

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Executive Member for Environment and Transport
Date:	31 March 2016
Title:	Hampshire's Waste Prevention Programme
Reference:	7371
Report From:	Director of Economy, Transport and Environment

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1. Executive Summary

1.1. The purpose of this paper is to seek approval to:

- extend delivery of Hampshire's waste prevention programme into 2016/17 and beyond, and
- seek funding from external and partner sources to support enhanced communications delivered by Hampshire's Waste Prevention Programme.

1.2. This paper is also intended to:

- summarise the activities undertaken and progress made in delivering Hampshire's Waste Prevention Programme within year one;
- evaluate the impact the programme has made on the performance of the County Council and the disposal costs subsequently avoided as a result of actions taken; and
- outline the proposed actions for delivery in 2016/17 and beyond.

2. Contextual information

2.1 The County Council has a statutory duty to manage the disposal of household waste in Hampshire. The cost to the County Council for managing the disposal of waste is linked to the quantity (by weight) and hazardous content of waste thrown away by Hampshire's residents.

2.2 Reducing the amount of waste generated (through prevention and reuse activities) will help control waste arisings and result in avoided costs through

reduced disposal fees. Activity in waste prevention fulfils the County Council's strategic objective to reduce the volume of waste arisings in Hampshire.

- 2.3 Recent national performance figures identify that household waste arisings are beginning to grow again after a significant period of decline. As detailed in section 4, whilst Hampshire's waste growth rate compares favourably with the national trend, the continued growth in waste in Hampshire puts significant pressure on waste disposal costs.
- 2.4 Changes to housing numbers, the population and economy will have further impact on waste growth. The County Council's ability to provide a waste disposal service in a cost-efficient manner now and in the future will be subject to the ability to control waste arisings independent of these factors. Reducing the amount of waste generated and increasing reuse activities is one way to achieve this.
- 2.5 Within its capacity as a Waste Disposal Authority, Hampshire County Council has a legal responsibility to take all measures to apply the waste hierarchy in priority order (in terms of best environmental option) to manage the disposal of waste. This means reasonable action should be taken to prevent waste before it is reused, recycled and recovered.
- 2.6 Although there is no statutory requirement for local authorities to have a waste prevention plan, Government published England's first Waste Prevention Programme¹ in December 2013, setting out actions for a range of sectors and organisations. The list of actions for local authorities draws upon best practice, which includes having a local waste prevention plan in place.
- 2.7 In June 2014, approval was given to develop Hampshire's first Waste Prevention programme, which focused on three key areas of activity:
 - Food, delivering the national '*Love Food Hate Waste*' campaign at a local level;
 - Home composting, increasing sales and use of home composting bins via the national framework; and
 - Bulky waste, increasing diversion of material for reuse.

Key to all of the above activities is the communication of the message that waste prevention impacts everyone, and that everybody has a responsibility to think about what they throw away.

- 2.8 In addition to the above key themes, the programme has also considered smaller waste prevention initiatives and changes to waste collection policies.
- 2.9 The initial business case for delivering one year of the programme was developed at the Council's request by an external consultancy (Jacobs). It was estimated that total net savings up to the value of £110,000 could initially be achieved, after deducting the cost of delivery (£131,000 including existing staff costs) from the estimated disposal cost saving (£241,000).

¹ <https://www.gov.uk/government/publications/waste-prevention-programme-for-england>

- 2.10 Waste prevention and reuse is a key objective of Project Integra's Joint Municipal Waste Management Strategy, with delivery of a Waste Prevention plan a requirement of the Partnership's Action Plan. The successful implementation of the actions in the Project Integra Waste Prevention plan is largely dependant on the delivery of the County Council's own Waste Prevention Programme, for which the majority of the actions are the same or similar.
- 2.11 The next progress report on Project Integra's Waste Prevention Plan is due to be presented to the Strategic Board on 23 June 2016.

