

Waverley Borough Council Recycling Improvement Plan 2014

Introduction

In April 2012 Waverley Borough Council replaced its 'kerbside sort' recycling service with a commingled recycling system, in which all dry recycling is collected in a single wheeled bin and sent to a Materials Recovery Facility (MRF) for primarily automated separation. At the same time, a programme of bring site rationalisation took place, which saw the number of bring sites across the borough reduced from 25 to 11, and a change from separate banks for paper, card, cans, etc., to a commingled approach which replicated the new kerbside service, alongside separate banks for 'niche' materials such as waste electricals and textiles.

This scheme, together with the introduction of weekly food waste collections across the borough (which took place at the same time), resulted in Waverley's recycling rate increasing by around 15- 20% from just under 40% to between 55-60%, and put the Council among the top performers in the county (and in the upper quartile nationally).

Following this initial surge in performance however, the rate has now stabilised at between 50-55%, which is some way short of the Corporate Plan target to achieve a recycling rate of 60% by 2015.

It is therefore important that Waverley continues to review its strategies relating to the recycling service to ensure that contamination is kept to a minimum, that capture rates of the correct recycling materials is maximised, that opportunities to recycle a wider range of materials are pursued wherever possible, and that residual waste tonnages are kept to a minimum.

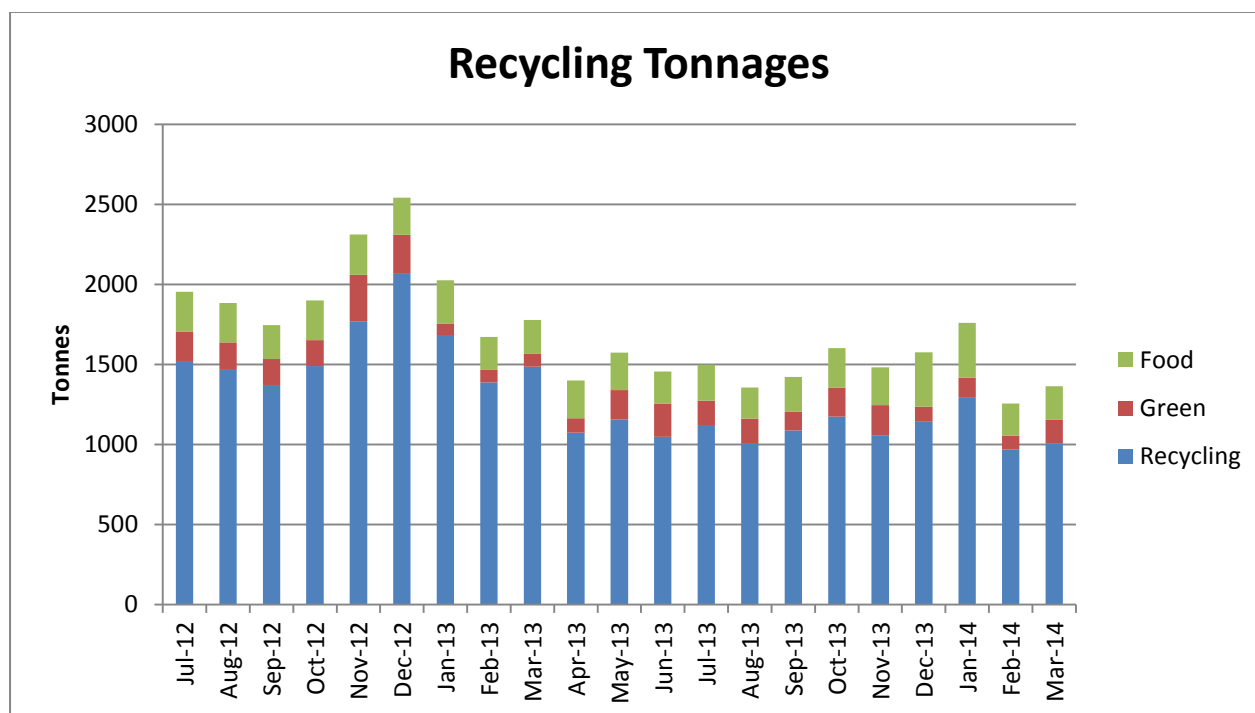
This Recycling Improvement Plan looks at the Council's current recycling performance in detail, identifies the present and future challenges associated with improving on current performance, and then sets out a range of initiatives which are either in progress or could be pursued to further increase recycling levels and reduce residual waste.

Current recycling performance

The following table shows the month-by-month recycling rate for the Borough from January 2013 to March 2014, and demonstrates that, since April 2013, the recycling rate has been consistently between 46-53%:

Month	Recycling rate (%)
January 2013	56.6
February 2013	57.7
March 2013	58.3
April 2013	50.7
May 2013	53
June 2013	52.8
July 2013	50.5
August 2013	49.9
September 2013	50.4
October 2013	51.2
November 2013	50.3
December 2013	50.6
January 2014	48.1
February 2014	46
March 2014	46.2

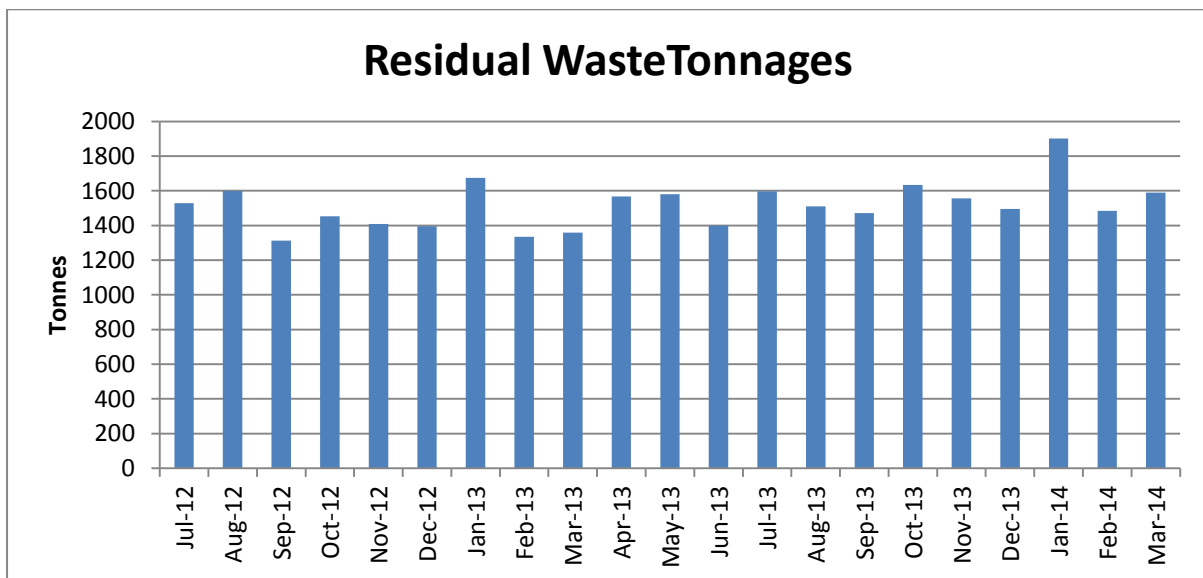
The graph below shows the trends in recycling tonnages collected in Waverley from both kerbside collections and the Council's bring sites, broken down by material type (dry recycling, food waste and garden waste). This shows the initial improvement in performance following the introduction of the new scheme in April/ May 2012, and the subsequent decline from April 2013 onwards:



Typically, slightly higher rates of recycling are achieved between January and March; firstly because of any additional materials that may be put through the 'leafing' green waste scheme, and secondly because the tonnages that are sent to Waverley by third party collection contractors (for example, tonnages from book banks and shoe banks) are only sent on an annual basis.

