# **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 promotin 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%

#### Reduce our environmental impact

o To develop a long-term sustainable approach that limits the environmental impact of collection services we deliver. Reducing the 'carbon footprint' of collection services, wherever feasible and practicable. o Maintaining a high performing service an example is to maintain a low number of missed bins.

#### Maximise the use of local waste sites

- o Promote and increase the provision of Textile bankso Look at additional recycling facilities (WEEE)
- o Support and promote bring sites for hard to recycle materials

#### **Reduce Waste**

Promote repair, reuse, and upcycling where possible.

- Policy changes
- o Reducing grey bin capacity for new properties
- o Ensuring all properties have correct facilities for their requirements such as HMO's
- o Enforcing the rejection policy

#### Maximise recycling

- o Increasing access to our recycling service
- for communal areas
- o Increase the understanding and engagement in waste and recycling for the local community and key stakeholders.
- o Continue to work with residents through our contamination reduction project
- o Introduction of organic waste collections from communal areas.

#### Being innovative

- o To improve both waste minimisation and service delivery at a local level and to encourage Neighbourhoods and communities to manage their waste more sustainably
- o Active volunteer programme working with the DWP
- o Local ambassadors promoting waste minimisation and recycling in their communities.
- o Promote local zero waste groups
- o Investigate community projects to minimise food waste (community fridges?)
- o Partnership working- including Recycling for Cambridgeshire and Peterborough (RECAP), and national bodies including APSE, WRAP, Larac,
- o Use of in-cab data to map / target spec fic areas of high contamination or participation
- o Enforcement to take appropriate and swift action (possible FPN) when residents refuse to comply

#### Leading by example

o Reducing council waste and increasing recycling.
o Increasing material streams collected for recycling or reuse
o Getting our house in order – cross working with internal services

#### Communications

- o Maximising the use of Social media
- o Communications planning
- o Linking to local and national campaigns, including Recycling Week

Adapting and aligning the waste and recycling service delivery with the Councils Climate Strategy and Environmental agenda, corporate plan and the Waste and Resources Strategy as they develop.





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

> Rejection policy -8,464 bins were rejected between

October 2019 - September 2020 due to contamination an average of 707 per month

### Reduce

Reuse

Repair

Recycle

Recover

## 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 sensure we are working towards meeting the manifesto pledge of 60% recycled
  - Measuring the cost of waste collection services and processing contract 3
    - Ensuring contamination is below 7% to minimises the financia 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

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 -5,647 residents were contacted between October 2019 -

September 2020 regarding contamination of their recycling bins

189 residents engaged and respondin

September 2020
1,026 properties reached staged 2
304 properties reached Octo

304 properties reached staged 3

Rejection policy -Between October 2019 -

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.