3. Progress on delivery of the programme

- 3.1 The initial business case for delivering one year of the waste prevention programme included a proposed implementation plan which sets out the deliverables required in one year in order to achieve the estimated disposal cost savings.
- 3.2 Table 1 summarises progress in delivering Hampshire's Waste Prevention programme in Q1 – Q3 2015/16 against the key deliverables from the proposed implementation plan.
- 3.3 The majority of activities have been completed within one year of delivery. The outstanding deliverables are:
- uptake of home composting bins by schools via Education Outreach Officers, and
 - diverting items for reuse via kerbside bulky waste services.
- 3.4 Alongside delivering the implementation plan, the Innovation in Waste Prevention project funded by Defra (through the Waste & Resources Action Programme [WRAP]) has also been completed, although it should be noted that there is an ongoing commitment to monitor impacts of the project for a further two years. Table 2 summarises the main deliverables and outputs of the project to-date.
- 3.5 This project aimed to increase reuse and repair capacity and capabilities amongst reuse charities that form Hampshire's Furniture Reuse Network (HFRN) through business development and repair skills training in furniture, textiles and electricals, complemented with the provision of tools and access to material from Household Waste Recycling Centres (HWRCs) and kerbside bulky waste. The project was carried out in partnership with 12 organisations² between October 2014 and December 2015. The total amount of funding awarded from WRAP was £39,800 which was match-funded by the County Council using staff time.

² Partners of the project included Hampshire County Council's Troubled Families team, Project Integra (Hampshire's integrated waste partnership), Basingstoke & Deane Borough Council, Eastleigh Borough Council, Hart District Council, Rushmoor Borough Council, the Centre for Sustainable Design at the University of Creative Arts, Community Furniture Project in Basingstoke, Furniture Helpline in Bordon, SCRATCH in Southampton, Jacobs Well Care Centre in Gosport and Ugly Duckling (MIND) in Andover.

4. Performance

- 4.1 Defra published the latest national annual waste statistics in January 2016 for the year 2014/15³. This confirmed that between 2013/14 and 2014/15, total waste generated by households had increased nationally for the first time in four years at a rate of 3.7%. Across Project Integra⁴, total waste generated by households for the same time period grew by 1%.
- 4.2 Figure 1 shows the breakdown of total household waste generated by kg per person at a national and local level. Although Hampshire's waste growth rate is significantly less than the national rate, the amount of waste generated per person per year in 2014/15 (448kg/capita/yr) remains significantly higher than the national average (413kg/capita/yr).
- 4.3 Figure 2 shows the latest PI waste arisings data for 2015/16⁵, including total household waste arising reflected as kg per household and kg per person against the total number of dwellings in Hampshire. These statistics take into account waste performance since delivery of Hampshire's waste prevention programme began.
- 4.4 Figure 2 suggests that total household waste arisings will continue to increase in 2015/16 but at a less significant rate than the previous year (0.6%). This increase may be due to:
- 2015/16 arisings take into account two Easters (April 2015 and March 2016) which traditionally generate a spike in waste arisings where residents utilise the bank holiday to spring clean and tidy gardens; and
 - the number of dwellings in Hampshire continues to increase which brings more household waste into Hampshire.
- 4.5 Although total household waste arisings are predicted to increase in 2015/16, Hampshire's performance in terms of household waste by kg per household and by kg per person are set to decrease for the first time in three years (by 0.7% and 1.3% respectively). It is possible that this change in performance is due to in part the impact of the waste prevention programme.

5. Finance

- 5.1 It is important to consider both tonnage and waste management cost data when determining the impact of waste prevention on the waste management budget. This is because the relationship between waste arisings and disposal costs is not directly linear, where some waste streams cost more to treat and dispose than others.

³https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/496508/Digest_waste_resource_2016_v2.pdf

⁴ Project Integra is Hampshire's integrated waste management partnership, which includes 13 Waste Collection Authorities, the County Council as the main Waste Disposal Authority and the waste disposal contractor, Veolia.

⁵ Please note data for 2015/16 includes predicted arisings for Q4 which is based on forecasted data and current material trends.

- 5.2 Delivery of Hampshire's waste prevention programme for Q1 – Q3 of the first year has focused on reducing arisings in food, garden and bulky waste. Table 3 sets out:
- where these materials are found (in terms of waste streams) and how they are disposed;
 - the variations in tonnages of the waste streams between April – December 2014/15 and April – December 2015/16, and
 - the estimated impact of the variations in tonnages for each waste stream on Hampshire's variable disposal fees.
- 5.3 The overall net tonnage difference between April – December 2014/15 and April – December 2015/16 for materials targeted by Hampshire's waste prevention programme is a reduction of **4,112 tonnes**. The reduction in tonnages has generated estimated net cost avoidance to the variable disposal costs of **£206,000**.

