Hertfordshire Waste Partnership

Annual Report – 2014 / 15

WasteAware
Hertfordshire Partnership
Reduce Reuse Recycle Recover

Hertfordshire

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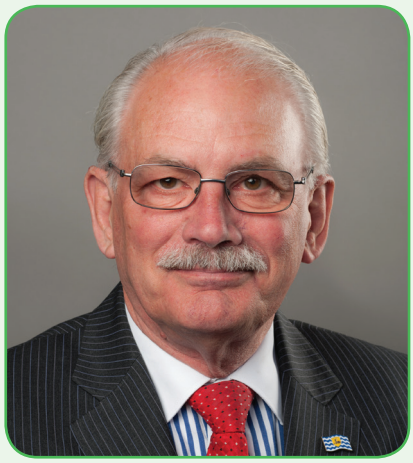


Cllr Richard Thake (Chairman)

Executive Member for
Community Safety &
Waste Management
Hertfordshire County council

Cllr Phil Brading (Vice Chairman)

Member for Public Services
Three Rivers District Council

2014/15 was a demanding year for the Partnership including completion of an external Peer Review supported by the Local Government Association; important improvements to collection services in a number of Boroughs and Districts as well as the launch of the County Council's new Household Waste Recycling Centre contract to name just few.

At the same time the Partnership has had to grapple with significant drops in global commodity prices, which along with the drop in the oil price, has challenged a number of business models in the recycling sector as virgin materials become more competitive.

However, the HWP's all-important recycling rate still improved slightly last year at 49.4% up from 49.3% previously. More importantly the full year effect of new services implemented in 2014/15 should see the HWP re-establish a 50% recycling rate by March 2016.

2014/15 also saw a major increase in the amount of residual waste diverted from landfill once the HWP's use of energy recovery is taken into account with overall diversion increasing to 73.6%. This means almost three quarters of the household waste arising in Hertfordshire is now diverted from landfill.

Finally for the first time our annual report takes a look at where the materials collected by the Partnership end up. This is a new feature which we will look to develop going forward and would welcome feedback on this and any other aspect of the Partnership's work.

Hertfordshire Waste Partnership – Annual Report 2014/15

1. Background

The Hertfordshire Waste Partnership, (HWP) was formed in 1992 between the ten borough and district councils in their capacity as waste collection authorities and the county council as the waste disposal authority and is one of approximately 50 such partnerships throughout the UK. Collectively, the HWP is responsible for dealing with approximately 522,000 tonnes of municipal waste generated in Hertfordshire each year at a cost of approximately £81.5 million per annum with £45 million spent on waste disposal and organics processing with the remainder spent on collection services.

The partnership is overseen by the HWP Member group which is made up of elected councillors from each of the partner authorities who hold the relevant portfolio for waste management. The Member group is supported by two senior officer groups - the Directors group and the Heads of Waste group.

The HWP has no authority over individual services and instead considers matters of strategic importance and opportunities for joint working. It makes recommendations about the long-term development of waste services in pursuit of targets detailed in the Joint Municipal Waste Management Strategy, objectives and principles detailed in the Hertfordshire Waste Partnership Agreement signed in January 2012 and in response to legislative changes. The HWP unit is jointly funded by all 11 authorities and employs a Partnership Development Manager and a WasteAware Co-ordinator.

WasteAware is the public face of the HWP and concentrates on changing 'waste behaviour' by focusing on the 4Rs including reduction, re-use, recycling and recovery. With particular emphasis on actions before waste is generated the HWP hopes to reduce the amount of waste that needs to be recycled or disposed of.

2. Summary

2.1 Performance 'At a glance'

Boroughs & Districts	2013/1	2014/15	Change	Trend
Dry recycling	84,594	93,803	9,209	↑
Composting	115,572	110,712	-4,860	↓
Re-use	624	335	-289	↓
Residual waste	226,485	222,505	-3,980	↓
Total	**427,275**	**427,355**	**80**	↑
Combined Borough Recycling Rate	**47.0%**	**48.0%**	**1.0%**	↑

County Council	2013/14	2014/15	Change	Trend
Dry recycling	33,618	30,431	-3,187	↓
Composting	11,417	11,256	-343	↓
Re-use	1,591	1,529	-62	↓
Residual waste	28,406	31,817	3,411	↑
Total	**75,032**	**74,851**	**-181**	↓
HWRC Recycling Rate	**62.1%**	**56.9%**	**-5.2%**	↓

HWP Totals	2013/14	2014/15	Change	Trend
Dry recycling	118,212	124,234	6,022	↑
Composting	126,988	121,786	-5,202	↓
Re-use	2,215	1,864	-351	↓
Residual waste – EfW	83,378	121,931	38,553	↑
Residual waste – landfill	171,513	127,526	-43,987	↓
Residual waste – other (*)	0	1,807	1,807	-
Non Compostable Wastes	-	2657	-	-
Total	**502,307**	**502,206**	**-4,565**	↓
HWP overall recycling rate	**49.3%**	**49.4%**	**0.1%**	↑
HWP diversion from landfill rate	**65.9%**	**73.6%**	**7.7%**	↑

2.2 Waste Minimisation

The HWP recognised some time ago that the need to minimise / reduce waste production long term would be key in measuring the impact of waste reduction messages and other behavioural change activity funded by the partners. This is increasingly important as economic recovery usually results in increased consumption levels which drive increases in total waste production.

For this reason each year the HWP tracks total waste per household. Long term success measured by this indicator is overall waste levels falling with an increasing percentage recycled. Table 1 below looks at total waste per household over the last five years.

Table 1: Total household wastes (kilograms per household)

Year	Broxbourne	Dacorum	East Herts	Hertsmere	North Herts	St Albans	Stevenage	Three Rivers	Watford	Wel / Hat	Herts CC	H W P
2014/15	930	887	906	920	866	869	890	950	855	931	157	1055
2013/14	919	898	902	923	856	877	857	953	845	962	158	1056
2012/13	925	898	888	898	869	865	842	929	828	930	125	1013
2011/12	957	912	913	946	894	874	846	975	861	955	151	1063
2010/11	951	901	907	926	901	879	861	948	843	1028	149	1062

(source: WasteDataFlow – includes updated figures for previous years where available)

Table 1 indicates the significant increases noted in 2013/14 appear to have been checked with falls in the amount of total waste in 6 out of 11 Partner Authorities resulting in a minor drop overall.

Whilst this is encouraging it should be remembered that 2014/15 saw significant changes to services in a number of Boroughs and Districts as well at the Household Waste Recycling Centres, which may in part, be reflected in the numbers noted above. This includes Dacorum and Three Rivers who implemented new fully commingled kerbside recycling services for mixed dry recyclables along with weekly food wastes collections.

2.3 Recycling & Composting

The percentage of waste recycled (including composting) is a national indicator which the community recognise as a measurement of success.

Last year's report confirmed significant increases in the amount of dry recyclables as a result of the full year impact of changes implemented in 2012/13. The continuing impact of this and further changes to redirect cardboard from the organic waste stream in a number of partner authorities resulted in additional improvements in the amount of dry recyclables captured in 2014/15.

However, at the same time even though 2014/15 saw substantial improvements in the quality of the material sent for composting resulting in significant drops in the level of contaminants; overall organic waste declined with pronounced drops in quarters 3 and 4 as a result of less favourable growing conditions with the overall position noted in the table below:

Table 2: Changes in recycling and composting 2014/15

Tonnes	2013/14	2014/15	Change
Recycled (inc.re-use)	120,427	126,098	+5,671
Composted	126,988	121,786	-5,202
Totals	**247,415**	**247,884**	**+469**

(source: Hertfordshire Waste Partnership)

A key issue going forward will be to ensure that as more material is collected for recycling overall quality levels are maintained in order to minimise the amount that might rejected during processing. Increased vigilance at all stages during the collection cycle is necessary as UK materials reprocessing facilities are now subject to strict regulations which require regular testing of incoming and outgoing material to ensure it complies not only with the MF Regulations 2014 but also with ever stricter quality specifications from end markets.

With the full year impact of these changes due to be realised in 2015/16 as well as further significant improvements in at least one partner authority the HWP is expecting similar increases in the level of dry recyclables during 2015/16.

