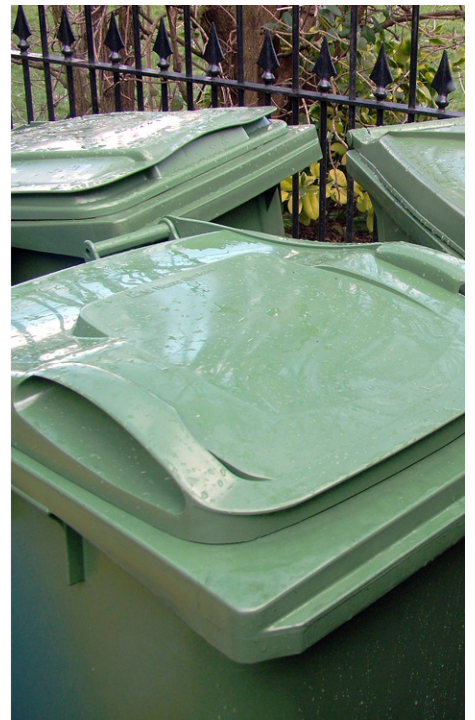


Plymouth City Council

Plymouth Municipal Waste Strategy Review

Scrutiny Cooperative Review – Stakeholder Workshop Initial Findings



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Plymouth City Council

Plymouth Municipal Waste Strategy Review

Scrutiny Cooperative Review – Stakeholder Workshop Initial Findings Summary Outcomes

AMEC Environment & Infrastructure
UK Limited

31 March 2014

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Executive Summary

Purpose of this Report

This report has been produced for the purpose of presenting and discussing the outcomes of the key stakeholder workshop undertaken with regard to the review of the Plymouth Municipal Waste Strategy Review. The stakeholder views expressed in this summary report are not those of AMEC or Plymouth City Council but are a compilation of those views and perceptions expressed by stakeholders during the workshop. By writing this report, AMEC is not agreeing or disagreeing with the comments made by stakeholders and therefore accepts no responsibility for the technical content or accuracy of comments made by those stakeholders.

Contents

Purpose of this Report	iv
1. Introduction and Background	1
1.1 Background	1
1.2 Stakeholder Workshop	1
2. Workshop Outcomes	3
2.1 Waste Prevention	3
2.2 Recycling and Composting	4
2.3 HWRCs	6
2.4 Service Provision	8
3. Proposed Actions by Workshop Group	9
3.1 Group 1 - Waste Prevention	9
3.1.1 Issue Identified: Education	9
3.2 Group 2 - Recycling and Composting	10
3.2.1 Issue Identified: Engaging with Low & High Performing Recycling Areas	10
3.2.2 Issue Identified: Carbon Intensive Materials Campaign	10
3.2.3 Issue Identified: Education	11
3.3 Group 3 - HWRCs	11
3.3.1 Issue Identified: Commercialise Trade Services and Consulting	11
3.3.2 Issue Identified: Promotion of Existing Services	12
3.4 Group 4 – Service Provision	12
3.4.1 Issue Identified: Food Waste Collections	12
4. Conclusions	15
Table 2.1 Group 1 Workshop Outcomes from Activity 1 and 2	3
Table 2.2 Group 2 Workshop Outcomes from Activity 1 and 2	4
Table 2.3 Group 3 Workshop Outcomes from Activity 1 and 2	6
Table 2.4 Group 4 Workshop Outcomes from Activity 1 and 2	8



1. Introduction and Background

1.1 Background

Plymouth's Municipal Waste Management Strategy (MWMS) was adopted in April 2007 and covers the period 2007 to 2030. Due to the long term timescale and the many factors that affect waste arisings, the strategy states that it will be the subject of review every 5 years. The aim of this review is to set out how and where Plymouth manages wastes and identify the City's future strategic waste management requirements which will inform the needs assessment of the Waste Development Plan, which provides planning guidance, policy and criteria for waste development across the City. As part of this review, these two strategic documents (i.e. the MWMS and the Waste Development Plan) will be integrated under a single document known as the Plymouth Plan, a draft plan document of which is scheduled for autumn 2014. The intention is that the Cooperative Scrutiny Group will inform, direct and support the review process.

AMEC Environment & Infrastructure UK Limited ('AMEC') has been appointed by Plymouth City Council to undertake the review of the Waste Strategy, update the supporting waste needs assessment, and identify any appropriate locations of waste management facilities.

