

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