

CABINET – 20th DECEMBER 2012

Report of the Head of Cleansing & Open Spaces Lead Member: Councillor Hilary Fryer

Part A

ITEM 6 CHARNWOOD ZERO WASTE STRATEGY

Purpose of Report

To set out, following a period of public consultation, Charnwood's Zero Waste Strategy for 2012-2024, for consideration and approval.

Recommendation

That it be recommended to Council that the Charnwood Zero Waste Strategy, 2012-2024, as set out in Appendix A, be approved.

Reason

To enable the Strategy, which forms part of Council's Policy Framework, to be adopted in order to direct the minimisation of waste, increase re-use and recycling, and improve the sustainable management of waste leading to a focus on resource management.

Policy Justification and Previous Decisions

Charnwood's Corporate Plan contains a framework for the delivery of services that relate back to an overarching vision for the Borough. In particular, the Corporate Plan aims to – "Ensure the Borough maintains a leading role in local efforts to reduce the impacts of climate change"; and "Retain the high standards of cleanliness across the Borough"

The Council's existing Zero Waste Strategy ran from 2007 to 2012, and was refreshed in 2009 taking into account the adoption of a new Environmental Services Contract, which covers household waste collections and street cleansing. This contract runs from August 2009 to March 2017.

The Draft Zero Waste Strategy was approved for public consultation in August 2012 and following this consultation period, the Strategy has been revised in light of comments made.

Implementation Timetable including Future Decisions and Scrutiny

Policy Scrutiny Group will consider the process for the creation of this updated strategy at its meeting on 17th December 2012.

If approved by Cabinet, the final revised strategy will be recommended to Council for approval at its meeting in January 2013. At this point it will be implemented and available to the public and stakeholders as part of the Council's policy framework.

Report Implications

Financial Implications

As a final strategy any direct financial implications arising from this report at this stage can be accommodated in this year's budget and in the Medium Term Financial Strategy.

As part of the implementation of the Zero Waste Strategy a financial appraisal will be conducted on all initiatives proposed to enable targets set in the Strategy to be realized. These will then be the subject of bids for external funding of specific projects or identification as part of the ongoing budget-setting programme.

Risk Management

The risks associated with the decision Cabinet is asked to make and proposed actions to mitigate those risks are set out in the table below.

Risk Identified	Likelihood	Impact	Risk Management Actions Planned
Failure to deliver activities within the Strategy	Possible (3)	Major (4)	The existing strategy has been subject to ongoing rigorous monitoring by the team of performance targets. The track record of the strategy to date over the past 5 years has demonstrated a confident high standard of performance.
Failure to identify resources to deliver the Strategy, or sufficient income being derived from the Strategy objectives	Possible (3)	Major (4)	The Strategy to date has been costed in this year's budget projections and in the Medium Term Financial Strategy MTFS. Performance to date over the past five years has shown a consistently high performance to meet budget projections and exceed income targets. Future projections take account of prudent forecasting as a result of a down turn in the economy

Equality and Diversity

The strategy is intended to support the needs of those most disadvantaged in the community by education and resource.

As Charnwood boasts a rich cultural population it is important to recognise the need to identify gaps in either knowledge or access to all the services we offer. It is therefore proposed to ensure that in maximising our recycling potential all sectors of the community are actively engaged in the agenda e.g. communicating via faith group leaders and printing literature that can be easily understood by households that do not hold English as their first language.

Equality of services also encompasses those sectors of the community that feel they have limited access to services because of their ability to pay e.g. bulky collections or garden waste. Certain specialist services are also offered to limited members of the community e.g. the collection of clinical waste such as sharps (needles) or assistance to help them move the wheeled bins etc. This service needs to be regularly reviewed to ensure the service is effective and available to those in need.

Key Decision:	Yes
Background Papers	Leicestershire Municipal Waste Management Strategy 2012 Charnwood Zero Waste Strategy 2007-12
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Part B

Background

1. The updated Leicestershire Municipal Waste Strategy was adopted by Cabinet in March 2012. The Strategy is the joint strategy for Blaby District Council, Charnwood Borough Council, Harborough District Council, Hinckley and Bosworth Borough Council, Melton Borough Council, North West Leicestershire District Council, Oadby and Wigston Borough Council and Leicestershire County Council. Collectively, these local authorities comprise the Leicestershire Waste Partnership.
2. Charnwood's Zero Waste Strategy complements and reflects this partnership Strategy and reflects the Borough's commitment to sustainable resource management through local initiatives and long term planning. It takes account of recent and potential future developments nationally and locally that can address diversion from landfill as a priory objective.
3. The Zero Waste Strategy covers waste managed by the Council i.e. municipal waste (predominantly household waste) including black bin waste destined for disposal; green bin waste for recycling and brown bin waste for composting.
4. The Council's existing Zero Waste Strategy ran from 2007 to 2012, and was refreshed in 2009 taking into account the adoption of a new Environmental Services Contract, which covers household waste collections and street cleansing. This contract runs from August 2009 to March 2017.
5. The Strategy development process has included a number of stages including:
 - Establishing best practice and legislative requirements across the UK
 - Researching previous waste data including that collated and reported as part of the Environmental Services Contract.
 - Setting targets and priorities for diverting waste from landfill using focus groups and reference panels
 - Creating a list of recommendations and an action plan for the future sustainable management of waste
 - Proposing a method of consultation on the Draft Strategy
 - Consulting upon this Draft Strategy with a wide range of stakeholder groups and the general public through a comprehensive set of proposals e.g. roadshows, internet, twitter, door-to-door visits etc.
5. Over 300 comments have been received as part of the consultation process. These comments are summarised in a Consultation Report attached as Appendix B. This Consultation Report includes details of the responses received and a summary of the key themes and proposed changes to the Zero Waste Strategy as a result.

6. The resultant Zero Waste Strategy, 2012-2024, is a strategy for the sustainable management of waste and resources in the Borough of Charnwood. It aims to promote a clear understanding of, and commitment to, the principle of a Zero Waste Borough. It will play an active and leading role in reducing the impact of climate change by treating the waste we manage as a resource, and consequently maximising the amount of waste diverted from landfill. All stakeholders and residents of the Borough can contribute to the overall goal through their individual actions. It will also ensure the Council's commitment to Zero Waste is fully integrated into its strategies, plans and programmes, by influencing and informing policy development and implementation across the Council's activities.

Appendices

A - Zero Waste Strategy 2012 – 2024

B – Consultation Report – November 2012



Zero Waste Strategy 2012 – 2024

Foreword

As individuals and organisations we are becoming increasingly aware of our impact on the environment, and the need to look after precious resources and materials we all depend on in our society. In the developed world, all too often, today's product is viewed as tomorrow's waste. The challenge is change this throwaway culture and treat waste in a more sustainable manner.

The residents of Charnwood have already made huge progress on waste. The amount of household waste requiring collection by the Local Authority has decreased over the last 5 years, and of the waste produced, almost 50% of it is now recycled and composted. This has dramatically cut the amount of waste we have "thrown away" into landfill sites. However, we must continue to improve. We must recognise that everything we use and throw away is a resource which has value, a value that we should try to preserve, capture and use again.

A Zero Waste Borough is not one where we can never throw anything away again, or indeed maximise the amount of waste we recycle, it includes a new approach to reducing the amount of waste we produce, reusing items where possible and treating what waste we do produce as a resource.

Within our community we already see individuals and organisations taking action to prevent waste and use resources more effectively. We are convinced that Charnwood Borough should be leading the way and supporting the efforts of others. We are proud of the efforts that the residents of Charnwood make to recycle and compost large proportions of our waste and hope that together we can meet the aspirations set out in this strategy to exceed national targets.

This strategy document has been put together with the help of elected members and community consultation panels. We thank those that also contributed their thoughts during our further consultation stages to help us develop a better local service that reflects our concern for the wider environment.

Cllr Hilary Fryer
Lead Member for Cleansing and Open Spaces

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Executive summary

Introduction

This is a strategy for the management of waste and resources in the Borough of Charnwood. It aims to promote a clear understanding of, and commitment to, the principle of a Zero Waste Borough. It will play an active and leading role in reducing the impact of climate change by treating the waste we manage as a resource, and consequently maximising the amount of waste diverted from landfill. All stakeholders and residents of the Borough can contribute to the overall goal through their individual actions. It will also ensure the Council's commitment to Zero Waste is fully integrated into its strategies, plans and programmes, by influencing and informing policy development and implementation across the Council's activities.

Background

The Council's existing Zero Waste Strategy ran from 2007 to 2012, and was refreshed in 2009 taking into account the adoption of a new Environmental Services Contract, which covers household waste collections and street cleansing. This contract runs from August 2009 to March 2017.

Since the existing contract was written, there have been a number of changes in waste management - locally, nationally and internationally. A revised EU Waste Framework Directive guiding all waste policies across Europe, a new UK Government with new priorities; an updated Leicestershire Municipal Waste Management Strategy re-affirming ambitions for the county-wide management of waste; and new contracts for waste and recycling collections and the sale of recyclable materials in Charnwood allow greater opportunities for driving the service forward.

Performance to date

Charnwood Borough Council currently recycles and composts 48.6% (2011/12) of the household waste it collects. This compares against a national average of 43% for the same period.

The council has successfully undertaken a range of waste prevention actions and in recent years the total amount of waste collected from households has reduced slightly. However, research carried out in Leicestershire in 2009 shows that many of the materials collected for recycling are still present in the residual waste (black bin) collections. These materials are therefore unnecessarily destined for landfill. So, while the Council is performing well it is clear that more needs to be done to ensure that recyclable material is appropriately separated for collection and therefore recycling.

Scope of the new strategy

The new strategy will cover waste produced by the residents of Charnwood, and collected by Charnwood Borough Council. The strategy will summarise the

current arrangements for waste management and set out the actions necessary for the Council to move towards the vision of a Zero Waste Borough over the next 12 years. The new strategy will be used to guide future decision making by the council, and successful delivery will require the engagement of all key stakeholders. This includes the support of a wide range of Council services, as well as Leicestershire County Council, as Waste Disposal Authority, Leicestershire Waste Partnership, the contractors for household waste & recycling services, the voluntary and community sector, businesses, schools and householders.