6. Future direction

- 6.1 Although the activities identified for implementation of Hampshire's waste prevention programme (and thus Project Integra's Waste Prevention plan) are near-complete, it is crucial that these programmes and activities are continued to enable the long term impacts to be embedded and sustained.
- 6.2 In the short-term, the programme should continue and expand existing activities whilst still applying a targeted approach. Efficient and effective delivery of activities could be achieved through more cross-departmental working and joint working with the Waste Collection Authorities.
- 6.3 There is a need to continue to develop the sophistication of waste prevention messages to ensure these are delivered in the most appropriate fashion to the diverse audience of Hampshire residents. Applying behavioural change insight techniques will assist in identifying alternative methods for reaching hard-to-reach audiences.
- 6.4 Whilst funding for Hampshire's Waste Prevention Programme into 2016/17 can be made available from existing Hampshire County Council resources, there is an option to bid for funding from Project Integra's project fund, and funding could also be sought from other sources to help support delivery. This would be used to deliver activities that feature in both Hampshire's and Project Integra's Waste Prevention programmes.
- 6.5 In the long-term, waste prevention should become an even more integral part of waste management in Hampshire and target activity where there are cost pressures (in relation to material types) within the various waste management contracts.

7. Recommendations

- 7.1. That the Executive Member for Environment and Transport gives approval to extend delivery of Hampshire's waste prevention programme (into 2016/17 and beyond) with consideration of an enhanced communications strategy.
- 7.2. That the Executive Member for Environment and Transport gives authority to seek external and partner sources of funding is approved to support enhanced communications delivered by Hampshire's Waste Prevention Programme.

Rpt/7371/PL

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	no
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	no
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Other Significant Links

Links to previous Member decisions:		
<u>Title</u>	<u>Reference</u>	<u>Date</u>
The Future Strategy for Waste & Resource Management in Hampshire	5216	6 May 2014
Hampshire's Waste Prevention Programme and Plan	5847	10 June 2014
Direct links to specific legislation or Government Directives		
<u>Title</u>	<u>Date</u>	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

<u>Document</u>	<u>Location</u>
None	

IMPACT ASSESSMENTS:

1. Equality Duty

1.1. The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited under the Act;
- Advance equality of opportunity between persons who share a relevant protected characteristic (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, gender and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- a) The need to remove or minimise disadvantages suffered by persons sharing a relevant characteristic connected to that characteristic;
- b) Take steps to meet the needs of persons sharing a relevant protected characteristic different from the needs of persons who do not share it;
- c) Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity which participation by such persons is disproportionately low.

1.2. Equalities Impact Assessment:

Activities planned through the Strategy are intended to have a positive impact on individuals by highlighting how they can improve their lifestyle and save money through undertaking actions to minimise/prevent the volume of waste they produce. The vast majority of proposed activities will have no impact on protected characteristics. There is potential for some low impact as a result of some indirect actions such as reviewing the provision and delivery of bulky waste collection services provided by district authorities, and this would be addressed as part of decisions resulting from reviews.

2. Impact on Crime and Disorder:

2.1. None

3. Climate Change:

3.1. How does what is being proposed impact on our carbon footprint / energy consumption?

The implementation of waste prevention activities will, in time, lead to a reduction in waste generation. This reduction will offset some of the anticipated growth in waste arisings resulting from returning consumer confidence and housing growth. This will help to enable the authority to manage its carbon footprint. These activities will have little or no impact on the Authority's energy consumption.

3.2. How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

The sustainable management of waste enables the use of valuable resources either as secondary raw materials or as a renewable energy source. Either use will reduce CO₂ emissions by mitigating the need for the processing of virgin raw materials or combustion of fossil fuels for energy, and hence contribute to the lessening of climate change impacts.

Table 1: Comparison of delivery of waste prevention programme activities in 2015 against the original proposed implementation plan

