

# **South Yorkshire Municipal Waste Strategy 2017-2021**

## **Foreword**

Our aim is to make South Yorkshire a thriving, prosperous and attractive place to live and work; driving future growth, jobs and success.

The four councils which make up South Yorkshire – Barnsley, Doncaster, Rotherham and Sheffield – are all working to the same goals to deliver high quality waste and recycling services for those who live, work, study, visit or conduct business within the region. Our aim is simple and challenging: by working together we intend to reduce, re-use, recycle and recover energy from 95% of South Yorkshire’s waste by 2021.

Improving and protecting the environment for future generations is a vital element of this vision. This is why first class waste and recycling services are critical. Barnsley, Doncaster and Rotherham have successfully worked together for more than 20 years. Expanding the partnership by working with Sheffield will enable us to take advantage of economies of scale and achieve efficiency savings.

A lot has been achieved already and we have been acknowledged as a beacon for best practice by others in the waste industry. An award-winning waste treatment plant turns leftover household waste from Barnsley, Doncaster and Rotherham into fuel. This is used at the Ferrybridge Multi-Fuel 1 facility which generates enough electricity to power 160,000 homes.

Sheffield with its own Energy Recover Facility (ERF) also has one of the UK’s largest and longest established District Energy Networks, providing heat and hot water to over 150 buildings, whilst also producing enough electricity for over 22,000 homes.

We want to do much more and we need to do it together with you, our residents and businesses. To meet this challenge we will do everything we can to help everyone in South Yorkshire do their bit.

We consulted with the public during 2016 on what our priorities should be for dealing with waste and recycling, and this strategy sets out how we will work together towards delivering our shared ambitions.

Insert pictures and signatures of The Mayor of Doncaster and the three Leaders.

## Our South Yorkshire Municipal Waste Strategy

Our new South Yorkshire Municipal Waste Strategy builds on initiatives already being delivered across the region by the four Councils. It also supports the region's overall aim to make South Yorkshire a thriving, prosperous and attractive place to live and work.

### **By working with you we intend to reduce, re-use, recycle and recover energy from 95% of South Yorkshire's waste by 2021**

We asked you to tell us what was most important to you so the strategy would reflect your views. The region has complex needs and this waste strategy sets out an ambitious approach to how we manage its waste in the future.

The table below summarises the South Yorkshire Municipal Waste Strategy delivery plan and the ambitions for the region. We will deliver the following:

- **Educate and inspire:** *The vision is to encourage and inspire children and adults across South Yorkshire to make less waste by reducing , re-using and recycling more*
- **A reliable service:** *Our vision is to work hard to deliver and maintain a dependable and reliable service to all our customers*
- **Work together:** *Our vision is that all four councils will work together more closely to deliver value for money services*
- **Utilising technology:** *Our vision is to continue exploring how waste technology can be used to improve recycling and waste services*
- **Influence decision making:** *Our vision is to be proactive to influence decision-making on waste at a European, national and local level, to drive investment into infrastructure within the South Yorkshire economy*

