

# 1.0 Cheltenham Borough & Cotswold District Council's Waste Action Plans

## Revision 4 - 2012

This Action Plan sets out the key waste management actions this council will undertake in implementing Gloucestershire's JMWMS. It is intended that this Action Plan is a 'living' document, that it will be regularly referred to, and that it will be subject to formal review annually. The first formal review of the original JMWMS action plan took place early 2009, with this being the fourth formal review of the action plan.

The actions are presented in tables under four main headings: Changing Behaviour; Waste Prevention; Collection Systems and Other. This format was adopted for the purposes of simplicity and clarity, and reflects the JMWMS high level action plan. It should however be noted that a number of actions will cut across these headings and will be interactive and synergistic with one another.

*During 2012 Cheltenham Borough and Cotswold District Council's will be joining their waste collection, street cleansing and grounds maintenance functions in a newly formed, equally owned local authority company, named Ubico Ltd. The services provided by the company for each authority will not be aligned and there is no immediate plan to bring them together however, in order to further demonstrate both Councils commitment to partnership working, it was deemed appropriate to collate all planned actions, which will contribute to achieving the strategic aims of the JMWMS in one high level action plan for both authorities.*

### Changing Behaviour

| Ref | Initiative                           | Key Actions  | Responsibility                               | Target Dates | Indicators  |
|-----|--------------------------------------|--|--|--------------|---|
| 1   | Recycle for Gloucestershire Campaign | <ul style="list-style-type: none"> <li>Continue to support Recycle for Gloucestershire website</li> <li>Vehicle Livery to support recycle for Gloucestershire</li> <li>Undertake Community Events/Road-shows</li> <li>Maintain CBC &amp; CDC websites</li> </ul> | CBC/CDC<br><br>CDC<br><br>CDC<br><br>CBC/CDC | Ongoing      | Number of website hits<br><br>Number of events held/ campaigns undertaken |

|   |                                       |  |               |                            |   |
|---|---------------------------------------|--|---------------|----------------------------|---|
| 2 | Schools programme                     | <ul style="list-style-type: none"> <li>Support County Council work with schools by signposting relevant information about education programme</li> </ul>   | CBC/ CDC/ GCC | Ongoing                    | Number of Schools signing up to 'recycle for Gloucestershire schools challenge' |
| 3 | Communications in support of services | <ul style="list-style-type: none"> <li>Provide communications in support of any extension of services provided to Cheltenham &amp; Cotswold residents</li> </ul>   | CBC/CDC       | Before any service changes | Awareness of services among public  |
|   |                                       | <ul style="list-style-type: none"> <li>Develop and produce targeted marketing to communicate the re-use, reduce and recycling message.</li> </ul>  | CBC/CDC/GCC   | As required                |   |
| 4 | Communicate on new technologies       | <ul style="list-style-type: none"> <li>Ensure communications issued are consistent with County Residual Waste Project</li> </ul>   | CBC/CDC       | Ongoing                    | No inconsistent messages delivered  |
| 5 | Market Research                       | <ul style="list-style-type: none"> <li>Ensure research is coordinated with GWP, e.g. through telephone surveys and other shared research</li> </ul>  | CBC/CDC/GCC   | Ongoing as appropriate     | Analysis and action on feedback received  |
| 6 | Getting Own House in Order            | <ul style="list-style-type: none"> <li>Continue to recycle a range of materials, wherever possible, from council sites and explore new avenues for waste minimisation and recycling.</li> </ul>  | CBC/CDC       | Ongoing                    | Quantity of materials collected and parks/ gardens waste composted              |
|   |                                       | <ul style="list-style-type: none"> <li>Develop and implement procurement and contract specifications that will increase waste prevention, re-use and recycling where this has not already been done</li> </ul>   |               | Ongoing                    | Contracts and specifications in place   |
|   |                                       | <ul style="list-style-type: none"> <li>Promote waste prevention in house</li> <li>Lead by example in the community</li> <li>Share good practice within GWP</li> </ul>  | CDC           | Ongoing                    | Quantity of waste produced  |
|   |                                       | <ul style="list-style-type: none"> <li>Green Champions to set common internal environmental standards for in-house waste related activities</li> <li>Green Champion network has been established to help the Council achieve 25% carbon emissions</li> </ul> |               | Ongoing                    | Standards agreed<br><br>Level of carbon emissions reduction                     |