1.2 Stakeholder Workshop

As a means of building on initial discussions with Council Members through the Cooperative Scrutiny Board of Plymouth City Council, AMEC has supported the authority in carrying out a key stakeholder workshop. The focus of such an event at this early stage of the MWMS review drafting process was to identify the key issues requiring attention.

The workshop, which was carried out on Monday 24 March 2014 from 9.30am until 2.30pm, consisted of three discrete activities. The purpose of these activities was to discuss and consider the range of topics which require addressing within the strategy review, and the importance that stakeholders attached to each topic.

Although Plymouth City Council has no legislative obligation to consult or engage with stakeholders or the public on the review of their MWMS, it was agreed at the outset of the review process that an approach where stakeholders were engaged would be of more benefit to the long term effectiveness of the strategy.

This report has been produced as a means of reporting back on the initial findings of the workshop, and will be replaced by a fuller report detailing the outcomes of the stakeholder engagement event.



2. Workshop Outcomes

The following outcome tables were drawn from the workshop. Under each heading, the options have been ordered in terms of preference for delivery consideration as provided by the workshop attendees.

2.1 Waste Prevention

Table 2.1 Group 1 Workshop Outcomes from Activity 1 and 2

Option	Workshop comments raised	Level of importance	Delivery timescale
<i>Waste Prevention Awareness Raising</i>	<ul style="list-style-type: none"> → Move away from Awareness to ACTION. The Council need to lead by example and provide investment. → There are opportunities for incentivisation schemes using community champions and other similar approaches. → Consider the benefits of piggybacking on to other services both within the Council and also outside of the Council to get the messages out to the communities and businesses. → It was felt that this could help prevent fatigue in information sharing. → Plymouth Community Homes was a good practice example that was provided. 	Highest	0 – 2 years priority. Baseline for strategy (education). → use what exists already.
<i>Love Food, Hate Waste</i>	<ul style="list-style-type: none"> → Keeping it simple time and effect - don't get hung up with one campaign. → Food waste is a huge issue in Plymouth. → There is a difference between food regeneration and food waste. → Re distribution of food available for regeneration through Food-banks can be very effective in reaching those in need. → Working with biomass producers and the private sector to better coordinate food waste and utilise it as a resource. → More education is required as well as an understanding of how much food is being wasted. 'If you collect food waste, it will reduce the volume of waste.' 	Second	0 – 2 years priority. Link with community composting. Link with grow your own.
<i>Community Garden Compositing Schemes</i>	<ul style="list-style-type: none"> → This could be considered to include extending the level of service provided to growing fruit and vegetables and also cooking, thus providing more opportunities to advocate change in behaviour at a local and community level 	Third	Link with Love Food Hate Waste.
<i>Repair Workshop Cafe</i>	<ul style="list-style-type: none"> No narrative was provided for this option, however within the workshop it scored higher than other options identified below when attendees were asked to identify their individual preference. 		2 – 4 Medium term linking of option with waste prevention awareness raising

Option	Workshop comments raised	Level of importance	Delivery timescale
<i>Paint re-use schemes and other decorating materials</i>	<ul style="list-style-type: none"> → It was unclear as to whether this was perceived as a trade issue or more of a household issue. → Current waste management options include collection and transport to Swindon disposal facility. → Currently a high volume of paint is taken to Weston Mill site. → Look towards working with Colleges for reuse of paints and other organisations such as Prices Trust etc. If a solution for disposal was to be considered what are the costs and could it be through incineration? 		2 – 4 Medium Term Linking with waste prevention. Awareness raising
<i>Give and take sessions</i>	<ul style="list-style-type: none"> → Textiles are a significant part of waste streams. → Possible partnerships for delivery of activities or events with charities & private sector, working with other organisations such as Scrap Store, schools, communities, churches etc. → Important to understand who is capturing what; charities are already doing, are there any potential conflicts? 		2 – 4 Medium Term Linking with waste prevention awareness raising

2.2 Recycling and Composting

Table 2.2 Group 2 Workshop Outcomes from Activity 1 and 2

Option	Comments raised	Level of importance	Delivery timescale
<i>Carbon Intensive Materials</i>	<ul style="list-style-type: none"> → Food waste, this should be included within recycling and composting. → Red herring – Carbon intensive materials is a term people don't understand and therefore was considered to be a red herring. → It was indicated that it was unclear how classifying waste materials by carbon intensity will encourage recycling/composting. → It was considered that the message can be expressed in other more simple ways that may be understood by greater proportion of the public. → Campaign elements e.g. signposting – tap into existing mechanisms. → Contacting key charities/organisations re joint working. → No need to re-invent wheel – just putting people together. 	Highest	Depends on waste stream!! Textiles: 0-2 yrs. Food/education: 0-2 yrs, but delivery of service → longer term.