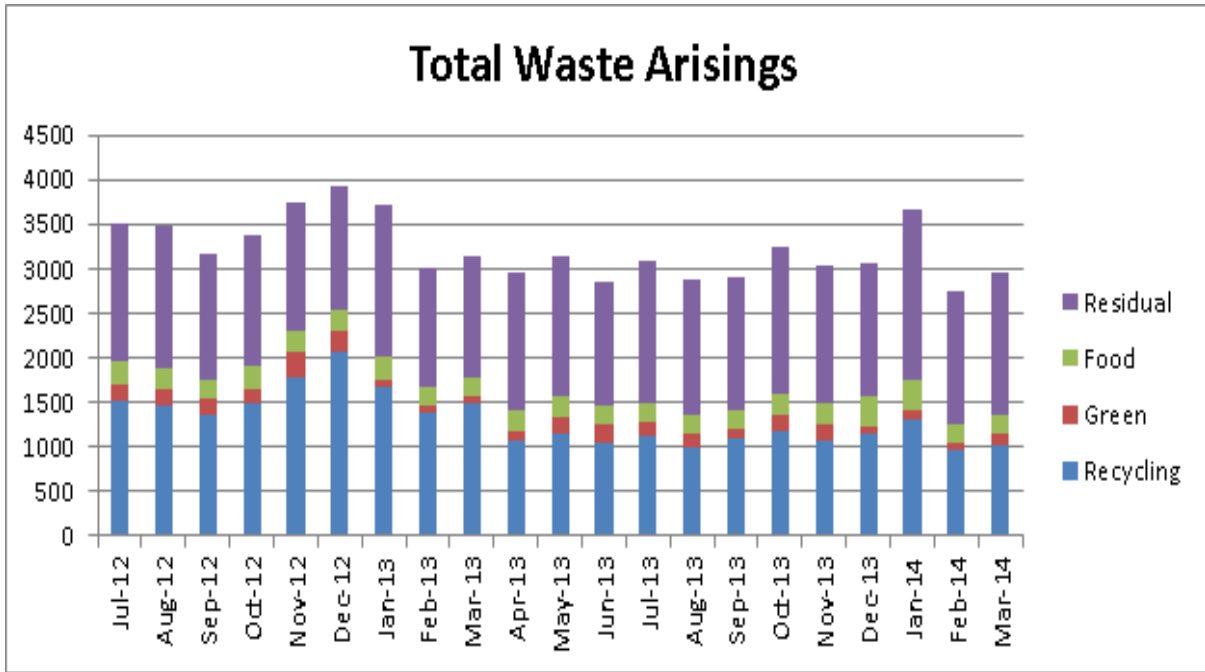
Residual Waste

The overarching aim within Waverley (and indeed nationally) is to reduce total waste sent for residual disposal. Disposal by landfilling (or incineration) is costly, and also impacts negatively on the environment. Furthermore, with many recyclable materials now carrying a positive value on the materials markets, the failure to recycle such materials represents a lost opportunity to generate income. The following graph shows monthly residual waste tonnages collected in Waverley between July 2012 and March 2014.



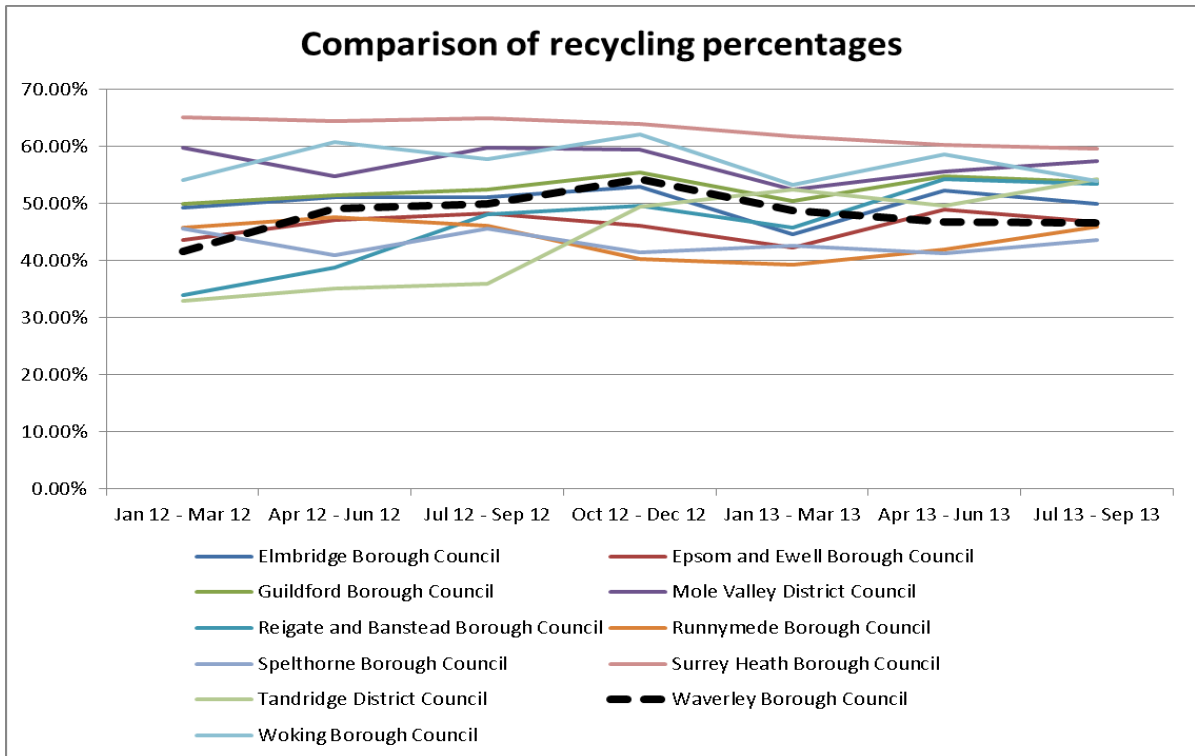
Interestingly, whilst the new recycling service showed a marked increase in recycling tonnages in the early months, the reduction in residual waste tonnages was not so pronounced. However, as the recycling rate has settled, so too has the overall volume of waste arisings, which are now approximately 3,000 tonnes per month, as was the case immediately prior to the launch of the new scheme.