Key Drivers

There are a number of key drivers for the new strategy including the new obligations arising from the European Commission's revised Waste Framework Directive. In addition to this, Charnwood Borough Council operates a popular recycling service achieving high levels of recycling and a continuation of this high performance is expected by local communities and other key stakeholders. However, it is recognised that the next steps required will be very challenging. Budget constraints, increasing costs of transport and Landfill Tax, and ensuring householders continue to receive a comparable service regardless of their rural or urban location will all present significant challenges.

Main issues to be addressed by the Zero Waste Strategy

This Zero Waste Strategy is about far more than providing a convenient regular recycling collection; it is about reducing the amount of waste produced and using the most sustainable treatment methods for any waste remaining. It is about providing leadership and engagement on waste management, maximising the economic benefit from Zero Waste and optimising services for the future

In adopting a Zero Waste Strategy, Charnwood Borough Council has shown it has aspirations to make significant improvements in environmental performance. A key part of achieving success with the strategy will be working with a variety of partners, and using a range of methods of communication to encourage and inform different sectors of the community. In this way we can ensure that all stakeholders and residents of the Borough can, through their individual actions contribute towards the overall goal of diverting the maximum amount of waste from landfill.

1. Introduction

This is a strategy for the management of waste and resources in the Borough of Charnwood. It aims to promote a clear understanding of, and commitment to, the principle of a Zero Waste Borough. It will play an active and leading role in reducing the impact of climate change by treating the waste we manage as a resource, and consequently maximising the amount of waste diverted from landfill. All stakeholders and residents of the Borough can contribute to the overall goal through their individual actions. It will also ensure the Council's commitment to Zero Waste is fully integrated into its strategies, plans and programmes, by influencing and informing policy development and implementation across the Council's activities.

It builds on Charnwood Borough Council's previous Zero Waste Strategy 2007-2012. This formed the basis of the Environmental Services contract which covers the operational aspects of the household waste collections and street cleansing throughout Charnwood, and expires in 2017.

It is a strategy to steer the Council's actions on waste through to 2024. As there is a possibility of a seven year extension to the Environmental Services contract, it will ensure the continuation of the Council's priorities on Zero Waste. To ensure that any major developments are accounted for, interim formal reviews will take place every three to five years, with the first review to be completed by 2017. The Strategy will not be fully reviewed and updated until 2024, unless there is a significant change in national policy.

There is no legal requirement to produce this strategy but Charnwood Borough Council wishes to ensure that it meets all relevant national and local targets, and reduce the impact of waste management on the environment. The plan therefore identifies policy objectives for waste and resource management, with key objectives and actions of the strategy outlined following engagement with local residents and Members of the Council. This Strategy has been written taking account of the opinions of residents and stakeholders in Charnwood through a consultation process.

1.1. What is "Zero Waste"?

Reaching Zero Waste requires ambition and vision, suggesting that waste should be eliminated and viewed instead as a potential resource. Zero Waste means treating waste in a way that has least impact on the environment. This challenges the long held practice of disposal of materials and is a big change to the traditional forms of waste management.

In the UK in 2010, household recycling rates were reaching 70% in some Local Authorities, with a national average of 42%. This shows considerable improvements in recent years because of concerted efforts by national and

local government to encourage individuals, manufacturers and retailers to do more.

Charnwood Borough Council sees the concept of Zero Waste being far more than increasing the amount of recycling we do. The focus lies on waste prevention, thus reducing the amount of waste requiring treatment and treating the waste we do manage as a resource, using landfill disposal only as a last resort, as shown in the waste hierarchy.

1.2. The Waste Hierarchy

The Waste Hierarchy is a way of depicting the preferred order for different treatment methods used to deal with waste. These are ranked according to their environmental impact, placing the most preferred option at the top and the least preferred at the bottom, as shown in diagram 1 below.

Diagram 1: The Waste Hierarchy



Waste Prevention (not creating waste in the first place) offers the best outcomes for the environment and is therefore at the top of the priority order. Offering additional environmental benefits associated with reduction in the energy use of manufacture, distribution, collection and processing through all the other options. Preparing for re-use, recycling, other recovery and disposal, all in descending order of environmental preference are lower in the Waste Hierarchy than Waste Prevention, this takes into account the need to safeguard resources for future generations.

1.3. The vision for the strategy

In adopting a Zero Waste strategy, Charnwood Borough Council will play an active and leading role in promoting sustainable resource management at a local level. Charnwood Borough Council recognises that it has limited control on the waste cycle, being able to influence rather than control some aspects of waste generation (packaging waste produced by retailers) and treatment (a duty of the Disposal Authority). Therefore, this strategy is about an attitude towards the prevention and sustainable management of waste, and

encouraging and educating others to join us in this philosophy. The Council aims to be at the forefront of new ideas and to challenge the way we currently deal with waste. It will reduce the impact of climate change by treating the waste we manage as a resource, and consequently maximising the amount of waste diverted from landfill.

1.4. Aims and objectives of the strategy

The aims of this Zero Waste Strategy are to:

- a) Provide a strategic framework within which waste will be managed in Charnwood, with the vision of becoming a Zero Waste Borough
- b) Set ambitious annual targets, long-term priorities and short-term actions to drive forward improved performance
- c) Be innovative in achieving its ambitions and fulfill the expectations of Charnwood residents

The objectives are to:

- a) Use education, appropriate facilities and waste minimisation initiatives to encourage the use of waste as a resource
- b) Use education, contract management, contract development, and enforcement to ensure the standards of street cleanliness remain high
- c) Use contract management and procurement to secure funding, and to review service delivery costs and the potential for maximising income to ensure financial efficiency
- d) Make effective and appropriate choices of waste management initiatives, taking account of local opportunities and total system environmental costs
- e) Manage contracts using a series of Key Performance Indicators and reward / penalty systems

2. Context

2.1. Why is waste a problem?

For many people the problem of waste is restricted to what they can put into their bins and when, and how often, they will be emptied. It might also relate to a waste treatment site, a landfill site or incinerator close to their home, but the impact of waste is greater than merely this end of life viewpoint.

Increasingly, consideration is being given to the environmental impact of waste, the overuse of resources and the problems these will cause today and in the future.

Although attitudes to waste are changing, 32.5 million tonnes of municipal waste was still collected in the UK in 2009, of which 53,000 tonnes was from Charnwood residents. The Office of National Statistics predicts an increase in the population of Charnwood of 16.4% by 2020. This will almost certainly mean an increase in the amount of waste that Charnwood Borough Council will be collecting for treatment.

Recent years have seen a reduction in the generation of waste in the UK, partly due to the global economic downturn, and partly due to increased awareness by business and the public, and more recycling. Households and businesses are becoming more thoughtful about purchasing and replacing items unnecessarily and are therefore producing less waste. This is not always a conscious decision and can be a consequence of the economic situation. In times of austerity there is often lower concern for the environment, although this is not borne out by recent evidence which shows public concern for the environment remaining high despite the economic challenges people face. What is clear is that constant commitment is needed by councils, business and householders alike to maintain awareness about the value of actions to improve the environment in order to meet demanding targets.

2.2. Strategic context

Since the last strategy was written in 2007, there have been a number of changes in waste management, both locally and nationally. A new government with new priorities, including a Waste Policy Review in 2011; an updated Leicestershire Municipal Waste Management Strategy, 2011 which reaffirms ambitions for the county-wide management of waste; and new contracts for the collection of recycling and waste and the sale of recyclable materials in Charnwood allowing greater opportunities for driving the service forward.

This section outlines the context within which the Zero Waste Strategy should be considered, illustrating the European, national, regional and local influences that have to be considered in this strategy.

2.3. The European context

The European Union (EU) has established a number of Directives that impact on waste policies throughout Europe, guaranteeing environmental protection and supporting economic growth through resource efficiency. The following EU Directives have strongly influenced national waste management policy and have led to the introduction of several new pieces of national legislation.

2.3.1. Waste Framework Directive

The Waste Framework Directive is the primary European legislation for the management of waste, providing the overarching structure for waste policy and legislation across member states. It was revised in 2008, and has been implemented in England through the Waste (England and Wales) Regulations 2011. The revised Waste Framework Directive (rWFD) introduces the first EU wide recycling targets. By 2020 Member States must reuse or recycle 50% of household waste (this includes composting of organic wastes).

The rWFD places the Waste Hierarchy as a core principal. The Waste Hierarchy depicts the preferred order of solutions for the treatment of waste, placing the most preferred option at the top of the Hierarchy and the least preferred at the bottom.

2.3.2. Landfill Directive

The Landfill Directive sets targets for reducing the amount of biodegradable municipal waste (BMW) going into landfill and the pre-treatment of wastes before landfilling. This is to reduce the volume of waste and reduce the environmental impacts of disposal.

The targets in the Landfill Directive are set against a 1995 baseline and are to reduce landfill disposal of biodegradable waste to 50% of 1995 levels by 2013 and further reduce to 35% of 1995 levels by 2020.

Prior to the rWFD the Landfill Directive was the main driver for national policy and this saw all Local Authorities introduce separate household collections for recyclable materials. Many also set up collections for garden and food waste.

2.3.3. Roadmap for a Resource Efficient Europe

Although not a binding policy, the European Commission's recent Roadmap for a Resource Efficient Europe is an important strategic document. It looks ahead to resource security and resource efficiency in Europe to 2050. It provides further important context for this Zero Waste Strategy as it indicates the challenge Europe faces to manage its resources better, encouraging the growth of 'green jobs' by capturing resources, and managing more of them within Europe in a global climate of potential resource insecurity.

