

Changing our thinking ... away from rubbish and towards a resource

North Tyneside
Waste Management Strategy
2013-2030



North Tyneside Council

Introduction

North Tyneside has made great improvements in the amount of waste recycled and in reducing the amount of rubbish produced since its first strategy was published in 2002.

There have also been legislative changes and statutory instruments which have brought further improvements. In addition, awareness amongst residents has been raised to an unprecedented level. Participation in recycling has risen to 94% in 2009, compared to 45% in 2005 and residents now accept recycling as an everyday activity. Residents are asking more questions about what happens to recycling after collection and the destination of materials not recycled. They are demanding more action from supermarkets and food manufacturers on packaging and consumer demand has led to a decrease of 50% in carrier bag usage.

We want rubbish to be seen as a valuable resource to be utilised in energy recovery or manufacturing. We want everyone in North Tyneside, residents and businesses to recognise that rubbish is not a council problem but a personal choice. As consumers we have to ensure that we carefully consider what we are buying and we have to think about what will happen to things once we have finished with them.



We need to think differently about the things we throw away and make sure that we have given them every chance to become useful again.

At the same time we need to encourage and educate residents and businesses to reduce the amount of rubbish they produce in the first place. This may be through careful meal planning and shopping for residents or more radical procurement strategies, perhaps joining with similar small companies, for local businesses.

The time is right to launch our vision for changing hearts and minds. We hope our residents and businesses will embrace the principle of rubbish as a resource and be part of our vision to think and act differently regarding rubbish from now on.

What possible use could rubbish be?

It has been too easy in recent years to just “get rid” of things we no longer want without any thought of where they will end up but many things that are thrown away could be reused or repaired to be used again. As consumers and rubbish producers we need to challenge our own attitudes, such as:

It’s rubbish because it’s broken and old fashioned and we don’t need it any more!

Our strategy will be to encourage organisations such as charities to reuse household items and textiles and to encourage residents and businesses to donate more to these organisations or pass items on to other people who do need them.

It’s all mixed up together so it’s all rubbish!

Our strategy will be to encourage residents and businesses to separate their rubbish so that everything that can be reused or recycled is.



It’s definitely rubbish because we’ve recycled everything we were asked to!

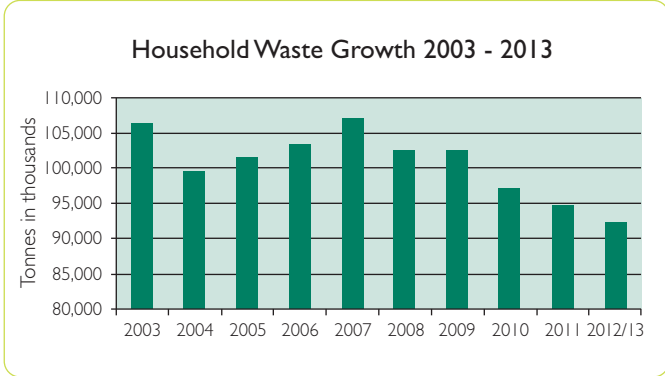
Our strategy will be to find the best possible technology to recover value from the rubbish to use as fuel or to generate energy.

It’s rubbish because it’s in my bin and it’s the council’s problem now!

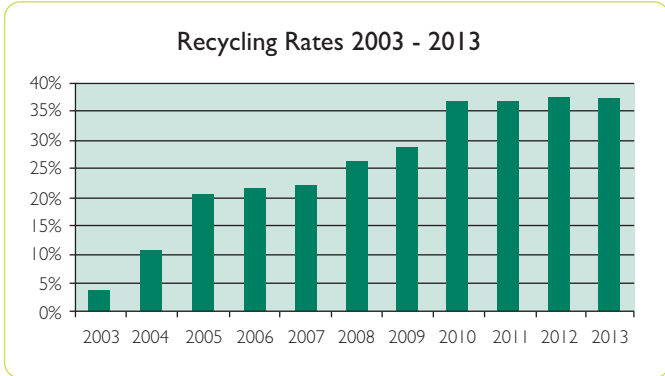
Our strategy will be to educate and encourage people to act differently. After all the environment belongs to everyone and spending less on rubbish means there may be more available for other services, such as caring for our older people.