**Include a map of South Yorkshire**

<u>Strategic Priority 1 Educate and Inspire</u>			<u>Strategic Priority 2 A Reliable Service</u>			<u>Strategic Priority 3 Working together</u>			<u>Strategic Priority 4 Utilising technology</u>			<u>Strategic Priority 5 Influencing decision making</u>		
The vision is to encourage and inspire children and adults across South Yorkshire to make less waste by reducing , re-using and recycling more			Our vision is to work hard to deliver and maintain a dependable and reliable service to all our customers			Our vision is that all four councils will work together more closely to deliver value for money services			Our vision is to continue exploring how waste technology can be used to improve recycling and waste services			Our vision is to be proactive to influence decision-making on waste at a European, national and local level and to drive investment into infrastructure within South Yorkshire.		
Strategic Outcomes – what we want to achieve			Strategic Outcomes– what we want to achieve			Strategic Outcomes– what we want to achieve			Strategic Outcomes– what we want to achieve			Strategic Outcomes– what we want to achieve		
<ul style="list-style-type: none"> <li>· Inspire people to reduce the amount of waste they produce</li> <li>· Educate people to increase re-use levels</li> <li>· Empower people to increase recycling</li> <li>· Embed the waste hierarchy in our approach to managing South Yorkshire's waste</li> <li>· Preserve resources for future generations</li> <li>· Promote the responsible disposal of waste e.g. fly-tipping</li> </ul>			<ul style="list-style-type: none"> <li>· Maintain a scheduled collection rate above 99% across South Yorkshire</li> <li>· Everybody in South Yorkshire understands our shared responsibilities for managing waste</li> <li>· Deliver a more standardised service across South Yorkshire</li> </ul>			<ul style="list-style-type: none"> <li>· Create a strategic waste partnership across South Yorkshire by 2021</li> <li>· Deliver a best value waste service across South Yorkshire</li> <li>· Seek and share best practice and knowledge across the four councils</li> <li>· Engage with private and Third Sector partners to deliver value for money services</li> <li>· Increase the opportunities for businesses, including Small, Medium Enterprises (SMEs, to access our commercial services</li> </ul>			<ul style="list-style-type: none"> <li>· 24/7 online customer access to core waste services</li> <li>· Speed up communication between collection crews and customer services</li> <li>· Using technology to support staff, customers and road users and protect property</li> </ul>			<ul style="list-style-type: none"> <li>· Ensure South Yorkshire remains a strategic leader in waste management</li> <li>· Ensure that South Yorkshire's voice is heard at a regional and national level</li> <li>· Support industry recognised organisations by sharing best practice</li> </ul>		
Strategic Outputs– How will we achieve it?			Strategic Outputs– How will we achieve it?			Strategic Outputs– How will we achieve it?			Strategic Outputs– How will we achieve it?			Strategic Outputs– How will we achieve it?		
	Start	End		Start	End		Start	End		Start	End		Start	End
Increase recycling by 10kg per household by 2021	April 2017	March 2021	Implement, publish and promote South Yorkshire's Waste Customer Charter by December 2017	April 2017	December 2017	Develop and annually review a knowledge bank capturing local and national best practice by December 2017	April 2017	December 2017	Real time collection information available to customers online by December 2021	April 2019	December 2021	Lobby central government on emerging waste policies and legislation	April 2017	December 2021
Reduce household waste by 2kg per household each year – year on year until 2021	April 2017	December 2021	Have a plan for how South Yorkshire can deliver a standardised service including materials, containers and collection frequency by December 2017	April 2017	December 2018	South Yorkshire Councils will sign up to a way of working together MoU (Memorandum of Understanding) by December 2017	April 2017	December 2017	On-going installation of GPS tracking, state-of-the-art camera systems and in-cab technology 100% all new and replacement collection vehicles	April 2017	December 2021	Seek to secure £5 million of external funding and investment for South Yorkshire by 2021 for use in infrastructure projects, e.g. Household Waste Recycling Centres	April 2017	December 2021
Deliver a targeted reduce, re-use, recycle campaign to at least 100,000 households across South Yorkshire each year	April 2018	December 2021	Produce and make available a commercial waste guide for businesses across South Yorkshire by March 2018	April 2017	March 2018	Deliver and implement a joint commercial plan which will save the Councils £2 million by December 2021	April 2017	December 2021	Invest in resources to drive improved use of new and existing technology for both staff and customers e.g. more online support	April 2018	December 2021	Provide resources for continuing professional development for industry-recognised bodies	April 2017	December 2021
Make available waste education resources for all Key Stage 2 and Key Stage 3 children in South Yorkshire by March 2018	April 2017	March 2018	Look at the possibility of a shared waste asset and resource plan by April 2018 to maintain a reliable and user friendly service for residents	April 2017	April 2018	Develop a joint calendar of events annually to ensure the best coverage of emerging best practice and developments in the sector with the least cost	April 2017	March 2021						
All of our actions, practices, policies and communications will be reviewed and written to uphold the principles of the waste hierarchy by December 2019	April 2017	December 2019				Support an additional 300 Small, Medium Enterprises across South Yorkshire to access appropriate and cost effective waste services by December 2021	April 2017	December 2021						

Table 1: South Yorkshire Municipal Waste Strategy strategic priorities

## 1. Why does South Yorkshire need a municipal waste strategy?

Barnsley, Doncaster, Rotherham and Sheffield are all unitary authorities which means they are responsible for all local government functions within their area. This includes the collection and disposal of household waste. A number of the Councils also offer an in house waste collection services to businesses. These services are essential in supporting healthy and attractive environments for us to live and work in. We want to work together to build a strong economy, a skilled workforce and attract infrastructure capital to the region.

