

Shropshire Council
Legal and Democratic Services
Shirehall
Abbey Foregate
Shrewsbury
SY2 6ND

Date: Thursday, 29 August 2024

**Committee:
Economy and Environment Overview and Scrutiny Committee**

Date: Friday, 6 September 2024
Time: 10.00 am
Venue: Shrewsbury/Oswestry Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire, SY2 6ND

You are requested to attend the above meeting.
The Agenda is attached.

There will be some access to the meeting room for members of the press and public, but this will be limited. If you wish to attend the meeting, please email democracy@shropshire.gov.uk to check that a seat will be available for you.

Please click [here](#) to view the livestream of the meeting on the date and time stated above.

The recording of the event will also be made available shortly after the meeting on the Shropshire Council YouTube Channel: [Here](#)

Tim Collard
Assistant Director - Legal and Governance

Members of Economy and Environment Overview and Scrutiny Committee

Joyce Barrow (Chairman)	Nick Hignett
Steve Davenport (Vice Chairman)	Alan Mosley
Garry Burchett	Ed Potter
Rachel Connolly	Rob Wilson
Julian Dean	Paul Wynn
Roger Evans	

Your Committee Officer is:

Sarah Townsend Committee Officer

Tel: 01743 257721
Email: sarah.townsend@shropshire.gov.uk

AGENDA

1 Apologies for Absence

2 Disclosable Interests

Members are reminded that they must declare their disclosable pecuniary interests and other registrable or non-registrable interests in any matter being considered at the meeting as set out in Appendix B of the Members' Code of Conduct and consider if they should leave the room prior to the item being considered. Further advice can be sought from the Monitoring Officer in advance of the meeting.

3 Minutes of the Previous Meeting (Pages 1 - 8)

The minutes of the meeting held on 11th July 2024 are attached for confirmation, marked 3.

Contact: Sarah Townsend (Tel: 01743 257721)

4 Public Question Time

To receive any questions or petitions from the public of which notice has been given. The deadline for notification for this meeting is 12 noon on Friday, 30th August 2024.

5 Member Question Time

To receive any questions of which Members of the Council have given notice. The deadline for notification for this meeting is 12 noon on Friday, 30th August 2024.

6 Draft Waste Minimisation Strategy (Pages 9 - 112)

This is a single item agenda in order for the Economy and Environment Overview and Scrutiny Committee to consider and comment upon the draft Waste Minimisation Strategy which will be presented to Full Council on 26th September 2024 for adoption. The report is attached, marked 6.

Contact: Mark Foxall (Tel: 01743 255936)

7 Economy and Environment Overview and Scrutiny Committee Work Programme

Confirmation of the agenda for the next meeting of the Committee on 14th November 2024 and an opportunity to identify further all-member briefings or topics items to be included in the Committee's work programme.

Contact: Tom Dodds (Tel: 01743 258518)

8 Date/Time of Next Meeting of the Committee

The Committee is scheduled to next meet on Thursday, 14th November 2024 at 2.00 p.m.

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Committee and Date

Economy and Environment
Overview and Scrutiny Committee

6th September 2024

ECONOMY AND ENVIRONMENT OVERVIEW AND SCRUTINY COMMITTEE

Minutes of the meeting held on 11 July 2024

**In the Shrewsbury/Oswestry Room, Shirehall, Abbey Foregate, Shrewsbury,
Shropshire, SY2 6ND**

2.00 pm - 3.35 pm

Responsible Officer: Sarah Townsend Committee Officer

Email: sarah.townsend@shropshire.gov.uk Tel: 01743 257721

Present

Councillors Joyce Barrow (Chairman), Steve Davenport (Vice Chairman), Garry Burchett, Rachel Connolly, Julian Dean, Roger Evans, Nick Hignett, Alan Mosley, Ed Potter, Rob Wilson and Roy Aldcroft (Substitute) (substitute for Paul Wynn)

4 Apologies for Absence

Apologies for absence were received from Councillor Paul Wynn. Councillor Roy Aldcroft was in attendance as his substitute.

Apologies for absence were also received from Councillor Dan Morris (Portfolio Holder for Highways) and Mark Barrow (Executive Director Place).

5 Disclosable Interests

There were no interests declared.

6 Minutes of Previous Meetings

RESOLVED:

- That the minutes of the Economy and Environment Overview and Scrutiny Committee meeting held on 23rd April 2024 be approved as a correct record.
- That the minutes of the Economy and Environment Overview and Scrutiny Committee meeting held on 9th May 2024 be approved as a correct record.

Regarding the 23rd April 2024 minutes, a member expressed disappointment in that there were a number of points which needed to be followed up arising from the meeting. These had been detailed in the minutes and replies were expected, but to date, had not been received. In responding, the Chairman acknowledged the concern and agreed that members should expect answers to outstanding action points. She requested that the member email her the outstanding points to be addressed in order that replies could be sought and emailed to committee members. It was also requested that bullet point briefing notes be circulated to committee members prior to future meetings, detailing the responses to outstanding queries that had been raised at the previous meeting.

7 Public Question Time

None were received.

8 Member Question Time

None were received.

9 Developer Contributions Task and Finish Group

The committee received the report of the Developer Contributions Task and Finish Group which was set up at the request of the committee to consider the application and impact of the Community Infrastructure Levy (CIL) and Section 106 payments in relation to new developments and the effect of these upon Health, Care and Education provision. The Chairman explained that the report and recommendations being presented were based upon findings from a number of focused meetings with expert witnesses and evidence from these and that as a result, seven emerging recommendations had been identified and are grouped under the following six headings:

- Reviewing developer contributions required by the Council.
- Raising understanding and awareness.
- Specifying the use of allocated funding.
- Maximising the impact and benefit of the Strategic Infrastructure Network.
- Ensuring developer contributions match development related need.
- Rurality.

The Assistant Director Economy and Place, the Planned Policy and Strategy Manager, the Portfolio Holder for Planning and Regulatory Services and the Portfolio Holder for Adult Social Care and Public Health were in attendance to answer questions.

In responding to questions, committee discussion and comments covered:

- Although Shropshire was an early adopter of the CIL in 2012, in terms of the charging schedule on development, this has not stayed at a static amount as the indexation has meant that the level has increased each year.
- Regarding the Council undertaking a comprehensive review of the CIL following the adoption of the Local Plan in 2025, a member commented that the review should happen now. In responding, the Assistant Director Economy and Place explained that the review was not being delayed and that it was right for it to happen once the Local Plan had been adopted, as it was important to make sure that all the sites allocated are captured. The Planned Policy and Strategy Manager commented that whilst a review of the charging schedule was probably overdue, based on the recent work that had been undertaken as part of the Local Plan process, he did not believe that the Council was currently undercharging development.

- It was commented that unlike other local authorities, the Council was missing out on an income stream by not charging CIL on commercial development. In responding, the Planned Policy and Strategy Manager explained that the purpose of developer contributions was to mitigate the impact of development and as part of commercial development, Section 106 contributions could be applied where necessary and reasonable, rather than the CIL.
- The review of the charging schedule would include consideration of the kinds of development and the type of development. There was also a need to ensure that commercial development is viable with a CIL charge on it.
- It was explained that whilst VAS signs can improve highway safety, they can also cause issues as they are not always taken notice of particularly, after several months have passed and there was also a need for them to be maintained. Whilst the team that provided these signs was small, priority was being given to those Town and Parish Councils that needed them.
- Examples were provided of parish councils who wanted to use the CIL on highway improvements but having approached the Council, their requests were refused despite residents wanting the improvements to happen and there being around £30m of CIL Local and CIL Strategic that was as yet unallocated to specific infrastructure. It was commented that the Shropshire Council was preventing Town and Parish Councils from spending their money and the amount of unallocated CIL money for specific projects was very concerning.
- The Portfolio Holder for Adult Social Care and Public Health expressed the frustration that she had encountered in the bureaucracy of trying to release the funding in CIL from the Council for small but necessary infrastructure projects within her rural division. She commented that a comprehensive review of the CIL following the adoption of the Local Plan was most welcome, as it was a scheme that should have helped everybody, as even the small parishes have infrastructure needs and discussions would be needed about how the Council can start again with CIL and whether the criteria for it could be changed.
- The urgent need for infrastructure improvements to happen as soon as developments had been completed was discussed. In responding, the Assistant Director Economy and Place commented that the review of the CIL would need to consider various options around how the money is spent. With regard to Section 106 contributions, there is an opportunity for the developers to do the actual works, rather than a contribution being required.
- Regarding infrastructure providers and specifically sewage, it was confirmed that it was for the Council to decide how it wanted to use and prioritise its CIL money through the Annual Infrastructure Funding Statement. Although sewage could be covered by CIL, it would more likely come under the coordination of capital investment programmes.
- It was noted that although Shropshire Council does have the ability to reclaim CIL if it is not spent in a certain time frame, the Council had never utilised the regulation and had no intention of doing so as it was recognised that sometimes CIL can take time to spend, whether it be sat with Shropshire Council or sat with the Parish Council. The regulation was in place as it had been made at the national level and not, by Shropshire Council.

- It was confirmed that when the review of the CIL takes place, there would be member involvement.
- In considering the recommendations of the Task and Finish Group, it was proposed that a slight amendment be made to Recommendation One with the word 'urgent' being added into both paragraphs to emphasise the need for the review of the CIL to be undertaken following the adoption of the Local Plan.

RESOLVED:

That the report of the Task and Finish Group and its recommendations, including the proposed slight amendment to Recommendation One, as detailed below, be adopted:

Reviewing developer contributions required by the Council:

Recommendation 1: In recognition that the current CIL Charging Schedule was adopted in 2012, the Council should undertake a urgent comprehensive review of the CIL following the adoption of the Local Plan in 2025.

This urgent review should address both the charging schedule (what kinds of development are subject to CIL, and how much will be charged) and further clarify the types of infrastructure where CIL funds are best utilised within the locality in which they were derived, to ensure the highest priority infrastructure is funded.

Recommendation 2: That the review of developer contributions should include looking at the relationship between CIL and Section 106 to help identify the best approach to address the needs and challenges arising from a development.

This should include a review of the phasing arrangements to shape how and when money is needed to be made available by developers to implement different interventions e.g. developing classroom capacity or a new school to meet forecasted increases in pupil numbers.

Raising understanding and awareness:

Recommendation 3: That the difference between CIL and S106, including their application, should be more clearly defined, and communicated to increase awareness and understanding, and help to manage expectations whilst improving public understanding.

That opportunities are identified through closer working between Planning Policy and Development Management as we progress towards the adoption of the Local Plan to raise the focus on and visibility of developer contributions.

Increased coverage on the Shropshire Council website should include publication of contributions, promotion of the work that has been undertaken as a result of the use of CIL and raise awareness of any work that is underway, including the planned benefits that have been realised or are expected, highlighting the value of developer contributions.

Specifying the use of allocated funding:

Recommendation 4: That the allocation of CIL or S106 funding for local health provision should clearly specify that funds should be focussed on primary care provision as this has the most direct impact from new development.

Maximising the impact and benefit of the Strategic Infrastructure Network:

Recommendation 5: That there should be greater awareness of the role and purpose of the Strategic Infrastructure Network and the constituent groups by Council officers and Members, as well as externally with partners.

Ensuring developer contributions match development related need:

Recommendation 6: That Members are encouraged to give positive consideration to proposed new guidance which will be taken to Cabinet in 2024 regarding using developer contributions for school-based infrastructure (including new school places). This will contain detail around what Shropshire Council requests in terms of developer contributions for primary and secondary school places to include SEND, active travel, and school transport.

Rurality:

Recommendation 7: That the Rurality Toolkit should be used to guide the design, planning, and delivery of services in rural areas to explore various alternatives such as collaborating with Community Trusts using digital technology, or making use of and sharing physical assets, and identifying opportunities to leverage developer contributions to facilitate this process.

10 **Progress and Impact with Flags, Banners and Temporary Signs Task and Finish Group Recommendations**

The committee received the report of the Network Co-ordination and Compliance Manager which provided an update on progress and next steps on implementing recommendations relating to Banners, Bunting and Illuminations, and Temporary Directional Signage. The report also included an action plan for the remaining necessary work.

The Network Co-ordination and Compliance Manager presented the report and in responding to questions, committee discussion and comments covered:

- Whilst the actions on the temporary signage recommendations had been completed, it was noted that the actions related to banners had not yet been implemented and there were several outstanding action timescales recorded for July 2024. It was also commented that the committee had considered this agenda item on several occasions since 2020 and the recommendations arising from those previous meetings were the same as the outstanding actions listed in the report. In responding, the Network Co-ordination and Compliance Manager apologised for the delay and explained that this was

partly due to officer illness and Covid. Also, priority had been given to the work on temporary signage, as it was felt that quicker progress could be made on this when compared to the work required on banners and committee members had previously indicated that this was the more urgent issue to be progressed.

- As Shrewsbury Town Council were the primary applicant for banners, discussions had taken place with them regarding how to resolve some of the issues whilst also ensuring that Shropshire Council, as designated Highway Authority, retain the powers permitting banners to be installed over and along the highway. The model set by Shrewsbury Town Council would be used as an example with regard to the possible devolvement of the banners administrative function / booking process to Town and Parish Councils.
- A member commented that their Parish Councils would welcome the opportunity for them to act as the sole licence applicant and holder for banners, bunting and illuminations and it would also mean that the decision making process would be quicker, as applications would not need to be passed onto Shropshire Council and a response awaited.
- A question was asked regarding the progress that had been made on A boards and pavement enterprise following on from a Task and Finish Group that had been held several years ago to consider this. It was requested that an update be provided on this particularly, regarding enforcement and the Chairman suggested that this be considered under the work programme agenda item.

RESOLVED:

- (a) That committee considers the progress in delivering the recommendations regarding “Banners, Bunting and Illuminations” and provides feedback on the submitted action plan.
- (b) That committee considers delivery of the recommendations relating to “temporary signage” and provides feedback on remaining actions to review and remove legacy and un-licensed / redundant signage.

11 Economy and Environment Overview and Scrutiny Committee Work Programme

The Scrutiny Manager presented the work programme and explained the different colour coding used to indicate the status of different items. Committee discussion and comments covered:

- The need for a possible additional committee meeting in early / mid September to consider the draft Waste Minimisation Strategy prior to it going to the Full Council meeting at the end of September. Members confirmed that they were happy for this additional meeting to be arranged.
- The need for the flooding and river water quality agenda item being considered at the 14th November 2024 meeting to look upstream to where rivers flow from and not, just look at Shropshire, was highlighted and the

Scrutiny Manager confirmed that this issue had been identified by the River Water Quality Task and Finish Group.

- Concern was expressed over the decision that Task and Finish Groups would not be operating in the Council this year, with the Standing Climate Change and Environment Task and Finish Group specifically mentioned and how the committee could address this in order that they could consider issues such as carbon emissions.
- The committee agreed that a climate change briefing should be held with a specific focus on the opportunities of renewable energy in the county, due to changes in government regulation and possible new funding streams. The Scrutiny Manager commented that it may be possible to have this briefing following the additional meeting on the draft Waste Minimisation Strategy.
- Disappointment was expressed that the decision of the Scrutiny Chairs to cease all Task and Finish Groups had not been communicated to the various Overview and Scrutiny Committees asking for their views and endorsement.
- Concern was expressed that reports were being considered at Cabinet meetings without Overview and Scrutiny Committees having had the opportunity to consider them in advance.
- It was commented that telegraph poles being erected for wi-fi was causing an issue as they were littering the countryside and it was questioned whether this could be put onto the work programme.
- The Scrutiny Manager agreed to re-circulate the work programme with the full name of the responsible officer against each item, rather than it just showing their initials.
- It was suggested that the work taking place both in Shrewsbury and around the gyratory system could be considered by the committee in terms of its impact on Shrewsbury's economy.
- It was confirmed that if there were issues that came out of the briefings and it was felt that a topic needed to be taken to a committee meeting to be considered in more detail, then this would be possible.
- Regarding the length of the meeting, it was noted that the flooding and river water quality item had originally been due to be considered at the meeting, but had been moved to the 14th November 2024 meeting.
- The committee agreed that, if possible, the 3rd April 2025 meeting be moved to a date in March 2025 in order to avoid the pre-election period.

12 Date/Time of Next Meeting of the Committee

It was noted that a September meeting of the Economy and Environment Overview and Scrutiny Committee would be arranged to consider the draft Waste Minimisation Strategy. Following this, the next meeting of the Economy and Environment Overview and Scrutiny Committee was scheduled to be held on Thursday, 14th November 2024 commencing at 2.00 p.m.

Signed:

(Chairman)

Date:

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Committee and Date

Economy and Environment Overview and Scrutiny Committee

6th September 2024

Item

6

Public



A Waste Prevention Strategy for Shropshire

Responsible Officer:	Jane Trethewey – Assistant Director – Homes & Communities		
email:	Jane.trethewey@shropshire.gov.uk	Tel:	
Cabinet Member (Portfolio Holder):	Cllr Ian Nellins - Climate Change, Environment and Transport		

1. Synopsis

A motion to create a new waste prevention strategy was unanimously supported at Council in December 2023. Subsequently a new strategy has been produced, this report recommends the adoption of the new strategy for Shropshire. The strategy aims to reduce the quantity of waste produced by households and is appended to the report.

2. Executive Summary

- 2.1. Adoption of a new waste prevention strategy will principally contribute to the healthy environment pillar and also to the healthy people and healthy economy pillars of the council's Shropshire Plan.
- 2.2. The Council is responsible for collecting and disposing of household waste, this includes kerbside collections of recycled material, garden waste, food waste and residual waste. The council also provides Household Waste Recycling Centres for waste not suited to kerbside collection. The council also collects waste from highway/street litter bins and fly tipped waste from the highway network and from council land.

- 2.3. The Council is not responsible for the collection of business waste, although some illegally enters the household waste system.
- 2.4. Shropshire's residents can justifiably be proud of how they have responded to the call to recycle during the last two decades. From a countywide performance that was in single figures, to now consistently recycling and composting well over half of Shropshire's household waste is a fantastic achievement.
- 2.5. Recycling and composting performance has however plateaued in recent years, with outturns regularly being between 50 to 55% of waste diverted from incineration or landfill. Performance gains are becoming increasingly difficult to achieve. Of the remaining waste 44% is incinerated and 2% is taken to landfill.
- 2.6. Despite having a good recycling and composting performance, Shropshire has one of the highest quantities of waste per household in the country costing the council around £35m per year to collect and dispose of, which equates to 6% of the council's entire budget.
- 2.7. The cost of disposing of waste will likely increase in future years due to indexation alone. Anticipated housing growth over the coming years will add to further waste arisings and hence cost. Further interventions and behaviour change is required to stem what might otherwise be runaway waste growth.
- 2.8. Many other authorities have used waste prevention strategies successfully to reduce the level of waste being produced through a mix of education, awareness raising campaigns, enforcement and charges. The new waste prevention strategy proposes a similar approach.
- 2.9. The waste prevention strategy sets out an ambitious target to reduce Shropshire's household waste on a per household basis by 20% by 2030 compared to the quantity produced in 2013 as a baseline.
- 2.10. Achieving a 20% waste reduction will remove an average of 178Kg from each household. Across Shropshire's approx. 150,000 households such a reduction will remove 26,700 Tonnes of waste from the waste system.
- 2.11. The strategy considers the saving that can be achieved from the cost of avoided waste treatment and the income that can potentially be achieved if that relinquished treatment capacity at the council's energy recover facility is sold. Combining the saving and income, there is a benefit to the council of in the region of £1m annually. This benefit, along with the environmental and social benefit justifies giving due focus to waste prevention.
- 2.12. The strategy details that the potential financial benefit to be achieved will be obscured by rising waste management costs due to indexation of the waste contract cost and housing and population growth.
- 2.13. The strategy references benefits, other than just financial, such as environmental and social benefits that a waste prevention strategy can deliver, in addition to helping households with cost-of-living challenges.

- 2.14. The strategy explores the reasons for Shropshire's high quantity of total waste, linking this principally to the quantity of garden waste in Shropshire being 50% higher than similar authorities. The strategy details that residual waste (black bin waste) in Shropshire is comparable to the national average.
- 2.15. The strategy makes recommendations for action in 10 areas and notes that a charge for garden waste collection and a booking system for the HWRC network are due for introduction in October 2024. Other actions include reviewing the communications approach, developing community delivery and exploring the case for a dedicated role to develop and deliver waste prevention initiatives.
- 2.16. The strategy sets out targets in specific target years for the quantity of waste on a per household basis. The strategy concludes with numerous case studies that are already assisting to reduce waste in the county that can be scaled up or replicated elsewhere in Shropshire.

3. Recommendations

It is recommended that Economy and Environment Overview and Scrutiny Committee:

- 3.1. Consider the Waste Prevention Strategy for Shropshire 2024-2030 in terms of its aim to reduce waste, reduce council expenditure on waste management, and deliver environmental, economic and social benefits.
- 3.2. Approve the Waste Prevention Strategy for Shropshire 2024-2030 for subsequent adoption by Council.

Report

4. Risk Assessment and Opportunities Appraisal

- 4.1. Approval and implementation of the Waste Prevention Strategy poses a nominal risk.
- 4.2. Not approving the waste prevention strategy poses a greater risk as this would prevent the ability to deliver the financial savings and environmental and social benefits that will arise from implementation of the strategy.
- 4.3. Some policy reforms that may arise from a review of waste policies may have potential to be contentious. As and when opportunities for policy reform emerge, proposed policies can be consulted upon and have their own approval process.
- 4.4. Some policies that will help reduce waste such as charging for the collection of garden waste and the introduction of a booking system for accessing HWRC sites are in the process of being implemented. These policies have followed their own public consultation and approval process.

- 4.5 The Council considers impacts in relation to equality, social inclusion and health, as part of our overall approach towards considering a range of impacts, including climate change, environmental and economic impacts, in the course of our decision-making processes. This is primarily recorded through use of an Equality, Social Inclusion and Health Impact Assessment template, in order to demonstrate that 'due regard' has been taken of people in Protected Characteristic groupings as defined in the Equality Act 2010. The Council also seeks to give due regard to people at risk of exclusion due to their household circumstances, including low-income households, households in fuel poverty, and those we may regard as vulnerable, e.g. young people leaving care e.g. people in areas without ready access to facilities and services in our large and sparsely populated rural county.
- 4.6 The draft Waste Prevention Strategy 2024-2030 forms part of a range of environmentally focussed and economically focussed proposals and ongoing initiatives in train across Shropshire, with community involvement crucial to achievement not only of the measures set out within it, but also to achievement of outcomes set out in the Shropshire Plan and therefore positive equality and health and wellbeing impacts across groupings.
- 4.7 As an overarching plan, the Shropshire Plan sets out high-level views of what the Council will be focusing on delivering. Actions identified in the delivery plans may require ESHIAs of their own. It may therefore be that, with the proposed adoption of the Waste Prevention Strategy 2024-2030, delivery elements will necessitate an ESHIA. This has for example been the case with proposals for changes to arrangements with households around garden waste, household recycling centres and food waste collection, which were the subject of public consultation earlier this year and for which an ESHIA was produced ahead of the consultation.
- 4.8 In the case of the Waste Prevention Strategy itself, a separate Stage One ESHIA screening record is neither warranted nor proportionate at this stage. It may be that further aspects of waste prevention which directly affect households become a matter for further public consultation and stakeholder engagement, in which case this would need to be revisited. By way of illustration, we remain mindful not only of the pockets of deprivation that exist within our county but also of the needs associated with the geographical challenges of access to and from services. With a high proportion of housing stock including gardens, compared with other similar authorities, along with possible links between numbers of older people and high levels of dry recyclates, with associations between newspaper reading and age, there is a need to continue to collect such data as may subsequently inform specific service proposals, then leading to the desirability of carrying out a screening ESHIA
- 4.9 Continuing to collect data such as around the need for and optimum locations of food banks and around ways to encourage communities in furniture recycling will assist the Council and partner organisations, particularly from the community and voluntary sector, to build up a better and more complete picture of needs and opportunities across the county, recognising its rurality and the practical geographical challenges for households to play their part in waste prevention.
- 4.10 The risks have been outlined; the importance of the proposed Waste Management Strategy 2024-2030 as a contributing element in the achievement in particular of Healthy Environment outcomes within the Shropshire Plan has been noted; and the risk has been identified that not to act now as proposed could be to disadvantage the more vulnerable members of society rather than promote and encourage their inclusion alongside

households with whom we are already working to promote community engagement in waste prevention.

5. Financial Implications

- 5.1. Preventing waste avoids the cost of its collection and management via either treatment at the council's energy recovery facility at Battlefield or recycling or composting. The way in which that avoided waste would otherwise have been dealt with impacts considerably on the cost associated with that quantum of waste.
- 5.2. There is considerable complexity around when reducing waste saves on the council's treatment cost and when and how third-party revenues and recycle values are shared between the council and its waste contractor Veolia. Because of the complexity of the contractual saving and sharing mechanism and because it is unknown exactly how much of which types of wastes might be prevented or diverted into recycling or composting; it is impossible to place a definitive financial value on the outcome of the waste prevention strategy.
- 5.3. The waste prevention strategy assumes achieving a 20% reduction in waste on a per household basis by 2030. 25% (6,672 Tonnes) of the total reduction is assumed will be achieved from waste currently in the residual waste stream. It is assumed that savings on waste treatment cost will be achieved, that the spare capacity can be sold and some additional revenue from recycle values will be realised. An indicative figure of £1m per annum is placed on the effect of the waste prevention strategy.
- 5.4. Because the waste contract base cost is indexed and further new homes are built and added to the service, and because waste quantities rise due to housing and population growth, the saving effect from the waste prevention strategy will be outstripped by the unavoidable rises in the cost of the waste contract.
- 5.5. Without implementing the waste prevention strategy, the contractual cost for provision of the waste management service would increase unchecked.

