directive on the Restriction of Hazardous Substances 2002

The RoHS Directive has been introduced to restrict the quantities of hazardous substances in goods sold on the European market, and introduce a ban on the use of substances such as lead, cadmium, mercury and polychlorinated biphenyls (PCB’s) although exemptions do apply. In addition to RoHS, REACH Regulations (Registration, evaluation, authorisation and restriction of chemicals) govern new products coming onto the market and determine whether or not alternative options have been investigated and ultimately, if that product can be manufactured and sold. This draws on the precautionary principle and should ascertain any potential risks of using particular chemicals and hazardous substances.
Batteries and Accumulators Directive 2006

Although the EU agreed the Batteries Directive in 2006, it is not expected to be transposed into UK law until 2010. It requires member states to reduce the quantity of all batteries sent to landfill and will set targets for the recycling of 25% of household portable batteries by 2012 rising to 45% by 2016. Battery producers must ensure that batteries can be recovered and recycled free of charge and, unlike elements of the WEEE regulations, this service must be provided irrespective of when the product was placed onto the market.
Appendix B: Best Value Performance Indicators (BVPI’s)

Comprehensive Performance Assessment (CPA) was introduced in 2002 to measure the quality of services that local authorities delivered to residents. A series of indicators, known as Best Value Performance Indicators (BVPI’s) were introduced to monitor annual results against predetermined targets. The BVPI’s applicable to waste and recycling were as follows:

- BV82a(i) % of household waste arisings which have been sent by the authority for recycling;
- BV82a(ii) Total tonnage of household waste sent by the authority for recycling;
- BV82b(i) % of household waste sent by the authority for composting or treatment by anaerobic digestion;
- BV82b(ii) The tonnage of household waste sent by the authority for composting or treatment by anaerobic digestion;
- BV84a domestic waste collected per head of population (kg’s);
- BV84b % change from previous financial year in the number of kg’s of household waste collected per head;
- BV86 Cost of waste collection per household;
- BV91a % of households resident in the authority’s area served by a kerbside collection of recyclables; and
- BV91b % of households resident in the authority’s area served by a kerbside collection of at least two recyclables.

The figures detailed in the subsequent tables relate to specific targets and achievements for South Staffordshire Council as published in the Best Value Performance Plan (BVPP) on an annual basis. The national target was to recycle and compost 18% of household waste by 2005/06, a target that South Staffordshire Council surpassed by achieving 31.34%.

**BV82a(i): Percentage of household waste arisings which have been sent by the authority for recycling**

The increased percentage of household waste recycled reflects the introduction of the kerbside recycling scheme, initially rolled out in November 2004. 2006/07 was the first time that all major phases of the scheme received the service for a complete financial year. This figure comprises material collected as part of the kerbside recycling scheme in addition to material collected from all recycling banks.
Table 12: Percentage of household waste arisings which have been sent by the authority for recycling

**BV82a(ii): Total tonnage of household waste sent by the authority for recycling**

As the kerbside recycling scheme has now been extended across the district, any increase in dry recyclate collected in subsequent years will be incremental. Much of the focus will now be on removing potential recyclate, by segregation, from the waste stream.

Table 13: Total tonnage of household waste sent by the authority for recycling
**BV82b(i): Percentage of household waste sent by the authority for composting or treatment by anaerobic digestion**

Following the introduction of the trial green waste collection scheme in 2003, the kerbside recycling scheme included the collection of garden waste via a 240 litre wheeled bin. The increase in the amount of material sent for composting relates to the phased introduction of this kerbside collection service. By March 2008, 42,372 (95.41%) of properties in the district were provided with a kerbside garden waste collection service. The remainder are communal properties that either do not have grounds to maintain, or have grounds that are maintained by a private contractor.