Element of Waste Prevention Programme	Action/activity described in Waste Prevention implementation plan for Hampshire	Progress to date	Description of delivery	Estimated outputs to-date (as of 1 February 2016)
Food	Identify target audience; develop database of local organisations to target food waste prevention initiatives	Completed	Database complete and continuously updated. Communications has been sent to all organisations listed.	Established links with numerous organisations including Winchester University, Hampshire Farmers Markets, WinACC, and Transition Towns
Home composting	Identify target audience; identify households to target for home composting bin sales	Completed	Carried out targeted home composting bin advertising in 9 areas during summer 2015.	Sale of bins increased by 58% in target areas compared to same time period in 2014
Home composting	Identify target audience; identify schools to target with home composting bins via education outreach officers	Limited progress	Education outreach officer distributes home composting leaflets via school visits.	Only 4 schools have purchased items from the home composting bin framework
Food	Recruit 20 – 30 food waste community champions via WRAP's Love Food Hate Waste cascade training; provide information packs	Completed	Recruitment, training and management of champions are delivered in-house by 1 FTE in the waste prevention team. Recruitment is supported by SLA with Council of Volunteer Services Clusters (managed by Gail Tong)	31 champions have been recruited to-date. They have delivered 21 events, spoken to 1,547 Hampshire residents and provided 228 hours of volunteer time.

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Element of Waste Prevention Programme	Action/activity described in Waste Prevention implementation plan for Hampshire	Progress to date	Description of delivery	Estimated outputs to-date (as of 1 February 2016)
Food	Develop a targeted countywide communications campaign on food waste prevention	Completed	Waste prevention campaign activities are branded under the ' Smart Living ' initiative and encompass messages on food, home composting and reuse. Communication activities include social media, organised events, provide talks, newsletters, press releases, distribution of branded materials and tools, targeted advertising, education classes, videos, infographics, radio advertising, etc.	Number of website hits: 1,837 Number of social media followers: 244 Number of events attended: 48 Number of information packs distributed: 1,900 Press releases : 8
Food/home composting	Measuring impacts; Conduct survey (c. 400) and carry out waste composition analysis to establish impact of interventions	Completed	A baseline survey was completed prior to delivery in May 2015. We are due to repeat this process in May 2016. Impact of interventions is also identified through waste composition analysis carried out at the Materials Analysis Facility twice a year.	A total of 1,087 responses were received for the baseline survey. The proportion of food waste identified in the kerbside residual stream reduced by 2% between August 2014 and August 2015.
Bulky	Provide information on alternative outlets for bulky items	Completed	An online reuse and repair services postcode locator has been developed in conjunction with Project Integra partners	Since December, the website has had 886 hits

Table 1: Comparison of delivery of waste prevention programme activities in 2015 against the original proposed implementation plan

Element of Waste Prevention Programme	Action/activity described in Waste Prevention implementation plan for Hampshire	Progress to date	Description of delivery	Estimated outputs to-date (as of 1 February 2016)
Bulky	Include reuse clause in HWRC contract	Completed	Contract specification includes the need for the contractor to prioritise reuse over recycling and disposal, and to provide data on all items sold through on-site resale areas.	Delivery of future reuse at HWRCs is currently under discussion with the successful contractor in time for implementation in April 2016
Bulky	Monitor diversion of kerbside bulky waste appointments to third sector reuse organisations	In progress	A call script prompting residents to consider reuse alternatives has been designed in conjunction with PI Waste Prevention Group and circulated to all District/ Borough Councils.	Havant BC launched a pilot of the script on 16 th November 2015. Since then, 22 calls have been diverted to reuse charities, sending 30 items for reuse
Bulky	Repeat HWRC bulky waste survey to understand actual quantities of bulky waste being diverted for reuse	Completed	A student placement carried out a small survey (free of charge) at 6 HWRCs in August 2015.	The survey results identify that between 28% - 37% of all bulky items taken to a HWRC is suitable for direct reuse

Table 2: Additional activities delivered in 2015 in addition to the proposed implementation plan

Element of Waste Prevention Programme	Outline of action/activity	Progress to date	Description of delivery	Estimated outputs to-date (as of 1 February 2016)
Bulky	<p>Increase reuse and repair capacity and capabilities of 5 reuse charities across Hampshire.</p> <p>Delivered in partnership with 12 other organisations.</p> <p>Total external funding obtained = £39,800 (match-funded using internal staff time)</p>	Completed (with the exception of continued monitoring until 2017)	<p>Delivery of training programme on business development and practical repair skills to staff & volunteers at charities.</p> <p>Provision of tools and equipment to develop repair workshops at charity workplaces.</p> <p>Interventions to enable reuse charities to access reusable and repairable material from the household waste stream.</p> <p>Development of a toolkit capturing learnings and experience gained from the project for the wider reuse network to utilise.</p> <p>Final event with project partners and Hampshire's waste & reuse sectors to launch toolkit.</p> <p>Development of a new reuse & repair centre in Andover.</p>	<p>85 staff and volunteers from across 5 charities attended training courses.</p> <p>Member approval to develop new reuse & repair centre in Andover, shared with Adult Day Care services. Centre will provide 5 times more capacity and save £7,000 on rent each year for reuse charity.</p> <p>Access of one charity to one HWRC (Basingstoke) over 4 months has achieved:</p> <ul style="list-style-type: none"> • Captured 154 items (equivalent of 1.9 tonnes) for reuse, on top of existing reuse activities at the site, generating £209 in disposal cost savings • Generated an extra £278 in income from the sale of these items • Assisted 28 low income families in the provision of affordable household goods