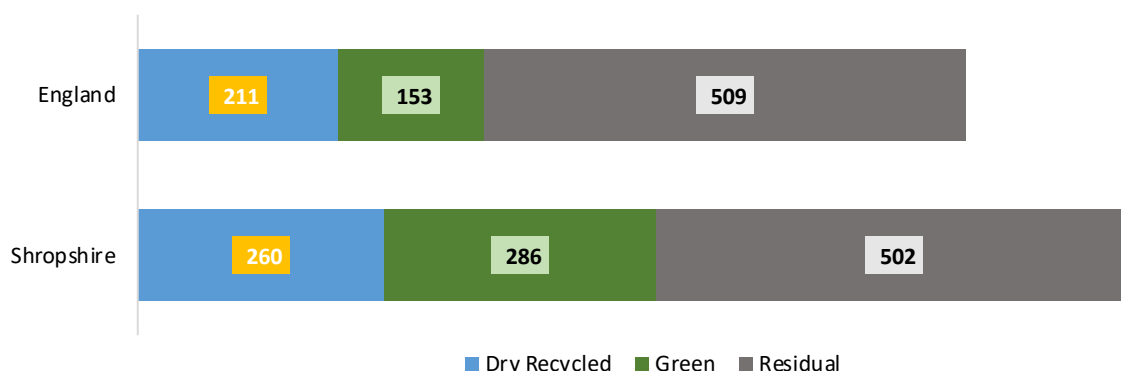
6. Climate Change Appraisal

- 6.1. Waste prevention is at the top of the waste hierarchy as it is the best waste management approach for the environment and climate. The waste hierarchy is to 'reduce, reuse, recycle' in that order. Much focus has been given to improving recycling rates delivering good results in Shropshire with performance consistently above 50%. Much less focus has been given to waste prevention and with performance gain in recycling being incrementally more difficult to achieve, it is appropriate to focus on waste prevention to address Shropshire's high waste arisings.
- 6.2. Energy and fuel consumption: Preventing waste significantly reduces demand for energy and fuel and will positively benefit the climate. The methods deployed to prevent waste, for example avoidance, minimisation, reuse and repair for reuse keep goods in use for longer and avoids the more damaging climate impacts generally associated with extraction of raw materials to commence the manufacturing process for new goods.

- 6.3. Renewable energy generation: Preventing waste will have no effect on the generation of renewable energy.
- 6.4. Carbon offsetting or mitigation: Waste prevention will avoid CO₂ and CO₂ equivalent emissions. As an example, preventing food waste avoids the CO₂ and CO₂e emissions right through the food processing system back to the farm. Currently around 1/3 of food is wasted at some point in the food system with the majority of food waste occurring at the domestic household point. Even when food waste is composted it generates CO₂ and CH₄ (Methane) although far less compared to landfilling food waste. Hence preventing food waste is preferable to composting. This will have a positive outcome.
- 6.5. Climate change adaptation: Waste prevention achieved by the community sector helps develop community which in turn will help communities be more resilient and adapt to climate change. An example of this is community food growing which avoids food packaging, reduces food waste, enables composting, strengthens food security and avoids food miles. This will have a positive outcome.

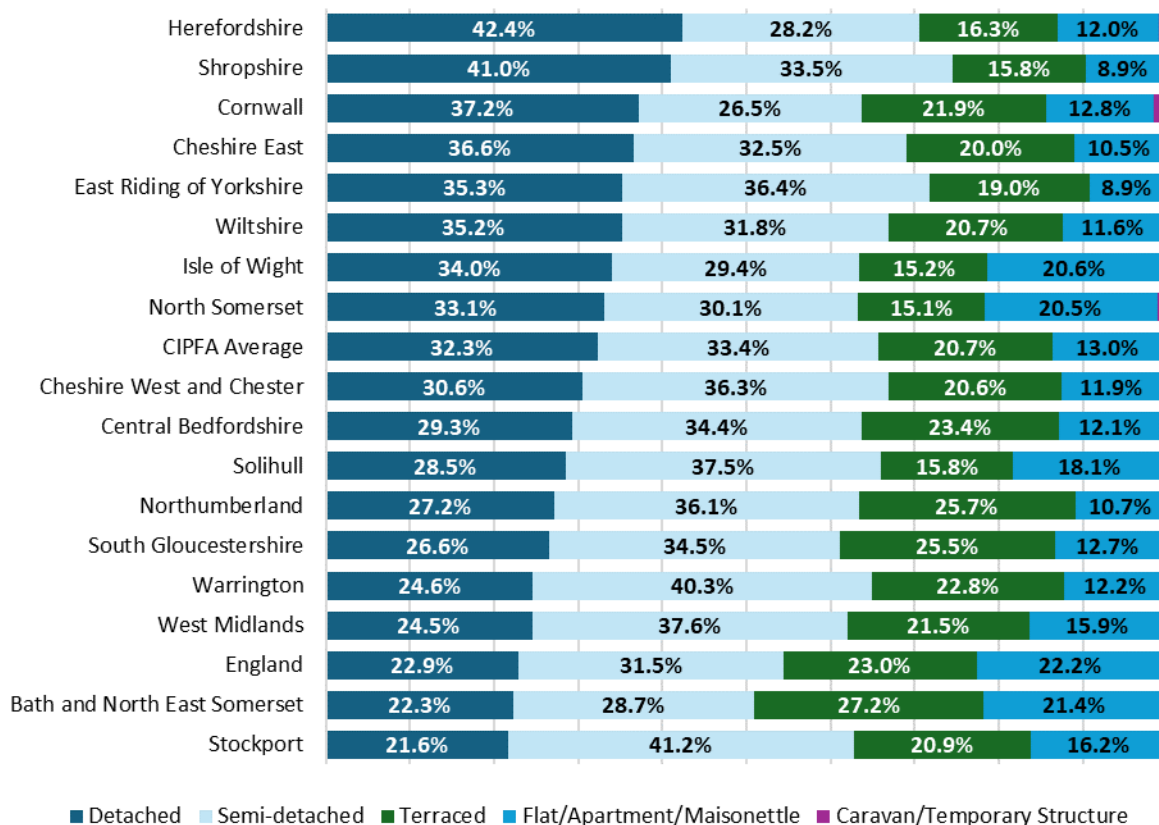
7. Background

- 7.1. Shropshire produces a high quantity of waste, higher than the national average and higher compared to similar local authority areas. Shropshire Council is regularly ranked in the bottom 5 of all authorities for the quantity of waste produced on a per household basis.
- 7.2. Undertaking the research and data analysis for the waste prevention strategy has identified some reasons why Shropshire’s waste quantity is high, a large factor is the quantity of garden waste collected per property, (286Kg) Shropshire’s recycled quantity (260Kg) is higher than average. Shropshire’s residual (black bin) waste (502Kg) is lower than average, this detail is set out in the chart below with the figures of the waste types in KG per household.



- 7.3. The reason for Shropshire’s comparatively large quantity of garden waste can in part be explained by the below chart that details Shropshire’s housing type relative to its CIPFA near neighbour benchmarking group and the regional and national average. Shropshire has the highest proportion of detached and semi-detached dwellings (that likely have

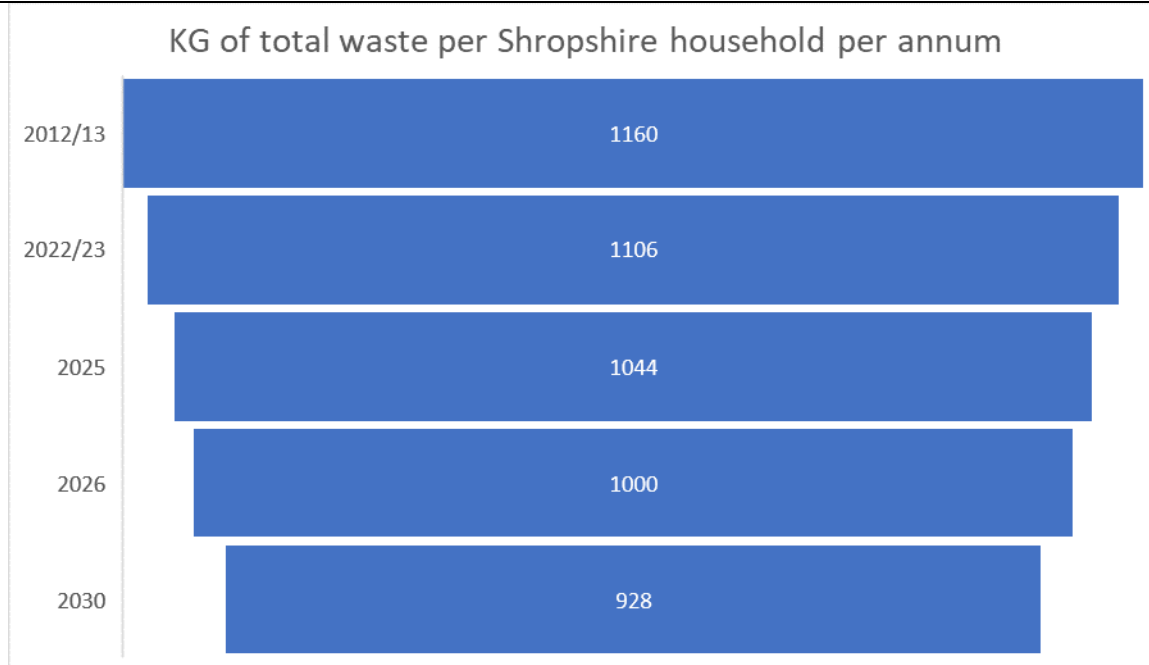
gardens) and the joint lowest number of flatted dwellings that are unlikely to have gardens.



- 7.4. In addition to the property type in Shropshire contributing to garden waste arisings, Shropshire remains in a small and diminishing group of local authorities that have not to date charged for the collection of garden waste although a charge will be introduced from October 2024. The waste prevention strategy has addressing garden waste as its first action area.
- 7.5. The waste prevention strategy examines in detail the composition of waste drawing from analysis in Shropshire and more recent examples from elsewhere to identify the types of waste on which to focus prevention activity. The table below sets out this composition data;

Study	Shropshire	Bishop's Castle	UK WRAP	Wales	Delivered to Battlefield
	refuse sample*	residual sample	all waste streams	residual sample	residual sample
Sample size	Not known	50 houses	estimated	410KT	0.5T
Year	03/04	2010	2017	2022	2024
Organics	34%	0	2.2%	8.9%	27.9%
Garden waste		0	17.2%	2.2%	
Food Waste		21.4%	18.1%	24.7%	
Paper	19%	6.3%	11%	6.8%	8.2%
Cardboard	6%	6.3%	6.5%	6.3%	6%
Wood	1%	4.1%	3.9%	0	0
Glass	5%	1.5%	6.9%	2.4%	0
Plastics	11%	11.3%	9.2%	14%	12.7%
Metal	3%	1.5%	3.8%	3%	0
Textiles & shoes	3%	0.5%	4.7%	6%	18.2%
Disposable nappies/sanitary (inc AHP**)	3%	16.3%	0	6.1%	7.8%
Household Hazardous Waste (inc WEEE)	4%	1.9%	2.2%	2.4%	0
Miscellaneous Items/Fines	11%	28%	14.3%	16.8%	18.8%

- 7.6. From the data reproduced above, the waste prevention strategy identifies organic wastes in the form of garden and food waste as priority waste streams on which to focus prevention activity.
- 7.7. The waste prevention strategy uses data from 2013 onwards for comparison purposes, robust data is available for this period obtained from DEFRA's waste data flow portal. 2013 is also the mid-point of the last Waste Prevention Plan that covered the term 2010 to 2015. 2013 has therefore been selected for use as a base year for data against which to set targets for future years.
- 7.8. During the period between 2013 and 2023, there has been a 4.6% reduction in the quantity of household waste per household in Shropshire. The waste prevention strategy sets out a relatively ambitious target to reduce Shropshire's total household waste by 20% on a per household basis by the year 2030. This calls for a reduction of a further 15.4% on top of that already achieved. Targets are set for the target years of 2025, 2026 and 2030 as per the below chart.



- 7.9. Although the scale of the ambition appears challenging, new national waste policies are in the pipeline following the passing of the Environment Act 2021. New policy reforms include simpler recycling, a potential deposit return scheme and extended producer responsibility for those organisations that place packaging materials onto the marketplace. National measures will complement action proposed in the waste prevention strategy to be taken in Shropshire.
- 7.10. The waste prevention strategy covers reviewing waste policies, reviewing and refreshing communications approaches and building partnership within the community sector to enable engagement to support further waste prevention. The waste prevention strategy makes a proposal to explore further the case for dedicated staff resource to develop and implement waste prevention initiatives. Comment is made as to how such a post could be funded by waste prevention savings or could be jointly funded if working across local authority areas.
- 7.11. The waste prevention strategy proposes ten strategic action areas with several smaller actions arising from several of the strategic areas.
- 7.12. The waste prevention strategy concludes with five Shropshire based case studies, these are from The Street Allotment Project, Ludlow Repair Café, Shropshire Master Composters, Shrewsbury Furniture Scheme and an individual in Shrewsbury who has become a dedicated 'Zero-waster'.
- 7.13. The purpose of including the case studies is to demonstrate some of the good work already taking place across Shropshire that contributes towards reducing waste whilst also providing considerable benefit through helping households with cost-of-living challenges. In the case of the Shrewsbury Furniture Scheme, many of their customers are often in distress or facing hardship.
- 7.14. The waste prevention strategy makes the case for scaling up or replicating elsewhere in Shropshire such initiatives as those showcased to help towards delivering waste prevention and the associated environmental, economic and social benefits.

8. Additional Information

- 8.1. DEFRA advise it is good practice for LAs to have waste prevention plans but do not review their content and there is no requirement to publish them.
- 8.2. The following documents and sources were consulted to assist in developing the waste prevention strategy

[The waste prevention programme for England: Maximising Resources, Minimising Waste - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/waste-prevention-programme-for-england-maximising-resources-minimising-waste)

<https://www.gov.wales/sites/default/files/publications/2021-03/beyond-recycling-strategy-document.pdf>

[Household Waste Prevention Hub: Delivering waste prevention | WRAP](#)

- 8.3. An action plan to support delivery of the waste prevention strategy has been produced as a separate document and is appended to this report.
- 8.4. The report: Creating and Delivering a Waste Minimisation Strategy in Shropshire went before Place Overview Committee on 29th September 2022.

9. Conclusions

- 9.1. Shropshire regularly ranks near the bottom of performance ratings for the quantity of waste produced in the county although there are clear reasons for this due to the county's demographics.
- 9.2. Although the county's waste quantities have reduced slightly since 2013, the rate of reduction is behind the national trend.
- 9.3. There is clear rationale to reduce waste to save council expenditure on the service so that more funds can be diverted to deliver essential services.
- 9.4. To make progress at pace to reduce waste quantities, a strategic approach is required.
- 9.5. There is rationale to support having a dedicated resource to develop and implement waste prevention initiatives funded from the savings that would arise from reducing waste by the target level of 20% by 2030.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Creating and Delivering a Waste Minimisation Strategy in Shropshire – Place Overview Committee 29th September 2022

Local Member: *N/A (countywide)*

Appendices

Waste Prevention Strategy 2024 – 2030

Waste Prevention Strategy for Shropshire 2024 – 2030 - Action Plan for Delivery

Waste Prevention Plan 2010-2015

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ZERO Waste Shropshire

Resources *Not* Waste
for a Transition to a Circular Economy

**A Waste Prevention Strategy
for Shropshire
2024 – 2030**

Foreword



Cllr Ian Nellins

Deputy Leader and Portfolio Holder for Climate Change, Environment and Transport

Shropshire's residents can justifiably be proud of their continued efforts to recycle their household waste and Shropshire's combined recycling and composting performance has consistently been above 50% since 2015/16. Shropshire's recycling and composting performance compares well nationally, (England recycled or composted 41.7% in 2022/23) but this success tells only part of the story as Shropshire's households generate more waste per household than households in most other local authority areas.

Over a decade has passed since Shropshire Council's Waste Prevention Plan 2010-2015 was published. In the years that have followed, climate and environmental issues have risen in prominence, technological advances have occurred and the costs for collecting transporting and processing waste have risen. It is therefore timely to revisit waste prevention and adopt a new strategy that aligns with the council's current demand management approach and healthy environment priority of the council's [Shropshire Plan](#), to reduce Shropshire's household waste for environmental, economic and societal reasons.

Shropshire's rurality and broader demographics influence the quantities of different waste types collected in the county. The council's waste management costs are increasing not just because of inflationary pressures, but also due to the increasing quantities of waste generated, mainly due to housing growth. To counter these combining pressures it is imperative to have a strategy to reduce household waste on a per household basis.

Prevention, reduction and minimising waste is at the top of the waste hierarchy in terms of being the most responsible approach for the environment, to safeguard our precious resources and help tackle climate change. Taking steps to reduce waste is the right approach economically and will mean more of council taxpayer's money can be used towards providing essential services. And this strategy comes at the right time for households too. Many more households are wanting to do the right thing for the environment and helping households to reduce their waste will also help many that are facing real cost of living pressures.

With a renewed focus on waste prevention, this strategy sets out our vision, principles and actions for the council that will also inform the way in which it can support residents to help them play their part too.

Executive Summary

This waste prevention strategy replaces Shropshire Council's waste prevention plan 2010 to 2015. The strategy has been developed in the first half of 2024 during a time in which the waste management service in Shropshire is undergoing significant change in response to the council's challenging financial position.

National waste policy is also changing at scale, reflecting new legislation introduced under the Environment Act 2021. Changes to the waste policy landscape are expected during the term of this strategy and reforms include simpler recycling, the introduction of separate weekly food waste collections, a deposit return scheme and extended producer responsibility. These reforms will serve to assist reduce the quantity of Shropshire's household waste.

Data up to 2023 was used to inform this strategy, often sourced from Defra's Waste Dataflow portal. The strategy draws on data from 2013 onwards as this was the mid-point of the last waste prevention plan and provides a decade's worth of data for comparison purposes. Extensive use has been made of the Chartered Institute of Public Finance and Accountancy (CIPFA) near neighbour benchmarking group for Shropshire to enable comparison with local authorities with similar demographics.

Waste tonnage data and waste composition data has been analysed with the results informing the approach of the strategy, for instance identifying the organic waste stream including garden waste and food waste as a key area on which to focus.

The strategy sets out 10 action areas with the ambitious aim to reduce waste on a per household basis by 20% (compared to the baseline year of 2013) by the year 2030. Actual waste quantities will vary and will be influenced by housing and population changes during the term of the strategy, hence the quantity of waste on a per household basis will be used as the appropriate metric to give a clear indication of performance.

Based on Shropshire's current 149,940 households a 20% reduction of total waste equates to 26,689 Tonnes or 178Kg of waste per household in any given year. The strategy assumes the majority of waste reduction will be achieved from the organic waste stream (garden and food wastes) as particularly garden waste is much higher in Shropshire compared to its near neighbour benchmark group and the average for England.

The strategy assumes that 6,672Tonnes (25% of the total waste reduction) will be reduced from Shropshire's residual waste stream (black bin waste). Based on the saving of not having to treat 6,672Tonnes of residual waste at the council's energy recovery facility and then also selling that relinquished capacity to third parties may generate a combined saving and income figure in the region of £1M annually. It is noted that such a saving will likely be obscured by annual rises in the waste contract value due to indexation and increases due to housing growth.

A saving and income value in the region of £1M justifies treating the subject of waste prevention with due regard, aside from the economic benefit, waste prevention benefits the environment by helping to protect finite resources and brings social benefits through the potential for employment and training opportunities.

The strategy ends with case studies from Shropshire showcasing some of the great community work already taking place in the county that help to reduce waste. The case studies are included to highlight this activity, to provide inspiration and to evidence that scaling up such initiatives, or replicating the initiatives in other parts of the county will contribute towards savings council expenditure, reducing waste quantities to benefit the environment and provide social benefits.

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1. Introduction and vision

Shropshire Council's waste prevention plan 2010 to 2015 (WPP 2010) is time expired and many changes in the realm of resource management have occurred since that document was produced. It is therefore appropriate and timely to create a new waste prevention strategy to reflect; current and emerging best practice, central government policy, changing public attitudes, economic forces, the council's corporate strategic document, the [Shropshire Plan](#) and current 'demand management' approach to service delivery.

Although WPP 2010 is time expired, many of the initiatives and actions it included remain relevant and continue to form part of the council's current waste prevention approach. For example, the council's waste management contractor Veolia, continue to deliver face to face activities within schools on the waste hierarchy of reduce, reuse and recycle and the Master Composter programme continues to actively support home composting. These measures, amongst many others, have helped reduce Shropshire's waste by around 70kg on a per household basis since 2013.

Waste prevention activity as mentioned above continues to be delivered and undoubtedly has held in check what might otherwise have been runaway growth in the quantity of waste generated. Since the era of the last waste prevention plan the county's recycling and composting performance has shown improvement, however in more recent times performance has plateaued and, in some years, reduced, following the national trend.

During the Covid-19 pandemic era, waste quantities at a national level, though more so in Shropshire, rose rapidly due to changed habits. Furloughed households took the opportunity to clear out lofts, sheds and garages creating additional waste and since that time there has been considerable growth in homeworking, meaning that more waste is generated at home. This waste growth is further compounded by the rise in popularity of home deliveries of groceries and goods leading to increased packaging; the so called 'Amazon effect'.

Waste quantities per Shropshire household have dropped since WPP 2010 from 1,118kg per household in 2012/13 to 1,048kg per household in 2022/23 a reduction of 6% or 70kg per household. Whilst a positive trend the waste reduction in Shropshire is lower compared to England's average. Despite this reduction in waste per household, Shropshire continues to be ranked near the bottom of all local authorities and second from bottom in its CIPFA near neighbour group when all waste types are included. There are some factors for this, Shropshire's rurality means low density housing with high proportions of private gardens and also that at the time of writing (February 2024) Shropshire continues to offer a free garden waste collection, whereas many local authorities are now charging separately for this service.

Since WPP 2010, public awareness has risen regarding waste, particularly around recycling with this activity now the social normal. Government intervention, for example, the levy charged on single use carrier bags and the banning of some single use plastic items has also had a positive effect in raising public awareness and has reduced the visible impacts of plastics-based litter, even if the effect on waste quantity is limited. Changes have also occurred in the packaging sector, for example

some food stuffs have switched from glass or metal-based packaging to cartons like the brand Tetra Pak and 'light weighting' of packaging has occurred, a typical glass jar weighs around a third less now compared to a decade ago.

Waste and particularly single use plastics, have received mainstream media coverage through TV shows such as the Blue Planet series. This mainstream media coverage has generally been beneficial and has helped raise public awareness, change attitudes and has mobilised communities into action; Whilst other waste types may be equally or even worse for the environment, single use plastics have created a strong hook with which to engage individuals and spur community groups into action. The profile that single use plastics has should be utilised positively as a gateway to engagement from which broader waste prevention and recycling messages can be launched and embedded.

In order to create the right conditions in which public behaviours around waste and recycling can be changed, it is appropriate for Shropshire Council to lead by positive example. There are measures that Shropshire Council can and should take to show a commitment to reducing waste wherever possible. An easy first step would be for the council to adopt a resolution to become accredited as a plastic free organisation and remove single use plastic items from council premises and encourage and support plastic free initiatives across the county. As part of the adoption process for this waste prevention strategy, a second recommendation will be made for the council to become accredited as plastic free.

A further example of a simple step the council can take to show leadership in this area is regarding the waste and recycling calendars distributed to every household twice a year. As these calendars are delivered by Veolia's waste collection crews, it is necessary for the calendars to be weatherproofed which requires that they are printed on laminated paper. This means that the calendars cannot be placed in the paper and card recycling collection system. Anyone with access to the internet can simply find their waste collection days from the council's website so there is significant scope to reduce waste by adopting a digital first approach and signposting households to the bin collection day finder on the council's website. <https://bins.shropshire.gov.uk/> Paper calendars can still be made available for those that require one. Not only would this measure reduce waste it would also release financial resource to fund other waste prevention and recycling initiatives.

In its simplest form, Shropshire's current linear model of consumption is depicted in the model below, showing that in Shropshire approximately half of the quantity of waste collected is recycled or composted. The remaining half is used to recover energy in the form of electricity and heat (not currently utilised) at the council's energy recovery facility in Battlefield, Shrewsbury.



Figure 1: Approx 55% recycled or composted and 45% sent for energy recovery

In moving towards a more circular economy in Shropshire, in the first instance, the quantity of waste would be reduced, more waste would be reused in its original form, more waste would be recycled and less waste would end its useful life at the council's energy recovery facility. Such a model will help reduce Shropshire's waste management costs, extract greater value from waste, reduce pressure on finite resources and has potential to improve Shropshire's economy through growth in the secondary resources sector.

There is a strong economic driver for adopting a circular economy approach in Shropshire to create a win:win. Reducing the quantity of waste incinerated reduces Shropshire's waste treatment costs and also relinquishes capacity at the energy recovery facility to be sold to neighbouring councils and other third parties, generating an income for Shropshire. In its simplest form a typical circular economy model can be depicted as below,



Figure 2: Typical circular economy model

More complex circular economy models can be depicted as per the below model which shows the potential for reverse logistics, reverse manufacturing and a closed loop system in which materials are recycled continuously, often for the same purpose, or are 'upcycled' into higher value goods rather than 'downcycled' which can limit how many life cycles the material may have.



Figure 3: Continuous circular economy with closed loop recycling

Figure 4 below appears in Defra’s waste prevention programme for England. The figure displays graphically the waste hierarchy and change in waste management practice that has occurred in recent decades and the remaining ambition to be achieved by 2030. Taking the strata segments of the triangle to represent a quantum of waste, the figure shows the inversion of the waste triangle over time since 1990. By 2030, Defra’s expectation is that waste prevention will be the dominant approach to waste management, with waste disposal, by contrast, shrinking compared to its 1990 level. The shape depicted for 2020 is a reasonable representation of where Shropshire currently is on this journey except to say that waste disposed of (segment 5) in Shropshire declined significantly after 2014 and commissioning of the Battlefield Energy Recovery Facility. Therefore, in Shropshire’s case the final segment of the triangle (segment 5) would be far smaller than is depicted below and that quantum of waste would instead appear in segment 4.



