

# Hertfordshire Waste Partnership Annual Report – 2015/16





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# Foreword



**Cllr Richard Thake  
(Chairman)**

Executive Member for  
Community Safety & Waste  
Management  
Hertfordshire County council



**Cllr Graham  
McAndrew  
(Vice Chairman)**

Member for Environment  
& Public Space East  
Hertfordshire District  
Council

2015/16 was another year of significant change for the Hertfordshire Waste Partnership with the full year impact of service changes in a number of authorities; the implementation of new waste and recycling services in another and major procurements progressed for new waste collection and disposal services as well as significant developments for a number of HWP consortiums.

All of this has been successfully delivered against a continuing backdrop of difficult funding choices for local government. At the same time the volatility in international markets noted in last year's report continued unabated during 2015/16.

Nevertheless, as predicted in last year's annual report by March 2016 the HWP's overall recycling performance increased to 50.4% thus achieving both national and European targets some four years ahead of schedule and matching the HWP's previous best performance. This was achieved as a result of further increases in the amount of dry recyclables collected matched by reductions in the amount of residual waste put out for collection.

2015/16 also saw further advances in the amount of non-recycled residual waste sent for energy recovery. As a result the HWP's overall landfill diversion rate increased to 81.4% during 2015/16 compared to 73.6% the previous year. This means eight out of every 10 tonnes of domestic waste generated in Hertfordshire is now diverted from landfill through recycling, composting or energy recovery.

Finally 2015/16 was another strong year for the HWP's WasteAware team with an impressive range of public relations and behavioural change initiatives rolled out across the County as noted in Section 4 of the report.

# Hertfordshire Waste Partnership – Annual Report 2015/16

## 1. Background

The Hertfordshire Waste Partnership, (HWP) was formed in 1992 bringing together the ten borough and district councils in their capacity as waste collection authorities and the county council as the waste disposal authority (herein referred to as the 'Partners') and is one of 50 such partnerships throughout the UK.

Collectively, the HWP dealt with approximately 530,000 tonnes of local authority collected waste during 2015/16 at a cost of approximately £83.04 million. Of this £43.2 million was spent on waste treatment and disposal 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 Partners 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 2009 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 the Partners 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, 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' (green is good red is bad)

Boroughs & Districts	2014/15	2015/16	Change	Trend
Dry recycling	93,803	97,112	3,309	↑
Composting	110,712	108,671	-2,041	↓
Re-use	335	307	-28	↓
Residual waste	222,505	219,869	-2,636	↓
<b>Total...</b>	<b>427,355</b>	<b>425,959</b>	<b>-1,396</b>	<b>↓</b>
<b>Combined Borough Recycling Rate</b>	<b>47.9%</b>	<b>48.4%</b>	<b>0.4%</b>	<b>↑</b>

County Council	2014/15	2015/16	Change	Trend
Dry recycling	30,431	33,378	2,947	↑
Composting	11,256	8,123	-3,133	↓
Re-use	1,529	998	-531	↓
Residual waste	31,817	25,103	-6,714	↓
<b>Total...</b>	<b>75,033</b>	<b>67,602</b>	<b>-7431</b>	<b>↓</b>
<b>Household Waste Recycling Centre Recycling Rate</b>	<b>57.6%</b>	<b>62.9%</b>	<b>5.3%</b>	<b>↑</b>

HWP Totals	2014/15	2015/16	Change	Trend
Dry recycling	124,234	130,490	6,256	↑
Composting	121,968	116,794	-5174	↓
Re-use	1,864	1,305	-559	↓
Residual waste – EfW	121,931	153,131	31,200	↑
Residual waste – landfill	127,526	87,962	-39,564	↓
Residual waste – other	1,807	2,722	915	↑
Non Compostable Wastes	2,657	1,155	-1,502	↓
<b>Total...</b>	<b>501,987</b>	<b>493,559</b>	<b>-8,428</b>	<b>↓</b>
<b>HWP overall recycling rate</b>	<b>49.4%</b>	<b>50.4%</b>	<b>1.0%</b>	<b>↑</b>
<b>HWP diversion from landfill rate</b>	<b>73.7%</b>	<b>81.4%</b>	<b>7.7%</b>	<b>↑</b>

## 2.2 Waste Minimisation

The HWP recognised some time ago that the need to minimise/reduce waste long term would be key in measuring the impact of waste reduction messages and other behavioural change activity funded by the partners. 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 six 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	HWP
2015/16	907	895	910	912	875	869	886	927	858	871	141	1,031
2014/15	930	887	906	920	866	869	890	950	855	931	157	1,055
2013/14	919	898	902	923	856	877	857	953	845	962	158	1,056
2012/13	925	898	888	898	869	865	842	929	828	930	125	1,013
2011/12	957	912	913	946	894	874	846	975	861	955	151	1,063
2010/11	951	901	907	926	901	879	861	948	843	1028	149	1,062

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

Table 1 shows that total household waste declined in six out of the 11 partner authorities during 2015/16 with increases in four and no change in one authority. However, collectively total household waste per household declined in 2015/16 to its second lowest level in the last six years.

Reductions were particularly evident in Broxbourne, Three Rivers and Welwyn Hatfield with significant reductions also seen at the County Council's network of

Household Waste Recycling Centres. The HWP believes there is significant potential to reduce household per household waste further especially by tackling the amount of food waste still evident in the residual household waste stream which costs the average family up to £700 per annum in avoidable food waste. However, at the same time the HWP must also take into account the potential for overall increases in residual waste tonnage as more and more households are built across the County.

## 2.3 Recycling & Composting

The percentage of household waste recycled (including composting) is a national indicator which the community recognise as a measurement of success and one which features heavily in national and European statistics when it comes to judging the efficacy of regional and national waste management strategies.

Under this context 2015/16 provided a mixed picture with significant increases in recycling and composting in some partner authorities and declines in others. Broxbourne was Hertfordshire's most improved district during 2015/16 following implementation

of their new waste and recycling service based around the use of a 180 litre wheelie bin for residual waste and the diversion of cardboard from their organic waste stream. As a result Broxbourne rose from 10th to 8th in the Hertfordshire league table with further improvements expected during 2016/17.

Dacorum also saw strong growth in the amount of dry recyclables collected up 1935 tonnes (+14%) on the previous year as new services recently implemented continue to support efforts by local residents to increase the amount recycled across the borough.

**Table 2: Changes in recycling and composting 2015/16**

Authority	2014/15	2015/16	Change
Broxbourne	35.0%	40.3%	+5.3%
Dacorum	46.3%	49.1%	+2.8%
East Herts	49.6%	48.6%	-1.0%
Hertsmere	43.3%	42.1%	-1.2%
North Herts	58.5%	57.6%	-0.9%
St Albans	50.4%	52.2%	+1.7%
Stevenage	38.2%	39.4%	+1.2%
Three Rivers	63.2%	59.4%	-3.8%
Watford	41.7%	40.1%	-1.6%
Wel / Hat	48.0%	48.5%	+0.5%
Herts CC	57.6%	62.8%	+5.2%
<b>HWP</b>	<b>49.4%</b>	<b>50.4%</b>	<b>+1.0%</b>

(source: Hertfordshire Waste Partnership)

Based on the current national reporting framework the impact of these changes is noted in the updated table and graph below with overall HWP recycling performance now increasing annually for the third year in a row and now matching the previous best achieved by the Partnership.



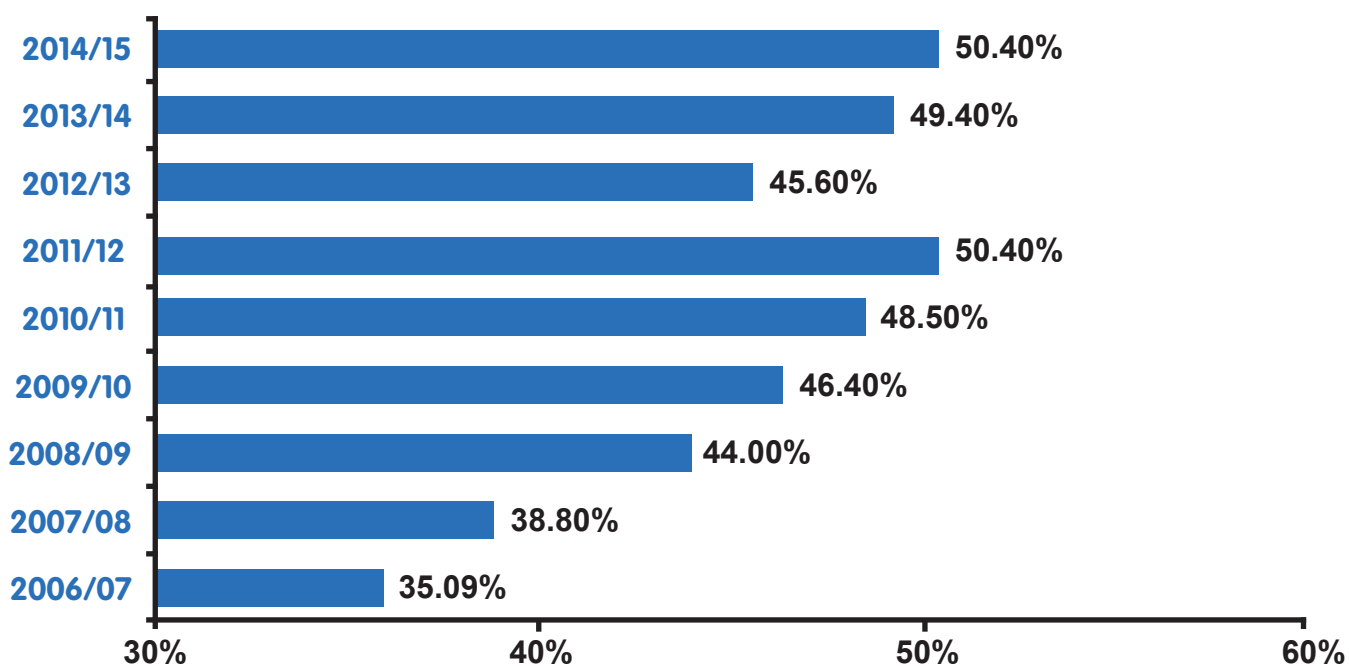
**Table 3: Partner Authority and HWP recycling percentages**