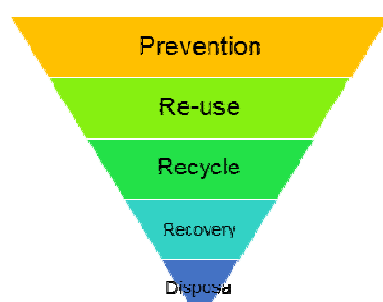
An important element in supporting the growth of the economy, housing developments and businesses will be waste collection and disposal.

### Why waste matters

We all encounter waste on a daily basis. Everything we do produces waste, from our homes to businesses and where we shop. Waste presents both challenges and opportunities which we all need to consider. The South Yorkshire Municipal Waste Strategy sets out a framework for managing the waste the councils have a duty to collect, including waste from households and those businesses, offices and schools we provide services to.

### Waste prevention through the waste hierarchy

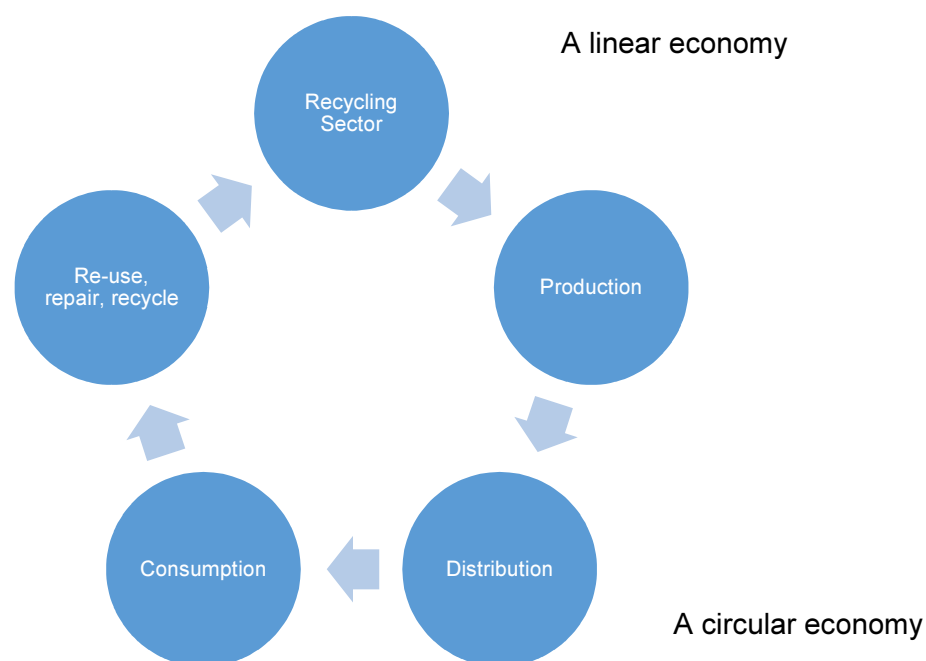
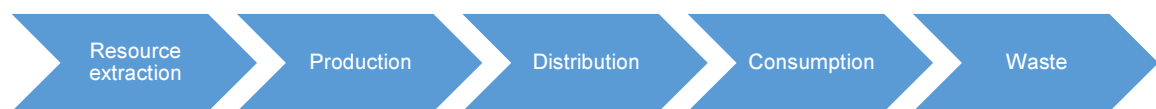
The waste hierarchy drives how we view, treat and dispose of waste. The hierarchy gives top priority to the prevention of waste followed by re-use, recycling, recovery (including energy recovery) and lastly disposal.



Focusing towards the top of the waste hierarchy not only limits the impact of waste on our climate and environment, but also saves money for local government and business, and creates new opportunities for our regional economy to grow. Through education we shall engage with communities to help reduce, re-use, recycle and compost as much as possible.