Option	Comments raised	Level of importance	Delivery timescale
<i>Engaging with (low) performing recycling areas.</i>	<ul style="list-style-type: none"> → Should be all areas/sections (especially high recycling areas). → Transient populations are seen as a key sector to target and to be measured against those areas which are performing well. → Hard to reach groups and areas are also a target sector and again should be measured against those performing well. → It was recognised that there is no UK standardised approach to engaging communities. → With limited resources available within Plymouth it would be important to make an informed decision on where to target and how, e.g. low performing areas/ good ones. → Relatively low cost (no infrastructure requirements). → Can be done with partners in priority areas via joint working. 	Second	0-2 years
<i>Education</i>	<ul style="list-style-type: none"> → Especially around other areas such as textiles. <p>Underpins ALL options.</p>	Third	Delivered across all timescales.
<i>Community Composting</i>	<ul style="list-style-type: none"> → Importance of community buy in for success. → Very good idea. → Judicious placement, e.g. not to allotments. → Should include growing food & healthy eating. <p>Has already been skirted. But will be important to review success of these trials.</p>		Priority – Medium 2-4 years (but dependent upon outcome of the trials).
<i>Recycle on the go.</i>	<ul style="list-style-type: none"> → Issue of contamination – difficult to manage the public. → Design may get over this, e.g. size of receptacles. → Education very important for this to be a success. → Don't think it's going to have a significant success on recycling. → Needs to be very selective. → Will be important to give off right signals in the city. → Need new equipment. → Expensive to maintain too. 		Longer term priority.
<i>Rationalise Bring Banks.</i>	<ul style="list-style-type: none"> Must sit with other options. → Utilising existing equipment: no significant capital investment. → New contracts needed for collection of new materials such as WEEE. 		Priority – but longer term for new materials.

2.3 HWRCs

Table 2.3 Group 3 Workshop Outcomes from Activity 1 and 2

Option	Comments raised	Level of importance	Delivery timescale
<i>Commercial Trade Waste Service</i>	<ul style="list-style-type: none"> → Consult with small trade collectors on what they want and draw on existing organisations etc. → Consult small traders, mobile service. → More competitive, efficient “commercial model” required for Council’s commercial trade waste service. 	Highest	Priority 0-2 years Identify what is working, and what is not.
<i>Extend existing HWRC</i>	<ul style="list-style-type: none"> → Bring back cardboard collection. → Potential for abuse – management and culture important, needs to be appealing enough to prevent fly tipping. → Good awareness of HWRC – well used. → Staff awareness of potential “scams” e.g. newspaper. → Good provided capacity. → Weston Mill – accessibility. → Signage. → Separate off site. → Easy to canvas small operators. → Chelson Meadow and Weston Mill each have specific opening hours. → Devon – 10ft per charity limit for delivery to WTS. → Only Chelson Meadow not Weston Mill, Weighbridge next door for audit trail 	Second	Priority 0-2 years Identify what is working, and what is not, opportunities etc.
<i>New/Additional HWRC and Trade Capacity</i>	<ul style="list-style-type: none"> → Education is key. → Dual purpose. → Design – do more re: vehicle recognition controlling waste? → Permit control – how to implement. → Charge – flipside, fly tipping. → Abuse of staff. → Scope for more. → Limited availability of pot site. → Weston Mill – traffic issue, future capacity. → New HWRC @ Leybridge in Devon. → Developer contributions. → Joint working in neighbouring CPA’s. → Combined HWRC +CH. → Weston Mill – small HWRC, redesign. → Capacity already there but in different places. 	Third	Medium 2-4 years, if required
<i>Promote and raise awareness existing services</i>	<ul style="list-style-type: none"> → Promote and raise awareness of services already in place, e.g. bulky waste collection. Revise collection/services organisations. → Education and Awareness raising. → English not first language (inner city). 		Priority 0-2 years