What do we do with rubbish now?

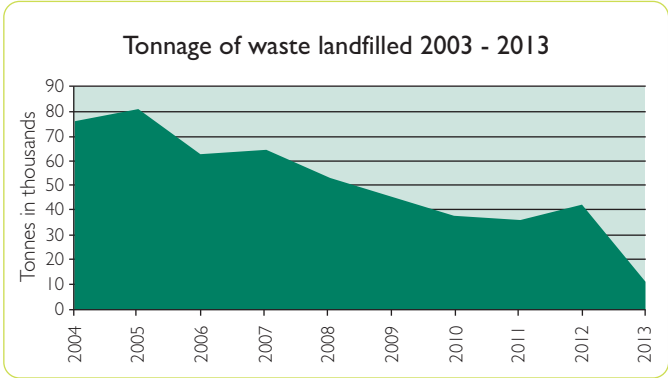
The good news is that we produce less rubbish these days ...



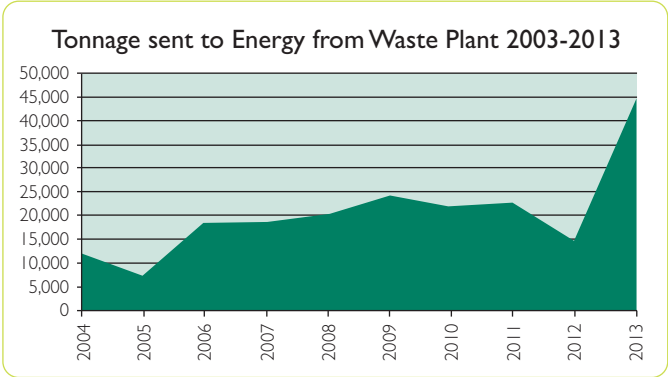
... and we recycle more!



We also send less to landfill ...



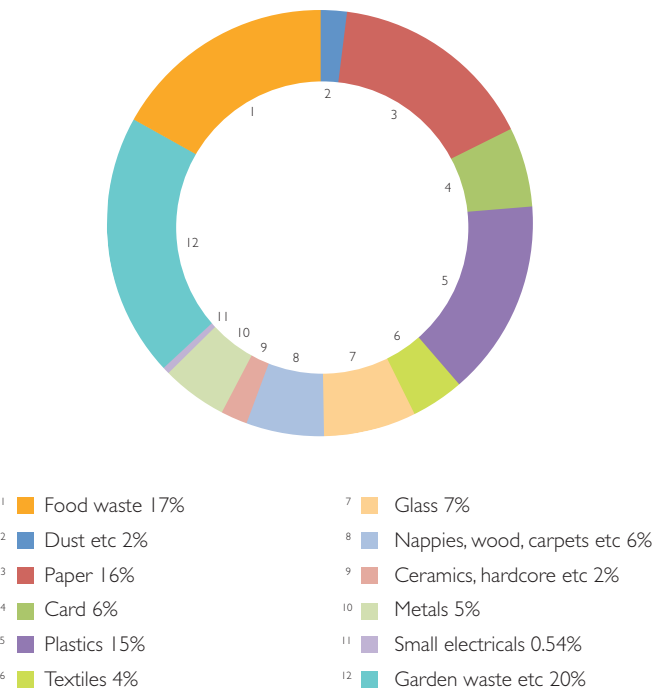
... because we send more to to the Energy from Waste plant which turns heat into electricity.



So why change?