**Understanding the role of waste in our economy**

As we aim to move further up the hierarchy, the circular economy will be a driving force. Supported by industry experts and governments, the core vision of a circular economy is to shift from the traditional linear economy (make, use, dispose) to an economy in which resources are used for as long as possible – extracting the maximum value from resources whilst in use, then recovering and regenerating products and materials at the end of service life.



The move to a circular economy could present new opportunities for South Yorkshire. These include the growth and resilience of our economy, new job opportunities, and reducing waste through improved productivity and business design, which in turn addresses emerging issues of resource security and scarcity.

### **Protecting our communities through legislation**

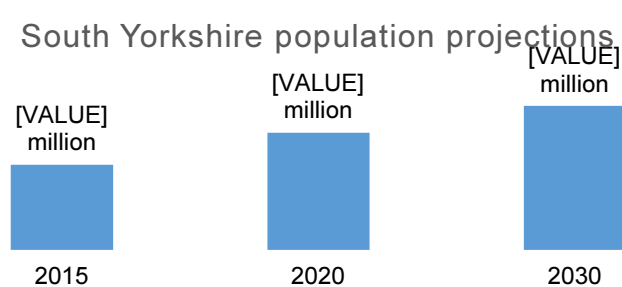
Our responsibilities for dealing with waste are governed by extensive legislation and regulation. Over the decades significant legislation such as the Environmental Protection Act 1990, the EU Waste Framework Directive 2008 and The Waste (England and Wales) (Amendment) Regulations 2012 have helped define how waste should be collected, handled and disposed of. In turn, this has helped generate waste reduction milestones, identify and minimise the risks that unregulated waste can pose to human and animal health (e.g. spread of foot and mouth), and protect the natural environment (e.g. land and water contamination) and the economy (e.g. the cost of food waste).

### **Protecting our communities from the irresponsible disposal of waste**

The illegal disposal of waste has a big impact on our environment and public and animal health. The most common forms of uncontrolled waste disposal are dog fouling and fly-tipping. Fly-tipping is the illegal dumping of waste on land and ranges from 'black bag' waste to large items such as construction material, tyres, industrial waste and white goods (fridges, washing machines). The South Yorkshire Municipal Waste Strategy will help promote the responsible disposal of waste in our region and help reduce the millions of tax payers' money spent on cleaning up illegal waste.<sup>1</sup>

### **Understanding our population now and in the future**

South Yorkshire is home to an estimated 1.35 million people and we currently collect 15 million black and grey bins from more than 598,000 households each year, totalling more than 423,000 tonnes of household waste (based on 2016/17 figures). Following the national trend, our regional population is projected to increase bringing with it opportunities for new growth. Our waste service must be capable of meeting this growth in housing developments and associated planning, health and education services.



We need to continue to find ways to work together with partners to ensure a reliable and customer focused approach to meet the requirements of the population.

### **Protecting future generations**

To ensure that future generations are able to meet their needs it is important to pursue sustainable practices now. One way this can be achieved is through the initial prevention of waste, by re-using and recycling to extract the maximum value from resources in line with the concepts of the waste hierarchy and the circular economy. These sustainable practices reduce our need to extract limited natural raw materials (e.g. oil for plastics) which is financially and environmentally costly.

<sup>1</sup> See the Litter Strategy for England at <https://www.gov.uk/government/publications/litter-strategy-for-england>

## 2. Delivering the strategy

Your views are important and they continue to be instrumental in developing the new South Yorkshire Municipal Waste Strategy.

During June and July 2016 we invited people living or working in the region to take part in the strategy consultation. Over a thousand people participated in the survey, with 89% of responses coming from local residents. The vast majority of participants strongly agreed with each of the priorities and Barnsley, Doncaster, Rotherham and Sheffield ranked the priorities in the same order of importance:

- Strategic Priority 1: Educate and inspire
- Strategic Priority 2: Deliver a reliable service
- Strategic Priority 3: Work together
- Strategic Priority 4: Utilise technology
- Strategic Priority 5: Influence decision making

We have taken your views on board and have outlined our ambitions for South Yorkshire over the next five years, including the actions we will take first and issues we will address over the longer term which can be seen in Table 1.