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</table>

Table 14: Percentage of household waste sent by the authority for composting or treatment by anaerobic digestion

**BV82b(ii): The tonnage of household waste sent by the authority for composting or treatment by anaerobic digestion**

Any future increase in the total green (garden) waste collected is dependent on climatic conditions and growing seasons. Where eligible, all properties in the district receive a collection of garden waste. An area of potential expansion is the collection of food waste, discussed at 8.4. A trial food waste/garden waste co-mingled collection has been operating since February 2007.
Table 15: Tonnage of household waste sent by the authority for composting or treatment by anaerobic digestion

**Table 15:** Tonnage of household waste sent by the authority for composting or treatment by anaerobic digestion

**BV84a: Kg domestic waste collected per head of population**

The total domestic waste collected per head (kg) includes material collected from the following sources:

- Dry recyclables (kerbside and banks);
- Garden waste (kerbside);
- Residual household waste;
- Bulky waste (special collections and ‘amnesty’);
- Street sweepings and litter; and
- Clinical waste.

It does not include material collected from fly tipping on public land or abandoned vehicles disposed of by the authority and its contractors. The increase experienced in 2006/07 was partly due to the Council achieving its targets for BV82a and BV82b by collecting an increased amount of recyclable and compostable material.

Table 16: Domestic waste collected per head of population (kg)
**BV86: Cost of waste collection per household**

This refers to the cost per household for the provision of all services associated with waste and recycling collections, including the kerbside collections. The biggest increase can be seen between 2004/05 and 2005/06 when the majority of the kerbside recycling scheme was rolled out across the district.

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**Table 17: Cost of waste collection per household**

**BV91a: Percentage of households resident in the authority’s area served by a kerbside collection of recyclables**

The final main phase of the kerbside recycling scheme was rolled out in November 2005. In August 2007, approximately 1,000 properties deemed ‘rural’ or ‘difficult to access’ were added to the scheme and by March 2007, 1,300 communal properties were provided with facilities for kerbside recycling. The final 350 properties not receiving a kerbside collection were added to the scheme in March 2008, meaning that as of this date, 100% of properties in South Staffordshire receive a kerbside collection of at least one material (paper and cardboard).
Table 18: Percentage of households resident in the authority’s area served by a kerbside collection of recyclables

BV91b: Percentage of households resident in the authority’s area served by a kerbside collection of at least two recyclables

Local Authorities have a statutory duty under the Household Waste Recycling Act 2003 to provide a kerbside collection of at least two materials by 31 December 2010 unless it can be proven that collection costs would be unreasonably high.

As of March 2008, 42,718 properties (96.19%) in South Staffordshire receive a kerbside collection of at least 2 recyclables. The actual number of materials collected at the kerbside (for those who also receive a green garden waste collection service) is five (paper/card, plastic bottles, cans, glass and garden waste).

As of October 2008, there are 1,522 properties that receive a collection of paper/card only. These are communal blocks where it has not yet been feasible to provide a collection of more than this one recyclate. This situation is currently being addressed and it is our intention to introduce a kerbside collection of at least two recyclables to all properties in the district during 2009.
Table 19: Percentage of households resident in the authority’s area served by a kerbside collection of at least two recyclables

Local Performance Indicators

In addition to Best Value Performance Indicators, South Staffordshire Council complete a series of voluntary Local Performance Indicators (LPI’s). The LPI’s applicable to waste and recycling are as follows:

- LI88 Percentage of complaints of refuse not collected, rectified within 24 hours;
- LI89 Percentage of special collections carried out within seven days of request;
- LI97 Number of collections missed per 100,000 collections of household waste, not taking into account non-collections due to extreme weather conditions; and
- LI108 Average weight of domestic waste sent to landfill per head of population (kg).

LI88: Percentage of complaints of refuse not collected, rectified within 24 hours

This indicator refers specifically to non-collections of residual household waste (grey wheeled bin).
Table 20: Percentage of complaints of refuse not collected, rectified within 24 hours

LI89 Percentage of special collections carried out within seven days of request

South Staffordshire Council provide a chargeable bulky waste collection service for large household items. These are referred to as special collections and are conducted by the Biffa Waste Services Ltd on behalf of the Council.