Our recycling performance is beginning to plateau

Achieving higher recycling levels in future will be an awful lot harder. We already capture a lot of recyclables – mainly packaging waste and garden waste and there is not much more we can do at the kerbside, yet our analysis of the waste shows that there is a lot more recycling that we could be capturing, as shown in the chart below.



Authorities achieving higher rates are all collecting refuse and recycling on alternate weeks. We have recently received funding from Central Government to retain weekly refuse collections but this is a long term strategy and we must fundamentally re-think how we deal with rubbish in the long term, including how and when we collect it, if more recycling is to be achieved.

Landfilling rubbish is a poor economical and environmental option

The EU Landfill Directive
There are a wide range of legislative controls on waste - the 1999 EU Landfill Directive being a primary example of this. To comply with the Landfill Directive the UK must meet a stringent target to reduce the amount of biodegradable municipal waste that can be landfilled to:

- 35 per cent of that produced in 1995 by 2020

Landfill Tax
Landfill Tax is payable on every tonne of waste sent to landfill. The tax originated as a driver for change, as making landfill more expensive makes alternatives such as recycling more financially attractive. The rate of landfill tax has increased significantly since it was first introduced in 1996 and it has proven to be an effective means of encouraging increased waste prevention and recycling.

The current (2012/13) rate is £72 per tonne and Government has committed to increasing this by £8 per tonne each year until it reaches £80 per tonne. There are indications that the tax may increase further and so increasing the diversion of rubbish from landfill is an important prerequisite of this Strategy.

The Government is demanding change
Revised Waste Framework Directive (WFD) 2008
Member States of the European Union must achieve a target of re-using or recycling 50 per cent of household waste (including paper, metal, plastic and glass) by 2020; and achieve a target of re- using, recycling or recovering 70 per cent of construction and demolition waste by the same date.

North Tyneside is growing
The 2011 Census suggested North Tyneside has a resident population of around 200,800, which is greater than at any other period since 1981. The recent population projections for North Tyneside, published by the Office of National Statistics (ONS), showed the borough's population rising to 224,900 in 2035, an increase of 13.4% from 2010. This compared with a projected increase of 6.9% for Tyne and Wear; 7.4% for the North East and 18.9% for England as a whole. The projected increase for North Tyneside was the largest in percentage terms in Tyne and Wear.



What progress have we made?

Our last published strategy, “Waste - the way forward” was published in December 2009. What did we say then and what have we achieved?

In 2009 we said we would:

Improve the Household Waste Recycling Centre to make it easy to recycle different things

Signage has been improved and additional containers have been added meaning that residents can now recycle 21 different types of rubbish. The recycling rate on site is consistently over 60%, compared to 40% in 2009

Improve recycling collections so that residents can recycle more

We took collections back in house, replaced the 55 litre box with a 240litre bin with separate caddy for glass and added cardboard to the collections.

We also streamlined collections so that refuse and recycling are collected on the same day making it easier to remember.