Source Defra: Waste Prevention Programme for England consultation document.pdf

Figure 4: Evolution of waste management practices

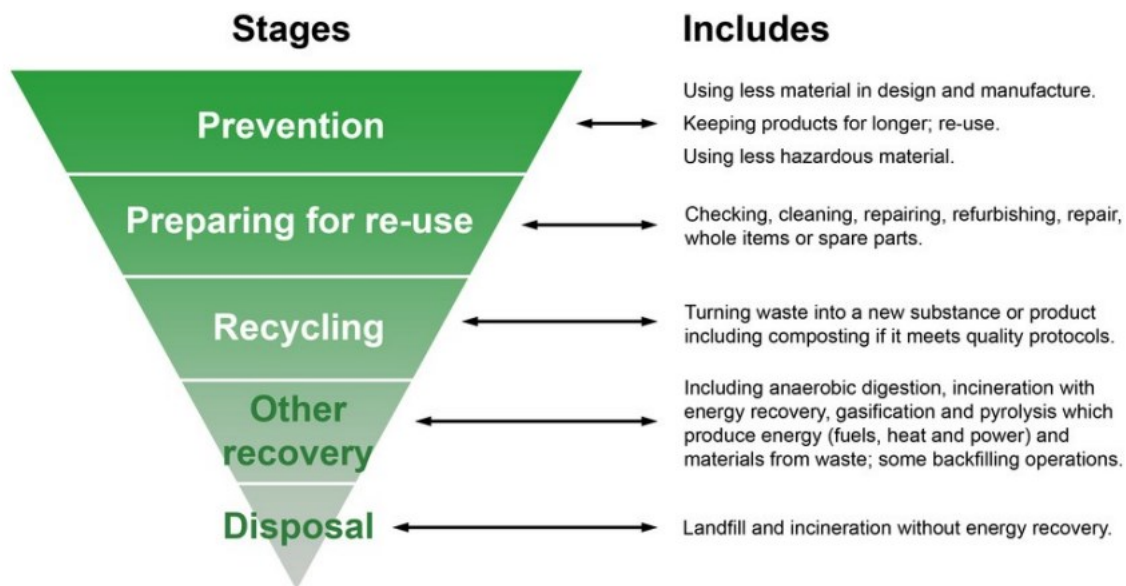


Figure 5: Current Waste Hierarchy with emphasis on waste prevention

Figure 5 above is the current waste management hierarchy, emphasising the role that waste prevention needs to take relative to other waste management approaches to achieve targets set out in the Environment Act 2021

The vision for this strategy is,

“To reduce the weight of household waste on a per household basis by 20%, to assist delivery of a healthy environment, economic and societal benefits.”

2. Explanation of definitions

Some of the terms related to waste prevention used in this document are defined below.

Waste ‘**prevention**’ is defined in the [Waste Framework Directive](#) as measures taken before a substance, material or product has become waste, that reduce:

- (a) the quantity of waste, including through the **re-use** of products or the extension of the life span of products.
- (b) the adverse impacts of the generated waste on the environment and human health.
- (c) the content of harmful substances in materials and products. (c is out of scope of the strategy)

This strategy principally focuses on the quantity of household waste, (area a above), though naturally by reducing the quantity of waste this acts positively to reduce the adverse impacts of waste on the environment and human health, (area b above). This document does not consider the content of substances in materials and products as Shropshire Council will have negligible influence in this area.

Re-use means “any operation by which products or components that are not waste are used again for the same purpose for which they were conceived.”

‘Preparing for re-use’ means checking, cleaning or repairing for recovery operations, by which products or components of products that have become waste are prepared so that they can be re-used without any other pre-processing.

The following terms are used within this document to refer to these varied actions:

Avoidance – reducing process waste, the reintroduction of unprocessed material into manufacturing processes, buying fewer items

Reduction – designing products so they last longer and are used for longer (including upgradability and repairability and ease of disassembly), using less materials per unit and reducing the use of hazardous substances in materials and products, increasing the utilisation of products, e.g. through hiring, leasing and maintenance services

Reuse – buying and selling whole used items, possibly after washing or minor repair (other terms used, particularly in the construction sector, include reclaimed)

Remanufacturing – restoring a product to a like-new condition by reusing, reconditioning and replacing parts (other terms used include refurbishment)

Repair – repair and/or replacement of a component part in a used item.

Various terms exist to describe and categorise waste types and some common definitions used are detailed below.

Waste from Households – This is the official recycling measure that is used as the basis for reporting at a harmonised UK level.

Local authority collected waste – This is all waste within the remit of local authorities. It includes household waste plus other non-household waste collected by local authorities

Household waste – This is broader than ‘waste from households’, and includes waste from street bins, street sweepings, and parks and grounds. It does not include metals from incinerator bottom ash.

3. Background and call for evidence

A motion to create a new waste prevention strategy was unanimously supported at a meeting of Shropshire’s full council in December 2023, this motion initiated the creation of this strategy document. Early in 2024 a briefing with the Portfolio Holder for Climate Change, Environment and Transport took place to obtain direction on the components for inclusion to the WPS. Email contact was made with elected members, colleagues from the waste management unit, the climate change team, green champions via the council’s Viva platform and community sector organisations and individuals known to have stakeholder interest in the resources and waste management sector in Shropshire. Evidence, ideas and case studies have kindly been provided and shaped the content of this strategy.

As part of research for this strategy, a literature review was conducted looking for good examples of waste prevention strategies from elsewhere. Despite direct approaches to some councils, and approaches to the Department for Environment, Food and Rural Affairs (Defra), Chartered Institute of Waste Management (CIWM), the Local Authority Recycling Advisory Committee (LARAC), Veolia and the Waste Resources Action Programme (WRAP) it was evident that limited published documents exist in the area of waste prevention. Defra advised that whilst it is good practice for local authorities to have a waste prevention plan there is no duty to publish one and Defra does not currently request or review such documents. Defra however signposted to the [Household Waste Prevention Hub | WRAP](#) and [Waste prevention programme for England: Maximising Resources, Minimising Waste - GOV.UK \(www.gov.uk\)](#) and [Re-use | WRAP](#) these were all sources of usual information and inspiration.

Public engagement has taken place and has helped inform this strategy. Late in 2023 a round table discussion took place with stakeholders interested in the topic of food waste. A LARAC webinar entitled 'Mastering Waste Minimisation' was attended in April 2024 and in May 2024, a panel debate and facilitated workshop on the resource economy took place as part of a Shropshire Climate Action event, these sessions have helped inform this strategy.

The council's Data and Business Intelligence unit obtained, analysed and compiled various data sets in order to assist the creation of this document. Data was sourced from <https://www.wastedataflow.org/> this is the government's web-based portal for municipal waste data reporting by UK local authorities to government. At the time of writing this document, the most recent full year data that had been validated was for the year 2022/23. Whilst other data sources exist, waste data flow was used to aid consistency.

Data is compared in some sections nationally, regionally and in some cases using Shropshire's Chartered Institute of Public Finance and Accountancy (CIPFA) group of 15 'nearest neighbours'. These are local authorities that although may be geographically distant to Shropshire share characteristics of demographics and similar that mean they are statistically close to Shropshire for comparison purposes.

Shropshire's statistical nearest neighbour group includes the following local authorities.

Bath and North East Somerset	Central Bedfordshire	Cheshire East
Cheshire West & Chester	Cornwall	East Riding of Yorkshire
Herefordshire	Isle of Wight	North Somerset
Northumberland	Solihull	South Gloucestershire
Stockport	Warrington	Wiltshire

4. Shropshire at a glance



Approx **150,000** domestic households



Approx **158,000** Tonnes of domestic waste

Of which 25% is recycled and 27% is composted



Approx population **323,608** (Census 2021)



Approx **1.048T** of waste *per household*
487Kg of waste *per person*



11M refuse & recycling collections every year

Approx **£40M** annual gross cost to manage Shropshire's waste & recycling



Consistently above **50%** recycling and composting

5. Understanding Shropshire's data and waste challenge

The case for change

Household waste arisings have marginally increased in Shropshire since 2012/13, broadly in line with, although encouragingly, at a lesser rate than the growth in the number of Shropshire's households. As can be seen in chart 1 below, the pandemic years of 2020/21 and 2021/22 gave rise to significantly higher quantities of household waste, and whilst the increase in Shropshire was similar to the national trend, it was more pronounced in Shropshire than in England as a whole.

With alternative options limited, lockdown and furlough periods gave households the time and opportunity to tidy gardens and clear out lofts, sheds and garages resulting in more waste being generated. Further, when the hospitality sector was in lockdown or compromised by social distancing restriction: meals and drinks that would normally be consumed away from the household were then consumed at home. This meant that more food and preparation waste and more packaging waste was produced. Finally, the Covid-19 era gave rise to a higher uptake of home deliveries which came with associated additional packaging.

Why the increase in waste during that era was more pronounced in Shropshire than nationally is not known. Large gardens that were tidied, an elderly and hence more Covid vulnerable population and perhaps greater distances to household waste sites in Shropshire may account for Shropshire's higher waste quantities in that era. Household waste quantity has deflated since the pandemic and is now marginally below the pre-pandemic level, despite the housing growth that occurred during that time.

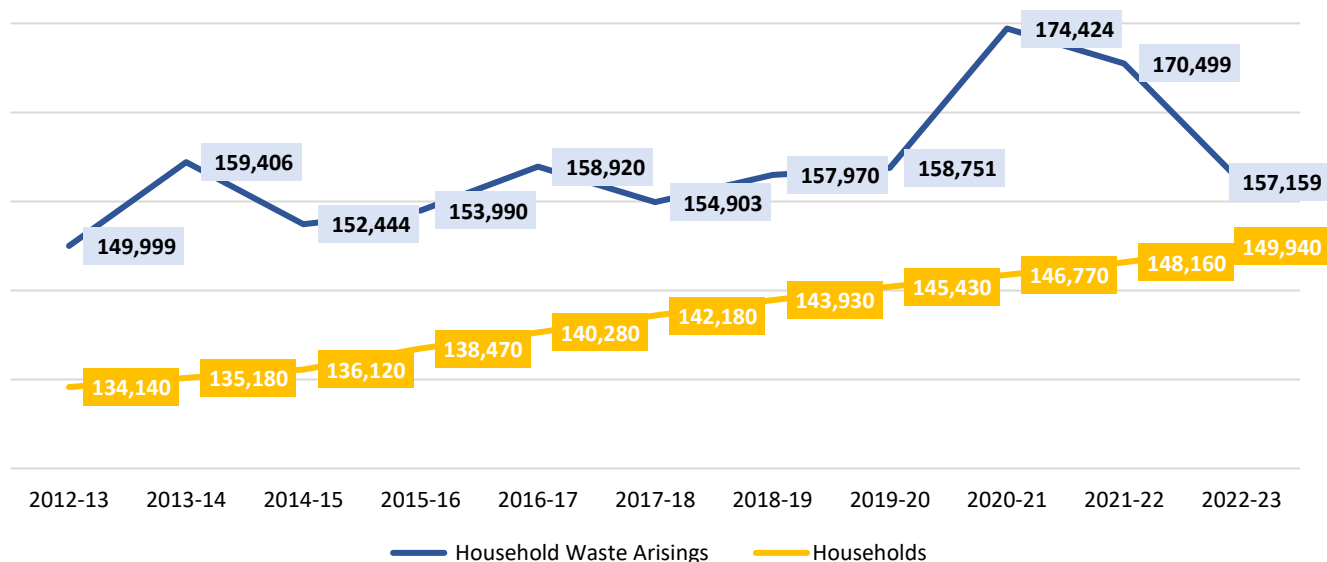


Chart 1: Shropshire Household Waste: 2012/13-2022/23

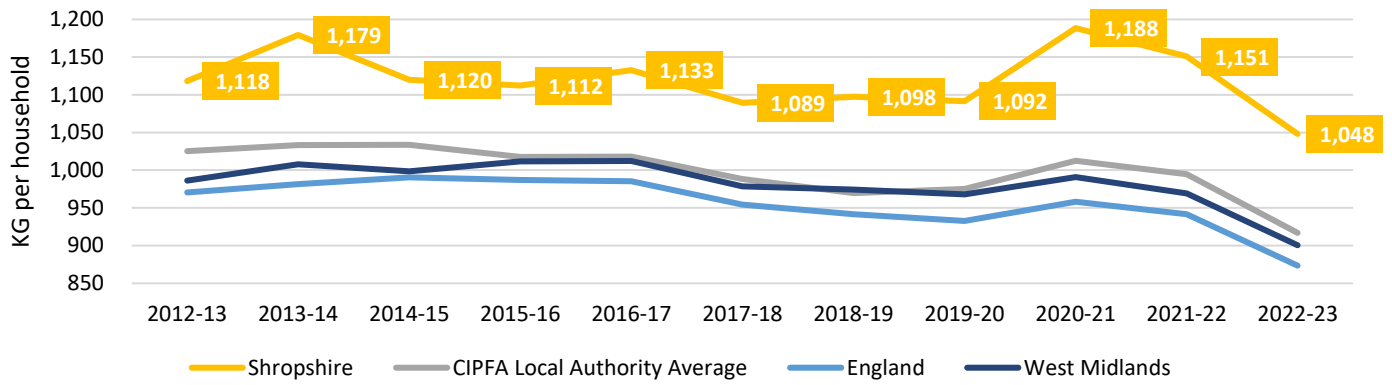


Chart 2: Household Waste per Household, 2012/13-2022/23 compared to West Midlands, England and CIPFA group averages

Shropshire’s high waste quantity relative to other councils tells only part of the overall narrative, as it does help to support Shropshire’s recycling rate being higher than the average for England. As an example, Chart 3 shows the quantity of household waste per household by type generated in Shropshire compared with England. The chart shows that while the proportion of recycled waste, and especially green (garden) waste, is much higher in Shropshire than in England, in fact 50% higher, Shropshire’s residual waste quantity is slightly lower than England’s average. (7kg lower, 502kg compared to 509kg).

Drawing a conclusion from these figures points towards Shropshire’s residents being committed recyclers; this is a positive foundation from which to develop a waste prevention approach. It is acknowledged that recycling and waste prevention are different behaviours and require different interventions and different engagement strategies to change those behaviours. With the largest difference in total waste quantity between Shropshire and England being caused by garden waste, Shropshire households clearly generate more garden waste per household than the national average.

Charging for garden waste collections, as most councils already do, will likely encourage some households to compost at home or reduce the scale of their gardening activity, either of these alternative approaches would prevent waste. Shropshire’s garden waste presents an opportunity for the county’s horticultural and agricultural sectors for use as compost or soil improver. Peat based compost is being banned in domestic horticulture and synthetic fertiliser use in agriculture is under scrutiny due to its increasing cost and high carbon impacts. Measures to extract the maximum value from the resource of garden waste should be pursued with the council’s waste management services provider.

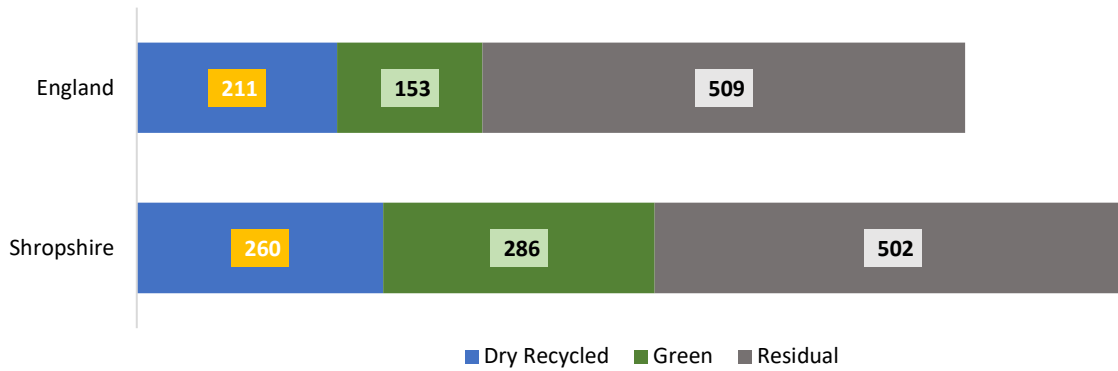


Chart 3: Breakdown of Household Waste by Household, 2022/23

The high quantity of garden waste is likely due to Shropshire’s housing type as set out in chart 4 below. As can be seen, Shropshire has nearly double the percentage of detached dwellings (which likely have gardens) compared to England and has the second highest percentage in its CIPFA group. Shropshire’s proportion of detached or semi-detached properties accounts for nearly three quarters (74.5%) of its housing stock, higher than any authority in its CIPFA Group, the regional and national averages. Shropshire also has a low proportion of terraced properties and the joint lowest proportion of flatted properties which seldom have gardens. Shropshire’s housing composition, along with the fact that Shropshire does not at the time of writing, charge for garden waste collection, would seem to explain why Shropshire produces and collects a high quantity of garden waste.

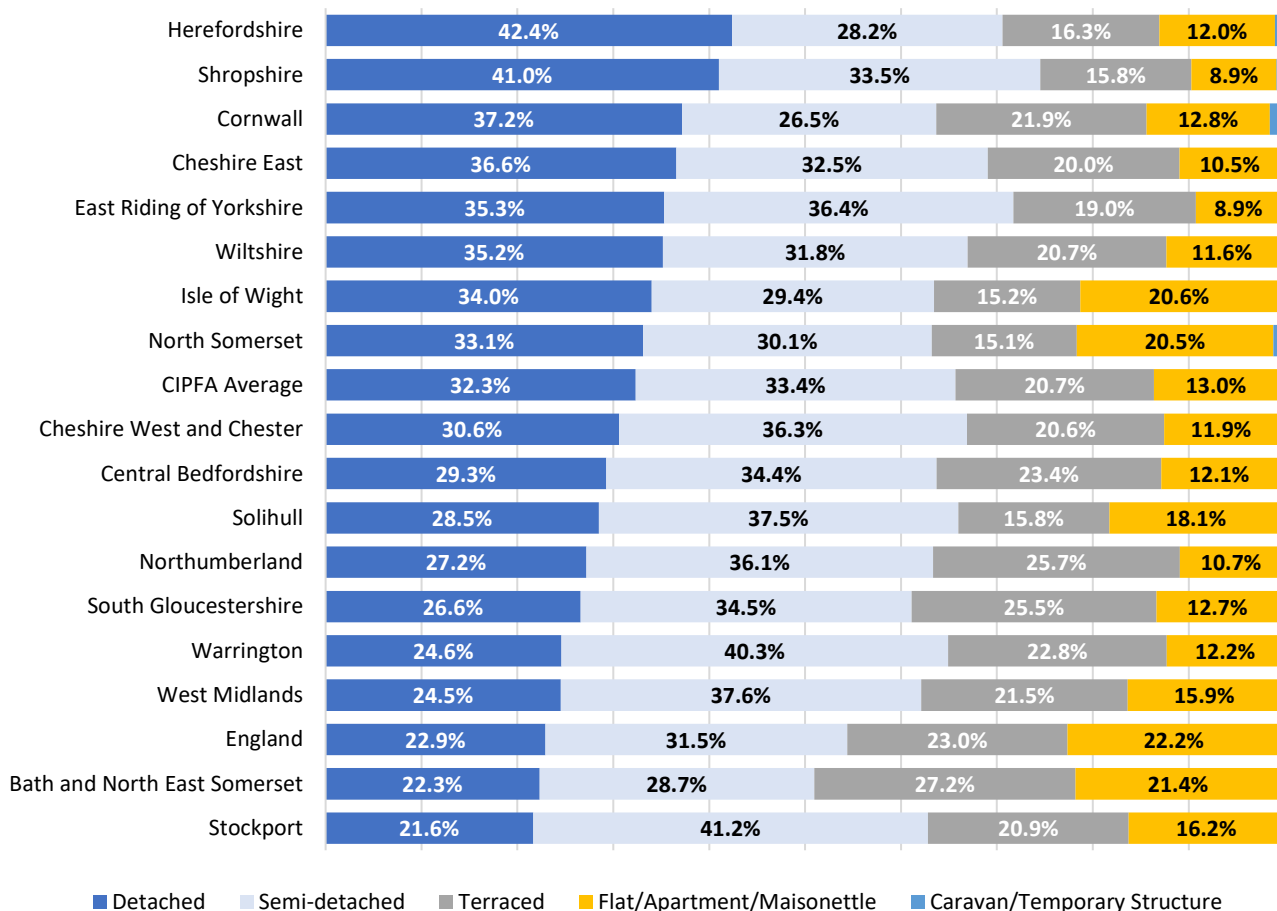


Chart 4: Breakdown of Houses by Type, 2021 [source: census 2021]

ACTION 1: Take action to reduce garden/green waste arisings

- 1. A. Introduce the agreed charge for the collection of garden waste**
- 1. B. Promote home composting and develop new community composting sites**
- 1. C. Promote less intensive forms of garden care such as 'No mow May' to residents**
- 1. D. Explore the potential to realise greater value from the compost produced**

Factors for why Shropshire's waste quantity is high

Despite green (garden) waste and deducting this waste fraction from overall waste quantities, Shropshire's waste quantity is still higher than the national average (762kg compared to 720kg) as 49kg per year per household of extra dry recycled waste is collected in Shropshire compared to England. The waste types collected from households in Shropshire's dry recycling system are, paper and cardboard, cans, glass, foil, rigid plastics (pots tubs and trays) and batteries.

It is hard to pinpoint why Shropshire residents might generate more dry recycled materials than the national average, of the materials collected from households via the kerbside service, the following quantities are collected; mixed cans, glass, plastics and batteries are collected as a single waste stream (from the purple lidded bin or boxes) and 16,630 Tonnes was collected in 2022/23. Paper and card are collected as a single stream from blue sacks and 9,141 Tonnes was collected in 2022/23

Possible suggestions as to why Shropshire residents produce more recyclates could include.

- A higher propensity to buy newspapers due to Shropshire's ageing population. (25.8% of the total population aged 65 and above in 2022 compared with 18.6% as an average across England [*source – ONS mid-year estimate 2022*])
- More alcoholic drinks consumed at home from bottles and cans due to Shropshire's rurality and distances from hospitality venues.
- More goods purchased via home delivery with its associated packaging, again due to Shropshire's rurality and distances from shops.

6. Waste composition analysis and where to focus

To identify the household waste types with the greatest potential for reduction requires an understanding of the composition of Shropshire's household waste. Various waste composition analysis studies have taken place in Shropshire over the years. These studies have used different methodologies, for instance different categories and some have analysed just the residual waste stream as opposed to total waste arisings, sample sizes have varied, and samples have been gathered from different parts of Shropshire.

Results from these various studies are reproduced below. Chart 5 is from 2003/04 and is reproduced from WPP2010-15. At that time little was offered to households in terms of separate or alternate week collections for dry recyclables or garden waste and it is therefore assumed this was an analysis of the total waste stream. In this analysis, food waste and garden waste is categorised as 'organics' as one waste stream and accounts for 34% (over a third) of the total waste. The next largest category is paper at 19%, likely reflecting at that time high consumption of printed media such as daily newspapers.

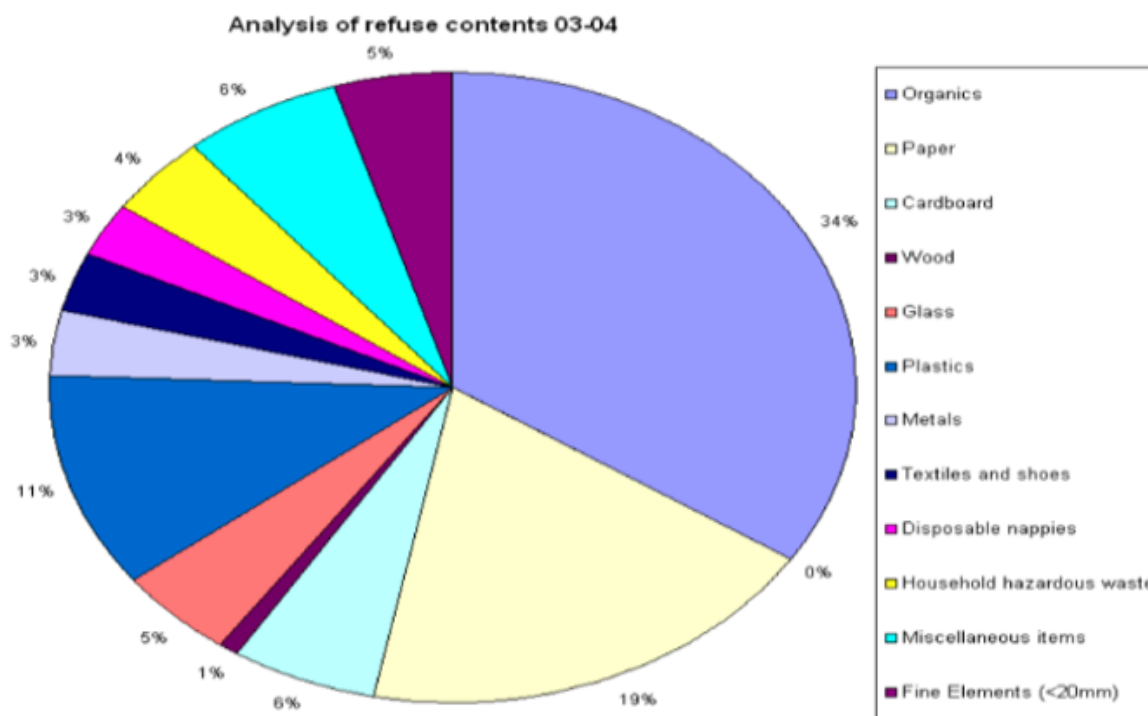


Chart 5: Waste composition from WPP 2010-2015

In 2010 a detailed waste composition analysis took place on a sample of waste from Bishop's Castle households for a specific, Defra funded zero waste pilot project; For this pilot, a sample of residual waste was collected on one day in February from 50 households. Though a relatively small sample size, the 50 households were chosen carefully to represent all ACORN demographic classifications and therefore the sample had statistical reliability. The results from that analysis are displayed in chart 6 below. It is noteworthy that the largest identified fraction (over 20%) from that sample, is

food waste, despite there being a food waste collection service offered as part of the garden waste collection system at that time.