|   |                                      |  |                        |         |  |
|---|--------------------------------------|--|------------------------|---------|--|
|   |                                      | reduction by 2015, and to help promote recycling, water efficiency and sustainable transport throughout the Council  |                        | Ongoing |  |
| 7 | Supermarkets                         | <ul style="list-style-type: none"> <li>Support County Council and GWP in working with supermarkets on waste minimisation and re-use</li> </ul>   | CBC/CDC/<br>GWP/County | Ongoing | Number of initiatives supported                  |
| 8 | Waste Champions & Interested Parties | <ul style="list-style-type: none"> <li>To promote waste reduction, re-use, recycling and composting and encourage environmentally sound actions amongst their friends &amp; neighbours.</li> </ul> | CBC/ CDC               | Ongoing | No. of Champions registered                      |
| 9 | Recycling Centre                     | <ul style="list-style-type: none"> <li>Continue provision of recycling centre &amp; bring banks to look to improve the recycling rate achieved at the site</li> </ul>                              | CBC/ CDC               | Ongoing | Annual improvement in recycling rate (up to 85%) |

## 1.1 Waste Prevention

| Ref | Initiative           | Key Actions  | Responsibility                       | Target Dates           | Indicators  |
|-----|----------------------|--|--------------------------------------|------------------------|---|
| 1   | Home composting      | <ul style="list-style-type: none"> <li>Continue to promote benefits of home composting</li> <li>Co-ordinate home composting</li> <li>Home Composting livery on vehicles (CDC)</li> </ul> | County/CBC/CDC<br><br>County/CBC/CDC | Ongoing<br><br>Ongoing | Number of bins provided to CBC residents annually                     |
| 2   | Community composting | <ul style="list-style-type: none"> <li>Signpost relevant information from GCC to interested parties</li> </ul>   | CBC/CDC                              | Ongoing                | Number of new schemes   |
| 3   | SMART shopping       | <ul style="list-style-type: none"> <li>Promote SMART shopping through links to RFG website.</li> </ul>   | CBC/CDC                              | Ongoing                |   |
| 4   | Junk Mail            | <ul style="list-style-type: none"> <li>Continue promotions of the MPS via council's websites and leaflets</li> </ul>   | CBC/CDC                              | Ongoing                | Number of householders registered with the Mailing Preference Service |
| 5   | Reusable nappies     | <ul style="list-style-type: none"> <li>Continue to provide information and advice on real nappies through the council's websites &amp; RFG</li> </ul>                                    | CBC/CDC                              | Ongoing                | Number of families using real nappies                                 |

|   |                        |   |         |         |   |
|---|------------------------|---|---------|---------|---|
|   |                        | website.  |         |         | & uptake of vouchers                              |
| 6 | Bulky Waste Collection | <ul style="list-style-type: none"> <li>Continue to offer bulky waste collections</li> </ul> | CBC/CDC | Ongoing | Furniture tonnage re-used & WEEE tonnage recycled |