Table 21: Percentage of special collections carried out within seven days of request
**LI97 Number of collections missed per 100,000 collections of household waste, not taking into account non-collections due to extreme weather conditions**

From 2006/07, the target was reduced to more accurately reflect the high standard of service delivered in previous years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003/04</td>
<td>800</td>
<td>25.50</td>
</tr>
<tr>
<td>2004/05</td>
<td>400</td>
<td>24.39</td>
</tr>
<tr>
<td>2005/06</td>
<td>400</td>
<td>22.03</td>
</tr>
<tr>
<td>2006/07</td>
<td>40</td>
<td>20.93</td>
</tr>
<tr>
<td>2007/08</td>
<td>25</td>
<td>11.19</td>
</tr>
<tr>
<td>2008/09</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>2009/10</td>
<td>22</td>
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</tr>
</tbody>
</table>

Table 22: Number of collections missed per 100,000 collections of household waste, not taking into account non-collections due to extreme weather conditions

**LI108 Average weight of domestic waste sent to landfill per head of population (kg)**

Recognising that BV84a refers to total waste collected, and thus reflects poorly on an authority that increases the amount of green waste and recyclable material collected, South Staffordshire Council also complete a local indicator measuring the average weight of domestic waste sent to landfill per head of population. As part of the objectives and targets set out in the Waste Strategy for England 2007, a new national target has been set to reduce the amount of waste not re-used, recycled or composted from 450kg per person in 2000 to 225kg by 2020.
<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005/06</td>
<td>360.00</td>
<td>303.47</td>
</tr>
<tr>
<td>2006/07</td>
<td>253.00</td>
<td>253.23</td>
</tr>
<tr>
<td>2007/08</td>
<td>253.00</td>
<td>240.75</td>
</tr>
<tr>
<td>2008/09</td>
<td>253.00</td>
<td></td>
</tr>
<tr>
<td>2009/10</td>
<td>253.00</td>
<td></td>
</tr>
</tbody>
</table>

Table 23: Average weight of domestic waste sent to landfill per head of population (kg)
# Appendix C: WRAP Waste Prevention Activity Table

<table>
<thead>
<tr>
<th>Activity Letter</th>
<th>Activity to be carried out</th>
<th>Resulting deliverables from activity</th>
<th>Start Date of Activity</th>
<th>Completion Date of Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Tonnage monitoring</td>
<td>Ongoing tonnage monitoring*</td>
<td>01/11/2008</td>
<td>31/03/2011</td>
</tr>
<tr>
<td>C</td>
<td>Ongoing review and approval of waste prevention artwork for all partners</td>
<td>Fully funded support delivered by WRAP</td>
<td>12/11/2008</td>
<td>31/03/2011</td>
</tr>
<tr>
<td>D</td>
<td>Internal staff allocation to manage campaign - two waste minimisation officers</td>
<td>Fully funded contribution by Staffordshire Waste Partnership to support campaign</td>
<td>12/11/2008</td>
<td>31/03/2011</td>
</tr>
<tr>
<td>E</td>
<td>One day Waste Prevention Workshop for all partners to identify priorities and support in the development of a communications plan</td>
<td>Fully funded support delivered by WRAP</td>
<td>12/11/2008</td>
<td>19/12/2008</td>
</tr>
<tr>
<td>F</td>
<td>Waste prevention action plan and communications plan for Staffordshire Waste Partnership for 2009/10 - to be developed by WRAP in conjunction with the partnership</td>
<td>Fully funded support delivered by WRAP</td>
<td>11/11/2008</td>
<td>31/03/2009</td>
</tr>
<tr>
<td>G</td>
<td>Update Recycle for Staffordshire waste prevention website pages at start of campaign and then update as necessary on ongoing basis</td>
<td>Update Recycle for Staffordshire waste prevention pages - no cost</td>
<td>11/11/2008</td>
<td>31/12/2009</td>
</tr>
<tr>
<td></td>
<td>Staffordshire Waste Partnership to subside Home Compost Bins over two years (09/10 and 10/11)</td>
<td>Staffordshire Waste Partnership to subside Home Compost Bins over two years (09/10 and 10/11) - contribution up to £100,000 approximately</td>
<td>11/11/2008</td>
<td>31/03/2011</td>
</tr>
<tr>
<td>---</td>
<td>---------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>-------------</td>
<td>-------------</td>
</tr>
</tbody>
</table>