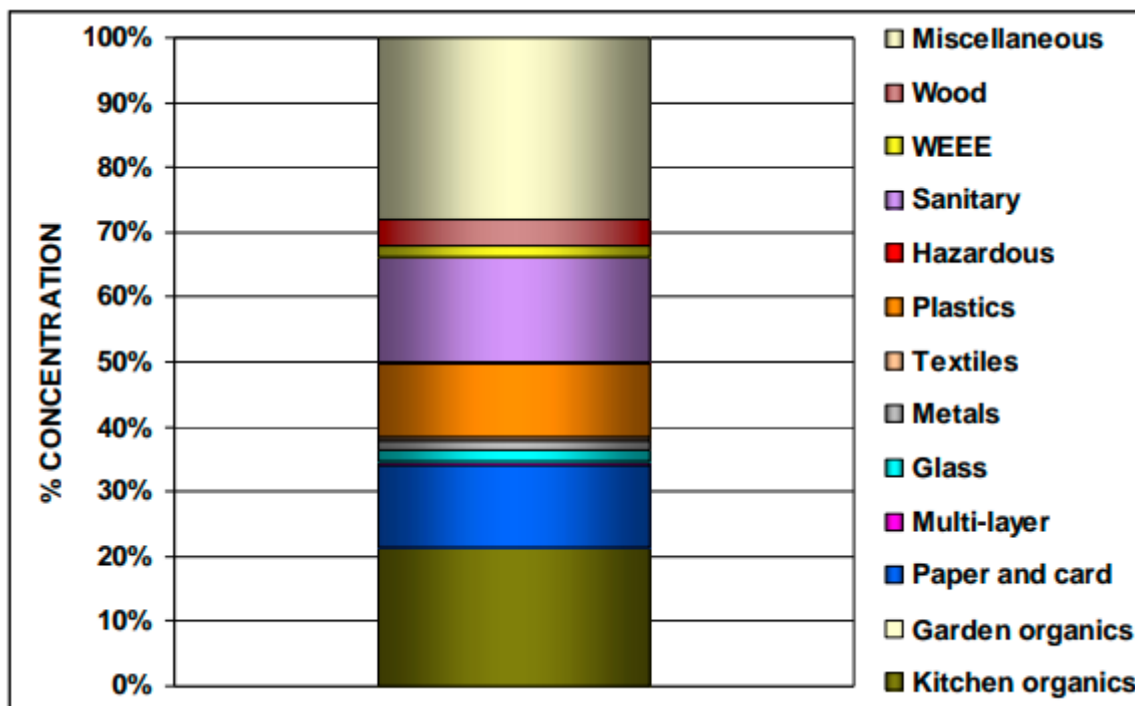


Chart 6: Residual waste composition analysis results from Bishop's Castle zero waste pilot.

Sometime shortly after 2010, Government issued local authorities with a moratorium on commissioning further waste analysis studies, consequently, there is a lack of local recent data to examine.

To compensate for the lack of local data, more recent waste composition data has been obtained from public sources including two from the government supported Waste and Resources Action Programme (WRAP). The first analysis, shown below in chart 7, details a national synthesised composition estimated by using a variety of data sources, this information was published in 2017. The data shows food waste as being the largest category at 18.1% closely followed by garden waste at 17.2%. It is interesting to note in this analysis the reduction in the paper fraction at 11% compared to 19% in Shropshire's 2003/04 study (Chart 5), this is likely due to the growth in digitally consumed media over paper alternatives.

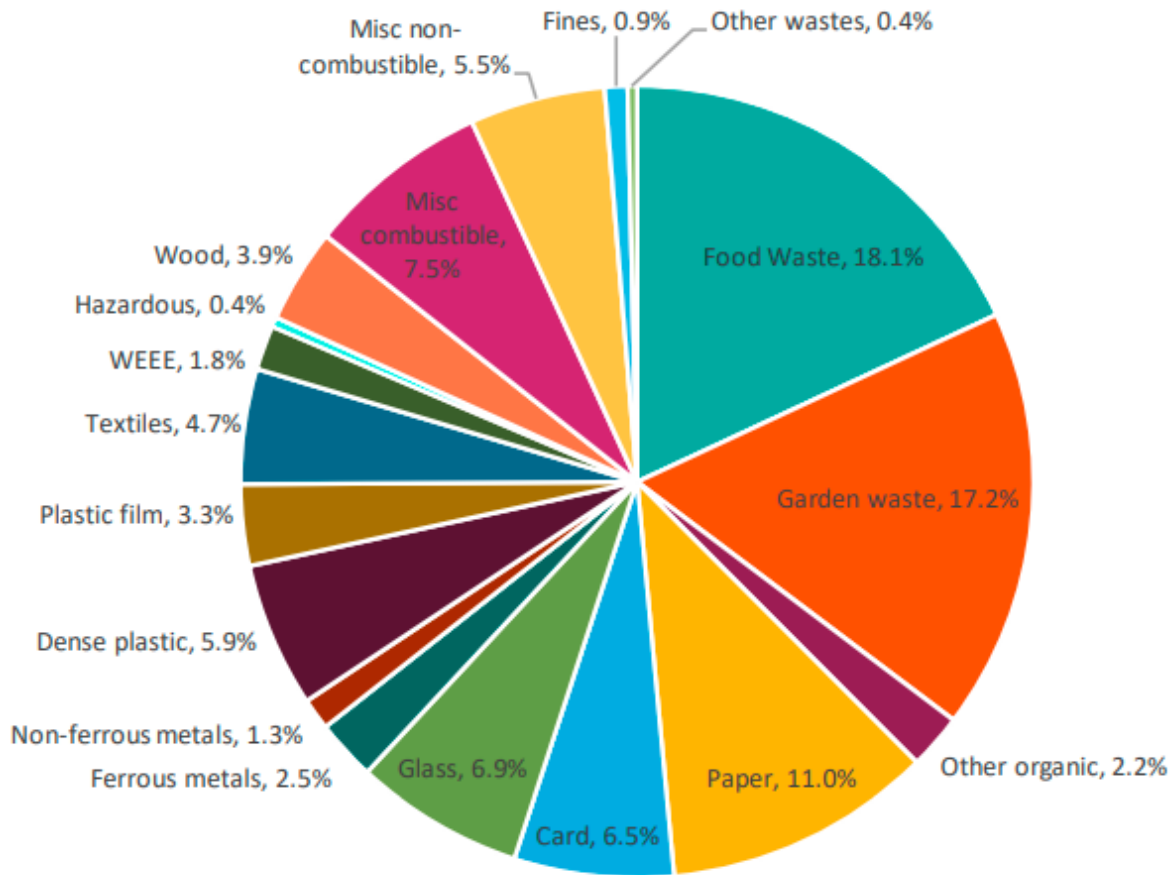


Chart 7: WRAP - national-household-waste-comparison-2017

Source: <https://www.wrap.ngo/sites/default/files/2021-10/WRAP-national-household-waste-comparison-2017.pdf>

A further and more recent waste composition study has been obtained from the website of WRAP Cymru. The analysis is of a large sample (410,000T) of residual waste and is since the peak of the Covid -19 pandemic era; these factors, and given the similarity of demographics between parts of Wales and Shropshire mean that the data from WRAP Cymru merits inclusion and consideration. The proportion of food waste, especially edible food waste is of note as it accounts for nearly 25% of the residual waste quantity.

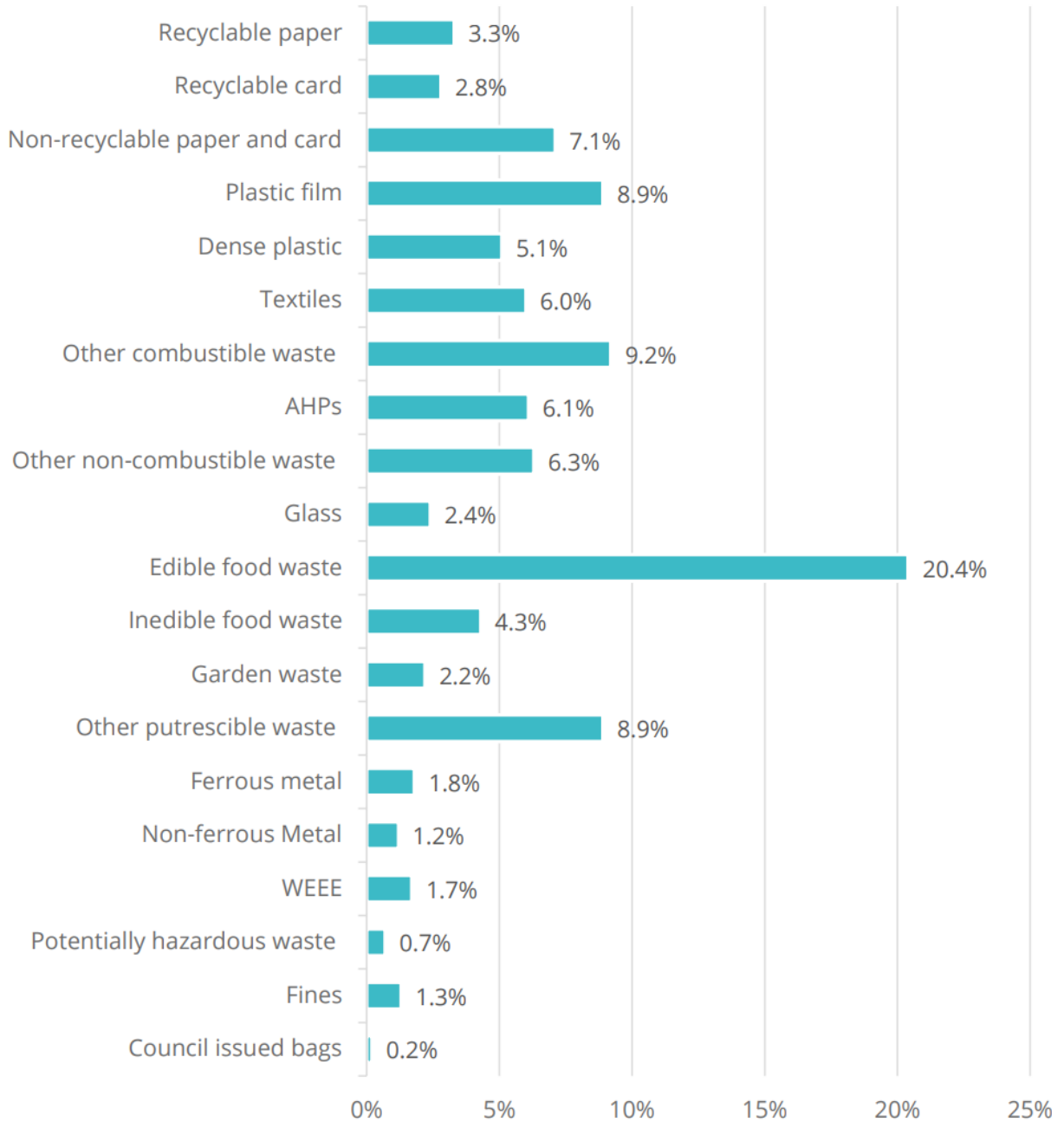


Chart 8: WRAP- kerbside collected residual waste in Wales in 2022 [410,000T sample size]
 Source: <https://wrapcymru.org.uk/sites/default/files/2023-07/WRAP-wales-msw-summary-report-english-20230720.pdf>

Periodically, an analysis of a small sample of residual household waste is undertaken on behalf of Shropshire Council’s waste management company Veolia. The latest of these took place in January 2024, when ten samples of approximately 50kg were extracted from selected vehicles on route to the Battlefield energy recovery facility (ERF), giving a total sample of 504.6kg. This sampling is to monitor waste inputs into the ERF to help calculate the calorific value of the waste to estimate the energy output and similar. In this sample, as in the others, the organics fraction (which likely includes food and garden waste) is the largest proportion at nearly 28%.

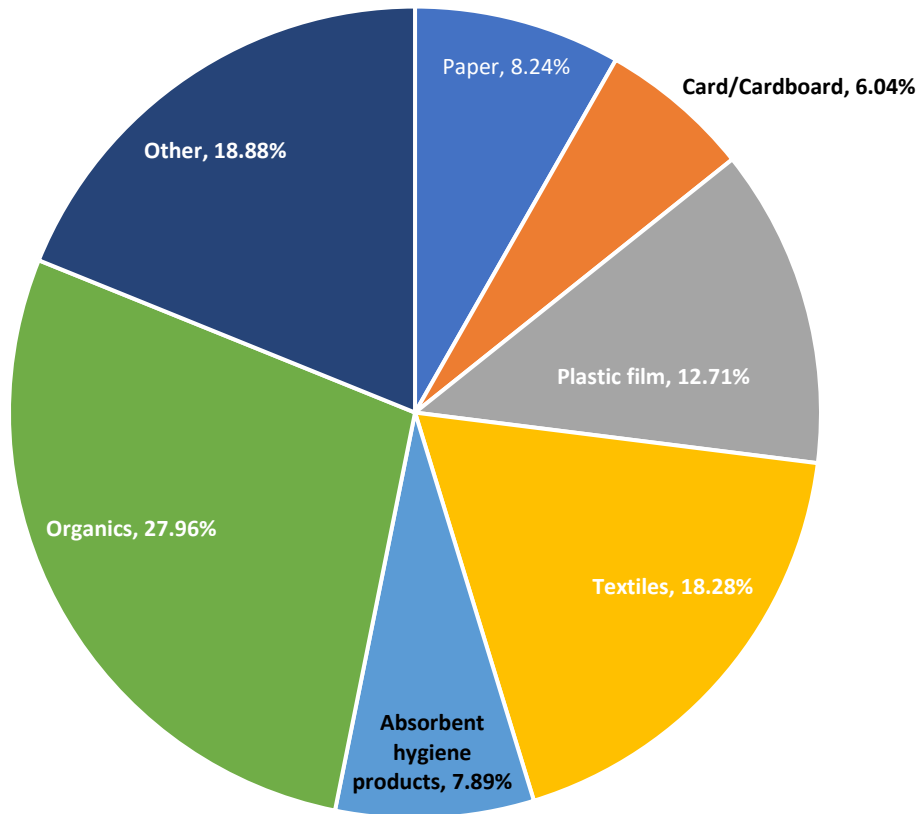


Chart 9: Shropshire household residual waste analysis of waste delivered to Battlefield ERF

The types and quantities of waste in Shropshire’s household’s bins will inevitably have changed since the last very detailed analysis in Shropshire. For comparison purposes and to give an indication of change over time, the data from the studies detailed above are tabulated side by side in table 1 below. The table helps inform conclusions and inform the priority waste streams upon which to focus waste prevention activities.

Study	Shropshire	Bishop's Castle	UK WRAP	Wales	Delivered to Battlefield
	refuse sample*	residual sample	all waste streams	residual sample	residual sample
Sample size	Not known	50 houses	estimated	410KT	0.5T
Year	03/04	2010	2017	2022	2024
Organics	34%	0	2.2%	8.9%	27.9%
Garden waste		0	17.2%	2.2%	
Food Waste		21.4%	18.1%	24.7%	
Paper	19%	6.3%	11%	6.8%	8.2%
Cardboard	6%	6.3%	6.5%	6.3%	6%
Wood	1%	4.1%	3.9%	0	0
Glass	5%	1.5%	6.9%	2.4%	0
Plastics	11%	11.3%	9.2%	14%	12.7%
Metal	3%	1.5%	3.8%	3%	0
Textiles & shoes	3%	0.5%	4.7%	6%	18.2%
Disposable nappies/sanitary (inc AHP**)	3%	16.3%	0	6.1%	7.8%
Household Hazardous Waste (inc WEEE)	4%	1.9%	2.2%	2.4%	0
Miscellaneous Items/Fines	11%	28%	14.3%	16.8%	18.8%

* Prior to implementation of significant recycling or garden waste collections

** AHP – Absorbent Hygiene Products, incontinence pads and similar

Table 1: Comparison of waste analysis data

[Note: some categories in the table above have been merged to facilitate comparison & some figures have been rounded]

At around a quarter to a third of total waste, it is clear that the organics fraction must be a priority waste stream to reduce in quantity in order to make any meaningful progress on improving Shropshire's performance. To reduce Shropshire's waste management costs, it will be necessary to reduce the residual waste stream. The 2022 data from Wales in which it is detailed that 20.4% of waste was edible food waste merits that this waste stream should be a high priority to address as part of tackling organic waste overall. Helping households to reduce their food waste will mitigate against the cost-of-living pressures many are facing and also reduce the carbon impact of food production.

From the very latest data from Shropshire, although from a very small sample size, Paper, is already reducing as a proportion of total waste, targeted campaigns may accelerate further reduction.

ACTION: 2. Address organic waste (garden and food wastes) to improve performance

2. A. Address the residual waste stream to reduce waste management costs

2. B. Address avoidable food waste to help households with cost-of-living pressures

7. Understanding why Shropshire has high waste arisings

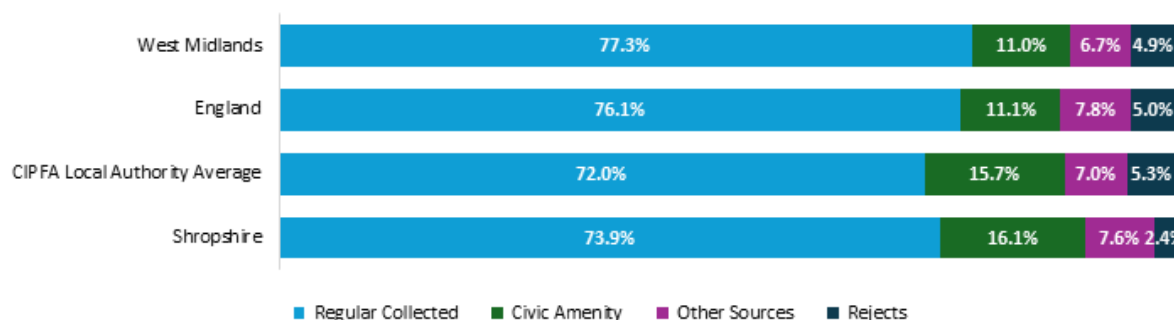


Chart 10: Shows waste proportions according to its source

In the chart above it details Shropshire's waste rejects at just 2.49% of the total waste, this is an indication that Shropshire households rarely contaminate their recycling collection. This is a positive position, it shows that the recycling system is simple to follow, that the messaging is understood well and that Shropshire residents are compliant. At 16.1% (c 25,302Tonnes) the proportion of waste collected at the Civic Amenity sites is higher than Shropshire's near neighbours, the West Midlands region and England as a whole. This may be due to there being low controls on the access to Shropshire's 5 Household Waste Recycling Centres (HWRCs/Civic Amenity sites/skip sites open to the public in Bridgnorth, Craven Arms, Oswestry, Shrewsbury, Whitchurch). For instance, with the exception of a permit scheme for large vans and large trailers, currently there is no booking system to access Shropshire's HWRC sites.

The council's waste services provider anecdotally advises that, reasonable quantities of commercial waste is deposited at the HWRC sites under the guise of it being domestic waste. Shropshire's workforce has a high % of the self-employed, 14.3% compared to 8.7% for the West Midlands or 9.3% for Great Britain overall. [source: ONS Annual Population Survey Jan to Dec 2023] This self-employed workforce is likely spread over a variety of sectors. Inevitably some sectors, for instance building trades will produce waste which can, due to the peripatetic nature of the work being carried out and the potentially small volume of waste being generated per job, mean it is easy to dispose of unlawfully at the HWRC sites intended for domestic waste only.

The council's waste services provider also anecdotally advises that waste 'tourism' occurs whereby waste, both from domestic and commercial sources from out of the county is deposited at Shropshire's HWRC sites due to there being relatively low controls in place for accessing Shropshire's HWRC infrastructure. The factors of Shropshire's high proportion of the self-employed and their challenge of accessing legitimate waste services plus a low barrier to access Shropshire's HWRC network are likely contributing to why Shropshire has a high % of total waste being deposited at HWRC sites and therefore merits considering enhanced restrictions to reduce the quantity.

Currently there is limited reuse of the waste deposited at Shropshire's HWRC network. There is some 'totting' that occurs, this is a system where an individual or organisation bids for the annual right to extract items such as bikes deposited at the HWRC sites in order to extract resale value

from them, this system is somewhat opaque in terms of the value of materials extracted and the reduction in waste that this achieves.

The council pays for the provision of the HWRC network that provides opportunity for households to dispose of their waste. The council then pays for the fraction of waste not recycled to then be disposed of, generally via the energy recovery facility. Clearly there is inherent value in the waste, though how much value is untested and unknown.

Added value could be generated from wasted items deposited at HWRCs by processing or remanufacturing suitable waste types, for instance, saleable items could be made from the timber that is being disposed of or broken items such as bikes could be repaired from component parts gleaned and pooled from bikes beyond repair. Such items could be sold from the HWRC sites or a dedicated repair, reuse and resale premise. Not only would such activity reduce the quantity of waste disposed of and prolong the usefulness of that resource, but the income also generated would help defray the costs associated with providing the HWRC infrastructure. Creating a reuse system built around the council's HWRC network would also generate learning, training and meaningful employment opportunities, particularly providing routes into employment for the disadvantaged, thereby adding social value.

ACTION: 3. Take action to reduce and extract maximum value from HWRC waste arisings

3. A. Introduce the agreed HWRC booking system and explore further access controls

3. B. Explore the opportunities and potential for repair, reuse and resale from HWRCs

3. C. Explore better options for the disposal of waste arising from small traders

8. Current waste policies and future policy development

Current policies to reduce waste

The council already has policies in place designed to reduce the quantity of household waste produced as detailed below.

Alternate week collections were introduced by former Shropshire district councils from the early 2000's and this is now the uniform level of service for over 99% of properties since around 2008/09.*

A no side waste and a closed bin lid policy is in place although is applied discretionally by some crews and there is some inconsistency across Shropshire.

Restriction and audit of additional bin capacity, to qualify for additional residual bin capacity requires an application from residents, qualifying criteria may be having more than 6 people permanently resident at the household or there being a specific medical need that generates additional waste. This arrangement requires an audit as there is some legacy provision where the criteria is no longer met.

A permit system for vans and trailers at the council's HWRC sites, this system limits users to on application for 12 permits per 12-month period. This policy is designed to limit the use of vans and trailers to the disposal of domestic waste only.

* Less than 1% of properties, principally flats above shops in some town centre locations where space and access is restricted still receive a weekly collection.

Future national policies in development for implementation

New requirements for waste are being introduced via the Environment Act 2021 (Part 3).

Consistent collections – now badged as ‘Simpler recycling’ following reforms in October 2023 will require all local authorities to collect a consistent range of materials from households. Government hopes this will play an important role in reducing confusion for householders, increasing recycling rates and improving material quality.

Weekly Food Waste collection - Separate (from residual waste) weekly food waste collections will be provided to every household with a target date for implementation of April 2026. This will require an additional new collection service funded by government. Shropshire Council is awaiting confirmation of the value of additional revenue support for this service.

Deposit Return Scheme – Proposed for commencement in October 2027, will add a refundable surcharge to the UK’s estimated 31 billion single use drinks containers across plastic, cans and glass which will be reimbursed if the item is returned for recycling. The aim is to increase upon the 70 to 75% capture rate for these items currently meaning higher levels of recycling and lower levels of litter. This will apply to containers between 150ml and 3 Litres and will likely remove materials from the council’s recycling system.

Extended Producer Responsibility – will mean that those organisations that place packaging materials on to the market will be required to fund the full cost of their recovery. Local authorities are expected to receive their fair share of funding from EPR levies according to the quantity of materials they collect; this will be a new revenue stream for local councils and help offset current waste management costs but will also likely remove materials from the council’s recycling system.

Charges for new single use items - The Environment Act creates new powers for all nations of the UK to introduce new charges for new single use items, such as has been adopted for single use plastic carrier bags on which there is now a 10p levy.

All of these new policy interventions will impact upon the existing waste collection systems by raising awareness, driving down confusion and increasing participation in the recycling services. Some materials are likely to be removed from the existing collection system, this will reduce the quantity of waste but also impact negatively by reducing the value achieved from materials that are collected for recycling.

Action 4. Review, align and introduce waste policies that compliment waste reduction

4. A. Keep existing policies under review to ensure they are aligned to reduce waste

4. B. Introduce new policies to reduce waste when opportunities arise

9. Scale of ambition and targets

Total waste quantities per household have fallen by 4.6% since 2013, although a positive direction of travel, this is below the national average which fell 10% over the corresponding period. Therefore, whilst Shropshire is reducing total waste it is doing so at a slower rate than the national average. Excluding the green/garden waste fraction, Shropshire's waste reduction compares more favourably at 9.2% compared to 10.3% nationally.

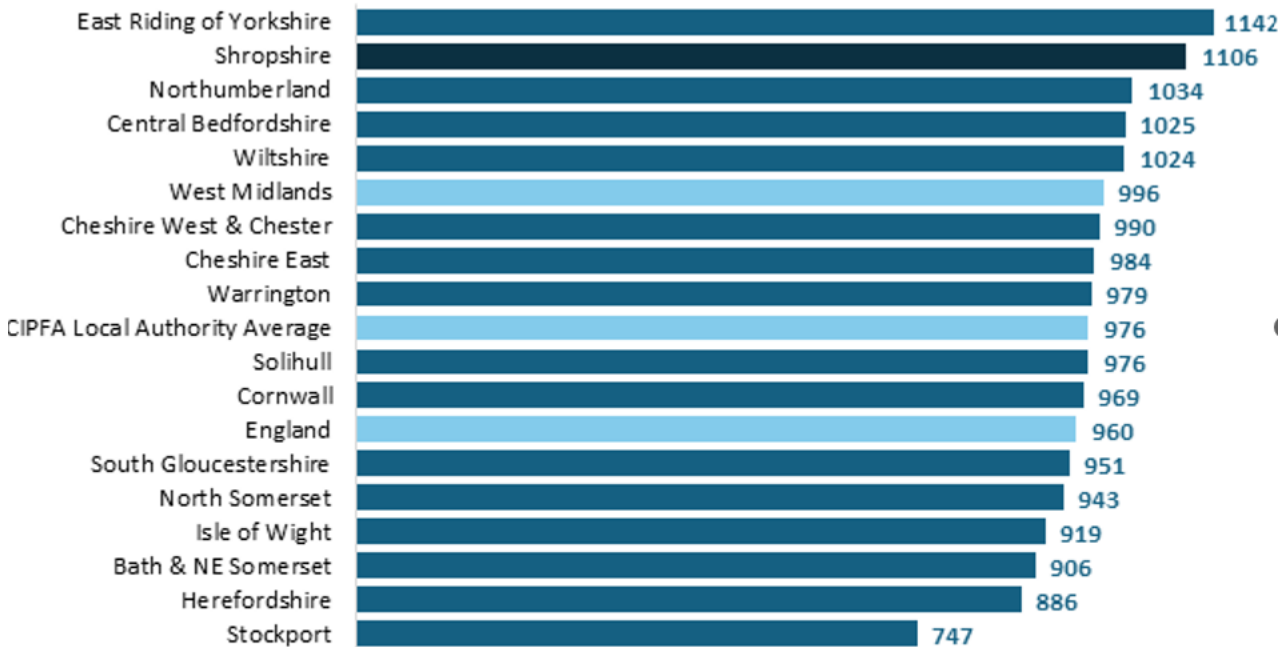


Chart 11: Total waste per household by CIPFA Local Authority 2022/23

As can be seen in chart 11, at 1,106Kg Shropshire ranks second to last in its CIPFA group and behind CIPFA, regional and national averages. However, Shropshire's residual waste at 502kg per household, compares well nationally and regionally and is closer to the CIPFA average (Chart 12).