The following graph shows the combined tonnages of dry recycling, garden waste, food waste and residual waste collected in Waverley between January 2012 and March 2014:



Comparison with other Surrey Waste Collection Authorities

The following graph shows Waverley's recycling performance alongside that of the other 10 Surrey Waste Collection Authorities between January 2012 and September 2013.



Unfortunately, it has not been possible to produce more up-to-date Surrey-wide data at this stage due to the time-lags involved in the compilation of this information. However, this clearly demonstrates that there has been a general downward trajectory across the County since the end of 2012, many of the reasons for which are explored in this report; however, Waverley's recycling rate appears to have declined more consistently, and to a greater degree than many others.

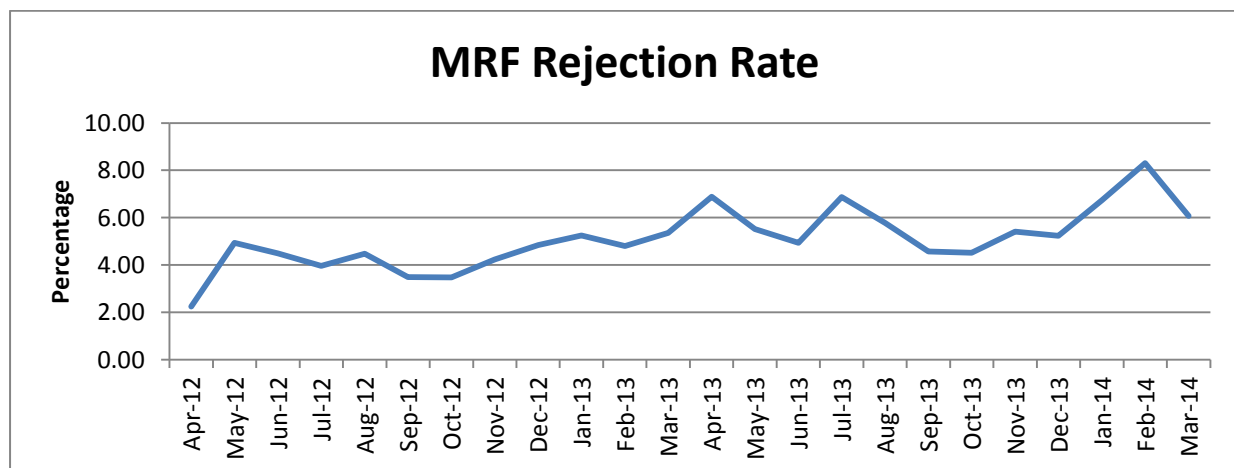
It is not entirely clear why this is, but is thought to be due to the fact that many of the other boroughs and districts have, during this time, introduced new or improved schemes which may have gone some way to counter the general decline (such as the introduction of kerbside collection of waste electricals and textiles, or improved garden waste services) and some (such as Tandridge District Council) have introduced entirely new, much improved services. Also, some councils have, during this time, engaged in comprehensive and targeted communications campaigns.

This report explores these various approaches in detail, and puts forward ways in which Waverley might take forward similar initiatives.

Dry Recycling Contamination Rates

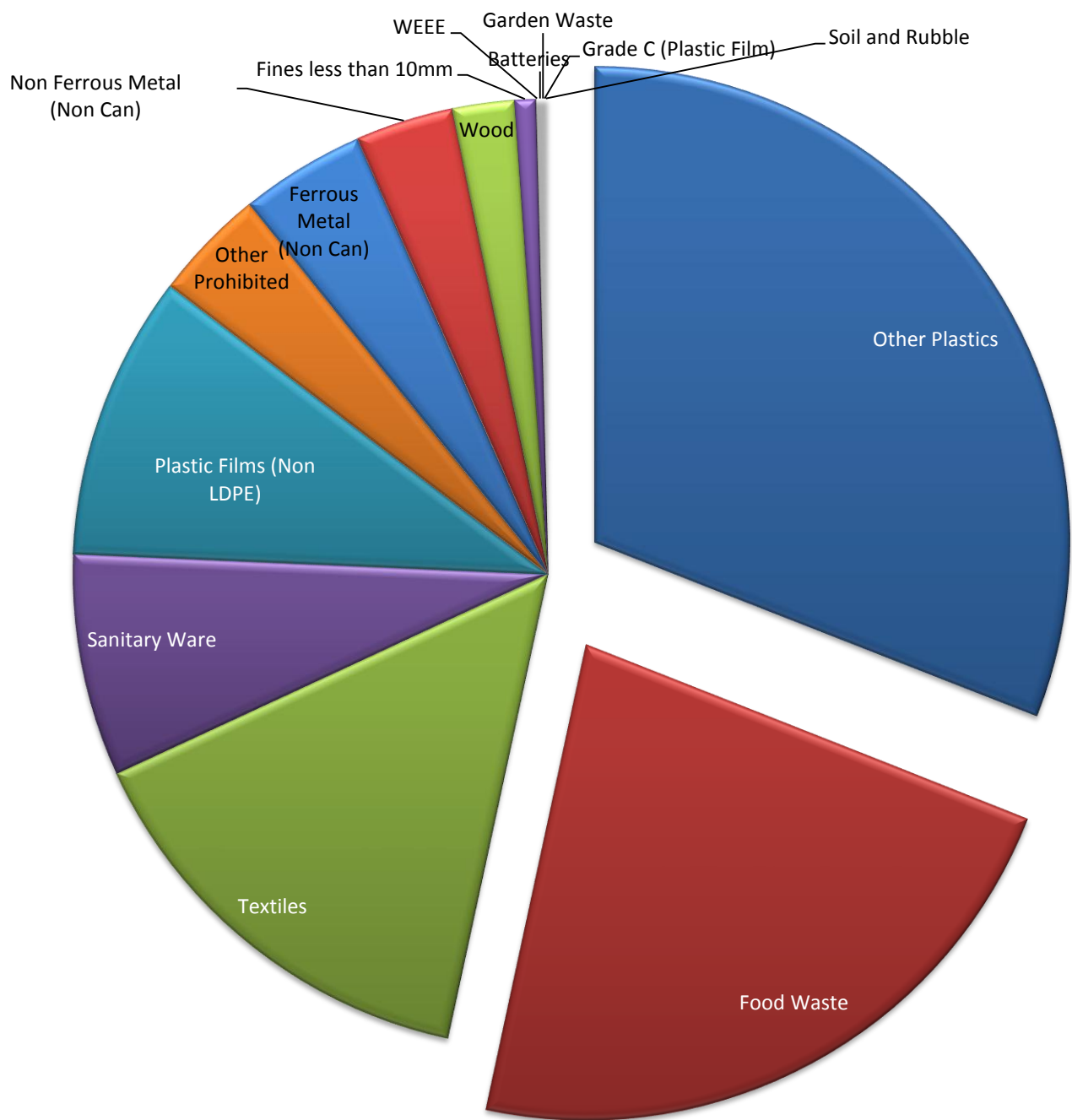
As part of the commingled recycling process, any materials which are identified through sorting at the MRF as non-recyclable are separated, weighed, and reported back to Waverley as a 'rejection' percentage. Although at the start of the scheme Waverley's recycling was some of the best quality recycling sent to the MRF, the rejection rate has increased as time has passed, from 2.5% at best to over 8% in some months. Although the recycling from Waverley is still some of the best quality received by the MRF, we are not able to claim recycling tonnages on material lost through rejection, and therefore it is in Waverley's interest (both financially, and environmentally) to maximise the quality of recycling.

