

# 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 Recovery 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 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.

# 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.

This document 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

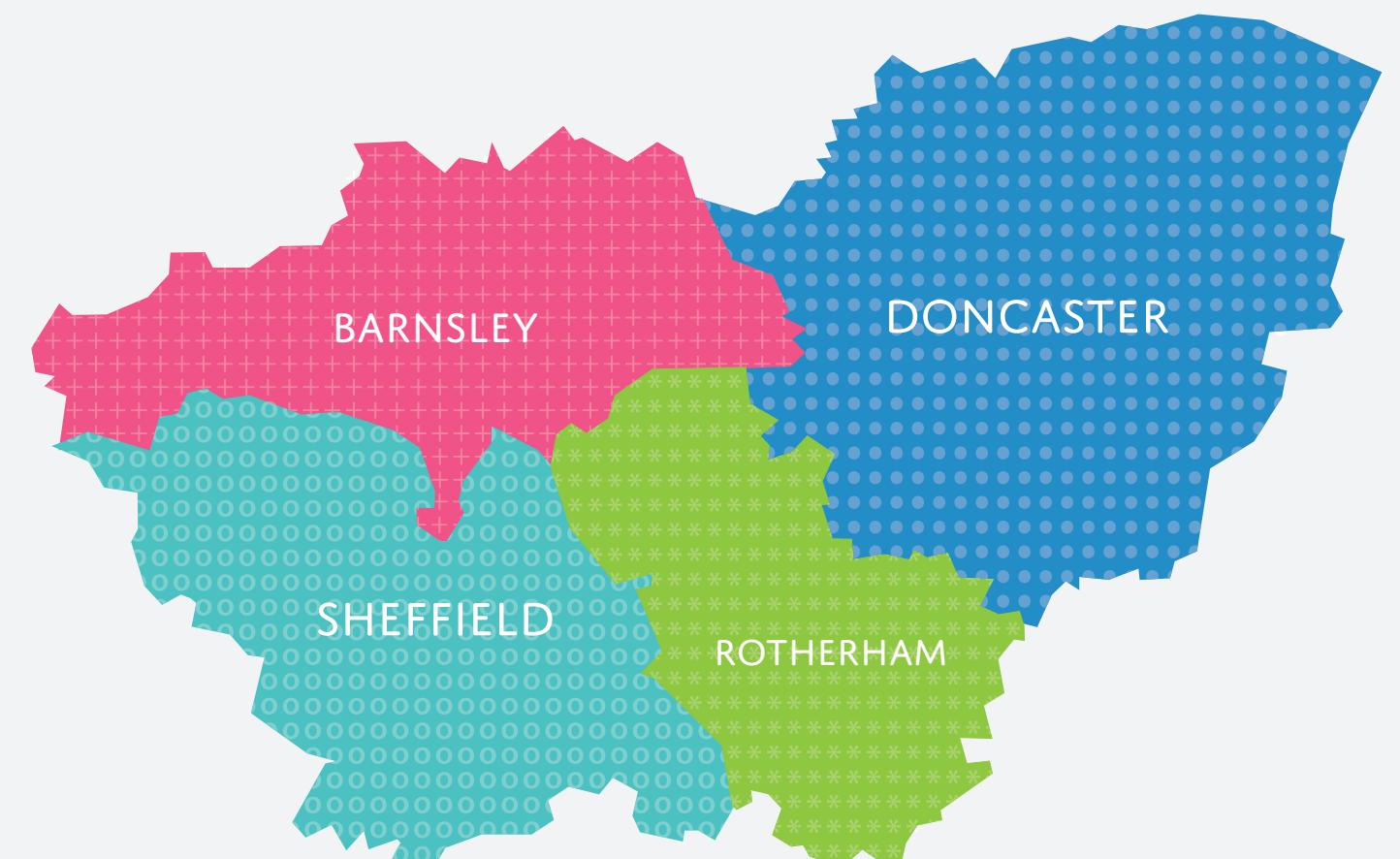
Our vision is that all four councils will work together more closely to deliver value for money services

## 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



### 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

Strategic Outcomes – what we want to achieve	Strategic Outputs – How will we achieve it?		
		Start	End
<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. no fly-tipping</li> </ul>	Increase recycling by 10kg per household by 2021	April 2018	March 2021
	Reduce household waste by 2kg per household each year – year on year until 2021	April 2018	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
	Make available waste education resources for all Key Stage 2 and Key Stage 3 children in South Yorkshire by October 2018	April 2018	October 2018
	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 2018	December 2019

