

Municipal Waste Management Strategy - Action Plan Statement 2010/11 – 2012/13

This action plan details how the objectives and targets set out in the waste strategy document will be met. There are specific actions that flow from each of the 9 policies. The action plans detail the action, tasks, target, and cost needed to undertake the actions. It is the intention to review the action plan statement annually.

Policy 1: Waste Minimisation and Prevention

Overall target to decouple economic growth and waste growth – reduce waste generated by 1% per annum to 2010/11

Actions	Tasks	Target	Timescale
1.1 Increase the use of real nappies	Review success of current campaign and develop a plan for maximising the sale of real nappy starter packs	Establish baseline and set targets. Ensure all new parents are aware of real nappies. Real nappies available to all who wish to purchase them	April 2010
	Assess feasibility of working with Southdown's NHS Trust to ensure all new born babies are issued with re-usable nappies to encourage parents to continue to use them	Have this scheme in place by the end of 2010 subject to feasibility study	Complete feasibility/costing by April 2010
	Stock starter packs for real nappies		Ongoing
	Assess business case for employing real nappy advisor to attend events, hold talks, visit hospitals etc. (in	Business case to be completed and evaluated	September 2010

	conjunction with NHS work)		
	Improve active promotion of real nappies, inclusion in communication materials, web based information, targeted at specific audience	To be determined	Campaign in place by October 2009
1.2 Waste minimisation through home composting/ food waste 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 Divert 668t per annum (Based on WRAP calculations)	See target column
	Continue local marketing	One local newspaper advert per quarter. Composting link in each Citynews Edition monthly	Start further advertising from the end of 2009 Ongoing in Citynews
	Annual mail out promoting reduced price composters	Annually – next in Spring 2009	See target column
	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	See target column
1.3			

Household waste collection policy	Continue to provide weekly refuse collection. Audit use of wheelie bins and address side waste where residents are placing out excessive volumes of waste/ not recycling and home composting where possible	Monitor side waste and set targets for reduction, prioritising low performance areas	February 2010
1.4 Waste Awareness and Reduction Campaign	Food waste reduction campaign using local chefs, promoting allotments etc working with the food partnership	Reduce amount of food wasted by 20%	Launch campaign in November 2009 – to run for 12 months
1.5 Tackle over packaging	Establish programme of reporting and enforcement with Trading Standards and work with local retailers	Investigate at least 5 cases of over packaging per quarter from 2010, work in line with the proposed Supermarket Summit	See target column
1.6 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 Divert a new material from landfill	No trade waste entering HWRS. Policy will define h/hold waste against C&D, i.e renovation, refurbishment is not H/hold waste Find market for materials still prevalent in general waste highlighted in waste	Ongoing End of 2009 Feasibility

		analysis, i.e plasterboard, hard plastics and rubble	and time-scales dependent on market but 6-monthly review to take place with contractor.
--	--	--	---

Policy 2: Improving Rates of Re-use (contributes to waste minimisation target)

Actions	Tasks	Target	Timescale
2.1 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	November 2009
2.2 Promote online re-use schemes	Scoping exercise to gauge what schemes are available and their effectiveness	Have a circulation list to promote by December 2009. Divert 200 residents per month	December 2010
	Increase profile of re-use groups in Brighton & Hove/ increase re-use rates	Charities 'map' for Brighton & Hove Re-use feature with charities in Citynews	November 2010 January

	Set up a bring and take day, a large one day re-use event. Residents bring items AM and PM they can be taken away by anyone	Work with free-cycle and other re-use groups to set up – measure effectiveness by monitoring items and use conversions to get tonnages diverted	2011 Spring 2010 (spring clear out) possible hold as an annual event
2.3 Review bulky waste collection service to increase re-use and offer an improved service to residents	Tender bulky waste service or bring in house	Service to be tendered or brought in house	By June 2010
2.4 Develop a re-use campaign	Develop a re-use campaign to encourage residents to do all they can including reusable bags, encouragement/education of other options for disposal i.e. re-use	Campaign in place to influence behaviour of residents	November 2010 for 6 months
2.5 Extend re-use schemes at both	Introduce a re-use scheme at Brighton HWRS	Raise profile and use of both re-use facilities	February 2011