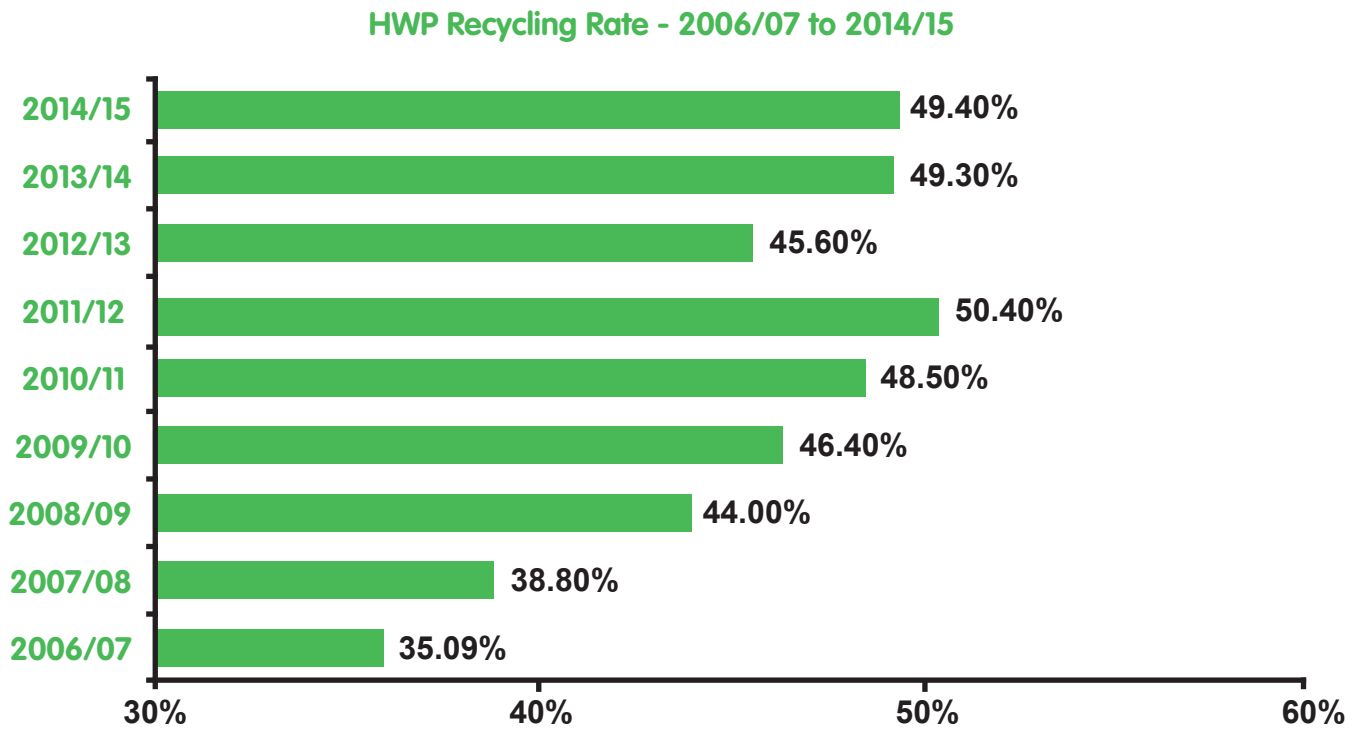
Based on the current national reporting framework the impact of these changes is noted in the updated table and graph overleaf.

Table 3: Partner Authority and HWP recycling percentages

Year	Broxbourne	Dacorum	East Herts	Hertsmere	North Herts	St Albans	Stevenage	Three Rivers	Watford	Wel / Hat	Herts CC	H W P
2014/15	35.0	46.3	49.5	43.3	58.5	50.4	38.2	63.2	41.7	48.0	57.5	49.4
2013/14	35.0	46.2	48.5	43.2	57.3	47.7	37.4	62.4	40.6	46.6	61.2	49.3
2012/13	34.3	46.8	46.6	40.5	47.3	41.6	36.8	62.0	39.7	43.8	53.0	45.5
2011/12	39.6	46.7	48.4	46.7	49.5	48.3	40.0	60.5	41.2	49.9	67.9	50.4
2010/11	39.3	47.7	48.3	42.5	50.0	50.2	39.1	50.9	40.2	36.5	69.2	48.5

(source: WasteDataFlow – includes updated figures for previous years where available)

The same data from a HWP perspective can be seen in the graph below:



2.4 Residual Wastes

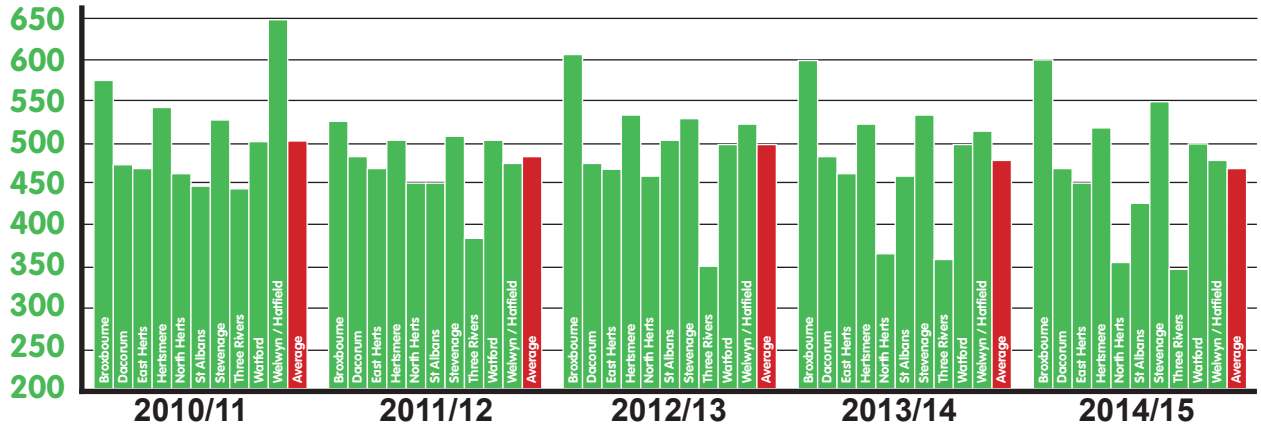
2013/14 revealed a complex picture with residual waste per household declining in some areas whilst increasing in others reflecting on-going efforts by the partners to reduce the amount of non-compostable material present in the organic waste stream. However, encouragingly, against a backdrop of economic recovery the amount of residual waste per household declined across most partner authorities during 2014/15 resulting in a small overall drop county wide and the lowest Borough / District average in the last 5 years. The table below shows the amount of residual waste being disposed of per household by each of the partners.

Table 4: Residual waste per household (kgs)

Year	Broxbourne	Dacorum	East Herts	Hertsmere	North Herts	St Albans	Stevenage	Three Rivers	Watford	Wel / Hat	Herts CC	H W P	WCA Average
2014/15	604	476	458	522	359	431	550	350	499	484	67	534.47	473
2013/14	597	483	465	524	367	459	536	358	502	514	60	535.67	480
2012/13	608	477	474	535	458	505	532	353	500	523	47	542.33	496
2011/12	578	486	471	504	451	451	508	385	506	478	49	528.64	482
2010/11	578	471	469	533	450	438	524	466	504	653	46	548.39	509

(source: WasteDataFlow – includes updated figures for previous years where available)

Residual Waste - kilograms per household - 2010/11 to 2014/15



2.5 Diversion from landfill

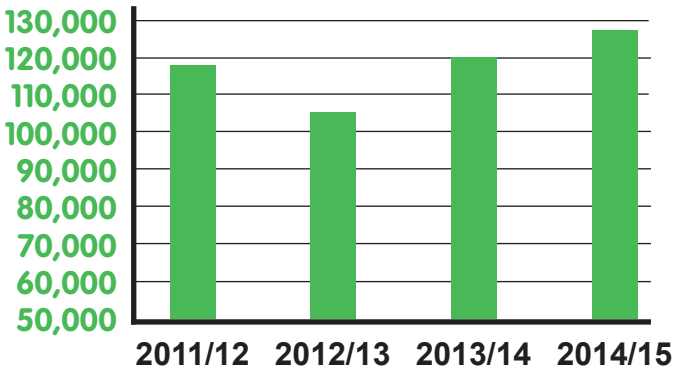
In addition to recycling and composting the partnership also makes extensive use of a number of waste to energy plants ranging from Edmonton, North London to Ardley in Oxfordshire. With new interim waste disposal contracts awarded early last year 2014/15 saw a significant increase in the amount of residual waste sent to energy recovery as noted below:

Table 5: Diversion from landfill

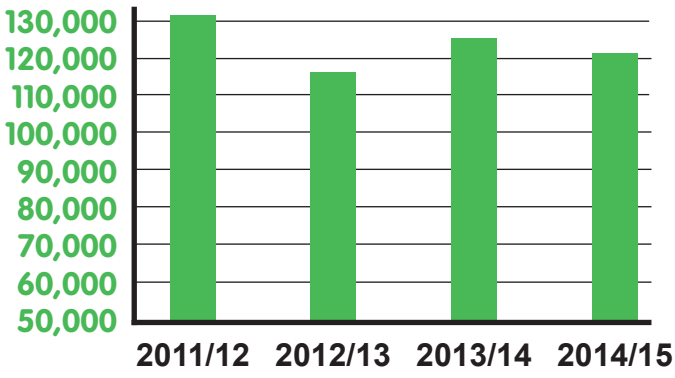
Tonnes	2013/14	2014/15	Change
Recycled	118,212	124,234	+6,022
Composted	126,988	121,786	-5,202
Re-used	2,215	1,864	-351
Energy Recovery	83,378	121,931	+38,553
Landfill	171,513	127,526	-43,987
Totals	**502,307**	**499,030**	**-3,277**
Landfill diversion rate	**65.9%**	**73.6%**	**+7.7%**

(source: Hertfordshire Waste Partnership)

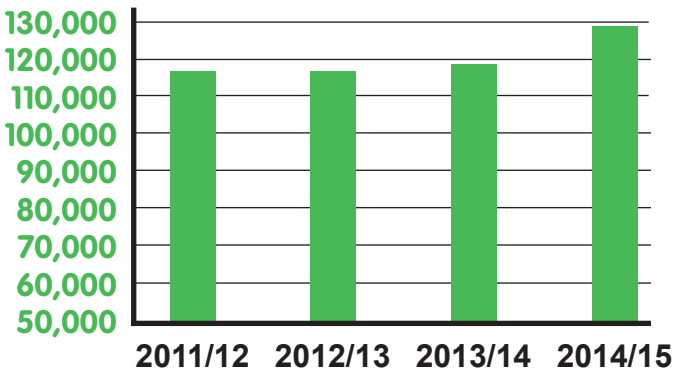
Dry recycling 2011/12 - 2014/15



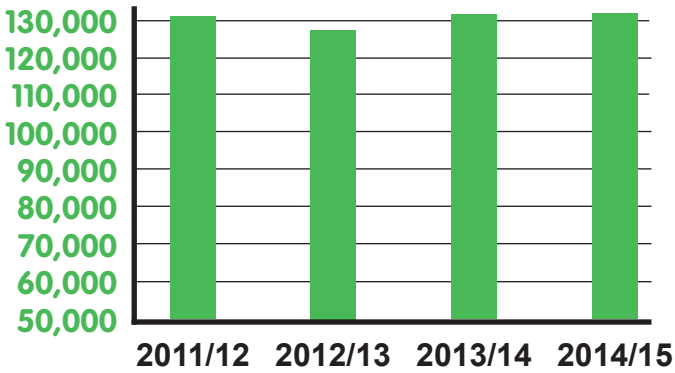
Composting 2011/12 - 2014/15



Diversion from landfill 2011/12 - 2014/15



Total household waste 2011/12 - 2014/15



3. Highlights – 2014/15

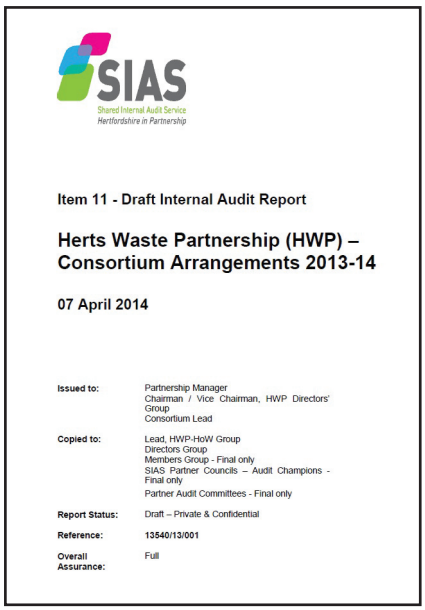
3.1 Investigation into long term 'MRFing' arrangements

Challenging trading conditions at the time of the last HWP procurement resulted in only 3 partner authorities entering into consortium arrangements for the bulk receipt and processing of mixed dry recyclables. As a result during 2014/15 the partnership initiated a review of its market approach to inform a new procurement due to commence in early 2016. The review included detailed discussions with 10 private sector providers to examine how and where the HWP could improve future procurements by de-risking the process where possible combined with a more realistic appreciation of the remaining risks from the perspective of potential bidders.

Key themes to emerge from the review included the need for the HWP to reconsider the length of contracts it offers; the amount of tonnage needed in order to support the possible establishment of new dedicated processing facilities for the HWP; as well as the need to provide up to date compositional data during the tendering process. These and other issues raised during the review are currently being considered by a special group of Directors and Heads of Service with a view to launching a new procurement process to replace existing consortium arrangements from early 2017 onwards.

The new processing line installed at the materials recycling facility in St Albans

3.2 HWP Consortium Arrangements Audit



SIAS
Shared Internal Audit Service
Hertfordshire in Partnership

Item 11 - Draft Internal Audit Report

Herts Waste Partnership (HWP) – Consortium Arrangements 2013-14

07 April 2014

Issued to:	Partnership Manager Chairman / Vice Chairman, HWP Directors' Group Consortium Lead
Copied to:	Lead, HWP-HoW Group Directors Group Members Group - Final only SIAS Partner Councils – Audit Champions - Final only Partner Audit Committees - Final only
Report Status:	Draft – Private & Confidential
Reference:	13540/13/001
Overall Assurance:	Full

Another successful audit for the HWP

During the early part of 2014/15 an audit of the HWP's consortium arrangements was concluded by Hertfordshire's Shared Internal Audit Service (SIAS). As a result, and in line with previous audits, SIAS concluded that the HWP demonstrated robust arrangements in relation to contract management, value for money, and governance of the various consortium contracts operated by the Partnership.

More detailed analysis revealed that on average there has been a 70% commitment to various consortiums provided for both single stream and multi materials. The audit noted that the main reason for participation in consortium contracts was and continues to be primarily based on the achievement of best prices. Other reasons noted included changes to collection services, contract management time and associated costs and best value. It was noted that whilst the Partners were and remain keen to act in the spirit of the partnership, on occasion decisions about the best value option for each local authority can mean that local arrangements are ultimately preferred.

The majority of the partners also noted that they consider they are getting good value for money through HWP consortia. It was also recognised that there had been a number of successes in recent years, including most notably the paper and textile consortia that have provided significant and sustained income for all partners. The partners were also asked if they scrutinized their authority's savings in procurement and contract management in order to highlight the results of being part of an HWP consortium. In the main, the answer was no. However, the partners also added that if significant savings are made, this would be communicated as appropriate, and that it is widely recognised that the HWP consortiums are important in realising maximum income streams. Overall SIAS was able to provide full assurance that there are effective controls in operation for those elements of the risk management processes covered by the latest audit.

3.3 Review of the Alternative Financial Model

For a number of years the HWP has operated the 'Alternative Financial Model' or AFM as it has become known. The AFM is a mechanism that provides additional financial reward and incentive to encourage partners to pursue a range of landfill diversion strategies. The model is funded through actual savings in waste disposal as result of advances in waste reduction, minimisation and recycling. By the start of 2014/15 the AFM was worth an additional £3 million over and above the statutory recycling credit regime.

However, in order to keep up with the pace of change as well as remain sustainable the model has been reviewed on a regular basis to reflect changes in collection services provided by the Boroughs and Districts. 2014/15 was no exception with a mini review carried out to identify possible changes necessary to ensure the AFM would be able to accurately account for the financial implications of new recycling services in Dacorum and Three Rivers.

The mini review, completed during the latter half of 2014/15, assessed how the AFM was working compared to the key principles agreed at the time the last model was approved. As a result whilst the review concluded that the AFM was working as intended, it also identified a number of 'mechanical tweaks' necessary to address changes in Three Rivers and Dacorum.

Potential impacts on the AFM are now a key consideration for the Partner Authorities

These included:

- Adding new site specific processing rates for separate food and garden wastes to accurately reflect operational changes.
- A new mechanism to compensate partners for higher costs as a result of their organic waste being redirected to alternative facilities in order to cover guaranteed minimum tonnage commitments (GMTs).
- A mechanism to ensure that any costs related to GMT breaches are fed back into the AFM in line with the principles of the model.

Noting that the proposed changes did not alter or require a review of the model's key principles, or have wider policy implications, they were approved by the HWP in January 2015 for retrospective application in 2014/15 and now form part of the updated model going forward.