### 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

Strategic Outcomes – what we want to achieve	Strategic Outputs – How will we achieve it?		
		Start	End
<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>	Implement, publish and promote South Yorkshire's Waste Customer Charter by December 2018	April 2018	December 2018
	Have a plan for how South Yorkshire can deliver a standardised service including materials, containers and collection frequency by December 2019	April 2018	December 2019
	Produce and make available a commercial waste guide for businesses across South Yorkshire by March 2019	April 2018	March 2019
	Look at the possibility of a shared waste asset and resource plan by April 2019 to maintain a reliable and user friendly service for residents	April 2018	April 2019

### Strategic Priority 3 Working together

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

Strategic Outcomes – what we want to achieve	Strategic Outputs – How will we achieve it?		
		Start	End
<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 (SME's) to access our commercial services</li> </ul>	Develop and annually review a knowledge bank capturing local and national best practice by December 2018	April 2018	December 2018
	South Yorkshire Councils will sign up to a way of working together Memorandum of Understanding (MoU) by May 2018	April 2018	May 2018
	Deliver and implement a joint commercial plan which will save the Councils £2 million by December 2021	April 2018	December 2021
	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 2018	March 2021
	Support an additional 300 Small, Medium Enterprises (SME's) across South Yorkshire to access appropriate and cost effective waste services by December 2021	April 2018	December 2021

### Strategic Priority 4 Utilising technology

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

Strategic Outcomes – what we want to achieve	Strategic Outputs – How will we achieve it?		
		Start	End
<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>	Real time collection information available to customers online by December 2021	April 2018	December 2021
	On-going installation of GPS tracking, state-of-the-art camera systems and in-cab technology in 100% of all new and replacement collection vehicles	April 2018	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	March 2021

### Strategic Priority 5 Influencing decision making

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 Outputs – How will we achieve it?		
		Start	End
<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>	Lobby central government on emerging waste policies and legislation	April 2018	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 2018	December 2021
	Provide resources for continuing professional development for industry - recognised bodies	April 2018	December 2021

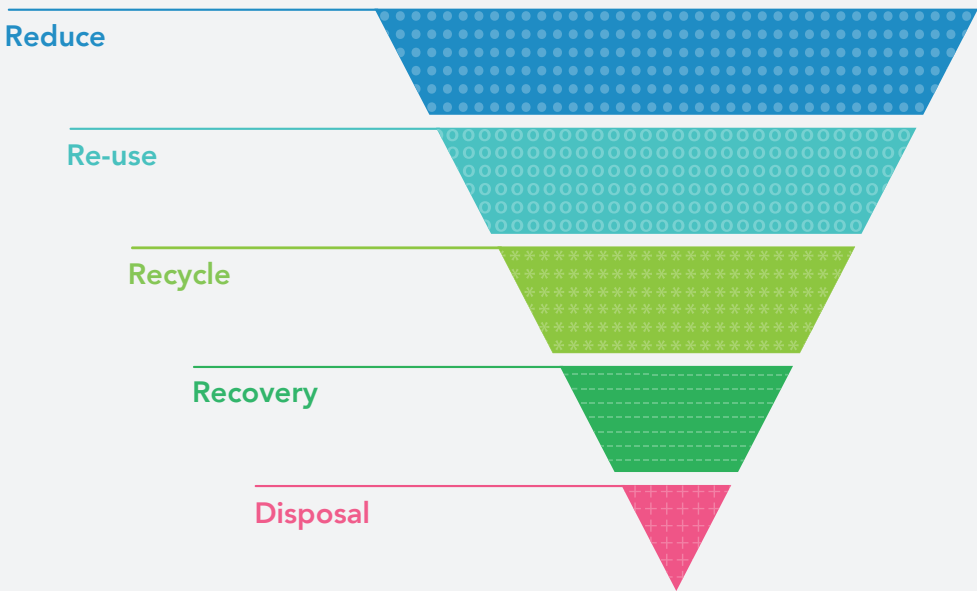
# WHY DOES SOUTH YORKSHIRE NEED A MUNICIPAL WASTE STRATEGY?

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 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 reduction of waste followed by re-use, recycling, recovery (including energy recovery) and lastly disposal.