Our ambitions to reduce, re-use and recycle waste across South Yorkshire will be challenging but we know that it can be achieved if we work together.

## Strategic Priority 1: Educate and Inspire

*The vision is to encourage and inspire children and adults across South Yorkshire to make less waste by reducing, re-using and recycling more*

South Yorkshire councils are committed to providing accessible information for all residents and local businesses in order to educate and inspire positive actions across the region.

Resources will be aimed at supporting people to make economical and sustainable choices. This could range from what materials can be recycled, to guidance on waste regulations and compliance for businesses.

We will deliver education in various ways including participating in national recycling schemes, running regional campaigns and targeting information at key specific groups.

To ensure that the information we deliver is always current we shall work together to share best practice, skills and resources.

### Outcomes – What we want to achieve

- Inspire people to reduce waste
- Educate people to increase re-use levels
- Empower people to increase recycling
- Embed the waste hierarchy in our approach to managing South Yorkshire's waste
- Preserve resources for future generations
- Promote the responsible disposal of waste, e.g. fly-tipping

### Outputs – How will we achieve it?

- Increase recycling by 10kg per household by 2021
- Reduce household waste by 2kg per household each year – year on year until 2021
- Deliver a targeted reduce, re-use, recycle campaign to at least 100,000 households across South Yorkshire each year
- Make available waste education resources for all Key Stage 2 and Key Stage 3 children in South Yorkshire by March 2018
- All our actions, practices, policies and communications will be reviewed and written to uphold the principles of the waste hierarchy by December 2019

### Key performance Indicators – How we will measure our performance

- Monitor how many people visit the waste education resources pages of the BDR and South Yorkshire Councils' websites
- Compare recycling figures annually to track performance
- Engage with residents and businesses at campaign events
- Monitor and report fly-tipping incidents



## Strategic Priority 2: **A Reliable Service**

*Our vision is to work hard to deliver and maintain a dependable and reliable service to all our customers*

A reliable service is important to us all – from ensuring bins are collected on their scheduled date to planning our service requirements appropriately and within budget.

To achieve this, we believe that everybody in South Yorkshire has a shared responsibility to manage waste. This is why we are going to produce a South Yorkshire Waste Customer Charter by the end of 2017.

We are also going to increase the opportunities for businesses to access our commercial services. In doing so we hope to assist more businesses to understand their waste responsibilities. We believe this assistance could help reduce the illegal disposal of waste (e.g. fly-tipping) that pollutes our environment.

Looking to the future, we understand that another way we can deliver a reliable service is through the standardisation of our services. This could include what we collect from our kerbside recycling schemes and our Household Waste Recycling Centres.

### **Outcomes – What we want to achieve**

- Maintain a scheduled collection rate above 99% across South Yorkshire
- Everybody in South Yorkshire understands our shared responsibilities for managing waste
- Deliver a more standardised service across South Yorkshire