3.4 Separate Food Waste Collections

Food waste collections in Three Rivers

For a number of years the HWP Partner Authorities have operated commingled collections for food and garden wastes which are then delivered to a number of In Vessel Composting facilities in and around the County – see the map on page 14. However, despite this and taking into account the extensive behavioural change work carried out by WasteAware to promote the use of these services the amount of food waste captured has remained stubbornly low.

At the same time due to the inclusion of food waste as part of the commingled mix the collected materials have to be processed using In Vessel technologies in order to remain compliant with the Animal By Product Regulations. Recognising the inherent inefficiency in this approach, and as part of major upgrades to their collection services, both Dacorum Borough Council and Three Rivers District Council implemented separate food waste collections during the latter half of 2014. To support these developments, through a combination of varying existing contracts as well procuring new ones, the County Council was able to arrange for the now separate food and garden wastes from these authorities to be processed using anaerobic digestion technology and open windrow composting. As noted elsewhere in the report in 2014/15 this generated savings of £389,000 which were largely returned to partner authorities through the AFM; and whilst not totally compensating for the additional costs incurred did make a significant contribution.

Dacorum's new simplified collection system has proved popular with residents

3.5 Risk Management

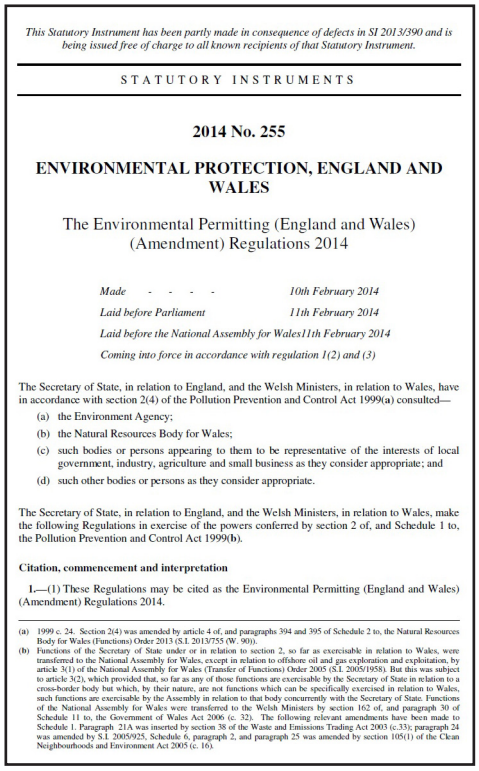
Moving on from implementation of the revised Waste Framework Directive's separate collection requirements reported last year, the focus in 2014/15 was the state of end markets for recyclables; both from a national and international perspective with a number of developments arising from new legislation as well as significant volatility in global commodity prices.

October 2014 saw the Environment Agency (EA) start to enforce the Environmental Permitting (England and Wales) (Amendment) Regulations 2014 which were laid on the 11th February 2014 coming into force on 5 March 2014. The new regulations require regular sampling at materials recycling facilities to test both incoming and outgoing material with a view to identifying sources of poor quality with remedial action as necessary.

On a national basis this has led to an increase in the amount of material rejected as contaminated. Audit results from regular sampling are fed back to the partners so they can identify which areas might need additional resources in terms of reminding residents which materials they can and cannot recycle. At a larger scale in view of the new regulations during the latter half of 2014/15 the HWP began to put together plans for a new recycling quality campaign designed to tackle the issue of contamination across the County.

The importance of ensuring that collected recyclables are of good quality in order to secure access to end markets was brought into sharp relief in February 2015 with the shock announcement, that after 20 years, Aylesford Newsprint would be closing its doors for good. This resulted in approximately 450,000 tonnes of recycled newspapers and magazines without an end market and as result the average price paid for recycled newspaper fell to a low of £47.50 per tonne before recovering in the early part of 2015/16.

Thankfully the impact on the HWP has been minimal with only 1 of the 11 partners contracted to supply Aylesford with the partner in question moving swiftly to secure alternative arrangements. However, the supply / demand imbalance caused by the Aylesford closure has resulted in significant drops in the average value of newspapers and magazines. This will likely result in a budgetary pressure if the HWP decides to procure a new paper consortium in 2016.



This Statutory Instrument has been partly made in consequence of defects in SI 2013/390 and is being issued free of charge to all known recipients of that Statutory Instrument.

STATUTORY INSTRUMENTS

2014 No. 255

ENVIRONMENTAL PROTECTION, ENGLAND AND WALES

The Environmental Permitting (England and Wales) (Amendment) Regulations 2014

Made - - - - 10th February 2014
Laid before Parliament 11th February 2014
Laid before the National Assembly for Wales11th February 2014
Coming into force in accordance with regulation 1(2) and (3)

The Secretary of State, in relation to England, and the Welsh Ministers, in relation to Wales, have in accordance with section 2(4) of the Pollution Prevention and Control Act 1999(a) consulted—

(a) the Environment Agency;
(b) the Natural Resources Body for Wales;
(c) such bodies or persons appearing to them to be representative of the interests of local government, industry, agriculture and small business as they consider appropriate; and
(d) such other bodies or persons as they consider appropriate.

The Secretary of State, in relation to England, and the Welsh Ministers, in relation to Wales, make the following Regulations in exercise of the powers conferred by section 2 of, and Schedule 1 to, the Pollution Prevention and Control Act 1999(b).

Citation, commencement and interpretation

1.—(1) These Regulations may be cited as the Environmental Permitting (England and Wales) (Amendment) Regulations 2014.

(a) 1999 c. 24. Section 2(4) was amended by article 4 of, and paragraphs 394 and 395 of Schedule 2 to, the Natural Resources Body for Wales (Functions) Order 2013 (S.I. 2013/755 (W. 90)).
(b) Functions of the Secretary of State under or in relation to section 2, so far as exercisable in relation to Wales, were transferred to the National Assembly for Wales, except in relation to offshore oil and gas exploration and exploitation, by article 3(1) of the National Assembly for Wales (Transfer of Functions) Order 2005 (S.I. 2005/1958). But this was subject to article 3(2), which provided that, so far as any of those functions are exercisable by the Secretary of State in relation to a cross-border body but which, by their nature, are not functions which can be specifically exercised in relation to Wales, such functions are exercisable by the Assembly in relation to that body concurrently with the Secretary of State. Functions of the National Assembly for Wales were transferred to the Welsh Ministers by section 162 of, and paragraph 30 of Schedule 11 to, the Government of Wales Act 2006 (c. 32). The following relevant amendments have been made to Schedule 1. Paragraph 21A was inserted by section 38 of the Waste and Emissions Trading Act 2003 (c.33); paragraph 24 was amended by S.I. 2005/925, Schedule 6, paragraph 2, and paragraph 25 was amended by section 105(1) of the Clean Neighbourhoods and Environment Act 2005 (c. 16).

The new MF regulations necessitate a keen focus on the quality of materials collected for recycling

4. End Destinations – where does our waste go ?

4.1 Introduction

One of the questions increasingly asked by those not involved on a daily basis with the HWP is where does our waste go? To answer this the annual report for the first time looks at end destinations for a range of materials handled by the HWP during 2014/15. The information is broken into 3 main categories including organics, residual waste and dry recyclables.

