

Brighton & Hove City Council Waste Strategy Review

December 2011

Review completed following consultation with Brighton & Hove Waste
Advisory Group

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Section 1 - Background

Introduction

Brighton & Hove City Council adopted its Municipal Waste Management Strategy in 2009.

This document reviews the council's strategic priorities and future needs in relation to waste management taking in to account:

- The Council's priorities as set out in the Corporate Plan 2011-14,
- The One Planet Living Framework, Climate Change Action Plan and Community Strategy;
- The outcome of the Government's review of national waste policy published in June ;
- Proposed changes to legislation including the definition of waste and the Landfill Allowance Trading Scheme.

The Corporate Plan is an essential part of the council's policy and delivery planning framework and ensures that the day to day work of the council is focused on local priorities.

The One Planet Living Framework has ten priorities which include zero waste and sustainable materials which are addressed in this review.

The Climate Change Action Plan identifies what the council will do to address the causes of climate change and to prepare the city for its impacts, as required by the Climate Change Act 2008.

The Community Strategy is the overarching strategic document for the city. It is the result of partnership working between statutory sector providers, the community & voluntary sector, businesses, residents and the local authority.

The Government review of waste policy encourages local authorities to take a more strategic approach to waste management and move away from dealing with commercial and industrial waste and household waste separately as is currently the case. It does not place any extra responsibilities on local authorities in relation to this, so any changes will be made very much on a voluntary basis.

Historically, the council has mainly had responsibilities for household waste. This means there is more data and evidence available on this waste stream than there is for commercial and industrial waste. This is reflected in this document.

This strategy clearly states what the council's aims and objectives are with regards to reducing waste within Brighton & Hove. However, delivering improvements can only be achieved if residents, businesses and visitors work together and also manage their own wastes more sustainably.

Definition of Waste

The two types of waste referred to in this document are:

- Municipal Solid Waste (MSW), which is waste for which the local authority has direct responsibility which consists mainly of Household Waste as well as street cleansing and beach cleansing waste.
- Commercial and Industrial Waste (C&I Waste), also referred to as Trade Waste which includes waste from shops, offices, hotels and restaurants.

The composition of MSW and C&I waste is very similar consisting of things like packaging and food waste, whether that comes from shops, restaurants or households. The definition of municipal waste is expected to change as set out below.

Construction and Demolition Waste (C&D Waste) is not considered in detail in this document as its composition, when and where it is generated, and treatment and disposal options are very different to those of C&I waste and MSW. C&D waste is considered in the section relating to waste management infrastructure.

Existing Waste Management Strategy

Brighton & Hove City Council adopted its waste management strategy in 2009. A copy of the strategy is available on line at www.brighton-hove.gov.uk. The strategy set seven clear policies as summarised below:

- | | |
|-----------------|--|
| Policy 1 | Service Quality and Engagement with Residents Businesses and Communities |
| Policy 2 | Waste Minimisation and Prevention |
| Policy 3 | Increasing Rates of Reuse |
| Policy 4 | Increasing Recycling Rates |
| Policy 5 | Increasing Composting Rates |
| Policy 6 | Residual Waste |
| Policy 7 | Waste from Businesses and Other Organisations |

Each policy was supported by a specific action plan. The 2009 strategy set out to achieve the targets below.

Target	2008/09 Performance	2010/11 Performance	2012/13	2015/16	2020/21
Recycling & Composting	29.2%	27.7%	32%	40%	45%
Energy Recovery	21.39%	26.4%	56.1%	55%	53%
Landfill	49.39%	46.0%	11.6%	5%	2%
Kg household waste per person	421	410	415	402	383
Kg residual waste per person	301	297	310	270	225

The table below summarises the 2009 Action Plan and the progress made to date. A detailed plan covering the next two years is set out at the end of this report.

2009 Action Plan - Progress To Date

Outcome	Action	Target	Progress to Date
Policy 1: Service Quality and Engagement with Residents Businesses and Communities			
Improved partnership working with stakeholders in the city	Establish Waste and Recycling Group consisting of members of the public and other stakeholders to review and test aspects of service	Group established by June 2010 with agreed terms of reference	COMPLETE A strategic Waste Advisory Group (WAG) has been established to help inform future strategy, including this review. Progress is reported to City Sustainability Partnership (CSP). and the remit of the WAG has increased to include inform the One Planet Living Framework.
Effective engagement with community groups, residents associations etc to share service information and drive the waste agenda forward	Establish more links with relevant groups and identify opportunities	Regular engagement with groups.	COMPLETE A project based Community Waste Forum (CWF) has been established (January 2011) to lead on community partnership projects to reduce waste, increase recycling reuse and composting. The forum has launched several projects including community composting and communications project.
Reduce call waiting times for customers phoning contact centre	Improved service reliability and call handling in contact centre	10% reduction in waiting time from April 2010 to March 2011	COMPLETE Call waiting times reduced from 30 seconds in April 2010 to less than 20 seconds by March 2011. Percentage of callers hanging up before their call is answered is less than 2% and response times to emails and letters is less than 2

			days,
Improve quality and accessibility of information on web site	Ensure information on web site is clear and up to date and promote use of website	Daily updates of website to improve quality of information, levels of usage and satisfaction.	COMPLETE – Web site re designed and re written. Web hits increased from 6231 hits in February 2010 to 22205 in December 2010. Online reporting increased by 50%. Cityclean won National Customer Service Award for its Communications Strategy and has been shortlisted for European Contact Centre and Customer Service Awards.
Communicate effectively with residents	Ensure communications are clear, concise, friendly and written in plain English	Achieve Crystal Mark Standard (independent standard for clear communication) by August 2010	COMPLETE Crystal Mark Standard achieved in 2010. New communications channels launched in addition to improvements to web site including Facebook and Twitter. Communications campaign targeting students launched.
Improve reliability of refuse and recycling service		Reduce number of missed bin by 70% and collect 95% of missed bins within 24 hours of reporting	PROGRESSING We have been successfully reducing the number of missed bins reported with a reduction heading towards 50%. We are looking at ways in which reports made by residents are 100% accurate by explaining current collection guidelines better. At this time approx 75% of missed bins are collected within 24 hours of reporting.
Measure how satisfied our	Carry out regular customer satisfaction monitoring and target	Annual report on performance, first report	COMPLETE. Monthly Team Leader CS reports are now in place. These figures will

customers are with the services and target areas for improvement	areas for improvement	by March 2011	shortly be published online.
Improve cleanliness of streets	Ensure streets are free from litter	10% 2010/11 9% 2011/12 9% 2012/13 % of streets less than satisfactory Low score = cleaner streets	COMPLETE/ONGOING. 2010/11 = 7%. (NI has been abolished but data still being collated internally). Distribution of 'flyers' effectively enforced to prevent litter.
	Remove chewing gum from the city's streets	Commence removal of gum	PROGRESSING – Some gum removal has taken place in the BID area and along high traffic areas along the seafront.
	Ensure streets are free from graffiti	8% 2010/11 7% 2011/12 7% 2012/13 Low score = less graffiti	COMPLETED/ONGOING. 2010/11 = 2%. (NI has been abolished but data still being collated internally) The dedicated team has continued to clear graffiti. X taggers have been prosecuted and the council continues to work with local graffiti artists in some areas to develop wall art to prevent tagging.
Services accessible to all residents	Work with stakeholders to implement actions from Equalities Impact Assessments and publish assessments on line	Stakeholders to be consulted by June 2010, priority actions to be delivered by March 2011.	COMPLETED/PROGRESSING - EIA on all main services and we have action plan to complete more EIA with any major changes in service. Consultation with Federation of Disabled People and the Older Peoples Council to deliver a review of the assisted

			collection service. There is a case study about this work in appendix 1.
All staff able to provide residents with meaningful information about waste and cleansing services and the waste agenda	Ensure staff have in depth knowledge of the waste agenda (eg what can and cant be recycled and why) and are skilled in sharing this with residents	Phased training program to be completed by December 2010	COMPLETE – All staff took part in two training sessions led by Brighton University to provide them with more practical knowledge about the waste agenda. Recycling and refuse collectors have been provided with customer contact cards to improve communications between them and the public for questions that cannot be answered on the spot.
Policy 2 : Waste Minimisation			
Increase the use of real nappies	Supply starter packs for real nappies	On-going	COMPLETE - Use of real nappies was reviewed and in house provision was not best option due to problems with keeping right variety and level of stock. Instead specialist suppliers have been approached and can be accessed through council website. Information on website has been improved and made more accessible
	Assess business case for employing real nappy advisor to attend events, hold talks, visit hospitals etc.	Business case to be completed and evaluated December 2011	COMPLETE – It is not considered that the business case for a real nappy advisor stacks up. Instead information on the website has been improved with direct links to specialist suppliers
Provide information on waste minimisation and	Monitor extra waste placed beside wheelie bins set targets for reduction prioritising low performance areas	On-going monitoring and communication targeted campaign from April 12	PROGRESSING – Refuse and recycling rounds data being collated and will be published on line. Communications will be targeted at those areas with highest levels

recycling to householders who produce excessive amounts of waste			of residual waste/ lowest levels of recycling.
Reduce amount of food waste thrown away	Food waste reduction campaign developed and delivered in partnership with the Food Partnership and the Harvest Project.	Campaign to run from March 2010 – April 2011. Reduce amount of food wasted by 10%	COMPLETE/ EXTENDED Extensive outreach campaign led by food partnership consisting of cooking demonstrations, advice and tips, promotion of food waste composters and a poster campaign on council refuse vehicles. Campaign extended to July 2012.
Raise the profile of packaging waste by working with trading standards to identify and challenge manufacturers of products which are over packaged	To establish programme of reporting and enforcement with Trading Standards and work with local retailers	Investigation of at least 5 cases of over packaging per quarter from 2010	PROGRESSING/EXTENDED – To be incorporated into a waste prevention web page. Residents will contact Consumer Direct who will pass cases on to Trading Standards. Consumer Direct will screen calls and therefore may not be possible to investigate 5 cases. We will be able to see how much has been reported which will give a good indication to awareness created and profile raised.
Reduce overall waste arising at the two HWRS	Continue enforcement of trade waste into the sites, set waste restricting policy in line with the controlled waste regulation	No trade waste entering HWRS's.	ONGOING
Prevent illegal disposal of waste including business waste	Monitor illegal disposal of trade waste including disposal in communal bins and take appropriate enforcement action abuse		ONGOING Waste enforcement against persistent offenders is on-going.

Policy 3 Increasing Rates of Re Use			
Work with charity and community organisations to increase the amount materials re-used	Engage with charities and community groups to establish interest and working standards, in form of partnership framework	Agree partnership framework by October 2010	PROGRESSING Re-use groups play active part in Community Waste Forum (CWF) with a number of re-use projects being progressed. Work is under way with re-use charities to establish textile banks across the city to benefit local charities. The WAG has requested that the council undertake more face to face communications about reuse and that it should collaborate with key stakeholders to make reuse easier for residents and create an accessible directory that is not only available online. Plans to encourage charities, schools or other organisations to use scrap shops and encourage scrap shops to open in the city.
Promote online reuse schemes	Scoping exercise to gauge what schemes are available the effectiveness of these schemes	To have a circulation list to promote by April 2011. Divert 200 residents per month	PROGRESSING The WAG has suggested that in addition to original plans, the council should integrate and publish current available data on reuse.
	To increase profile of re-use groups in Brighton & Hove/ increase re-use rates	Charities 'map' for Brighton & Hove by April 2011	PROGRESSING Re use charities promoted through web site and social media. Production of map is in progress.
		Re-use feature with charities in Citynews	TO BE COMPLETED
	Set up a bring and take day, a large one day re-use event.	Work with free-cycle and other re-use groups to set up – measure effectiveness by	PROGRESSING Annual re-use days being planned with Brighton University and Sussex University for end of term 2012

		monitoring items and use conversions to get tonnages diverted. Between March 2011 April	
	Arrange a large fashion swap. Involve local business sponsors and community groups to run and manage event.	Raise profile of textile recycling and re-use. Engage community and voluntary groups. March 2011 - April 2012	PROGRESSING 'SWISH' project scoped and being progressed through Community Waste Forum.
	Run clothes restyling workshops with community groups and youth centres	Raise profile of textile recycling and re-use. Engage community and voluntary groups Start March 2011	ON HOLD A lot of work being done with community/ charity sector at present to increase re-use. This project is on hold as other projects have been prioritised as they are likely to have a more significant impact.
Improve bulky waste collection service to increase re-use and offer an improved service to residents	Specify and cost new style service	Implement new service subject to funding in March 2011	PROGRESSING Soft market testing exercise completed. Tender documents produced with support from WRAP (Waste & Resource Action Program) to ensure contract maximises reuse and recycling and enables voluntary sector organisations to bid for the work. This tender includes the recycling of larger electrical items. Expect to let contract May 2011 (Add to AP)
Extend re-use schemes at both HWRS	Introduce a re-use scheme at Brighton HWRS	Establish scheme by February 2011 with community sector partner. Raise profile and use of both re-use	PROGRESSING Re-use scheme will be established at Brighton site when site is redeveloped (anticipated in 2012).