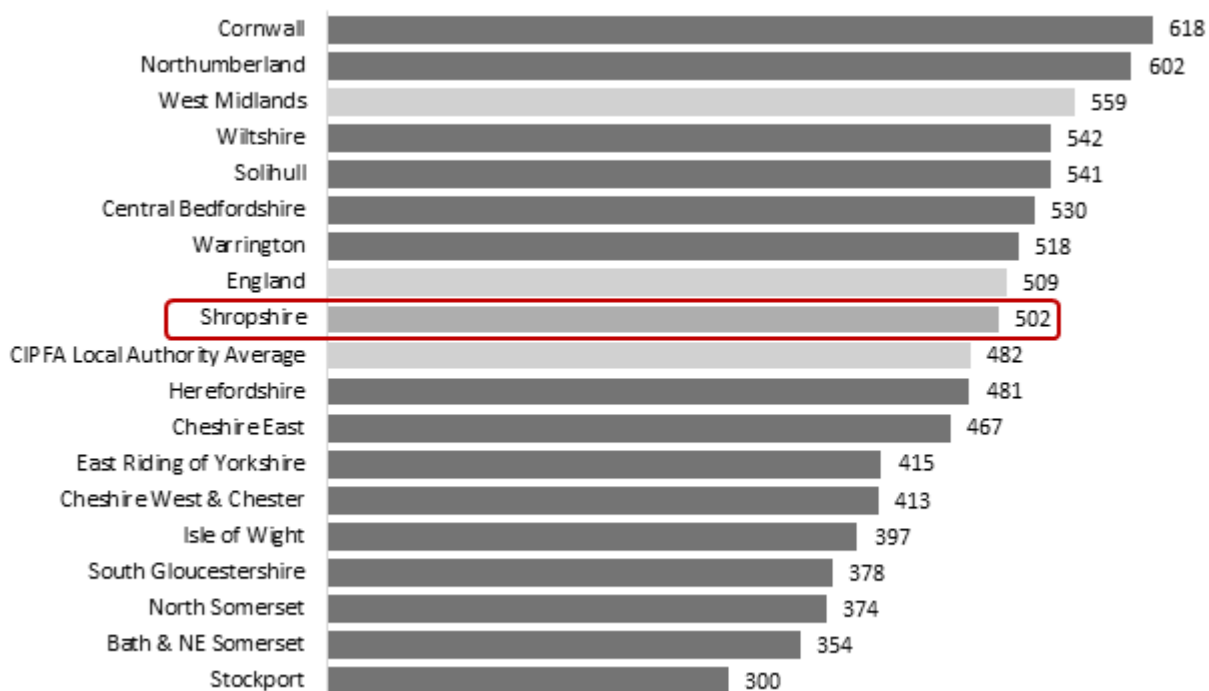


Chart 12: Residual Waste per Household by CIPFA Local Authority, 2022/23

Since 2012/13, Shropshire household's total waste quantity has fallen by 54kg per household from 1,160kg to 1,106kg, a reduction of approximately 4.6%. This historic trend helps inform what future targets should be aimed for with increased, targeted intervention and in what time scale. Within the [Shropshire Plan 2022-2025](#), the aspiration was to reduce waste volumes by 10% by 2025, although it is not explicit what year was used as the base line year. To achieve a 10% reduction (by 2025) compared to the base line year of 2012/13, requires a reduction of a further 5.4% or 62kg per household, this figure is therefore included as the target; this will mean households on average will produce 1,044kg tonnes of total waste (includes HWRC waste).

A significant performance milestone for Shropshire would be to achieve an outturn of below 1,000kg (1 Tonne) of total waste per household, down from the current 1,106kg. This would require a reduction of approximately 10.6%, this is considered stretching but potentially achievable supported by recent decisions to charge for garden waste and introduce a booking system for the HWRC network, the ambition is to achieve this reduction at pace by 2026. In subsequent years new national policy interventions (detailed in section 8 above) are anticipated to be enacted that will serve to increase the recycling and composting of waste and reduce the quantity of certain waste types and some single use plastic items.

With national interventions working to reduce waste quantities, an ambitious target of a 20% reduction of total waste on a per household basis compared to the base year of 2012/13 is proposed for 2030. To achieve that 2030 target requires a reduction of a further 15.4% compared to the current outturn of 1,106kg (2022/23) and would therefore mean Shropshire households would produce 928kg of total waste per household, a total reduction of 232kg per household compared to the 2012/13 base year. If all other authorities within Shropshire's CIPFA group continued at their same level of performance, 928Kg would position Shropshire within the top 5 of its CIPFA group and above the CIPFA, regional and national average performance.

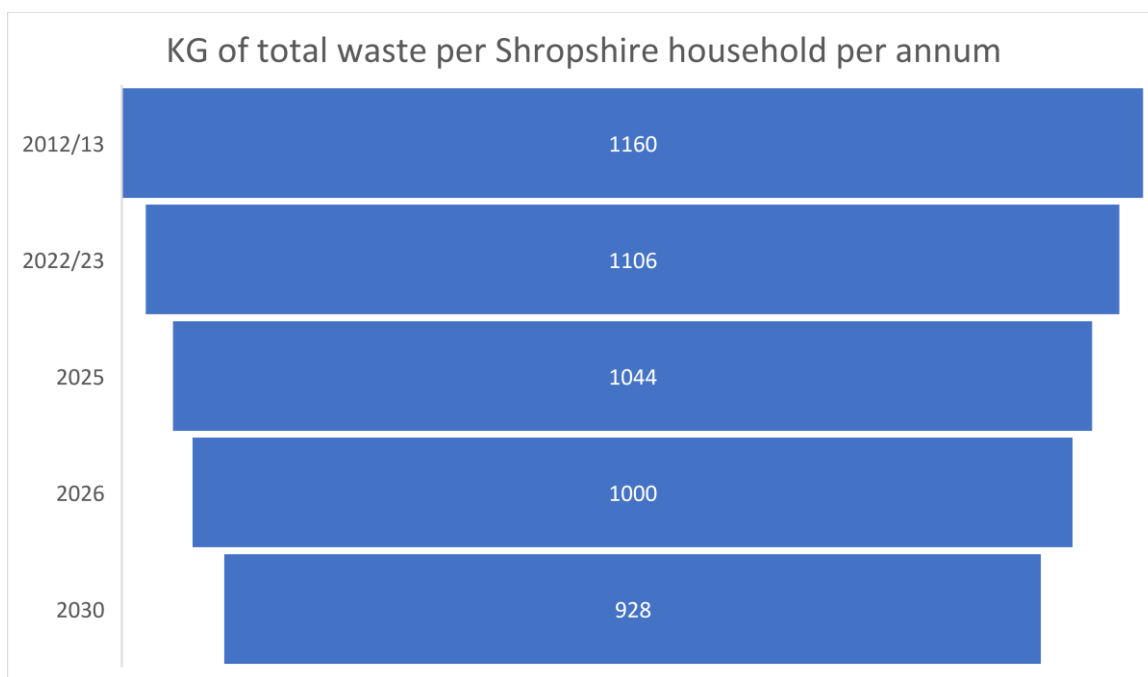


Chart 13: Total waste quantity in KG per household in target years compared to 2012/13 baseline

Based upon 149,940 households, a reduction of 178Kg (1,106-928Kg) per household would result in 26,689Tonnes less waste to be managed from Shropshire households. A large proportion of this reduction would come from the fraction of waste that is composted, some of the reduction would come from the recycling stream and the remainder would be reduced from the residual waste stream. Assuming that 25% of the overall reduction was from the residual waste stream would mean 6,672 Tonnes less waste being treated at Battlefield energy recovery facility annually.

Shropshire, through its waste PFI contract pays a contract gate fee for waste treated at the Battlefield energy recovery facility and benefits from royalty payments when capacity at the plant is sold to third parties. Treating 6,672 Tonnes less waste and potentially selling all of that relinquished capacity would generate a combined saving and income in the region of £1M to be invested in delivering essential council services. It is acknowledged that savings from waste prevention will be obscured by the rising cost of providing waste services due to indexation of the waste contract cost and also due to housing growth set out in the draft Local Plan 2016-2038. Currently under examination, the plan proposes a further 30,800 homes by 2038. Waste arising from new homes proposed will in time fill the energy recovery facility, diminishing capacity to sell to third parties.

10. The tools to achieve further waste prevention

The tools with which Shropshire Council can influence the quantity of waste produced by households is somewhat limited and broadly fall within the categories detailed below.

Charge for waste collection - There is considerable scope in this area, at present charges are only levied for the collection of bulky household waste items and second garden waste bins. During 2024 the council consulted on introducing a charge of £52 for the collection of garden waste, subsequent to comments received, a charge of £56 will be introduced in October 2024 for the collection of each garden waste bin. The £3 increase from £52 to £56 will be used to support keeping HWRC sites open. Shropshire Council had resisted taking this approach for many years whereas most council's now charge for this service. The introduction of a charge will also likely encourage home composting and less intensive garden maintenance regimes which will reduce waste.

Reduce waste capacity by reducing bin sizes – The standard sized wheelie bin issued to households is 240 Litres, many councils across the UK now issue 180 Litre bins, with these providing less capacity such bins do concentrate household behaviour to further sort out waste streams as efficiently as possible. It would be cost prohibitive to change existing bins, however this could be introduced as a policy for new build properties.

Enforcement of existing policies – Policies for closed bin lids and no side waste already exist, these serve to restrict the capacity for households. The rigour with which these policies are applied does depend upon the collection crew and collection depot area, hence consistent enforcement may yield changed behaviours.

HWRC booking system – As mentioned in section 7 above, introducing the agreed booking system to access the HWRCs will serve to reduce the proportion of commercial waste being deposited under the guise of domestic waste at Shropshire's HWRC network and will prevent waste tourism.

Avoidance/prevention – In recent years refill shops have become an increasing feature. Even existing shops have relaxed controls to enable households to bring their own containers for refilling to avoid packaging. Many hospitality outlets now allow non purchasing customers into premises to refill water bottles helping to reduce the quantity of single use plastic bottles. Repair cafés now

operate in most of Shropshire's towns at which people can have items fixed at limited cost or for just a small donation to prolong the life of items. Love food hate waste is a major part of the council's campaigns to reduce waste and previously reusable nappies have been promoted.

Diversion - Whilst diversion of waste does not prevent it, such activity can divert waste from council's collection system whereby the costs of dealing with that waste do not fall on council taxpayers. For example, donating usable items to charity shops or composting at home.

Cultural and behavioural change – Beyond policy change, in order to achieve the challenging aims set out in this waste prevention strategy will require significant cultural and behavioural change. The scale and nature of the challenge requires lots of individuals adopting new behaviours that are feasible for them, rather than a few individuals making large scale changes. Everyone in Shropshire has a part to play and can do their bit, which in itself provides an opportunity. In many respects external factors and environmental conditions have aligned to create the place and time opportunity to facilitate the required changes.

Reduce waste capacity by further reducing collection frequency – This has been an approach for some councils, especially in Wales where such policies have contributed to driving up recycling performance well in excess of that achieved in England. Simpler Recycling policies serve to set the minimum frequency at fortnightly for residual waste in England, hence such a policy is not feasible in Shropshire currently.

11. Cultural and behavioural change

In addition to policy change, cultural and behavioural change is required to make impactful progress on reducing Shropshire's waste. At present activities such as considered purchasing and restraint, repair and reuse are behaviours somewhat confined mainly to the financially hard pressed or more committed environmentalists within Shropshire's community. A cultural mindset shift is required to transition positive waste reduction behaviours from the niche to the mainstream so that these patterns of behaviour become the accepted norm.

Clear signs within wider society suggest that environmental and climate messaging is raising awareness and to a degree changing behaviours. Hence it is likely that Shropshire's population will be receptive to future waste reduction messaging to a larger extent than it has previously. TV shows such as The Repair Shop, community action around single use plastic and increasing concern around fast fashion mean that the environment and time is right to make concerted effort to leverage onto what is happening within society at a national level by utilising local waste reduction messaging.

The challenge for the council is how to enable and facilitate the desired cultural and behavioural change at pace in an era in which the council's resources are constrained. The first step is to review the council's mode of delivering waste reduction to identify ways of delivering this programme of work in smarter ways aligned to the adopted strategic approach. The council also needs to better utilise the resources that its waste services contractor (Veolia) provides and structurally align these so that waste reduction is delivered in a coherent way to maximise the outputs and outcomes.

In addition to what the council and Veolia will do with a refreshed waste reduction programme, it is evident that Shropshire's community sector is already engaged in the waste reduction space via

food redistribution, repair café's, furniture reuse and similar. There appears to be an appetite within Shropshire's community sector to engage more deeply and broadly with waste reduction, evidenced by the attendance at a recent 'Accelerating Change' climate event held in Shrewsbury.

The council needs to foster current community sector engagement by developing meaningful relationships and extend these where possible with new groups, new sectors or new waste streams. Working with and alongside the right community partners will accelerate the integration of waste reduction messaging, activities and initiatives into existing spaces where established audiences and followership already exist. Supporting the community sector and other partners to enable them to influence others will reach audiences that the council finds it difficult to engage with directly.

From at least the early 2000's there has been a community sector recycling and reuse forum within Shropshire, in previous iterations this has been the Shropshire Community Recycling Network (SCRN) and then Shropshire Community Recycling Ltd (SCRL). Member organisations received recycling and reuse credits from the council based around the quantity of waste avoided or diverted from requiring treatment. This core funding enabled member organisations to operate from a sustainable foundation with a transparent system in place to access funding based on performance. In addition to credit monies from the council, the umbrella organisation was able to bid for grant monies which it would redistribute to members for specific initiatives.

As the council's finances became more constrained it ceased paying recycling/reuse credits to the community sector around the early 2010's. Those community sector organisations that have remained active in the area of waste management have done so in the absence of that direct funding. As the council's finances have become further constrained it now requires community sector support to a greater extent than ever. There is a disconnect between the rhythm of when the council has the funds to provide the community sector with support and then when in turn it requires support from the community sector to deliver upon shared aims. In more recent years Veolia has supported the community sector and micro-organisations with its Envirogrant scheme.

There is a vibrant community sector across Shropshire and most sizeable towns have groups active in the space of the environment and or climate care and there is a desire and in some cases capacity to do more. The council should embrace this enthusiasm and utilise the credible voice the community sector has to help deliver the necessary cultural and behavioural change around waste reduction. This refresh of the waste prevention strategy provides an opportunity to explore options for new structured finance based on the contribution made toward the council's aim to reduce waste quantities, this can happen within an invest to save framework.

ACTION 5: Develop opportunities for community delivery

5. A. Engage with the community sector in a meaningful way and re-establish a community recycling and reuse forum within Shropshire

5. B. Map out where the community sector groups are, their focus and key contacts

5. C. Explore options for how such a forum can be supported generally and financially

12. Smarter use of existing resources

A new ethos for the waste management unit

Consistently for almost a decade, the council's recycling performance has exceeded 50%, it would therefore seem appropriate to reflect this fact within the name of the unit. Rebranding the waste management unit, job titles and roles to reflect a new focus on resources or a similar descriptor would serve to better reflect what is being achieved and would show future intent and ambition. The recent sharing of management responsibility across the waste management unit and the climate change team provides opportunity for a rebrand and refresh, further scope exists to explore new combinations of service areas and roles pending the council's restructuring program.

The waste management unit, or its successor if rebranded, needs to make best use locally of national campaigns like Love Food Hate Waste, Food Waste Action Week and Recycle Now Week. Such campaigns were initially developed by WRAP and or Defra who continue to support their delivery by developing new communications materials, procuring media coverage at a national level and recruiting media personalities as ambassadors to be the face of the campaigns. By supporting these campaigns, Shropshire benefits from the use of the resources that have been developed and tested and the national coverage serves to amplify local messaging within Shropshire.

ACTION 6: Consult with the waste management unit and seek views and approval for a new name that better reflects the aims of the department

Delivering communications and better awareness through collaboration with partners



Just one example of good partnership working is with the members of The Shropshire Good Food Partnership which works across Shropshire's food sector to promote food that is good for people, place and the planet and was established with financial support from the council and others. The work of the partnership covers a spectrum of food related themes with one subgroup dedicated to food waste prevention across the food system including post-consumer avoidable food waste.

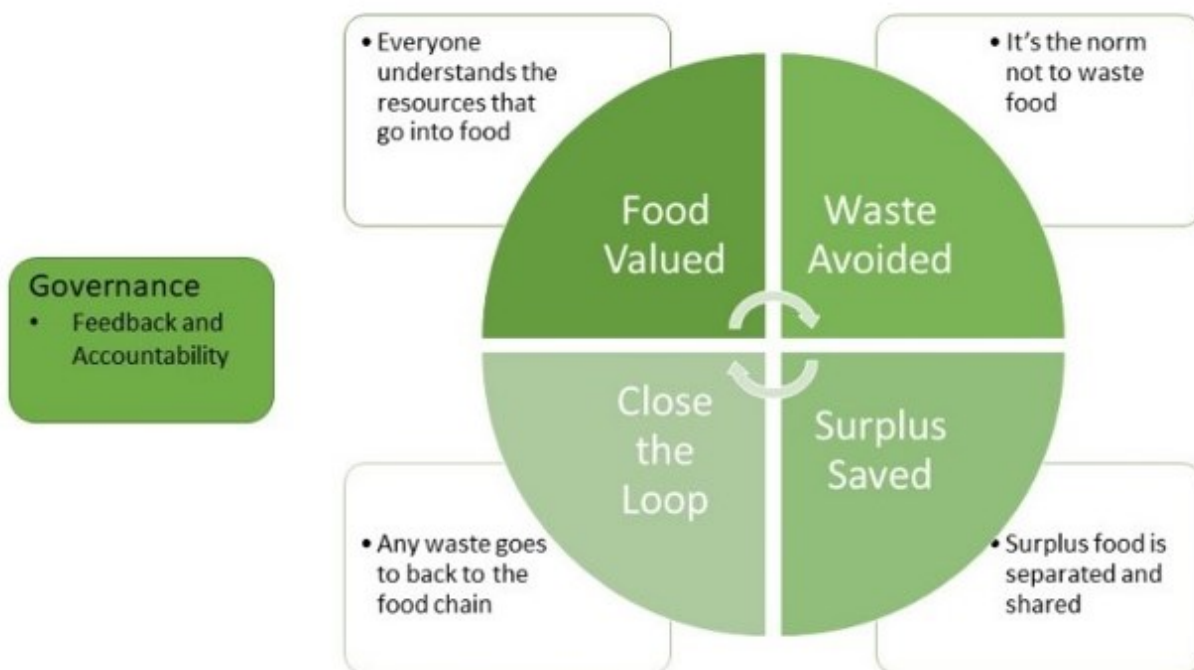
Members of the subgroup (including the council and Veolia) have created a strategy for delivering on objectives driven by the fact that reducing food waste brings environmental, economic and societal benefits including:

- Families can save £720 a year by avoiding food waste.
- For every Tonne of food waste avoided, Shropshire Council can make savings to help fund other essential services:
- Reducing food waste reduces climate change gases that otherwise occur throughout the food system from production to eventual disposal and also reduces pressure on the amount of land needed for agriculture.

Food waste is a behaviour change issue that requires the creation of a new food culture

Based on the experience of members and behaviour change research, the partnership has adopted the following vision and model of the key intervention points for reducing food waste.

“Our vision is that food is valued and not wasted in Shropshire and Telford”



Reducing food waste requires complex behaviour change which will be achieved through:

- **valuing food.** Reversing the trend in which it has become considered OK and normal to throw away food.
- **understanding how to avoid food waste,** including buying habits, storage and cooking know-how
- **sharing surplus** when too much food has been bought or grown.
- **getting any waste food back into the food chain by composting it,** increasing composting at home and at community level.

The community sector has a vital role in achieving this change as it has a powerful, credible voice and skill set which can complement the work of the council, enabling engagement to bypass discussions about other areas of the council’s wider work.

Proposed food waste prevention strategy

- 1. A central hub which shares information about waste prevention community projects.**
- 2. Reconnecting people with the value of food.**
- 3. Reduce food waste at home by scaling up the ‘Taste With No Waste’ campaign.**
- 4. Saving surplus food by sustaining and expanding the community food redistribution network.**
- 5. Increase composting of food waste at home and at community level linked to growing projects.**

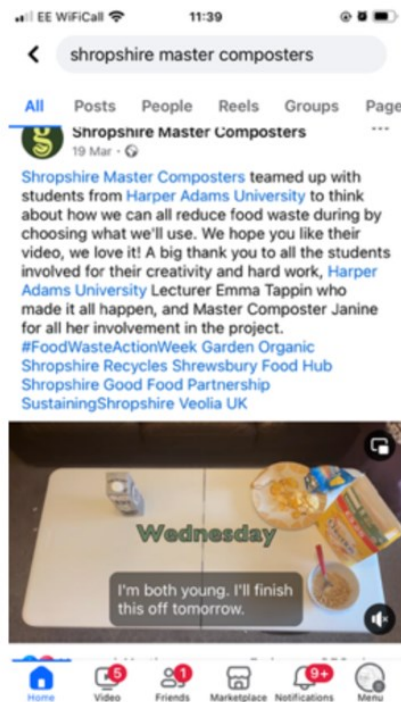
Collaboration on campaigns

National food waste action week took place in March 2024, the theme this year was ‘Choose what you’ll use’, the campaign is led by the Waste and Resources Action Programme (WRAP). This year there was significant collaboration with stakeholder partners including, Shrewsbury Food Hub, Shropshire Master Composters, Shropshire Good Food Partnership, Harper Adams University and Veolia. This alliance has formed around preventing the waste of edible food and during the week of action significant sharing and re-posting of social media content took place to extend the audience that would receive messaging. By taking this approach over 16,000 unique social media followers were reached.

Post campaign monitoring identified that the Shrewsbury Food Hub has nearly double the number of social media followers than Shropshire Recycles (the council’s channel) and serves to evidence the benefit of collaboration. Monitoring the campaign has identified the following key points.

- Collaboration increases reach, together the alliance had 16,300 followers
- “Unofficial” posts had more reach and interaction than the official campaign materials from WRAP and followers responded more to people and story-based content than animations.
- The third sector organisations had more reach and interaction than official/corporate channels.

Over the page are recent popular posts from Food Waste Action Week.



ACTION 7: Review and refresh the existing communication and awareness approach and seek enhanced collaboration with suitable partners

7. A. Test new communications and engagement messaging with appropriate stakeholders

A review and refresh of Veolia's engagement and communication role

Since commencement of the waste PFI contract Veolia has been obliged via the mechanism of the contract to undertake action to communicate and facilitate recycling and waste prevention. To achieve this Veolia employs an Area Communications Manager (who works across a number of regional Veolia contracts) and a PR Communications Officer (0.8FTE) principally dedicated to delivering messaging to schools within Shropshire. These posts combined contribute resource of approximately 1.3 FTE and part of the output from this team is producing the twice-yearly collection calendar leaflets delivered to every household and general communications.

Veolia financially support Shropshire's Master Composter programme, funding the role of Shropshire's co-ordinator and training and travel expenses for the master composter volunteers. Given that this strategy has identified organic waste (garden and food) as key material streams to reduce it seems appropriate to continue with the master composter program.

Further key strands to Veolia's engagement and communications approach includes its programme of school talks, attendance at 'Crucial Crew' events for schools and talks to community groups such as the WI and Rotary and hosting visits to the energy recovery facility at Battlefield. Veolia has also provided grant funding in the region of £15k in the last number of years for its Envirogrant scheme which provides a challenge fund for small organisations and charities within Shropshire to bid for.

Whilst the programme of work aimed at school children helps get messaging back to parents and will likely reap benefits long term, the scale of change required between now and 2030 to assist

deliver on the target of this strategy and for the council's financial survivability calls for a more urgent and focussed approach with a greater focus on waste prevention.

ACTION 8: In partnership with Veolia, review its education, communication and outreach (ECO) approach to give greater focus to waste prevention aimed at achieving quick results

More broadly across the waste management unit's communications approach the unit will.

1. Use existing social media channels and newer platforms to reach new audiences as well as static displays and digital media such as the waste e-zine to subscribers.
2. Network, link and signpost public and the community sector where possible.
3. Keep up to date with national communication trends, new initiatives and research.
4. Focus on all Shropshire households making small changes rather than a few households doing lots.
5. Improve the content and offer of the web page, utilise the list of email subscribers following the purple lidded bin roll out to engage the audience in waste prevention.

13. Action on the ground with new initiatives

To make timely progress towards achieving waste prevention will require visible and tangible actions delivered within a short time frame. Initiatives such as.

- New sites at which community composting occurs
- An increase in the number of repair cafes in Shropshire
- New initiatives such as 'libraries of things' and enabling the sharing economy
- Community reuse for a broader range of material such as paint and timber
- Resale of items from those deposited at the council's HWRC network
- Increased visible activity on food waste prevention such as community fridges and storing/cooking demonstrations
- The establishment of a reuse and repair forum within Shropshire encompassing new areas such as fast fashion
- Charging for garden waste collections
- HWRC booking system and further restrictions
- Pledging to become a 'Single use plastic free' organisation and similar to show leadership

These initiatives do not need to occur all at once and the majority cannot be delivered by the council alone and require community, stakeholder and partner approaches to implement. However, without some of the above being delivered it is difficult to foresee considerable progress being made to reduce the quantity of waste in Shropshire.

ACTION 9: Deliver visible initiatives to reduce waste, save costs and raise awareness

9. A. Obtain buy in from key senior staff and elected members to enable the necessary change

9. B. Obtain buy in from key community/partner stakeholders

14. A case for dedicated staff and budget resource

The Waste Management Unit client team comprises a small (advised by Defra, for the size of county and scale of contract) compliment of 3.9 full time equivalent staff members (the smallest the client team has been since commencement of the waste PFI contract). Due to budget constraint within the council, financial resource to fund dedicated waste prevention campaigns and staff to deliver such is restricted, whereas previously a role was dedicated to this function. Complimenting the council's client team, the council's waste contractor Veolia employs approximately 1.3 FTE staff in the area of communications and engagement as detailed in the previous section.

Given the council's financial challenge, the point in time of the waste PFI contract term and broader environmental concern within society, it is timely to review the waste client team and Veolia's engagement and communications approach. There is a need to utilise existing resources as effectively as possible, potentially making structural change within the framework of the waste PFI contract to focus resources. Where possible it makes sense to leverage support from the not for profit, community and voluntary sector, seek opportunities for collaborative alliances and partnership working and explore external grant, research and sponsorship funding opportunities.