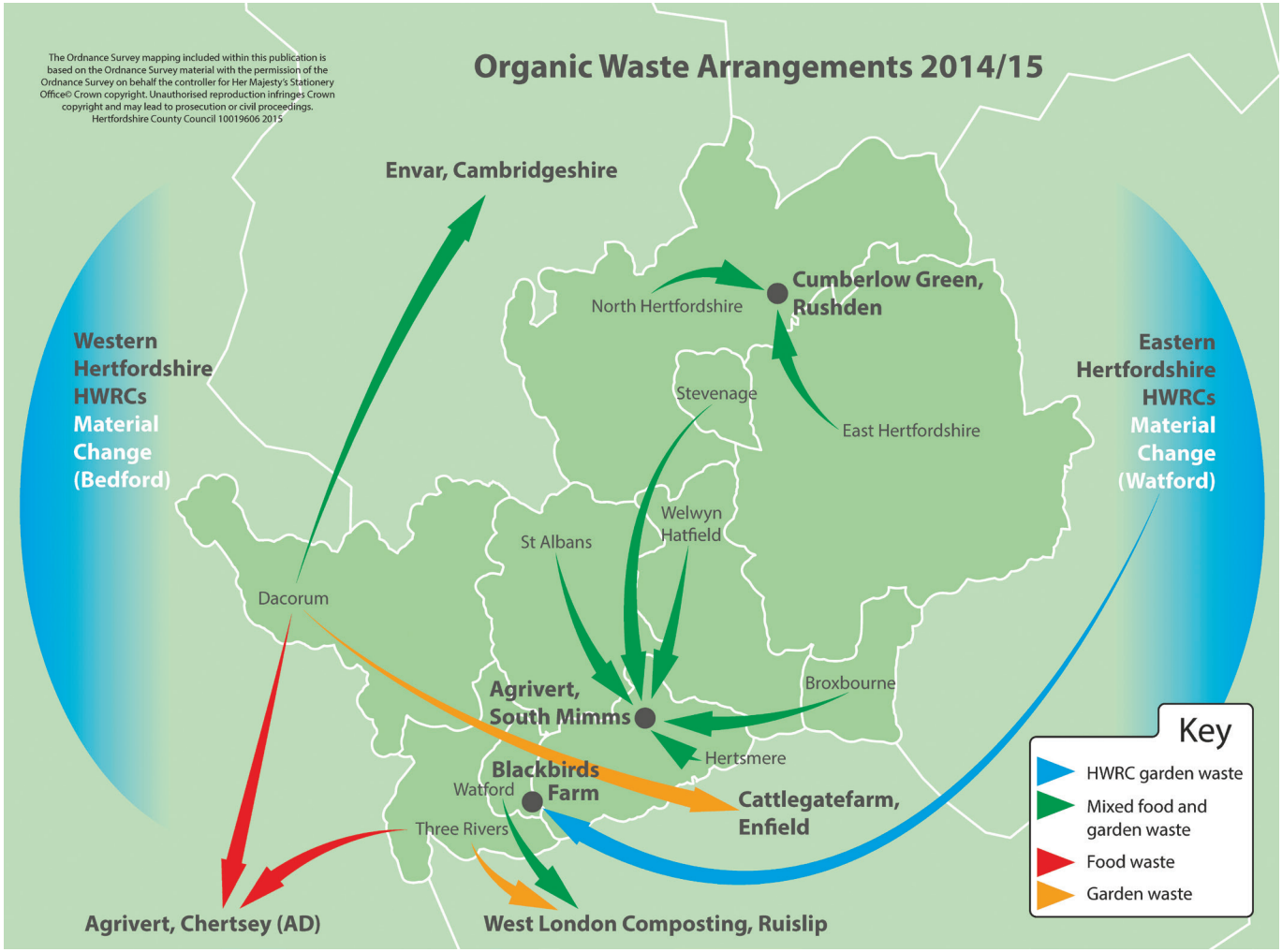
4.2 Organics

The range of organic waste collection services provided by the HWP during 2014/15 included both regular household collections provided by the Boroughs and Districts as well as garden wastes collected at the 17 Household Waste Recycling Centres (HWRCs). However, in a further evolution of collection services, in the latter half of 2014/15, Dacorum and Three Rivers launched new services that include the provision of weekly food waste collections supported by the fortnightly collection of garden wastes.

As a result HWP processing arrangements have now evolved to handle 3 distinct grades of organic material including separate garden wastes, separate food wastes as well as mixed food and garden wastes. In order to achieve this the HWP adapted existing contracts as well as let new ones to give the partners access to combinations of in vessel composting; open windrow and / or anaerobic digestion to ensure the technology used is appropriate for the grade of material being collected. As a result by working together the partners were able to deliver savings in organic waste processing costs of £389,000 which are set to rise substantially in 2015/16. The vast majority of these savings are reinvested in recycling and composting services.

Once collected this material is delivered directly or via bulking station to one of 6 different composting facilities contracted by the HWP. 2 of these include in vessel composting sites at Cumberlow Green in North Herts and Agrivert at South Mimms. These facilities exclusively handle HWP organics and were established in direct response to the HWP's overall joint strategy. This illustrates the important economic role played by the Partnership in supporting the development of locally based green technologies and employment through offering joint processing contracts of sufficient critical mass to encourage new economic activity.

The other sites used by the HWP include West London Composting in Ruislip just over the county border in the London Borough of Hillingdon which takes separate garden wastes from Three Rivers and mixed organics from Watford; Agrivert's AD facility at Chertsey which accepts separate food waste from Dacorum and Three Rivers; and the Envar in vessel facility in Cambridgeshire which took mixed food and garden wastes from Dacorum (prior to their recent change). Finally garden wastes separated at the HWRCs were taken to Material Change's open windrow sites at Barton-le-Clay, Bedford and Blackbirds Farm in Watford. The map below illustrates the processing arrangements used in 2014/15.



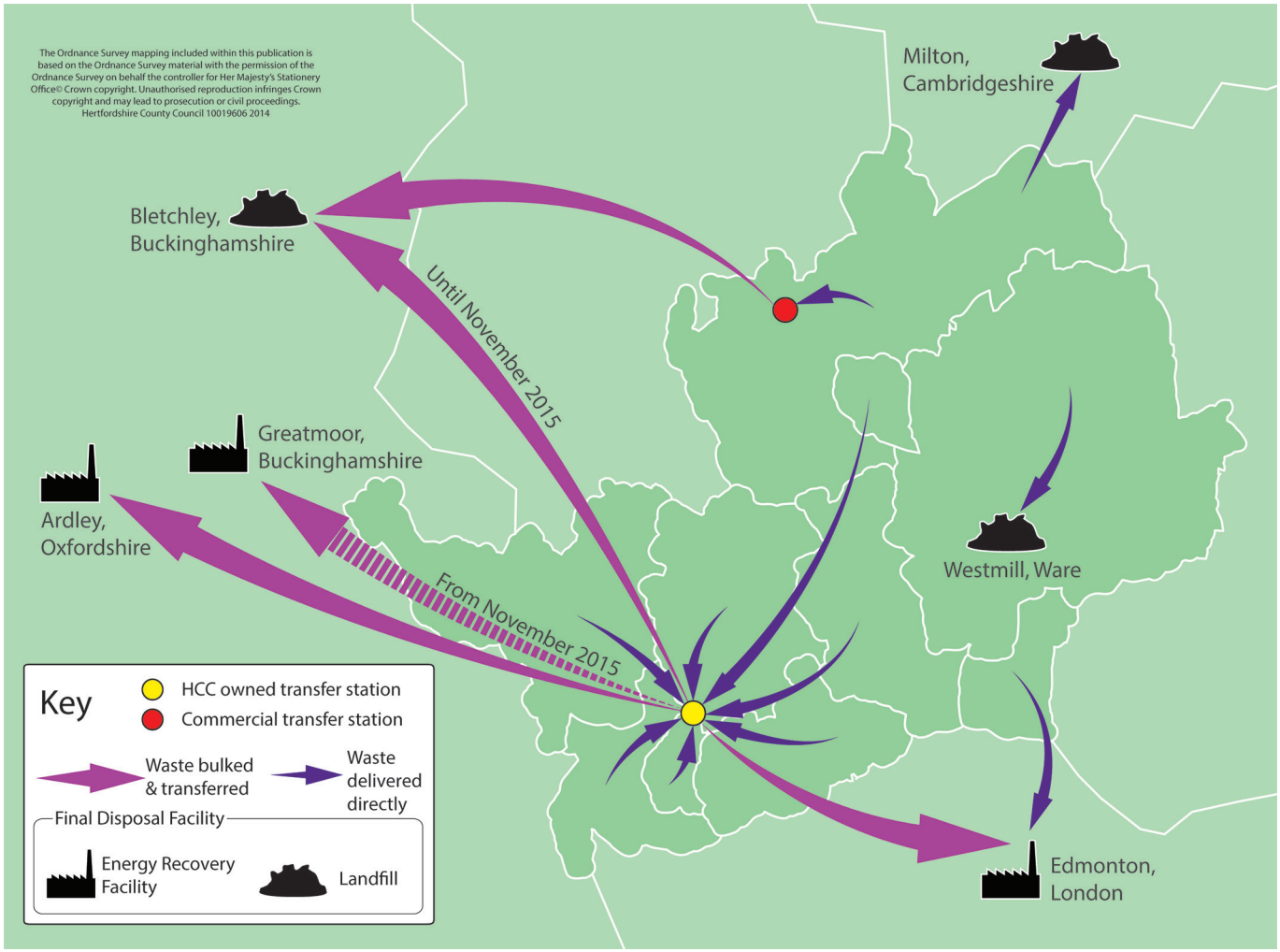
The map shows where organic waste collected during 2014/15 was sent for processing

4.3 Residual Waste

Whilst a long term solution to the disposal of Hertfordshire's residual waste (waste not reused, recycled or composted) is being developed, short term interim residual waste disposal contracts were procured in early 2014.

Three new contracts were signed with FCC Waste Services, Biffa Waste Services and Viridor Waste Management for disposal at 4 different facilities which include a mix of landfill and energy recovery. The interim contracts complement existing disposal arrangements with the Edmonton waste to energy facility and will be in place until 2018, with options to extend until 2021 if necessary.