HWRS			
	Extend paint re-use schemes to both sites	Implement a paint recycling scheme at the Brighton site	September 2009

Policy 3: Increasing Recycling Rates

Actions	Tasks	Target	Timescale
3.1 Ensure equal access to bring sites. Those properties that do not have access to kerbside collections to have readily accessible recycling points as close to their doorstep as possible	Review the locations of recycling points to ensure they are within closest proximity to those properties that require access	All properties that do not have kerbside recycling service have access to a bring site within 500m Number of bring sites in central parts of the city increased (due to households having less storage space for recycling)	Review of sites complete by October 2009. Changes implemented by May 2010
	Review location and facilities for bulky cardboard collection across city and assess how service can best be provided	Increase the number of bulky cardboard collection points and improve the quality of bring banks/ collection service (currently contracted out)	Implemented by May 2010
3.2 Maximise materials and quality of facilities available at bring sites	Continue with expansion of recycling in blocks of flats and at the kerbside	98% coverage of both services (maximum feasible)	July 2009

Item 6 Appendix 2

	Roll-out cardboard and plastic bottles to all bring banks and blocks of flats	Complete roll-out to increase recycling from bring banks and flats by 10%	July 2009 - December 2009
	Review options for on-street recycling and recycling along the seafront and develop new scheme to encourage maximum usage	Implement new and improved scheme across central parts of the city subject to feasibility	September 2009
	Research the feasibility of Tetrapak, battery and light bulb recycling at bring sites	Introduce Tetrapak banks, at 25% of sites Provide 50 battery recycling points Provide 10 light bulb recycling points (All subject to feasibility study/ cost analysis)	April/May 2010
	Evaluate textile recycling bring banks and investigate expansion subject to success/ partnership with charity	Increase number of textile banks to ensure banks are situated at all feasible sites	April/May 2010
	Ensure all sites are maintained to a high standard Introduce additional materials	Refurbish 20 sites per annum until all are completed (2013), followed by a program of regular maintenance. Appropriate signage Possibly toy and bra recycling (depending on market and pilot study by	Starting in 2009, complete by 2013 bra June

		TERC)	2009 in line with race for life. Toy December 2009.
3.3 Explore 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	April 2010 – April 2011
3.3 Develop communication campaign to increase recycling participation and take enforcement action as a last resort against households who do not recycle despite having access to recycling services	Develop communication plan for face-to-face communication with residents	Local performance indicators to be established – targets to be set. Targets based on number of face-to-face contacts/ reduction in side waste and increase in recycling	February 2010
3.4 Investigate and administer incentive schemes for kerbside	Research incentives schemes (review reports and best practice) and investigate if/how they can be	Trial recycling incentives	Roll out October 2010 for

recycling (and flats)	applied/ translated across the whole city		12 months
3.5 Increase recycling at the two Household Waste Recycling Sites	See below	Increase recycling/ composting rate to: 45% 47% 49% 51%	2009/10 2010/11 2011/12 2012/13
	Monitor waste being disposed with general waste – disposal of recycling with general waste	Enforce to all users of the site. Increase recycling rate to 45%	May 2010
	Segregate plasterboard and MDF separately (subject to feasibility)	Divert 80% of MDF/ plasterboard	March 2010
3.6 Increase the awareness of recycling among the general public through campaign work	Integrate recycling into all residents lifestyles through effective campaigning, including work with young people and schools and voluntary groups	Increase recycling participation (set target based on participation survey)	End of 2009

Policy 4: Increasing Composting Rates (Home composting is covered under waste minimisation)

Actions	Tasks	Target	Timescale
4.1 Review food waste	Review food waste life cycle	Inform decision making regarding	December

collection position	analysis, WRAP food waste trials and other collections. Assess different types of collections against participation and tonnage and applicability to BHCC	feasibility of food waste collections in Brighton & Hove	2010
4.2 Promote garden waste collection for materials that can not be readily composted at home	Review existing service provided by Brighton Community Compost Centre, establish plan to promote and expand service further	Agree action plan	2010