		facilities	
	Extend paint reuse schemes to both sites	Establish scheme by November 2010	COMPLETE - Paint re-use scheme established at Hove HWRS in 2010. Similar scheme will be established at Brighton HWRS subject to room being available after site is redeveloped (anticipated in 2012)
Policy 4 Increase Recycling Rates			
Improve facilities for recycling of bulky cardboard	Review location and facilities for bulky cardboard collection across city/ assess how service can best be provided and bring in house or tender	To have in place an improved service for bulky cardboard at bring sites by November 2010	COMPLETE – service brought in house
Maximise materials and quality of facilities available at bring sites	Expand street litter recycling scheme	Phase 1 completed, Phase 2 to be completed by June 2010	Levels of contamination in bins very high, resulting in very low levels of recycling. Scheme put on hold and there are no plans for extending it at present.
	Introduce Tetrapak banks at 25% of sites	Tetrapak to be introduced by August 2010	COMPLETE Tetrapak banks introduced to 20 across the city.
Improve facilities for recycling of batteries and light bulbs	Work with retailers (initially through business waste forum) to establish collection schemes for batteries and light bulbs.	Dec-10	COMPLETE Collection points for batteries and light bulbs included on web site and kept up to date.
Increased number of textile bring banks	Work with charities to increase number of textile banks to ensure banks are situated at all feasible sites	Dec-10	PROGRESSING Working group established with local charities, trial established with five sites where bring banks are serviced by local charities. Proposals for extending trial so that all banks benefit local charities (currently many are established and run by

			national charities with limited benefit to the city).
Improve quality of bring sites across city/ improve signage to help increase recycling rates	Refurbish 20 sites per annum until all are completed (2013), and ensure sites are in right locations. Appropriate signage.	20 sites each in 2010/11, 2011/12, 2012/13	2010/11 COMPLETE 2011/12 PROGRESSING
Work with charity to introduce facilities for toy recycling	Introduce toy recycling at bring sites	Dec-10	COMPLETE Toy recycling banks set out at 9 sites. Proceeds benefit Rocking Horse Appeal.
Carry out trial for communal recycling in city centre to increase recycling rates	Identify trial area, work with residents throughout trial to assess whether communal recycling is effective/ increases recycling rates.	Trial one area of suitable size (5-10 streets) for one year starting in October 2011	PROGRESSING Proposed trial area has been identified in Brunswick/ Adelaide Ward through Community Waste Forum. Consultation on going throughout November 2011. Introduce from Spring 2012 subject to consultation.
Increase recycling participation in city centre	Work with residents to identify barriers to recycling in the city centre and develop campaign to improve recycling rates.	Campaign to run from September 2010 - January 2011. Increase recycling in city centre (baseline to be measured & target to be set)	COMPLETE Campaign ran in 2010. Based on research main focus was on students. Research identified that lack of storage and high turnover of population were barriers to participating in recycling scheme. The communal recycling trial seeks to address these barriers

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Introduce incentive schemes for kerbside recycling and flats	Research incentives schemes (review reports and best practice) and investigate if/how they can be applied/ translated across the whole city	Trial recycling incentives October 2011 for 6 months	PROGRESSING - Two national incentive schemes researched and evaluated. Schemes were high in outlay and high in risk to the council so were not progressed any further. Incentive schemes being explored further through the Community Waste Forum.
Increase recycling at the two Household Waste Recycling Sites	Monitor waste being disposed with general waste – disposal of recycling with general waste and Segregate plasterboard and MDF separately (subject to feasibility)	Increase recycling/ composting rate to: 45% 2010/11 47% 2011/12 49% 2012/13 51% 2013/14	COMPLETE/ONGOING 2010/11 recycling/composting rate stands at 52%.
Ensure as many people as possible recycle	As a last resort take enforcement action against residents who are able to recycle, have access to a reliable recycling service and recycling information, but still refuse to recycle	No specific target set, enforcement action will only be taken as a last resort	PROGRESSING – Measures being put in place to make recycling easier in first instance. These include improved communications and communal recycling. The CWF is investigating reward and recognition schemes for lower performing recycling areas and will ask Magpie to input. It has been suggested by the WAG that the council should investigate having recycling branding on street cleansing vehicles and to consider having space on street cleansing barrows to separate recyclable materials.
Policy 5 Increase Composting Rates			
Increase usage of home composters and food digesters	Continue promotion of subsidised composters to areas of the city that have the outdoor space	1500 bin sales 2010/11 1250 bin sales 2011/12 1000 bin sales 2012/13	PROGRESSING Composting promoted through Christmas mailing, work with Food Partnership and on line. Sales below target

		Divert 668t per annum (Based on WRAP calculations)	which could be due to market saturation. Action to do more targeted promotion in areas of the city where there people have homes with space to compost and link to schools (parents evenings).
Increase usage of food digesters	Subsidise food digesters and wormeries, looking particularly into the options for composting/digesters in flats	Sell 1000 digesters per annum, starting in 2010/11 for three years	PROGRESSING Composting promoted through Christmas mailing, work with Food Partnership and on line. Sales below target which could be due to market saturation. Action could be to include promotion at university events.
Encourage better/more use of composters by providing clear information	Work with Food Partnership to provide practical home composting information pack and promote composting generally	Annually from Spring 2010	COMPLETE Composting guide produced with Food Partnership. Home composting video produced and available on website.
Promote garden waste collection for materials that can not be readily composted at home	Review options for a self funding chargeable garden waste collection	Report on options for a self funding chargeable garden waste collection service by December 2010	COMPLETE – Review identified that there is no business case for a self funding service as charges would be prohibitive. Community garden waste collections continue to be promoted.
Policy 6: Residual Waste Collection			
Work with University to help tackle problems associated with Studentification	Specific actions include signage on streets with high density of student housing clarifying refuse and recycling collection days, working with universities and landlords to promote service information	Actions to be completed by March 2012	COMPLETE/ONGOING Year one of ongoing work with universities completed in June 2011. Activities included – <ul style="list-style-type: none"> • Mass email to every student at the beginning and the end of the

			<p>academic year, encouraging students to recycle properly, manage their waste and to use council facilities to dispose of bulky waste.</p> <ul style="list-style-type: none"> • Banner on their internal website carrying the same messages as the email • Bus shelter posters at university buildings and shelters on bus routes to universities, posters on Big Lemon buses, posters within university buildings. • Agripa posters on the council refuse and recycling vehicles. <p>All print communications carried the same message and information.</p> <p>Key contacts were established at both universities to enable extended work in 2011/12 including practical work within halls and work with Environmental Health for problem households within residential areas.</p>
Waste and recycling planning for new developments	Continue to consult with Planning, developers and Architects to actively encourage good recycling and composting provisions for new buildings	ongoing	ONGOING

Policy 7: Waste From Businesses and Other Organisations			
Develop a strategic approach to the management of trade waste and recycling in the city	Identify strategic partners and set up a trade waste forum with contractors and businesses	Establish forum by March 2010	COMPLETE – Forum with key business organisations established. Plan being developed for service improvement.
	Develop and maintain trade waste website with strategic partners	Establish trade waste website December 2010 (subject to funding)	COMPLETE – Trade waste guide produced which is published on-line.
Maximise recycling of trade waste (Outstanding actions from this section have been transferred to policy 1)	To identify trade waste priorities in the city in terms of sustainability, service quality, the economy and infrastructure	Jun-10	COMPLETE – Review of trade waste services carried out in partnership with Brighton University. Information being used to help inform future plans for business waste.
	Establish trade waste action plan based on priorities identified	Oct-10	PROGRESSING – Plan being produced with business partners
	Carry out analysis of trade waste composition over a 12 month period/ analysis of collection services available	March 2011 - March 2012 subject to funding	COMPLETE Trade waste analysis carried out in partnership with Brighton University.
	Research the feasibility of working with the private sector to establish trade waste collection for electrical equipment and other waste streams		PROGRESSING – will be considered as part of overall plan for business waste.

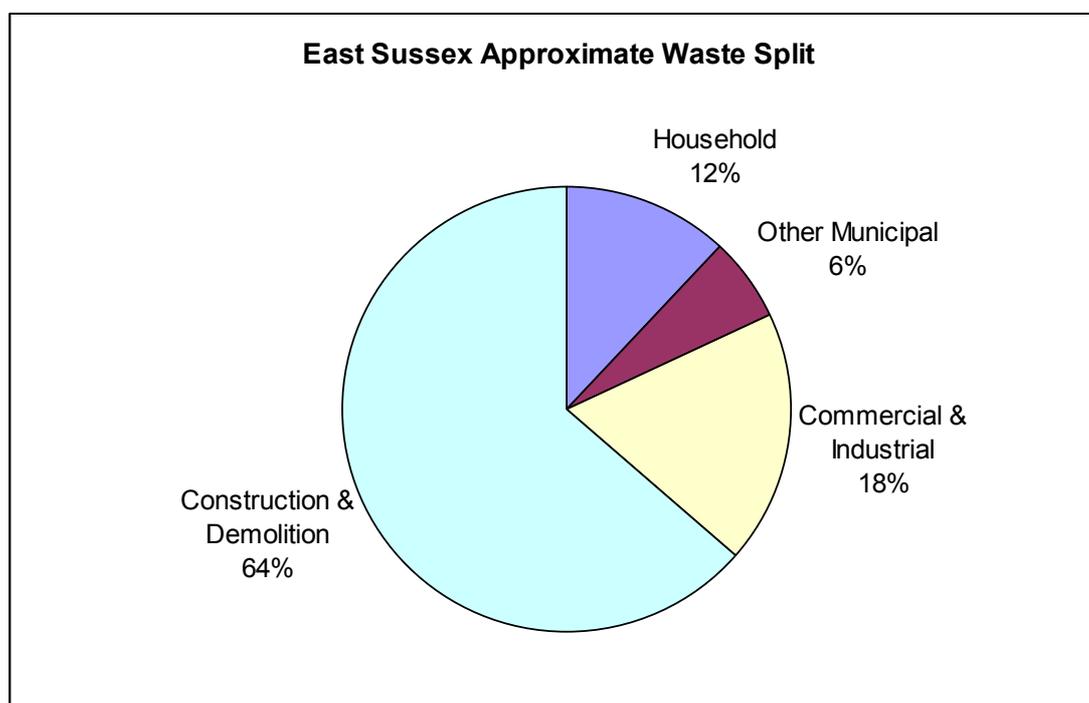
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How Much Waste is there in Brighton & Hove?

Accurate data is available regarding the total amount of household waste generated in Brighton and Hove. However estimates of the amount of commercial and industrial waste and construction and demolition waste are only available on a regional level. The table and the figure below show the approximate proportions of these waste streams in East Sussex.

Tonnages of Waste Arising in East Sussex

Municipal Waste	366,744 tonnes (2009/10) (of which 243,105 tonnes is household waste)
Commercial & Industrial Waste	367,000 tonnes per year (2006/07 data)
Construction & Demolition Waste	1,282,500 (2005/06 data)



Although exact figures are not available for Brighton & Hove, it is clear that household waste only makes up a relatively small proportion of the waste generated in the city.

Green Administration's Manifesto Commitments

The council's new Green administration has set out a number of key commitments in relation to waste and recycling. The main ones are:

- Introducing a kerbside food waste collection service
- Ambitious increases in recycling rates
- Investigate providing a commercial refuse and recycling service.

One Planet Living

Introduction

The One Planet Living approach to sustainability was developed by BioRegional and WWF¹ to help people and organisations live and work within a fair share of our planet's resources.

It uses ten guiding principles (the One Planet Living principles) as a framework to help individuals and organisations to examine the sustainability challenges that they face in a structured way, to develop appropriate solutions, and to communicate their approach.

It's based around ten principles, which are:

- Zero carbon
- Zero waste
- Sustainable transport
- Local and sustainable materials
- Local and sustainable food
- Sustainable water
- Natural habitats and wildlife
- Culture and heritage
- Equity and fair trade
- Health and happiness

Background on One Planet Living work in Brighton & Hove

During 2010/11 the City Sustainability Partnership began the process of developing a One Planet Framework for Brighton & Hove. The purpose of this was to gain a better understanding of the priorities for the city and the actions it needs to take for moving towards one planet living.

Although all 10 principles are important for the city, the partnership decided that the top 5 (in the list above) needed to be a priority for the city, In order to align this strategy with the aims and objectives of the One Planet Framework, we will be focusing on the 'zero waste' and 'local and sustainable materials' principles in this strategy. This section explains the aims for each of these two principles in further detail. It also sets out clear objectives and targets for both the Council and the wider city for meeting the One Planet Living requirements. These objectives and targets form the basis for framing our actions and ambitions within this strategy.

¹ One Planet Living is a joint initiative between WWF and BioRegional Development Group. The international initiative aims to make sustainable living affordable, attractive and easy through working with partners to support the creation of sustainable products, services and communities. 'One Planet Living' is a registered trademark of WWF and BioRegional. www.oneplanetliving.org

Zero Waste

This principle aims for a future where resources are used efficiently, reusing occurs where possible, waste levels are close to zero and ultimately zero waste is sent to landfill.

Waste and recycling targets are set for both the Councils own operations (eg its offices and schools) and for the waste collected from households and businesses.

Local Authority operations

The Council will lead by example by:

- achieving a 85% recycling rate across all its operations in 3 years;
- for council funded projects at least 95% of waste generated by Council funded construction projects to be reclaimed or recycled;

Households & businesses

For the wider city there is a target for:

- 70% of domestic waste to be reclaimed, recycled or composted by 2025
- no more than 2% of waste to be sent to landfill
- businesses and industries to be supported to achieve zero waste by 2025 through provision of recycling facilities and training, and through provision of infrastructure from the Council.

Furthermore, clean energy from waste can be employed, although this is only appropriate if treating residual waste so not compromising reuse or recycling.

Local & Sustainable materials

This principle aims for all goods and materials used, whether construction or consumer goods, are made from renewable or waste resources with low embodied energy and, where possible, sourced locally.

Local Authority operations

Goods and services

The Council will review the environmental impacts of all goods and services it procures. We will develop a robust strategy for sustainable materials and procurement and produce guidance and information on sustainable procurement activities to employees, suppliers and other partners.

Planning

The Council will endeavour to use planning powers and information to:

- promote and enable use of sustainable building materials in construction projects and to discourage the use of high impact and polluting materials

- consider life cycle impact of buildings in design so that any waste materials resulting from deconstruction or decommissioning of buildings can be recovered, re-used or recycled.

City

This strategy will enable households and businesses to reduce consumption and choose low impact goods and this will include options for:

- guidance and information on reducing the impact of goods
- promoting, providing and supporting services that facilitate the reuse and sharing of goods (particularly those with high embodied energy) i.e. Freecycle, Tiger Enterprises, Magpie, charity shops, car clubs, repair and reuse centres.

Work done so far

In 2010/11 environmental consultants Best Foot Forward (BFF) were commissioned to work on developing a One Planet Living Plan for Brighton & Hove.

In February 2011 BFF facilitated a One Planet Living workshop that was organised through the City Sustainability Partnership for the purpose of engaging key stakeholders in discussing, thinking through and planning what the adoption of a OPL approach could mean for the city and how it could inform and influence existing policies, targets and actions.

During the workshop, the discussions around the zero waste principle resulted in a range of proposed actions for waste reduction, reuse, recycling and recovery specifically within the areas including 'domestic', 'commercial' and 'construction'. Participants recommended useful ideas, suggestions and opportunities and this review will aim to capture and reflect these where possible. Furthermore, the workshop was also able to provide useful input for the review of the Councils Economic Strategy.