The following graph shows the trend of rejection rates at the MRF since the start of the new recycling scheme in April 2012:



The main contaminants listed in the information received from the MRF are food waste and 'other plastics', with textiles being problematic too. The following pie chart shows details of the average rejection rates from the MRF over a two-month period in October and November 2013:

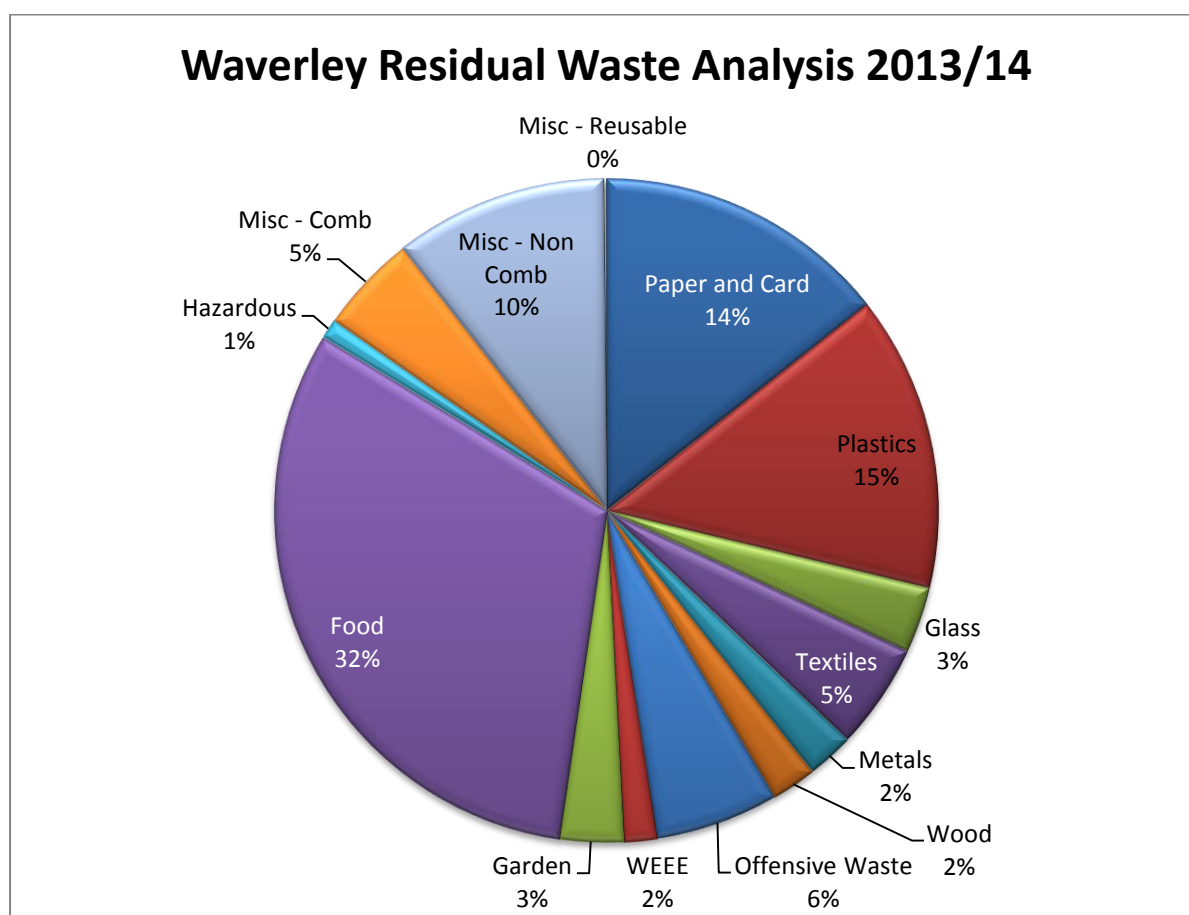
Chart to show Contamination percentages



Residual waste composition analysis

A composition analysis of residual waste was carried out throughout Surrey in June 2013, with a further phase carried out in December 2013 to provide an annualised picture. By weighing and compositionally sorting the residual waste an analysis could be carried out to identify the amount of waste being disposed of in the residual stream and the proportion of that waste regarded as either currently recyclable via the existing recycling scheme or potentially recyclable through introduced schemes.

The following chart shows the overall results from the residual waste composition analysis for Waverley:



Using this data, and the available data from neighbouring authorities, it is possible to identify potential capture rates of items still found in in the residual waste stream. The table below sets these out:

Residual waste components	% of this component which is potentially recyclable	Potential tonnes to capture (<i>based on WBC 12/13 total residual waste figures= 18,000 tonnes</i>)	Potential % contribution to recycling rate if all available material captured (<i>based on 12/13 total recycling figures= 22,000 tonnes</i>)	% contribution to recycling rate if captured as much as best performer in Surrey
Misc- Non combustible	0%- non recyclable	0	0	N/A
Misc- combustible	0%- non recyclable	0	0	N/A
Hazardous	0%- non recyclable	0	0	N/A
Offensive waste	0%- non recyclable	0	0	N/A
Wood	0%- non recyclable	0	0	N/A
Food waste	100%	5,760	14.4%	7.7%
Garden waste	100%	540	1.35%	1.3%
WEEE	100%	360	0.9%	0.2%
Metals	100%	360	0.9%	0.5%
Textiles	100%	900	2.25%	0.5%
Glass	100%	540	1.35%	1.2%
Plastics	47%**	1,269	3.2%	1.5%
Paper and card	64%*	1,612	4.03%	3.3%

* For full breakdown of types of paper in the residual stream please see [Annexe 2](#).

** For full breakdown of types of plastics in the residual stream please see [Annexe 3](#).

It is clear from this that there are still many areas where Waverley could target its efforts to improve the recycling rate, as there are items in the waste stream that residents could easily be placing in their blue bin, in their weekly food waste collection/ garden waste bins, or disposing of at the Council's bring sites.

The Surrey Waste Partnership is looking at the provisional results of the 2013 Composition Analysis in great detail with a view to developing an action plan to further improve capture rates and reduce the volume of potentially recyclable material finding its way into the residual waste stream. Waverley will work closely with the Partnership to develop this piece of work. It is anticipated that this will primarily focus on promotional campaigns targeted at the items which are still

occurring in high volumes in the residual stream, and a targeted promotional campaign specifically for flats.

Initiatives for 2014 onwards

Whilst it is worth stating that Waverley's recycling performance is still very strong by national standards (Surrey is in the upper quartile nationally), it is clear from looking at the results of the composition analysis, the MRF rejection data and the recycling/residual waste collection information set out above, that there is much that could still be done to further improve performance.