Year	Broxbourne	Dacorum	East Herts	Hertsmere	North Herts	St Albans	Stevenage	Three Rivers	Watford	Wel / Hat	Herts CC	HWP
2015/16	40.3	49.1	48.4	42.1	57.6	52.2	39.4	59.4	40.1	48.5	62.8	50.4
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:

**HWP Recycling Rate - 2006/07 to 2015/16**



## 2.4 Residual Wastes

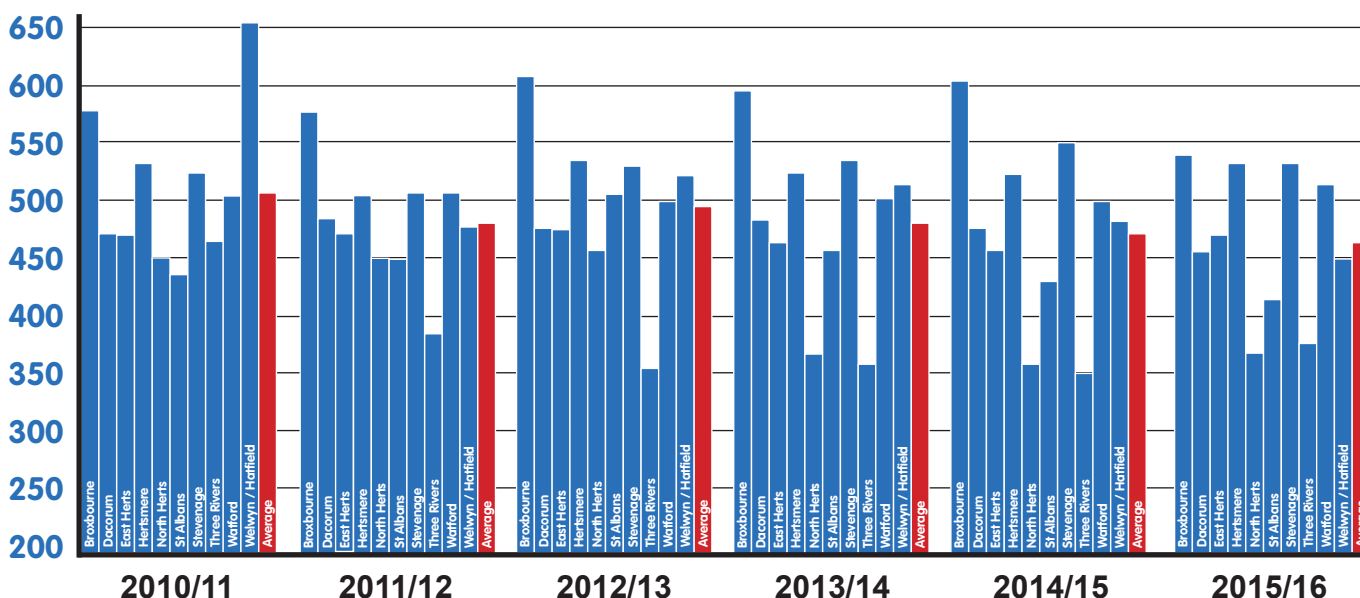
The decline in residual waste noted in the Foreword is illustrated in Table 4 below which also shows the HWP building on the success of previous years with a further reduction in 2015/16. Residual waste per household is now at its lowest level for the last six years.

**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
2015/16	541	455	467	528	371	416	534	377	514	449	52	511.75	465
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 2015/16**



(source: WasteDataFlow & WMU spreadsheets)

## 2.5 Diversion from landfill

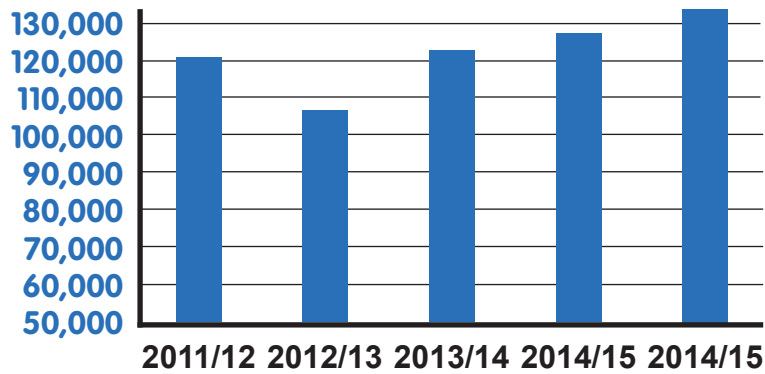
In addition to recycling and composting the partnership also makes extensive use of a number of 'out-of-county' energy from waste plants ranging from Edmonton, North London to Ardley in Oxfordshire. 2015/16 saw a significant increase in the amount of residual waste sent to energy recovery as noted below:

**Table 5: Diversion from landfill**

<b>Tonnes</b>	<b>2014/15</b>	<b>2015/16</b>	<b>Change</b>
Recycled	124,234	130,490	+6,256
Composted	121,968	116,794	-5,174
Re-used	1,864	1,192	-672
Energy recovery	121,931	153,131	+31,200
Landfill	127,526	87,962	-39,564
Residual waste (other)	1,807	2,722	+915
Non-compostables	2,657	1,155	-1,502
<b>Totals...</b>	<b>501,987</b>	<b>493,446</b>	<b>-8,541</b>
<b>Landfill diversion rate</b>	<b>73.7%</b>	<b>81.4%</b>	<b>7.7%</b>

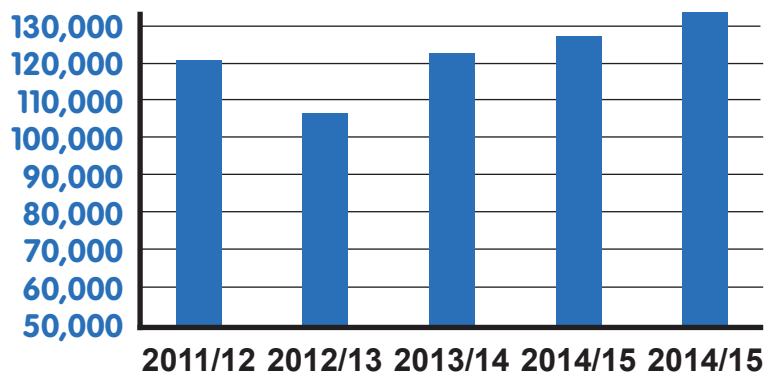
*(source: Hertfordshire Waste Partnership)*

### Dry recycling 2011/12 - 2015/16



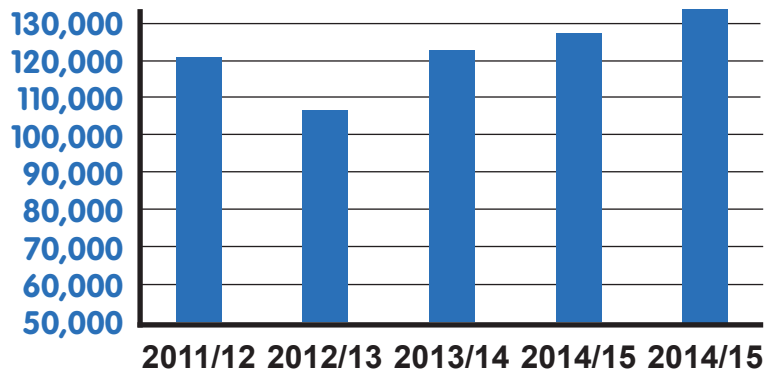
2015/16 repeated the theme of recent years with a steady increase in the tonnage of dry recyclables collected for reprocessing with new services in Broxbourne as well as further improvements in Dacorum, Stevenage and Three Rivers. However, the figures also reflect the diversion of cardboard from the organic waste into dry recycling collections from the kerbside.

### Composting 2011/12 - 2015/16



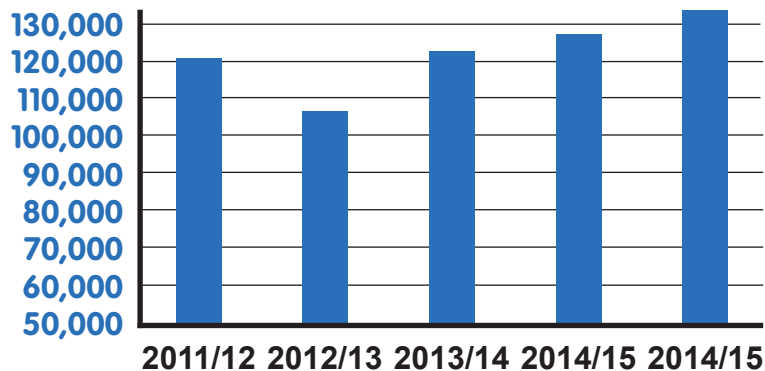
For the second year running composting tonnages have declined. However, at least part of the reduction will be in response to the diversion of cardboard into the dry recycling stream following the rollout of new and enhanced recycling services across the county.

### Total household waste 2011/12 - 2015/16



Despite the recent economic upturn including the resumption of house building across the county, total household wastes have actually declined over the last two to three years. The long term success of the HWP's waste management strategy will be further declines in total household per household waste as residents become increasingly WasteAware combined with a bigger percentage being recycled, composted or recovered. However, the HWP is also anticipating overall increases in residual waste tonnage as the number of households continues to increase.

### Diversion from landfill 2011/12 - 2015/16



Perhaps second only to re-establishing a 50% recycling rate during 2015/16 was further significant improvements in the level of overall recovery. The HWP's use of landfill reduced by almost 40,000 tonnes during 2015/16 with an additional 31,200 tonnes of waste not recycled by residents sent for energy recovery.

### 3. Highlights – 2015/16

#### 3.1 Street Sweepings Recycling

Historically each year the HWP Partners collect and dispose of approximately 10,000 tonnes of street sweepings which contain a significant quantity of materials which are potentially recyclable.

As a result, from April to May 2015 Broxbourne, Dacorum, St Albans, Stevenage and the County Council working together in partnership, initiated a trial to see if it would be possible to reprocess street sweepings at a lower cost compared to landfilling the same material. The trial also determined if the resultant material could be re-used or recycled for potential use in new applications. The trial was successfully completed in late 2015. As a result the Partnership, with the County Council acting as the lead authority, let two new contracts for the county wide

processing of street sweepings collected by all 10 boroughs and districts in Hertfordshire. Both contracts started in January 2016 and will run until April 2018.