## 1.2 Collection Systems

| Ref | Initiative                              | Key Actions   | Responsibility  | Target Dates                                      | Indicators  |
|-----|---|---|-----------------|---|---|
| 1   | Waste, Organic & Recycling collections  | <ul style="list-style-type: none"> <li>Continue to look at ways to optimise the collection rounds.</li> <li>Explore ways of delivering service efficiency and cost reduction.</li> <li>Continue to share experience gained with other authorities.</li> <li>Target low performing areas and work to increase capture rates and participation.</li> <li>Implement mixed-rigid plastic collections (CDC)</li> </ul> | CBC/CDC         | Ongoing   | Tonnage of materials collected and recycling rates achieved |
| 2   | Hazardous materials collections         | <ul style="list-style-type: none"> <li>Continue to provide battery recycling options at Swindon Road Recycling Centre and council offices.</li> </ul>   | CBC/CDC         | 2012/13   | Kg of batteries recycled.                                   |
| 3   | Bring bank recycling                    | <ul style="list-style-type: none"> <li>Ensure bring bank provision complements kerbside collection systems. Provide bring banks for materials not collected at the kerbside where possible</li> </ul>   | CBC/CDC         | Ongoing   | Range of materials collected                                |
| 4   | Explore moving towards common standards | <ul style="list-style-type: none"> <li>Investigate benefits from closer joint working in procurement of collection systems (e.g. phasing of rollouts, procurement of containers &amp; vehicles, harmonisation of promotional literature etc)</li> <li>Work towards harmonisation of collection policies (e.g. side waste, closed bin lid)</li> </ul>  | CBC/CDC/GCC/GWP | To align with collection system roll outs/changes | Number of joint initiatives undertaken                      |

|   |  |   |         |         |  |
|---|--|---|---------|---------|--|
|   |  |   |         |         |  |
| 5 | Near entry recycling for flats & HMO's | <ul style="list-style-type: none"> <li>• Work with landlords/property management companies and residents to ensure adequate provision of refuse, recycling &amp; food receptacles to allow full participation in the services provided.</li> <li>• Once adequate provision is in place work with landlords/property management companies to encourage full participation and proper use of services and receptacles.</li> </ul> | CBC/CDC | 2012/13 | <p>Number of landlords/residents worked with.</p> <p>Campaigns delivered</p> |
| 6 | Commercial                             | <ul style="list-style-type: none"> <li>• Explore options to increase the range of materials collected for recycling (CBC)</li> <li>• Explore options to introduce commercial waste and recycling collections in CDC</li> </ul>  | CBC/CDC | 2012/13 | Recycle 20% of commercial waste collected                                    |

### 1.3 Other

| Ref | Initiative                            | Key Actions   | Responsibility                                   | Target Dates           | Indicators                             |
|-----|---------------------------------------|---|--|------------------------|--|
| 1   | Monitoring and review of action plans | <ul style="list-style-type: none"> <li>• Agree monitoring and review criteria with GWP</li> <li>• Review and update action plan</li> </ul>  | CBC/ CDC/ GWP                                    | 2012/13<br>Annually    | Criteria agreed<br>Action plan updated |
| 2   | Working in partnership                | <ul style="list-style-type: none"> <li>• Continue to look for future partnership working to aid the delivery of the Councils' waste services more cost effectively and support the aims of GWP and the JMWMS.</li> <li>• Play an active part in joint working at the county level through the GWP.</li> <li>• Share lessons from introduction of new services/trials and develop a process to enable this to be done at authorities executive and member level as well as officer level.</li> </ul> | CBC/ CDC/ GWP<br><br>CBC/CDC /GWP/County Council | Ongoing<br><br>ongoing |  |

|   |                                     |   |                 |         |   |
|---|-------------------------------------|---|-----------------|---------|---|
| 3 | Securing sustainable funding        | <ul style="list-style-type: none"> <li>• Explore &amp; maximise opportunities for sourcing external funding</li> <li>• Where appropriate, coordinate funding opportunities and applications through GWP or GCC as appropriate.</li> </ul> | CBC / CDC/ GWP  | Ongoing | External funding awarded                |
| 4 | Clinical Sharps Collection          | <ul style="list-style-type: none"> <li>• Continue to participate in County Wide collection of clinical sharps.</li> </ul>   | CBC/CDC         | Ongoing | Sharps collected via county scheme      |
| 5 | Lobby private sector and Government | <ul style="list-style-type: none"> <li>• Work with GWP to provide support to members to facilitate lobbying on key waste issues including waste prevention, powers, funding, packaging etc</li> </ul>                                     | CBC / CDC / GWP | Ongoing | Number of lobbying campaigns undertaken |