The following section and the detailed action plan at [Annexe 1](#) sets out the various pieces of work that are either in progress, or could be pursued over the coming months and years to achieve the corporate target of 60% recycling by 2015.

Improved garden waste collection service

On March 31, 2014 an improved garden waste scheme was launched and the current sack collections were replaced with wheeled bins. Through the renegotiated Veolia contract a more favourable price was secured for collection of garden waste from wheeled bins, and extensive research showed that this was a service that customers would prefer. By reducing subscription costs the aim was to encourage participation in the scheme, thus improving recycling rates. There is still a significant amount of green waste present in the waste stream (and garden waste also constitutes a small element of the dry recycling contamination rate), and it is anticipated that offering a reduced subscription rate will help to reduce these levels.

To date, as a consequence of the changes to the service, the customer base has more than doubled from just over 3,000 to over 7,000 subscribers from 31 March this year.

Based on the latest waste composition analysis results, and detailed tonnage data from the first 6 weeks of the new service, it is anticipated that this revised scheme will add at least **1.3%** to the current recycling rate (i.e., achieve 'best performer' rates).

Kerbside collection of textiles and WEEE

Despite Waverley making bring banks available across the borough for both textiles and Waste Electricals and Electronic Equipment (WEEE), the recent composition analysis shows that an estimated 900 tonnes of textiles and 360 tonnes of WEEE is currently still being thrown away in the residual waste per annum; and the MRF

rejection data shows that, between them, these materials make up nearly 1.5% of the content of the average blue recycling bin.

A number of Surrey Boroughs and Districts are now carrying out a fortnightly textiles and kerbside recycling collection. Investigations into the ways in which such a collection might take place in Waverley have taken place with Veolia, and it is considered that the most appropriate way to deliver this service in Waverley would be through the use of a separate, dedicated collection vehicle operating alongside the core service and collecting both textiles and WEEE on a fortnightly basis (alongside the recycling collection). Veolia have quoted an annual cost for this additional service of £60,000, and anticipate that they could reach 42,000 of the borough's 52,000 households with this service. Given the current market value of textiles (Waverley is currently getting £520 per tonne for the material collected from its bring sites), and the fact that both textiles and WEEE attract recycling credits, it has been established that such a service is very likely to break even (indeed, estimates indicate that there is currently over £400,000 of 'uncaptured' textiles in Waverley's waste stream.

The following table shows the cost analysis that has been carried out looking at what impact the service would have if Waverley equalled the capture rates of the 'best performer' in Surrey, and what would be necessary to achieve a break-even service.

	Estimated tonnage per year of each material	Total tonnage	Total contract costs	Total income from sale of textiles (£510 per tonne)	Total income from recycling credit	Net cost/ income
Estimated tonnages based on capture rates of top performing Surrey Boroughs	WEEE= 30.5; Textiles= 215.1	245.6	£60,000	£109,701	£12,847	+£62,548
Tonnage required to breakeven	WEEE= 9; Textiles= 106	115	£60,000	£54,060	£6,015	+£75

It is anticipated that this scheme would add just under **1%** to the current recycling rate if implemented across the borough, assuming we achieve similar capture rates to the current 'best performers' in Surrey.

Publicity

Whilst there is still some scope to introduce further 'niche materials' to the kerbside service it is felt that, with a comprehensive, popular and easy-to-use recycling scheme now in place across the borough, the main challenge is to ensure that the current scheme is well understood, and that residents feel engaged and motivated to make an active contribution towards the borough's efforts to increase recycling and reduce residual waste.

This is best achieved by ensuring that recycling communication is clear and concise, and that every available opportunity is taken to remind service-users of the recycling options available to them, and to demonstrate the environmental and financial implications of non-participation.

Waste and recycling issues have featured prominently in every edition of the Council's magazine, "*Making Waves*" since the launch of the new scheme, and proposals are in hand to include further articles in the coming 'Summer 2014' edition.

In addition, the Council's website provides valuable information on recycling, including a 'Recycling A-Z', and details of what happens to the material collected (including short videos of how the material is mechanically sorted at the MRF).

For the past two years, recycling information has also been included with the Council Tax bills to further reiterate the key messages- and a series of road shows (primarily focusing this year on the new garden waste service) have been undertaken.

The Council has set aside an annual budget of £10,000 for recycling communications and initiatives (such as the 'Behaviour Change' project below) will continue to be actively pursued with the aim of further improving recycling performance.

In addition, it needs to be recognised that effective communication directly links with improved recycling, which in turn has a positive financial impact. In recognition of this fact it is proposed that a proportion of any savings achieved as a consequence of the initiatives identified in this report are re-invested into improved communications on an 'invest to save' basis.

"Behaviour Change" project

Behaviour change and publicity is a significant focus for the Surrey Waste Partnership at present, and Waverley has the opportunity over the coming months to 'pilot' a range of potential approaches with assistance from SCC, with a view to further improving the capture rates of the range of materials already collected from the kerbside.

Now that the kerbside 'offer' is broadly aligned across the county, it is widely believed that the main challenge remaining is to bring all boroughs and districts up to 'top performer' level for each component of the recycling bin- and that this is best achieved through a coordinated programme of communications and behaviour change work.

If, through behaviour change and publicity campaigns, capture rates in Waverley are increased to a similar level to that of the top performing Boroughs across the county it is possible to conclude, based on the composition analysis and tonnage data available, that up to a further **14%** could be added to the current recycling rate in Waverley in due course.

In practice, this 'pilot' project will involve the distribution of targeted communications to households to encourage the recycling of a greater range and volume of materials, and will do this by testing the relative effectiveness of three different communications messages, as follows:

- a. Straightforward information on the materials that can be recycled.
- b. An additional message that portrays an 'injunctive norm' relating to recycling with Surrey as the reference group, such as *"X% of people in Surrey think it's important to recycle everything they can"* (injunctive norms' are behaviours which are perceived as being approved of by other people, i.e., what you "ought" to do)
- c. Another additional message that portrays an 'injunctive norm' with Waverley as the reference group, such as *"X% of people in Waverley think it's important to recycle everything they can"*.

As well as testing the three different messages, the experiment will also test the relative effectiveness of two forms of direct communication – bin hangers and leaflets delivered through residents' doors.

These variables will be compared against a control group which does not receive any communication, to assess the impact of the communications on the tonnage of recycle collected.

This experiment is planned to take place in June/ July and will report in September/ October.

Environment agency perspective on leafing

Each autumn Waverley carries out a 'leafing' program to sweep leaves from roads throughout the Borough, and until last year these were then sent for composting, counted towards Waverley's recycling rate, and attracted recycling credit.

Throughout the leafing months (traditionally November to the end of January), the amount of leaf fall collected from Waverley's streets totals over 1,600 tonnes, and

has historically contributed as much as 13% to the recycling rate in any given month- and each year, once averaged-out, the leafing contributes **around 3%** to the total yearly recycling percentage.

Last year the Environment Agency and Defra indicated that, due to high levels of 'contaminants' found in samples from a small number of test areas in Wales, they would no longer accept leafing tonnages as composting. Although SCC and the Surrey Waste Partnership have debated this with them at length over the past 2 years, this year again the Environment Agency have reaffirmed their position to exclude street swept leaves from any composting process.