The interim contracts represent good value for money, and continue the move away from landfill disposal to energy recovery at multiple facilities thereby reducing the amount of landfill tax paid by the County Council whilst helping to generate energy for the national grid at the same time. Whilst the interim contracts provide surety for Hertfordshire, they do highlight a lack of 'in-county' disposal options and the need for increased waste transfer by road to access regional facilities.



The map depicts movements of Hertfordshire's residual waste during 2014/15

Viridor completed the construction of the Ardley ERF in Oxfordshire in May 2014 and started accepting waste from Hertfordshire's Waterdale transfer station in July 2014. Initial waste deliveries were used to test the different components of the facility; a process known as 'commissioning'. In mid-August 2014 Ardley successfully began to export power to the National Grid with full time waste deliveries beginning in September. Biffa operates the Westmill landfill, just north of Ware, and is the only disposal location located within Hertfordshire. Currently Westmill accepts all of the residual waste from East Herts and waste from 5 of the County's 17 Household Waste Recycling Centres.

FCC Waste Services operates two of the landfills that are currently accepting waste from Hertfordshire. Milton landfill is located in Cambridgeshire and accepts a portion of North Hertfordshire's residual waste, mainly from the Royston area. In addition, residual waste from both the privately operated Hitchin transfer station and the Waterdale transfer station is delivered to the Bletchley landfill site in Buckinghamshire.

4.4 Recycling

One commonality between the arrangements for dealing with organics and residual wastes is that for both waste streams the end destination is the UK. However, when it comes to recycling, whilst a significant proportion of the HWP's dry recyclables are processed in the UK, in common with the rest of the country, a percentage of the materials collected are necessarily traded on the international market.

As such this means HWP recycling operations and their associated income budgets are exposed to the volatility of international markets. These factors combined with longer term trends such as the move away from printed media to online formats is challenging a number long standing business models and end markets. For example since last year's annual report there has been a significant reduction in both UK and European paper making capacity as newsprint manufacturers adjust to the new reality by switching off individual production lines or closing facilities all together.

Other dynamics such as the significant fall in the oil price has resulted in some virgin polymers becoming cheaper than their recycled alternatives leading some to question the longer term viability of UK processing infrastructure for recycled plastics.

As a result of such factors arrangements for individual materials can vary throughout the year. Therefore the summary noted below is intended as snap shot to reflect the main routes used to deal with individual recyclables. As such it may not completely capture any very short term arrangements which may have been necessary during 2014/15 to deal with market challenges.

4.4.1 Cans

The vast majority of cans, including steel and aluminium, are recycled via the kerbside collection schemes operated by each of the partners. They are subsequently processed through the Pearce materials recycling facility in St Albans and after separation are sold in bulk to end markets both in the UK and abroad.

In terms of the UK the bulk of Hertfordshire's can tonnage in 2014/15 ended up in reprocessing facilities in Warrington and Swansea. However, some material was also exported to reprocessors in Germany and the Netherlands.

4.4.2 Cardboard

Historically cardboard used to be recycled via the kerbside collection service for organics. However, changes implemented by the HWP starting in 2012/13 resulted in the large scale diversion of mixed cardboard into the dry recycling stream.

As with cans the majority of mixed cardboards collected for recycling during 2014/15 came via the kerbside recycling services and ended up at a range of material recycling facilities operated by a number of different service providers. During 2014/15 this material was sold to end markets in China as part of various mixed paper grades.

4.4.3 Glass

Glass is one of a small number of materials, such as scrap metal, newspapers, magazines and textiles, that have a much longer tradition of being recycled in the UK. As a consequence the vast majority of the glass recycled by residents in Hertfordshire, whether via bottle banks, HWRCs or via kerbside collection ends up at plants in the UK such as Viridor's glass recycling plant in Sheffield for reprocessing into new bottles and jars.

4.4.4 Newspapers & Magazines

One of the HWP's best known joint working initiatives has been its consortium contract for the sale of newspapers and magazines collected by those partners that still keep this material separate as part of their kerbside collection arrangements.

During 2014/15 the HWP's paper consortium handled tonnages collected in East Herts, North Herts, Stevenage and Welwyn Hatfield. Once bulked this material was delivered to the Shotton paper mill in Wales operated by UPM Kymmene. The current consortium contracts runs until November 2016 with the partners due to consider what new arrangements should be put in place.

In addition to the above during 2014/15 one partner sent newspapers and magazines to the Aylesford Newsprint paper mill in Kent. However, this facility, which used to accept 450,000 tonnes of recycled material mainly from UK local authorities, closed in early 2015 significantly reducing domestic demand. The immediate impact was a 50% reduction in the average market income for recycled newspaper and magazines grades as a significant number of local authorities scrambled to find alternative outlets for their material.

4.4.5 Plastics

Plastics collected for recycling in Hertfordshire range from plastic bottles to film plastics collected via kerbside recycling services and at the HWRCs. As such the end markets for this material include outlets in the UK as well as a number of international destinations including China, Hong Kong, Taiwan and even the UK Virgin Islands.

4.4.6 Textiles

In similar fashion to the paper consortium the majority of textile recycling banks in Hertfordshire are provided by the HWP textile consortium covering 9 out of the 11 partners. Once collected textile tonnages are initially taken to a bulking station in Hertford before being sent to Randalstown in Northern Ireland where the material is processed for both re-use and recycling with end markets in eastern Europe and Africa including Kenya, Ivory Coast, Cameroon and Ghana.

5. WasteAware – 2014/15

5.1 Food Waste Campaign: Love Food Hate Waste & web seeding

Continuing on from the 2013/14 project to reduce the amount of food waste ending up in the residual waste stream, this campaign addressed both food waste minimisation and food waste collection messages to encourage residents to use their organic waste collection services for their unavoidable food waste.

Last year we reported on the production of an HWP sponsored food waste video based on the concept of "making food waste history". The video was launched in May 2014 on the HWP You Tube channel and lasts for lasts 2 minutes 55 seconds and takes viewers on a journey with their fridge through history with tips on reducing food waste and saving money in the process.

To support the launch internet consultants RedPill were engaged to enhance the viewing figures through promotions and advertising of the video over a month between June and July 2014. As a result the video received a fabulous 64,000 views via you Tube, with 13,000 of these views being generated from publicity on Twitter. The average watch viewing duration was 1 minute and 34 seconds, showing that viewers enjoyed the content rather than just clicking off. At the end of the video, watchers could click through to the WasteAware website, for recipes and further tips. Over 1200 people did this, a very high figure for a local campaign. Additional promotional leaflets, banners, posters and extensive use of social media were used to support the video and overall impact of the campaign.