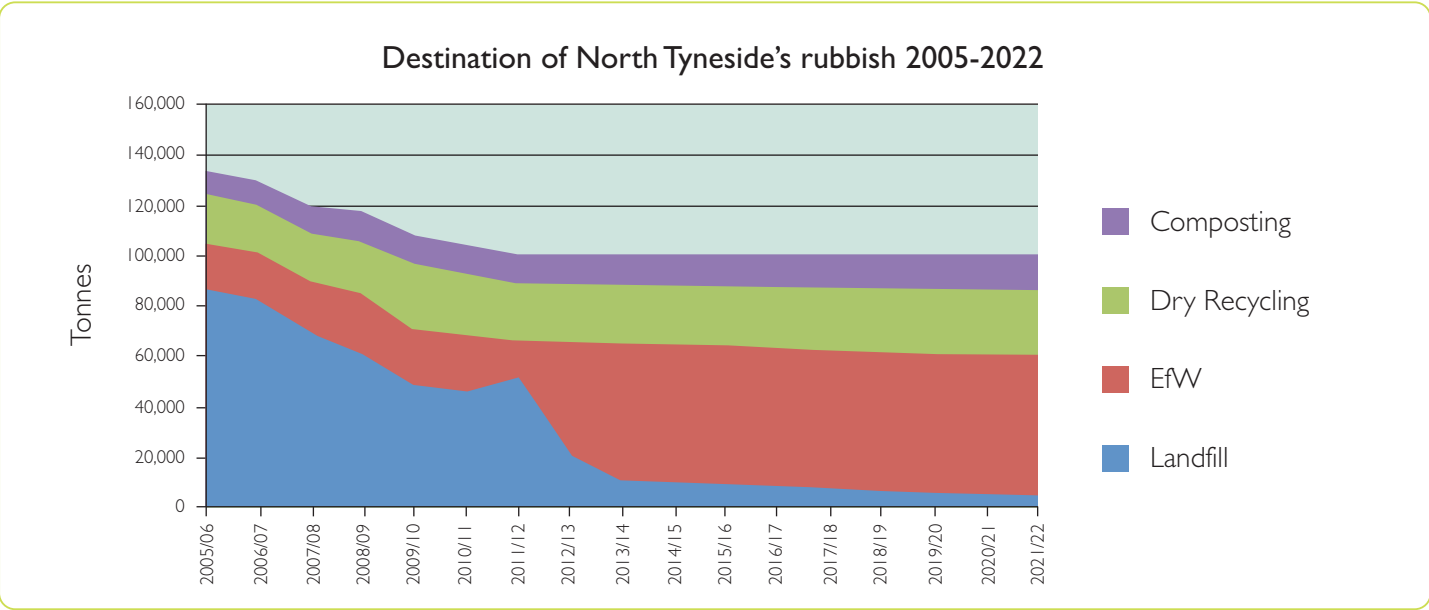
Work with community groups on waste minimisation

45 events held since 2009, where residents reported a greater understanding of the recycling process and how to reduce rubbish at home

Procure a better waste disposal contract which diverts more rubbish from landfill

Our rubbish disposal contract has been renegotiated to run until 2022 and to include a much larger proportion going to Energy from Waste.

The graph shows how the new contract will improve our diversion from landfill until the contract ends in 2022.



Enter into a Knowledge Transfer Partnership (KTP) with Newcastle University. KTPs provide funding to enable businesses to access the skills and resources at a university. Using high calibre graduates to work on a strategic project, knowledge can be transferred into the company and improve key aspects of it's operations.

The KTP provided a number of studies undertaken over two years, leading to:

- Implementation of the 4 day working week
- A scientific appraisal of rubbish disposal technologies
- A rubbish composition analysis
- A recycling participation survey
- A feasibility study of separate food waste collections

Work with schools on waste minimisation and recycling

81 schools are registered on the ECO schools programme, 14 have green flags and 32 have silver awards.

A sustainable schools network has been set up to look at this and other environmental issues.

Five Big Green Question Time events have been held which gave hundreds of High School students the chance to ask questions of those in the know both in the private and public sector.

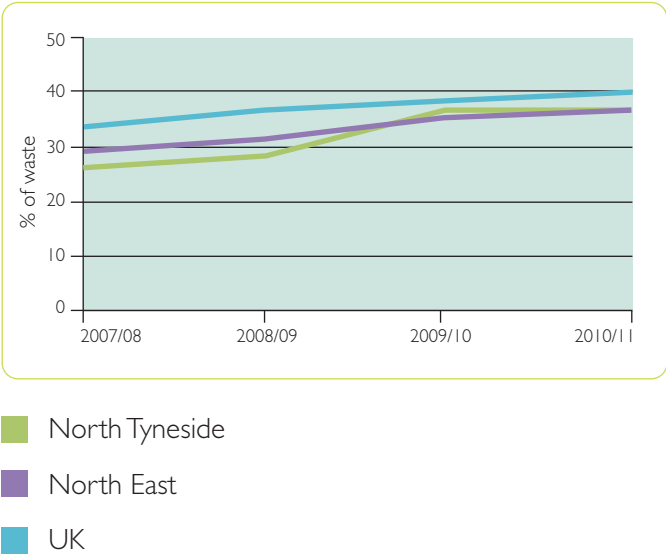
100 children have visited the recycling sorting plant in Wallsend.