Implemented and delivered correctly waste prevention has the potential to realise significant savings for the council through avoided waste treatment costs and also significant income from the sale to third parties of the relinquished capacity at the energy recovery facility. The combination of saving and income could feasibly in the region of £1M. Given how waste prevention can assist families with the cost-of-living challenge, (particularly around preventing avoidable food waste) and how waste prevention would contribute towards the council's healthy environment pillar within the Shropshire plan; Due consideration should be given to having a dedicated staff resource to deliver the interventions, actions and approach of this waste prevention strategy in a timely way to achieve the desired results.

Whilst some progress to reduce waste can be achieved by policy changes alone, such as charging or booking systems, It is difficult to foresee how considerable waste reduction can be achieved without an officer with an appropriate budget to drive forward with implementing the necessary initiatives and actions to enable the desired change.

Unlike messaging to promote recycling, where the message benefits from being tailored to how recycling services are provided, waste prevention messaging can utilise a common approach and therefore has the potential to be delivered across council boundaries. Scope potentially exists for waste prevention to be delivered in a collaborative partnership approach, for instance with neighbouring authorities or in conjunction with the councils of the Marches Forward Partnership in order to share resourcing costs. Cross boundary working may also enable access to different grant funding opportunities and following receipt of initial catalyst funding, it may be possible for any post holder to seek funding to help sustain the position.

ACTION 10: Explore the case and seek approval for appointing a staff resource dedicated to waste prevention within the spend to save transformation framework

15. Principles guiding delivery of the strategy

Key principles will guide the delivery of this strategy. The focus is to reduce waste to save the council's waste management costs and assist fund other essential services, but other primary aims include helping Shropshire residents with the cost-of-living challenge, protecting precious and finite resources and aligning with the council's Shropshire Plan and climate objectives. It is noted that waste prevention will not only enhance Shropshire's environmental performance but also has potential to enhance Shropshire's economy by creating training and employment opportunities within the repair and reuse sectors. Guiding principles include.

1: Review our current approach to waste minimisation and make the necessary amendments so that our new approach makes the best possible use of available resources.

2: Make appropriate structural changes where necessary and possible to ensure existing resources such as staff, budgets, communications and performance measures are aligned to achieve waste minimisation.

3: Raise awareness across Shropshire residents of waste prevention as a demand management approach to reduce costs borne by Shropshire households for the management of waste whilst improving climate and environmental performance.

4: Provide information, tools, know how, support and guidance to residents and community settings and partners on how they can reduce their waste and contribute to the council's aim.

5: Share and be receptive to good and best practice, sharing information with relevant staff, partners and stakeholders.

6: incentivise and enable action within the council and more widely across Shropshire's community.

7: Monitor and measure performance, to recognise and reward success, monitoring against the 2013 baseline to track progress made, recognise those individuals, partners and organisations that contribute to achieving the desired results.

16. Case studies

The author of this strategy has been active in the resource and waste management sector in Shropshire for numerous years and through the course of his work has established numerous contacts within Shropshire's community sector, a number of partners involved have kindly contributed case studies to illustrate some of the positive work taking place within the county and to showcase the positive initiatives already taking place in Shropshire and to inspire others, a selection of case studies follows below.

The Street Allotment Project (Shrewsbury)



Photo credit: Street Allotment Project

From its beginnings as one tiny plot in Shrewsbury, the Street Allotment Project has used social media and the grapevine to send out requests to the community for its gardening needs. In the course of just a few years, through the kindness of the community we've been able to reuse and repurpose numerous gardening and related items. Not only has this saved the project a huge amount of money it has also prevented lots of stuff from going to the tip.

A big part of our recycling is in the composting we do, not only of what we generate from our street allotment sites but also from community minded donors who want to assist or haven't the space to compost for themselves. The compost we have made has improved our plants and yields significantly, is healthier than shop-bought compost, and of course, free. We're always happy to help people get their compost into good shape.

The main purpose of our project is, of course, to grow great, fresh food without chemical inputs, right on people's doorsteps to enjoy for free. We also aim to inspire people to grow their own as this avoids food packaging and helps to reduce food waste.

We'd love to welcome more growers to our plots around Shrewsbury or assist you start your own project, for more information visit <https://www.streetallotmentproject.org/home> or our Facebook and Instagram pages.

Repair Cafes (Across Shropshire)



Photo Credit: Ludlow Repair cafe

Ludlow Repair Café Co-ordinator – Diane Lyle

My move to Shropshire brought me a huge range of volunteering opportunities and Ludlow positively welcomed my involvement in a variety of activities from the arts to U3A to climate-related groups. The climate-related groups were well established with experts on sustainable transport, sustainable energy, sustainable food but there was a niche for something far less 'sexy' but equally as meaningful – repair versus buying new.

I looked at what other towns and cities were doing and found the Repair Café network; I also discovered such things as toy libraries and various 'swap' or 'share' ideas. I visited the Shrewsbury Repair Café and received a lot of support from the organisers there and tentatively explored how to set one up in Ludlow. I also visited the Shrewsbury Toy Library, again receiving useful help and advice.

There was nothing like this happening in Ludlow, however, during 2016, I floated the idea of a Repair Café with friends and acquaintances, receiving enough positive support to organise a pilot event which generated six repairers and enough customers to encourage us all to stage a second event. From then on Ludlow's repair café has grown in terms of repairers, areas of repair expertise and customers.

We regularly receive general domestic items for repair such as vacuum cleaners, toasters, lamps, hedge trimmers, lawn mowers, humidifiers, food mixers and so on. In addition, and what keeps it interesting and challenging for our team of repairers, we have received such items as a 3ft Dalek, a gemstone polishing machine, a statuette of Red Rum with broken legs, a cement garden dragon, and an Edwardian parasol, each repair event presents us with something new.

Our most recent recruit is a sewing specialist which will broaden the range of items we can repair to help people wishing to move away from disposable fast fashion. An admin team supports our repairers with fielding paperwork and front-of-house duties to ensure a smooth flow of items, during lockdown we set up our 'Repair At-Home' service which continues to operate between the regular quarterly face to face events.

Looking to the future; I would like to try and establish a Toy Library – which may, perhaps, expand into a 'Library of Things' and swap shop events for clothes and other items. Whatever happens, the Repair Café is now firmly established and during this, our seventh year, I will be providing an annual calculation of waste, CO₂ and financial savings. <https://www.facebook.com/ludlowrepaircafe/>

Shropshire Master Composters (Across Shropshire)



The Shropshire Master Composters volunteer programme was established in 2006 with funding from Shropshire Council via its waste contractor Veolia to promote home composting across Shropshire. In 2019, a dedicated project coordinator was appointed by Garden Organic to oversee and develop the programme, and there is now an active team of over 50 volunteers, who encourage composting in their local communities by attending events as diverse as music festivals, school assemblies, farmers markets, flower shows, green days, repair cafes, village fetes and food festivals. The volunteers have access to resource kits housed across the county, including gazebos, promotional display items such as banners and leaflets, interactive games, wormeries and microscopes.



The Master Composters have a strong online presence, with an active Facebook page providing regular composting, food waste reduction, recycling and gardening tips, along with promoting their attendance at events. We have reached over 5000 views with various posts.

In addition to delivering in-person composting talks to interest groups, there are also regular public webinars covering topics such as an Introduction to Composting, Choosing your Compost Bin, Managing Food Waste and Wormeries.

Our Online Composting course, an interactive course with video and written content, is available to all Shropshire residents, and has been accessed by nearly 300 people.

Our Master Composters volunteers come from all over the county and are well connected within their communities. Many are members of other environmental groups or projects and use their network to reach a wider audience. We have volunteers who manage community gardens, work in care settings, support growing and composting in schools and who organise talks and events across Shropshire. Over the past year we have grown area hubs of volunteers who work together in

specific locations and who have access to local composting promotion resources to minimise their need to travel.



Photo credit: Shropshire Master Composters/OsNosh

We work in partnership with organisations, groups and projects such as Shropshire Good Food Partnership, OsNosh, LovelyLand, Street Allotment, Bridgnorth Community Gardeners, WACA (Wem Area Climate Action), Shropshire Wildlife Trust, Shropshire Organic Gardeners, and many more.

The Shrewsbury Furniture Scheme/Home Essentials – Shrewsbury



Photo credit: Shrewsbury Furniture Scheme

The Shrewsbury Furniture Scheme (SFS) is a registered charity established to provide direct assistance to those in need through the provision of household goods at very affordable prices. Items are sourced from generous donors within the community.

The charity has expanded its operation with a shop in Shrewsbury and now serves much of Shropshire from a large warehouse and trades as Home Essentials to reflect the fact that the charity provides much more than just furniture. Indeed, everything needed to make a house a home is available to those in need at affordable prices at our warehouse, income from our shop sales supports our charitable objectives. T

The Charity is managed by a Board of Trustees who provide their services on a voluntary basis, & its services are delivered by a small team of employees & a dedicated group of volunteers.

SFS works closely with Shropshire Council in supporting their Local Support and Prevention Fund (LSPF) clients through the provision of household goods to help families and individuals under exceptional pressure. The LSPF is used to help keep families together, help people to settle or remain in the community and help vulnerable people who struggle to meet their essential living costs or who have an unexpected crisis.

Over the years the SFS has helped thousands of individuals & families furnish their homes at minimal cost whilst saving well over 1,500 tonnes of household goods from going to landfill.

We are very proud of what we have been able to achieve so far but believe our role is still as relevant today as it was when we first started. However, none of those achievements would have been possible without the generous contributions made by members of the local community in donating both quality household goods & their time, in volunteering to deliver the service, for which we are very grateful & long may that generosity continue.

Zero Wasters a case study by Angela Vnoucek – Shrewsbury



Photo credit: BBC Shropshire

During the pandemic in 2020 I was asked at work to write an article for Climate Change Week. I chose to highlight that I do not put anything into my general waste bin. On researching I found out I was not alone. The activity even had a name - Zero Wasting.

I had always been someone who recycled and reused, making ends meet by re-purposing items and giving them a second, third and even fourth lease of life before their natural end.

For well over a decade, I had been reducing the amount of waste that went into my general bin - namely because I hated putting my bins out. Very soon I was finding I never had occasion to put my bin out every fortnight, that soon became every month and then once a year. I would look in my bin after a year and find that I could still see the bottom. In fact, there were more spiders at home there than there was rubbish. Finally, I ended up not putting my bin out at all. Without even knowing it I had managed to not generate any waste material which needed to be collected through the fortnightly kerbside collection.

Of course, there were some products which posed some more thinking – e.g. toothpaste tubes. I then came across Boots' Scan 2Recycle scheme. I believe everything can be found an alternative to putting it in the general bin. People just need to do a little research or even ask the supplier.

In 2022, again at work, I was asked to do a presentation on being a Zero Waster and chose 'So, What Do You Do With Your Hoover Fluff?' This resulted in 40 people going away and committing to move their hoover fluff from their general waste bin to their compost bins once they had checked it for Lego bricks. I was finding that if you highlighted a particular item - common to all - people were unaware that there was an alternative to placing it in the general waste bin. I went on to add that once you have moved an item, review, pick another and find out what alternatives exist to just binning it. Soon your bin will be empty.

For me I do not have a concept of rubbish and think of it a challenge to find somewhere else for it to go. I do like the concept of reuse, reduce, recycle, repair, rot and even refuse.

I also do a recycle car boot – selling items which others may discard but some might find useful. One man's rubbish is another man's treasure.

I would like to see Shrewsbury become a ZeroWaste town and believe the way to do this is to find like-minded individuals who either are zerowasters already or who wish to become zerowasters and be willing to spread the word. Using Bagley Ward Face Book pages – Heath Farm, Herongate & Greenfields to start off with.

17. List of actions and sub-actions

No.	Action item	Pg
1	Take action to reduce garden/green waste arisings	17
A	Introduce the agreed charge for the collection of garden waste	
B	Promote home composting and develop new community composting sites	
C	Promote less intensive forms of garden care such as 'No mow May' to residents	
D	Explore the potential to realise greater value from the compost produced	
2	Address organic waste (garden and food wastes) to improve performance	23
A	Address the residual waste stream to reduce waste management costs	
B	Address avoidable food waste to help households with cost-of-living pressures	
3	Take action to reduce and extract maximum value from HWRC waste arisings	25
A	Introduce the agreed HWRC booking system and explore further access controls	
B	Explore the opportunities and potential for repair, reuse and resale from HWRCs	
C	Explore better options for the disposal of waste arising from small traders	
4	Review, align and introduce waste policies that compliment waste reduction	26
A	Keep existing policies under review to ensure they are aligned to reduce waste	
B	Introduce new policies to reduce waste when opportunities arise	
5	Develop opportunities for community delivery	31
A	Engage with the community sector in a meaningful way and re-establish a community recycling and reuse forum within Shropshire	
B	Map out where the community sector groups are, their focus and key contacts	
C	Explore options for how such a forum can be supported generally and financially	
6	Consult with the waste management unit and seek views and approval for a new name that better reflects the aims of the department	32
7	Review and refresh the existing communication and awareness approach and seek enhanced collaboration with suitable partners	35
A	Test new communications and engagement messaging with appropriate stakeholders	
8	In partnership with Veolia, review its education, communication and outreach (ECO) approach to give greater focus to waste prevention aimed at achieving quick results	36
9	Deliver visible initiatives to reduce waste, save costs and raise awareness	36
A	Obtain buy in from key senior staff and elected members to enable the necessary change	
B	Obtain buy in from key community/partner stakeholders	
10	Explore the case and seek approval for appointing a staff resource dedicated to waste prevention within the spend to save transformation framework	37

Table 2: List of actions and sub-actions and where in the document they appear

18. Monitoring and reviewing progress

Progress against the aim of the strategy needs to be monitored periodically, this process will be undertaken following receipt of Veolia's annual report as this document contains validated tonnage and household number data, this document is issued shortly after the end of the preceding financial year. Performance can easily be measured using Kg of household waste per household and compared to the target figures for the years of 2025, 2026 and 2030.

It is appropriate to review progress on the 10 action item areas of this strategy at regular intervals, this can be achieved by reporting annually to the Environment and Economy Overview Committee. As an example of a way in which progress can be monitored, it has recently been announced by the council that a new annual charge of £56 will be levied for the collection of garden waste. Implementing a new subscription approach aligns with action item 1 and following implementation of the charge in October 2024, it will be possible to compare the tonnage data of collected garden waste with outturns from previous years and to monitor the number of subscriptions each year.

In many cases other action areas will have their own metric that can be measured, for instance for action 9 it will be possible to quantify and track progress on the number of new repair cafes established in Shropshire. Data can also be gleaned from events such as repair cafes as to the number of visitors, number and estimated weight of items repaired. Analysis of the data will inform reviews of progress towards achieving the aim of the strategy and what approaches are working well, need revision or ceasing.

19. Acknowledgements

Angela Vnoucek

Garden Organic & Shropshire Master Composters (Rachel Phillips-Street)

Ludlow Repair Café & Diane Lyle

Shrewsbury Furniture Scheme/Home Essentials

Shropshire Council – Performance & Research (Emma Smith)

Shropshire Good Food Partnership, Food waste prevention subgroup (Katy Anderson)

Street Allotment Project

Veolia (Tim Walters)

20. Glossary

By-products: an inevitable result of certain types of material processing. In a circular economy, by-products are a feedstock for another production process.

Circular economy: An approach to managing resources which involves products and materials being kept in use for as long as possible, extracting maximum value from them. It means products and materials are reused, repaired, remanufactured, recycled or regenerated whenever possible and appropriate.

Defra: Department for the Environment, Food and Rural Affairs.

Extended Producer Responsibility (EPR): a powerful environmental policy approach through which a producer's responsibility for a product is extended to the post-use stage. This incentivises producers to design their products to make it easier for them to be reused, dismantled and/or recycled at end of life.

Recycling: turning products at end of life back into materials which can be reused.

Refurbish(ment): modification of an object that is waste or a product to increase or restore its performance and/or functionality or to meet applicable technical standards or regulatory requirements, with the result of making a fully functional product to be used for a similar purpose to the one that it was originally intended.

Remanufacture: an industrial process that takes place within industrial or factory settings, in which cores are restored to original as-new condition and performance or better. The remanufacturing process is in line with specific technical specifications, including engineering, quality, and testing standards, and typically yields fully warranted products.

Repair: fixing a specified fault in an object that is a waste or a product and/or replacing defective components, in order to make the waste or product a fully functional product to be used for its originally intended purpose.

Reuse: using a product or material again for its original purpose, without any reprocessing taking place.

The Waste and Resources Action Programme (WRAP): a climate action NGO, working with governments, companies and citizens globally, to tackle the causes of climate change and give the planet a sustainable future.

END

A Waste Prevention Strategy for Shropshire 2024 - 2030

Authored by:

Mark Foxall MBA, MCIWM, CMgr

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Waste Prevention Strategy for Shropshire 2024 – 2030 - Action Plan for Delivery

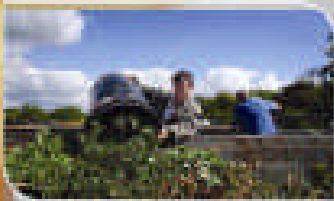
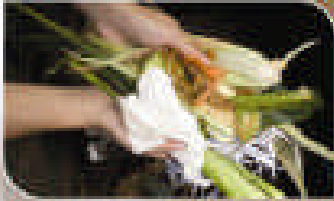
Action item	Why	How	Who	When
1 Take action to reduce garden/green waste arisings				
1A Introduce the agreed charge for the collection of garden waste	This is large portion of total waste & accounts for why Shropshire's waste is comparatively high	Introduce charge for garden waste collection	GW	Oct 2024
1B Promote 1. home composting and 2. develop new community composting sites	Will provide options for households unable/unwilling to subscribe to garden waste service	Continue with master composter programme & seek community sites via partners	MF/TL	1. Ongoing 2. 2025 onwards
1C Promote less intensive forms of garden care such as 'No mow May' to residents	Will provide alternative for households unable/unwilling to subscribe to garden waste service	Via master composters, enlist support via partners such as RSVP/SWT	Waste Team	2025 onwards
1D Explore the potential to realise greater value from the compost produced	Composting of garden waste accounts for large portion of SC's performance, yet SC does not derive any income from this activity	Part of negotiations with Veolia	GW/MF/ Veolia	2025
2 Address organic waste (garden and food wastes) to improve performance				
2A Address the residual waste stream to reduce waste management costs	Reducing residual waste will have greatest positive impact on reducing SC waste costs.	General waste prevention activity, promote	single use plastic/climate groups	Commenced & ongoing
2B Address avoidable food waste to help households with cost-of-living pressures	Reducing food waste is 'gateway' to other pro environmental behaviours and	Partner with SGFP/SYFH/food	MF/partners	Commenced & onwards – link to

	will help households with cost of living pressures	festivals/food waste action week & others		
3 Take action to reduce and extract maximum value from HWRC waste arisings				
3A Introduce the agreed HWRC booking system and explore further access controls	This has opportunity to reduce waste from commercial sources/out of county	Booking system agreed to be implemented	GW	Oct 2024
3B Explore the opportunities and potential for repair, reuse and resale from HWRCs	This has opportunity to reduce waste, generate income and provide social benefit	Part of negotiations with Veolia as it controls waste at HWRCs	GW/MF/Veolia/ community sector	25/26
3C Explore better options for the disposal of waste arising from small traders	This has opportunity to reduce waste from commercial sources	Engage with other waste service providers, chambers of commerce and similar	MF/Waste team	25/26
4 Review, align and introduce waste policies that compliment waste reduction				
4A Keep existing policies under review to ensure they are aligned to reduce waste	Simple policies effectively implemented can reduce waste without significant resource implication	Following democratic/committee processes	GW/MF/Waste team	Ongoing
4B Introduce new policies to reduce waste when opportunities arise	Simple policies effectively implemented can reduce waste without significant resource implication	Following democratic/committee processes	GW/MF/Waste team	Ongoing
5 Develop opportunities for community delivery				

5A Engage with the community sector in a meaningful way and re-establish a community recycling and reuse forum within Shropshire	Through MF, the waste team has established links with the community sector involved in waste but this needs developing further to make progress at pace	Outreach engagement and mechanism to assist with core funding based on tonnes of waste saved	MF/GW	2025
5B Map out where the community sector groups are, their focus and key contacts	Community sector is going to be key partner in helping raise awareness/change behaviours & will reach audience that SC does not	Utilising existing contacts to explore further & VCSA – add to document in sharepoint	MF/waste team	This item has commenced and is ongoing
5C Explore options for how such a forum can be supported 1. generally and 2. financially	A forum will be stronger & more able to work, support & fund raise collaboratively	Following democratic/committee processes	MF/GW	1. Ongoing 2. 2025
6 Consult with the waste management unit and seek views and approval for a new name that better reflects the aims of the department	It is appropriate to give the team a new identity that reflects current performance and sets direction of future intent	May be achieved as part of wider council restructure plans	Waste team/line mgmt./portfolio holder	Oct – Dec 2024
7 Review and refresh the existing communication and awareness approach and seek enhanced collaboration with suitable partners				
7A Test new communications and engagement messaging with appropriate stakeholders	In previous years, waste team has utilised focus groups/citizen panels to test efficacy of comms messages. As approach is due a refresh it is appropriate to adopt this process	Engage with council's insight & neighbourhood teams to identify appropriate audience	MF/Veolia ECO team	2025 onwards

8 In partnership with Veolia, review its education, communication and outreach (ECO) approach to give greater focus to waste prevention aimed at achieving quick results	The engagement, comms and outreach (ECO) approach has changed little in several years and would benefit from a refresh	Veolia has had a refresh of its ECO structure serving Shropshire – once WPS in public domain share with Veolia & develop engagement	MF/Waste team/Veolia	Late 2024/early 2025
9 Deliver visible initiatives to reduce waste, save costs and raise awareness				
9A Obtain buy in from key senior staff and elected members to enable the necessary change	Waste prevention will be a necessary approach to reduce the council's costs and make progress to a 'healthy environment'	Raising awareness of the WPS with key staff and E&EOS Committee/PH and obtaining approval of the strategic approach	MF/GW/Key staff	Report & Strategy goes to committees in Sept 2024
9B Obtain buy in from key community/partner stakeholders	Community & key partners/stakeholders will be essential to successful delivery of the WPS	Continued engagement with community sector/facilitated by action for 5C above	MF/Waste team	Following adoption of the strategy (Oct 24 onwards)
10 Explore the case and seek approval for appointing a staff resource dedicated to waste prevention within the spend to save transformation framework	Progress on the action plan will be slower without dedicated human resource is applied to delivering the strategy	The savings possible from prompt delivery suggest there is a sound business case, this needs developing further	MF/GW/Senior Mgmt	May be opportunities pending wider council restructure in late 2024

Waste Prevention Plan 2010/15



 **reduce**
for Shropshire

 **recycle**
for Shropshire

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LIST OF ABBREVIATIONS

AWC Alternate Weekly Collections is a system of waste collection used widely in the UK which generally involves general rubbish being collection one week and recyclable / compostable materials being collection on the other.

BMW Biodegradable Municipal Waste refers to the fraction of that waste which will rot and thus produce methane gas if sent to landfill.

BVPI Best Value Performance Indicators are a historic statistical measure of how well Councils are delivering services.

DMA Direct Marketing Association is an industry body for companies involved in sending promotional literature to households in the UK.

EM Effective Micro-organisms refers to home composting systems which add bacteria or yeasts to speed up the rotting process.

EPA Environmental Protection Act 1990 is a key piece of legislation with regards to waste collection services in the UK.

HHW Hazardous Household Waste refers to certain types of waste which may cause harm to human health or the environment.

Kyoto Protocol The Kyoto Protocol was a global international agreement to reduce greenhouse gases.

Landfill Regulations The Landfill Regulations are a set of rules designed to help reduce the environmental impact of land filling waste.

LETS Local Exchange Trading Scheme is a non profit scheme where people can exchange goods and services without using money.

Macerators Macerators are generally sink based systems which shred food waste to allow it to be disposed of down the drain.

MPS Mailing Preference Service is a free service for people to register to 'opt out' of receiving unwanted mail.

MSW Municipal Solid Waste refers to all waste collected by or on behalf of the local Council.

NI National Indicators are the new statistical measures of how well Councils are delivering services.

Packaging Regulations The Packaging Regulations are a set of UK laws derived from the EU Packaging Directive which require packaging producers to help pay for recycling.

PFI Private Finance Initiative is a financial mechanism for local Councils to lease major projects from the private sector.

Residual Waste Residual waste refers to general household rubbish which is left over once as much material as possible has been separated off for recycling and composting.

SCRN Shropshire Community Recycling Network is a group of voluntary sector organisations in the county who get involved in waste management.

SCRL Shropshire Community Recycling Ltd. is a non-profit company limited by guarantee set up to deliver the aspirations of SCRN

SHOFUR Shropshire Furniture Re-use Group is a formal partnership of local charities who are involved in the restoration of furniture.

Smart Shopping Smart shopping refers to a plethora of initiatives which can help encourage people to avoid buying products or services which may give rise to waste.

VES Veolia Environmental Services are a waste management company who are contracted to deliver waste collections in Shropshire

Waste Hierarchy

The waste hierarchy is a framework for helping to understand the best waste management options from an environmental perspective.

WEEE Waste Electrical and Electronic Equipment refers to waste which has electronic parts which should be kept out of landfill.

WESP The Waste Education Support Programme is a project where schools in Shropshire can get free help with reducing their waste.

Foreword

Shropshire faces a big challenge with regard to its waste management. As one of the UK's most sparsely populated areas we have high costs for delivering the collection side of our service. Further, as part of our obligation to reduce landfill we require huge investment in waste treatment technology. As an area we also anticipate significant housing growth which means we are likely to see the quantity of waste we have to deal with each year grow.



Councillor Dave Roberts

In planning for these challenges ahead, the Shropshire Council has secured significant private sector expertise and investment through procuring a long term integrated contract for waste management with Veolia Environmental Services Ltd. This partnership with the private sector strengthens our ability to deliver cost effective, environmentally sustainable solutions.

Shropshire's waste management services and performance have improved considerably in the last few years. It is fantastic that levels of recycling have soared in Shropshire, to some of the highest in the UK, but even recycling has a cost and environmental impact, so it's far better not to produce waste in the first place.

Waste prevention is crucial for SC, because it's the most economic and environmentally sustainable solution for dealing with our rubbish. Our aim is to manage Shropshire's waste according to the waste hierarchy and reduce waste at source. This is in keeping with SC's priorities of keeping council tax low and reducing greenhouse gas emissions.