*Street sweepings being bulked up prior to collection*



*Ferrous metals are removed and then water is added to separate organics and general litter.*

Key to this latest example of joint working, and in common with the HWP's other consortium contracts is the quality of the materials collected for reprocessing. By working closely together the HWP has

been able to ensure that the materials sent for reprocessing have met the necessary quality standards with no rejected loads since the contract started. As a result over a 20 week period including the latter half of quarter 4 - 2015/16, as well as the first quarter of 2016/17, 3987 tonnes of street sweepings were collected and sent for reprocessing saving the HWP just over £186,000. Full year savings are anticipated to be in the region of £480,000 per annum the majority of which will be passed back to the boroughs and districts through the Partnership's Alternative Financial Model (AFM). The AFM is a financial model which passes on additional reward to the boroughs and districts for making operational changes which result in savings in waste disposal for the County Council.



*Sand and gravel recycled from Hertfordshire's street sweepings*

Organics contained within the street sweepings are reused for landfill remediation as well as in biomass for energy generation. The element which is recycled can be recorded on the government's official

Wastedataflow system, and as such will contribute to the HWP's efforts to push beyond 50% recycling so more and more of the waste arising in Hertfordshire is diverted from both landfill and energy recovery.

### 3.2 Joint Working in Waste – East Herts & North Herts



An important and strategically significant part of the 2015/16 work programme saw a number of independent work streams completed in support of the East Herts and North Herts joint waste project. The purpose of the project was to identify potential efficiencies that might be derived from working together to provide a single unified service covering both districts and as such would represent Hertfordshire's first joint contract for waste, recycling and street cleansing services.

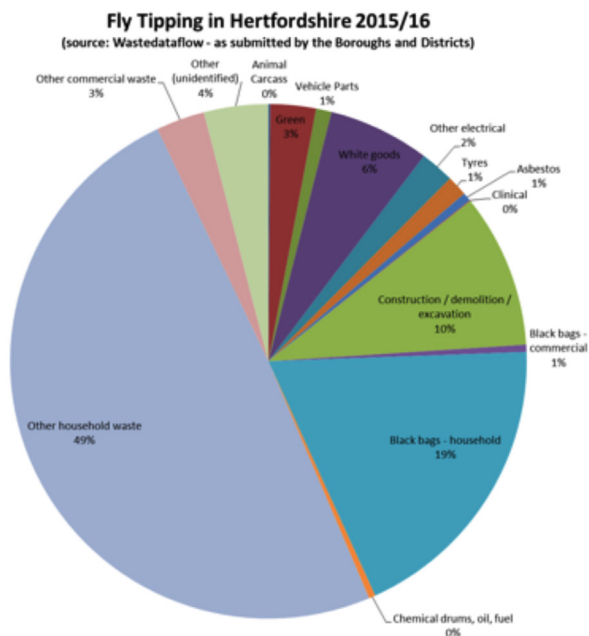
The work streams included an independent study by external consultants, internal reports from both authorities as well as detailed round optimisation work by the Partnership unit working with lead officers. Each piece of work independently demonstrated the potential for significant savings and as a result, earlier this year the Partners formally agreed to let a joint contract for waste, recycling services and street cleansing services. Subject to the final specification, the new contract, which is due to start in May 2018, is anticipated to deliver savings of up to £700,000 per annum and almost £5 million over the initial term of the contract.

It is anticipated that savings will arise as a result of being able to rationalise the number of collection rounds needed for all three services across the combined East Herts / North Herts area. This in turn should be reflected in savings in support assets such as depots and spare vehicles as well as additional efficiencies through the creation of a single client team that will manage the contract on behalf of both authorities.



### 3.3 Fly-Tipping

Fly-tipping is the illegal dumping of waste and can be liquid or solid in nature. It can vary in scale significantly from a single bin bag of waste to large quantities of waste dumped from commercial vehicles.



The causes of fly-tipping are many and varied, as are the motivations of the perpetrators, although financial gain or financial saving is clearly a principal reason in a significant number of cases. Laziness and an attitude that someone else will clear up the waste, all have a part to play.

During 2015/16 Hertfordshire’s local authorities recorded 14,716 incidents of fly tipping across the County as shown in the graph opposite. This is a 17.9% increase on the numbers recorded in 2014/15 and is part

of a national trend. The Partner Authorities estimate that costs associated with the clearance and disposal of fly tipped materials during 2015/16 cost an estimated £800,000. This is money that cannot be spent on more important local services. In response the HWP working with the Hertfordshire Fly Tipping Group recently put together the County’s first dedicated work programme to tackle fly tipping. This involves a range of different agencies including Hertfordshire’s local authorities, the Hertfordshire Constabulary; the Office of the Police and Crime Commissioner, Hertfordshire Fire & Rescue, and the National Farmers Union.

The work programme includes eight distinct work streams ranging from proactive campaigns to remind residents and businesses of their ‘duty of care’ responsibilities; establishing a county wide approach to the use of fixed penalty notices as provided for under the Unauthorised Deposit of Waste (Fixed Penalties) Regulations 2016; to working with Hertfordshire magistrates to improve how cases are presented for prosecution with a view to ensuring that court judgements reflect both the seriousness of crime as well as the full costs faced by the both the public sector as well as private landowners where possible.

### 3.4 Clean for the Queen



*Cllr Lynda Needham, Leader of North Herts District with pupils from the William Ransom Primary school*

Clean for The Queen was a campaign launched in early 2016 to celebrate the Queen's 90th birthday. The initiative encouraged community groups, service organisations, local councils, businesses, individuals and schools to do their bit by cleaning up their local areas.

In response, over 100 events were staged across Hertfordshire a number of which it is hoped to repeat on an annual basis involving schools and local volunteer groups and businesses.

Highlights included:

- Broxbourne Borough Council targeted an area known for fly-tipping.
- 41 separate events were held in Dacorum with over 1000 volunteers involved.
- 18 events were held in East Herts which received lots of local support.
- In Hertsmere a number of litter picks were organised with local schools. In addition the Authority organised a schools 'crown' competition with the Mayor presenting a prize.
- North Herts ran a schools 'poster' competition with winning designs placed on the sides of street cleansing vehicles (see photo on page 15)
- St Albans focused efforts on local schools and groups. This included over 200 volunteers and equipment donated by the Authority to support litter picks.
- Stevenage Borough Council held an event with a local school which included a talk and a visit from the Mayor.
- Three Rivers held a number of local schools and group events.
- In Watford a number of schools, community groups and businesses took part with the council also running a special two week 'spring clean' clear up alongside the Clean for the Queen events.
- Three public events were held organised by Welwyn Hatfield Borough Council along with a number of local volunteer groups. Local schools got involved carrying out their own events.

### 3.5 Anaerobic Digestion

The 2014/15 annual report noted that separate food wastes collected by Dacorum and Three Rivers were being bulked up at two different locations in Hertfordshire before being transported to Agrivert's anaerobic digestion (AD) facility in Chertsey. The bulking operation itself as well as the distances involved add significantly to the costs incurred in managing this particular waste stream.

Indeed food waste stubbornly remains the single biggest 'recyclable' fraction making up approximately 30% of Hertfordshire's residual waste bin costing approximately £100 per tonne to dispose of compared to an average cost of £45 per tonne to process via anaerobic digestion. This equates to a potential saving of approximately £3.6 million per annum if this food waste was diverted to AD.

However, one of the HWP's long term aims has and continues to be the development

of innovative contracts of 'sufficient critical mass' to support the development of local sorting, reprocessing and treatment capacity for each of the three main waste streams including dry recyclables, organic wastes and residual household waste.

Under this context the HWP's organic waste management programme has encouraged and supported the development of two 'in county' In Vessel Composting facilities (IVCs) that between them accept approximately 72,000 tonnes of commingled food and garden waste processed each year with the final compost product distributed locally. To both supplement this local capacity as well as provide an 'in-county' solution for separate food waste towards the end of 2015/16, on behalf of the HWP, the County Council exercised options in the existing contracts that allow for the separate treatment of food wastes.

*The new Anaerobic Digestion facility being built at Coursers Farm near St Albans*



These options will support the development of a new anaerobic digestion facility at Coursers Farm near St Albans. The development of local AD capacity represents an important strategic development in how Hertfordshire is addressing the challenges faced by organic waste management. The new AD plant will allow a number of authorities to direct deliver separate food wastes as well as significantly reduce costs for those that currently have to bulk. Development of the facility will also support the establishment of a new dedicated food waste service recently implemented by St Albans and is well placed to support other Hertfordshire boroughs and districts should they also wish to develop dedicated food waste services to tackle what remains the single biggest waste fraction left in Hertfordshire's residual waste.

The facility, which is currently under construction, is due to begin accepting food wastes from Dacorum and Three Rivers from November onwards when it is also due to start exporting power to the national

grid. Tonnages handled by the facility will count towards existing minimum guaranteed tonnages making it potentially easier long term to accommodate changes which could see the implementation of charges for garden waste.

This development reflects the very significant progress that has been made with respect to removing cardboard wastes from the organic waste stream as featured in previous reports. As such the HWP has been able to implement new procedures for the treatment of approved waste which will see the overall cost of treatment (per tonne) reduce significantly.

In future gate fees will only increase if loads contain contamination above 10% with costs directly apportioned to the Partner responsible. Finally, the variation also removes the need for costly and time consuming audits. However, audits can still be requested by the Partners or indeed Agrivert if there is a re-occurrence of the contamination issue.



*Integral to the new facility will be the engines shown above that convert gas generated by the AD process into electricity for export to the national grid*

### 3.6 Risk Management

Risk management issues for the HWP during 2015/16 were predominantly linked to end markets for recyclable materials and how these impacted on HWP waste and recycling services, either in terms of changes in quality specifications, and/or significant market events which impacted on the value of the materials handled by the HWP.