Option	Comments raised	Level of importance	Delivery timescale
<i>Partnership working</i>	<ul style="list-style-type: none"> → Partnership / joint working with neighbouring authorities and use of HWRC's. → Community Partnership over Business Partnership. → Start with consultation and work out what's needed / required based on outcomes. 		Priority Medium 2-4 years
<i>Mobile HWRC Service</i>	<ul style="list-style-type: none"> → "Nominal fee" – but how to collect? – if charge encourage giving to charity → Chargeable household garden waste collection → Mobile garden waste (10 months / year) good for people without car → Torbay – Housing Association Partnership → Education element → Different vehicles, garden waste plus bulky → Trade waste abuse – education, vigilance by staff → Varied take up in Plymouth – one off collections e.g. →paid through community fund → University – uni funded, end of term targets → Already bulky waste collection – raise awareness, remind revised organisations → Ties in with neighbourhood swaps → e.g. North Carolina "Garden sale" upsized – local tax covered → Work closer with existing schemes → Work into existing bulky waste service, target based e.g. recyclables 		Watching brief

2.4 Service Provision

Table 2.4 Group 4 Workshop Outcomes from Activity 1 and 2

Option	Comments raised	Level of importance	Delivery timescale
<i>Food waste Collection.</i>	<ul style="list-style-type: none"> → Tonnage to increase. → Difficult to ignore. → Capital cost @ start → Gate fee lower → Reduce waste by 2kg per week. → Torbay – not as much food waste as thought and has a similar demographic to Plymouth. → South Hams currently has food/green waste weekly collection service → Waste prevention. → PFI Commitment 50% → EU 50% - Risk that EU fine is large. → Should there be communal bins for food? NO. separate collections were preferred → Alternate weekly collections for food → Awareness / education – collection days / language 	Highest	Priority 0-2 years
<i>Fortnightly Collections Of Residual.</i>	<ul style="list-style-type: none"> → Increase RY. → Nappies – problem? 	Second	Not until 2017
<i>Home composting & awareness.</i>	<ul style="list-style-type: none"> → Top of waste hierarchy. → Sell compost back. → Push home composting more. → More help and education. → Chelsea Meadow – New MRF – Plymouth specific (+ some trade). 	Third	Priority 0-2 years
<i>Storage of bins – space in new builds.</i>	<ul style="list-style-type: none"> → Suitability of bins for household. → Planning policy/statement. → Storage of bins – communal bins HMO's. → Returning of bins. 		Priority 0-2 years policy not action
<i>Bin size – reduce residual size.</i>	<ul style="list-style-type: none"> → Currently in discussion. → Reduce bin sizes? → Mixed demographics may well be an issue. 		No feedback

3. Proposed Actions by Workshop Group

The following proposed actions were identified by each of the respective workshop groups following on from the earlier activities undertaken within the workshop's activity 3.

3.1 Group 1 - Waste Prevention

3.1.1 Issue Identified: Education

This includes action, engagement, information, awareness, raising & understanding, behaviour change, control, leadership, persuasion & change.

What is Needed?

- Background guidance/Leading by example.
- Partnerships – to spread the cost and the responsibility.
- Traditional approaches – Schools (education programmes).
- Innovative & creative interpretation that is audience friendly. Neighbourhood level or city wide?
- Funding:
 - Capital (purchases/equipment).
 - Revenue (people to make it happen).
 - Alternative approaches/combined purposes.
- Capable co-ordinates/leaders/inspiration.
- Continuity – not big announcements & then letting people down.
- Ask what do we keep, what do we change and how?
- Explanation of who, what, when, where, & why – simple tasks – Fun.

Ideas/Actions:

- Needs a realistic approach – audience based.
- Needs incentives, openness and transparency.
- Rebranding “waste” as something that’s wanted.

- Don't reinvent the wheel – use existing facilities.
- Use alternative communication – tweets/Facebook.
- End of life solutions that are cost effective.
- Purposeful and incentivised.

3.2 **Group 2 - Recycling and Composting**

3.2.1 **Issue Identified: Engaging with Low & High Performing Recycling Areas**

What is Needed?

- Join forces with neighbourhood wardens & Plymouth Chamber of Commerce & Voluntary sector etc.
- Marketing & Branding required. Also links in with communications generally.
- Model in the North of England re. getting people to understand how they can get most out of current services, (contact Karen Renshaw; PCC – Neighbourhood Regeneration Team).
- Plymouth Community Homes & other appropriate housing associations.
- Identify the low & high performing areas.