Strategic Priority 3: **Working Together**

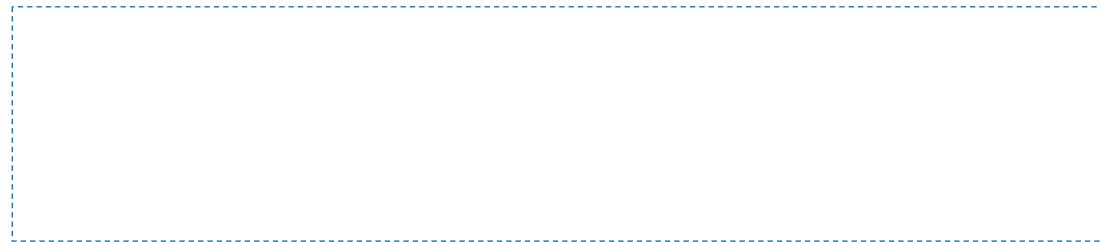
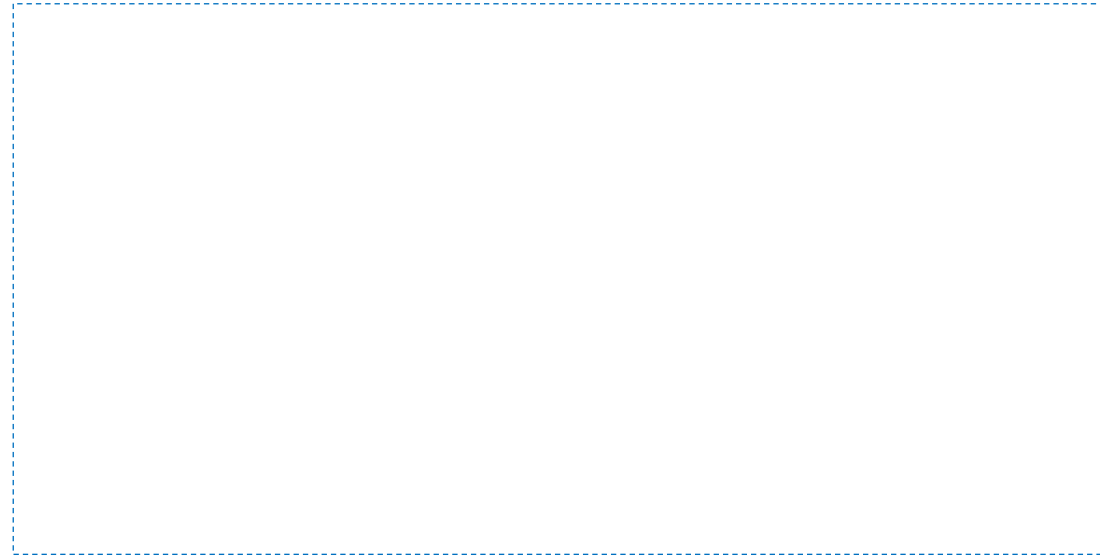
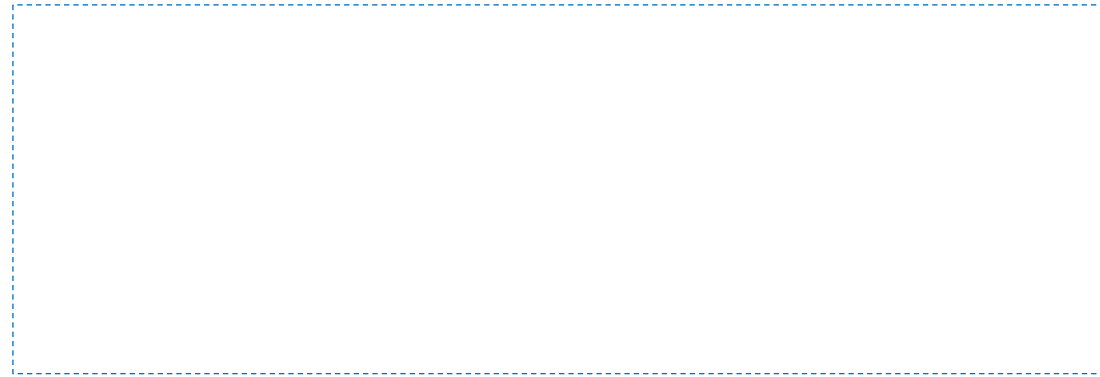
*Our vision is that the four councils will work together more closely to deliver value for money services*

We have identified that by working together we can achieve more. This approach has become even more important as councils strive to maintain services in the face of budget cuts from central government.

The South Yorkshire Municipal Waste Strategy 2017-2021 is the one step towards creating a formal waste partnership for South Yorkshire. By the end of 2021 we envisage that through working together we will be able to identify a significant decrease in our overall waste production.

We will also support our partners in the private and third sectors to process waste using the principles of the waste hierarchy.

Over the next five years we anticipate that working together will present greater economic savings. We also believe that our combined partnership will encourage investment opportunities from within and outside the region.