Over the coming years Shropshire residents are going to see a lot of improvements to waste management services aimed at increasing recycling and reducing the quantity of waste sent to landfill. However this will not detract from our core aim and we will continue to shape our services and raise the awareness of our residents to make sure that waste is reduced at source wherever possible.

This plan outlines our vision and objectives with regard to waste prevention over the next 5 years. We are committed to preventing waste and we plan to work in partnership with local residents and the voluntary sector in particular to achieve this.

Councillor Dave Roberts
Cabinet Member Local Environment and Economy Shropshire Council

Executive Summary

SC manages municipal solid waste (MSW) in Shropshire through a 27 year Private Finance Initiative (PFI) funded contract with Veolia Environmental Services Shropshire Ltd. (VES) which encourages waste prevention. In keeping with the waste hierarchy SC is committed to reducing waste as it is the most cost effective and environmentally sustainable means of managing waste.

In Shropshire, we have some of the highest rates of MSW recycling in the UK. However, at 530 kilograms of waste per resident, we also produce more waste overall than the national average. Although MSW has declined in recent years, Shropshire has to plan for a significant increase in housing which we anticipate will lead to growth in MSW. Despite expecting overall growth in total MSW, we still aim to reduce the amount of household waste produced per household, as measured by kilograms per household (kg/hh).

Furthermore, within our overarching objective of waste prevention, our priorities also include:

- Reduction in hazardous waste, and
- Reduction in quantity of waste sent to landfill

We intend to achieve this through focusing on 3 main waste types:

1. Residual waste
2. Biodegradable waste
3. Hazardous waste

We will deliver on these initiatives through a range of incentives, marketing, education and making operational changes to our current waste services. In addition we will place a strong emphasis on partnership working and seek to deliver activities through the voluntary and community sector wherever practicable.

Over the next 5 years to 2015 our main areas of activity will be focused on

- Food waste prevention
- Home composting
- Community re-use

Through waste prevention measures we aim to reduce the quantity of MSW by around 50 kg/hh. (This will not all be delivered in the first year, but is a final figure for year 5 of this plan, as initiatives are incrementally introduced over the coming years. This will result from the reduction of all waste streams, not only residual waste to landfill).

1. Introduction

1. SC is responsible for collection and disposal of municipal solid waste (MSW) across the county of Shropshire. We have a statutory duty to ensure this is undertaken in a safe and environmentally sustainable manner. In this regard SC has procured a long-term integrated contract with Veolia Environmental Services, Shropshire Ltd. (VES) to deliver a range of waste services which will maximise recycling, minimise the use of landfill and prioritise a reduction in waste arising (waste prevention).
2. The total amount of MSW in Shropshire in 2008/09 was 161,867 tonnes of which 94%, or 153,817 tonnes comprises household waste. This equates to 1.18 tonnes of household domestic waste per household per annum, which means based on a population of 289,900, on average, every person in Shropshire is producing 530 kg/head/annum of household waste or six times their own body weight every year. The annual cost of managing this waste is over £23 million.
3. Since the peak in 2004/05 we have seen an 8% reduction in the total amount of MSW arising with a 4.2% reduction obtained in 2008/09 compared to the previous financial year

2. Key Facts About Shropshire (* the below figures are in some cases rounded and different figures may be available from different sources)

- Population: 289,900
- Land Area: 3,197 km²
- Dwellings: 130,326
- Average household size 2.24 people
- MSW 2008/09: 161,867 tonnes
- Household waste 2008/09: 153,817 tonnes
- Household waste per head of population per annum 530kg/h/pa
- Household waste per household per annum 1,180kg/hh/pa
- £23,657,061 total expenditure on MSW management 2008/9
- £181.52 per household per annum spent on collection/disposal
- Recycling rate 2008/09: 47.59%

3. Background

4. This Waste Prevention Plan sets out how SC intends to tackle waste prevention over the next 5 years. It is intended to complement the Joint Municipal Waste Strategy for Shropshire, adopted by Shropshire County Council in 2002 and the planned SC Municipal Waste Guidance Note, intended to be produced by 2011.

4. Legislative Background

5. Waste policy in the UK sits within a wider policy and legislative framework agreed with our partners in the European Union. This is necessary because

many of the environmental impacts associated with waste have a European, indeed global dimension.

6. The key driver is the Landfill Directive (1999/31/EC) which is transposed into UK law through the 2002 Landfill Regulations. These set demanding targets to reduce the amount of biodegradable municipal waste (BMW) that is disposed of to landfill. An effective means of meeting these obligations is through waste prevention initiatives. Furthermore, the newly revised Waste Framework Directive which is to be transposed into UK regulations, will include a requirement for all EU Member States 'to establish waste prevention programmes'.
7. Part II of 1990 Environmental Protection Act (EPA) provides local authorities with the statutory power to arrange for the collection and disposal of MSW. This piece of legislation may also be used to develop waste collection services in a way which encourages waste prevention.
8. Supplementary powers to encourage waste prevention are included in the 1998 Waste Minimisation Act, which provides a local authority with the power to do "anything which in its opinion is necessary or expedient for the purpose of minimising the quantities of controlled waste...generated in its area".
9. Finally, the 2008 Climate Change Act creates legally binding targets for reducing carbon emissions which can in part be achieved through waste related activities. It is likely that in the longer term this will create further pressures for local authorities to address the waste prevention agenda.

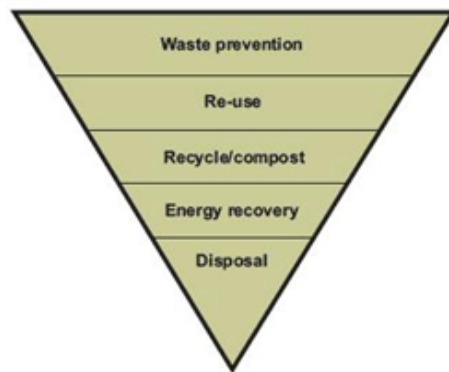
5. Policy Background

10. National policy, as outlined in the Waste Strategy for England 2007 encourages the Council to further prioritise waste prevention. It specifically aims to break the link between economic growth and waste and puts the emphasis on reducing waste which cannot easily be recycled or composted. It also encourages the Council to work closely with the voluntary sector to encourage re-use and waste prevention.
11. National initiatives designed to address waste prevention include the 'Courtauld Commitment' which is a voluntary agreement between Government and the grocery retail sector. The main aims of this are;
 - To design out the growth in packaging waste by 2008.
 - To deliver absolute reductions in packaging waste by 2010.
12. As a result of the Courtauld Commitment we would expect to see reductions in MSW in Shropshire but it is not possible to quantify these reductions in terms of tonnage. It is further complicated by other factors which influence consumer behaviour and packaging trends.
13. SC aims to manage waste in keeping with the widely agreed principle of the waste hierarchy. The waste hierarchy permeates the Joint Municipal

Waste Strategy for Shropshire and is the nationally recognised approach to waste management, forming the basis of Government's approach to waste management as set out in Waste Strategy for England 2007. The waste hierarchy sets out in order, the best practical environmental option for dealing with waste.

Figure 1 – Waste Hierarchy From Waste Strategy For England 2007

The waste hierarchy



14. In keeping with this approach, waste prevention is the most favoured option for waste management in that it is always better to avoid waste in the first place; which is fundamental to our approach and must always be our overarching objective. The further up the waste hierarchy we can deal with waste the better in terms of sustainable energy use (and consequentially Carbon use) and the better from an economic perspective.

15. Preventing waste from being generated by Shropshire households has the potential to:

- reduce costs associated with waste collection and management;
- avoid environmental impacts of materials extraction and use; and
- improve the Councils balance of landfill permits and allowances

16. All of these contribute towards helping to keep Council tax levels down in Shropshire. What is more there is a wider economic benefit too. For every tonne of household waste produced, commercial, industrial and construction businesses produce another six tonnes¹. To this end, reducing MSW can also help manufacturers save waste and thus help make the local and national economy more efficient and competitive.

6. Locality

17. There are a number of key factors which influence MSW production in Shropshire including;

- Demographics
- Economic development and consumer spending

- Material prices (packaging etc)
- Housing market trends
- Government regulations
- Climate (garden growth rates, drinks consumption, moisture content)
- Waste collection regimes
- Behavioural changes

18. Making significant change to the above factors is generally outside the influence of SC, however the nature of waste collection services and subsequent behaviour of residents with regard to waste activities may be influenced through carefully targeted intervention programmes. As such the focus of this plan is geared toward how we can shape our services and how we can promote behavioural change to achieve a reduction in MSW.

7. Demographics

19. Shropshire is a sparsely populated county (only 90.6 persons per km²) with a relatively dispersed population. Historically declining population trends have now been reversed and the population is growing more rapidly than the national average. Within the West Midlands Regional Spatial Strategy the current preferred option for Shropshire is to accommodate an additional 25,700 new homes between 2006 and 2026.

20. The number of households and population of Shropshire is predicted to over the life of the waste PFI contract (from 2008 to 2035). Within Shropshire the town of Shrewsbury has been designated as an official national growth point. Therefore with all other factors remaining the same, it is anticipated that MSW will increase, if only in line with this population growth.

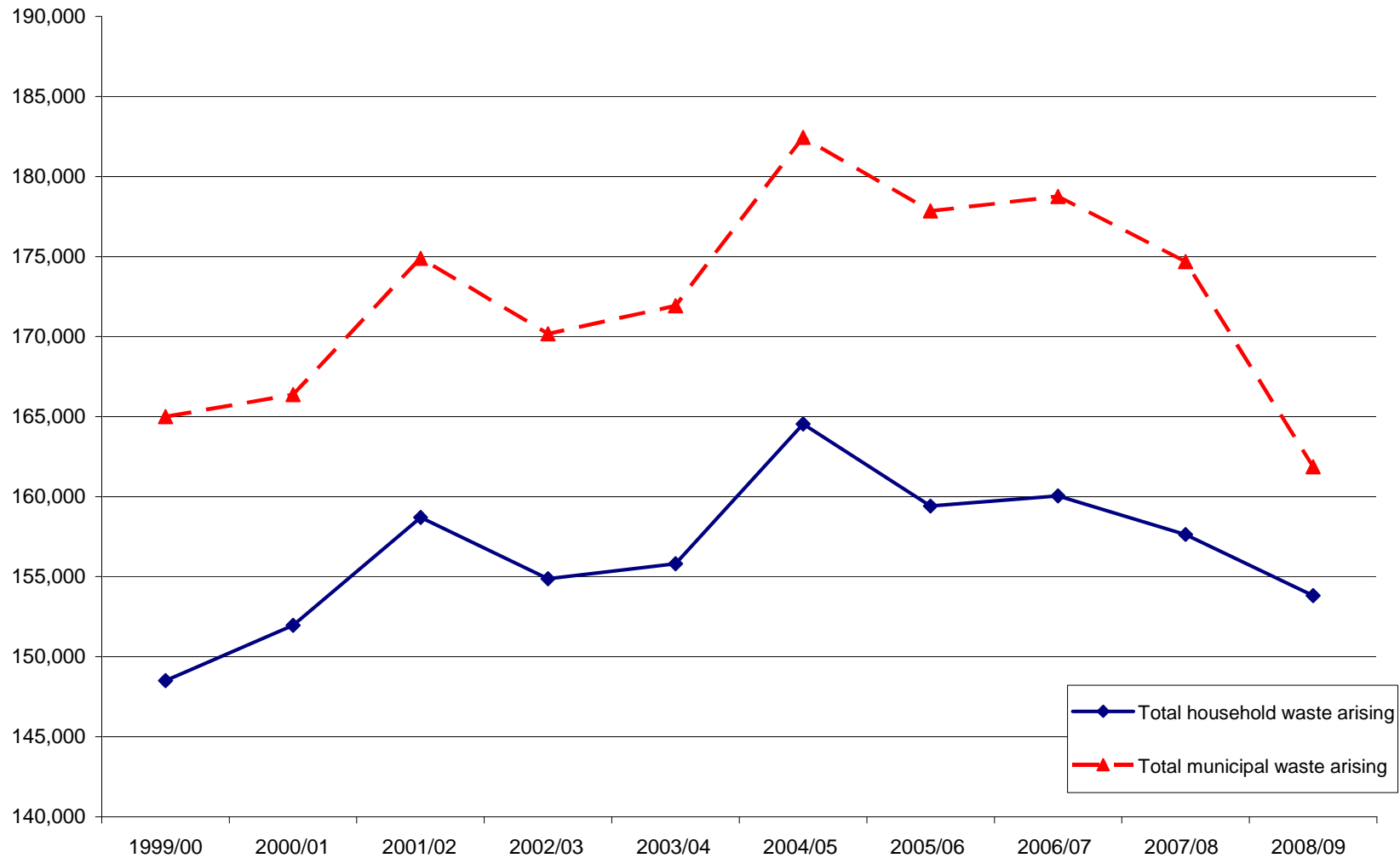
8. Tonnage Data

Table 1 – Shropshire Municipal And Household Waste Tonnage 1999 - 2009

Financial year	1999/00	2000/01	2001/02	2002/03	2003/04
Municipal waste	164,999	166,377	174,892	170,176	171,920
Household waste	148,499	151,965	158,712	154,868	155,811
Financial year	2004/05	2005/06	2006/07	2007/08	2008/09
Municipal waste	182,442	177,853	178,765	174,694	161,867
Household waste	164,544	159,408	160,052	157,639	153,817

Graph 1 – Shropshire Municipal And Household Waste Tonnage 1999 - 2009

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9. Historic Trends

21. Detailed data on MSW in Shropshire only exists as far back as 1999/2000. This makes it difficult to draw substantial conclusions on long term waste trends. However we can see even within this data that between 1999/00 and 2005/06, MSW grew by nearly 11%.
22. Analysis suggests that the growth in the quantity of Shropshire's MSW was linked to waste collection regimes¹. The growth in MSW between 2002/03 and 2005/06 corresponds with the time when garden waste collections were widely introduced across Shropshire. Since 2005/06, there has been a decline in the quantity of MSW generated and this is thought to be significantly influenced by the introduction of Alternate Weekly Collections (AWC).
23. It is thought that the decline in MSW brought about through the introduction of AWC has now been fully realised. Therefore it is assumed that the decline will plateau and MSW quantities will more closely follow economic activity. This has been illustrated by the recent recession in that the economy clearly impacts on generation of MSW.
24. The Shropshire data reflects the national average figures,² which, in recent times, have seen growth in MSW halted to now show a real terms reduction. Further waste minimisation campaigns and a variety of operational and policy decisions may have also played a part in this reduction in MSW which has fallen by 12% since its peak and is now even lower than 1999/00 levels.

10. Future Trends

25. Despite recent reductions it is assumed that overall MSW will begin to increase again in the coming years, largely due to population and housing growth. The number of households in Shropshire is planned to increase by 25% over the life of Shropshire's waste contract. Furthermore, it is anticipated that as the economic recovery begins, consumption and waste generation will increase. Modelling suggests that unabated, total MSW could grow over the life of the PFI contract by 38% to 235,144 tonnes per annum by 2033/34. Whether it is recycled or disposed of, this waste has a high financial, socio-economic and environmental cost.

11. Benchmarking

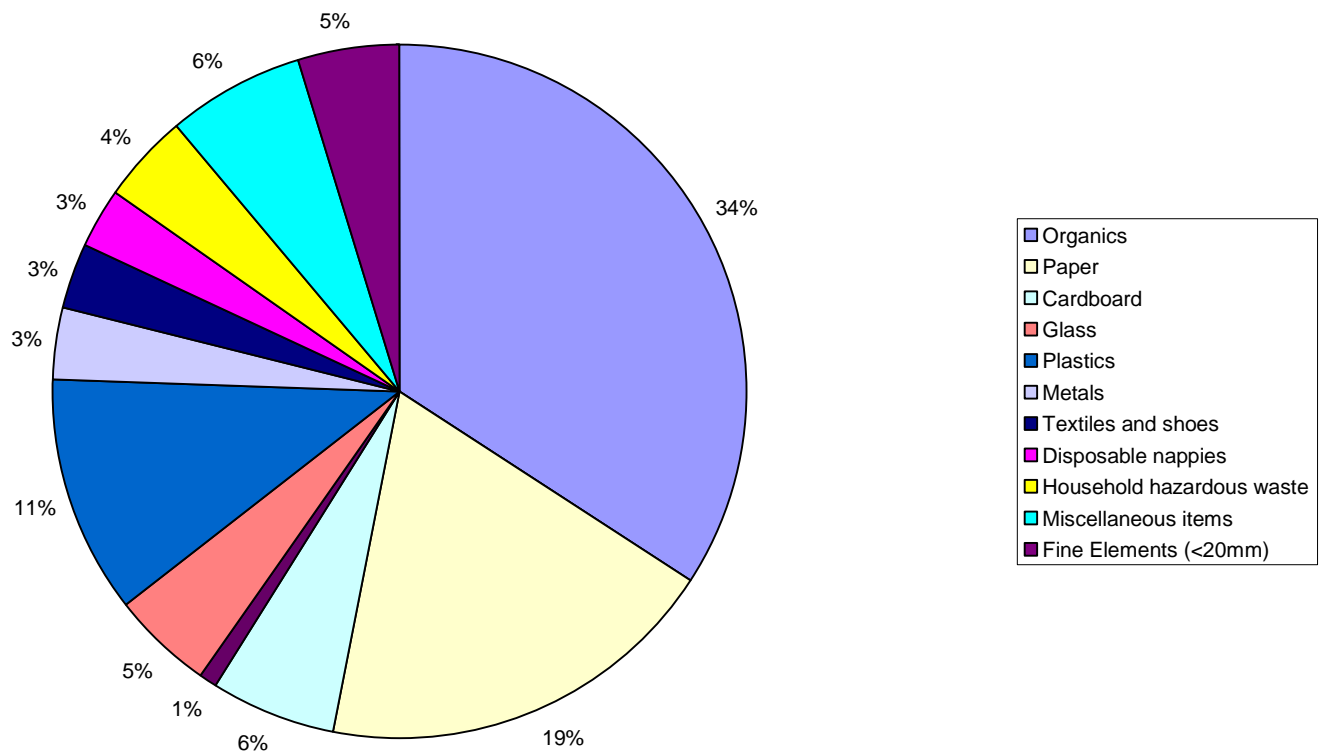
26. In 2006 research was undertaken to compare how Shropshire was performing relative to other counties in England in terms of waste production². The findings from this research were that Shropshire ranked in the bottom quarter (worst performing) nationally for MSW per household. However when the garden waste tonnage was removed from this calculation Shropshire was ranked in the mid quartile, which is within the national average.

27. Research results from higher performing local authorities suggested several of these authorities adopted different approaches to garden waste collection. Many of these authorities such as Norfolk and Oxfordshire include waste collection authorities that do not offer garden waste collections at all, or offer an “opt in” paid for service.
28. There is clear evidence from this analysis that suggests that the higher than average figure for kg/hh in Shropshire is largely down to the success of free garden waste collections which brings in more MSW. As a result of this benchmarking the Council has already committed to improving its performance on this by limiting the capacity for free collections, charging for excessive amounts of garden waste to be collected and promoting home composting.

12. Waste Composition Analysis

29. The most statistically valid data on household waste composition in Shropshire is based on research undertaken in 2003/04. It is unlikely that composition will have changed radically in recent years though much has been removed from the residual waste stream and separated into other streams for recycling. The data still provides a useful indication of the types of materials contained within household waste in Shropshire.
30. The results show that household waste composition in Shropshire is similar to the national picture. The greatest fraction is organics (kitchen and garden waste) which make up more than a third of all household waste in Shropshire. The next greatest fraction is paper which represents almost a fifth of all household waste in Shropshire. This information is useful in focusing our efforts and improving our performance. It shows that in order to achieve the greatest impact the focus of waste prevention policies and projects for SC must be the organic fraction of wastes such as food and garden waste.
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Figure 2 – Shropshire’s Waste Composition By Weight 2003 - 2004



13. Aims

31. Waste prevention is generally defined as *'minimising the quantity by weight/volume and hazardousness of waste generated'*.³ The Environment Agency defines waste prevention as *"reduction of waste at source, by understanding and changing processes...also known as process or resource efficiency...includes the substitution of less environmentally harmful materials in the production process."*⁴
32. Our primary aspiration is to bring about a reduction in the total amount of waste in Shropshire as measured by tonnes of MSW. However because we cannot control the population of the County it is difficult to commit to reducing total MSW overall. A more appropriate objective is to reduce the amount of waste per housing unit, as measured by kg/hh, using the Office for National Statistics mid year population estimate and the total amount of MSW arising.
33. Further, within our overarching objective of reducing kg/hh we also aim to:
- Reduce the hazardousness of waste
 - Reduce the carbon content of waste
 - Reduce the quantity of waste sent to landfill
 - Reduce the cost of managing waste

14. Priorities

34. In keeping with the national Waste Strategy for England 2007 our main priority for waste prevention are types of residual waste for which there is limited potential for recovery. Further, the Landfill Regulations and the Kyoto Protocol steer us to prioritise biodegradable waste in particular because of its high global warming potential. In keeping with the waste hierarchy we must also address waste streams even when they can be recycled. As such, our priorities for waste reduction are to particularly focus on a reduction in;
- Residual waste - which cannot be recycled
 - Biodegradable waste - which has high global warming potential.
 - Hazardous household waste - which has especially high disposal costs and potential implications for human health and the environment.

15. Resources

35. Under the terms of the PFI Contract, in Service Development Plan Appendix 12 – Waste Minimisation Protocol; VES must develop and update annually a Waste Minimisation and Education Plan, promoting initiatives aligned to the waste hierarchy. The plan must be approved by the Council and various elements of the payment mechanism incentivise VES to deliver against actions contained within. Waste prevention

therefore is fundamental to the Contract and an accepted priority for both parties.

36. The contract states that the Council and VES shall have initiatives within the plan for which each party is responsible for delivering and funding, and as a minimum, the following amounts of funding shall be provided for this purpose:

- £75,000 per annum from VES (this is a total budget for Shropshire waste communications, of which a percentage will go specifically towards achieving the aims within this plan)
- £25,000 per annum from SC

37. In addition to this the Council invests around £40,000 per annum into the voluntary and community sector via the non-profit company Shropshire Community Recycling Ltd. This helps co-ordinate voluntary sector waste reduction efforts including awarding grants to develop projects in support of this waste prevention plan.

38. This means that around £140,000 per annum (rising with inflation) equivalent to around £1 per household each year will be spent by the Council in Shropshire to stimulate both waste prevention and recycling. Furthermore, we are committed to exploring external funding opportunities to assist with the aims of the plan.

16. Monitoring And Targeting

39. MSW is closely monitored and reported annually to Government. National performance indicators now include NI191; residual household waste per household. Measuring waste quantity for this indicator should stimulate improvement in performance as SC strives to enhance its performance.

40. It is important that the waste PFI contract ensures that waste prevention requirements are addressed as it is in the financial interests of all parties to have less waste to manage. For VES it makes it easier to achieve their recycling targets and for the Council it reduces the cost of waste management. The Council undertakes rigorous monitoring, recording and reporting of waste tonnage and publishes annually, National Indicator performance data.

41. With regard to waste prevention the following parameters are also monitored;

- Number of households registered with the Mail Preference Service
- Number of home composting bins sold through Council schemes
- Number of active members using freecycle.org / freegle.org websites
- Number of grants issued through Shropshire Community Recycling Ltd
- Number of second garden waste bins

- Number of school visits and waste education activity undertaken
- Number of hours of volunteering by Shropshire Master Composters
- Re-use tonnage and re-use credits paid to the voluntary sector
- Advertising value equivalent of press and promotions relating to waste

42. We aim to continually improve performance in the above areas and will target resources accordingly.

17. Waste Prevention Initiatives For Shropshire

43. SC has identified 43 initiatives in this plan and described later that will help to reduce MSW in Shropshire, listed below are five broad categories into which these initiatives fit:

1. Residual Waste Reduction
2. Biodegradable Municipal Waste Reduction
3. Household Hazardous Waste Reduction
4. Community Re-use Initiatives
5. Smart Shopping Initiatives

Category 1: Residual Waste Reduction

18. Commercial Refuse

44. SC has a mechanism in the contract to collect/dispose of commercial waste when required. The Council discharges its statutory obligation in this area but in order to reduce MSW we will not actively seek further commercial wastes.

19. Schedule II Refuse

45. The Controlled Waste Regulations 1992 list a variety of sites in Schedule II which are deemed to produce 'household waste for which a charge can be made'. There are around 200 such sites in Shropshire where the Council collects and disposes of their waste through the household waste service. Although not houses and not paying Council tax they are making a substantial contribution to household waste arising in Shropshire.

46. The majority of sites are large scale producers of waste such as schools, hospitals, nursing homes and prisons. We estimate that at least 2,000 tonnes of additional "household" waste is being collected from these premises, which adds to the overall amount of waste arising in the County. Government is currently reviewing these regulations and we will lobby to have these sites reclassified as non-household waste.

47. In the interim it is possible that through the use of a graded pricing mechanism that we could influence customers to achieve waste prevention objectives. We estimate there is the potential from solely within this

customer base to reduce around 1,000 tonnes per annum which would be equivalent to a reduction in household waste of 8 kg/hh/yr. This alone would amount to a 1% reduction in household waste collected per household.

20. Refuse Bin Restrictions

48. The successful implementation of AWC across Shropshire has achieved huge increases in recycling but also has played a part in reducing total waste by stimulating waste minimisation amongst households. A key part of the success of this has been the operation of a 'lids down, no side waste' policy (in keeping with section 7.8.12 of the contract specification) which we continue to enforce in order to minimise residual waste.
49. At present the standard wheeled bin for residual waste is 240 Litres. Some allowance is made for larger households. We also encourage households to make use of smaller 140 Litre bins (purely on a voluntary basis) and to some extent this may stimulate waste reduction.

21. Household Recycling Centre Restrictions

50. SC provides 6 Household Waste and Recycling Centres (HRC's) across the County for residents. Together these facilities bring in around 32,000 tonnes - a fifth of all household waste arising in Shropshire. To achieve significant reductions in MSW, it is crucial to manage waste from the HRC's and this is done through a permit system which has recently been updated along with bans on certain commercial type vehicles.
51. A highly significant source of waste in the municipal waste stream is construction and demolition waste delivered to the HRC's around the county. This material is not household waste, except for "small quantities of DIY waste" and as such it should not be taken to HRC's. Restrictions on the input of this type of waste could make a significant contribution towards waste prevention.
52. The Council seeks to reduce waste at these sites through a permits system which particularly targets commercial waste abuse at the site. National research suggests that 18% of waste throughput at such sites could be illegally deposited commercial waste⁵ which equates to 5,760 tonnes per annum across Shropshire. Avoiding just a quarter of this tonnage could bring about a reduction in household waste of 1,440 tonnes or 11.05 kg/hh/pa.

