

Appendix 2

Project Integra Action Plan

2010-2015

Hampshire County Council

Partner Implementation Plan

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Highlights 2009/10

1 Sustainable and Ethical Recycling

- 1.1 Hampshire County Council committed significant resources to the collection and processing review started during 2009. The review focused on the opportunities for extracting more materials for recycling from the residual stream in order to identify the potential opportunities for optimal levels of recycling for collection authorities in the future.
- 1.2 A Healthcare waste task and finish group was set up in 2009 to ensure that collection authorities are compliant with changes in safe management of healthcare waste as directed by the Department of Health's technical memorandum 2007. Working with the Primary Care Trusts the group developed a protocol that sets out an agreed approach to arranging, making and transferring collections of healthcare waste.
- 1.3 We have lead for the partnership in raising awareness of the new European Batteries Directive with in the Project Integra partnership. In addition Hampshire County Council appointed a contractor under the Battery Compliance Scheme to recycle portable batteries delivered into the Household Waste Recycling Centre network.
- 1.4 The task and finish group that reviewed garden waste collections in Hampshire completed its work in April 2009. A protocol has been agreed for collection authorities to follow should they wish to use wheeled bins as a "premium" service to collect garden waste.

2 Eliminating Landfill

- 2.1 A range of HWRC Trade Waste controls and a new Waste Acceptance Policy were successfully introduced in 2008, to restrict the rising levels of trade waste deposited at HWRCs. There has been a 9% reduction in waste levels and a 11% increase in recycling at the HWRCs (April 2009- December 2009), compared to the same period in 2007/08. Early feedback from users has indicated that this initiative, together with the operation of the new HWRC contracts have lead to reduced customer queuing times and an improved customer experience on the sites.

- 2.2 This initiative has contributed to a PI landfill diversion rate of 89% (April 2009- December 2009) which is higher than any other county in the UK.

3 Commercial Materials Management

- 3.1 Due to the emphasis that has been placed on the ongoing work associated with the collection and processing review, work on Commercial Materials Management was put on hold in 2009-2010.

4 Efficiency & Value for Money

- 4.1 During very difficult global market conditions, Hampshire County Council has worked closely with Veolia and the Materials Marketing Group to help reduce costs and/ or secure income for our Integra partners.
- 4.2 Following the PI mixed glass review, Hampshire County Council has worked with Project Integra and Veolia to facilitate the provision of mixed glass bays at five transfer stations across Hampshire. This has allowed collection authorities to expand their glass recycling by providing mixed glass bring banks and provided a flexible delivery option to authorities collecting glass at the kerbside, saving them both time and fuel costs.

5 Leadership and Influence

- 5.1 We have continued to develop and manage the Recycle for Hampshire campaign, in consultation with all partners through the PI Communications group, Recycling Officers Group and additional workshops and meetings. A key part of this was the development of a new set of brand guidelines, as recommended in the review of the campaign carried out in 2008. We have worked closely with WRAP and PI partners to develop these guidelines which now allow greater flexibility for all partners and incorporates the national Recycling Now branding to ensure a consistent message.
- 5.2 We have maintained our links with WRAP and gained their strategic input in producing a long term strategy for the campaign and developing proposals for continuing the campaign in 2010/11.
- 5.3 We have continued to manage the delivery of the PI Communications Strategy in conjunction with PI partners through the PI

Communications Group including media monitoring, production and submission of an award entry to various industry awards, website maintenance and review and redevelopment proposals, responding to enquiries and coordination of infrastructure visits.

- 5.4 During 2009 Hampshire County Council was instrumental in helping to bring the Cleansing Officer Group and the Common Approach to Safety and Health (CASH) group into the PI partnership. Both groups benefit from secretariat support and are regularly attended by County Council officers.
- 5.5 Hampshire County Council has worked with PI partners to develop a robust communications protocol for use in severe weather conditions and the expected swine flu pandemic. This proved a great success in December and January when Hampshire's waste collection and disposal infrastructure was effected by snow and freezing weather.

Planned Actions for 2010/11

6 Sustainable & Ethical Recycling

- 6.1 We will continue to work with PI partners, building on the work already carried out by the collection and processing review, to increase the capture of recyclables and to deliver better value for money, through greater efficiencies and partnership working. The review identified the key issue of performance which needs to be addressed by all partners.
- 6.2 The County Council will continue to use data from the Materials Analysis Facility (MAF) to help reduce contamination levels of Dry Mixed Recyclables (DMR) towards a very challenging target of 5%. It is also intending to continue to use the MAF to investigate options to support the collection and processing review, in examining wastes sent to landfill e.g. street cleansing, litter bin waste and bulky household waste.
- 6.3 Despite early signs of economic recovery, global markets remain volatile and difficult to forecast. We will continue to review market opportunities and work in partnership to ensure materials collected in Hampshire are placed in sustainable markets in this challenging climate.

7 Eliminating Landfill

- 7.1 The main impacts on eliminating landfill within the Action Plan period relate to the options and actions being progressed as part of the ongoing collection and processing review with intended impact on recycling and composting rates and residual waste per household.
- 7.2 In particular to assess and where practical to pre-sort or pre-treat residual wastes, whether collected at the kerbside or at HWRCs, in order to retrieve materials and or allow further treatment to minimise the need for landfill.
- 7.3 The County Council proposes to update and review current information on waste prevention performance in order to gain a better understanding of which initiatives are working and to identify areas which have not yet been addressed. We will continue to raise the profile and encourage the partnership to promote waste minimisation and reuse coupled with encouraging greater participation in the “Love food, hate waste” campaign.

8 Commercial Materials Management

- 8.1 Hampshire County Council will work with PI to review our position with regards to Commercial Materials Management to determine a way forward or remove Commercial Materials Management from the PI programme.

9 Efficiency & Value for Money

- 9.1 The continuing work on performance related to the collection and processing review and waste minimisation will form an integral part of the efficiency and value for money work stream.
- 9.2 The County Council will play an active part in progressing the review of the role of Project Integra to quantify the partnerships outputs and help identify and bring clarity to its goals.
- 9.3 We will continue to encourage the sharing of outputs from CASH, the Cleansing Officer Group and the Abandoned Vehicle County Contract meetings and support collection authorities who are working towards future joint working arrangements.

10 Leadership & Influence

- 10.1 We will continue to develop and manage the Recycle for Hampshire campaign, in consultation with all partners through the PI Communications Group, Recycling Officers forum and additional workshops and meetings. This will include continuing to work closely with WRAP to develop and deliver the 2010/11 delivery plan. We will also assess the feasibility, costs and benefits of using Mosaic data to target communications to specific socio-economic groups.
- 10.2 We will continue to manage the development and delivery of the PI Communications Strategy in conjunction with PI partners through the PI Communications Group including identifying and pursuing opportunities to maintain Project Integra's profile. We will also progress the redevelopment of the Recycle for Hampshire and Project Integra websites.
- 10.3 In addition Hampshire County Council will also support key PI initiatives through managing internal and external communications using consistent messages and branding (Recycle for Hampshire) as well as continuing to promote the work of the partnership at a national level.