2.4. The National context

The UK Government uses the structure set by EU policy and associated Directives to provide a national framework for the regulation of waste. The devolved Governments of Scotland, Wales and Northern Ireland set their own priorities and legislation.

2.4.1. Waste Strategy for England 2007

The Waste Strategy for England 2007 recognised the need to produce less waste in the first place, provide a more joined up approach to the treatment of waste and move towards long term sustainability, treating waste as a resource. To encourage Local Authorities to work towards these aims the Waste Strategy set a series of national targets for recycling (including reuse and composting) of household waste, the last of these is to reach 50% recycling of household waste by 2020.

2.4.2. Review of Waste Policy in England 2011

A review of Waste Policy in England was carried out by Defra (the Department for Environment Food and Rural Affairs) in 2011. This will affect the way waste is managed at a local level. The review looked at all aspects of waste policy and waste management in England, with the aim of ensuring that the right steps are being taken to move towards a 'zero waste economy'. The key outcomes of the review were to:

- Continue with the commitment to the waste hierarchy, with a strong focus on waste prevention
- Make it easier to recycle
- Reward and recognise those who do the right thing
- Improve the quality of local service delivery through the Recycling and Waste Services Commitment
- Work to reduce food waste, aiming to send none to landfill
- Encourage communities to address waste issues
- Improve collection of waste from smaller businesses
- Continue with the Courtauld Commitment (a voluntary agreement between major retailers and manufacturers, initially to reduce the growth in use of packaging materials) and to deliver a Packaging Directive
- Support energy from waste for genuine residual waste
- Review landfill restrictions on wood waste, textiles and biodegradable waste
- Abolish the Landfill Allowance Trading Scheme (LATS) at the end of 2012/13, as the rising Landfill Tax is a more effective driver
- Explore the measurement of waste in carbon terms rather than weight, as a more accurate measure of environmental impact

In the UK, most of the incentives to find more sustainable methods of waste management have encouraged local authorities to contribute to meeting targets set by the European Union in order to divert waste from landfill. Whilst this has encouraged higher recycling rates, it hasn't yet tackled the more significant issue of waste prevention.

The important challenge of waste prevention has to be addressed by Government as part of the revised Waste Framework Directive. Defra will be producing a national Waste Prevention Plan for England and this has to be in place by the end of 2013. This Zero Waste Strategy seeks to anticipate this and put in place more actions on waste prevention, but this will be reviewed in the light of the Government's plan if necessary.

2.5. Regional Context

Charnwood Borough Council recognises the importance of working in partnership with its neighbouring Local Authorities to influence waste management locally.

2.5.1. Leicestershire Waste Partnership

The Leicestershire Waste Partnership involves the seven District and Borough councils in Leicestershire (the Waste Collection Authorities), Leicester City Council (a Unitary Authority with responsibility for both collection and disposal of waste), with Leicestershire County Council. The Partnership carries out a number of joint projects, particularly relating to waste prevention and communications.

The Leicestershire Waste Partnership was the highest performing two-tier Local Authority waste partnership in England in 2011/12 for recycling and composting of household waste, with 56.2% of household waste recycled and composted. This is higher than the national target of 50% recycling by 2020; therefore, an ambitious target of recycling 58% of Local Authority Collected Waste by 2017 has been set by the Partnership. The Leicestershire Waste Partnership has collectively agreed a Joint Municipal Waste Management Strategy for Leicestershire, which was updated in 2011.

2.5.2. Joint Municipal Waste Management Strategy for Leicestershire, 2011

This strategy sets a vision for waste management in Leicestershire, along with a number of county-wide objectives and actions for waste management. The objectives include:

- Manage materials in accordance with the waste hierarchy, except where costs are prohibitive, or where the environmental consequences can be demonstrated to be negative

- Deliver quality services, offering value for money in the long and short-term
- Ensure flexible services to allow for technological developments and new legal requirements
- Research and develop coordinated services and infrastructure for waste collection, treatment, transfer and disposal
- Reduce and manage residual waste within the County, and to manage other waste in the nearest appropriate facility
- Consider management of commercial and industrial waste where this contributes to the well-being of Leicestershire residents
- Lobby and work with a range of partners, in particular on waste prevention
- Work with the community on environmental education, and encourage waste prevention, re-use and recycling
- Promote the economic and employment opportunities of sustainable waste management
- Local Authorities to set an example by following the waste hierarchy with their own waste, and using buying power to encourage sustainable resource use
- Seek to reduce carbon emissions

The Charnwood Zero Waste Strategy complements and enhances the underlying principles of the Joint Municipal Waste Management Strategy for Leicestershire.

2.6. Local Context

2.6.1. How waste is managed

The responsibility for collection and disposal of household waste management in Charnwood is split between Charnwood Borough Council (the Waste Collection Authority), and Leicestershire County Council (Waste Disposal Authority). This means that the collection of household waste and recycling is the responsibility of Charnwood Borough Council and the provision of treatment facilities for residual household waste is the responsibility of Leicestershire County Council. However, both authorities are partners in the Leicestershire Waste Partnership and work together to ensure waste is treated in accordance with the Waste Hierarchy and the most sustainable treatments available are used. Charnwood Borough Council for its part will do what it can to influence and facilitate the provision of sustainable treatment facilities within a reasonable distance.

Charnwood Borough Council operates an excellent and popular recycling service achieving high satisfaction levels and a recycling performance well above the national average. A continuation of this high performance is expected by local communities and other key stakeholders however, it is recognised that the next steps required will be very challenging. Budget

constraints, increasing costs of transport and Landfill Tax, and ensuring householders receive a comparable service regardless of their rural or urban location will all present significant challenges.

Charnwood's Zero Waste Strategy is written to support the Borough Council's Corporate Plan, Local Development Framework and Climate Change Strategy and is reflected in many other services the council provides.

2.6.2. Charnwood Borough Council Corporate Plan

Charnwood Borough Council adopted a refreshed Corporate Plan in 2012; this outlined the ambitions of the Council, and made specific reference to waste and the need for a Zero Waste Strategy. It proposes to "ensure the Borough maintains a leading role in local efforts to reduce the impacts of climate change... by increasing the amount of waste diverted from landfill." The actions in order to do this include exploring options for new recycling schemes which can be implemented Borough wide and continuing to explore further initiatives to divert waste from landfill.

2.6.3. Climate Change Strategy

The impacts of a changing climate mean that Charnwood will experience warmer and wetter winters, hotter and drier summers and more extreme weather events like flooding and heat waves. The greenhouse gas emissions caused by the past hundred years of industrialization have meant that there is not way to avoid these impacts – we can only adapt.

The Council's Climate Change Strategy seeks to not only reduce the carbon emissions arising from everyday life in Charnwood, but also adapt services, public estates and development.

2.6.4. Charnwood Borough Council Zero Waste Strategy 2007 – 2012

Charnwood's Zero Waste Strategy was adopted in December 2006, and implemented from 2007 to 2012. It aimed to minimise the number of things we throw away; re-use, recycle and compost at least 50% of waste; and treat all remaining waste to maximise the amount of value recovered. The achievements against the previous strategy are outlined in section 3.4.

2.6.5. Waste Collection Policy

Charnwood Borough Council ensures the delivery of a high-quality domestic waste collection service through a Waste Collection Policy. This was refreshed and approved by Cabinet in March 2011 and can be seen in Appendix 1.

Issues such as the use of wheeled bins and alternate weekly collections are largely considered best practice. Current areas of debate are charging

for waste collections, or offering incentives for recycling. These may be areas of the Waste Collection Policy that are amended during the lifetime of this strategy to ensure Charnwood embraces best practice and complies with new legislation.

2.6.6. Enforcement

Charnwood Borough Council has a strong Waste Collection Policy in place. This provides a framework for the delivery of the operational service. Together with an ongoing educational and awareness campaign, it is hoped that the need to resort to using regulatory powers in an enforcement role will be reduced. However, there will be times when it is necessary to use these powers in the interest of the environment and all residents of the Borough.

3. Current services

3.1. Demographic profile of Charnwood Borough

Charnwood Borough Council is responsible for the collection of household waste and recycling from 69,000 households. Charnwood is a largely rural Borough; the main urban centres in Charnwood are Loughborough, Shepshed, Syston, Birstall and Thurmaston. The Office of National Statistics predicts a 16.4% increase in the population of Charnwood Borough by 2020, and an associated increase in the number of households. This will increase the amount of waste Charnwood Borough Council will be required to collect from households.

Loughborough University has approx 14,000 fulltime and 3000 part time students; this means that a significant number of residents in Charnwood are students, based in the area for a relatively short period of time. This presents particular communication challenges to Charnwood Borough Council, with a continuous programme of education required to provide students with information about the recycling and waste collection services to ensure they are used correctly.

3.2. The service

As the Waste Collection Authority, Charnwood is able to determine the features of collections, such as frequency, size and type of containers, materials collected for recycling, and the option to collect organic waste separately. Over time, the household waste and recycling collection service operated by Charnwood Borough Council has evolved to increase the proportion of household waste that is recycled, re-used or composted, and to reduce the cost of the service, as outlined in table 1 overleaf.

The kerbside recycling service in Charnwood now accepts a wide variety of materials: paper, cardboard, glass bottles and jars, food and drink cans, plastics, foil, food and drink cartons, aerosols and batteries. Some bulky household waste is reused through Sofa, a local furniture reuse project, and textiles and bric-a-brac are donated to the charity Mind.

In addition to the kerbside recycling service, a range of recycling opportunities exist at dedicated local sites across the Borough where householders can deposit a range of recyclable materials and the Recycling and Household Waste Sites operated by Leicestershire County Council.