**LOVE FOOD HATE WASTE CAMPAIGN**

<table>
<thead>
<tr>
<th>I</th>
<th>Bus Advertising</th>
<th>Bus backs covering all districts</th>
<th>01/02/2009</th>
<th>31/12/2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>J</td>
<td>Bus Stop Advertising - ad shells</td>
<td>Ad shells across partnership</td>
<td>01/02/2009</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>K</td>
<td>Billboards</td>
<td>48 sheets in urban areas</td>
<td>01/01/2009</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>L</td>
<td>Roadshows</td>
<td>At least 10 roadshows per district over 2008/09</td>
<td>01/01/2009</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>M</td>
<td>Roadshow banners - one set per District and 4 spares for permanent exhibition spaces</td>
<td>14 roadshow banners</td>
<td>01/12/2008</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>N</td>
<td>Roadshow promotional items</td>
<td>branded reusable bags, spaghetti measure, bag clips, aprons</td>
<td>01/12/2008</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>O</td>
<td>Press Packs</td>
<td>Press packs</td>
<td>01/12/2008</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>P</td>
<td>Envelope Franking</td>
<td>Advert placed on external mail - No Cost</td>
<td>01/01/2009</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>Q</td>
<td>Payslip Adverts</td>
<td>Adverts on wage slips for all partners - No Cost</td>
<td>01/01/2009</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>R</td>
<td>Poster campaign</td>
<td>Posters in all districts across libraries, parish councils, faith centres etc</td>
<td>01/12/2008</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>S</td>
<td>LFHW booklet printing</td>
<td>LFHW booklet printing for roadshows, libraries, faith centres, events - 50,000 (5000 per partner)</td>
<td>01/12/2008</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>T</td>
<td>Recipe cards, flyers etc printed from partners site for LFHW roadshows, talks etc</td>
<td>Recipe cards, flyers etc printed from partners site for LFHW roadshows, talks etc</td>
<td>01/12/2008</td>
<td>31/12/2009</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
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<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>U</td>
<td>Trolley Media in supermarkets</td>
<td>Trolley Media in supermarkets</td>
<td>01/02/2009</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>V</td>
<td>Council newsletter articles</td>
<td>In house publications - article each issue across all partners - No cost</td>
<td>01/01/2009</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>W</td>
<td>PR launch event</td>
<td>launch event held across Staffordshire</td>
<td>01/01/2009</td>
<td>31/01/2009</td>
</tr>
<tr>
<td>X</td>
<td>Radio Advertising using LFHW radio ads x 3</td>
<td>Radio Advertising</td>
<td>01/01/2009</td>
<td>31/12/2009</td>
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<tr>
<td>Y</td>
<td>Press Ads</td>
<td>At least 5 press ads per district</td>
<td>01/01/2009</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>Z</td>
<td>PR - local links - editorials etc</td>
<td>PR - local links - editorials etc. No cost</td>
<td>01/01/2009</td>
<td>31/12/2009</td>
</tr>
<tr>
<td>AA</td>
<td>LFHW themed competition for residents</td>
<td>LFHW themed competition for residents - no cost</td>
<td>01/09/2009</td>
<td>30/11/2009</td>
</tr>
<tr>
<td>AB</td>
<td>Community promotions</td>
<td>Sponsoring promotions across Staffordshire to raise awareness</td>
<td>01/01/2009</td>
<td>31/12/2009</td>
</tr>
</tbody>
</table>

**WASTE PREVENTION CAMPAIGN 2**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AC</td>
<td>Promotional campaign for waste prevention priority 2 to be fully funded by Staffordshire Waste Partnership</td>
<td>Promotional campaign to be fully funded by Staffordshire Waste Partnership - details to follow from activities E and F</td>
<td>01/04/2009</td>
</tr>
</tbody>
</table>

**WASTE PREVENTION CAMPAIGN 3**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AD</td>
<td>Promotional campaign for waste prevention priority 3 to be fully funded by Staffordshire Waste Partnership</td>
<td>Promotional campaign to be fully funded by Staffordshire Waste Partnership - details to follow from activities E and F</td>
<td>01/04/2009</td>
</tr>
</tbody>
</table>
Appendix D: Web Links

Waste minimisation, re-use and recycling links

Recycle Now (National Campaign): www.recyclenow.com
Comprehensive details of recycling in the UK, including local recycling facilities, purchasing recycled products and details of recycling in the home, at work and in the garden.