Commercial Waste Minimisation

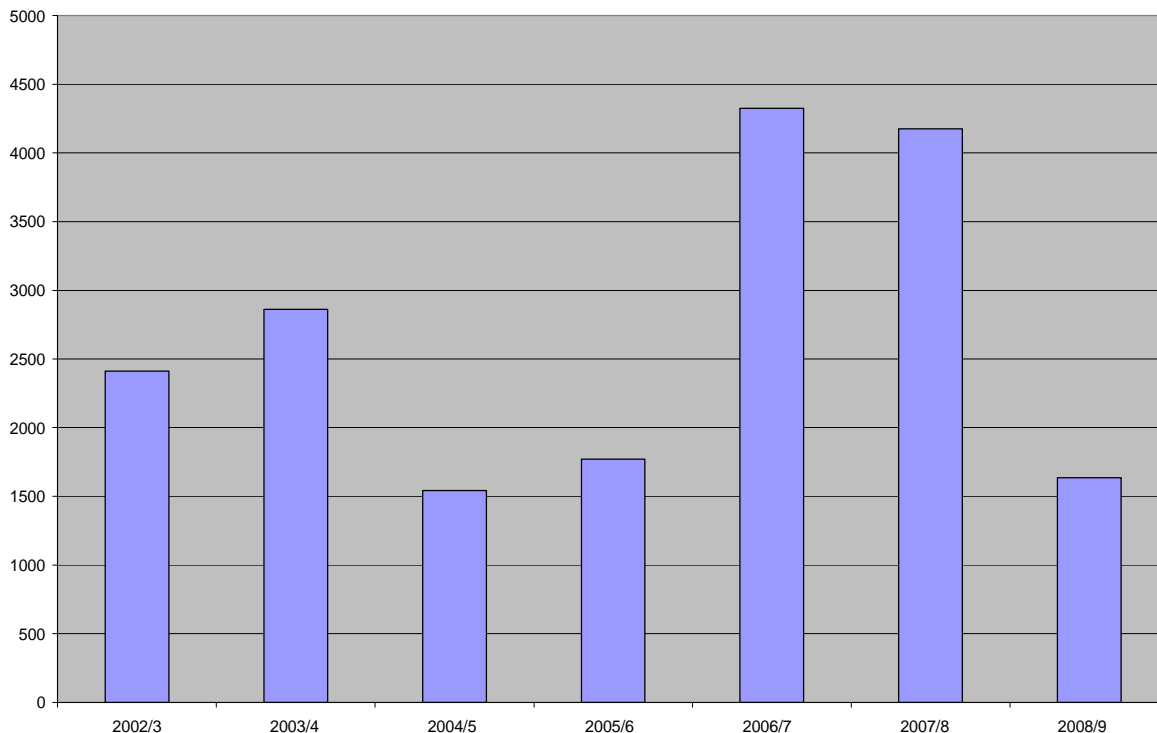
53. SC (in partnership with Telford and Wrekin Council) has successfully developed a commercial waste prevention and recycling project with funding from central Government. The Council is developing a more detailed advisory section on the website to focus on the promotion of business waste minimisation and inform businesses about national schemes such as Envirowise.

Category 2: Biodegradable Municipal Waste Reduction

Home Composting

54. Under the terms of the Contract, VES has a contractual responsibility to arrange promotion and distribution of home composting units. The Council and VES work in partnership to maximise the uptake and encourage residents to compost organic waste at home. Recent research suggests that home composting can reduce household waste by 150 kg/hh/pa⁶. This is the single most significant waste reduction initiative in terms of kilograms per household and as such will continue to be prioritised in terms of resources.
55. From 2006 to 2009 SC has worked with the national 'Recycle Now' home composting scheme. Through this scheme alone over 10,000 home composting units have been distributed to households across the SC area. This has potentially reduced Biodegradable Municipal Waste arising by nearly 1,500 tonnes per annum. The Council, through its contract with VES will continue to deliver promotion and delivery of home composting units to the public over the next 25 years.

Graph 2 - Compost Bin Sales In Shropshire 2002 – 2009



56. The graph shows that significant peaks occurred in sales between 2006 and 2008. This period coincides with the national Recycle Now home composting campaign when WRAP subsidised the bins so they were available at only £10 per unit. The latest scheme for 2009/10 means compost bins are now £19 delivered, and sales have reduced demonstrating the sensitivity of sales to price. There is a very strong business case for home composting; for every 6 units sold around a tonne of MSW is prevented and this has been estimated to save £35 per annum in associated waste collection and treatment costs⁷.

24. Wormeries

57. Through our home composting bin promotions we seek to encourage the uptake of alternative systems such as wormeries, food waste digesters and effective micro-organisms like 'Bokashi'. These alternatives currently constitute only a small fraction of sales but are helpful for addressing barriers to composting. In 2008 and 2009 the Council, in partnership with Shropshire Wildlife Trust delivered the 'Darwin's Worms' project which provided education and free wormeries to schools in Shropshire. This has delivered a reduction in waste at these schools and helped raise awareness.

25. Shropshire Master Composters



58. The Shropshire Master Composters Project was established in 2005/6. The scheme aims to encourage more people to take up home composting but also crucially to prevent what research has shown is a high drop out rate from home composting due to encountered difficulties⁷.

59. So far more than 75 volunteers have graduated from a dedicated composting training course and have gone on to between them contribute to promoting waste prevention in their local communities. As a result the project has delivered 6,700 hours of volunteer time (ca £65,000 worth of labour), and volunteers have attended hundreds of public events and given face to face waste reduction advice to over 34,000 people.

60. It is not possible to quantify the reduction in household waste achieved through educational initiatives, however, it is a key element in creating behavioural change. The Council and VES are committed to continuing and where possible expanding the Master Composter scheme.

26. Charging For Additional Garden Waste Bins

61. It is widely acknowledged that the introduction of garden waste collection services⁸ contributed largely to the historic increase in household waste. Whilst additional garden waste was welcomed in order to achieve tonnage based recycling targets, the collection service has left a legacy of higher than average levels of waste per household, due possibly to Shropshire's rural nature and consequently large garden size. Prior to garden waste collections it is assumed that such waste would have been left on the garden or dealt with in other ways such as burning or home composting.

62. Garden waste is a type of household waste for which a collection charge can be made and many UK Councils provide garden waste collections only on payment of a subscription. SC's policy is to provide one 240 Litre bin per household free of charge and charge a fee of £60 per annum for an additional bin. This policy is designed to strike a balance between diverting garden waste away from landfill whilst still encouraging take up of home composting.

63. Through implementation of this policy there is significant potential to reduce MSW. This approach may be reviewed from time to time as part of reducing MSW and improving the cost effectiveness of the service.

27. Community Composting

64. There is scope for larger scale composting of garden waste on sites such as community centres, farms, and allotments. Historically the Council has supported some small-scale community composting projects. Community composting is subjected to regulation that home composting is not, however, SC is willing to work with community partners and will support community composting on a case by case basis where it is appropriate.

28. Love Food Hate Waste



65. Waste composition analysis has found that kitchen waste accounts for 22.5 % of all MSW arising in Shropshire - 35,468 tonnes per annum. Of this 13.5 % was botanical kitchen waste suitable for home composting and 9% was meat, cooked food and others.

66. National research indicates that it is possible to achieve significant reductions in this figure simply through good housekeeping and improved shopping and cooking skills⁹. SC (in partnership with WRAP and Telford & Wrekin Council) has recently launched a new campaign under the national Love Food, Hate Waste brand.



67. The campaign will invest £160,000 over 2 years in strategic marketing to raise the profile of food waste. This will be followed up by grass-roots educational initiatives to provide the practical skills (cooking, shopping, storage) necessary to reduce food waste. The aim of the campaign is to prevent approximately 1,500 tonnes of food waste being produced which would bring about a reduction of some 15.38 kg/hh/pa.

29. Food Waste Collections

68. Through the contract, VES plan to introduce food waste collections across Shropshire by 2012. The main rationale for this is to boost the composting/recycling rate but it is hoped it may also stimulate waste prevention in the longer term. Although difficult to measure, there is some evidence that food waste is reduced when separate weekly food waste collections are introduced¹⁰.
69. Although the collection method planned for Shropshire may not make food waste as visible as if it were collected separately, it is hoped there may still be a waste reduction effect as householders gain a better understanding of how much food they waste. Consequently, residents may reduce food waste either through more informed purchasing or by home composting. During the introduction of food waste collections we will communicate food waste prevention, reaffirming that prevention is preferable to collection.

30. Macerators

70. Some local authorities have promoted the use of macerators to treat food waste and allow households to dispose of food waste down the sink. In Shropshire we feel this is not appropriate because it is not reducing waste, just shifting the waste into another part of the environment, which is unsustainable. There are serious implications for the sewage system in using this type of equipment and the potential for legal action on SC from Severn Trent Water if this approach was promoted.
71. As such SCs policy is not to encourage the uptake of macerators for food waste but to continue to focus on the Love Food Hate Waste campaign and to promote home composting as the best practicable environmental option for this type of waste.

Category 3: Household Hazardous Waste Reduction

31. Energy Saving Light Bulbs

72. A 'normal', disposable incandescent light bulb weighs about 0.04kg so replacing an incandescent light bulb with an energy saving equivalent should just under a kilogramme of waste over the lifetime of the bulb. Although this seems like a small fraction of the waste stream, across Shropshire there is an estimated 19.2 tonnes of incandescent light bulbs being thrown out for landfill each year.
73. Incandescent light bulbs (although exempted from the Waste Electrical and Electronic Equipment Regulations) contain tungsten filaments which can be hazardous for health and the environment. In the interests of CO₂ abatement, Government has placed a statutory obligation on energy companies to help promote energy saving and begun phasing out the old style bulbs which should result in small reductions in MSW.

32. Refillable Ink Cartridges

74. It is estimated that 0.01% of Shropshire's waste or 15.76 tonnes of all waste is computer printer ink cartridges each year. SC plans to promote the reuse of ink cartridges through its website, roadshows, leaflets, HRC sites and drop off points in council public offices. Through working with partners to promote the uptake of reusable ink cartridges we estimate we could avoid 2 tonnes of waste per annum across Shropshire which would reduce 0.015 kg/hh/pa.

33. Batteries

75. Waste analysis has shown that some 0.21% of Shropshire's household waste or 323 tonnes per annum is batteries. Dry cell batteries can be recycled throughout Shropshire but there are simple ways to prevent battery waste in the first place. The Council seeks to encourage the use of rechargeable batteries and it is estimated that each household with a battery re-charger could save 21 batteries per annum or 0.63 kg of waste per annum¹¹.

76. SC is currently trialing battery recycling collections in the former Shrewsbury & Atcham area. Though this scheme is not a waste prevention initiative in its own right, it is likely that through this and through the implementation of the Waste Batteries and Accumulators Directive (2006/66/EC) we will have to develop further battery recycling projects. The associated awareness campaigns may stimulate a reduction in this type of waste.

34. Waste Electrical And Electronic Equipment (WEEE)

77. The European Directive 2002/96/EC requires that waste electrical and electronic equipment (WEEE), any appliance with a plug and or a battery, should be recycled. All of SC's HRCs are registered as designated collection points for WEEE. Due to consumer habits and technological advances, WEEE is a rapidly growing waste stream¹². Government regulations should ensure that a growing amount of this is recycled in the longer term.

78. Increasingly we are seeing producer responsibility lead to retailers recycling WEEE which has a prevention effect as this material never enters the MSW stream. However, there is also the possibility that through repair and reuse of functional items, we could reduce the amount of WEEE becoming MSW. In keeping with our commitment to the waste hierarchy this is the preferable option for the Council, rather than having to recycle decrepit items. The Council will seek to work with community partners to facilitate the reuse of WEEE.

35. Mobile Phones

79. Due to technological advances and fashion, mobile telephones are a rapidly growing waste stream. SC through our contractor provides recycling options for this type of waste at all HRCs allowing the local children's hospice to receive donations from the recycling of these items. Though not a waste prevention initiative in its own right, this scheme may help to raise awareness of this type of waste.

36. Paint And Varnish

80. Shropshire's HRCs currently receive an estimated 35 tonnes of used paint and varnish per annum. This is inspected on site by a qualified chemist to determine suitable treatment for each item, much goes for specialist disposal, which is a costly process. SC is currently working to investigate the feasibility of developing a community repaint scheme for the Shropshire area.

81. It is estimated that through the establishment of such a scheme in Shropshire we could assist around 100 households or community groups per annum with paint donations and divert around 2.5 tonnes per annum away from landfill which translates to a reduction of 0.02 kg/hh/pa.

37. Asbestos

82. SC limits the amount of asbestos it manages through not providing a separate collection service for this material. Asbestos from households generally only arises through construction and demolition works. We will continue to provide safe disposal outlets for small quantities of household asbestos at our HRCs whilst seeking to reduce the amount of construction waste entering the MSW stream.

Category 4: Smart shopping awareness

38. Smart Shopping

83. Smart shopping refers to a range of activities designed to influence household procurement to be more environmentally sustainable. From the perspective of waste prevention the focus is on influencing buying habits at the supermarket check out. Shropshire Council promotes smart shopping through the Love Food Hate Waste campaign, and through generally encouraging residents to think about packaging when shopping through the website, literature and through face to face advice at roadshows.

39. Home Delivery

84. Shopping online and home delivery may reduce impulse purchasing and reduce waste through the avoidance of excessive purchases such as 'buy one, get one free' offers. The Council helps to promote home delivery by signposting people to local delivery firms. In particular, efforts to promote milk delivery are made because the containers are re-used and participating households can reduce HDPE milk bottle waste by as much as 10 kg/hh/pa¹³.



40. Real Nappies

85. Shropshire's waste composition analysis shows that 4,614 tonnes (3% by weight) of household waste sent for landfill per annum is disposable nappies. This translates to 35.40 kg/hh/pa.

86. This has a huge financial and environmental impact and the Council is trying to reduce this figure by encouraging the uptake of traditional washable 'real nappies'. The Shropshire Real Nappy Network encourages parents to choose this more environmentally sustainable option.

87. The network runs a range of activities designed to encourage and support the use of real nappies in Shropshire. This includes maintaining a dedicated website with advice, a deposit based free trial scheme, organising 'Cappuccino' coffee mornings, as well as road shows and publicity during real nappy week. The Council supports this through marketing and educating people about the benefits of real nappies.

41. Promotion Of Produce Markets

88. One way to particularly reduce the amount of non recyclable plastic packaging entering the MSW stream is to encourage people to make use of organic box schemes, farm shops, farmers markets and ordinary markets which can help to reduce packaging. This also complements the Councils Sustainability Strategy and aspirations to promote small scale local food producers and expand the local economy.

42. Reusable Bags

89. The 'average household' in the UK uses 323 disposable plastic shopping bags each year which translates to 2.26 kg/hh/pa¹⁴. Whilst this seems like a very small quantity of waste individually, the cumulative impact is significant; across Shropshire this translates to 294 tonnes of waste plastic bags per annum.
90. Through supermarket take back schemes it is estimated that around a quarter of carrier bags are recycled. The majority of people say they reuse their plastic bags several times, but ultimately this material still enters the waste stream and the vast majority ends up as landfill. Although there is relatively minor tonnage in plastic bags, the advantage to promoting reduction, reuse and recycling of carrier bags is that it's a quick win, where the majority of people can engage with the issue simply. As such it can be a useful catalyst for broader behavioural change on waste and wider sustainability issues.
91. The Council has recently funded a successful campaign in the south of Shropshire to create a number of 'plastic bag free' towns and villages such as Church Stretton, Ludlow and Cleobury Mortimer. This has proved very popular and we are reviewing this project to see if it could act as an example of best practice which could be introduced to other parts of Shropshire.
92. Across the UK and Shropshire we are seeing the impact of a voluntary initiative between Government and the major retailers, this has already lead to a 40% reduction in the environmental impact of carrier bags as measured by the amount of virgin plastic used.

43. Customer Insight

93. A key part of reducing MSW in Shropshire is achieving behavioural change amongst residents. In order to do this efficiently the Council makes use of customer insight to help target promotions and receive feedback which can help to shape services. One way of doing this is the National Place Survey which asks residents about their satisfaction with waste collection services and disposal facilities. We have also commissioned a variety of research to help to understand our customers better, such as attitudinal surveys and waste composition analysis.

44. Junk Mail

94. The Mail Preference Service (MPS) is a free service which allows households to have their address removed from the mailing lists used by members of the Direct Marketing Association (DMA). The DMA can provide on request an exact breakdown of the number of registrations by post code. This allows us to promote the MPS and monitor its uptake.

Further, we offer stickers to households to help prevent the 54%¹⁵ of junk mail which the MPS cannot stop.

95. We estimate that through an intensive marketing campaign we can persuade another 3,500 households in Shropshire to sign up to the MPS. On average each household signing up should receive about 20 kg less junk mail per year¹⁶, if this target is achieved we could achieve in total a reduction of around 70 tonnes pa. A side effect of the promotion is that it may improve the capture rate for paper recycling by improving the recognition rate for other recyclable paper items.

Table 2 – Shropshire Households In The Mailing Preference Service

Postcode	Total April 2009	Total residential units in this post code centre	Percentage of households signed up
SY1	2,385	11,146	21.4%
SY2	1,873	7,503	25.0%
SY3	4,313	14,190	30.4%
SY4	2,908	9,849	29.5%
SY5	2,071	8,392	24.7%
SY6	952	3,193	29.8%
SY7	1,129	5,000	22.6%
SY8	1,873	8,648	21.7%
SY9	242	1,348	18.0%
SY10	1,273	6,581	19.3%
SY11	1,971	11,558	17.1%
SY12	824	3,286	25.1%
SY13	1,698	8,176	20.8%
SY15	452	2,602	17.4%
WV5	1,088	6,562	16.6%
WV7	619	2,669	23.2%
WV15	640	2,602	24.6%
WV16	1,333	7,640	17.4%
TF8	193	1,169	16.5%
TF9	2,199	10,058	21.9%
TF11	867	4,111	21.1%
TF12	504	2,474	20.4%
TF13	455	1,707	26.7%
DY12	1,108	5,271	21.0%
DY13	601	9,624	6.2%
Total	33,571	155,359	21.6%

96. Table 2 above illustrates that currently around 22% of households in Shropshire are signed up to the MPS. However the range is between 6.2% and 30% which means there is scope to significantly increase sign up to the Mailing Preference Service. The longer term aim however, is to

target specific areas to bring each area up to the level of the best performing post code centre.

45. Lobbying

97. SC is a member of a number of professional bodies which encourage the practice of waste prevention including lobbying Government with the objective of shaping national policy.

46. Regulating Excess Packaging

98. SC Trading Standards has limited powers to regulate excessive packaging under EU Directive 94/62/EC, implemented in the UK through the Packaging (Essential Requirements) Regulations of 1998. In particular Annex II reads: "Packaging shall be so manufactured that the packaging volume and weight be limited to the minimum adequate amount to maintain the necessary level of safety, hygiene and acceptance for the packed product and for the consumer." The Council is committed to continuing to deliver its statutory duties in this area.

47. Planning Policy

99. The Council will produce a supplementary planning guidance document. This will require that new developments across the County facilitate waste minimisation, recycling and waste collection.

Category 5: Community Re-use Initiatives

48. Shropshire Community Recycling Network

100. The voluntary and community sector in Shropshire plays a pivotal role in waste prevention. Recently Shropshire's furniture schemes have taken over the running of some direct waste collection services. Their work is crucial to enabling the re-use of hundreds of tonnes of items each year through a variety of projects. SC invests £40,000 per annum in this sector through Shropshire Community Recycling Ltd. a not for profit company established to co-ordinate and support voluntary waste management initiatives in the county.

49. Furniture Re-use

101. SC is committed to ensuring the maximisation of re-use of bulky household items. One way the Council aims to achieve this is through supporting the work of local furniture re-use schemes through the Shropshire Furniture Re-use Group (SHOFUR). VES, in undertaking its contract for SC has

sub let Bulky Waste Collection to SHOFUR providing them with around £50,000pa of income. This ensures these schemes get “first pick” on items which can be re-used, thus minimising disposal.

50. Landfill Tax Avoidance Credits (Recycling Credits)



102. Where not-for-profit groups in the County divert waste from landfill, the Council pays a tonnage based credit which reflects the avoided cost of landfill tax. This system was introduced as part of the Environmental Protection Act 1990. The scheme aims to increase recycling and reduce the amount of waste sent to landfill by encouraging charities and not for profit organisations to collect or receive materials from Shropshire residents that would otherwise go to landfill.
103. A review of the schedule of payments for reuse and recycling credits will be initiated in 2010, to ensure the system meets requirements with regard to waste prevention objectives.

51. Shropshire Local Exchange Trading Scheme (LETS)

104. Shropshire Local Exchange Trading Scheme (LETS) encourages people to exchange goods and services within communities without monetising the transaction; a consequential impact is that this may reduce consumerism. In order to further promote this scheme, the project will develop a new website with external grant funding. SC will encourage people to make use of this scheme through links on its website and support with promotions.

52. Freecycle And Freegle

105. Freecycle.org is a not for profit community website designed to help reduce waste by allowing individuals to arrange to donate and receive unwanted items. Across Shropshire over 13,000 members are actively using freecycle.org. There are local groups in Bridgnorth, Shrewsbury, Oswestry, Ludlow, Market Drayton, and Presteigne. Increasingly these

groups are now moving over to the UK based Freegle.org website which works in the same way.

Table 3 – Number Of Members In Local Freecycle And Freegle Groups

Area / Date	12.12.07	30.03.08	04.08.08	20.02.09	15.05.09	08.08.09
Shrewsbury	2765	3,277	3,930	4,398	4,822	5,033
Telford	2995	3,455	3,701	4,195	4,546	4,799
Ludlow	689	997	1,667	2,071	2,332	2,539
Oswestry	709	893	1,304	1,610	1,725	1,854
Bridgnorth	796	896	1,046	1,313	1,482	1,601
Market Drayton Whitchurch	502	577	625	818	959	1,045
Bishops Castle & Presteigne	-	-	450	587	658	699
Shropshire wide	8,456	10,095	12,723	14,992	16,524	17,570

106. Academic research suggests that active Freecycle users re-use 38.42 kg per member per annum¹⁷. If we assume that Shropshire members are in keeping with this average amount, this means there is already about 500 tonnes per annum of re-use going on through this network, helping to reduce MSW by 3.84kg/hh/pa.

107. Through targeted promotional campaigns and a link on our website we feel it would be possible to increase the number of people using Freecycle by 50% over the next 5 years. This would result in 6,500 new members of Freecycle, which should result in an additional 192 tonnes of reuse. This would lead to an additional reduction in MSW across Shropshire of 1.47 kg/hh/pa.

53. Scrappies

108. Shropshire Children's Scrapstore, Recycling and Resource Centre (Scrappies) is a local charity which collects material for arts based environmental education initiatives. Though the overall reduction in MSW is small with this project, it plays an important role in improving awareness of waste issues. The Council supports the project through grants and by promoting the project through our website, schools, call centre and printed literature.

54. Swap Shops

109. A recent project to emerge from the voluntary sector is the idea of swap shops. In Shropshire this project has been led by local faith groups and supported by VES and furniture schemes. SC aims to undertake more detailed monitoring and evaluation, review the success of these events and assist with their expansion if they are proven to reduce MSW.

55. Library Services

110. The Council's library services support waste prevention by reducing excessive consumption of books, CD's and DVD's. Further projects locally such as the toy library, also assist this. We will explore the potential for joint promotions to encourage the use of these services.

56. Re-use At Household Recycling Centres

111. Within the HRCs there is potential for more re-use of durable items. Already there is a totting contract let each year to facilitate salvage of valuable items. The sites also operate a policy of "first call" for the furniture schemes to salvage re-usable household items. It is not possible to quantify the tonnage diverted from landfill through these initiatives but it is assumed to be relatively small. We will work in partnership to explore potential opportunities for increased re-use from the HRCs.

57. Repair

112. It is not possible to quantify how much MSW consists of items which are capable of being repaired but clearly it is an area where we could make a difference. SC plans to collate information on refurbishment and repair and make this available to the public to encourage the repair of items to reduce disposal.

58. Charity Shops

113. SC encourages the use of charity shops and plans to work closely with them on future initiatives to help maximise re-use of textiles and household items. We have been in discussions with the Association of Charity Shops about running joint promotional campaigns.

59. Bishop's Castle Zero Waste Project

114. SC has recently been awarded funding to move the community of Bishop's Castle 'towards zero waste' working with residents, the Wasteless Society and other community groups in the area, we aim to reduce waste quantities generated and create an exemplar for waste prevention. Over the coming years we plan to introduce a number of initiatives and create a "Zero Waste Place" and promote this as a project that other communities can adopt.

60. Work With Schools

115. SC operates a Waste Education Support Programme for schools which involves raising awareness and practical support on waste issues. This project focuses on waste prevention, for example we supply free compost bins for schools and the aim is to help future generations develop waste reduction habits.

61. Planned Waste Prevention Initiatives For Shropshire Council

Table 4 – Planned Initiatives And Estimated Waste Reduction

Initiative	Estimated waste reduction (tonnes)	kg/hh/pa
Reduced schedule 2 refuse collections	1,000	8.00
Reduced trade waste abuse at HRCs	1,440	11.05
Sale of discount home compost bins (1,333)	200	1.54
Charging for additional garden waste bins	750	5.77
Love Food Hate Waste awareness	1,500	11.51
Hazardous household waste awareness	5	0.04
Smart shopping awareness	200	1.53
Mailing Preference Service	70	0.53
Community re-use schemes	550	4.22
Courtauld commitment on packaging	1,000	8.00
Total	6,715	52.19

62. Summary

116. The actions outlined within this plan will form the basis of SCs approach to reducing Shropshire's household waste during the next five years. The Council is committed to delivering on a target of reducing household waste by 50kg per household per annum in total when the actions are combined by the end of 2015. Waste management is an ever evolving field and there is much to be optimistic about as new technologies and new attitudes to resource use develop. This plan will be reviewed from time to time to ensure actions to deliver waste reduction are kept up to date.

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END

Waste Prevention Plan 2010 / 2015

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