What else have we done?

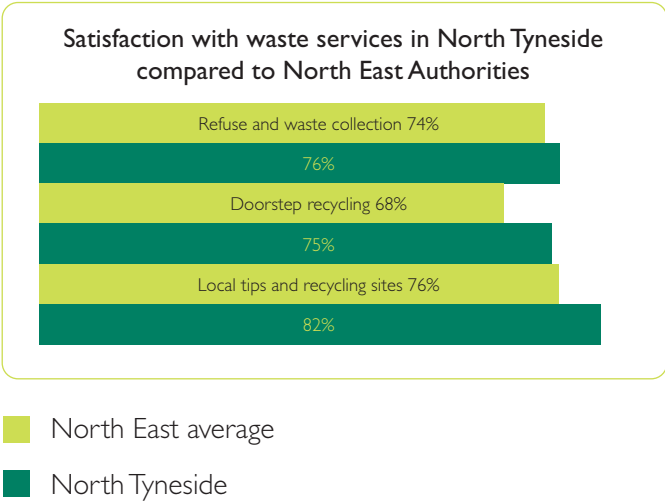
- Entered into a contract with other North East Authorities and a specialist contractor to ensure that all electrical items - from a toothbrush to a washing machine - are properly recycled and also allows us to try new ways to recycle more electricals, e.g a trial kerbside collection scheme and containers at recycling sites for small electrical items.
- Again with our neighbouring Authorities – set up a contract which standardises the containers at our recycling sites making them tidier and making recycling easier and also brings in a small income to the council.
- Teamed up with Newcastle City Council to set up a new contract for recycling materials in the grey bins which will move the council away from paying a fee to sort materials to receiving a financial return.
- Reduced our costs and fuel usage by rerouting refuse and recycling vehicles into zones, so that they are in the same areas at the same time and can help each other out when problems arise.
- Fitted tracking equipment to our collection vehicles so we can maximise their efficiency.
- Reduced disruption after bank holiday weekends by keeping collection days the same.
- Had a very successful recycling reward campaign in 2010 funded through a grant, which increased plastics recycling by 7% over three months.
- Bid for and been awarded a grant of £3.355million by the Department for Communities and Local Government to:
 - Standardised refuse bins across North Tyneside (around 5,000 people had a non standard bin which only one wagon could empty)
 - Increase the number of Recycling on the Go bins
 - Mount a new campaign to encourage people to reduce their rubbish and recycle more which starts in autumn 2013 and runs until summer 2017
 - Maintain weekly rubbish collections until 2017.
- Signed up charities and community organisations to our Reuse Credit Scheme which rewards them for diverting things like bikes and furniture away from landfill.
- Provided recycling credits to other charities for recycling textiles they couldn't sell in their shops.
- Given cash back to over 100 mums for using reusable nappies.
- Consulted with residents about recycling and changed our annual recycling calendar to better suit their needs.

How do we compare with other areas?

The proportion of waste within North Tyneside that is sent for re-use, recycling and composting is heading in the right direction, with this increasing since 2007/08, when it was below the average for the North East. It remains below the average for the United Kingdom but the gap had narrowed significantly since 2007/08, as shown below.



In 2012 a postal survey was carried out not only in North Tyneside but also other neighbouring Authorities in the North East. The graph (below) shows that there are significantly more North Tyneside residents who state that they are satisfied with refuse and waste collection, local tips and recycling centres and doorstep/kerbside recycling when compared to the North East average.





What is our strategy?