The HWP's food waste video was viewed 64,000 times in 4 weeks

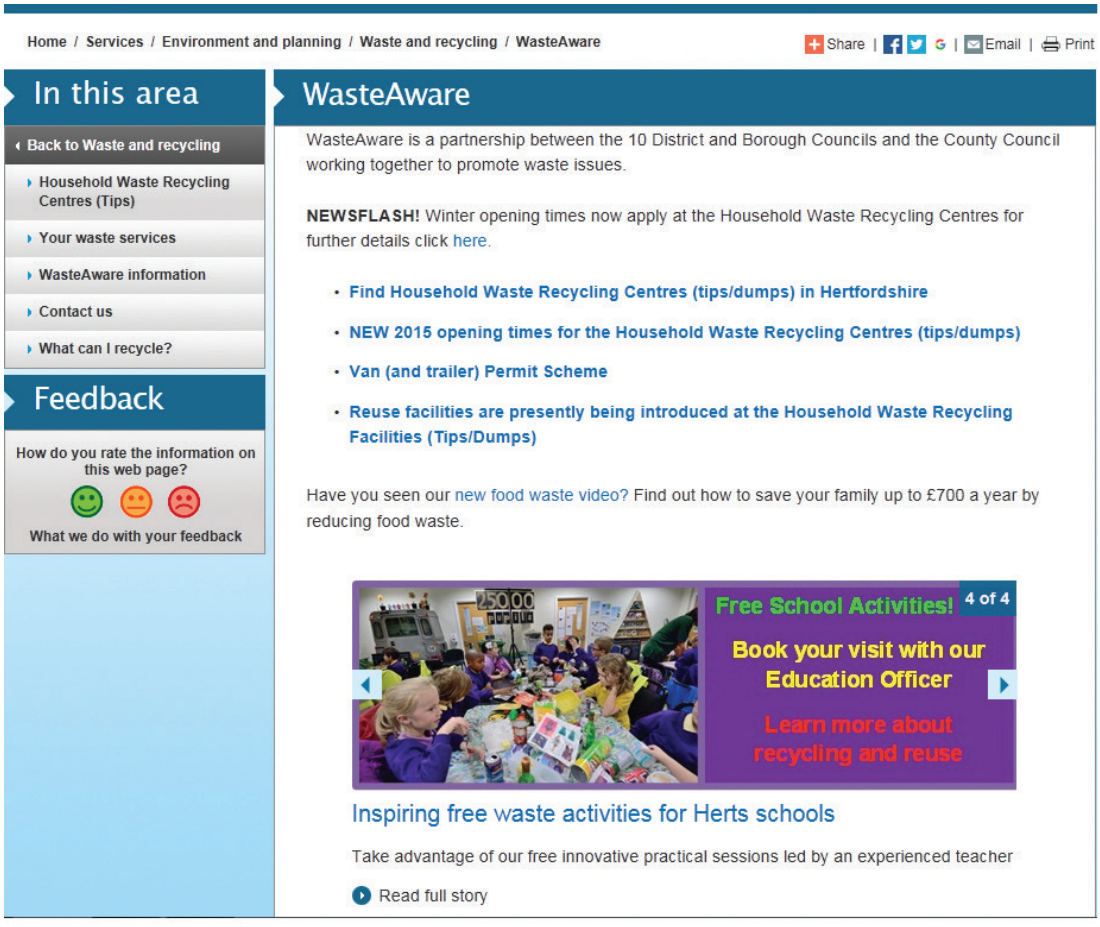
5.2 Website Update

The website, which forms the “public face” of WasteAware, is one of the most important sources for WasteAware information. Last year the stand alone WasteAware website was integrated into Hertfordshire County Council’s HertsDirect website, whilst retaining the WasteAware pages as autonomous and part of the HWP.

A revamp of the WasteAware website, which begun in 2013/14 continued throughout 2014/15 with the WasteAware group revising content to remove irrelevant and out of date information and add in new content such as a Christmas recycling page. A considerable amount of time was spent reviewing each of the many ‘A-Z’ materials pages, to streamline the advice given for each item.

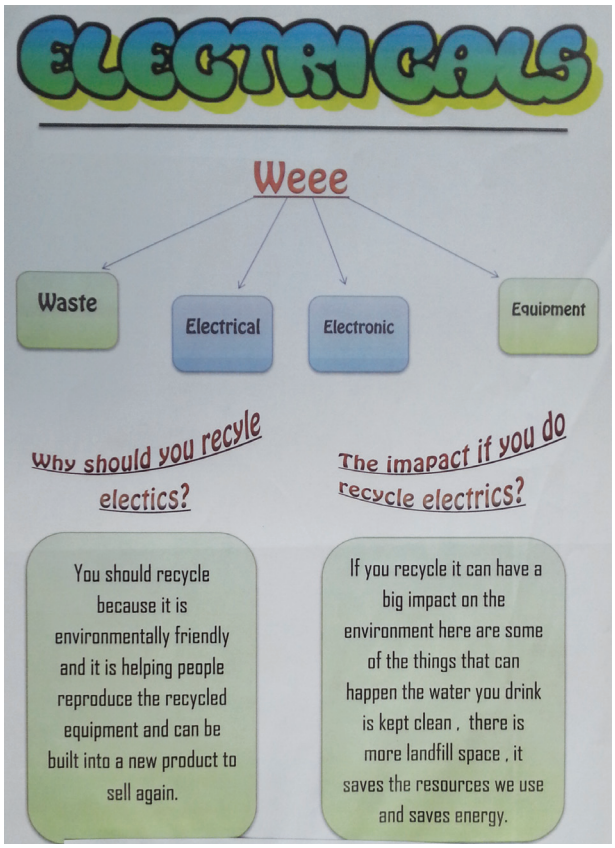
Since the start of the latest HWRC contract with Amey, the HWRC pages have also been updated to reflect the new service including opening times and the van and trailer permit scheme. In doing so a number of repetitions were uncovered which were removed to ensure the pages being viewed were the most up to date.

The Website has been used alongside an enhanced social media presence in 2014/15 to support interaction with residents in new ways. One example of this is that WasteAware has run several competitions whereby details are available on social media and the website, linking through to a specialist platform where people can submit their entries. This has been popular, with 80 entries and lots of ‘views’. In 2015/16 the WasteAware group will be making further changes to enhance the ‘customer journey’ by making service information quicker and easier to find.



The HWP website is continuously updated with the latest developments in waste

5.3 WEEE take back collections

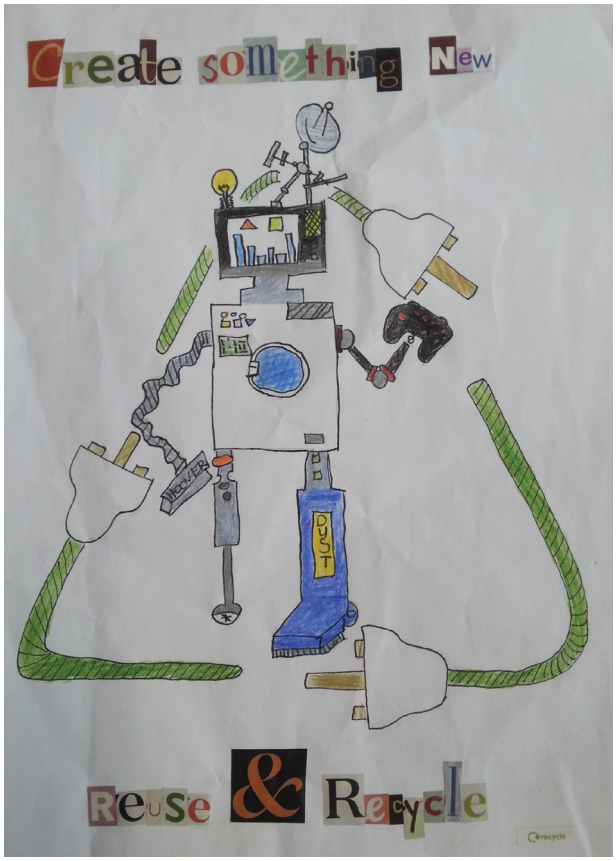


Year 7 winner

WasteAware, working in partnership with the County Council's electrical waste contractor European Recycling Platform, continued the successful and popular electrical waste take back events for schools in 2014/15. Schools apply via an electronic form on the WasteAware website, with details circulated via the Schools Grid and electronic bulletin prior to each new event.

Two events were held, the first of which took place in September 2014 and saw 118 schools collect 20.6 tonnes of waste electrical and electronic equipment (WEEE) for recycling. The second event, which took place later in the year, also invited parents to bring in their WEEE items for collection. This event saw 143 schools take part collecting 36.3 tonnes of equipment, which is the largest tonnage collected to date in a single event in Hertfordshire.
As an incentive to take part, each school which collected over 40 items was entered into a prize draw to win up to £300 towards their school's eco-club to spend on an environmental project. 40 items was the average number collected in previous events and was chosen so as not to encourage the disposal of functional items, only those that had reached the end of their useful life. In another first, school pupils were invited to enter a competition to submit a poster promoting the recycling of electrical items. Winners from three age groups were given a battery re-charger and goodie bag as a prize and each of the two schools received £100 to put towards an environmental project.

Individual district or borough electrical take back events for residents have also been supported by WasteAware through social media coverage. Similar events are planned for 2015/16.



Year 4 winner

5.4 Real Nappies

During 2014/15 WasteAware revised the Real Nappy leaflet and “real nappy reward” claim form into a single A5 leaflet with simplified information and a new design to provide a fresh and engaging brand.

Following the success of the Make Food Waste History video, WasteAware also commissioned a video to promote real nappies using cloth-nappy wearing youngsters from Hertfordshire as the stars. Suitable families were sought using social media, via the two nappy lending libraries in the county and by contacting those who had claimed real nappy cashback in the previous 6 months. Filming took place in January 2015 at a soft play activity centre in Hitchin with nearly 30 families attending the shoot. Photographs taken at the filming session formed the basis of the branding, with the resultant material linking in well with the video.

The new video, leaflet, banners and web pages were finalised ready to launched during Real Nappy Week. Pre-planned real nappy social media was also used to draw attention to real nappy week and a real nappy competition.

Part of the relaunch of the campaign is a new offer of a real nappy starter kit to complement the existing £50 reward for those who use cloth nappies. Residents can choose whether they would like to apply for the £50 reward after purchasing real nappies, or take the opportunity to try real nappies for free with a starter kit worth over £100. The kit includes 6 nappies from two of the leading real nappy brands, and so far has proved to be popular.