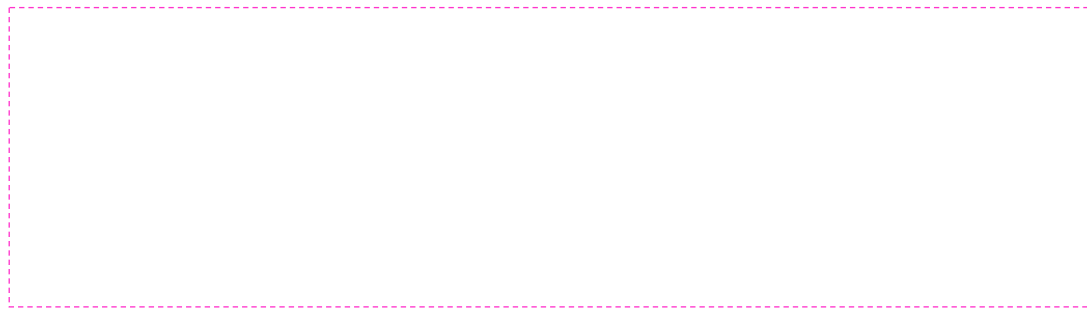
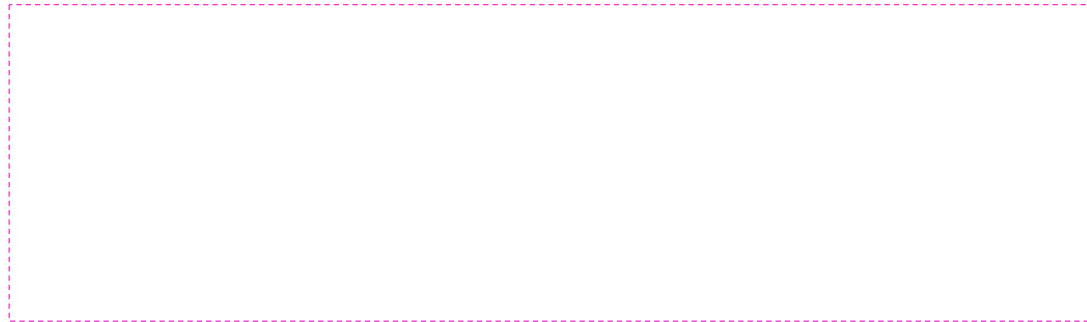
Strategic Priority 4: **Utilising Technology**

*Our vision is to continue exploring how waste technology can be used to improve recycling and waste services*

How we receive and look for information is changing. As a result, the councils will explore how technology can be used to improve our services, for example, how we receive and communicate information.

We will strengthen the link between our customer services and collection crews in order to deliver real time information to customers by 2021. We will do this by continuing to install GPS tracking systems and in-cab technologies to assist staff and inform residents.

Residents and business will be able to access core waste services online on days and times convenient to them. Through investment in new and existing technology we shall support residents and businesses.



Strategic Priority 5: **Influencing Decision Making**

*Our vision is to be proactive to influence decision-making on waste at European, national and local level, to drive investment into infrastructure within the South Yorkshire economy*

We wish to maintain our leadership as an advocate and frontrunner of innovation in waste management in order to drive investment into our region, bringing new opportunities and jobs.

We shall therefore work to ensure that our voices remain heard at a regional and national level.

By 2021 we aim to have secured external funding for use in developing public resources such as Household Waste Recycling Centres.