#### The MF Regulations

The Materials Facilities Regulations implemented in 2015 underline the need to continuously scrutinise the quality of materials collected at the kerbside in order to minimise the amount of material rejected at the various recycling plants used by HWP Partners to process their kerbside collected materials. The testing of incoming materials, as required by the regulations, identified that the amount of non-target materials and

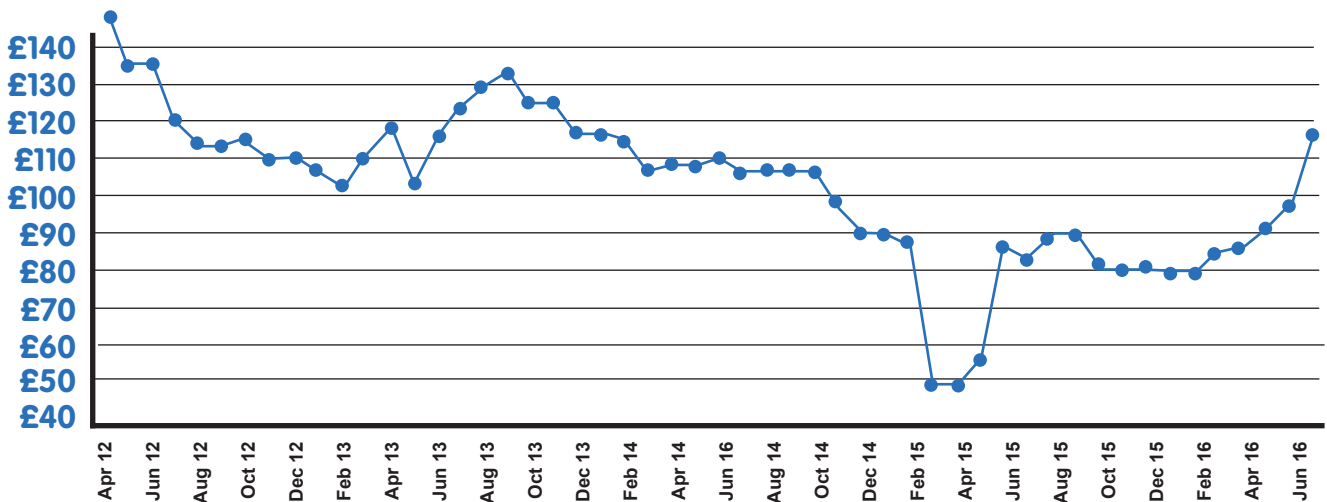
prohibited materials combined ranged from 4% - 8.5% across the Partnership. This was one of the reasons that 2015/16 saw the HWP's WasteAware team roll out the new 'Recycle Right for Herts' campaign as discussed in detail on page 21.

#### The Paper Market

The 2014/15 report noted the closure of the Aylesford Paper mill in Kent which used to purchase 450,000 – 500,000 tonnes of recycled newspapers and magazines each year from local authorities across the UK. The shock closure caused an immediate and significant supply / demand imbalance. As a result the price the market was prepared to pay for what remains a significant portion of the recyclable waste stream declined dramatically as demonstrated in the graph below:

#### News & Pams - Market Price

(April 2012 - July 2016 source: Letsrecycle.com - 11th August 2016)



Whilst the fixed price approach of the HWP's Paper Consortium mitigated the impact of the Aylesford closure; those authorities working with 'basket prices' for commingled dry recyclables did see a drop in their value leading to imposition of gate fees for the receipt and processing of dry recyclables.

The paper 'price' has since undergone a significant recovery with the HWP recently re-tendering both the Paper Consortium as well as the Commingled Consortium both of which have benefited from increases in the paper price as evident in the graph above. More on this in next year's report.

## 4. WasteAware Campaign – 2015/16

### 4.1 Recycling Quality

As noted above in response to contamination levels and the new MRF Code of Practice coming into effect, during 2015/16 the HWP's WasteAware team, including officers from the boroughs, districts, county council and Partnership unit, initiated a major push to improve the quality of the dry recyclables collected and delivered for reprocessing. This saw a county wide campaign to explain which items can be included in kerbside recycling bins, and which should be placed elsewhere.

Due to minor differences in collection methods, one of the key challenges was to create a simple message that was relevant across all boroughs and districts. To solve this problem WasteAware established a special task and finish group.

The result was a campaign, entitled 'Recycle Right for Herts'. The group came up with messages and branding that were positive, clear and engaging, rather than 'telling residents off'. Following initial work by the group a design company was engaged to create the branding as shown in the example opposite. The logo and related iconography was then used in everything from leaflets to campaign merchandise to co-ordinated social media. The campaign formed the backdrop to the HWP's participation in the 2015 County Show, and also set the scene for the HWP's social media presence during Recycle Week using the branding and related infographics. A competition linking the two saw County Show visitors being asked to share a photo of their mini wheelie bin on social media with the hashtag #Wheresyabin. This saw a number of applicants, and generated some interesting photos as shown below. Boosted posts to advertise our presence at the County Show reached over 3,000 and Recycle Week had over 1,000 with no boosting. Nearly 70 people engaged with the posts by commenting, liking or sharing across their own networks further expanding the reach of HWP messages.



*New branding was developed to underpin the main theme of the 2015/16 programme*



In October, a photoshoot was held at the Stevenage HWRC with the HWP Chairman, Cllr Richard Thake who is also the County Council portfolio holder for Community Safety & Waste Management. Sharing this image and a related article successfully captured the interest of local press and social media attention. The Facebook post had a reach of 374.



*HCC Portfolio Holder and HWP Chairman Cllr Richard Thake helping to launch Hertfordshire's Recycle Right campaign*

A twitter competition in November last year to like and share a post to win a goody bag of WasteAware merchandise was a successful experiment, gaining nearly 100 new followers over the two weeks it ran. In addition to the social media presence and online competitions, other elements to the campaign included a video and a radio advert. Whilst it is hard to gauge the effectiveness of a campaign like this, anecdotal evidence from speaking to people at the County Show and other events suggests that the clear and simple summary format of the leaflet was welcomed by residents.

Each time an infographic was posted on social media a large number of likes and shares were seen, indicating the messages and style are both engaging. The Government's Waste Resources Action Programme (WRAP) offered an endorsement at the Communications workshop we hosted, saying that they were a good example of positive engagement. Various Partners have since used the branding, including a number who have traditionally run their own campaigns. All authorities have used various items from the campaign on a range of media including collection calendars, magazine articles, Agripa adverts on vehicles, council websites, at events, in articles and on posters.



One of the infographics designed by the WasteAware team as part of the 2015/16 campaign



## 4.2 Real Nappies

In early April 2015 WasteAware launched the new Hertfordshire Real Nappy Campaign ready for Real Nappy Week 2015 (RNW), which began on Monday 20th April. The new campaign included a range of new promotional ideas and products as summarised below:



*The new WasteAware video on real nappies is proving popular*

- **A promotional video:** with 30 Hertfordshire babies and toddlers as the stars, filmed at a local soft play activity centre. Photographs taken at the filming session formed the basis of the branding, with the printed material linking well with the video. This was viewed over 500 times during RNW on You Tube and reached 1000 views by the end of the 15/16 financial year. Paying only £14 to promote the new video on Facebook, resulted in over 3500 views during RNW, and was watched by an additional 60 people during the remainder of the year meaning that a minimum of 4560 people have seen the video in the opening year. This has since risen to well over 10,000 as of June 2016 following further promotion during RNW 2016. The video can be viewed at <http://youtu.be/mzxGQv3sk3k>
- **New real nappy starter kit:** to complement the existing £50 reward for those who use cloth nappies during 2015/16 the upgraded campaign allowed Hertfordshire residents to 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 kits are supplied by local companies both of which offer after care support for answering questions on nappy use and provide a discount code if residents would like to buy more.
- **[www.wasteaware.gov.uk/realnappies](http://www.wasteaware.gov.uk/realnappies)** The HWP's website continues to be kept up to date and relevant with details of the above, plus more on 'why real nappies rock'. On average the webpages receive between 150 and 300 views a month.

- **A new leaflet detailing the benefits of using real nappies:** The leaflet combines the previous 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. Printed copies, using the same branding as the video are made available at our Real Nappy Week events, to all Partners and to both of the nappy libraries in Hertfordshire.
- **Social media promotion** of our campaign launch and Real Nappy events was scheduled throughout RNW week, with ongoing coverage throughout the year via Facebook: <https://www.facebook.com/WasteAwarePartnership> and Twitter: @HertsWasteAware
- **Real nappy week events** took place around the county all week. Stalls offered the new leaflets, banners and demonstration examples of the starter kit.
- **A Real nappy week competition** was available from our website and social media. People were asked to watch the video and then answer a few simple questions. Entries were accepted via Rafflecopter, a competition platform, with ‘bonus’ entries for liking WasteAware on Facebook or following WasteAware on Twitter.
- **Hospital advertising.** During 2015/16 the WasteAware group refreshed its use of hospital advertising, which had previously been utilised several years ago. A contract was taken out with Baby TV for the new video to be shown in antenatal wards at the three main Hertfordshire hospitals; including Watford General, St Albans City Hospital and Hemel Hempstead Hospital. The video was shown four times in each 120 minute ‘loop’ and will further promote the new real nappy starter kit and information in general to our target audience of expectant mums and their families.



Analysis shows that real nappy reward claims had largely remained static since 2011 at around 200 claims a year. However, the introduction of the new campaign and starter kit generated significant additional interest amongst new and expectant parents as demonstrated in the table below:

**Table 6: Real Nappies**

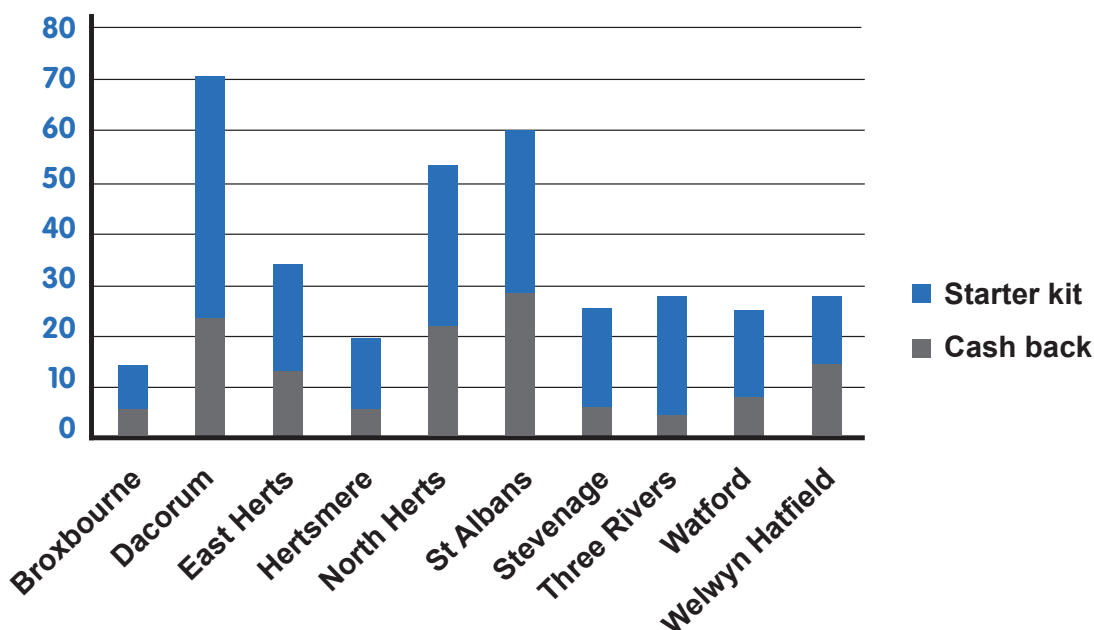
Year	Real Nappy Reward Claims	Starter Kit Applications	Total
2011/12	208	-	208
2012/13	199	-	199
2013/14	198	-	198
2014/15	201	-	201
2015/16	131	229	360

Historically, there has been no target set for real nappy applications. Partners have budgeted £1,000 annually to fund the nappy claims, although this has seldom been exceeded. Following the launch of the new campaign, four Partners had claims in excess of the threshold with the total value of claims from districts in 2015/16 in excess of £10,000, compared to under £6,000 in both of the previous two years.