Similarly, participants discussing local and sustainable materials focused largely on sustainable purchasing and categorised their ideas under the broader sectors of businesses, individuals, public and third sector organisations. Other suggestions also related to repairs/maintenance and sharing of goods, low impact buildings, and research & development of sustainable products.

Other relevant policies and strategies in Brighton & Hove

National Policy & Legislation

The Council has a statutory duty to provide a collection services for refuse and recycling from households and to manage waste arising from street cleaning. In Brighton & Hove the collection service is provided in-house by Cityclean. The Council has a contract in place with Veolia who is responsible for processing the waste once it has been collected.

Businesses are responsible for making their own arrangements for the collection and disposal of their waste and there are approximately 20 trade waste contractors operating in the city collecting and disposing of waste.

On a national level household waste and commercial and industrial wastes are generally managed in parallel, with the private sector collecting and disposing of commercial waste and local authorities dealing with household waste. As a result there is duplication in collection services and the development of disposal, recovery and recycling infrastructure.

The review of national waste policy encourages greater integration of the management of household and commercial and industrial wastes. It does not place extra responsibilities for C&I waste on local authorities. The government has also recently changed the definition of municipal wastes and abolished the Landfill Allowance Trading Scheme from 2012/13. Both these changes are expected encourage greater integration of management of household and commercial & industrial waste however the review does not place any additional responsibilities in local authorities in the area of C&I waste.

Review of Municipal Waste Definition and changes to Landfill Allowance Trading Scheme

The EU has set targets for the reduction of biodegradable *municipal waste* to landfill. Municipal waste is defined as:

Waste from households, as well as other wastes, which because of their nature and composition are similar to household waste.

According to the EU, this definition includes most commercial and industrial waste as it is similar in nature and composition to household waste, however the UK has to date restricted it to refer to waste collected by local authorities (and therefore most commercial and industrial waste has not been affected by targets to reduce landfill).

As a result of the definition only local authorities face hefty penalties under the Landfill Allowance Trading Scheme (LATS) if they do not meet targets for diverting waste from landfill. The absence of a level playing field has resulted in local authorities avoiding collecting commercial and industrial waste to reduce the risk and level of fines. In Brighton & Hove it has also resulted in collection of schools waste and waste from council offices being contracted out to a private sector company.

Under pressure from the EU, the government is now expected to amend the definition of municipal waste to include most business waste, including that currently collected by the private sector.

As part of this change the government is expected to abolish the LATS scheme by 2012/13, and rely on landfill tax (which has gone up from £40 in 2009/10 and will reach £72 by 2013/14) to meet EU landfill diversion targets.

Other Policy Considerations

The government recently consulted on options to ban certain materials from landfill disposal including:

- Paper/ card
- Food waste
- Garden waste
- Dry recyclables.

A study entitled '*Landfill Bans: Feasibility Research*' carried out by consultants Eunomia on behalf of WRAP, states that a lead-in time of between seven and ten years would be needed to introduce any bans because the UK's material sorting capacity will need to be increased first.

Assuming a lead time of seven years, Brighton & Hove will only be sending limited tonnage of waste to landfill as set out in the table below with most of the waste being diverted through recycling, composting or energy recovery. The implications of this small tonnage of waste being sent to landfill will depend on the nature of any sanctions associated with the bans. The projected tonnage expected to be disposed of to landfill is summarised below.

Projected Tonnage of Waste to Landfill 2019/20 onwards

Year	2019/20	2022/23	2025/26	2028/29	2031/32
Tonnes to Landfill	1,941	1,962	1,983	2,004	2,026

Waste & Recycling Targets

Other than diversion of waste from landfill there are no statutory waste targets for local authorities. However, the EU Waste Framework Directive includes the requirement for member states to introduce waste minimisation programmes and sets a national target of 50% for household waste recycling by 2020.

If the UK fails to meet this target, Part 2 of the proposed Localism Bill gives Ministers the power to force local authorities to pay a part of any fine passed down by the European Union to the UK. It is unclear if and how any such fines would be imposed.

If the Localism Bill is introduced in this form local authorities who do not have statutory recycling targets, but could still be fined for not doing as much as reasonably possible to increase recycling rates.

Review of the Controlled Waste Regulations

Under the Controlled Waste Regulations many types of organisations could request that the local authority collect and dispose of their waste with the authority only being able to charge for collection and not disposal. Institutions covered by the regulations included schools and educational establishments, hospitals, nursing homes and prisons. The legislation did not encourage businesses to reduce their waste or recycle, and placed an unfair burden on the local authority particularly as disposal costs increased significantly. The review of the regulations is likely to place the responsibility for waste collection and disposal with the producers of that waste. It is expected to come in to place in April 2012. Local authorities will have the option to bid for services and cover costs.

The review and the consultation all pave the way for local authorities to take a more strategic approach to managing wastes in their area rather than focusing solely on household waste. However the changes are not expected to place any extra burdens on local authorities.

Section 2 - Current Service Provision

Introduction

This section sets out how current services for household waste and commercial and industrial waste are provided including information on costs and benchmarking where this is available.

Household Waste

In-house service provision

The refuse, recycling and street cleansing service was brought in house in 2001 after a period of being outsourced.

Since coming in house the service has been transformed:

- A comprehensive recycling service has been rolled out to 98% of properties.
- Refuse has been contained by replacing black sacks.
- Efficiency has been improved these savings have been realised while rolling out a comprehensive recycling service.
- Service reliability has been improved.
- Street cleansing has improved.

The rate of staff turnover is low and most employees take pride in their work and are engaged with service development.

Recent customer satisfaction data (October 2010) shows levels of satisfaction have never been higher.

% of Residents satisfied or very satisfied with services

Service	2000	2003	2006	2008	2010	Increase from 2008 to 2010
Recycling collection	Not asked	50%	68%	67.8%	78.8%	11%
Refuse collection	46%	66%	68%	70.2%	87.4%	17.2%
Street cleansing	40%	46%	53%	67.8%	71.5%	3.7%

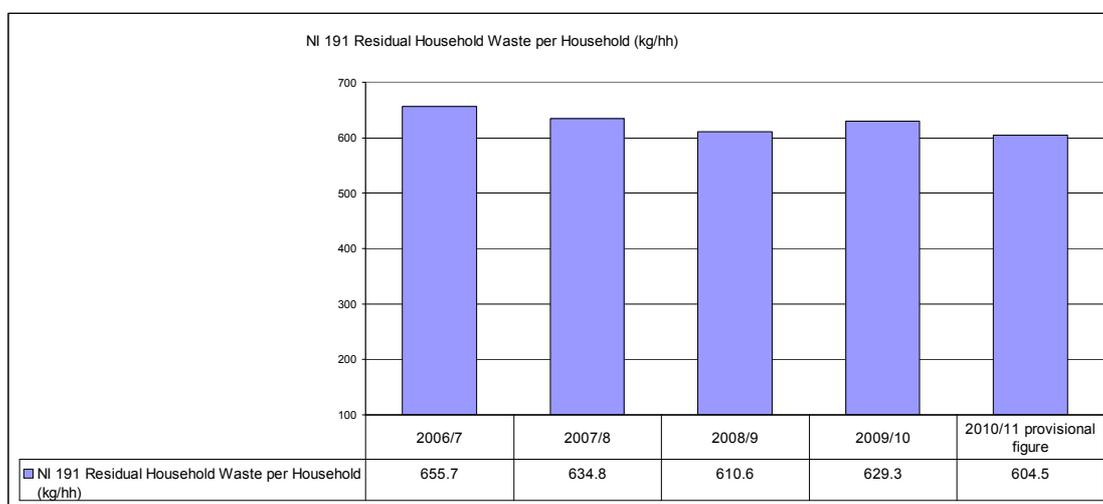
In March 2011 the service won a national customer service award for its Customer Communication Strategy in recognition for its achievements in improving customer accessibility and services.

Household waste data

The council collects approximately 107,000 tonnes of household waste per year of which currently approximately:

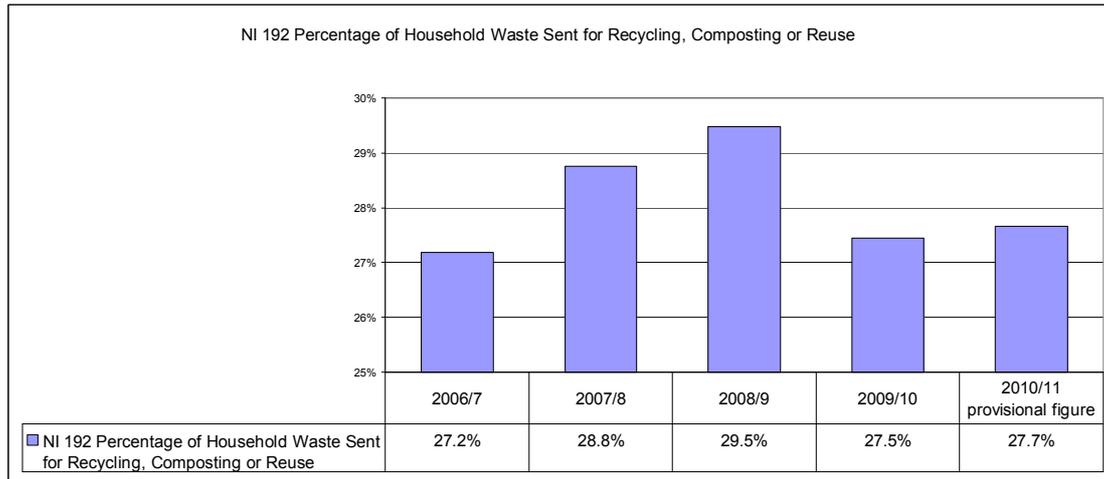
- 23.8% is recycled
- 3.6% is composted
- 0.3% is reused
- 27% is sent for energy recovery and
- 45.3% is disposed to landfill.

Household waste sent to landfill will reduce to approximately 4% to 2% in 2012/13 when the Newhaven Energy from Waste facility comes on line. The total tonnage of residual waste per household (waste which is not reused, composted or recycled) has declined year on year from 656kg in 2006/07 to an estimated 605kg in 2010/11.



The tonnage of waste sent for recycling, composting or re-use has increased significantly from 16% in 2003/04 to 29.5% in 2008/09. There has been a slight decline in recycling rates in 2009/10 and 2010/11. It is difficult to identify the exact cause. Many other councils have also seen a decline in recycling which is believed to be due to a number of factors including:

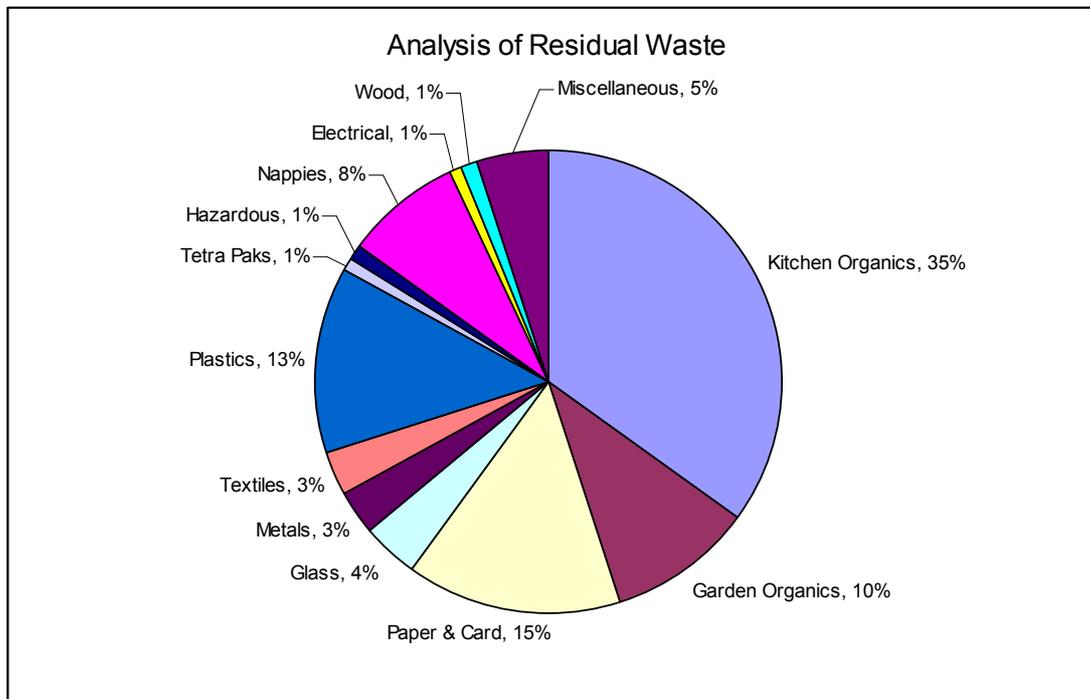
- A reduction in the amount of newspapers and magazines purchased through the recession.
- Initiatives to reduce the weight of packaging starting to take effect, for example many wine bottles are now lighter than they were in the past due to being redesigned.



Waste Analysis

In 2007 a detailed waste analysis was carried out to see what materials residents were still throwing away. The results showed that a significant proportion of the waste stream consisted of materials which are collected separately for recycling and approximately a third of the waste by weight consists of food waste.

If everyone recycled all the materials for which we provide a collection service our recycling rate would increase to 37%.