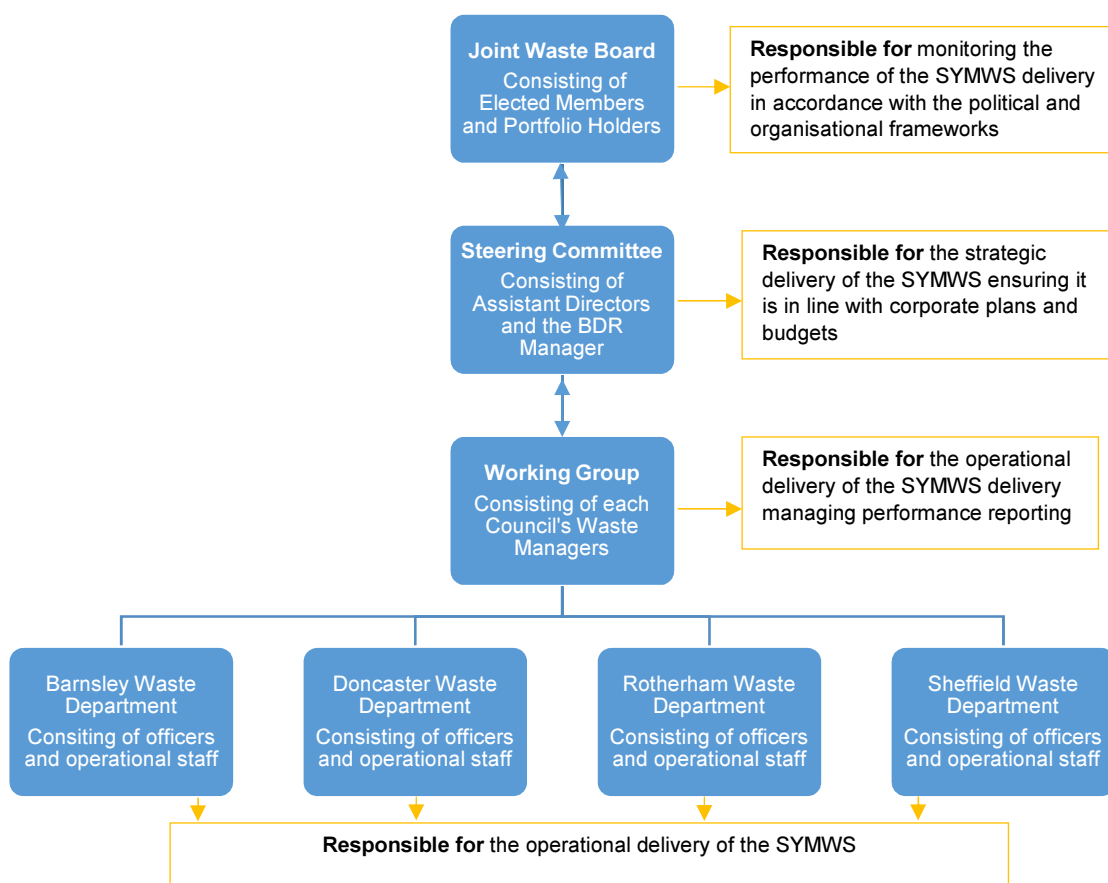
### 3. How will we make it happen?

Good governance and transparency are essential to the Councils' approach to improving public services. Local Councils are responsible for ensuring that the services they provide are conducted within the law and to proper standards. This ensures that public money is correctly accounted for and is used economically, efficiently and effectively.

To deliver these overarching principles the South Yorkshire Municipal Waste Strategy will be subject to performance monitoring and review. The monitoring will be conducted each year to measure the strategy's performance in delivering the joint outcomes and outputs (see Table 1) and each Council's individual action plans.

Monitoring our performance ensures all staff and councillors understand how their individual contributions are critical in guaranteeing an effective waste management service, continuous improvement and value for money for residents of Barnsley, Doncaster, Rotherham and Sheffield.

The flow chart below shows the governance behind the South Yorkshire Municipal Waste Strategy 2017-2021 (SYMWS) and its delivery, performance and review. The purpose of this structure is to ensure effective delivery and performance of the strategy.



The above governance structure only applies to the delivery of the South Yorkshire Municipal Waste Strategy. Each Council reserves the right to make decisions regarding changes to service delivery and will do so following their own individual Council procedures.

## Contact us

If you need help understanding this document or require it in another language or format please contact;

**Contact:** BDR Team  
**Email:** SYMWS@rotherham.gov.uk  
**Barnsley:** 01226 770770  
**Doncaster:** 01302 341628  
**Rotherham:** 01709 336003  
**Sheffield:** 0114 2734 567

Riverside House  
 Main Street  
 Rotherham  
 S60 1AE

Version 17

**Authorship**

Rowena Machon MSc - Graduate Waste Strategy Assistant

**Acknowledgments**

Abigail Cox – Community Education Liaison Officer

Alistair Black - Waste Strategy Officer

Beth Baxter – BDR Manager

Eileen Brooks - Communication Specialist

Lee Richardson - Waste and Recycling Manager

Lynn Wigglesworth - Waste and Recycling Education Officer

Matt Bell - Head of Commercial and Support Services

Paul Hutchinson – RMBC Waste Officer

Russell Flint - BDR Contract Compliance Officer