Policy 5: Residual Waste Collection to actively encourage minimisation, recycling and composting initiatives

Actions	Tasks	Target	Timescale
5.1 Containment of all waste and prevention of excess waste through promotion of recycling & home composting/ improving street cleanliness	Monitor & manage containment of refuse across the city to ensure appropriate containers are used	Ensure appropriate containment is in place across city.	On-going from June 2010

Policy 6: Enforcement

Actions	Tasks	Target	Timescale
6.1 Raise the profile and visibility of the Enforcement Team	Increase the level of enforcement activity	Increase officer time on the streets and increase number of officer actions	February 2010
	Improve the efficiency of enforcement and the reliability of data by adopting mobile technology.	Increase officer time on the streets Complete feasibility study Implement new technology subject to business plan	January 2011 January 2010
	Monitor disposal of waste in communal bins and take enforcement action against trade waste abuse/ domestic abuse		On going
6.2 Side Waste Policy continuation and step-up	Enforcement officers to be allocated a specific area to monitor on a regular basis	Monitor zones and have a successful administration procedure in place by November 2009	November 2009
6.3 HWRS monitored and	Enforcement officers to continue	No trade waste	Ongoing

advice/warnings/actions taken against those consistently misusing	unannounced presence at HWRS	No recycling in residual waste	
---	------------------------------	--------------------------------	--

Policy 7: Clear & Effective Communication

Actions	Tasks	Target	Timescale
7.1 Increase understanding of services through a far-reaching communications campaign	Develop detailed annual communications plan	Plan to be produced with communications team annually	2010 onwards annually
7.2 Develop and deliver high profile communications campaign in city centre, specifically targeting communal bin area	Produce innovative communications campaign	Increase recycling in city centre by 5%	November 2009 – June 2010
7.3 Understand behaviour of service users to be able to target communication	Carry out participation survey for recycling services	Participation survey to be carried out every 2 years	2010/11 onwards

campaigns			
	Carry out waste analysis	Waste analysis to be carried out every 4 years	2011/12 2016/17
	Carry out survey to determine percentage of households that can and are home composting to target future promotional activity	Comprehensive monitoring every two years	2011/12 onwards

Policy 8: Waste from Businesses and Other Organisations

Actions	Tasks	Target	Timescale
8.1 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	September 2010
	Develop and maintain trade waste website with strategic partners		February 2011
	Develop overarching trade waste action plan		October 2010 – February 2011
8.2 Maximise recycling of trade waste	Carry out analysis of trade waste composition over a 12 month period/ analysis of collection services available	Measurable baseline – subject to funding	July 2011

	<p>Inform businesses about responsibilities and ways of disposing of electrical waste appliances and hazardous waste</p> <p>Research the feasibility of working with the private sector to establish trade waste collection for electrical equipment and other waste streams</p>	Baseline and targets to be established	March 2010
8.3 Minimise impact of trade waste in streets	Further reduce times at which it is permitted to place trade waste on the highway for collection	No trade waste out for collection in city centre during peak hours	March 2010
	Maintain levels of enforcement for containing trade waste in the city centre	All trade waste in suitable containers (i.e. no thin plastic sacks)	Ongoing
8.4 Minimise the impact of local retailers on excessive packaging	Await the outcome from the impending Supermarket Summit and review actions thereafter	Target to be set when direction known	See target

Policy 9: Service Quality

Actions	Tasks	Target	Timescale
9.1 Develop and deliver effective customer service improvement	<p>Audit of customer services</p> <p>Develop action plan</p> <p>Deliver action plan</p>	Improved customer services in line with action plan and targets set out in action plan	Audit by April January

plan	Monitor and review		2010 Plan implemented by June 2010
9.2 Introduce mobile technology to improve service to residents and service efficiencies.		Complete feasibility study/ business plan/ product evaluation Implement new technology	Implement new technology March 2011

Internal Consultation Draft