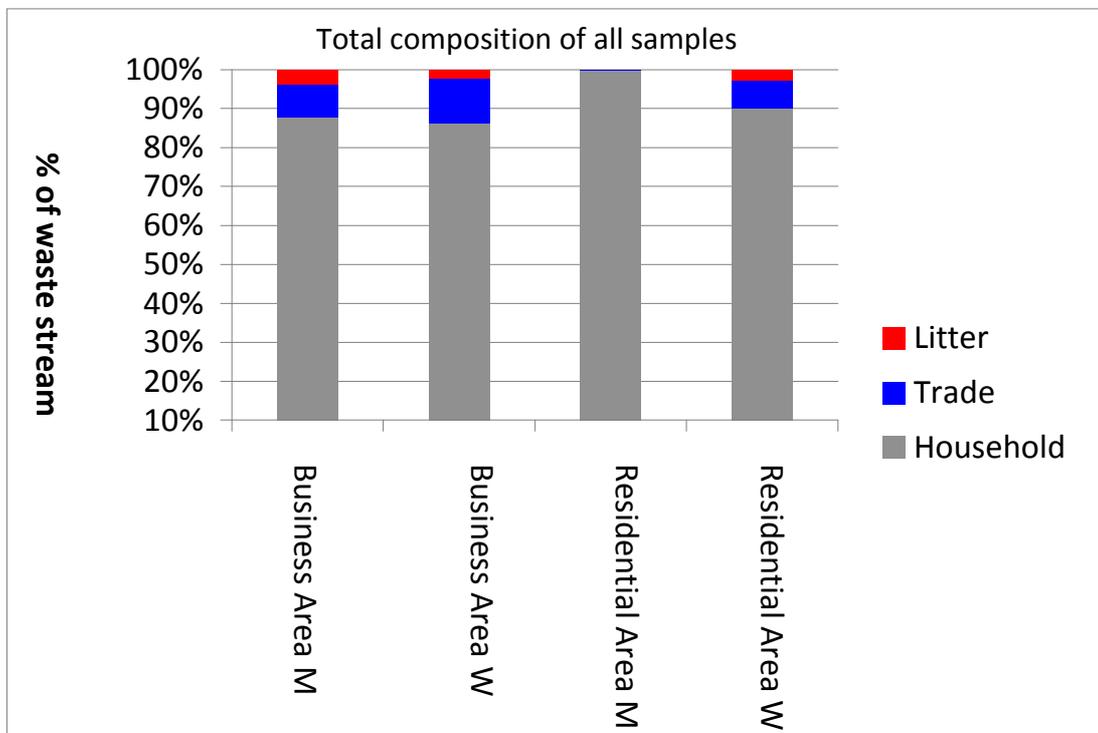
In 2011 a small number of communal bins were analysed to assess:

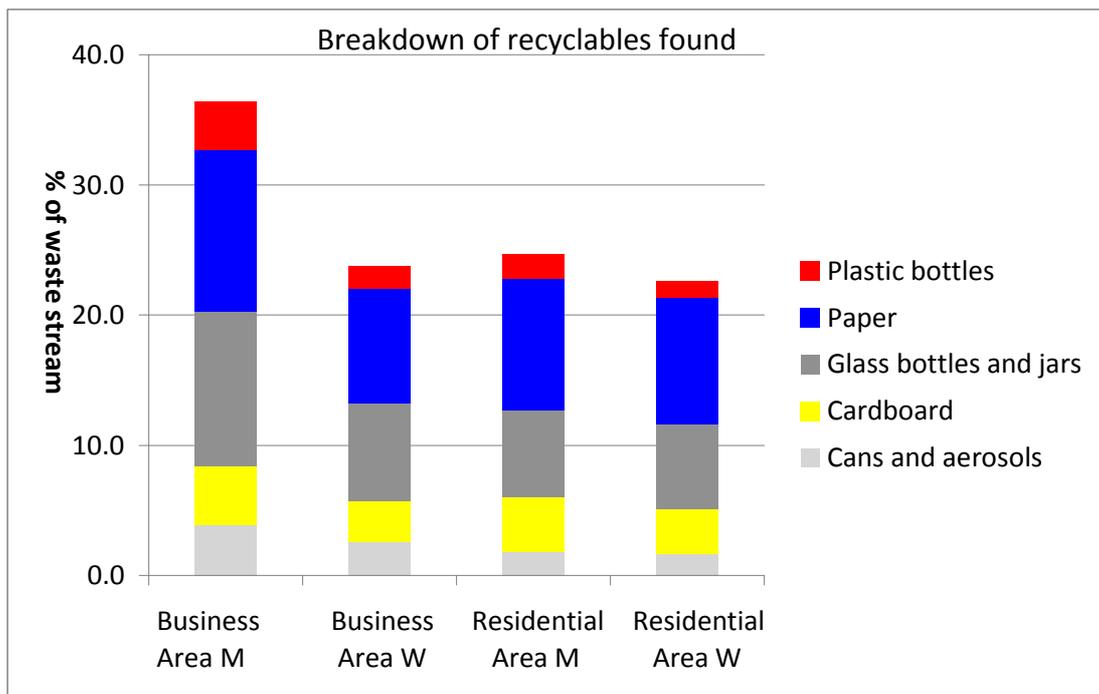
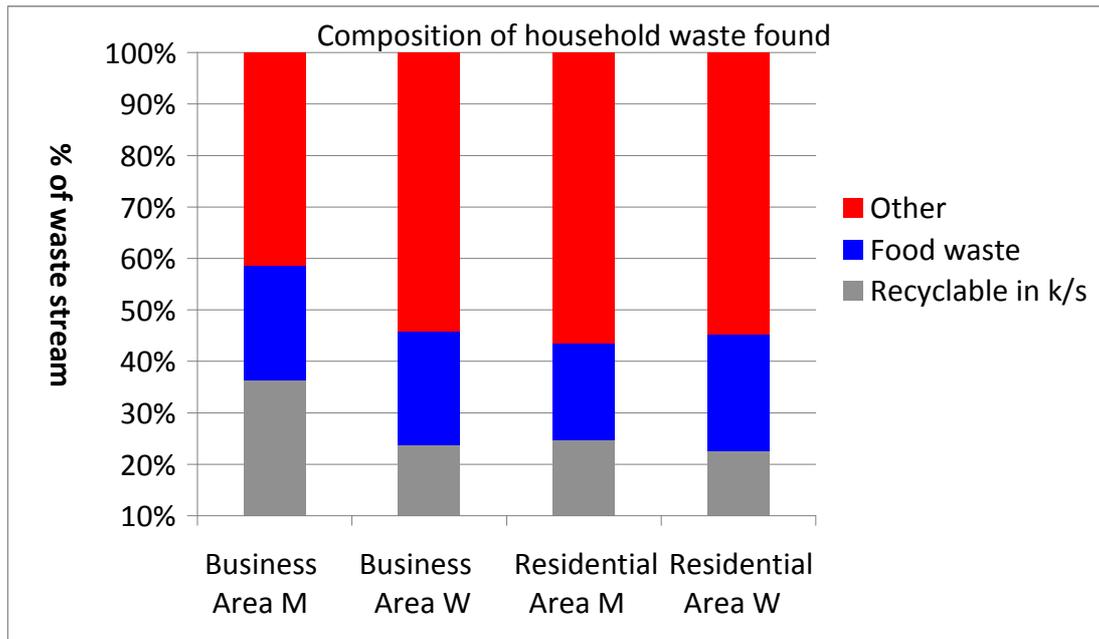
- The amount of commercial waste in the bins; and
- The amount of materials that could be recycled using the kerbside collection disposed of in the bins.

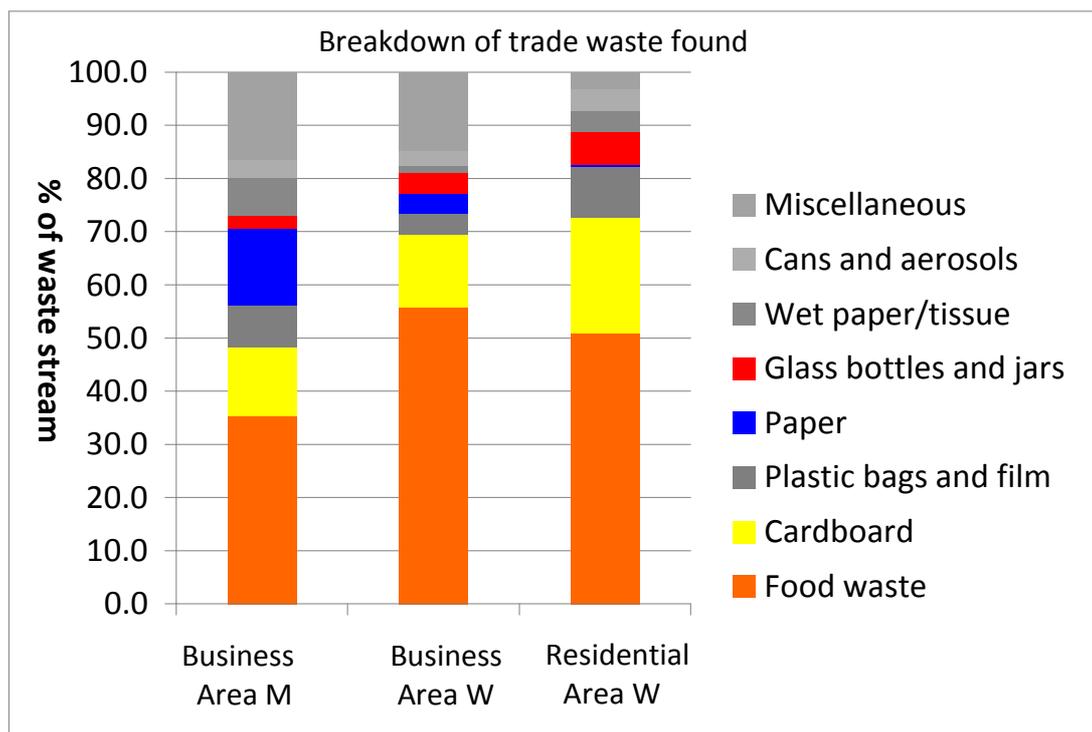
A number of bins were sampled in predominantly residential areas with no businesses, and a number in streets with both residential properties and businesses.

The results showed that:

- Between 6% and 10% waste found to be from a commercial source where bins were in an area with commercial outlets.
- 27% of household waste could be recycled in the kerbside scheme. Waste analysis of wheelie bins and black sacks in 2007 indicated similar percentages of recyclables in residual waste.
- 20.9% of the household waste was food.
- Between 30% and 50% of commercial waste was food predominantly from fast food outlets.
- More than 80% of commercial samples could be recovered or recycled







Note: Business Area refers to communal bins in a street with a lot of businesses as well as residential properties. Residential Area refers to communal bins in a street with mainly residential properties and little of no businesses. M- Monday W – Wednesday.

All the composition data helps inform what materials should be targeted for recycling collections to improve recycling rates.

Overall food waste makes up the biggest portion of waste which is still in the residual waste stream and will need to be collected separately if recycling rates are to improve significantly. A business case for a food waste collection service is being developed.

Benchmarking & Best Practice (Household Waste)

Performance of recycling services varies widely across the country. Generally rural areas with lower housing density have the highest rates of recycling and composting.

In urban areas higher housing density, lack of storage space and higher rates of population turnover make it more difficult to achieve the recycling rates achieved in some rural areas.

WRAP have released a report (Analysis of kerbside dry recycling performance 2008/9) which seeks to identify some of the main factors affecting the effectiveness of recycling collection schemes. The report found that the main factors affecting recycling performance are:

- **Socio-economic**, with lower yields associated with areas with higher levels of deprivation;

- **Range of materials targeted**, with those local authorities targeting a wider range of materials for dry recycling achieving higher kerbside dry recycling yields;
- **Kerbside collection system characteristics**, with those areas with less containment volume/ less frequent refuse collection for residual waste and greater capacity for dry recycling at the kerbside achieving higher dry recycling yields at the kerbside; and
- **Regional**, with some regional variations in kerbside recycling performance that cannot be explained by the other factors.

Of these the most influential were levels of deprivation (higher levels leading to lower recycling); the range of materials targeted (more materials leading to higher yields of recycling) and fortnightly refuse collections (leading to higher yields of recycling).

More detailed analysis is being carried out to assess how recycling rates vary across different parts of Brighton & Hove to be able to target areas of poor performance.

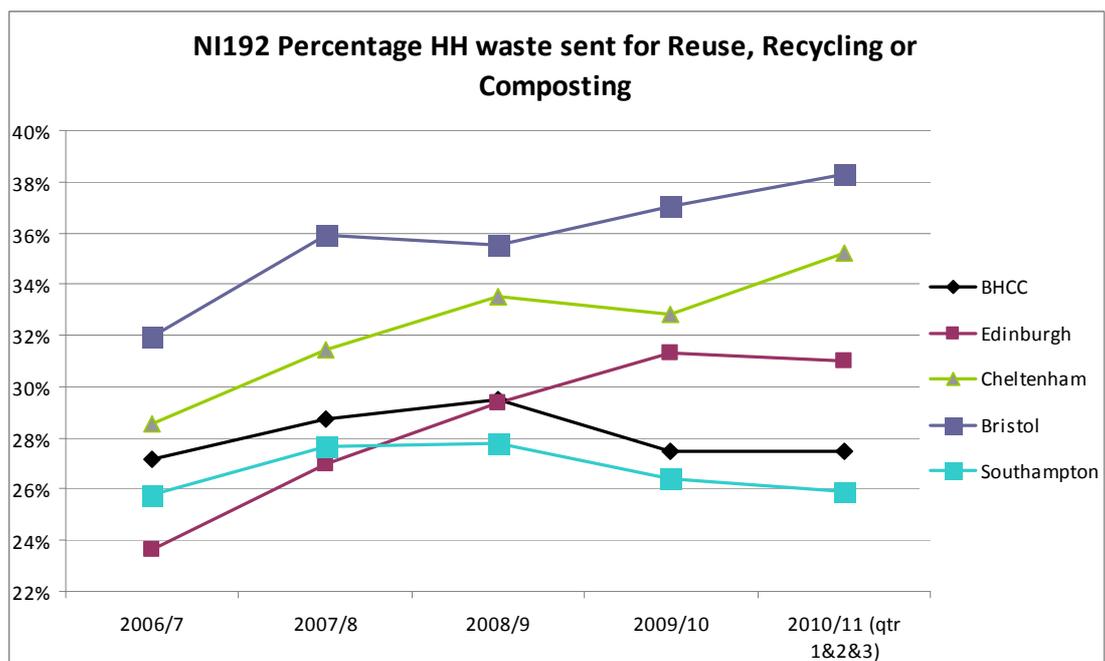
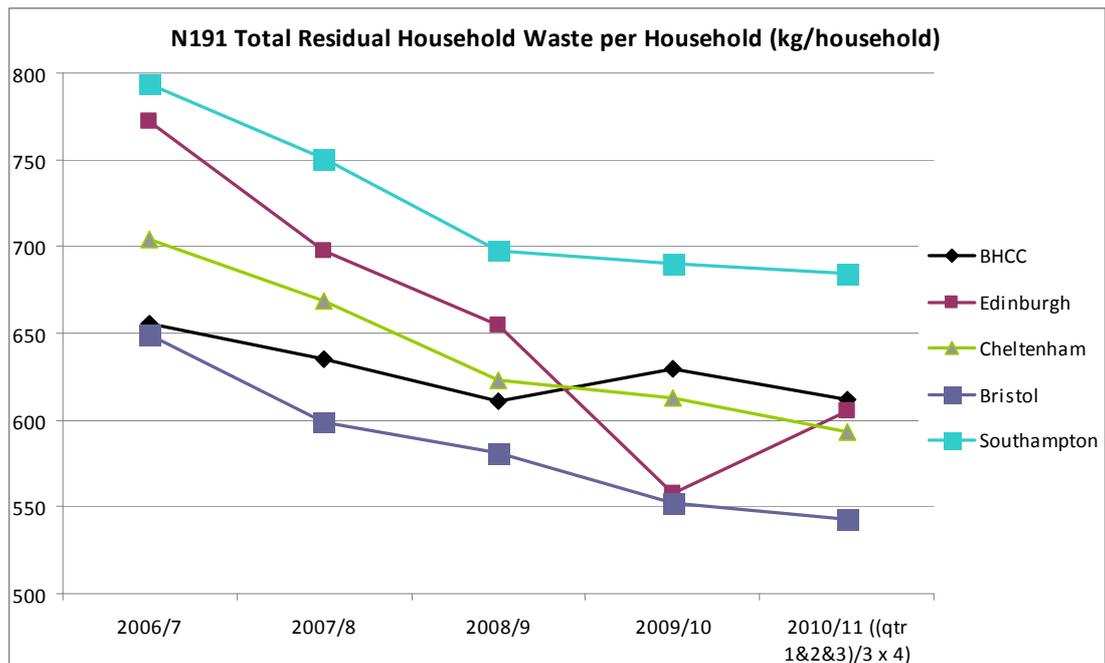
Best practice in relation to waste management is very different depending on local circumstances, for example housing density.