Table 1: The history of Charnwood Borough Council's waste and recycling collection service

Year	Amendment to waste collection service	Annual cost of waste collection service per property (£)
1994	Residual waste collected weekly in black sacks No recycling collections Chargeable collection of bulky household items	Not Available
2004	Introduction of alternate weekly collections of residual waste in black wheeled bins, and recycling in red and green sacks and a green box	£54
	Opt-in chargeable fortnightly garden waste collections introduced in a brown wheeled bin	
2008	Addition of mixed plastics and drinks cartons to the recyclable materials collected	£54
2009	Purple bags replace red and green sacks to simplify collections Green box used for separate collection of glass Textile and bric a brac collections using a white sack supplied by Mind Free bulky waste collections	£46
2011	Introduction of green wheeled bin for all recyclable materials to replace purple sacks and green box White sack for textiles and bric a brac is retained Free bulky collections continue Battery collections introduced using dedicated bag.	£36

3.3. Education and awareness

This high recycling rate has been achieved through a variety of different actions including:

- Raising awareness with a comprehensive communications plan
- Increasing the work carried out with the student population
- Recycling Amnesty to maximise recycling and reuse from student house clearances at the end of the academic year
- Waste education in schools across the Borough
- SWITCH project (Saving Waste in the Charnwood Home) to encourage waste minimisation in households. The project provided a wide range of communication materials, advice on waste prevention and a variety of subsidised home composting and food digestion equipment.

3.4. Performance against previous strategy

The previous Zero Waste Strategy set a number of targets to drive performance toward the overarching aim of recycling and composting 50% of waste.

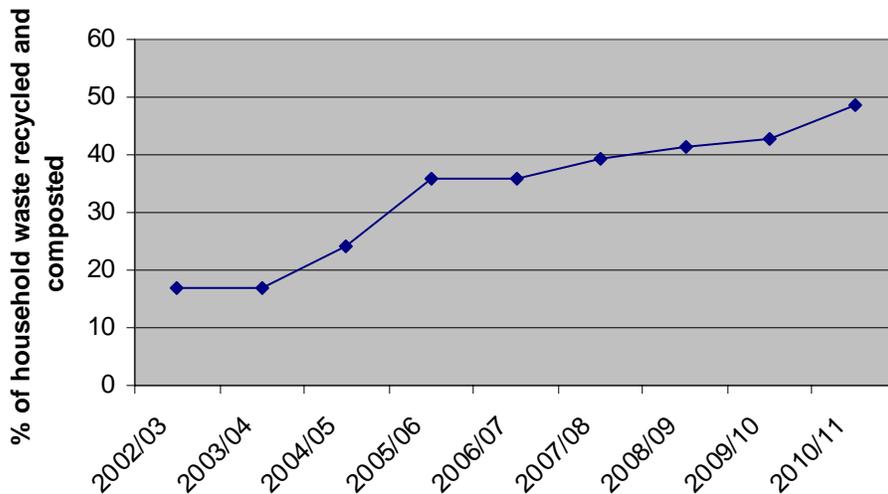
The previous strategy set a number of targets, which have been translated into the primary focus for monitoring the Environmental Services contract. These use the key performance indicators set out in table 2 below. They look at the performance of the Local Authority and contractor together to achieve high levels of recycling and composting, whilst reducing the amount of waste sent for landfill disposal, and also reaching and maintaining high levels of customer satisfaction.

Table 2: KPIs used to monitor the Environmental Services contract

Key Performance Indicator	Target 2011 / 12	2011 / 12
Recycling and composting (as a percentage of total household waste collected)	50%	48.6%
Reduce the amount of residual waste collected per household	415kg/hh	413kg/hh
Customer satisfaction with the waste and recycling collection services	90%	93%

National waste strategies and policies over recent years have concentrated on the recycling and composting achievements of Local Authorities. Charnwood Borough Council has seen the amount of household waste it collects for recycling and composting rise from 16% in 2002/3 to a figure of 46.8%, as demonstrated in chart 1 overleaf. This falls just short of reaching the target in the current Zero Waste Strategy of 50%, but still compares favourably to the national average of 42% for the same period.

Chart 1: Recycling and composting performance since 2002 / 03



However, this percentage could be much higher if the recyclable materials currently thrown away as non-recyclable waste (residual waste) were actually separated out. Analysis of residual household waste, in black bins, destined for landfill disposal has shown that only 78% of the recyclable materials collected in Charnwood are actually separated by residents for recycling. The Zero Waste Strategy seeks to address this by including waste reduction and recycling targets alongside continued communication, to raise awareness and encourage behaviour change.

Whilst achieving high levels of recycling is important, waste reduction has a higher place in the waste hierarchy and is to be encouraged before recycling activities. The amount of residual waste (waste that is not reused, recycled or composted, or “black bin waste”) collected in Charnwood was 413kg per household in 2011/12. This is compared to the national average of 575kg per household. A continued reduction in this figure in Charnwood will see progress against targets to further reduce the amount of waste collected and take account of the Waste Hierarchy.

Many councils achieving similar or higher recycling rates than Charnwood are doing so by providing a garden waste collection without an additional charge to users to boost composting levels. This policy is generally accepted to increase the total amount of household waste collected and therefore works against waste minimisation measures. Charnwood Borough Council and Leicestershire County Council do, however, offer alternative treatment methods for garden waste including the provision of home composting equipment at reasonable rates, believing this is a far more sustainable method for treating this waste.

3.5. Customer satisfaction

Customer satisfaction levels with the household waste and recycling collections in Charnwood are monitored through a quarterly survey carried out by a market research company on behalf of the contractor. These show high levels of satisfaction with both the household waste collections and street cleansing services. This is partly due to the range of services offered, but also to the quality of the operational aspects of the service.

The surveys have shown an increase in customer satisfaction from 74% in 2008/09 to over 90% in 2010/11. This strategy will show Charnwood's commitment to high levels of service in its waste management operations, and aims to maximise the levels of customer satisfaction with the service.

4. Improving performance

Whilst there are many challenges in finding the most sustainable waste management strategy, Charnwood Borough Council has been very successful in responding to these challenges. It delivers waste and recycling services that in most respects meet the aspirations of the local community and have been accorded high satisfaction ratings. Although Local Authorities themselves have little direct control over major issues that affect waste and recycling (such as packaging design), they do have a range of tools at their disposal to meet the next set of challenges as we strive for Zero Waste. These are:-

- Waste collection services offered to householders
- Education and awareness activities, including waste prevention messages to householders, businesses and council staff
- Minimising council produced waste and managing what is produced in line with Best Practice
- Embedding Zero Waste into all council activities
- Using sustainable procurement methods, and purchasing items with a recycled content whenever possible
- Planning policy and climate change strategy
- Demonstrating clear leadership on Zero Waste that enables others to follow and gain benefits

4.1. Good practice

Whilst Charnwood Borough Council has made, and continues to make concerted efforts to assist residents with the re-use and recycling of products, they have little control over the products and packaging available to consumers. Manufacturers and retailers are responsible for the products available to consumers, and so should take responsibility for the future of the product and packaging, be that through re-use, recycling or disposal.

The Waste and Resources Action Programme (WRAP) are carrying out work to encourage manufacturers and retailers to use more sustainable packaging. This includes The Courtauld Commitment, which is a voluntary agreement between major retailers and manufacturers, initially to reduce the growth in use of packaging materials with follow on targets to reduce this year on year. Courtauld II goes even further, including carbon targets to improve the environmental impact of packaging. Additionally, several pieces of EU legislation have been introduced to ensure producers and retailers recycle a proportion of the goods they place on the market at the end of their useful life and these are directed at specific products, such as batteries, electronic and electrical equipment.

Charnwood Borough Council seeks to examine areas of good practice and partnership arrangements in order to learn from others and to maximise the effectiveness of the operational aspect of the waste collection service. This

will include taking maximum benefit from national organisations such as CIWM (the Chartered Institute of Wastes Management), LARAC (Local Authority Recycling Advisory Committee), WRAP and other high performing Local Authorities, as well as regional and local organisations and local community and residents groups.

The Environmental Services contract has enabled Charnwood Borough Council, the contractor and Loughborough University to work together in a partnership, directing the research of a doctoral student. The research carried out will inform Charnwood on areas of best practice across Europe and within the UK. This will enable sustainable areas of good practice to be identified and adopted locally in the household waste management operations and has enabled the preparation of this document.

5. Consultation

5.1. Prioritisation of options

Having identified the range of tools available to the Council to deliver its Zero Waste Strategy, the Council held three consultation exercises, one with Members of the Council one with members of the local community and one with a group of waste management professionals. These panels identified and prioritised a range of areas of service delivery and policy (referred to as 'actions') to meet aspirations for a Zero Waste Borough. Further detail on this is included in Appendix 2.

The panels were given information on a set of criteria to help them to make informed decisions about prioritisation. These criteria were:

- Climate change
- Resource efficiency
- Economic factors
- Impact on targets
- Customer satisfaction

5.2. Consultation workshops on the development of the Strategy

In developing this Strategy, the Council decided to test its thinking and outline plans in order to help shape this document. Two consultation workshops were organised – one for Members of the Council and one for members of the local community. Members of the community were chosen using a specialist market research company with the aim of getting a representative group that reflected the diversity of the Borough.

The workshops received presentations and information from officers of the Council, and were able to debate, ask questions and challenge assumptions. The process was facilitated by an independent waste and resources expert who was also able to respond to questions and clarify any issues of concern.

The outcome was a considered discussion in both workshops, the results of which are embodied in this Strategy. A more detailed report of how this process worked is available in Appendix 2.

5.3. Communication on the draft strategy

The Council conducts regular consultation of the level of satisfaction with the services it provides as part the Corporate Plan. This survey shows that residents value an efficient and effective waste and recycling collection service and consider this has positive impacts on the environment.

Positive customer feedback is therefore significant in measuring how well the service is received. The waste and recycling service has seen continued

improvements in satisfaction in recent years, reflecting the effort the Council has made to provide a high quality service across the Borough.