The total spent on real nappy applications across the county in 2015/16 was £17,900. Further analysis of the results following the campaign indicates that 960,000 disposable nappies were avoided during 2015/16 equating to 220 tonnes. At current prices this is a saving in landfill costs alone of £18,635. In addition there will also be savings in waste collection costs including bulking and haulage. If families use real nappies from

birth to potty for the vast majority of nappy changes, this savings figure increases to approximately £33,000 per annum.

The following chart offers a breakdown of applications per district. Over half of applications in each district were for the starter kit underlining the popularity of the enhancements to the scheme.



With each application for a starter kit or cashback, residents are asked where they found out about the scheme so the HWP can track the most successful publicity methods. Personal referrals remain the most popular method, followed by websites, council magazines and HWP presence at local events.

As expected, there are differences between districts. For example, more referrals were received in North Herts than other districts because of their active nappy library. Several referrals in Dacorum came from a particular National Childbirth Trust group. However, 'word of mouth' or 'online' was specified by the majority of applicants in all districts. This reinforces the need to make sure that online resources such as websites and social media are kept up to date, engaging, relevant and co-ordinated so residents and other potential service users can find the information they need quickly regardless of whether using a desktop computer or smartphone.

Going forward WasteAware is keen to explore the possible correlation between residents applying while pregnant or after the baby was born and the type of incentive they applied for, starter kit or cashback. Evidence from Go Real, the national real nappy campaign group, suggests that the earlier people become interested in real nappies, the more likely they are to use them long-term. Given that the majority of applications came from people during pregnancy, it would be worth finding out the percentage of each group who continued to use real nappies after applying. It is proposed that an online survey will be sent to all applicants who indicated they were happy to be contacted to determine if and for how long they used real nappies. This information and responses to other questions asked can help to improve the diversion away from disposable nappies.

### 4.3 Social Media

During 2015/16 WasteAware continued to develop its presence on Twitter, Facebook and YouTube. Interaction via social media with residents increased over the year, with questions being received more regularly online, particularly regarding what can be taken to the Household Waste Recycling Centres.

The following statistics are a selection of those recorded and reported on monthly:

**Table 7: Social Media**

Month	Facebook			Twitter		
	Monthly Reach*	People engaged	End of Month Page likes	Monthly Reach	People engaged	End of month Followers
Apr	13,332	219	148	12,800	642	1,276
May	4,403	189	168 (+20)	5,777	599	1,303 (+27)
June	1,948	95	174 (+6)	13,900	387	1,309 (+6)
July	4,315	209	179 (+5)	6,700	260	1323 (+14)
Aug	499	41	184 (+5)	7,115	263	1,327 (+4)
Sept	671	39	189 (+5)	3,721	278	1,333 (+6)
Oct	596	57	193 (+4)	6,589	195	1,350 (+17)
Nov	2,509	142	195 (+2)	18,200	582	1,449 (+99)
Dec	3,884	358	197 (+2)	13,400	285	1,449 (0)
Jan	633	35	197 (0)	3,522	198	1459 (+10)
Feb	1,757	123	208 (+9)	5,390	194	1466 (+7)
Mar	1,083	75	220 (+12)	4,709	695	1473 (+7)
<b>Total</b>	<b>35630</b>	<b>1582</b>	<b>72</b>	<b>101823</b>	<b>4578</b>	<b>197</b>

\* The 'reach' of a social media post or tweet is the number of people who saw it in their news feed. The 'engagement' 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 reach of social media posts can vary greatly. This depends on the content and frequency of posts and often reflects a particular campaign. The large numbers witnessed in April 2015 for example, related to publicity for Real Nappy Week where some posts were 'boosted' to reach a certain audience. July 2015 saw the Recycle Right infographics being shared; whilst November included the #OurDay initiative (see below); and December's reflected social media posts related to Christmas.

Although numbers of page likes and followers has risen on both platforms, overall the numbers in 2015/16 did not increase as

anticipated. Gaining nearly 100 new followers in two weeks on Twitter in November 2015 shows what is possible – this was as a result of a competition to follow WasteAware and retweet a post in order to win a goody bag. A number of followers from this competition then removed themselves, but the majority remain. Consequently numbers for the monthly reach remain impressive.

As mentioned elsewhere, social media has been used to promote a variety of WasteAware campaigns and messages during 2015/16 including real nappy week, home composting awareness week and recycle week.

#### 4.4 Website Update

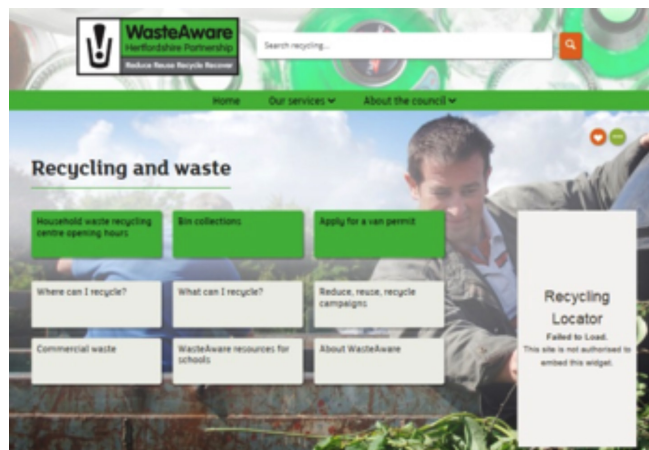
During 2015/16 WasteAware has been working with the County Council's web team to review, refresh and create new and up to date content in preparation for moving to a new website designed to work on multiple platforms.

The website forms the "public face" of WasteAware, and as such is one of the most important sources of WasteAware information. The new branding complements the work carried out last year to update content, and will ensure that WasteAware continues to have an accurate and engaging web presence. In addition user satisfaction surveys have been carried out in order to



understand current customer experiences with the old website so these can be improved upon with the new one making key information easier to find.

The Website has been used alongside an enhanced social media profile 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 entry. On first use during real nappy week, this was popular with 80 entries and lots of 'views'.



## 4.5 Electrical Waste

### Schools Free Electrical Collections

2015/16 saw WasteAware continue to work with partner organisation European Recycling Platform (ERP) to provide the popular twice-yearly collections of Waste Electrical and Electronic Equipment (WEEE) from schools. ERP pick up anything with a plug or a battery free of charge from Hertfordshire schools, so long as there are 10 or more items for collection. This is the sixth year that the collections have been offered.

Details about the collections are circulated to all Hertfordshire schools via Hertfordshire's School Grid and electronic bulletin. Following the last three collections, an email database has been compiled with permission from all applicants so they can be contacted directly about the service, ensuring that details go direct to those involved. Schools then apply via an electronic form on the WasteAware website, detailing the number and type of items they have for collection. Schools are advised that unwanted functional items could be sent for reuse at a number of local outlets, to encourage only those items that have

reached the end of their useful life to be recycled.

A select number of schools were approached to request photos taken during the collection to use for publicity purposes. Six schools responded with photos and the relevant permissions, some of which have since been used in press releases, on our website and in social media. ERP fund these events, so we can offer them free of charge to all schools in Hertfordshire. The cost is estimated at a 'value in kind' of approximately £10,000 for each take back event. HWP's contribution takes the form of officer time for co-ordinating the events and liaising with schools and the collection company. Three events were held during 2015/16. The first in April 2015 invited parents and pupils to bring in WEEE items from home for the first time. This saw 143 schools take part who between them collected over 36 tonnes of equipment, which is the largest collected to date in a single event. Since the initiative was introduced in 2011 just under 300 tonnes of material has been collected for recycling, which is equivalent to the weight of an Airbus A340.



*Children from Chaulden Infants School in Dacorum taking part in one of the specials School's WEEE events run by WasteAware during 2015/16*

**Table 8: Summary of School WEEE Collections  
June 2011 – March 2016**

Date	No of Schools Participating	Tonnage Collected	No of Electrical Items
June 2011	173	41.30	4,266
Feb 2012	149	34.12	4,381
Sept 2013	97	23.14	2,829
Mar 2013	107	34.00	3,568
Sept 2013	102	28.30	3,399
Mar 2014	84	27.55	2,708
Sept 2014	118	20.68	3,944
Apr 2015*	143	36.38	4,920
Sept 2015	94	22.94	2,917
Mar 2016	140	24.32	3,800
<b>TOTAL</b>	<b>1207</b>	<b>292.73</b>	<b>36,732</b>

Following the events, all participating schools are provided with a copy of the relevant Certificate of Destruction(s) and are made aware of the number of schools who took part and the tonnage raised.

#### 4.6 Re-Use Campaign

This campaign was initiated in November 2015. The brief for this group was ambitious, with many ideas and potential project areas to work on. The nature of reuse often involves external partners and this made progress difficult at times.

The group identified a number of easy reuse ideas that residents could try and filmed videos of WA reps creating their ideas to share with residents on social media, YouTube and the website. The 'makes' included a bag from an unwanted t-shirt, bird feeder from a plastic drinks bottle, racing cars from toilet roll tubes and a 'rocket jet pack' from two plastic bottles.