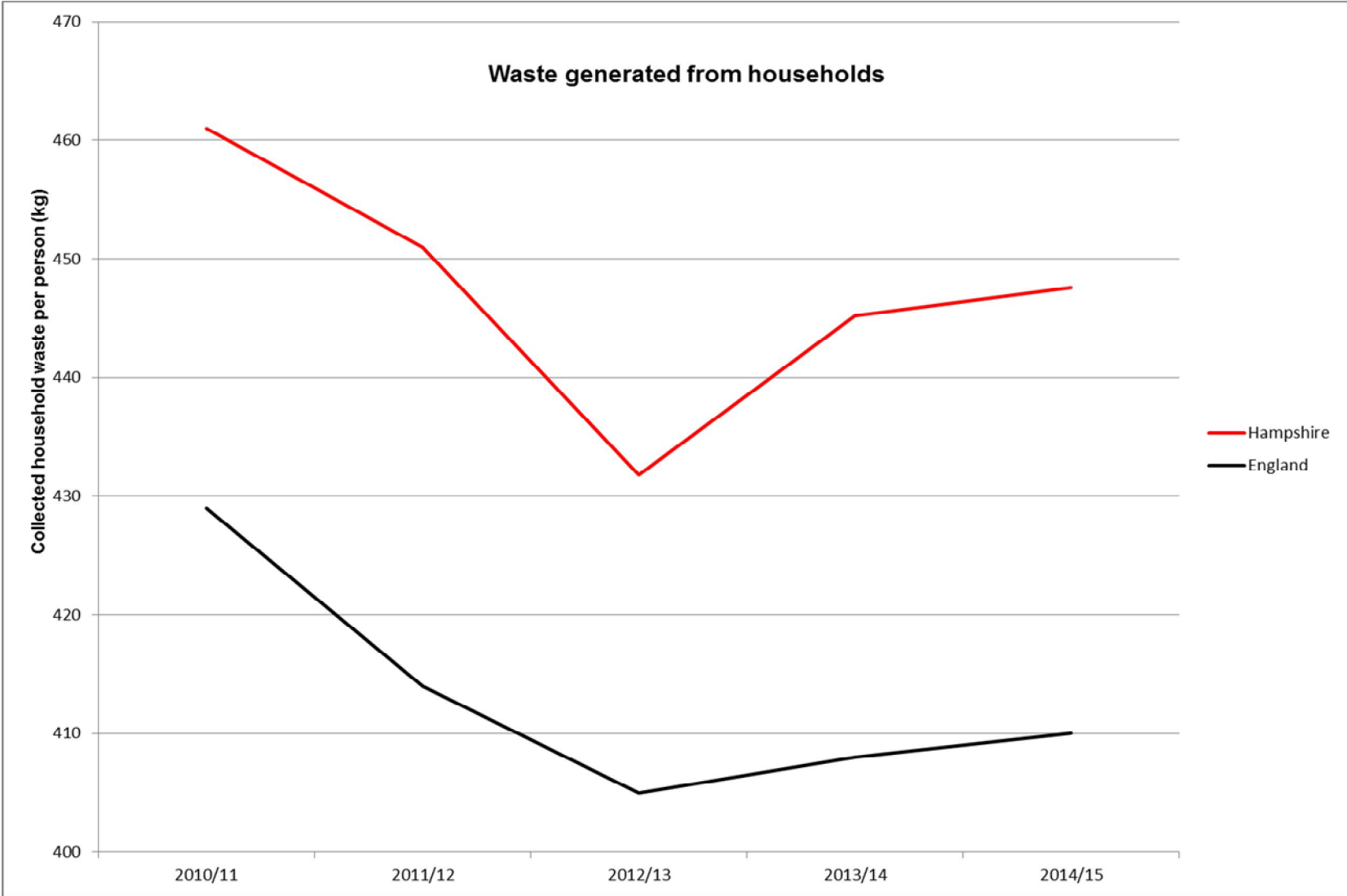


Figure 1: Annual trends in Total Collected Household Waste per person (kg/capita/yr) performance at a national and local level