This Strategy will form the cornerstone for measuring this key corporate indicator and as such a comprehensive and robust consultation process was undertaken to seek comments from a wide range of stakeholders including:

- Area Forums e.g. Loughborough area forums
- Key partners e.g. the County Council
- Neighbouring local authorities e.g. Rushcliffe Borough Council, North West Leicestershire District Council etc
- Statutory bodies e.g. Environment Agency, Department of Environment, Food and Rural Affairs etc
- Town and Parish Councils

6. Priorities for the Zero Waste Strategy

The Zero Waste Strategy will continue to be a key foundation stone of the Environmental Services Contract. It will enhance the contract as it goes into either an extension in line with the agreed framework, or out to tender with other waste management companies.

The Zero Waste Strategy aims to provide a strategic framework within which waste will be managed in Charnwood, with the vision of becoming a Zero Waste Borough and through the Annual Action Plans it will put this vision into place. The targets, long-term priorities and short-term actions identified within the strategy will seek to drive forward improved performance.

The Strategy will meet, and in some cases exceed the requirements of central government and the Leicestershire Municipal Waste Management Strategy, be innovative in achieving its ambitions, and fulfill the expectations of Charnwood residents.

6.1. Outcomes of consultation workshops on the development of the strategy

The two workshops held to consult Members of the Council and members of the local community on the shaping of the draft Strategy document heard a wide range of views. Following a debate and questions, participants were asked for views on target setting, service outcomes and on priority areas for action.

A ranking system was then used to prioritise the actions that consultees felt were most important.

The results showed that the main priorities for further action were increasing the **range of materials recycled**, and developing **behaviour change**. The full ranking of actions is detailed below:

1. Range of recyclable materials
2. Behavioural change
3. Home composting/food digestion
4. Restrict landfill bin capacity
5. Influencing treatment options
6. Food waste
7. Garden waste charging policy (remove charge)
8. Street cleaning waste
9. Residual waste (additional capacity) charging policy (introduce charge)
10. Bulky waste charging policy (introduce charge)

In terms of setting targets and indicating a relative order of magnitude, participants clearly indicated:

- A clear level of ambition for the Council to strive for higher recycling rates and lower amounts of waste to landfill.
- That continuing to reduce the costs of the service and seek best value should remain a priority with only a modest appetite for seeking to be amongst the absolute lowest cost authorities, on the basis that the community values the good service on recycling that it already receives.
- That there is very little appetite for maintaining the status quo in terms of service outcome, mirroring the appetite to be more ambitious.

The full report of the independent facilitator of the consultation workshops is provided as Appendix 2.

6.2. Measuring the strategy - setting targets

The Environmental Services contract contains a series of targets for monitoring the performance of the service, including:

- Reducing the amount of residual waste collected to 400kg per household by 2017
- Increasing the household recycling and composting rates to 54% by 2017 and achieving year on year improvements
- Maintaining customer satisfaction with the waste and recycling services above 90%.

It is proposed to include these targets in the Zero Waste Strategy and to extend them further to cover the period up until 2024. The strategy will be regularly reviewed and the targets will be extended if they prove not to be challenging enough.

Following the consultation workshops, targets were set for this strategy. These are highlighted in the box below.

Zero Waste Strategy Targets 2012 – 24

Target 1: Recycling and composting target of 62%

Target 2: Reduction in the amount of waste sent for disposal without treatment to 335kg per household

Target 3: Cost of service to reflect the ambition of targets 1 and 2, to maintain a service that provides best value, and compares well with the top 25% of English Local Authorities

These targets are in line with current best practice and are figures we believe to be achievable. However, they are subject to regular review over the lifetime of the strategy and will take into account legislative changes and new and innovative working practices.

The ongoing review of the household waste and recycling service will seek to make improvements and introduce new and innovative systems as they become affordable or technologically available and to stretch the achievements of the Borough Council in order to meet targets set out in this strategy.

6.3. How to meet the targets

The Council has a range of activities available to ensure we meet the targets set in this Strategy. They are a combination of improvements to existing activities (such as ease of recycling and improving recycling from street cleaning), continuing educational programmes with the public to raise awareness about waste prevention, reuse and recycling and good management practices (such as the customer service approach). They include the following key activities, which will be expanded upon in a separate Action Plan:

- Provide a quality, reliable and efficient recycling and waste collection service
- Provide information and support for waste prevention activities
- Promote reuse activities
- Make it easier for householders to recycle
- Increase 'recycling on the go', i.e. recycling when you are out and about by providing litter bins where recyclable items can be collected separately
- Recycle street cleansing waste
- Promote recycling and litter prevention through Love Where You Live
- Investigate funding opportunities to support food waste collections
- Improve customer satisfaction with service quality
- Work with partners to jointly deliver waste projects and communication programmes that promote waste reduction, reuse and recycling projects
- Use groups to educate, develop networks around services, facilitate volunteering, increase participation in local decision-making on waste
- Ensure residents are kept informed about what happens to their waste, including publishing details of the end destination of recycling on our website
- Consult fully, listen to and work with householders, provide information and make it easier for householders to reduce, reuse and recycle their waste
- Investigate the use of financial incentives / rewards to residents for producing less waste, using the grant funding scheme promised by government

- Work in partnership with other agencies and stakeholders to influence the parts of the “sustainable waste management cycle” that we do not have control over and encouraging waste prevention, reuse and recycling in preference to waste disposal
- Work with Leicestershire County Council, the Waste Disposal Authority to support the most sustainable treatment method for genuine residual waste

7. Resourcing the strategy

In adopting a Zero Waste Strategy, Charnwood Borough Council has shown it has aspirations to make significant improvements in environmental performance. Throughout the time period covered by the strategy resources will be estimated and identified through an Action Plan. The delivery of this Action Plan will depend on a range of factors such as viability, impact on performance and the level of resources required to deliver effective implementation.

A key part of achieving success with the strategy will be communication to encourage and inform different sectors of the community. It is recognised that to provide the variety of key messages to a diverse range of communities, different methods of communication are required. The Environmental Services contract currently makes available marketing resources. These are used to communicate national waste related initiatives, such as Love Food, Hate Waste and Compost Awareness week, as well as raising awareness of local services to permanent residents, and the more transient student population in the Borough.

By supporting locally based reuse schemes (such as SOFA) through the donation of goods collected through bulky household waste collections, Charnwood Borough Council is recognising the many benefits of these schemes to the local community. These organisations work with locally disadvantaged families, provide employment and training opportunities and also provide environmental benefits.

An annual Action Plan will be put in place to monitor ongoing work towards the aims of this Strategy, and it will sit alongside the Environmental Services communications plan. The two plans will complement each other in the delivery of the Strategy, and will be jointly delivered by the Environmental Services team and the waste collection contractor.

7.1. Working in partnership

Charnwood Borough Council recognises that partner organisations are important to the success of the Strategy. It is keen to encourage new ideas and initiatives from partners that can contribute to the overall aims of the Zero Waste Strategy. In doing so, this may attract additional external resources into Charnwood to help make the strategy more affordable. Charnwood Borough Council will also seek grant funding, where available, to support and fund Zero Waste projects.

Charnwood Borough Council will continue to work actively with the community, voluntary sector, Loughborough University, private sector partners including Serco and Viridor and other organisations. As well as supporting the Leicestershire Waste Partnership and Leicestershire County Council in the delivery of County wide waste initiatives projects.

The Environmental Services contract, detailing the operational aspects of household waste and recycling collections in the Borough, reflects the policies and initiatives in the Zero Waste Strategy, setting targets for the contractor to help drive up recycling rates in the Borough through both the marketing and communications work, but also by seeking service improvements that work towards the Zero Waste concept.

Appendices

Appendix 1: Waste Collection Policy

Appendix 2: Zero Waste Consultation Workshops Report



**Draft Zero Waste Strategy
Consultation Report
November 2012**

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1. Executive Summary

Charnwood Borough Council produced a draft Zero Waste Strategy in 2012. This sets out the concept of Zero Waste, regarding all waste as a potential resource to be exploited, if possible at the highest practical point in the Waste Hierarchy. It sets out the current context and performance of the Council's waste management service and explores target setting, priorities and implementation to make the management of waste in the Borough more sustainable.

The draft strategy was produced following a series of workshops facilitated by an independent consultant. This gave an indication of the expectations placed on the Council regarding the level of ambition in relation to the recycling rate, the waste to landfill rate and the cost of the refuse and recycling service.

Consultation was carried out between 1st October 2012 and 16th November 2012, delivered through a series of workshops, Charnwood Borough Council's webpage, leaflets, posters, text alerts and Twitter. This gave a variety of stakeholders, other Local Authorities, local businesses, professional partners, community groups, hard to reach groups and individual residents of the Borough the opportunity to comment on the draft Zero Waste Strategy.

Over 300 replies have been received covering a wide cross section of ages and this report summarises the responses from the consultation process.

The consultation has shown broad agreement with the targets set in the strategy, with the following detailing this support:

- Over 88% agree with a recycling target of 62% of waste collected by 2024
- Over 81% agree that households should aim to dispose of less than 335kg of waste by 2024
- Over 72% agree that the cost of the waste collection service should be in the lowest 25% of Local Authorities, with some support for increased service costs if required to meet the other two targets.

There is support from 90% of respondents for the Council to work with local people to produce less waste, whilst 96% recognise that they also have responsibilities to reuse, recycle and compost more of their own waste. There was support for more focus on the prevention of waste, particularly packaging, encouraging and improving reuse opportunities, as well as recognising the educational role the council has in working towards its target of becoming a Zero Waste Borough. In addition, there was recognition of the supporting role that Parish Councils and local businesses can offer to achieve the aims of the Strategy as well as the importance for working in partnership with other authorities and agencies as an influencing role.

The majority of respondents (87%) thought Charnwood Borough Council should seek alternative disposal methods to landfill disposal, both for environmental reasons (79%) and high financial cost of landfill disposal (68%). However, there was some concern raised about the use of Energy from Waste, mainly in light of the recently approved planning application in Shepshed.