Community Recycling Network: www.crn.org.uk
National network promoting community based sustainable waste management.

Watch your waste!: www.watchyourwaste.co.uk
South Staffordshire Council's waste awareness initiative.

Encams: www.encams.org
National environmental charity leading campaigns including Keep Britain Tidy and Local Environmental Quality surveys.

Recycle for Staffordshire: www.recycleforstaffordshire.org
County-wide information portal detailing Household Waste Recycling Centres (HWRC’s), furniture re-use schemes, home composting, real nappies. Includes collection information for specific districts and boroughs.

Mailing Preference Service: www.mpsonline.org.uk
Reduce junk mail that is delivered to your property by registering, free of charge, with the Mailing Preference Service (MPS). Links to the Telephone Preference Service (TPS) and Facsimile Preference Service (FPS) are also available.

Association for Organics Recycling: www.organics-recycling.org.uk
Not for profit national organisation promoting the sustainable management of biodegradable resources.

Tools for Self Reliance: www.tfsr.org.uk
Promoting the collection and re-use of tools, to be sent to some of the poorest countries in Africa.

Woodland Trust: www.woodland-trust.org.uk
Organise an annual Christmas Card Recycling Campaign.

Waste Watch: www.wastewatch.org.uk
UK environmental charity promoting sustainable resource use through communication, education, information and research.

Community Repaint: www.communityrepaint.org.uk
Information on paint re-use schemes throughout the UK.
Reuse forums

Unwanted household items can be given away or exchanged via a series of websites and forums. South Staffordshire Council is not responsible for the content of external websites listed below. Users of these forums do so at their own risk. The websites offer a hosting forum for exchangers to contact one another, and users consent to publishing personal details for this purpose.

It is the responsibility of individual users of the websites to arrange collection or delivery of items. Please ensure that you protect your personal safety at all times during any exchanges. Individual disclaimers are available on each website. Use of the relevant sites and forums and denotes acceptance of these terms and conditions.

**Freecycle:** [www.freecycle.org](http://www.freecycle.org)
International non-profit movement allowing members to pass on and collect unwanted items free of charge.

**Ecycle (Express and Star):** [www.expressandstar.com/classifieds/ecycle](http://www.expressandstar.com/classifieds/ecycle)
Online free exchange operated through the classifieds section of the Express and Star website.

**2recycle.co.uk:** [www.2recycle.co.uk](http://www.2recycle.co.uk)
Similar movement to freecycle but no membership required.

**Association of Charity Shops:** [www.charityshops.org.uk](http://www.charityshops.org.uk)
Re-use your unwanted items through charity shops, raising much needed funds.

**Furniture Re-use Network:** [www.frn.org.uk](http://www.frn.org.uk)
Promotes the re-use of household furniture, repairing and re-using over 250,000 domestic appliances each year.

**Guidance for business**

**Business Resource Efficiency and Waste Programme (BREW), a DEFRA initiative:** [www.DEFRA.gov.uk/environment/business/support/](http://www.DEFRA.gov.uk/environment/business/support/)
Advice and support on improving resource efficiency measures.

**Environment Agency:** [www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)
Comprehensive information and regulation of our natural environment, including details of registered waste carriers and hazardous waste regulations.

**Staffordshire Business Environmental Network:** [www.sben.co.uk](http://www.sben.co.uk)
Offers practical advice and support for business across Staffordshire.
Waste Matchers: www.waste-matchers.co.uk
Staffordshire and West Midlands free initiative, which aims to reduce the amount of waste going to landfill by enabling businesses, organisations, schools, playgroups and individuals to use materials which others no longer need.

Envirowise: www.envirowise.co.uk
Offers UK businesses free, independent, confidential advice and support on practical ways to minimise waste and reduce environmental impact.

Carbon Trust: www.carbontrust.co.uk
Independent company funded by Government. Role is to help the UK move towards a low carbon future.

International, National and Regional Governance

European Union: www.europa.eu
Gateway to the European Union.