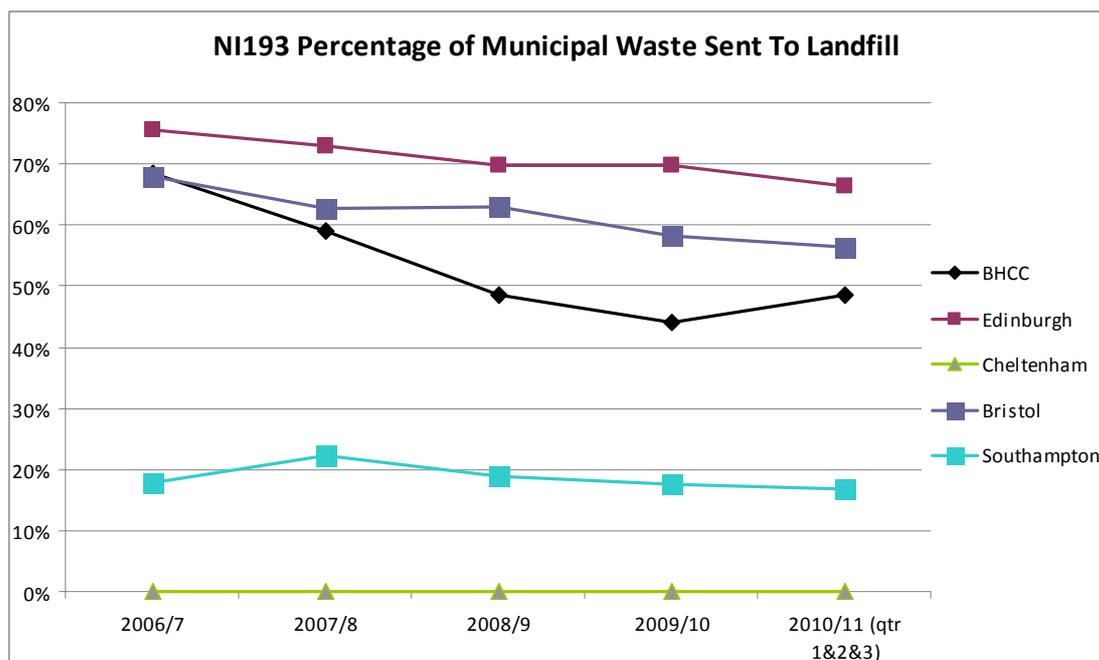
To assess performance in Brighton & Hove it has been benchmarked against comparable cities.

The Office of National Statistics shows Edinburgh, Cheltenham and Bristol as being most similar based on key population characteristics. In addition Southampton has been benchmarked. The services they provide and their performance is summarised below.

Authority	Kerbside Service Offered:	Additional Information:
Edinburgh City Council	Refuse: weekly Recycling: weekly (usually the same day as refuse) - Paper - Cardboard - Tins and cans - Glass - Cardboard drinks cartons - Plastic bottles - Textiles - Household batteries Green: From December to March collected every four weeks and from April to November every two weeks. Some city centre areas have daily refuse collections and communal recycling	Target; 75% recycling by 2020. Box covers and replacement recycling bags can be obtained from local libraries or the local neighbourhood office. Email & Text Reminders for Recycling Collections via www.greenboxday.co.uk . In April 2011 20,000 households will take part in a food waste collection trial.
Cheltenham	Refuse: weekly	From February 2011, the

<p>Borough Council</p>	<p>Recycling: fortnightly</p> <ul style="list-style-type: none"> - Paper - Cardboard (lightweight) - Tins and cans - Glass - Plastic bottles <p>Green: fortnightly, charged for.</p>	<p>kerbside garden waste service (which was free of charge to 41,000 residents using re-useable bags) was replaced with a wheeled bin service. This new service is available to all residents within the borough at a cost of £3 per month, payable annually in advance. If you opt to join the scheme you are issued with a 240 litre brown wheeled bin, which is collected on a fortnightly basis.</p> <p>From April 2011 introduced a weekly food waste collection service, and collecting refuse and recycling on alternate weeks.</p>
<p>Bristol City Council</p>	<p>Refuse: weekly</p> <p>Recycling: weekly (same day as refuse)</p> <ul style="list-style-type: none"> - Paper - Tins and cans - Glass - Plastic bottles - Textiles and shoes - Foil - Aerosols - Household batteries - Spectacles - Engine oil (in a secure container) - Car batteries <p>Green: weekly (same day as refuse), charged for.</p> <p>Food and cardboard: weekly (same day as refuse). Collected together - including from mini recycling centres at flats.</p>	<p>In April 2010 mixed plastic recycling trial started.</p> <p>Collection day finder on website.</p> <p>New waste contract due to start 2011.</p> <p>Local schools offered free waste and recycling education workshops.</p>
<p>Southampton City Council</p>	<p>Refuse: weekly</p> <p>Recycling: fortnightly (households), weekly (flats)</p> <ul style="list-style-type: none"> - Paper - Cardboard - Tins and cans - Plastic bottles - Aerosols <p>Green: fortnightly, free.</p>	<p>Offer a commercial waste service.</p> <p>No glass from kerbside.</p>





No data is available for Cheltenham.

The table below shows the approximate breakdown of green and dry recycling in NI 192.

% of waste recycled and composted amongs benchmark grouping

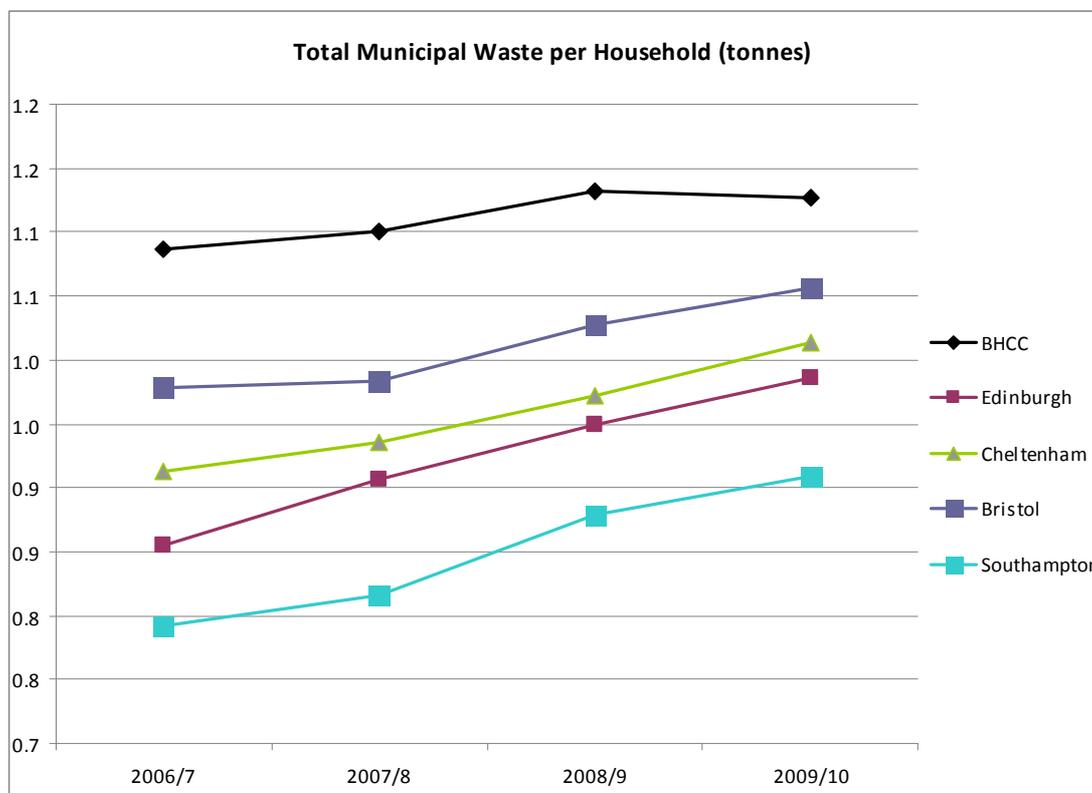
		BHCC	Edinburgh	Cheltenham	Bristol	Southampton
2006/7	Dry Recycling	23.8%	14.3%	16.7%	21.5%	17.9%
	Composting	3.4%	9.3%	11.8%	10.5%	7.8%
2007/8	Dry Recycling	25.2%	16.5%	19.3%	21.5%	19.7%
	Composting	3.6%	10.4%	12.2%	14.4%	8.0%
2008/9	Dry Recycling	25.7%	17.0%	19.7%	20.5%	19.2%
	Composting	3.8%	12.3%	13.8%	15.0%	8.6%
2009/10	Dry Recycling	23.8%	19.1%	18.9%	22.4%	16.9%
	Composting	3.6%	12.2%	13.9%	14.7%	9.5%

The benchmarking shows:

- BHCC's residual waste (waste that is not reused, recycled or composted) per household is near average for the group and is

generally declining. Cheltenham has the lowest residual waste per household. Its services are similar to BHCC's in all areas apart from the communal bin area but it provides a chargeable green waste collection service. As a result it has a higher composting rate, but its overall waste arisings are average.

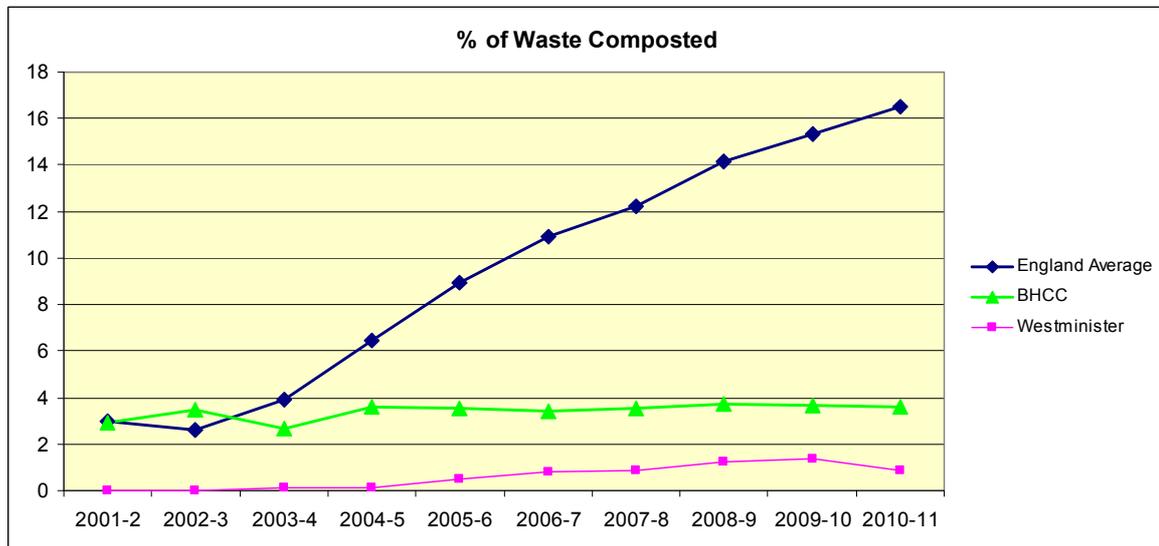
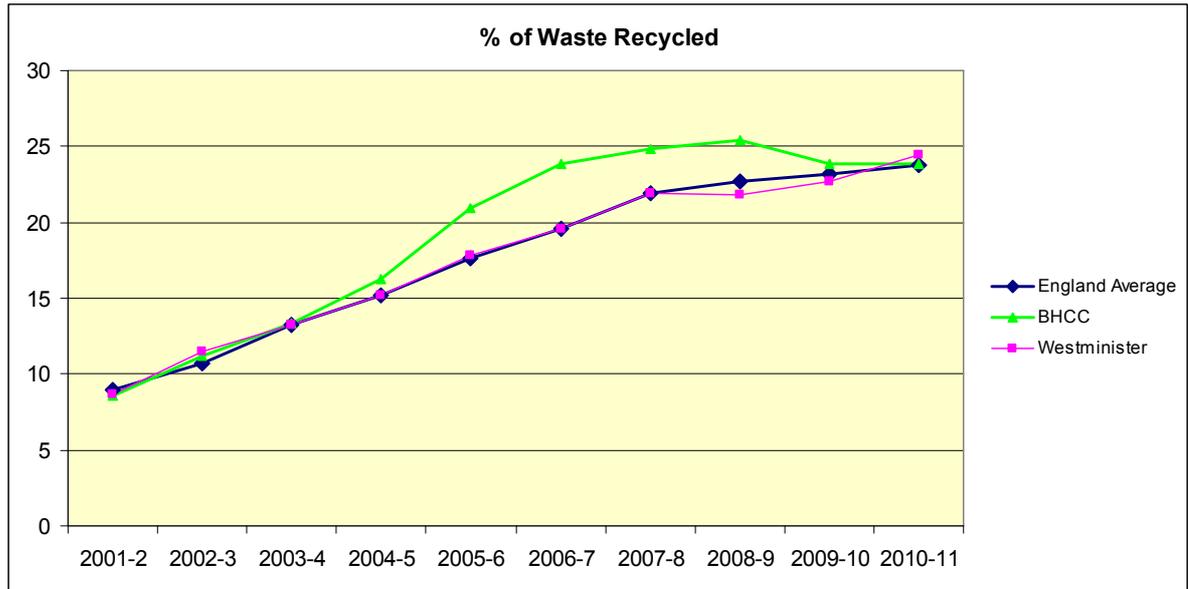
- BHCC's percentage of waste sent for recycling and composting is at the lower end of the scale. The table above shows that in terms of dry recycling BHCC is the best performer, but the other authorities all have higher composting rates as a result of garden waste collections and in some cases food waste collections. Bristol has the highest composting and recycling rate and provides both a garden waste collection service and a food waste collection service.
- BHCC's total waste per household appears to be the highest for the group. This is unexpected as generally authorities with garden waste collections have higher total waste arisings. It is unlikely to be due to household size skewing the figures as Brighton has relatively small households. Another possible reason is abuse of the domestic waste service by businesses. However while analysis of communal bins has shown some businesses do use communal bins the scale of the abuse is does not explain the difference in performance. It may simply be due to the fact that households in Brighton are more wasteful. This data requires further analysis.