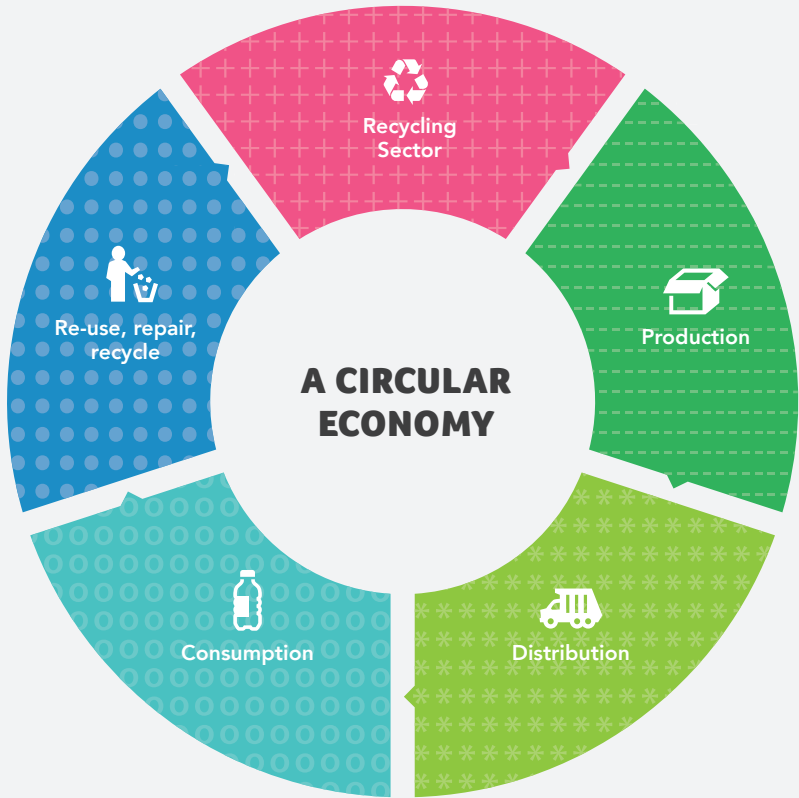
Focusing towards the top of the waste hierarchy not only limits the impact of waste on our climate and environment, but also saves money for local government and business, and creates new opportunities for our regional economy to grow. Through education we shall engage with communities to help reduce,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

## A LINEAR ECONOMY





### 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

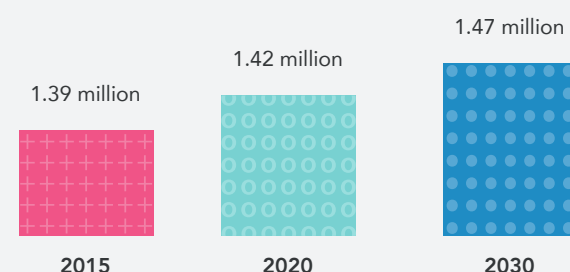
The illegal disposal of waste has a big impact on our environment and public and animal health. The most common forms of uncontrolled waste disposal are dog fouling and fly-tipping. Fly-tipping is the illegal dumping of waste on land and ranges from 'black bag' waste to large items such as construction 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 1.39 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.

#### SOUTH YORKSHIRE POPULATION PROJECTIONS



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 reduction 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.

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 the table on pages 6 and 7.

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 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. no 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 October 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 2018.

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



Outputs – How will we achieve it?

- Implement, publish and promote South Yorkshire’s Waste Customer Charter by December 2018
- By December 2019 we will have a plan for how South Yorkshire can deliver a standardised service including materials, containers and collection frequency
- Produce and make available a commercial waste guide for businesses across South Yorkshire by March 2019
- Look at the possibility of a shared waste asset and resource plan by April 2019 to maintain a reliable and user friendly service for residents

Key performance Indicators – How we will measure our performance

- Number of bins collected (as a percentage)
- Record and monitor complaints and compliments from residents
- Record number of vehicle breakdowns
- Increase participation



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 a 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.



Outputs – How will we achieve it?

- Develop and annually review a knowledge bank capturing local and national best practice by December 2018
- Signing up to a way of working together (Memorandum of Understanding) by May 2018
- Deliver and implement a joint commercial plan which will save the Councils £2 million by December 2021
- Develop a joint calendar of events, annually to ensure the best coverage of emerging best practice and developments in the sector for the least cost
- Support an additional 300 SMEs across South Yorkshire to access appropriate and cost effective waste services by December 2021

Outcomes - What we want to achieve

- Create a strategic waste partnership across South Yorkshire by 2021
- Deliver a best value waste service across South Yorkshire
- Seek and share best practice and knowledge across the four councils
- Engage with private and third sector partners to deliver value for money services
- Increase the opportunities for businesses, including Small, Medium Enterprises (SMEs), to access our commercial services

Key performance Indicators – How we will measure our performance

- Monitoring our cost for household for collection and disposal
- Monitoring our cost per household for residual waste arisings
- We aim to assist 60 businesses each year

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.



Outputs – How will we achieve it?

- Real time collection information available to customers online by December 2021
- On-going installation of GPS tracking, state-of-the-art camera systems and in-cab technology in 100% of new and replacement collection vehicles
- Invest in resources to drive improved use of new and existing technology for both staff and customers, e.g. more online support

Outcomes - What we want to achieve

- 24/7 online customer access to core waste services
- Speed up communication between collection crews and customer services
- Use technology to support staff, customers, road users and protect property

Key performance Indicators – How we will measure our performance

- Monitor the number of customers accessing services online
- Use technology to monitor contracts
- Monitor customer enquiries in accordance with council response times



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.