Many supportive comments were received both for the strategy and the operational aspect of the waste and recycling collection service, recognising the importance of a quality, reliable and efficient refuse and recycling service. However, there was support for a dedicated food waste collection and the removal of the charge for the garden waste collection, both of which would see an increase in the recycling rate. There was also support for continuing the free Bulky Waste collections, even though this may be detrimental to the recycling rate.

Basic amendments have been made to the Draft Zero Waste Strategy to strengthen it in line with the responses received via the consultation process as well as recognising comments that may be more difficult to implement in the current economic climate e.g. free garden waste service and food collection service.

2. Reason for Consultation

The Draft Zero Waste Strategy was produced with the input of three workshops: Member, Community and Waste Management Officers of the Council. The Member and Community panels were facilitated by an independent consultant.

The panels were asked to indicate a view on the Council's level of ambition in relation to the recycling rate, the waste to landfill rate and the cost of the refuse and recycling service.

These groups prioritised a range of areas of service delivery and policy (referred to as 'actions') to meet aspirations for a Zero Waste Borough.

3. Consultation Process

3.1 Activities

The consultation process centred on a survey containing key questions about the Draft Zero Waste Strategy; which could be completed online or on paper. The paper version contained information about the Strategy, and could be returned using a freepost address. The consultation process was publicised by a number of means:

- A series of roadshows, manned by Recycling and Waste Officers, at six key locations across the Borough
- Posters displayed at Parish Council Offices, with leaflets available if appropriate
- Information and a link to the survey sent to a distribution list of individuals and key stakeholders
- Promotion on Charnwood Borough Council's Twitter account
- A dedicated webpage on the Charnwood Borough Council site, containing information and a copy of the draft strategy, with a link to the electronic survey
- Leaflets distributed through local schools

- Text alerts sent to subscribers to the Serco texting service, to raise awareness of the consultation.

The consultation process started on 1st October 2012 and ran until 16th November 2012. In total more than 300 responses were received.

3.2 Consultees

A range of consultees were approached as part of this consultation. These included individual residents, hard to reach groups, and professional partners. The table below shows the range of consultees.

Sector	Example Consultees
Action Groups	Action for a Better Charnwood, Residents Groups, Thurmaston Action Group, Age UK
Businesses	Serco, Viridor, Mind, Housing Associations, Sofa, Local Newsletters
Councils	Borough Councillors, Town & Parish Councils, Leicestershire County Council
Disabled People	Action Deafness, Charnwood Disability Forum, Charnwood Learning Disability Action Group, RNIB College, Royal National Institute for Deaf People
Ethnic or National Groups	Bangladesh Social Association, Charnwood Ethnic Minority Forum, Charnwood Racial Equality Council, Polish Community Centre, Sri Niketan Cultural Association
General Public	Community Centres, Community Associations, Schools
Religious Groups	Churches Together in Loughborough, Geeta Bhawan, Loughborough Mosque and Islamic Cultural Association, Meadows Congregation of Jehovah's Witnesses, Shree Ram Krishna Community Association, The Loughborough Churches Partnership
Seldom Heard Groups	Women's Groups, Children's Centres, Drug & Alcohol Action Team, Human Rights & Equalities

4. Feedback

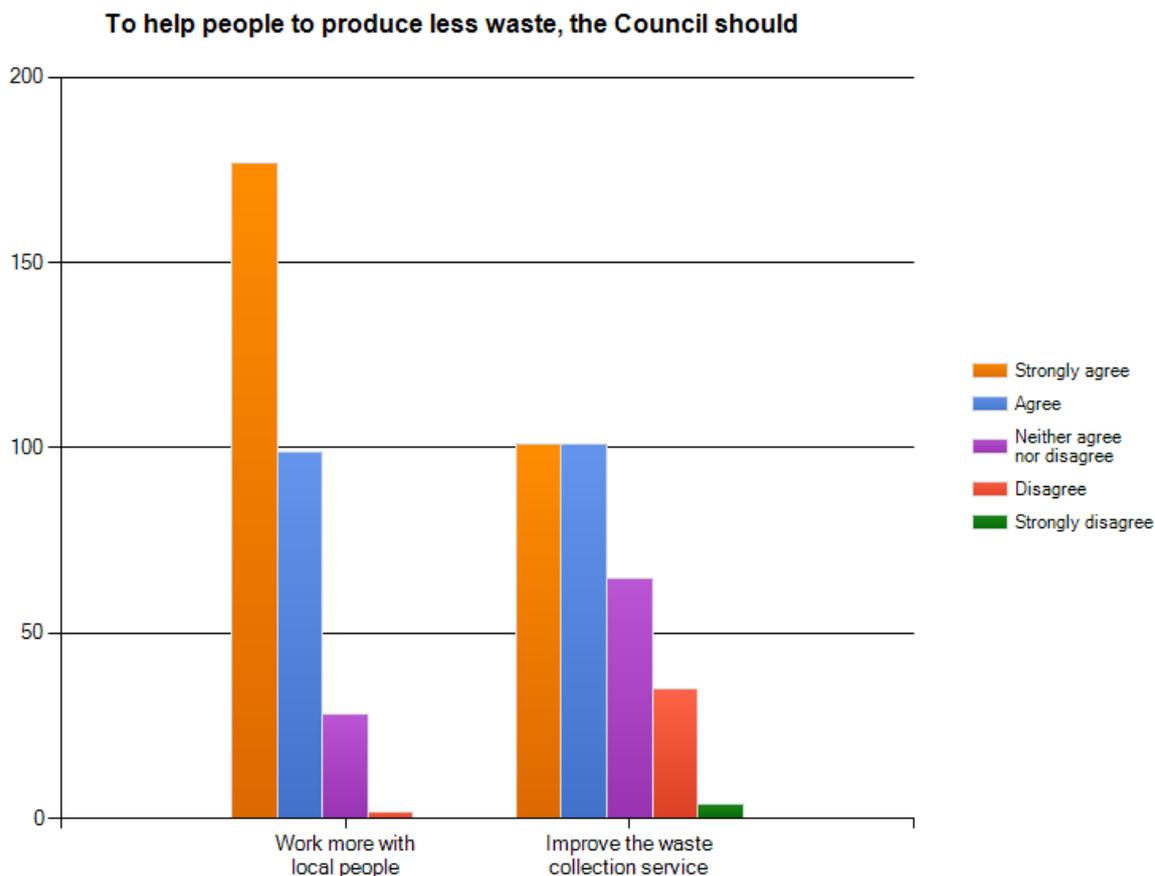
The findings of the survey are split into those submitted as answers to set questions, with an opportunity to provide brief free-text comments, and those more detailed answers which address the Strategy in general.

The information gathered has been summarised overleaf.

4.1 Responses to set questions

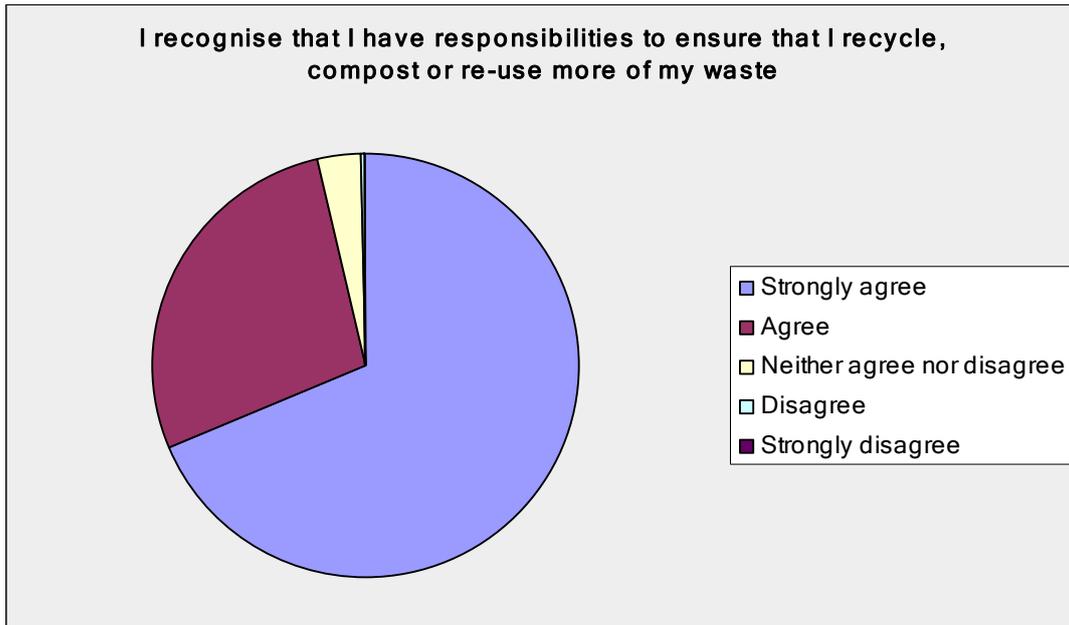
a) To help people produce less waste, the Council should work more with local people and improve the waste collection service.