Ideas/Actions:

- Council does not have a team to cover the delivery of this re. door stepping.
- Learn from other models.
- Waste data statistical officer can identify the low & high performing areas.
- Look at what funds (alternative) might be available to carry out community projects e.g. funds associated with the EFW.
- Maintain working relationships with Communications Team (PCC).

3.2.2 **Issue Identified: Carbon Intensive Materials Campaign**

What is Needed?

- Re-furnish colleges.
- Work with charities for clothes collections.

- Partnership working is fine – but still resources required.
- Increased working with charities needed recognising.
- Cash is a key thing.

Ideas/Actions:

- Is a list of re use charities on the PCC websites?

3.2.3 Issue Identified: **Education**

What is Needed?

- Tapping into the existing schools network (colleges and university + Art college) – but resources needed.
- Also look at where resource management is. The point of specific University courses, e.g. green travel model. – Look at other models.
- Plymouth Octopus Project – POP – Existing group – communicate.
- Plymouth Social Enterprise Network. – Existing group – communicate.

Ideas/Actions:

None identified.

3.3 **Group 3 - HWRCs**

3.3.1 Issue Identified: **Commercialise Trade Services and Consulting**

What is Needed?

- Review what we have currently, Council lead.
- Attracting commercial experienced and likeminded people.
- Balance providing a service with being sustainable.
- Consult business community using existing mechanism e.g. Business in the Community, Chamber of Commerce.
- Multiple purpose discounts / CBSS selling in order to compete with commercial operators. Added value / moral benefits, employment.

Ideas/Actions:

- Recruit from Private Sector – create ownership of issue / problem.
- Consult e.g. breakfast meetings.
- Questionnaires sent with existing communications.
- Tie in with waste carrier licence procedures.
- Carbon footprint reduction – promotion (local).

3.3.2 Issue Identified: **Promotion of Existing Services**

What is Needed?

- Information signs (better, more visible % signs) and information leaflets targeting people in queue to access HWRC (e.g. Torbay experience).
- Targeting existing recycling areas to do more.
- Making use of existing info “piggy back”.
- Social media, websites.
- Customer service - promote understanding of existing entitlements.

Ideas/Actions:

- I-pad based survey on entry with HWRC.
- Stickers on bins (using waste collection crews).
- Use side of dust carts for promotion of new services.
- Visual targets @ HWRC “could do better”.

3.4 **Group 4 – Service Provision**

3.4.1 Issue Identified: **Food Waste Collections**

What is Needed?

- Money! Re-address costings.
- Collections – vehicle renewable.

- Gate fees.
- Tonnage will drop.
- Frequency of collections.
- Willingness PCC versus Residents – Political will.

Ideas/Actions:

- Re – Cost.
- Keep up communications – WRAP – specific food / schools.
- Sell compost back?



4. Conclusions

It is clear from the collation of the workshop activities and their outcomes that there are a number of key recurring themes that are emerging from the discussions. Of particular note is the significance of education and communication across a range of differing strands and themes. Throughout the activities and discussions within the workshop and the evidence collated, it is evident that differing types and levels of communication will be critical to the effective delivery of almost every service option that is taken forward within the lifecycle of the strategy and beyond. As a key tenet of the work undertaken, education and communication are anticipated to feature strongly within the strategy review by stakeholders.

Food waste is also a significant feature emerging from the outcomes of the workshop activities and the evidence collected. This does however appear to emerge in two differing forms. Firstly, the prospect and importance of gaining a better understanding with regard to food waste and food regeneration and the opportunities to more effectively coordinate this at a city wide level and thus supporting those who rely on services such as food banks and other charitable organisations which coordinate the use of food resources for regeneration purposes as an example.

Secondly, is the significance of the discussions held within the workshop surrounding the concept of food waste collections and whether there is the enthusiasm for household/business food waste collections to be considered within Plymouth in some form, whether city wide or partial, and weekly collections or alternate. Of course it should be recognised that there are likely to be a range of considerations that will need to be reviewed in order to determine whether Plymouth is in a position to provide such a service to its communities and businesses.

A further topic of note which has emerged from the workshop is the subject of home/community composting schemes. A number of discussions from separate groups identified this as a consideration however, this was not identified as being as significant as the issues identified around education and communication and food waste. Similarly, seeking to increase the levels of recycling and the promotion of existing services for both commercial and households across Plymouth were identified as being important factors that may warrant further investigation.