The real nappy video can be viewed at:

https://www.youtube.com/watch?v=mzxGQv3sk3k

Social Media

WasteAware social media has been used to promote a variety of campaigns and messages during 2014/15 including real nappy week, home composting awareness week and recycle now week. It has also been used to host WasteAware competitions with more planned during 2015/16.

To enhance the Partnership's overall use of social media in January 2015 the WasteAware group undertook a specially tailored social media training course with the aim of improving the HWP's collective presence on Twitter and Facebook. Following implementation of the learning from this course, the following has been seen:

Month	Facebook			Twitter		
	Monthly Reach*	People engaged	End of Month Page likes	Monthly Reach	Engagement rate	End of month Followers
Oct	442	27	126	Unknown (before statistics were being monitored)		1,165
Nov	461	35	126 (+0)			1,177 (+12)
Dec	650	56	127 (+1)			1,198 (+21)
Jan	781	72	130 (+3)	9,900	3.3%	1,211 (+13)
Feb	536	50	132 (+2)	8,700	1.6%	1,237 (+26)
Mar	610	60	135 (+3)	11,300	4.4%	1,271 (+34)
Total	**3,480**	**300**	**+9**	**29,900**		**+106**

*The 'reach' of a social media post or tweet is the number of people who saw it in their news feed. The 'engagement rate' is those who then took action following seeing the post, such as liking or commenting on it in Facebook, or re-tweeting on Twitter.

The number of "friends" (followers) on the WasteAware facebook page has risen from 102 in March 2014 to 135 a year later. While this is good progress, it is still fairly small for a county the size of Hertfordshire and more will be done to try and grow this number over 2015/16 through interesting and relevant content and targeted advertising.

The WasteAware twitter feed had 1,011 followers in March 2014 and reached 1,165 in March 2015 so has seen a smaller growth by comparison, although this reflects the swift growth in followers after the page was launched. The monthly reach, however is likely to be larger than previous years and will continue to grow as our following increases

6. So far in 2015/16…

The pace of change and the range of challenges being faced by the HWP have continued into 2015/16 with a snapshot of what the Partnership is currently tackling below:

EU Circular Economy Proposals. Representatives from the HWP, working with colleagues from across the UK, are currently making representations to the European Commission on issues that need to be addressed as part of new circular economy proposals being negotiated by Members states. Of key concern to the HWP will be measures to stimulate demand for recycled material alongside legislative changes to compel better product design to prevent materials becoming waste in the first place.

Abandoned Vehicles. The HWP's current abandoned vehicle consortium comes to an end in November 2015. Consequently the partners have been working for some months to agree a new specification culminating in a new joint procurement launched in June 2015. Tenders were considered over the course of the summer before contract award in the autumn.

Commingled Consortium. Work is progressing on the approach the HWP intends to use when it launches a new joint procurement to secure processing capacity for the materials collected at the kerbside. Procurement will begin in early 2016 and is likely to involve between 5 – 8 partner authorities.

The National Stage. In addition to addressing local challenges and priorities, HWP representatives also continue to contribute to national waste policy development through participation in a range of technical and professional bodies including the Chartered Institution of Waste Management, the National Association of Waste Disposal Officers, the Local Authority Recycling Advisory Committee as well as various regular meetings run by Central Government.

Round Optimisation. The HWP's round optimisation project reported on previously has been expanded to included East Herts and North Herts to support their joint working project which is examining possible efficiencies that might be derived from letting a joint contract for waste, recycling and street cleansing services from 2018 onwards.

7. How to contact us

If you have any questions about this report or any other matter relating to the Hertfordshire Waste Partnership please us via :-

Tel	**01992 556150**
Email	**duncan.jones@hertfordshire.gov.uk**
Web	**www.wasteaware.org.uk**
Facebook	**www.faceboook.com/WasteAwarePartnership**
Youtube	**www.youtube.com/HertsWasteAware**
Twitter	**@HertsWasteAware**

Alternatively you can write to:

Mr Duncan Jones – Partnership Development Manager
Hertfordshire Waste Partnership
c/o Waste Management Unit
Ground Floor – North East Block
County Hall
Pegs Lane
Hertford, SG 13 8DN

To find out more about the HWP why not try our quick response code :-

8. Glossary

Action Plan(s)	refers to the action plan published as part of the 2007 Joint Municipal Waste Management Strategy for Hertfordshire;
Anaerobic Digestion	is a collection of processes by which microorganisms break down biodegradable material in the absence of oxygen. The process is used for industrial or domestic purposes to manage waste and/or to produce fuels.
Composting	means a biological process in which biodegradable wastes, such as garden and food wastes, are decomposed in the presence of air to produce compost or soil conditioner;
Disposal	means any waste management operation serving or carrying out the final treatment and disposal of waste;
EPA	means the Environmental Protection Act 1990;
Food Waste	biodegradable waste derived from food materials typically consisting of cooked and uncooked fruit and vegetables, meat and fish scraps, excess or spoiled prepared food, and other discards from domestic kitchens;
Green Waste	biodegradable waste such as green catering waste (i.e. raw fruit and vegetables), vegetation and plant matter (includes trimmings, leaves, shrubs, plants, grass, and trees etc.) from household gardens, local authority parks and gardens, and commercial landscaping;
Household Waste	as defined in the Controlled Waste Regulations 1992 and includes wastes from household collection rounds, street cleansing, bulky household waste collections, household hazardous waste and clinical waste;
Hertfordshire Waste Partnership Agreement/HWPA	means the agreement signed by the county Council and the 10 boroughs and districts in January 2012.
HWP	means the Hertfordshire Waste Partnership which includes Hertfordshire County Council as the waste disposal authority and the 10 district and borough waste collection authorities;

HWRCs	Household Waste Recycling Centres;
HWRS	Household Waste Recycling Service;
In Vessel Composting	generally describes a group of methods that which confine the composting materials within a building, container, or vessel. In-vessel composting systems can consist of metal or plastic tanks or concrete bunkers in which air flow and temperature can be controlled, using the principles of a “bioreactor”. Generally the air circulation is metered in via buried tubes that allow fresh air to be injected under pressure, with the exhaust being extracted through a biofilter, with temperature and moisture conditions monitored using probes in the mass to allow maintenance of optimum aerobic decomposition conditions.
Joint Municipal Waste Management Strategy / JMWMS	means the Joint Municipal Waste Management Strategy for Hertfordshire agreed by the Partners in 2007;
Landfill	a landfill (also known as a tip, dump, rubbish dump or dumping ground) is a site for the disposal of waste materials by burial and is the oldest form of waste treatment;
Local Government Association	the LGA works with councils to support, promote and improve local government. It is a politically-led, cross-party organisation that works on behalf of councils to ensure local government has a strong, credible voice with national government;
Materials Recycling Facility	a materials recycling facility is a specialized plant that receives, separates and prepares recyclable materials for marketing to end-users;
Member (Councillor)	an elected Member from one of the HWP’s partner authorities;
Open Windrow Composting	is the production of compost by piling organic matter or biodegradable waste, such as animal manure and crop residues, in long rows (windrows). This method is suited to producing large volumes of compost. These rows are generally turned to improve porosity and oxygen content, mix in or remove moisture, and redistribute cooler and hotter portions of the pile. Windrow composting is a commonly used farm scale composting method.

Organic Waste	Food waste and / or green waste collected by the WCAs pursuant to section 45 of the EPA;
Partner(s) or Party	means a party or partners to the Hertfordshire Waste Partnership Agreement;
Peer Review	a process to evaluate the work of an organisation or individual conducted by one or more people of relevant competence.
Recovery	means (i) the recovery of waste by means of recycling or, re-use or any other process with a view to extracting secondary raw materials; or (ii) the use of waste as a source of energy;
Recycling	means the collection and separation of selected materials and subsequent processing to produce marketable products;
Reduce	means the reduction of waste at source, by understanding and changing processes to reduce and prevent waste;
Residual Waste	waste other than that collected for re-use, composting or recycling;
Re-Use	the use of waste items for their original or for another purpose without reprocessing;
Revised Waste Framework Directive	means EU Directive 2008/98/EC which sets a framework for waste management in the EU, promoting both reuse and recycling, including energy recovery as a recovery activity within the revised waste hierarchy;
Waste Collection Authority or WCA	means a waste collection authority pursuant to section 30(3)(a) of the EPA;
WasteDataFlow	means the online "WasteDataFlow" scheme established by the Department for Environment Food & Rural Affairs for the collation of the information returns (www.wastedataflow.org);
Waste Disposal Authority or WDA	means a waste disposal authority pursuant to section 30(2)(a) of the EPA;