1. We will work with our residents to reduce rubbish produced by each household

- We will provide schools with the knowledge and tools to enable the next generation of consumers to think of rubbish as a valuable resource
- We will work with residents to encourage “smarter shopping” so that they plan meals ahead of time and avoid throwing food away
- We will provide residents with home composters at a subsidised cost
- We will encourage the use of reusable shopping bags
- We will offer a cash back payment to users of reusable nappies

2. We will maximise the amount of rubbish that is reused, recycled or composted

Reuse:

- We will promote reuse of items to residents
- We will offer reuse credits to voluntary/charity organisations that reuse items that would otherwise have been disposed of

Recycling:

- We will add additional materials to our kerbside collections whenever markets are available
- We will monitor participation in our recycling schemes and target our communications on those areas with low participation
- We will increase opportunities for residents to recycle on the go
- We will keep residents informed of our recycling performance
- We will increase the amount of commercial rubbish recycled
- We will recycle more waste from council offices and schools
- We will recycle street sweepings
- We will rethink our collection and storage methods for the long term
- We will procure a waste treatment technology which supports maximum recycling

Composting:

- We will continue to collect garden rubbish from suitable properties
- We will separate garden rubbish collected through our bulky rubbish collections
- We will ensure that more of the rubbish from our own operations is composted
- We will include composting processes in our rubbish treatment appraisals

3. We will put technology in place to recover value from our rubbish and minimise the amount we send to landfill

- We will ensure that up to 55,000 tonnes of rubbish a year goes to the Energy from Waste Plant until the end of the current contract in 2022
- We will procure the technology solution which recovers value from our rubbish and delivers the best landfill diversion rate to commence in 2022

4. We will reduce our carbon footprint through better management of our rubbish:

- We will ensure that all rubbish collection routes are optimised to reduce distances travelled and minimise fuel consumption
- We will explore all opportunities to use low emission fuels
- We will ensure all drivers are trained to minimise fuel use
- We will ensure disposal points and treatment facilities are in close proximity whenever possible
- We will divert as much rubbish as possible from landfill
- We will recover energy/value from our rubbish
- We will consider the whole life cycle impact of materials

We asked a lot of people what they thought of our ideas

We held two Residents Panel Events in 2010 and 2012 for 40 residents

The event in 2010 focussed on waste minimisation by residents and how to choose the best technology to deal with rubbish that cannot be recycled or reused:

What residents thought they should bear in mind when they go shopping:-

- Make a shopping list – only buy what you need
- Plan your meals for the week
- Store food properly - make sure the fridge is set between 0 – 5 degrees
- Share Buy One Get One Free offers with family or friends
- It's only a bargain if you were buying it anyway, otherwise it's extra!
- Make good use of the freezer for large items such as bread, one lady split it into two slice portions to freeze
- Remember – nothing is ever free, look carefully at prices per gram etc and at the prices of other items to see if they have been increased to compensate.

Things residents said they had learnt from the workshop:-

- Using sealed containers in the fridge keeps things fresher for longer than original packaging
- Glass shelves keep the fridge cooler than wire ones
- It takes 15 hours for a chilled product to return to its original temperature after being bought

- Cool bags should be used to transport chilled or frozen foods home
- Bread should be frozen in original packaging (cling film makes it hard),

How to choose the best rubbish disposal method

- None of the group felt that cost was important. They ruled that out straight away
- All members of the group agreed that technology was the most important criteria and that if you got that right it would also mean the environmental and social aspects would also be met
- They also strongly voiced their opinion that they felt the way forward was incineration as technology had moved on and they felt this was a way of getting value from the remaining residual waste once the recyclables had been taken out
- There was a lot of discussion about Nimbyism (not in my back yard) with all participants saying that educating people well in advance could alleviate this
- It is interesting to note that people unanimously chose to give technical aspects the heaviest weighting after being given a very small amount of technological information.
- Some participants thought that working with neighbouring Authorities should be explored.