Throughout the leafing season last year SCC carried out independent trials to prove the quality to be suitable for composting, and in these trials the leaves did pass the PAS100 standard, but the EA tested for other contaminants outside the scope of PAS100. Some of these other contaminants, including polyaromatic hydrocarbons, were present in the loads tested. Therefore, unfortunately the EA's position currently remains the same.

The inability to recycle leaves has had a significant impact on Waverley's recycling rate. Work continues to identify ways of diverting this compostable material from treatment as residual waste as soon as possible, with a view to once again being in a position to include collected leaves as 'composting/ recycling'.

Black Bin Replacement Policy

Waverley initially introduced black refuse wheeled bins (primarily of 240L capacity) to all households in 1987. Since this time there has been a deterioration in the condition of the bins due to the age and the level of 'wear and tear' which is inevitable in this type of operation.

Since 1987 it has been the policy of the Council to require residents to replace (at their own cost) wheeled bins which are damaged, stolen or generally not fit for purpose, in all circumstances other than those where the damage is the fault of the contractor.

It is generally recognised (based on the experience of others, such as Surrey Heath, who have residual bins with less capacity than their recycling bins and are the highest recyclers in Surrey), that the availability of a 240L wheeled bin for the disposal of residual waste can have a negative impact on recycling performance.

During 2013/14, an initiative was started in Waverley, in which 200 black bins which had been reported by Veolia as damaged beyond repair were replaced, free of charge, with smaller (140L) bins with the aim of reducing residents' capacity for residual waste. If the resident wanted a larger bin, then they were advised that they

would be required to pay for it. In the event, less than 1% of customers contacted opted to pay for a larger bin.

In light of this success, a further sum of £9,000 has been allocated for 2014/15 to allow for the purchase and distribution of another 200 140L-capacity black bins. This will enable the Council to continue to offer the choice to replace damaged bins free of charge on a 'first come, first served' basis, with the option available to the customer to purchase a larger bin if desired; and indirectly encourage residents to think more carefully about their recycling habits as they have less capacity to dispose of recyclable materials in their residual bin.

It is proposed that these will be distributed as and when residents contact the Council requesting a new bin if they have damaged or broken it. As with the previous exercise, it is proposed that we would offer residents a small bin free of charge, with an alternative option for them to pay for a larger bin. With around 200 enquiries for this per year, there are enough bins in stock to manage demand.

Sale of food waste caddy liners

Last year, Waverley carried out a trial reward scheme campaign funded by DEFRA with the aim of encouraging participation in the food waste recycling service. As part of the promotion a door knocking campaign was carried out to promote the scheme, but also to identify potential barriers to participation in the scheme.

This work revealed that participation in the food waste collection scheme stubbornly remains at 65%. This is in line with the national average- but means that 35% of our residents are still choosing to dispose of their waste food in other ways (and the residual waste analysis shows that 32% of the content of the residual waste bin is still food). Waste food is both heavy and environmentally significant if not managed appropriately, and measures therefore need to be taken to encourage maximum use of the weekly food waste collection service.

Analysis of the survey results showed that one of the factors which would encourage residents to use the service would be if they were provided the caddy liners free of charge, with another factor being residents who stated that they would use the service if they didn't have to clean out their caddy. Although it is not financially viable to provide free caddy liners, there may be potential to sell these at a reduced rate compared with the supermarkets.

Currently, liners are available from Sainsburys at a cost of £2.40 for a roll of 20, from Tesco at a cost of £2.85 for a roll of 25, and from Waitrose at a cost of £2.40 for 22.

Spelthorne Borough Council started a trial scheme in July 2013 selling food waste caddy liners from council offices, community centres and local libraries. The key facts are as follows:

- They purchase the liners for £0.94 per roll and sell to customers for £1.50.
- After the initial outlay, the scheme is self-financing- they get the money back on sales and make a small surplus to enable bulk orders.
- They also use any surplus to enable them to give out some of the liners free of charge to promote the service in areas of low uptake.

Whilst it is difficult to directly measure the impact of the scheme on participation or food waste recycling tonnages, Spelthorne report that between July and December 2013, this scheme saw nearly 1,700 rolls of 25 liners sold. This is clearly a very positive result, and there is certainly potential for Waverley to operate a similar scheme.

Side Waste/ closed lid policy

Waverley has, for some years, operated a 'no side waste' and closed lid policy for residual waste, in effect meaning that only refuse presented within a closed black bin will be collected. Although we rarely get reports of this, occasionally residents do call to say that the excess waste beside their bin has not been emptied and they have been left a sticker to explain why. On these occasions the team explain the policy and can give advice on waste reduction, and the resident will be left to clear the waste of their own accord.

This policy has been in operation for many years in Waverley, and the majority of residents are compliant, however, Veolia do report where there are exceptional cases, and will continue with this course of action. The team will continue to work with Veolia to ensure that all such incidences are reported, and that appropriate follow-up action is taken to ensure the waste minimisation/ recycling message is conveyed effectively and consistently to residents.

Second bin exemptions

Properties with six or more residents have historically been, upon request, granted permission to use an additional bin for their residual waste. In 2013 an exercise was carried out to review all second bin customers, and numbers were reduced from over 400 to just 231 properties in Waverley. The procedure now in place ensures that all residents requesting a second bin must 'apply' for it, and if granted they are given a sticker to identify the second bin as being permitted. Veolia diligently report any additional bins that are not permitted, and do not empty these.

It is proposed that this procedure should continue, and that in future, residents requiring a second bin must buy a smaller sized (140L) residual waste bin, rather than the full sized bin that they can purchase at present.

In respect of blue recycling bins and food waste caddies, it is the Council's approach to provide as many receptacles as required by a household in order to encourage positive recycling behaviour. However, anecdotal evidence suggests that this fact is not widely known and as a consequence, it is proposed to do further work to make this clear in any future communication campaigns.

Working with contractor on reporting contamination of recycling bins

Waverley requires Veolia's operatives to report any recycling bins that have incorrect items in them. In these cases, if the offending item can be easily removed, they will do so, and leave them behind, or alternatively, they will leave a sticker to explain that the bin could not be emptied, alongside a list of all the correct items. This data is then passed back to the office at the end of each day, and the team write to everybody who has presented a contaminated bin more than once. On the rare occasions that this continues, a phone call, or even home visit will be made.

The system for this at present works reasonably well, and appears to prevent repeat contamination of recycling bins where an issue has been identified. However, although Veolia are vigilant in looking for contamination, in reality, they will not see everything in the bin (as contamination is often buried), and therefore identification of contamination can be difficult.

Clearly, with a current dry recycling 'contamination rate' reaching 8% in some months, there is still much to be done, and work will continue with Veolia to identify ways in which contamination can more effectively be identified at source, and appropriate action can be taken.

'Recycling on the Go'

In October 2012 WBC installed 27 recycling litter bins in the four main centres of population in the Borough. The aims of the project were as follows:

- To contribute towards increasing the recycling rate in Waverley.
- To allow residents access to recycling facilities when they are 'on the go.'
- To reinforce the recycling message by creating a 'culture' of recycling in residents' everyday lives rather than just at home.