*Child fancy dress rocket pack!! created using 2 plastic bottles*

- St Albans Council held a successful repair workshop during Sustainable St Albans Week which was given great feedback by those who attended. It is hoped that this will be repeated during the next Sustainable St Albans Week in late 2016.
- The group created a comprehensive guide to 'swishing' – how to set up and run a clothes swapping event. This has been shared with a school and two community groups to date.
- North Herts and Dacorum councils arranged a gift exchange after Christmas for staff to swap unwanted presents. These had limited attendance but did see items being exchanged. Internal publicity needs to be considered if these events are to be run again.
- WRAP were engaged to run a reuse workshop whereby delegates could learn more about potential links with Furniture

Reuse Networks (FRNs) for the reuse of district collected bulky waste. The workshop was hosted by Restore in Tottenham, and was attended by 16 HWP representatives. The workshop was useful for sharing ideas, gaining knowledge on contractual issues and for gelling the team as a group.

Following this workshop, North Herts Council investigated the possibility of working directly with a local charity for their bulky collections. Negotiations were positive with the charity keen to re-skill their staff to be able to offer repair and refurbishment of items. A new script for the contact centre was written with a view to introducing it. Unfortunately, the charity requested a delay as staffing limitations meant they were unable to commit fully to the new arrangement. It is hoped to progress during 2016/17.

#### 4.7 Home Composting

In 2015/16 WasteAware continued to promote home composting by offering advice to residents via the website, on social media and at events. The provision of low cost home composters is also ongoing. WasteAware promote Straight as an outlet for householders to purchase low cost home composters through the IESE/WIN home composter framework contract. Publicity has taken place in the form of leaflets and banners (available at events and placed in contact centres across the County), information on the WasteAware and Partner websites, through an advert in the County Council residents' magazine "Horizons" and smaller adverts in district magazines such as the "Three Rivers Times" and "Hertsmere News" to make sure maximum coverage is

obtained for the campaign. Press releases were sent out during National Composting Awareness week in April.

Under the Straight contract, WasteAware continues to provide two free compost bins and two free kitchen caddies for schools to compost their food waste. Uptake of this has been steady although overall sales across the county have continued to decline, following trends of recent years. The cost of composters via the Straight scheme has remained the same, and is therefore not thought to be a factor. More likely, it is the availability of food waste collections at the kerbside from districts that is reducing the need to compost at home for all but the most dedicated of recyclers or avid gardeners.



**Table 9 – compost bins sales**

Year	Schools uptake (number of items)	Household Compost items sold*
11/12	Data not available	1,485
12/13	52	1,100
13/14	66	1,040
14/15	32	693
15/16	32	581

\*These figures include composters and accessories e.g. caddies, compost bin bases

### 4.8 Christmas Recycling

During December 2015, a daily social media post was sent out using a ‘Christmas A-Z’ theme relating to different elements of Christmas reuse or recycling. The simple tips or reminders for residents seemed popular, with engagement on Facebook spiking to 2,560 in the week of 17th-24th December 2015, from a weekly average of 500 in the two months before that. See examples below.

**WasteAware Partnership**  
Published by Helena WasteAware [?] · 18 December 2015 · 🌐

O is for... Oil and fats.  
Britons will apparently pour 15 million cups of roast turkey fat down the kitchen sink on Christmas Day, enough to nearly fill an Olympic swimming pool. Once it enters sewers it transforms into a hard, soapy material. Scientists estimate removing fat, oil and grease from sewer pipes adds up to £50m a year to our household bills. Yuck. Instead, use leftover fats to feed the birds - Pour it into a pinecone rather than down the sink. You could even add left over nuts and fruit.



2,279 people reached Boost post

**WasteAware Partnership**  
Published by Helena WasteAware [?] · 8 December 2015 · 🌐

H is for... Helping small businesses  
For gifts, food and other supplies this year, consider supporting small businesses. You'll find more variety, great customer service and it will help the local economy. Craft fairs and Christmas markets are a fun way to do this.



106 people reached Boost post

## 4.9 #OurDay



On 18th November 2015 the WasteAware Group took part in an annual ‘tweetathon’ for local government to show what it does in a typical day; with five tweets over the day, and 10 retweets of other #OurDay tweets from seven different districts. Our tweets earned 1617 impressions, six likes and eight retweets.



## 5. End Destinations – where does our waste go?

### 5.1 Introduction

The HWP believes that as part of raising awareness about the waste management services provided in partnership across Hertfordshire it is increasingly important to illustrate how and where specific waste streams are processed.

In doing so we hope to achieve a better understanding amongst waste producers, including residents and local businesses, which will lead to the longer term adoption of

better ‘waste behaviours’ in order to mitigate the logistical and financial consequences of having to deal with the c.530,000 tonnes of waste handled by the HWP each year.

This section of the report looks at 3 distinct waste streams including organic wastes, residual wastes and dry recyclables explaining where these materials were dealt with during 2015/16.

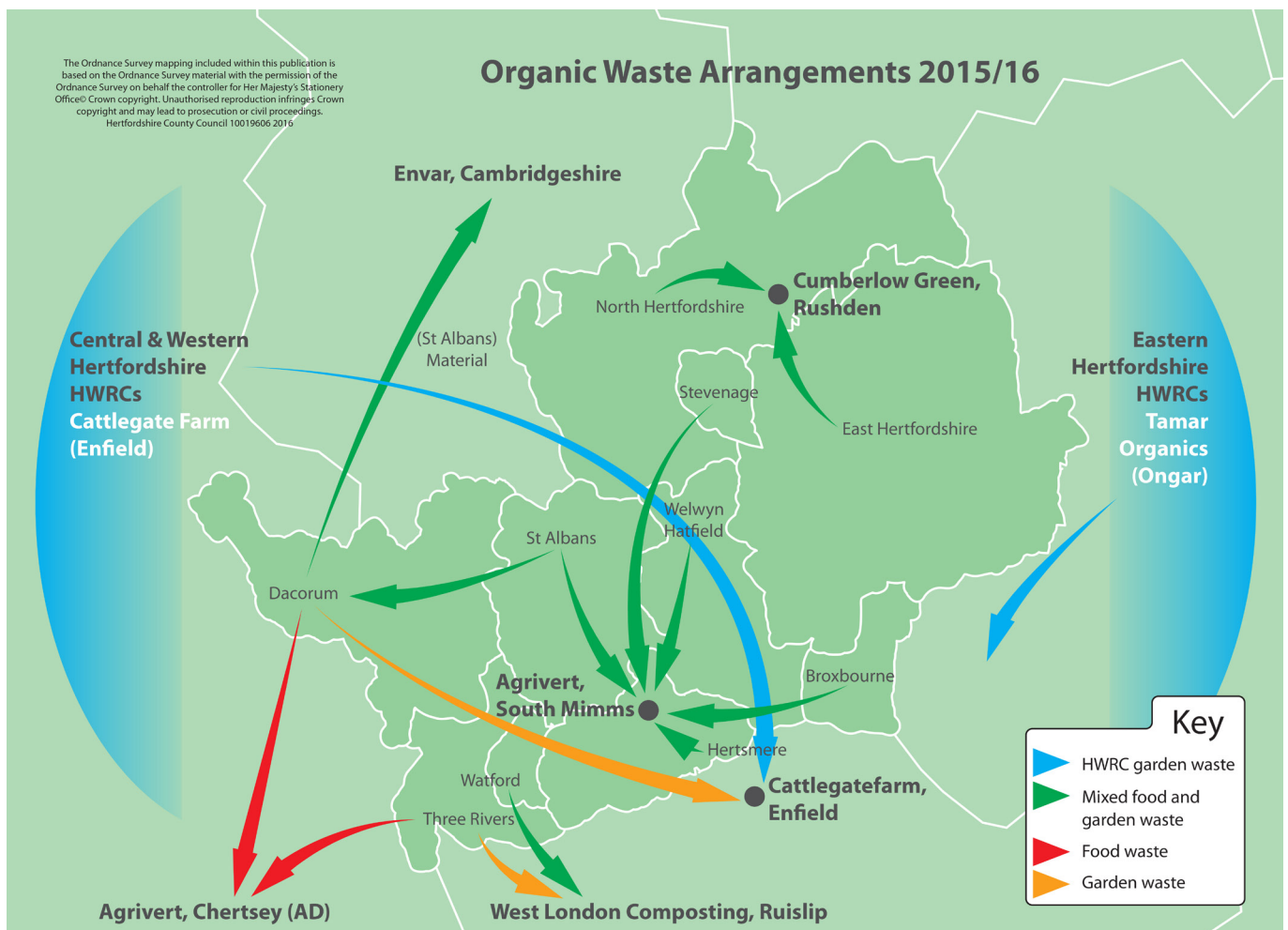
## 5.2 Organic Waste

Under the context of the annual report the HWP's organic waste management operations refer to the kerbside collection of 3 distinct organic streams including separate garden wastes, separate food wastes and commingled garden and food wastes. In addition the HWP also collects approximately 8100 tonnes of separate garden waste each year via the HWRC network.

Historically, and still largely true today, the vast majority of this operation is based around the collection of commingled food and garden wastes which are then delivered to a total of 4 different In Vessel Composting

facilities including 2 based in Hertfordshire; one just over the County border in the London Borough of Hillingdon as well as one based in Cambridgeshire which receives a combination of both separate garden wastes as well as commingled food and garden wastes.

2015/16 saw little change to the previous 12 months except for the redirection of separate garden wastes from the County's 'western HWRCs' from Material Change's processing facility in Bedford to the Cattlegate Farm facility in Enfield as shown on the map over leaf.