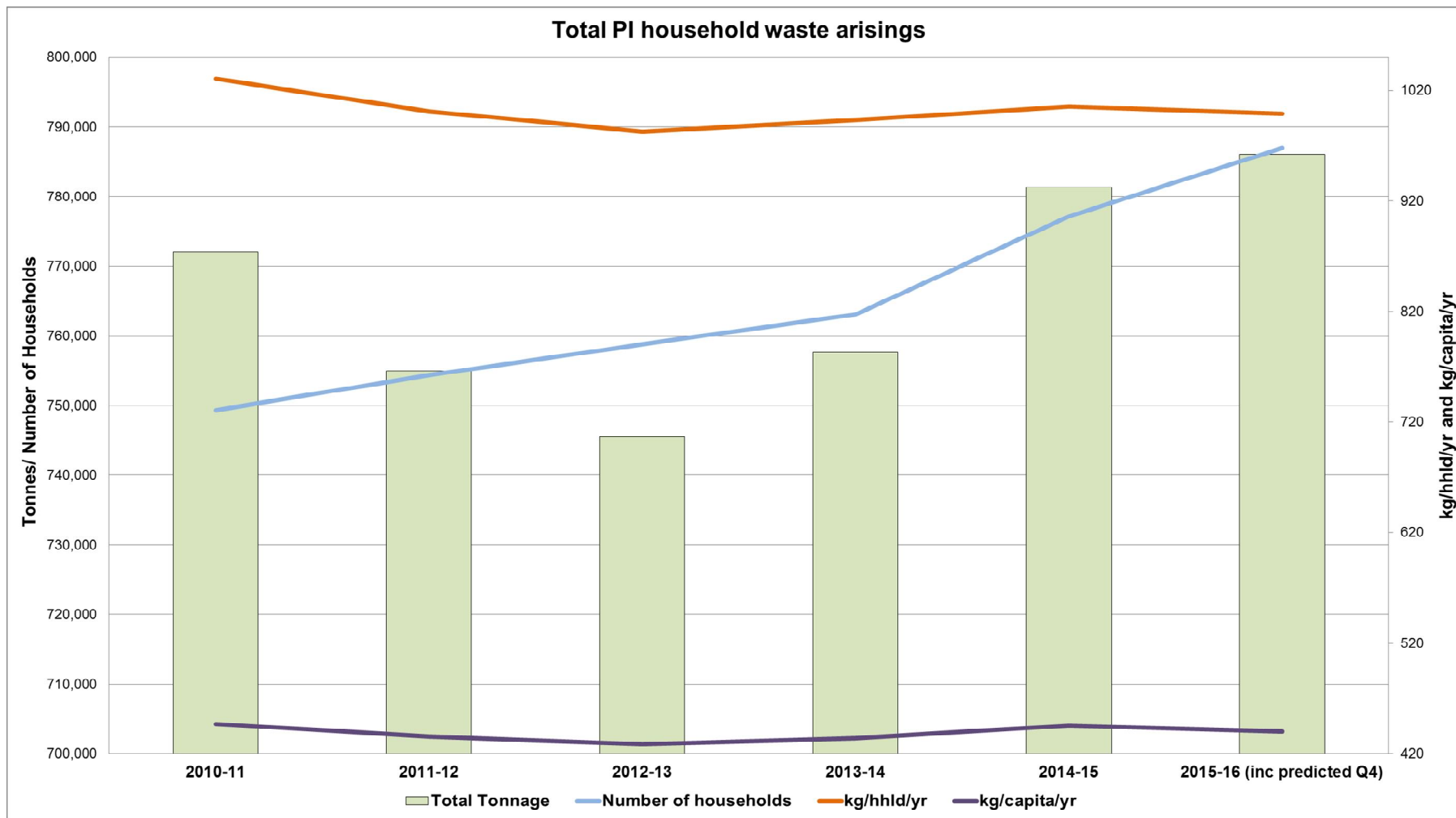


Figure 2: Annual trends in Total Household Waste Arisings, Number of Dwellings, Waste by kg per Household (kg/hhld/yr) and Waste by kg per Person (kg/capita/yr) across Project Integra