Nationally Brighton & Hove ranked 342 out of 379 with its combined recycling and composting rate of 27.7% which means it is in the bottom 10% overall.

While this includes rural authorities who generally have higher recycling and composting rates, BHCC ranked 13th out of 16 comparable urban authorities. It is therefore clear that there is scope to increase recycling rates.

In terms of dry recycling rates only BHCC is close to the average for unitary authorities in the UK and the difference in performance is largely down to lower composting rates as shown in the two graphs below.



Food Waste

Food waste makes up approximately a third of household waste, and it is estimated that each household spends £520 each year on food that is wasted.

In order to make significant improvements in recycling food will have to be collected separately. Extensive research has been carried out to determine how a food waste collection service could best work in BHCC. This research is available on line. Proposals for a food waste trial are set out in the action plan.

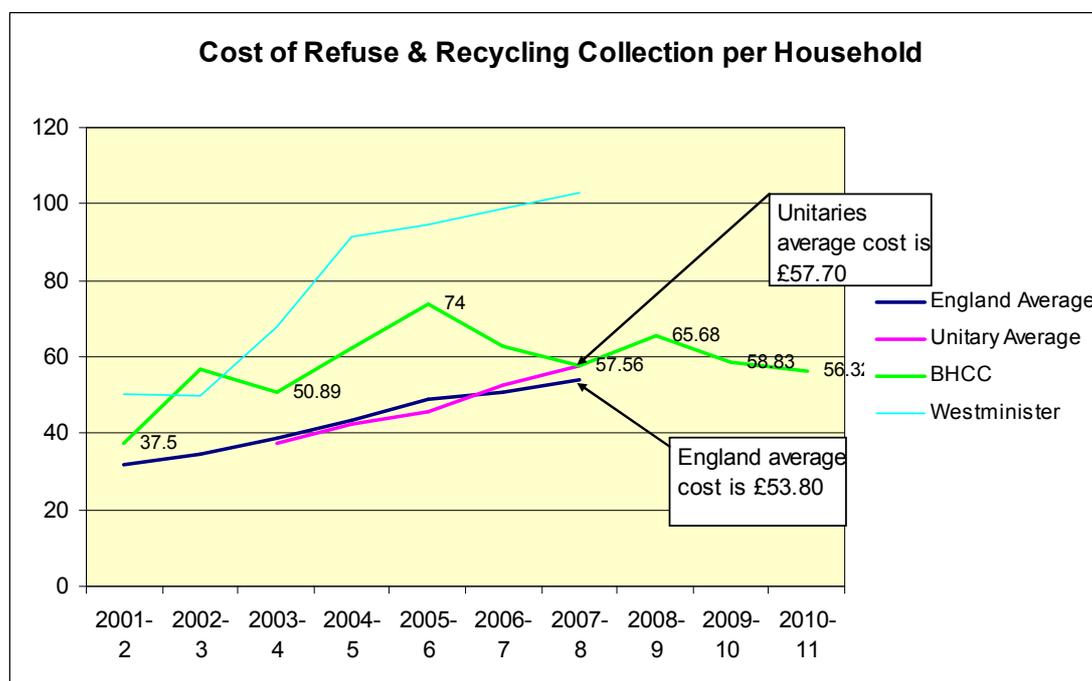
Waste Collection Costs

Cityclean employs 350 to 400 staff with more people being employed in the summer particularly on beach cleansing.

The annual budget is broken down as follows:

Refuse Collection	£2.9 million
Recycling Collection	£2.9 million
Street Cleansing	£6.1 million
Waste disposal/ recycling	£11.2 million
Total	£23.1 million

The efficiency of the collection service and street cleansing service has improved markedly since 2003. Waste collection costs over time are shown in the figure below. The overall decline in collection costs has been realised while at the same time rolling out a comprehensive kerbside recycling service. 2007/08 is the last year for which benchmarking data on costs is available.



Waste Disposal Costs

In 2003 the council, together with East Sussex County Council entered in to a 25 year PFI contract with Veolia to develop the required infrastructure to

handle both council's wastes in a sustainable manner. The value of the contract is approximately a billion pounds and includes:

- The construction of a new waste transfer station and recycling facility in Hollingdean, which was completed in 2009.
- The construction of a new energy recovery facility for residual waste in Newhaven which is due to be completed in 2011.

Under the contract Veolia are responsible for the composting, recycling, reuse, energy recovery and disposal of waste collected by the councils.

The costs associated with the treatment or disposal of a tonne of waste is summarised in the table below. It shows the clear financial incentive to reduce waste and to maximise recycling and composting.

Projected Waste Treatment Costs - Costs of treatment options in comparison to recycling

Treatment option	Net cost difference/ tonne (£)			
	2011/12	2015/16	2020/21	2025/26
Recycling	£	£	£	£
Composting	£ 23	£ 26	£ 30	£ 33
Energy recovery	£ 39	£ 43	£ 48	£ 53
Landfill disposal	£ 61	£ 94	£ 107	£ 108

* These costs differences are variable depending on factors including income from recycle, electricity and on inflation.

Based on current costs reducing the total amount of waste produced by 1% will result in a saving of £110k per annum, every tonne reduction saves £101

Waste Projections

In order to forecast waste tonnages going forward and to plan for how they will be managed BHCC have developed a Waste Forecasting Model (WFM). The WFM is driven by a growth in household numbers and then other variables can be built in to model different outcomes.

The table below shows the 'No Change Scenario' which assumes things remain constant in terms of how waste is handled and the amount being recycled. It shows landfill decreasing due to the new energy from waste facility in Newhaven coming on stream in 2011 and waste growth is due to the number of households increasing. The amount of waste produced per household is assumed to remain static.

Changes need to be critically assessed on the basis that they do not increase overall waste levels or have a detrimental environmental impact. Disposal as well as collection costs need to be considered carefully.

No Change Scenario	2010/11	2015/16	2020/21	2025/26	2030/31
Landfill	45%	4%	6%	7%	8%
Energy from Waste	26%	67%	65%	64%	63%
Dry Recycling	24%	24%	24%	24%	24%
Green Composting	3%	3%	3%	3%	3%
Reuse	1%	1%	1%	1%	1%
Total Municipal Waste	100%	100%	100%	100%	100%

Future Targets

The existing strategy sets household waste recycling and composting targets for 2015/16 and 2020/21 of 40% and 45% respectively. Achieving these targets requires changes to existing services, in particular food waste collection and fortnightly refuse collection. The London Borough of Bromley has exceeded 50% recycling through this type of collection service.

The new Administration has set out its ambitions to increase recycling rates and the OPL Framework sets a target of 70% recycling and composting of household waste by 2025.

Based on evidence from other authorities and the research done as part of this review the types of changes that would be required to achieve 50% recycling have been clearly identified. However the current economic climate and the budget constraints on the council mean that it will take some time to implement the changes to achieve this higher recycling/ composting rate. The proposed targets set out below reflect these constraints.

Achieving the OPL target of 70% recycling by 2025 will require further changes to packaging, the waste management industry and consumer behaviour.

The proposed targets for the revised strategy are set out in the table below. They assume a 10% reduction in the amount of waste produced per household between now and 2025.

Target	2008/09 Actual	2010/11 Actual	2012/13 Target	2015/16 Target	2020/21 Target	2025/26 Target
Recycling & Composting	29.2%	27.7	32%	40%	50%	70%
Energy Recovery	21.39%	26.8	56.1%	55%	48%	28%
Landfill	49.39%	45.6	11.6%	5%	2%	2%
Kg household waste per household	610	602	602	590	571	542
Kg residual	433	434	409	354	286	163

waste per person						
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Commercial & Industrial Waste

Most businesses in Brighton and Hove are SMEs (small and medium enterprises), with a large proportion being micro businesses. Each business has to make its own waste disposal arrangements with private contractors.

A range of companies offer waste services from large multi-nationals to smaller enterprises. The amount of waste generated and the frequency of collections needed greatly depend on the size and type of business. Pre-paid bags are used by some businesses and larger wheeled containers by others. Collections are generally offered up to 7 days per week at different times of the day.

More than 20 different companies are being used in the city by 70% of businesses interviewed and only a small percentage of businesses use the same for waste and recycling (17%).²

Some contractors have their own waste disposal or processing facilities, other take it to a third party for processing or disposal.

The number of waste disposal or treatment facilities is limited and local landfill sites have very limited capacity left. This results in waste being transported across regions which carries a heavy environmental impact and has implications on the sustainability of the service.

Independent research in the city has shown that some businesses lack knowledge about managing their waste and have shown some dissatisfaction with their contracted collections.

The table below summarises the differences between household and commercial waste collections.

² Briefing note: Results from surveys in Brighton and Hove City. University of Brighton 2010.

Overview of Household and Commercial and Industrial Waste Services in Brighton & Hove

Waste Type	Household Waste	Commercial & Industrial Waste
Service Provider	The Council has a statutory duty to collect waste and recycling from all households. The services have been provided in house since 2003 and have developed and improved significantly since then.	Businesses are responsible for making their own arrangements to dispose of waste. There are approximately 20 different contractors offering waste services to businesses in the city. These range from small local companies to large multinational companies. Some of the companies only collect waste and transfer it to a third party waste disposal company, others provide both waste collection and disposal services.
Customers	Refuse and recycling services provided to 125,019 households, the total number of customer transactions is in the order of 200,000 a week taking in to account both refuse and recycling services.	All businesses in the city produce waste and all are required to make arrangements for the collection and disposal of their waste. There are around 13,000 businesses in the city, with a large proportion being small and micro businesses employing less than 10 people.
Funding of Service	The service is funded by the tax payer, but is free at the point of use.	Services have to be paid for by the businesses.
Description of services	Services have now been designed to contain waste to best suit different areas of the city.	A range of different services are offered depending on the type of business and volume of waste generated. Waste is either collected in bins or pre paid bags.
Refuse	<p>Weekly wheelie bin collections are provided from the majority of households outside of the city centre. Relatively small 140l wheelie bins are used to minimise waste and encourage recycling.</p> <p>Communal refuse collection (6 times weekly) is provided to approximately 30,000 households in the city centre. Communal bins replaced black sack</p>	<p>Some businesses receive daily refuse collection, others less frequent depending on how much waste they produce and their contract. Waste is either collected in prepaid sacks or bins of varying sizes.</p> <p>The management of commercial and industrial waste can have a significant impact on the local environment and the economy, particularly in the city centre where there is the</p>

	<p>collections to improve street cleanliness and the efficiency of the service.</p> <p>Bin store collections from blocks of flats. Approximately 24,000 properties are in blocks of flats with dedicated bin stores. These are emptied with varying frequency depending on the storage capacity.</p>	<p>highest density of businesses. Overflowing or smelly bins, ripped trade waste sacks all adversely affect the city. Due to the large number of contractors operating in the city the quality of service is variable and numerous vehicles travel down the same streets collecting waste from adjacent businesses.</p>
<p>Recycling</p>	<p>Kerbside collection (fortnightly or weekly) of paper, card, glass, batteries, cans, aerosols and plastic bottles is provided to all suitable households. Weekly collections are provided in the city centre where households generally have less room to store recycling.</p> <p>Blocks of flats (over 15 properties per block) generally have dedicated recycling bins for paper, card, cans, aerosols, glass and plastic bottles.</p> <p>Recycling points consist of 'bring banks' where the public can take their recycling. Materials collected include textiles, tetrapak and others as well as those collected on the kerbside.</p> <p>Recycling Centres consisting of two household recycling sites for the disposal of waste and recycling; one in Brighton and one in Hove. More than 20 different materials can be segregated and recycled at each site with both achieving over 50% recycling and 70% landfill avoidance.</p>	<p>Data is limited, however a recent survey of 100 SMEs in the city showed:</p> <ul style="list-style-type: none"> • 84% of businesses claimed to recycle. Out of these businesses paper and card is the most popular material recycled (68%), then plastics (31%), glass (25%) and finally cans (20%). • 70% of business had contracts in place for waste and half (50%) for recycling. Only 17% of these businesses used the same contractor for both waste and recycling. • Businesses stated the main barriers to recycling are cost (34%), lack of suitable services (25%) and lack of space (25%). • A significant number of businesses said they used the household waste stream for their waste. 14% use public bins and 13% take it home. 24% said they take recycling to Recycling Centre's and recycling points. 13 % take recycling home.