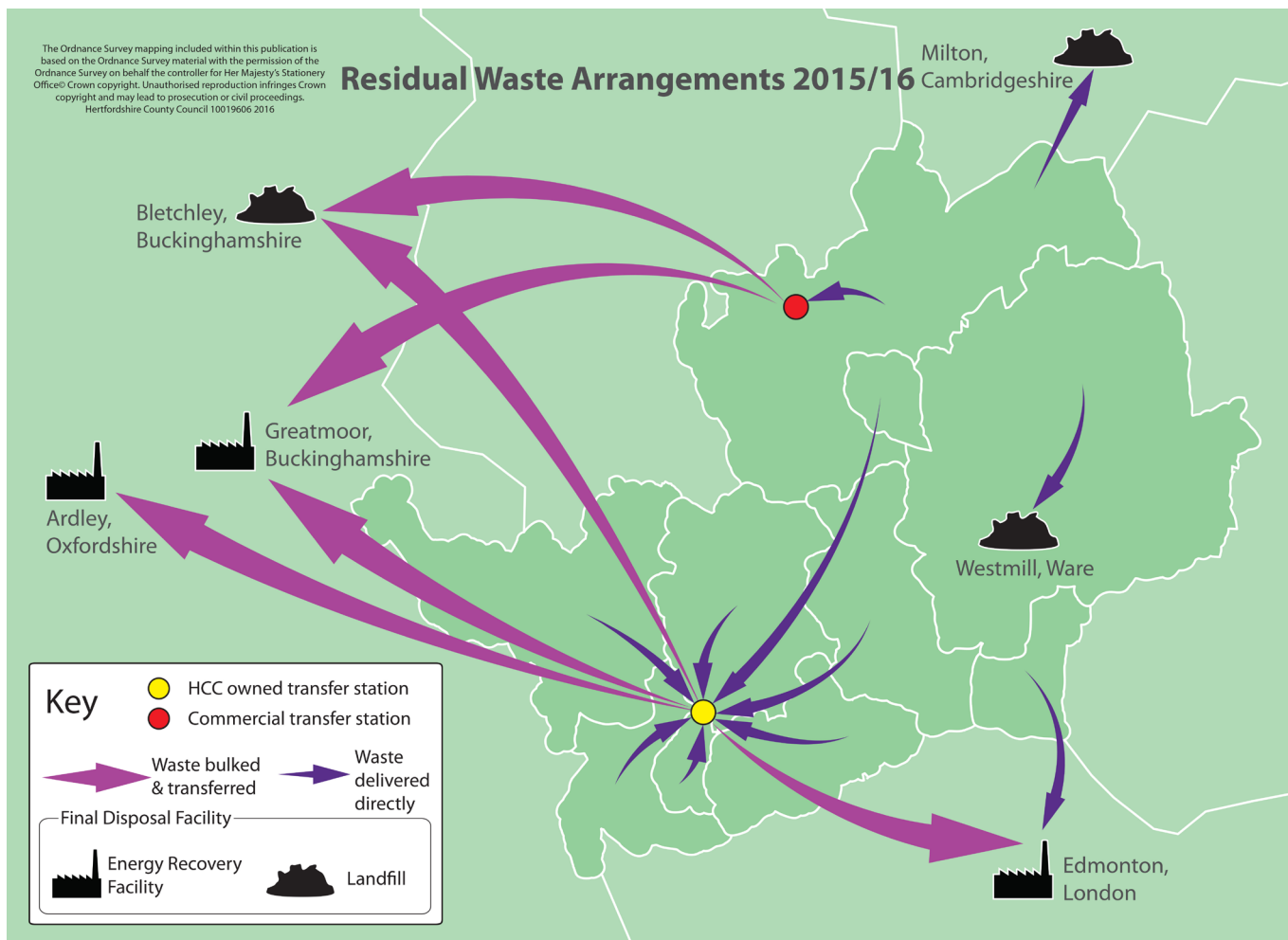
The map shows how organic wastes were managed during 2015/16.

### 5.3 Residual Waste

2015/16 saw significant changes to how residual household waste (wastes not recycled) were handled. The full year impact of interim arrangements put in previously saw the amount of household residual waste being diverted to energy recovery increase by 25% during 2015/16 from 121,931 tonnes the previous year to 153,131 tonnes during 2015/16.

At the same time taking into account improvements in the level of recycling during 2015/16 there was also a 31% reduction in the amount of residual waste sent to landfill dropping from 127,526 tonnes in 2014/15 to 87,962 tonnes in 2015/16. This is the first time residual waste landfill has dropped below 100,000 tonnes per annum.

Whilst the significant increase in diversion from landfill as illustrated by the 2015/16 results is to be welcomed, the map overleaf highlights Hertfordshire's current over reliance on 'out-of-county' facilities which also require significant resources to bulk and transfer before final disposal. That is why on behalf of the HWP the County Council continues to work with the private sector to establish a long term 'in-county' solution which will allow a significant proportion of Hertfordshire's residual waste to be direct delivered. More about this in next year's report.



The 2015/16 residual waste maps highlights that 5 out of the 6 disposal sites used by Hertfordshire are outside the County requiring the use of waste transfer assets at significant additional costs.

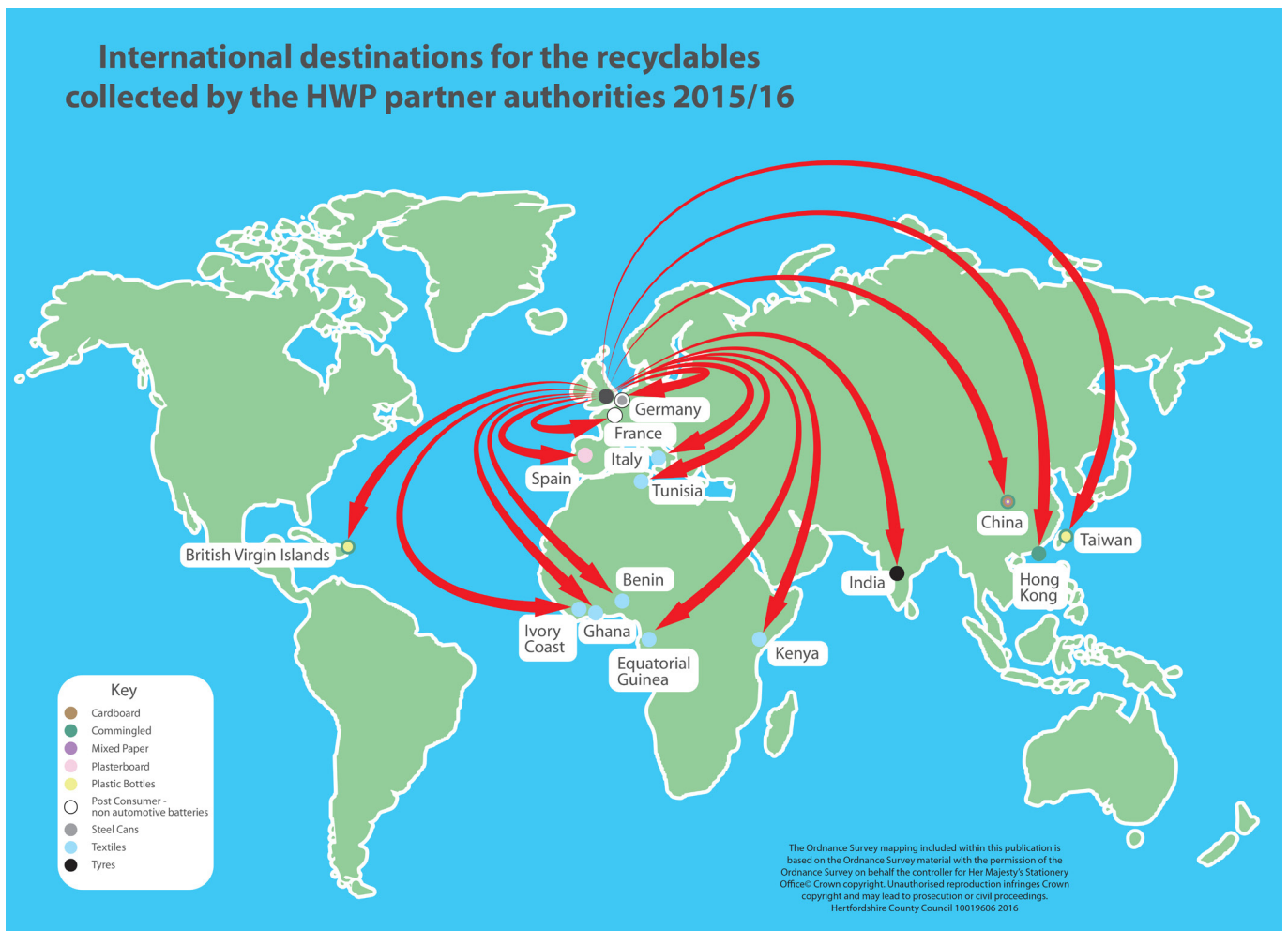
## 5.4 Recycling

As noted in last year's annual report the common denominator between organics and residual waste is that ultimately the material is dealt with on a regional basis, either through some form of composting or waste disposal facility.

However, whilst in an ideal world this would also be the case for recycling, on a national basis recycling services can only function

as a result of the international trade in the materials collected which see recyclables processed all across the world.

This point is illustrated by the map and analysis overleaf which looks at a number of key materials highlighting where in the world they ended up being processed during 2015/16.



*The success of the UK's recycling operations is dependent on the sale of material on the international market*