In the months following the scheme launch, a series of composition analyses were carried out of both the recycling element and the residual element of these new bins. This showed that nearly 70% of what was discarded in the 'recycling' compartment was recyclable, with approximately 30% of the content on the 'non recyclable' compartment being recyclable material. Clearly, (and as expected) this level of contamination is comparatively high; however, the scheme is nonetheless yielding approximately 6.5 tonnes of recycling per annum, and more importantly provides a valuable opportunity to ensure that the recycling message is consistent across the borough's facilities.

Further work is now underway across the Council's key parks sites, with dual-use bins now installed at Broadwater Park, and due to be introduced soon at Farnham Skate park, Phillips Memorial Gardens and Gostrey Meadow.

Management of Communal facilities

Flatted developments and houses in multiple occupation present a particular challenge when it comes to recycling.

Many such sites have communal waste and recycling facilities- often some distance from the residences themselves, which makes it difficult to engender a sense of 'ownership'. This tends to result in lower rates of recycling and significantly higher levels of contamination. This is further compounded by the fact that, by their nature, such sites tend to have a significantly higher turnover of occupants, meaning that good recycling practices are more difficult to enforce and sustain.

WBC already works closely with many of the management companies responsible for these sites, with the aim of ensuring the necessary facilities are provided and maintained (and any communication material is made readily available on an ongoing basis) to maximise participation in, and minimise misuse of the scheme.

However, more work needs to be done to ensure that, as far as possible, the performance of these sites equals that of other households in the borough, and it is proposed to carry out an audit of all communal sites in order to identify an action plan of improvements for the coming year.

Conclusion

By working in partnership with our residents over the past two years, and investing in significant improvements in our recycling services, the Council has achieved positive improvements in recycling performance.

The introduction of commingled dry recycling and weekly food waste collections have proved extremely popular with residents, with over 93% of respondents to a 2013 survey saying that they considered the new service to be either good or excellent.

More recently, the new garden waste subscription service that went live in April has already seen a doubling of its customer base.

However, for a variety of reasons, overall recycling performance is not yet where the Council wants it to be, and last year's Defra ruling that leaf fall could no longer be considered as recyclable, is certainly a key component of this.

Looking forward, this report identifies opportunities for the Council to achieve further improvements in recycling performance – both through a reduction in the overall volume of waste being collected, and an increase the proportion of waste being recycled or reused. Some of these improvements must inevitably be focused on encouraging more residents to make full use of the recycling services that the Council is already providing, as this is where some of the largest gains can be achieved. Other improvements focus on the introduction of new recycling services such as textiles and electrical goods, where there is a clear and compelling business case.

This report, and the detailed Action Plan at Annexe 1 sets out a range of evidence-based opportunities to achieve and then surpass the Council's agreed target of recycling over 60% of the borough's waste by 2014.

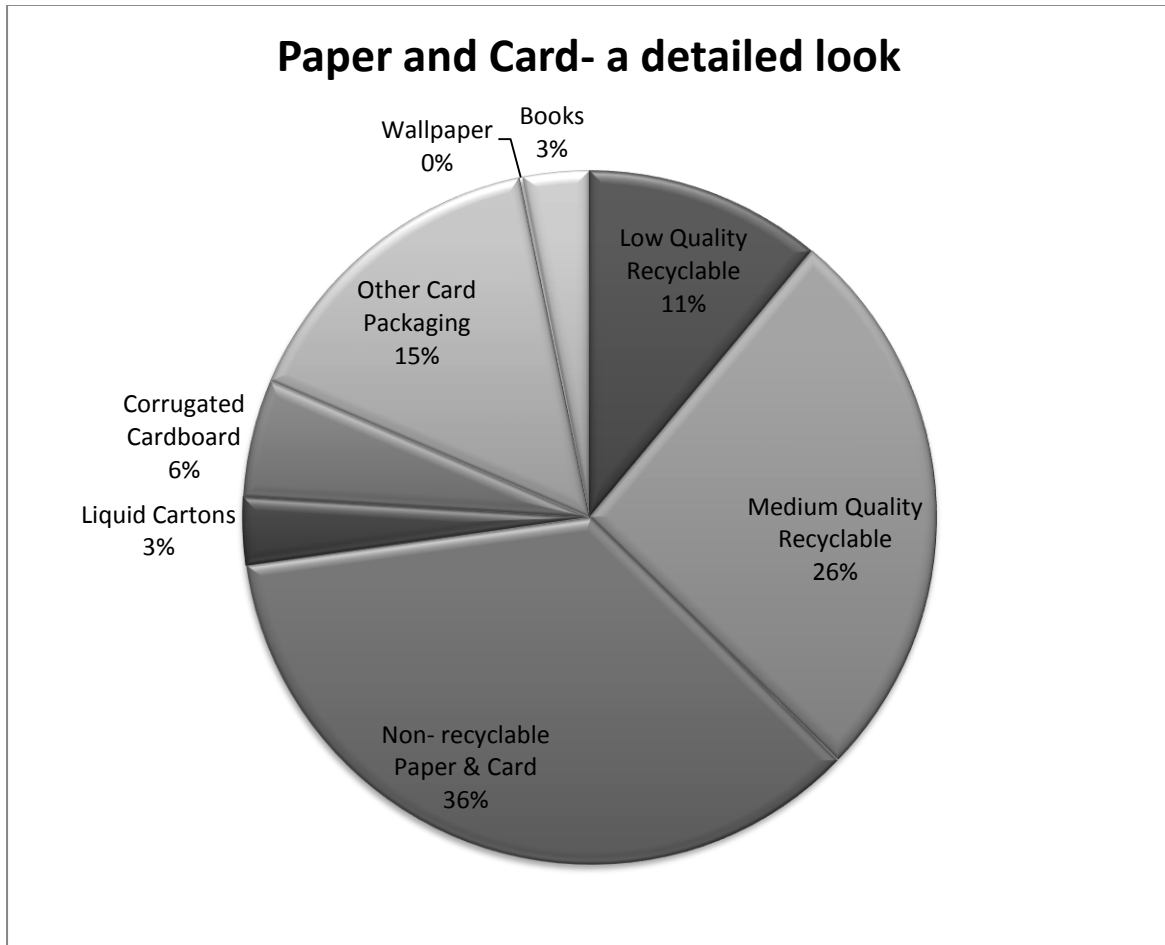
Annexe 1- Recycling Improvement Action Plan 2014/15

