

Hampshire County Council

Partner Implementation Plan

Supporting

Project Integra Action Plan

2011-2016

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Highlights 2010/11

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 The Healthcare waste task and finish group successfully developed a protocol setting out an agreed approach to arranging, making and transferring collections of healthcare waste. The group reviewed the protocol and continues to support authorities to ensure compliance is achieved.

2 Eliminating landfill

2.1 The County Council is leading on waste prevention and will prepare a waste prevention action plan on behalf of the PI partnership.

2.2 There were no other specific PI projects undertaken by the County on behalf of the partnership.

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 2010-2011.

4 Efficiency & Value for Money

4.1 During 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 There were no other specific PI projects undertaken by the County on behalf of the partnership.

5 Leadership and Influence

5.1 The County Council has continued to develop and manage the Recycling for Hampshire campaign, in consultation with all partners through the PI Communications Group, Recycling Officers Group and additional workshops and meetings. In addition we have continued to work closely with WRAP who have provided guidance and support for the development of the 2010/11 delivery plan, including appointing consultants Futerra to

facilitate a planning workshop for partner authorities in February 2010. This led to the development of new, more targeted approach and the decision to focus on improving capture and quality in six poor performing areas. The Recycle for Hampshire team have provided ongoing guidance and support to enable the delivery of these six target projects. Support for the seven remaining non-target authorities has included the development of resources and merchandise, tailored communications, support for events including Recycle Week and delivery of the Schools Recycling Programme.

5.2 As per the agreed proposals, a new campaign website has been developed and delivered and is now hosted by Hantsweb.

5.3 We have continued to manage the delivery of PI Communications in conjunction with PI partners through the PI Communications Group including media monitoring, website development, development of aerosols communications strategy, support for the BCME trial project, support for the Customer Insight project, development of internal updates (markets, plastics), communications support for the CASH seminar, development of communications training module, support for delivery of training in “doorstep skills”, submission of award entry (Healthcare waste), responding to enquires and coordination of infrastructure visits.

Planned Actions for 2011/12

The County Council is committed to continue to focus on all measures that have a positive effect on reducing the amount of waste sent to landfill, coupled with an ongoing focus on reducing costs and securing income for Integra partners throughout a continuing difficult global trading climate. Outlined below are the ongoing projects for 2011/12.

1 Sustainable & Ethical Recycling

1.1 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. However no new activities will be progressed until the outcomes of the PI review are agreed.

1.2 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%.

1.3 Despite 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.

1.4 The County Council will undertake to provide the PI partnership with tonnage data and payment arrangements for the new county glass contract commencing in February 2011.

1.5 Hampshire County Council will play a lead role in the Task and Finish group set up in 2010 to investigate and assess the viability of incentive schemes.

2 Eliminating Landfill

- 2.1 Eliminating landfill remains a priority for the County Council, however apart from the ongoing activities outlined below, no new initiatives will be progressed as part of the PI Action Plan until the outcomes of the PI review are agreed.
- 2.2 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.
- 2.3 In particular to assess and where practical to pre-sort or pre-treat residual wastes, whether collected at the kerbside or at HWRC's, in order to retrieve materials and or allow further treatment to minimise the need for landfill.
- 2.4 The County Council will update and review current information on waste prevention performance and prepare a waste prevention action plan on behalf of the PI partnership. In addition it will develop a number of business cases to support the action plan.

3 Commercial Materials Management

- 3.1 The County Council will lead on behalf of the partnership in addressing changes that may occur as a result of the Governments review of Schedule 2 of the Controlled Waste Regulations (1992).

4 Efficiency & Value for Money

- 4.1 The County Council is committed to achieving further efficiencies and value for money and supports the PI review recommended to refocus PI activities to address value for money for Hampshire council tax payers.
- 4.2 Specific activities and actions are expected to be identified as part of a PI review implementation programme..

5 Leadership & Influence

- 5.1 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.
- 5.2 The 2011/12 campaign will involve developing targeted campaigns based on partners' priorities, with common themes identified and authorities working in partnership to develop and deliver campaigns. The target projects identified are contamination, flats and litter.
- 5.3 The campaign will also include the following countywide activities:

- Advertising in Hampshire Now, Portsmouth Flagship Magazine and Southampton City View.
- Resources to support events (e.g. banners, merchandise, interactive activities).
- Support for coordinated countywide Recycling Week activities.
- Promotion of the countywide compost bin scheme.

5.4 The Schools Recycling Programme remains an important part of the campaign and will continue to work with both primary and secondary schools in 2011/12 to increase knowledge, maximise the reduction and recycling of waste in each school and seek to raise awareness and increase recycling in the wider community. In addition, it was agreed that there should be an increased focus on secondary schools and linking with the Eco-Schools programme.

5.5 We will continue to manage the development and delivery of PI Communications in conjunction with PI partners through the PI Communications Group.

5.6 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).