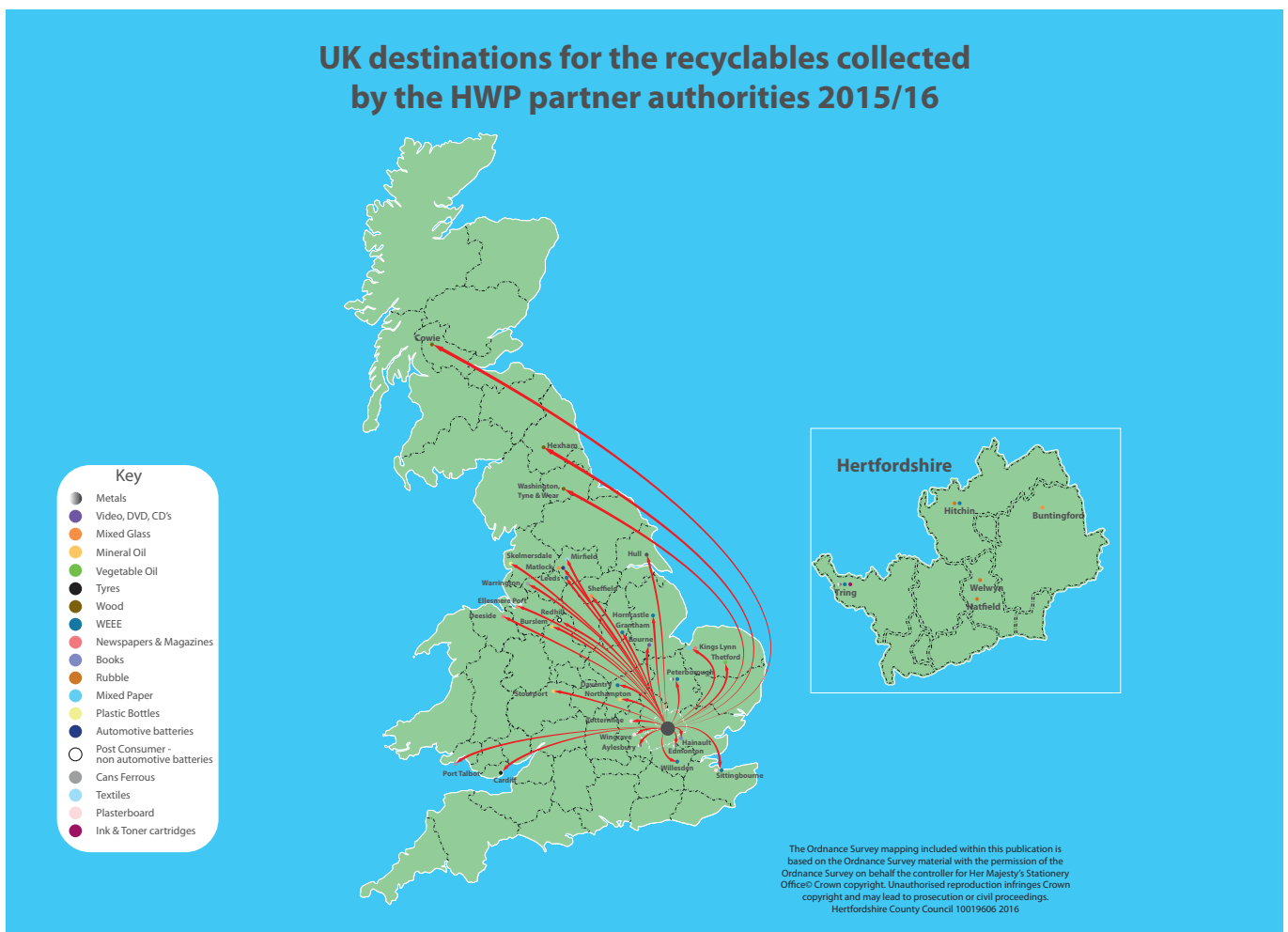
### 5.4.1 Cans

In Hertfordshire steel and aluminium food and beverage cans are recycled via either kerbside recycling services provided by each borough and district or at HWRCs provided by the County Council.

As a result cans take a number of different routes to end markets as they are processed through a number of different facilities including materials recycling facilities in St Albans and Crayford where they are

separated from other materials before onward sale or via more traditional scrap metal routes when collected from the HWRCs.

As a result during 2015/16 end markets for cans recycled in Hertfordshire ranged from UK facilities in Port Talbot and Warrington to international destinations including Germany and the Far East.



*Whilst international markets are important the UK does still represent the end destination for a significant range of material. Long term by working in Partnership the HWP wants to encourage the right conditions to improve UK reprocessing capacity in order to repatriate materials which are currently sent abroad.*

## 5.4.2 Cardboard

As with cans the majority of mixed cardboards collected during 2015/16 were recycled via kerbside recycling services. Across the boroughs and districts this ranged from fully commingled collections in a number of authorities to some still providing separate collections for mixed paper grades. This difference in approach also means that mixed papers were sent to a number of different end markets.

In UK terms during 2015/16 HWP mixed papers collected as a separate fraction at the kerbside and not commingled with other materials were sent to Palm Recycling in Norfolk with mixed papers separated from commingled materials being sent abroad to paper mills in China.

## 5.4.3 Glass

As noted in last year's report glass along with materials such as scrap metal and separately collected paper and cardboard has been reprocessed in the UK for many years. As a consequence the vast majority of the glass recycled by residents in Hertfordshire

during 2015/16 went to glass recycling plants in Ellesmere Port and Sheffield for reprocessing into glass as well as Buntingford and Little Canfield for recycling into aggregates.

## 5.4.4 Newspapers and magazines

The HWP's current consortium contract for paper provides an end market for newspapers and magazines collected separately. In 2015/16 this resulted in separately collected newspapers and magazines being sent to the Shotton paper mill in Deeside operated by UPM Kymmene (UK) Ltd. Here they are turned into 'new' recycled newsprint.

Via an individual contract, and following the shock closure of the Aylesford paper mill as reported elsewhere, during 2015/16 Hertsmere Borough Council entered into a short term contract with Palm Paper to supply their new state of the art paper mill

in Kings Lynn with their newspapers and magazine tonnage which is still collected separately by the Authority.

A number of authorities in Hertfordshire collect newspapers and magazines as part of 'a fully commingled mix' which depending on the specific authority results in their materials being sent to a materials recycling where the different fractions are separated before onward sale. In these circumstances newspapers and magazines are separated out as mixed paper grades which during 2015/16 largely ended up in the Far East including mainly China.

#### 5.4.5 Plastics

Plastics collected for recycling in Hertfordshire also come from both the kerbside recycling services operated by the boroughs and districts as well as the HWRCs. 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 British Virgin Islands.

#### 5.4.6 Textiles

Since April 2011 the HWP has operated a consortium contract for textiles recycled and reused in Hertfordshire. The current consortium covers 9 of Hertfordshire's waste authorities with separate arrangements in place for the HWRCs and no textile bank network in the North Hertfordshire

District Area. Combined these different arrangements see textiles collected in Hertfordshire being sold across Europe including Hungary, Italy and Spain as well as in Africa predominately including countries such as the Ivory Coast, Benin, Ghana and Equatorial Guinea.



## 6. So far in 2016/17...

2016/17 is so far proving to be just as challenging with the HWP having to address a range of issues some of which are noted below and will be reported on fully in the next annual report.



2016/17 has seen Three Rivers District Council implement Hertfordshire's first chargeable garden waste service. Work to support this change at the Partnership level has included the adoption of a new organic waste management framework which details how the Partner Authorities will work together as inevitably more Partners look at introducing similar changes.



As a result of continued reductions in funding the Partners agreed to a significant reduction in the amount of funding available from the Partnership's Alternative Financial Model. £1 million is to be taken from the model on a phased basis between April 2017 and March 2020. However, at the same time it is hoped that new initiatives being introduced by the HWP will largely compensate.



St Albans District Council is the latest HWP Partner Authority to implement significant new services as part of their latest seven year contract with Veolia Ltd for the provision of waste, recycling and street cleansing services. The new service includes a simplified collection service for dry recyclables as well as a new dedicated weekly collection service for food waste. Locally the new service is designed to achieve a 60% recycling rate by September 2017 which will also make a significant contribution to the Partnership as a whole.



After months of detailed work in July 2016 the County Council as part of the HWP agreed a new contract with Veolia for the provision of an energy waste recovery facility to be located at Rye House in Hoddeson. If approved the new facility will provide an important 'in county' solution for dealing with Hertfordshire's residual waste, significantly reducing the need to transport waste for disposal outside of Hertfordshire as well as addressing some of the longer term risks associated with the County's current approach.



The HWP is nationally recognised for its work on developing consortium arrangements for a number of waste streams. 2016/17 has seen this work continue with new consortium contracts put in place for commingled dry recyclables; newspapers and magazines; and organic wastes.

## 7. How to contact us

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

<b>Tel</b>	<b>01992 556150</b>
<b>Email</b>	<b><a href="mailto:duncan.jones@hertfordshire.gov.uk">duncan.jones@hertfordshire.gov.uk</a></b>
<b>Web</b>	<b><a href="http://www.wasteaware.org.uk">www.wasteaware.org.uk</a></b>
<b>Facebook</b>	<b><a href="http://www.facebook.com/WasteAwarePartnership">www.facebook.com/WasteAwarePartnership</a></b>
<b>Youtube</b>	<b><a href="http://www.youtube.com/HertsWasteAware">www.youtube.com/HertsWasteAware</a></b>
<b>Twitter</b>	<b>@HertsWasteAware</b>

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

<b>Action Plan(s)</b>	refers to the action plan published as part of the 2007 Joint Municipal Waste Management Strategy for Hertfordshire;
<b>Anaerobic Digestion</b>	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.
<b>Composting</b>	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;
<b>Disposal</b>	means any waste management operation serving or carrying out the final treatment and disposal of waste;
<b>EPA</b>	means the Environmental Protection Act 1990;
<b>Food Waste</b>	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;
<b>Green Waste</b>	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;
<b>Household Waste</b>	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;
<b>Hertfordshire Waste Partnership Agreement/ HWPA</b>	means the agreement signed by the county Council and the 10 boroughs and districts in January 2012.
<b>HWP</b>	means the Hertfordshire Waste Partnership which includes Hertfordshire County Council as the waste disposal authority and the 10 district and borough waste collection authorities;
<b>HWRCs</b>	Household Waste Recycling Centres;
<b>HWRS</b>	Household Waste Recycling Service;

<b>In Vessel Composting</b>	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.
<b>Joint Municipal Waste Management Strategy/ JMWMS</b>	means the Joint Municipal Waste Management Strategy for Hertfordshire agreed by the Partners in 2007;
<b>Landfill</b>	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;
<b>Local Government Association</b>	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;
<b>Materials Recycling Facility</b>	a materials recycling facility is a specialized plant that receives, separates and prepares recyclable materials for marketing to end-users;
<b>Member (Councillor)</b>	an elected Member from one of the HWP’s partner authorities;
<b>Open Windrow Composting</b>	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.
<b>Organic Waste</b>	Food waste and / or green waste collected by the WCAs pursuant to section 45 of the EPA;
<b>Partner(s) or Party</b>	means a party or partners to the Hertfordshire Waste Partnership Agreement;
<b>Peer Review</b>	a process to evaluate the work of an organisation or individual conducted by one or more people of relevant competence.

<b>Recovery</b>	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;
<b>Recycling</b>	means the collection and separation of selected materials and subsequent processing to produce marketable products;
<b>Reduce</b>	means the reduction of waste at source, by understanding and changing processes to reduce and prevent waste;
<b>Residual Waste</b>	waste other than that collected for re-use, composting or recycling;
<b>Re-Use</b>	the use of waste items for their original or for another purpose without reprocessing;
<b>Revised Waste Framework Directive</b>	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;
<b>Waste Collection Authority or WCA</b>	means a waste collection authority pursuant to section 30(3)(a) of the EPA;
<b>WasteDataFlow</b>	means the online “WasteDataFlow” scheme established by the Department for Environment Food & Rural Affairs for the collation of the information returns ( <a href="http://www.wastedataflow.org">www.wastedataflow.org</a> );
<b>Waste Disposal Authority or WDA</b>	means a waste disposal authority pursuant to section 30(2)(a) of the EPA;
<b>Waste Resources Action Programme or WRAP</b>	WRAP is a registered charity. It works with businesses, individuals and communities to achieve a circular economy through helping them reduce waste, develop sustainable products and use resources in an efficient way.