		<p>A significant amount of recyclable waste is being thrown away (see Waste Composition below).</p>
<p>Waste composition</p>	<p>Both household and commercial and industrial wastes have very similar compositions. Detailed household waste analysis was carried out in 2007, which is summarised below.</p>	<p>Overall commercial and industrial waste is similar in composition to household waste but it is often easier to separate and recycle because businesses tend to produce large volumes of certain materials. For example restaurants will produce a lot of food waste, offices a lot of paper and retailers a lot of packaging.</p> <p>The Council, in partnership with East Sussex, and Brighton University has carried out analysis of the composition of commercial and industrial waste in the city.</p> <p>Of 62 businesses sampled, the key findings showed that overall 31% of residual waste sampled was widely recyclable. This included:</p> <ul style="list-style-type: none"> • Corrugated cardboard 50% • Office paper 11% <p>A further 6% was possibly recyclable, where facilities exist, for example, plastic film and dense plastics.</p> <p>Business type had a big influence on composition and levels of waste. The most frequent materials set out were plastic film (produced by 89% of businesses), mixed paper (87%) and food waste (74%).</p> <p>Quantity varies across the businesses and food waste varied</p>

280

		<p>significantly. For example, out of the total sample (552kg), two businesses generated 19% of all the food waste found.</p> <p>Food outlets obviously generate the most food waste.</p> <p>In total 29% of the waste was organic and capable of being composted or treated via anaerobic digestion.</p> <p>The total fraction of the waste stream which could potentially be recovered for recycling or composting was 66%.</p>
Tonnage of waste	The council collects approximately 110,000 tonnes of waste per year, of which approximately 28% is recycled.	It is estimated that 450,000 to 500,000 tonnes per annum is generated by the C&I sector across Brighton and Hove and East Sussex.
Waste Disposal & Processing	The council has entered a joint waste management contract with East Sussex County Council. The PFI contract was awarded to Veolia Environmental Services to build the necessary waste management infrastructure including recycling and composting facilities and an energy recovery facility.	The private sector uses a range of facilities for the disposal and processing of collected waste.

In summary, a lot of information is available regarding household waste collection and disposal. Significant improvements have been made to the service and the city has secured suitable infrastructure for the long term sustainable management of its waste. A lot less information is available about the management of C&I waste

Section 3 - Waste Development Framework & Waste Infrastructure

The Council is working with East Sussex County Council to prepare a Waste (and minerals) Development Framework. The main planning document in the Framework will be the Waste (and minerals) Core Strategy.

The planning system is important in helping to provide sufficient opportunities for new waste management facilities of the right type, in the right place, at the right time, and in ways which protect the environment and human health. The Core Strategy will set out how this should happen in East Sussex and Brighton & Hove.

Although the council is not responsible for handling all types of waste, as a 'waste planning authority' the council must set out a planning framework for managing all types of waste, not just municipal. For example it must also consider hazardous waste and construction waste.

The Core Strategy is currently in draft form and has been informed by several stages of public consultation. It is anticipated that a final version will be submitted to Government for inspection in 2012.

Waste Infrastructure – Household Waste

The council and East Sussex County Council have a Joint Municipal Waste Management Contract. This PFI contract, which was awarded in 2003 was awarded to Veolia Environmental Services.

Under the contract Veolia are responsible for delivering key infrastructure for the management of both council's household waste. The infrastructure consists of:

- An Energy Recovery Facility (ERF) constructed in Newhaven. This facility, which will start operating in 2011 has the capacity to process 210,000 tonnes of residual waste. It will generate electricity for approximately 20,000 households.
- A Materials Recovery Facility (MRF) constructed in Hollingdean, Brighton. The facility was completed in 2008 and sorts and bulks recycling collected from households. It has a capacity of 50,000 tonnes (if permission for extended working hours was obtained), but currently processes approximately 30,000 tonnes per annum.
- A composting facility at Whitesmith, East Sussex. The facility will be able to process 46,000 tonnes of waste (of which 15,000 tonnes can technically be used for food waste, but currently planning permission is limited to 1,000 tonnes per annum).
- A number of Waste Transfer Stations (WTSs). A purpose built WTS for Brighton & Hove was completed in 2008. Refuse trucks tip their waste here prior to it being bulked up for disposal at Newhaven.

- 14 Household Waste Recycling Sites (HWRS's), two of which are located in Brighton & Hove. Residents can take their waste and recycling to these sites. The sites are very well used, with up to 25,000 per month per site.

Waste Infrastructure – Non Household Waste

The quality of data on C&I waste is limited because data reporting and data collation arrangements are much less strict than they are for municipal waste.

Furthermore because C&I waste is managed by private waste management companies there are issues about commercial confidentiality and also about consistency of the data that is collected.

The council does not control the way in which C&I waste is managed. Because the management of C&I waste is largely a commercial concern then the choice of how it is managed is likely to be more dependent on cost and convenience than geographical location or environmental impacts. This means there is likely to be more cross-boundary movements (to other local authority areas) of waste than there is for household waste.

It is estimated that there will be a shortage of facilities to handle C&I waste over the next 15-20 years. Landfill in East Sussex (at Pebsham) is due to run out in the next few years so C&I waste will need to be managed at alternative facilities, potentially outside of East Sussex or Brighton & Hove although the closest landfills in West Sussex (Lidsey and Horton) have also got very limited capacity.

The development of new infrastructure for waste processing, recycling and composting requires the waste industry to invest significant amounts of money to construct the facilities. Risks to investors can be high, depending on the technology and limited security of contracts.

Financial pressures also result in a tendency for industry to develop larger, more centralised, facilities for handling C&I waste so that they can achieve the economies of scale by serving a much wider area.

Section 4 - Future Service Provision and Needs Assessment

Introduction

This section sets out:

- What changes to services are needed to ensure they are compliant, efficient, sustainable, and represent best practice and meet the needs of the service users.
- What further research and analysis is needed to inform future development of waste services in the city.

High Level Needs Assessment/ Gap Analysis & Information Requirements

	Issue	Background	Potential Implications / Risks for Brighton & Hove	Options & Opportunities	Work Being Undertaken or Planned
1	LEGISLATION & POLICY	The Government has recently reviewed the national waste policy and consulted on a key number of pieces of legislation which may have a significant impact on waste and recycling.			
1.1	EU framework directive - 50% household waste recycling by 2020. Localism Bill giving powers to pass EU fines down to local authorities for failure to meet national targets.	<p>The EU framework directive requires member states to recycle 50% of household waste by 2020.</p> <p>In the UK individual local authorities have not been set recycling targets, however Part 2 of the proposed Localism Bill gives ministers power to pass EU fines down to local authorities if they are deemed to not have done enough to increase their recycling rate.</p> <p>The legislation</p>	<p>Cities generally have lower recycling rates than other authorities and therefore it would be reasonable to not expect BHCC to require the achievement of 50% recycling.</p> <p>However BHCC could do more to increase recycling rates, particularly through the introduction of food waste collection, although this would have implications in terms of cost and service delivery.</p>	<p>Add more dry recyclables to the collection service and bring sites Materials which could be added in future are mixed plastics, foil, and tetrapak.</p> <p>Introducing all these materials is estimated to increase the recycling rate by approximately 3%.</p> <p>The impact of additional tonnage needs to be considered against potential reduction in quality of other materials (e.g. collecting food containers can affect paper quality & value) and cost.</p> <p>Increase participation If everyone recycled all their</p>	<p>Opportunities to add mixed plastics, tetrapak and foil to collection services are being investigated with Veolia.</p> <p>These are being considered in terms of cost, environmental benefit and the impact on the quality of the rest of the recycling stream.</p> <p>Commercial incentive schemes have been</p>

	Issue	Background	Potential Implications / Risks for Brighton & Hove	Options & Opportunities	Work Being Undertaken or Planned
		<p>surrounding this is still uncertain as is its implementation – local authorities could be fined for not recycling enough even though they have no target to work towards.</p> <p>The definition of ‘recycling enough’ is very vague and it makes it difficult for local authorities to prioritise resources as the risk of fines is not known.</p> <p>The level of potential penalties is not yet known.</p>		<p>paper, card, plastic bottles, cans and glass (for which we currently provide collection services), the recycling rate would go up to approximately 37% - an increase of approximately 9%. Potential ways of increasing participation include:</p> <ul style="list-style-type: none"> • Collecting refuse fortnightly • Providing incentives for recycling/ penalties for not recycling • Making the recycling service easier to access (e.g. communal recycling in the city centre). <p>Introduce garden waste collections</p> <p>Garden waste collections increase recycling rates but can also increase total tonnage collected by diverting waste from home composting. Garden</p>	<p>explored but have not been taken further at this stage because of the high revenue cost to the council and no guarantee of being able to cover the investment through reduced disposal costs.</p> <p>The impacts of fortnightly refuse collection have been explored as part of research on feasibility of food waste collections.</p> <p>Communal recycling is being trialled in the city centre to try and increase participation rates in this area.</p> <p>Research has already been carried out on chargeable garden waste collections and such a service would not be self funding.</p>

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	Issue	Background	Potential Implications / Risks for Brighton & Hove	Options & Opportunities	Work Being Undertaken or Planned
				<p>waste collections are therefore not considered to be environmentally or financially sustainable.</p> <p>Introduce food waste collections Food waste makes up about 30% of the total waste thrown away in Brighton & Hove. Issues to consider are that a food waste service is likely to have significant capital and revenue cost implications. Savings as a result of diverting food waste to composting are unlikely to cover the cost of the scheme.</p> <p>The type of collection service would have to be designed for the different areas of the city (the service in the communal bin area would be very different to that in the wheelie bin areas).</p> <p>Refuse collection would have to move to fortnightly in wheelie</p>	<p>Mobile technology business case being progressed</p> <p>Research in to best practice on food waste collections is being carried out and a feasibility study/business case is being prepared for consideration.</p> <p>Mobile technology business case being progressed</p>

	Issue	Background	Potential Implications / Risks for Brighton & Hove	Options & Opportunities	Work Being Undertaken or Planned
				bin areas in order to help fund the food waste collection service and increase participation rates.	
1.2	Potential ban on landfilling household waste: Paper Food Garden Waste Dry recyclables	A government consultation on potential bans is currently taking place. If bans are imposed this is likely to be phased in over a time period of at least 7 – 10 years.	Between 2015 and 2030 BHCC is expected to landfill between 2,000 and 9,000 tonnes per annum. The implications are not known as it depends on if bans are introduced, what materials they apply to, what form they will take and what, if any, sanctions there will be for non compliance. However given the very limited tonnage sent to landfill BHCC is expected to be in a relatively good position.	Same as 1.1 above	See above
1.3	Potential ban on landfilling C&I waste: Paper Food Garden Waste Dry recyclables	See 1.2 above	A significant amount of C&I waste is still disposed of with residual waste and landfilled. Therefore a ban would be of greater significance for C&I waste. A transformation of collection and disposal	With the expected abolition of LATS there may be a business case for the council to carry out C&I waste collections. This would provide the opportunity to streamline household and business collections in the city, give businesses greater	A study is being undertaken to assess what capacity contract facilities have to process C&I waste. The business case for to assess the feasibility of

	Issue	Background	Potential Implications / Risks for Brighton & Hove	Options & Opportunities	Work Being Undertaken or Planned
			<p>services would be required, and it is likely that recycling infrastructure would have to be developed further which would require significant investment.</p>	<p>consistency and security and reduce the number of vehicles collecting waste and recycling.</p> <p>The ability to do this depends on how competitive the council could be compared to private sector contractors and its capacity to collect and process waste at its facilities.</p>	<p>collecting commercial residual waste and recycling is being developed.</p> <p>Mobile technology business case being progressed</p>
1.4	<p>The council's waste strategy sets recycling and composting targets of 40% by 2015/16 and 45% by 2020/21</p> <p>The OPL framework has set a target of 70% household waste recycling for</p>	<p>These longer term strategy targets are aspirational and can only be achieved by the introduction of additional services, in particular the collection of garden waste and/or food waste.</p>	<p>The targets are not statutory, but not improving recycling rates may have implications in relation to EU targets set out above.</p> <p>Introducing these services and achieving the targets needs to be considered against the cost of introducing them and the overall environmental impact.</p> <p>Feasibility of achieving 70% target needs to be assessed based on detailed waste</p>	<p>Same as 1.1 above.</p> <p>Feasibility of achieving 70% recycling needs to be assessed, but to even attempt to reach a target of >50% all four actions listed below will need to be implemented:</p> <ul style="list-style-type: none"> • Food waste collection • Fortnightly refuse collection • Communal recycling • Extend range of materials collected 	

	Issue	Background	Potential Implications / Risks for Brighton & Hove	Options & Opportunities	Work Being Undertaken or Planned
	2025		analysis/ development of service business plans.		
1.5	<p>Review of Controlled Waste Regulations Allowing local authorities to charge for collection and disposal of waste from schools and prisons.</p>	<p>Under the existing Controlled Waste Regulations certain institutions including schools and educational establishments, hospitals, prisons and charities can ask local authorities to collect and dispose of their waste, but the local authority can only charge for collection and not disposal.</p> <p>With the escalating cost of waste disposal this has put an increasing financial burden on local authorities and has removed the incentive from waste producers</p>	<p>BHCC does not collect waste from these establishments (except charities as mentioned), however there is a risk of being required to do so currently and this review is expected to eliminate this risk.</p>	<p>The council could consider providing a chargeable collection service for these organisations.</p> <p>The change in definition together with the abolition of LATs may mean that there is now a business case for the council to provide waste and recycling services to these types of organisations. (See below for detail).</p>	<p>A business case for the commercial refuse and recycling service is being assessed</p> <p>Mobile technology business case being progressed</p>

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	Issue	Background	Potential Implications / Risks for Brighton & Hove	Options & Opportunities	Work Being Undertaken or Planned
		<p>to minimise waste and recycle more.</p> <p>BHCC currently collects household type waste from charities in the city and does not charge for collection or disposal.</p>			
1.6	<p>Abolishment of Landfill Allowance Trading Scheme (LATS) from 2012/13</p>	<p>Under LATS local authorities faced fines of up to £150/tonne if they landfilled too much biodegradable waste. To avoid fines they could buy allowances from authorities which had 'spare' permits. The aim of the scheme was to ensure that the UK as a whole met its obligations to divert municipal waste from landfill.</p>	<p>Due to the rollout of recycling services and the development of waste infrastructure BHCC was in a good position in relation to LATs until at least 2020 and the financial risk was low.</p> <p>A council run commercial collection service is likely to be popular with many businesses. It is also a manifesto commitment from the new administration. A business case needs to be developed.</p>	<p>The abolition of LATS means that there may be a business case for the collection of C&I waste, particularly from SMEs in the city.</p> <p>Waste analysis has indicated that a proportion of C&I waste is currently illegally (knowingly or unknowingly) disposed of in the domestic waste stream.</p> <p>Bring the collection of schools waste in-house School waste collection was outsourced to reduce the risk of fines, but it may now be</p>	<p>Assess costs and feasibility in terms of impacts on collection rounds.</p>