90.2% of respondents either agreed or strongly agreed that the Council should work more with local people; whilst 66% agreed or strongly agreed that the Council should improve the waste collection service



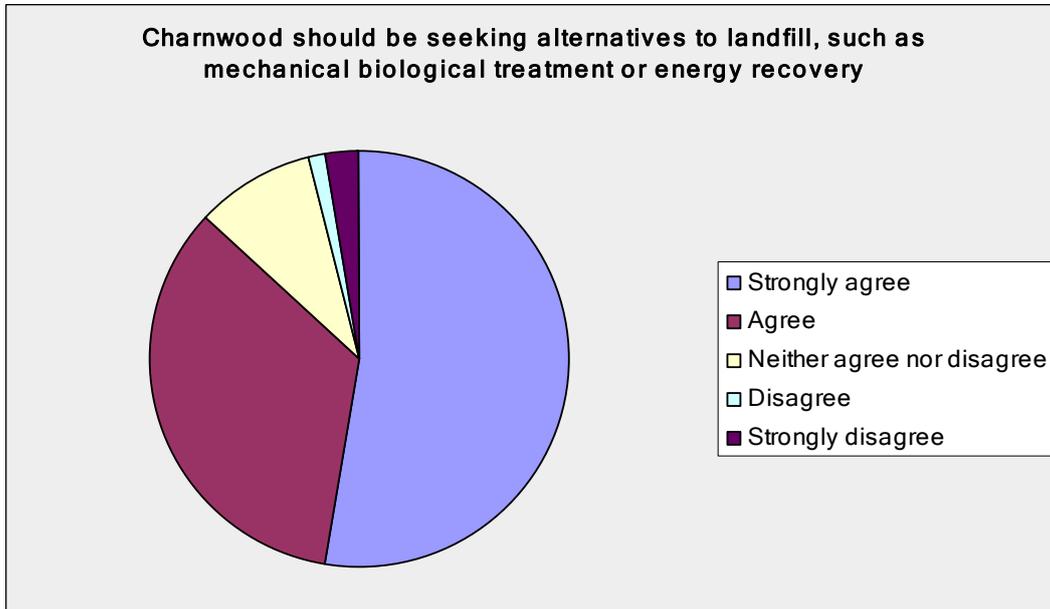
b) I recognise that I have responsibilities to ensure that I recycle, compost or re-use more of my waste.

96.5% of respondents either agreed or strongly agreed with this statement.



c) Charnwood should be seeking alternatives to landfill, such as mechanical biological treatment or energy recovery.

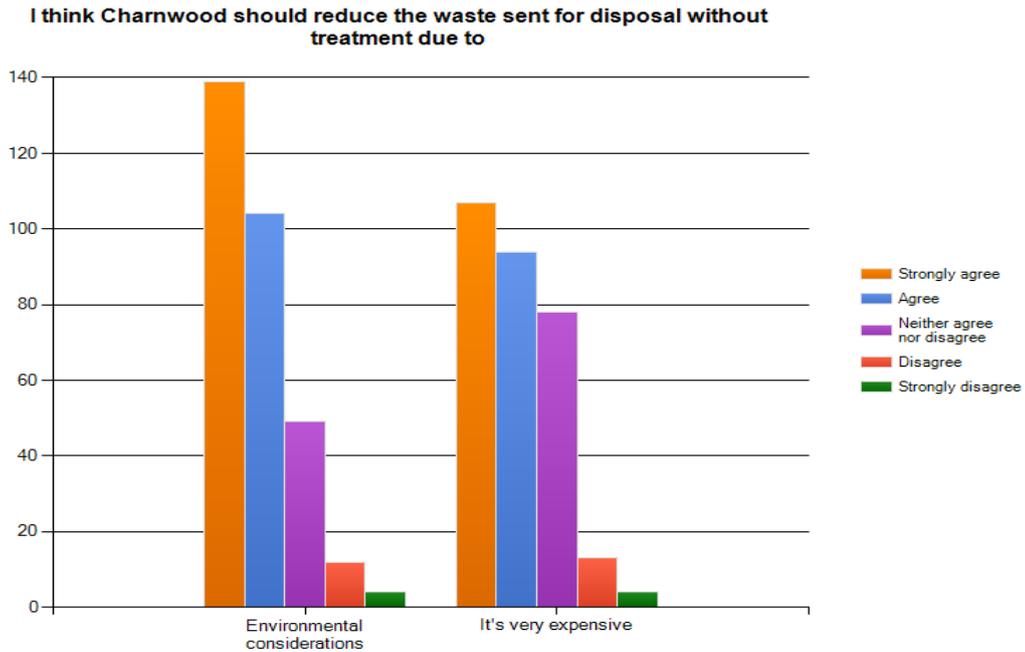
87% of respondents either agreed or strongly agreed with this statement.



N.B. There were 17 comments received on the issue of incineration and these have been highlighted later in the report. This issue is very emotive and raises concerns, many addressing the relatively recent local planning approval.

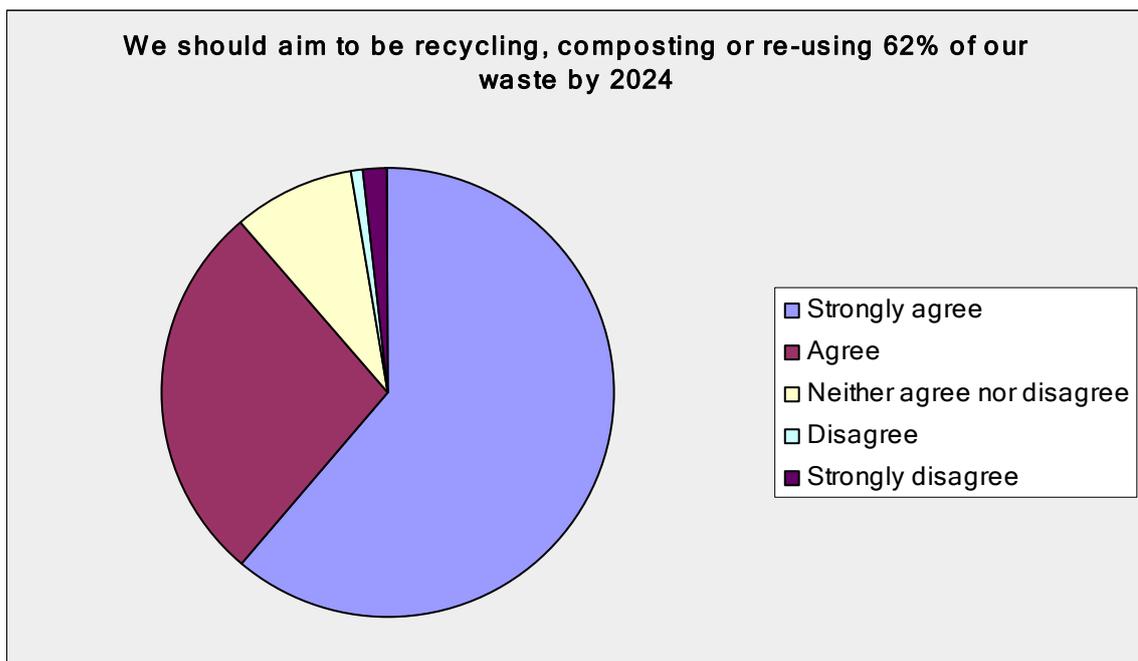
d) I think Charnwood should reduce the waste sent for disposal without treatment due to environmental considerations and because it's very expensive.

78.9% of respondents either agreed or strongly agreed that the Charnwood should reduce waste sent for disposal due to environmental considerations; whilst 67.9% agreed or strongly agreed that it should be done because landfill is an expensive method of disposal.



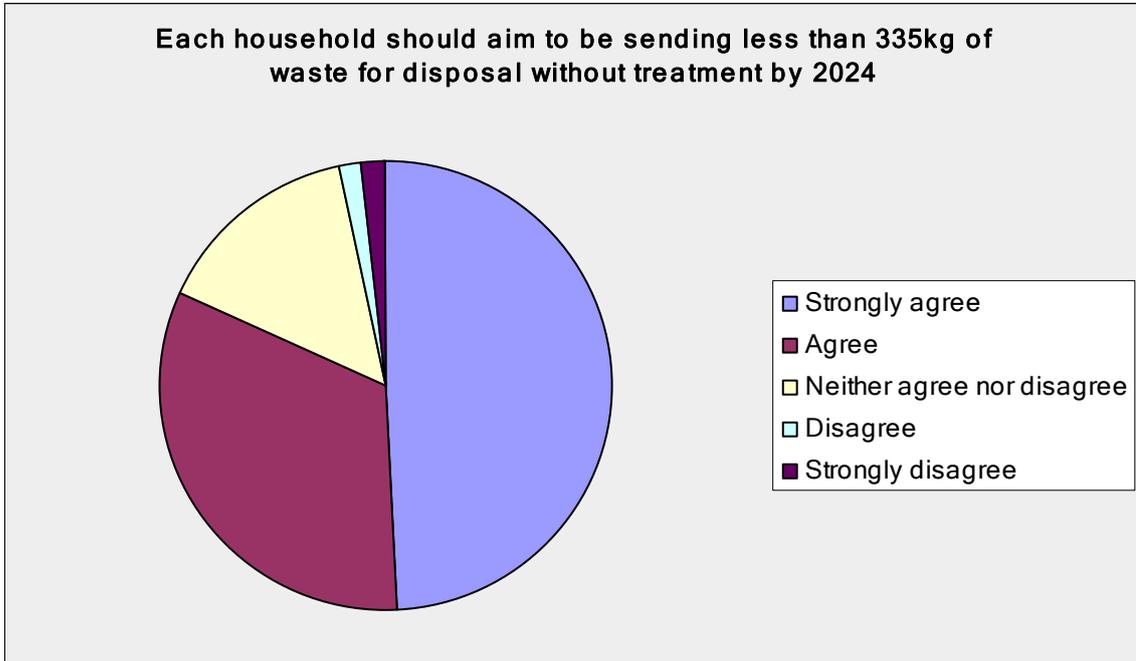
e) We should aim to be recycling, composting or re-using 62% of our waste by 2024.

88.7% of respondents either agreed or strongly agreed with the statement.