The 2012 workshop asked residents to discuss the pros and cons of various suggestions:

Target setting

Carbon based targets were considered least favourable but either weight based or material based would be easy for the public to understand.

One good suggestion to make targets more meaningful to the public was to take the figures right down to individual bin level, e.g. reduce what YOU throw away by a third, buy 20% less food each week or put half as much plastic in your bin.

Alternate weekly collection of refuse

The focus groups were largely in favour of this with most saying that they already put their bin out fortnightly due to increased recycling. They recognised the cost savings to the council and also the improved efficiency. Their fears were mostly those featured in the newspapers e.g. smells etc and there was an acceptance that some people would need to be educated regarding dealing with food waste to avoid smells. Contamination of the recycling bins was raised by both groups and it was suggested that perhaps this could be done selectively rather than borough wide.

Persuading residents to reduce waste

Some excellent ideas from the groups who both agreed that the council should be the vehicle to educate the public.

We visted Area Forums in all four areas of the borough in November and December 2012 and:

- 169 people gave their opinions - all those who voted agreed with the targets we proposed.
- 111 (or 65.6%) would be in favour of collecting rubbish one week and recycling the next
- 113 (or 66.9%) thought that the council should educate the public in minimising their rubbish

We held events focussing on our budget and strategy for dealing with waste in October 2012

- Most people thought that targeting certain materials was a good idea.
- Most thought that reducing our carbon footprint should be a priority and that landfill was a bad idea.
- Most thought that a combination of fines, publicity and education by the council would help reduce our waste production.
- Most thought that using shopping bags, writing shopping lists, donating goods and buying used/ repaired goods were good ideas that they would consider adopting.

Our Plans for the Future

DRIVERS											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
ACTIONS											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
	<div>Waste Electrical and Electronic Equipment disposal regulations recast</div> <div>End of Landfill Allowance Trading Scheme</div>	<div>Deregulation of waste control regulations (so called "bin fines")</div>	<div>North Tyneside Carbon reduction target of 34%</div> <div>95% by weight of motor vehicle to be reused/recovered</div> <div>85% by weight of motor vehicle to be recycled</div>	<div>45% of batteries to be recycled</div> <div>Review of rubbish and recycling collections</div>	<div>End of DCLG funding for weekly refuse collection</div>		<div>Review of rubbish and recycling collection fleet</div>	<div>National Carbon reduction target of 20%</div> <div>Biodegradable rubbish reduction target to 35%</div> <div>Revised waste framework directive target of 50% of household waste reused or recycled</div>	<div>End of current waste recycling facility contract</div>	<div>End of current waste disposal contract</div>	<div>13% population increase in North Tyneside</div>
	<div>Waste Strategy published</div> <div>New Materials Recycling facility contract procurement</div> <div>Weekly refuse collections guaranteed for next four years</div> <div>Standardisation of bins across the borough</div> <div>Year 1 of waste awareness and rewards campaign</div>	<div>New Materials Recycling facility contract begins</div> <div>Year 2 of waste awareness and rewards campaign</div> <div>Additional recycling on the go bins</div> <div>Waste electrical and electronic equipment recycling contract ends</div>	<div>Year 3 of waste awareness and rewards campaign</div> <div>More recycling on the go bins</div> <div>Procurement of a new waste electrical and electronic equipment recycling contract</div>	<div>Year 4 of waste awareness and rewards campaign</div>	<div>Procurement of a new waste disposal contract</div> <div>Review of North Tyneside Waste Strategy</div>	<div>Market testing of companies interested in tendering</div> <div>Publication of revised North Tyneside Waste Strategy</div>	<div>European tender for waste disposal contract</div> <div>New Materials Recycling facility contract procurement</div>	<div>Waste disposal contract awarded</div> <div>New Materials Recycling facility contract begins</div>		<div>New waste disposal contract delivery</div>	<div>All national targets met or exceeded</div> <div>Minimum tonnage to landfill, recovery of value from rubbish, maximum recycling rate achieved</div>