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	Issue	Background	Potential Implications / Risks for Brighton & Hove	Options & Opportunities	Work Being Undertaken or Planned
		<p>This discouraged local authorities from providing waste collection services for businesses.</p> <p>LATS does not apply to private sector waste collection companies and therefore there was not a level playing field between the public sector and the private sector.</p> <p>The abolishment of LATs will make it easier for local authorities to compete with the private sector to provide waste and recycling services for businesses in the city.</p>		<p>beneficial to bring this in house. This will have the advantage of bringing schools recycling in line with the household service and can help promote recycling in the city. The existing contract comes to an end in March 2013.</p> <p>Collect C&I waste from businesses in the city</p> <p>This could reduce the number of collection vehicles in the city, reduce bins on the street and increase street cleanliness. It could improve services for many businesses.</p>	<p>Assess business case for C&I collection and feasibility in terms of collection and processing capacity.</p> <p>Mobile technology business case being progressed</p>
2	WASTE GROWTH				
2.1	Household waste growth	Overall household waste has been	Through the PFI contract Brighton & Hove (and East	Reducing waste and increasing recycling (depending on how the	

	Issue	Background	Potential Implications / Risks for Brighton & Hove	Options & Opportunities	Work Being Undertaken or Planned
	<i>due to population growth or changes in consumer behaviour</i>	<p>reducing year on year from 110,632 in 2006/07 to 108,443 in 2009/10. Household waste is expected to grow by 3% by 2025, largely due to increases in the number of households.</p> <p>There are no national figures on projected waste growth although Defra is expected to publish figures in the near future.</p>	<p>Sussex) have sufficient infrastructure to cope with waste growth of</p> <p>The council has made provision in the management of its PFI reserve for waste growth. However any reduction in waste arising or increase in recycling will result in savings for the council.</p>	<p>service is provided) reduces costs to the council.</p>	
2.2	<i>Growth in commercial and industrial waste due to growing economy/ changes in consumer behaviour</i>	<p>Data on C&I waste is limited. The government is expected to release projections for C&I growth in the near future.</p>	<p>Growth in C&I waste could result in insufficient processing capacity in the region and opportunities for recycling being limited.</p> <p>Waste costs for the business sector would go up, and waste would end up being transported over</p>	<p>In the main the private sector provides its own infrastructure. The development of new infrastructure such as processing facilities and AD will be advantageous in increasing the range of outlets and companies operating these.</p>	<p>BHCC is working as part of the group of South East 7 (SE7) authorities.</p> <p>One of the objectives of the group is to map waste arisings and facilities on a regional level to inform what further facilities are needed and where this</p>

	Issue	Background	Potential Implications / Risks for Brighton & Hove	Options & Opportunities	Work Being Undertaken or Planned
			longer distances. Potential risks include adverse impacts on the economy and increases in flytipping.		would be possible to encourage markets for recycle.
2.3	<i>Insufficient processing capacity for C&I waste due to lack of investment / landfill closure</i>		If there is insufficient capacity to process C&I waste in the area, material will have to be transported further and costs for businesses will increase.	Existing contract facilities have additional capacity to process recycling and composting as well as energy recovery. The full potential of this capacity needs to be assessed.	Assessment of capacity in contract facilities Work with the private sector to develop infrastructure
3	FINANCIAL				
3.1	<i>Local authority budget constraints are set against rising costs of waste collection and treatment/ disposal</i>	The council has made provision in the management of its PFI reserve for waste growth.	Disposal and collection costs need to be considered together. Reductions in disposal costs may not offset increases in collection costs.		

Section 5 Conclusions & Action Plan

There are numerous drivers to further reduce total household waste arisings and increase the amount of waste recycled (and composted). In summary these are:

- National policy and legislation (although no specific targets have been set for local authorities and much of the legislation is still under review)
- The commitment of the Green administration to achieve 70% recycling and introduce a separate food waste collection service
- Targets in the existing waste management strategy
- Costs – costs of processing wastes generally follow the waste hierarchy, with recycling and composting being cheaper than recovery or disposal. There may however be exceptions to this, particularly when collection costs are taken in to account.

There is also increasingly a need to work more closely with the business sector to improve management of C&I waste and recycling. Drivers for this include:

- Desire from businesses to have better waste services and recycle more
- Legislation to increase recycling/ reduce waste sent to landfill
- A commitment from the Green administration to explore the options for providing a food waste collection service.

Addressing all these issues will require a significant transformation of services, for example:

- Food waste will require a whole new collection service and fleet and will impact on existing services
- Improving recycling in the city centre will require the implementation of communal recycling
- Commercial waste and recycling collections will require the necessary customer service and administrative processes, and different working practices.

The Action Plan below sets out the next stages of work to deliver the required transformation of the service.

It includes actions from the 2010 plan which have yet to be completed or are ongoing.

Waste Strategy Priorities Plan 2011 – 20??

Outcome	Action	Target
Policy 1: Service Quality and Engagement with Residents, Businesses and Communities		
<p>Effective engagement with stakeholders in the development and delivery of the waste management strategy for the city</p>	<p>Maintain and bed in the role of the Waste Advisory Group (WAG) WAG to review the waste strategy and contribute to detailed implementation plans.</p>	<p>It is proposed to extend the remit of the WAG to look at other city wide issues eg the Waste & Minerals Development Plan and to advise the City Sustainability Partnership on the zero waste and sustainable material themes of OPL. It is intended for the membership of the WAG to broaden in 2012 in light of the above changes. This means that the terms of reference and governance for the group will need to be reviewed.</p> <p>Review proposals for communal recycling (Dec 2011), commercial waste collection (Mar 11) and food waste collection (Mar 11).</p> <p>To be funded from existing resources</p>
<p>An active community and voluntary sector working effectively with the council to deliver the waste strategy</p>	<p>Continue to support the Community Waste Forum (CWF) with a view to the group becoming firmly established in order to help deliver waste related projects in partnership with the council and where appropriate bid for funding for projects.</p> <p>Projects developed to date address – what does this mean?</p>	<p>The CWF is currently looking for new members to Deliver and continue to support priority projects identified which include community composting, incentives to recycle more, improved communications. It will also identify funding opportunities and submit partnership funding bids.</p> <p>It aims to establish a formal link with the city's</p>

		<p>Community & Voluntary Sector Forum (CVSF) via an environmental representative. This means that the terms of reference and governance for the group will need to be reviewed. Progress against targets will be reported through an annual report.</p> <p>The WAG has asked the CWF to develop relationships with the Youth Council, schools & colleges, explore the opportunity of training local volunteers or community champions to encourage more effective face to face communication and to publicise visits to the Hollingdean material recovery facility (MRF) on the CWF webpage. It has also asked for the council to follow up at schools taking part in the Wastebuster programme when recycling or reuse rates may have decreased subsequently.</p> <p>To be funded from existing resources</p>
<p>Further improve communication and responsiveness of the service.</p>	<p>Implement technology solution which enables direct communication between front line staff and the contact centre. This will result in improved service for the customer and improved efficiency</p>	<p>Implement technology solution by Aug 2012.</p> <p>Business case prepared / first stage of work (improving back office) being implemented as part of ICT strategy.</p>

	<p>Develop a clear and effective communication strategy focussing on key messages in relation to waste and other areas eg those in the OPL framework.</p> <p>Target messages at specific audiences eg target waste messages at areas with worst performance..</p> <p>Assess different communication channels for effectiveness and cost</p>	<p>Agree communications strategy by March 2012, review annually.</p> <p>Strategy to be delivered within existing communications budgets</p>
<p>Improve reliability of refuse and recycling service</p>	<p>Vehicle replacement programme for which funding has been approved will lead to a more reliable fleet and improved reliability.</p> <p>Mobile technology as set out above will also improve service reliability.</p>	<p>Measure through customer satisfaction survey and service statistics.</p> <p>Reduce number of missed bins by 50%.</p> <p>Collect all missed bins within 24 hours of reporting</p> <p>Vehicle replacement program is funded/ mobile technology is subject to business case.</p>

<p>Publish performance data on website</p>	<p>Publish date relating to:</p> <ul style="list-style-type: none"> • Recycling rates and other relevant waste statistics • Service reliability eg number of missed bins • Customer service performance eg how quickly we respond to complaints 	<p>Performance web page to be published by Dec 11</p> <p>Funded from existing resources</p>
<p>Reduced problems associated with studentification in relation to refuse and recycling.</p>	<p>Continuation of work with both University of Brighton and University of Sussex and expanded practical work within university halls and private accommodation.</p>	<ul style="list-style-type: none"> • Continued presence at university freshers fairs offering help and advice to new students. • Continuation of mass emails to all university students. • Additional practical work in student halls with residential advisors to recruit recycling champions in each block to monitor recycling participation, report on barriers and increase rates • Co-working with Environmental Health focusing on problem households in residential areas, aiming to educate them in terms of effective waste management and to help with any barriers or problems that may be present. • Plan to increase links to sixth form schools and colleges, possibly through the adult learning partnership. Action to improve and promote universal signage. <p>Funded from existing resources</p>
<p>Policy 2 Waste Minimisation & Prevention</p>		

Reduce amount of food waste produced by householders	Continue outreach work with Food Partnership and other partners to encourage residents to waste less food.	<p>Foods partnership to continue food demos at large public spaces such as Churchill Square and Jubilee Square and supermarkets throughout the city. 18 demonstrations are planned from July 2011 to June 2012. Food demos include leftover cooking with community chef Olly Dawson, composting tips with a compost doctor and volunteers from the Food Partnership advising residents on the best approach to reduce their food waste and save money. This practical work will be promoted by corporate communications and via social media.</p> <p>Extension beyond July 2012 subject to funding</p>
Prevent illegal disposal of waste (both household and business waste)	Effective enforcement action against illegal waste disposal, working with businesses where possible.	<p>Reduction in number of incidents in waste out at the incorrect time/day and number of flytipping incidents.</p> <p>Funded from existing budgets</p>
Policy 3 Increasing Rates of Re-use		
Increase re-use and recycling of textiles	<p>Trial and assess feasibility of re-use charity consortium managing textile banks in the city.</p> <p>Implement changes to service to ensure benefit from textile collections is retained in Brighton and Hove.</p>	<p>Complete trial of textile bring bank scheme Feb 2011</p> <p>Implement revised textile bring bank scheme June 2011</p> <p>No cost</p>
Work with local reuse groups through community waste forum	Further develop re-use plans for the city with community sector partners.	Re-use proposals to be published through the CWF

(CWF)	Raise profile of groups through council channels, Develop reuse events annually with universities targeting students at end/ start of term	Funded from existing budgets.
Open re-use facility at Brighton HWRS	Let contract to voluntary sector partner (through open competitive process) to operate re-use scheme at Brighton HWRS on completion of site redevelopment Appoint	On completion of site redevelopment Spring 2012 No cost
Increase re-use (and recycling) of bulky items	Contract documentation has been developed with WRAP (Waste and Resources Action Program) in order to maximise reuse and recycling and ensure there are no unreasonable barriers for the community and voluntary sector to bid for the contract.	New contract to be awarded by March 2012 No cost – self funding chargeable service
Policy 4 Increase Recycling Rates		
Trial communal recycling in Brunswick/ Adelaide Ward	Consultation on proposals by December 2011, Roll out trial in spring 2012 subject to outcome of consultation. Monitor satisfaction and recycling rates to assess effectiveness of changes	Trial to run for 12 months from March 2012 Trial funded – overall efficiency savings if rolled out on wider scale.
Pursue feasibility of increasing materials collected for recycling, in particular mixed plastics, foil and tetrapak	Feasibility of adding materials to recycling service kept under continuous review.	Determine feasibility (environmental and financial) of collecting more plastics, foil and tetrapak on the kerbside scheme by Dec 2011. Changes subject to costings & business case.

Increase recycling in worst performing areas	Targeted communication campaign encouraging people to recycle more and produce less waste, working in partnership with community and voluntary sector where appropriate.	Refer to communications under policy 1.
Increase recycling of electrical items, particularly in city centre	Introduce bring banks for waste electronic equipment recycling at 10 locations	Banks in place by Dec 11
	Provide information to households in time for digital television changeover scheduled for March 2012	Develop communication campaign in time for changeover
Policy 5 Increase Composting Rates		
Trial food waste collection service	Develop business case and detailed costings for trial (February 2012). Consult on proposals (Spring 2012) Roll out trial late 2012/early2013 – subject to consultation.	Trial to run for a period of 12 months. Decision on further roll out will depend on outcome of trial. Funding for trial sought. External sources of funding being pursued.
Increase usage of home composters and food waste digesters	Promotion of home composters and food digesters through various media: <ul style="list-style-type: none"> • Food Partnership events • On line, via Facebook and Twitter • Community events attended by Cityclean or community partners 	Targets for sales of bins: 250 Food composters and wormeries sold 750 Garden Composters sold. Recent drop in sales could be attributed to saturation of garden composters from previous successful years of sales. Next year could have a lower due to further saturation. Funded from existing budgets
Policy 6 Waste From Businesses and Other Organisations		
Provision of refuse and recycling service for	Develop business case for commercial waste collection, particularly for small to medium sized	Launch commercial refuse/ recycling collections subject to business case in 2013

<p>small businesses in the city</p>	<p>enterprises and starting with Business Improvement District (BID)</p> <p>Develop business case for commercial recycling collection, particularly for small to medium sized enterprises and starting with Business Improvement District (BID)</p>	
<p>Improve partnership working with business sector and the Business Improvement District (BID) in areas like waste collection, highways licensing, containment and street cleansing.</p>	<p>Meet with representatives to agree on what areas we can effectively work in partnership and how this arrangement will work.</p>	<p>Ongoing</p>
<p>Lead on joined up approach to management of all waste streams (household, commercial and industrial and construction waste) to ensure it is more sustainable</p>	<p>Work with South East 7 (SE7) group of authorities to identify infrastructure, material flows and business opportunities in relation to waste and recycling on a regional level</p>	<p>Project plans and business cases for priority materials complete by Spring 2012.</p>