Action number	Action	Completed delivery time	Outcome/benefit	Narrative	Resource implications
1	Improved garden waste collection service	May 2014	Estimated 1.3% increase in recycling rate.	New service implemented and increased number of subscriptions to target of 6,000.	Officer time. Capital funding of £151k allocated.
2	Kerbside collection of textiles and WEEE- develop detailed proposals for consideration as part of the budget-setting process for 2015/16	August 2014	Estimated 0.7% increase in recycling rate.	Proposals for new kerbside collection service for textiles and WEEE, (using a separate vehicle, and undertaking collections on recycling week) to be considered as part of 2015/16 budget setting process.	£60,000 ongoing revenue costs, to be offset by income from sale of textiles. £3,000 capital cost for publicity. Officer time.
3	Greater positive publicity, information and awareness raising	October 2014	Up to 14% potential increase in recycling rate if all available recyclable materials were recycled to the level of the top performing Borough in Surrey.	Pilot a range of publicity approaches with a view to further improving the capture rates of the range of materials already collected from the kerbside.	£10,000 publicity budget (in place). Officer time.
4	Leafing	Autumn 2014	Up to 3% increase in recycling rate if leaves are treated as 'compost' rather	Continue to work closely with SCC/ SWP to identify alternative and more	Officer time

			than residual waste	sustainable means of managing leafing	
5	Black bin replacement	Ongoing throughout next year	Reduction in waste sent to landfill.	Replacing broken or lost black refuse bins with a smaller 140 litre bin free of charge, with an option for residents to buy a larger bin.	Officer time £9k allocated for 2013/14 for replacement and distribution of bins.
6	Investigate potential outlets for sale of food waste caddy liners.	Investigation will be completed by August 2014.	Increased participation in food waste service. Corresponding reduction in food waste sent to landfill.	Investigating options to sell food waste liners at Council offices, community centres and libraries. Similar to scheme operated by Spelthorne.	Officer time. Initial outlay to buy stock of liners (approximately £3k). Overall, scheme should be self-financing.
7	Side waste/ closed bin policy	Ongoing throughout next year	Reduction in waste sent to landfill.	Ensure that side waste and closed bin lid policy are being continually enforced by Veolia	Officer time
8	Second bin exemptions	Ongoing throughout next year	Reduction in waste sent to landfill.	Ensure that families of 6 or more who request a second bin are required to purchase a 120 litre bin, as opposed to the 240 litre bin at present	Officer time

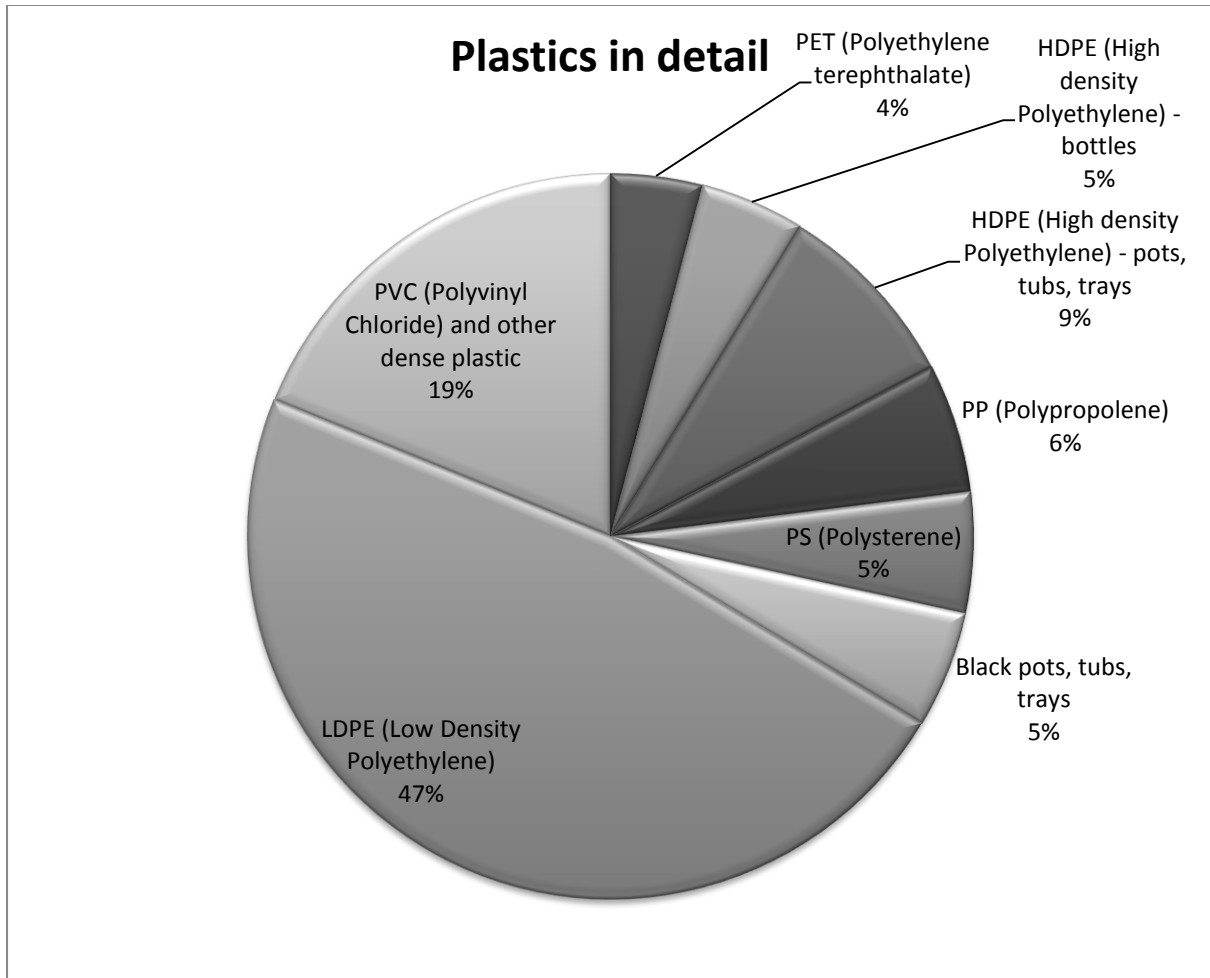
9	Provision of additional recycling containers	Ongoing	Increase capacity for large families to maximise recycling	Improve communications regarding the availability of unlimited recycling containers (both food waste caddies and blue recycling bins) for larger families	None
10	Contamination of recycling bins	Ongoing throughout next year	Improvement in quality of recycling sent to MRF, and corresponding reduction in waste sent to landfill through rejected recycling.	Ensure that Veolia are enforcing the non collection of contaminated recycling bins, and that Environmental Services Team support and promote the recycling message.	Officer time
11	Recycling on the go	Ongoing	Reinforcement of recycling message across all WBC facilities, and small contribution to overall recycling rates	Continue to monitor use of recycling litter bins, and introduce further facilities across the Council's key Parks sites	Existing budgets
12	Communal developments	December 2014	Improvement in recycling rate and reduction in contamination levels at communal developments with shared facilities	Develop and action plan for improving the recycling performance of communal developments / houses in multiple occupation	Officer time

Annexe 2- Composition of paper in residual waste stream



The chart shows that 64% of paper and card in the waste stream is recyclable.

Annexe 3- Composition of plastics in residual waste stream



The chart shows that 47% of plastics in the waste stream is recyclable, based on the assumption that PP and PS can't be recycled, and that only a small percentage of LDPE (estimated 5%) can be recycled.