

Waste Minimisation Strategy

Introduction

The Waste Minimisation Strategy is designed to respond to the main challenges faced by the Council Waste and Recycling Collection service, most notably there is a manifesto requirement to reach the 60% re-use and recycling rate. We want to provide a high-quality service for the increasing population of Huntingdonshire and to make the service more cost efficient.

Our Vision

Huntingdonshire District Council is committed to controlling the growth of waste collected at the kerbside by promoting waste minimisation through re-use, recycling and composting with the aim of meeting the following key objectives.

- ♻️ Reduce the amount of waste that is collected from household through our kerbside collections
- ♻️ Achieve a greater than 60% diversion of waste from landfill in line with the council's manifesto pledge.
- ♻️ Improve the quality of the recycling material we collect by maintaining the contamination levels below 7%



Measuring our success

We will also be measuring our progress against the following:

- ♻️ The percentage of household waste recycled/composted against that sent to landfill to ensure we are working towards meeting the manifesto pledge of 60% recycled
- ♻️ Measuring the cost of waste collection services and processing contract
- ♻️ Ensuring contamination is below 7% to minimise the financial risk to the organisation
- ♻️ Improving the quality of materials from householders will potentially increase the income giving better route to market and a higher value
- ♻️ APSE benchmarking against other local authorities
- ♻️ Collaborative working between litter minimisation and enforcement will ensure the same messages and policies are being followed throughout the district
- ♻️ Community engagement to spread the message will be measured from social media insights and feedback from presentations
- ♻️ Listening to the voice of residents through annual Customer satisfaction survey
- ♻️ Carbon modelling of service – working with the Energy Saving Trust and other consultants

Contamination rate at the Materials Recovery Facility averaged at 6.72% between October 2019 - September 2020

Social Media between October 2019 - September 2020

Facebook followers increased by 120% from 1,094 to 2,439

Instagram followers increased by 98% from 206 to 406

Twitter followers increased by 11% from 308 to 343

Rejection policy - 8,464 bins were rejected between October 2019 - September 2020 due to contamination an average of 707 per month

Rejection policy - 5,647 residents were contacted between October 2019 - September 2020 regarding contamination of their recycling bins 189 residents engaged and responded

Rejection policy - Between October 2019 - September 2020
1,026 properties reached staged 2
304 properties reached staged 3
114 properties reached staged 4

722 properties did not contaminate their recycling bin following correspondence.

Rejection policy - 39 bins were removed between October 2019 - September 2020
4 bins were reinstated following full engagement from residents and phased reintroduction.

Reduce

Reuse

Repair

Recycle

Recover

Dispose