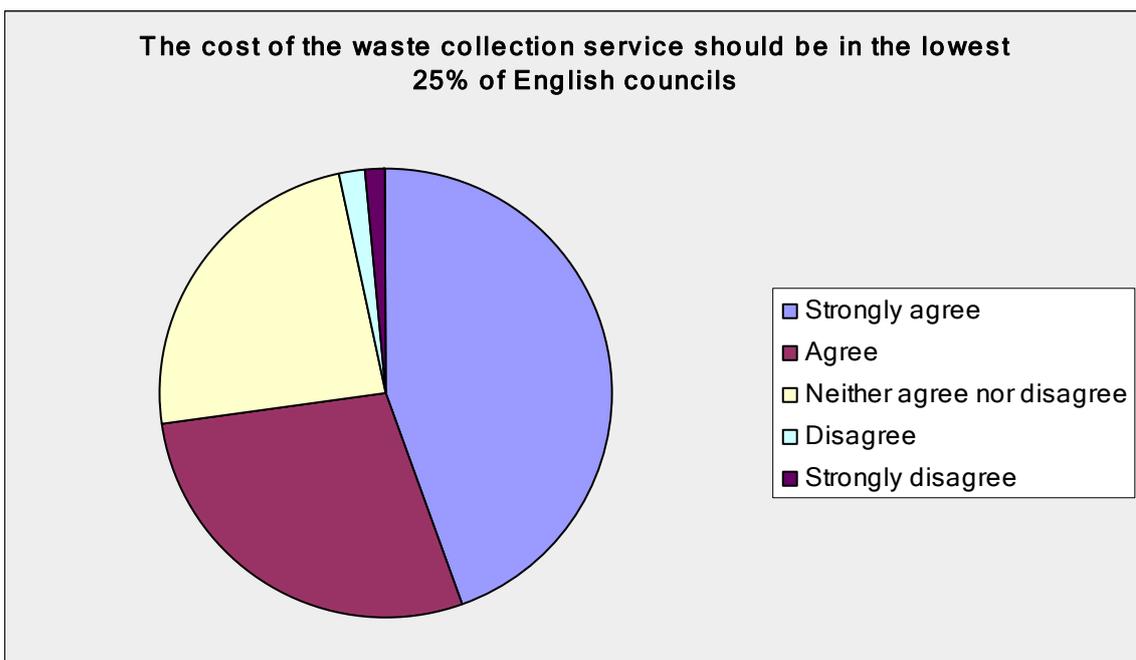
f) Each household should aim to be sending less than 335kg of waste for disposal without treatment by 2024.

81.7% of respondents either agreed or strongly agreed with the statement.



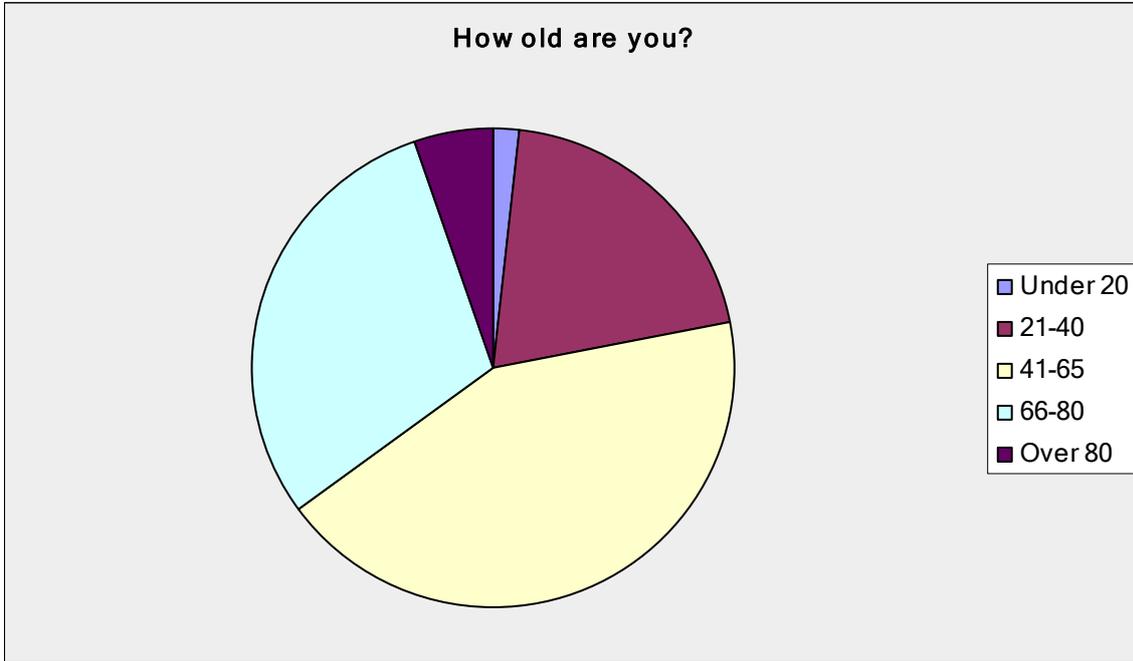
g) The cost of the waste collection service should be in the lowest 25% of English councils.

72.7% of respondents either agreed or strongly agreed with the statement; whilst 24.1% neither agreed nor disagreed.



h) Age range of respondents

The age of respondents covered the full range of age brackets, with the majority being between 41 and 65 years old.



i). Please tell us any other views you might have about these issues

There were many comments submitted on this topic, they have been grouped into topics and summarised in the following table.

Food Waste	Good	16
	Bad	1
Operational Comments	Supportive	20
	Complaints	4
Incinerator	Good	7
	Bad	17
Introduce incentives		7
Address amounts of Packaging / Shops		27
Other people to blame		11
More education / communication needed		18
Free garden waste collection		10
Targets too low		6
Too much junk mail		3
Wider range of recycle		5
More promotion of re-use		6

There were many supportive comments regarding the current waste, recycling and composting collection services. However, a number of people would like to see the introduction of a dedicated food waste collection.

The points that concern the people that responded to the survey most are:

- The amount of packaging that goods they purchase contains
- Concerns about incineration of waste, with several commenting on the recent local application
- The need for ongoing educational campaigns raising awareness about the environmental issues concerned with waste and the operational aspects of the collection service
- “Other people” are to blame
- A free garden waste collection should be provided

Other comments encouraged Charnwood Borough Council to encourage the reuse of items more, introduce incentives for householders to recycle, increase the range of materials collected for recycling and recyclates collected and a small number wanted to see the recycling target increased above the figure in the draft strategy.

4.2. General comments on the Strategy

More detailed responses were received from a number of organisations; these have been very helpful in pointing out areas that needed addressing in the draft strategy.

Whilst the Zero Waste Strategy was welcomed by all that responded to the consultation, it was felt that the focus of the strategy was on recycling and that the reduction of waste and the promotion of reuse activities should be given more emphasis.

The ambitious recycling target set by Charnwood Borough Council as part of this process is applauded, however it was felt that the collection responsibilities of Charnwood and the disposal responsibilities of Leicestershire County Council need to be explained more thoroughly.

General points for Charnwood Borough Council to include in the Action Plan formed from the Zero Waste Strategy have been pointed out and these include:

- Support for a recycling collection from local businesses and community buildings e.g. Village Halls etc.
- Recycling of litter and increasing the provision of “Recycling on the Go” via litter bins that provide separate spaces for the collection of recyclable materials
- Policy issues that include continued provision of a free bulky waste collection and the removal of the charge for the garden waste collection

The provision of an efficient and effective waste and recycling collection service to householders must remain a priority for Charnwood Borough Council.

5. Conclusions

5.1 Number of responses

The variety of different methods used to consult on this strategy including the more traditional roadshows, leaflets, posters and door-to-door activities, complimented with text alerts, twitter and a web based questionnaire have resulted in a good level of response from a variety of stakeholders. There were over 300 responses received.

There was however, very little response from the community action groups, the religious groups and the hard to reach groups even though they were written to individually and invited to respond.

5.2 Summary of responses

The following table summarises the responses received to the set questions.

Question	Response
To help people produce less waste, the Council should work more with local people and improve the waste collection service	90.2% agree or strongly agree
I recognise that I have responsibilities to ensure that I recycle, compost or re-use more of my waste.	96.5% agree or strongly agree
Charnwood should be seeking alternatives to landfill, such as mechanical biological treatment or energy recovery.	87% agree or strongly agree
I think Charnwood should reduce the waste sent for disposal without treatment due to environmental considerations and because it's very expensive.	78.9% agree or strongly agree
We should aim to be recycling, composting or re-using 62% of our waste by 2024.	88.7% agree or strongly agree
Each household should aim to be sending less than 335kg of waste for disposal without treatment by 2024.	81.7% agree or strongly agree
The cost of the waste collection service should be in the lowest 25% of English councils.	72.7% agree or strongly agree

5.3 Findings

The consultation offered respondents the opportunity to comment generally on issues related to the Zero Waste Strategy and the answers received are summarised below:

- The provision of an efficient and effective waste and recycling collection service must remain a priority for Charnwood Borough Council
- Many supportive comments received regarding the current collection service
- There is broad support for the proposed targets outlined in the strategy
- There is an acceptance that the public have responsibility and role to play if Charnwood is to achieve the targets set out in the Zero Waste Strategy

- Broad support for partnership working, i.e. influencing Leicestershire County Council, the Waste Disposal Authority regarding waste disposal methods
- There is some support to seek alternative waste treatment methods in order to reduce landfill disposal. However, there is a “hesitation” over energy from waste, with some comments reflecting local concerns following the recent planning application in Shepshed
- A recognition that more education is required and that this is an ongoing process
- There is some support for free garden waste service, this would improve recycling rates
- There is some support for a dedicated food waste collection, this would improve the recycling rate and reduce the amount of residual waste for disposal

6. Suggested amendments to the Draft Zero Waste Strategy

It is felt that the consultation process shows broad support for the Draft Zero Waste Strategy, and based on the findings of the survey, the following recommendations are made:

- The targets in the draft Zero Waste Strategy are accepted
- There is support for continuing educational programmes and communication with the public to raise awareness about waste prevention reuse and recycling. These activities are to be included in the supporting Action Plan.
- The focus on waste prevention and reuse requires strengthening and the chapters addressing this have been amended
- The Council continues to recognise the importance of a quality, reliable and efficient refuse and recycling service to complement the waste education and awareness initiatives.
- The Council should continue to explore ways of improving the waste services it offers but takes account of the financial impact of these in making an assessment of their viability.
- The Council should continue to work in partnership with other agencies and stakeholders to influence other parts of the ‘sustainable waste management cycle’ that we do not have control over.