**Outcomes - What we want to achieve**

- Ensure South Yorkshire remains a strategic leader in waste management
- Ensure that the South Yorkshire voice is heard at a regional and national level
- Support industry recognised organisations by sharing best practice

**Outputs – How will we achieve it?**

- Lobby central government on emerging waste policies and legislation
- 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
- Provide resources for continuing professional development for industry recognised bodies

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

- Monitor staff in relation to achieving professional qualifications that will support our waste management services
- Monitor and review the number of Continuous Professional Development events attended by staff
- Monitor and review attendance at and contribution to public sector events





# 3. HOW WILL WE MAKE IT HAPPEN?

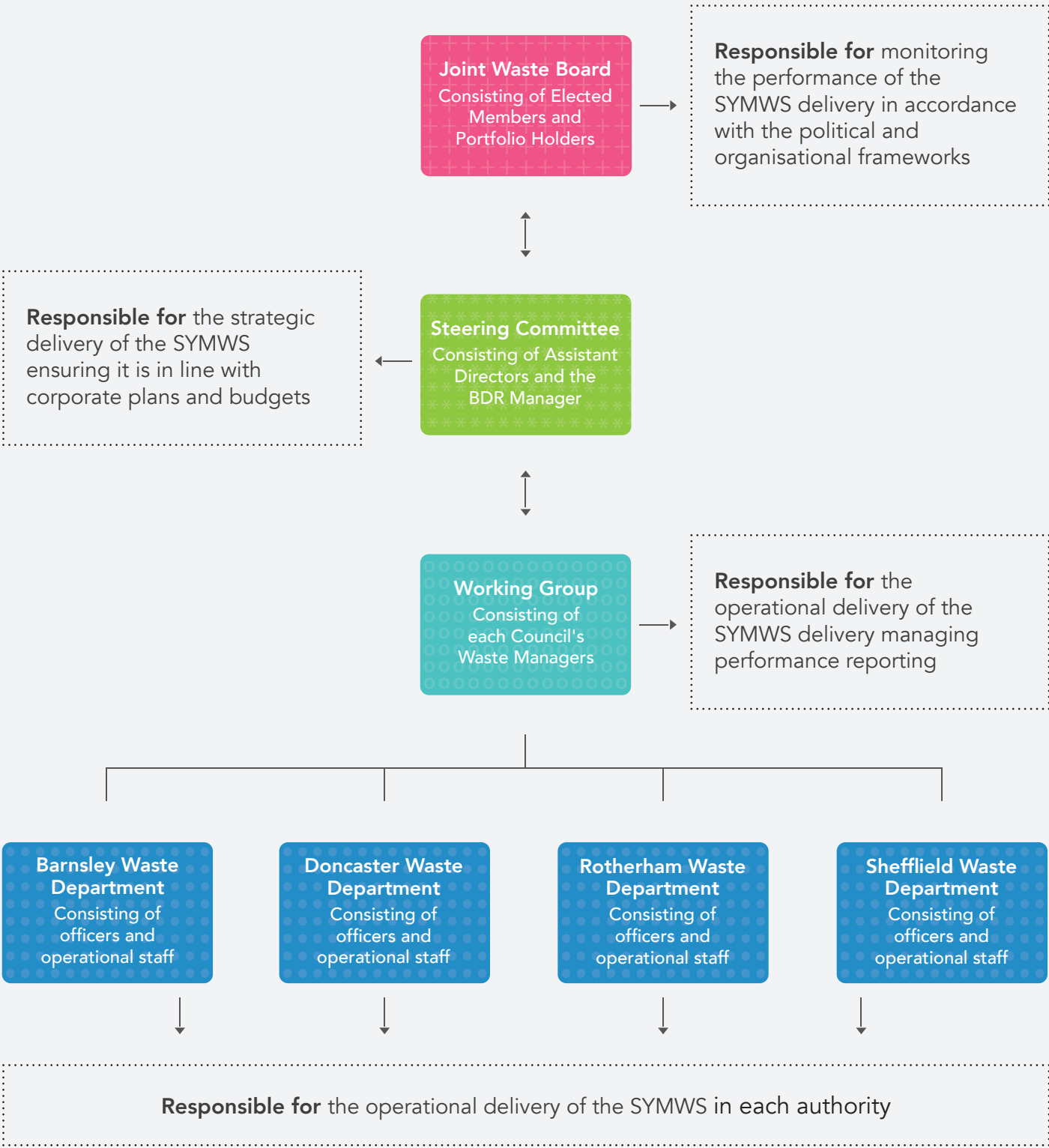
Good governance and transparency are essential to the Councils' approach to improving public services. Local Councils are responsible for ensuring that the services they provide are conducted within the law and to proper standards. This ensures that public money is correctly accounted for and is used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



## ACKNOWLEDGMENTS

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