Department for Environment Food and Rural Affairs (DEFRA): www.DEFRA.gov.uk
Overall responsibility for development of sustainable waste management practices. Comprehensive data on regulations governing the waste and recycling industry.

Environment Agency: www.environment-agency.gov.uk
Comprehensive information and regulation of our natural environment, including details of registered waste carriers and hazardous waste regulations.

Waste and Resources Action Programme: www.wrap.org.uk
Promote sustainable waste management initiatives such as home composting and real nappy scheme. Also work to create stable markets for recycled products. Links to individual websites, including:

- Waste minimisation;
- Home composting scheme; and
- Real nappy scheme.

Staffordshire County Council: www.staffordshire.gov.uk
County Council responsible for waste disposal. Full details of waste strategies and recycling facilities across Staffordshire.

South Staffordshire Council: www.sstaffs.gov.uk
Local district Council responsible for waste and recycling collections.

Chartered Institute of Waste Management (CIWM): www.ciwm.org.uk
Professional body for waste and resource management.
Appendix E: Glossary of Terms

ABPR  Animal By-Products Regulations
AD   Anaerobic Digestion
ATF  Authorised Treatment Facility
BATNEEC Best available techniques not entailing excessive cost
BMW  Biodegradable Municipal Waste
BPEO Best Practicable Environmental Option
BREW Business Resource Efficiency and Waste Programme
BVPI Best Value Performance Indicator
BVPP Best Value Performance Plan
CNEA Clean Neighbourhoods and Environment Act 2005
CPA  Comprehensive Performance Assessment
COPA Control of Pollution Act 1974
DEFRA Department for Environment Food and Rural Affairs
EA   Environment Agency
EC   European Community
EfW  Energy from Waste
ELV  End-of-Life Vehicles
EPA  Environmental Protection Act 1990
EQG  Environmental Quality Group
EU   European Union
EWC  European Waste Catalogue
FMD  Foot and Mouth Disease
FPN  Fixed Penalty Notice
GHG  Greenhouse Gas
GWP  Global Warming Potential
HWL  Hazardous Waste Landfill
HWRA Household Waste Recycling Act
HWRC Household Waste Recycling Centre
JMWMMS Joint Municipal Waste Management Strategy
JWMB Joint Waste Management Board
IPPC Integrated Pollution Prevention Control
IVC  In-Vessel Composting
LATS Landfill Allowances and Trading Scheme
LCA  Life Cycle Assessment
LDF  Local Development Framework
LEQ  Local Environmental Quality
LPI  Local Performance Indicator
MOU Memorandum of Understanding
MRF  Material Recycling Facility
MSW  Municipal Solid Waste
NI   National Indicators
ONS  Office of National Statistics
PCB  Polychlorinated biphenyls
PFI  Private Finance Initiative
PRN  Packaging Recovery Note
ROCs Renewable Obligation Certificates
RoHS Restriction of Hazardous Substances Directive 2002
REACH Registration, Evaluation, Authorisation and Restriction of Chemicals
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SED</td>
<td>Squared Euclidean Distance</td>
</tr>
<tr>
<td>WAC</td>
<td>Waste Acceptance Criteria</td>
</tr>
<tr>
<td>WCA</td>
<td>Waste Collection Authority</td>
</tr>
<tr>
<td>WDA</td>
<td>Waste Disposal Authority</td>
</tr>
<tr>
<td>WDF</td>
<td>WasteDataFlow</td>
</tr>
<tr>
<td>WET</td>
<td>Waste Emissions Trading Act 2003</td>
</tr>
<tr>
<td>WEEE</td>
<td>Waste Electrical and Electronic Equipment Directive 2002</td>
</tr>
<tr>
<td>WFD</td>
<td>Waste Framework Directive 1975</td>
</tr>
<tr>
<td>WIP</td>
<td>Waste Implementation Programme</td>
</tr>
<tr>
<td>WML</td>
<td>Waste Management Licensing 1994</td>
</tr>
<tr>
<td>WRAP</td>
<td>Waste and Resources Action Programme</td>
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<tr>
<td>WTN</td>
<td>Waste Transfer Note</td>
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