

Rochford District

**Waste &
Recycling
Strategy**



► Introduction

Rochford District Council collects around 8,200 tonnes of recyclables, approximately 11,600 tonnes of compostables and 10,800 tonnes of non-recyclable waste annually from 35,800 households across the District. In 2019/20 Rochford's recycling rate was 61% well above the national average of approximately 50%.

Rochford District Council first introduced a kerbside recycling service to households in 2008. Whilst the service significantly increased the use of the kerbside recycling service by households, the recycling levels have now plateaued. In addition to the missed environmental and local benefits, not making full use of the recycling services does not make best use of the taxpayers' money. This is because recycling is generally less than half the cost of landfilling it and the sale of some recyclable materials even generates an income.

In line with the Government's Resources and Waste Strategy this document supports the Government's ambition for moving towards a more circular economy where materials are considered as a resource and such resources are used efficiently.

The new Waste Strategy 2021-2028 has been developed to ensure the district maximises the environmental, community and financial benefits from the waste it produces.

30,600
tonnes of waste collected



► Leaner & Greener: working towards zero waste

Together we will reduce the amount of waste we generate, reuse what we can, and recycle and recover the remaining resources to reinvest back into the economy.

We will embrace a waste management system that is user-friendly, with programs and facilities that balance the needs of the community and the environment with long term financial sustainability.

Together, we will ensure a safe, clean, and healthy District for the future.

We aim to:

- Collect the stuff that really matters
- Make financial savings
- Increase recycling rates
- Head towards carbon neutral
- Take care of people and the environment
- Turn waste into resource



► Strategic Direction: Waste Strategy 2021- 2028

The waste strategy is set to deliver the following five objectives:

Objective 1: Provide a cost-efficient service

We will provide a safe and efficient waste service which will maximise reuse and recycling whilst minimising the cost to the taxpayer. This approach will ensure we will strike the right balance and provide a safe, cost-efficient solution delivering environmental and local benefits without increased costs to the taxpayer.

Objective 2: Provide an easy to use service for residents

We will ensure the services we provide are easy to use for householders and enable householders to maximise reuse and recycling of materials.



► Strategic Direction: Waste Strategy 2021- 2028

The waste strategy is set to deliver the following five objectives:

Objective 3: Meet statutory obligations

We will meet our statutory obligations in line with our duties as a local authority, including complying with the statutory requirements set out in the legislation, such as the Environment Protection Act 1990.

Objective 4: Support the move towards a more circular economy

We will play our role in creating a more circular economy by promoting waste prevention and enabling materials that are being discarded by households in the district to be used as a resource again, providing services that maximise opportunities for reuse and recycling of materials in an ethical and responsible way, and recovering energy from the rest.



► Strategic Direction: Waste Strategy 2021- 2028

The waste strategy is set to deliver the following five objectives:

Objective 5: Reduce carbon emissions

We will ensure the services we provide are resource-efficient in terms of the vehicles we use, the fuel we need and the reuse, recycling and recovery options we procure to reduce carbon emissions.



► What we will do

Changes are required to ensure Rochford District meets these strategic objectives.

The following four measures will be taken to deliver the strategy:

Deliverable 1: Anticipate statutory changes to waste collection by introducing separate weekly food collection

Despite most residents separating out their food into their green (mixed food and garden waste) bin, food waste takes up one fifth of the Districts green bins. This is bad for the environment and the tax-payer, as the garden waste is mixed in with food, and is sent away for expensive treatment via an Anaerobic Digestion (AD) plant. Although this is preferable to the use of land-fill, the significant majority of the green bin waste could be taken to a windrow composting treatment, if food waste was collected separately.

The government is pushing local authorities towards weekly separate food waste collections through its Resources and Waste Strategy, with a deadline of 2023 for the rollout of the service.

The Council plans to introduce its own food waste collection scheme in 2022.



► What we will do

Changes are required to ensure Rochford District meets these strategic objectives.

The following four measures will be taken to deliver the strategy:

Deliverable 2: Reduce garden waste collection to control service costs

Councils are not required by law to collect garden waste from the kerbside.

To provide a 'free' garden waste collection involves running a fleet of garden waste collection vehicles and the provision of garden waste bins to households at a significant cost. Whilst such a collection is popular amongst residents, there is limited funding to continue to support a weekly collection. Accordingly, we will make the changes collecting garden waste, but on a fortnightly basis, rather than weekly as at present.

Home composting is the best environmental option for recycling garden waste. The Council will continue to provide advice on home composting and sell discounted home composting bins to residents. Some residents would be happy to pay for a garden waste collection service, and nationally over half of garden collection services are chargeable. The Council will also review the continuation of a free garden waste collection, recognising that charging for the service can serve as a valuable mechanism for controlling service demand and providing resource for improving other aspects of the waste collection service.



► What we will do

Changes are required to ensure Rochford District meets these strategic objectives.

The following four measures will be taken to deliver the strategy:

Deliverable 3: Maximise recycling through reduced non-recyclable waste capacity

Research across the UK shows that one of the most effective ways to encourage residents to use the recycling services available to them is to reduce the quantity of non-recyclable waste collected from households.

Reducing the non-recyclable waste capacity available at kerbside is a key component of the District's waste strategy to encourage householders to make better use of the recycling services available to them. We will look to review the way we collect non-recycling waste, trying to reduce the amount collected, whilst considering the impact upon the overall collection service.

We will continue to provide additional recycling bins and food waste containers to households. Additional non-recyclable waste bins can be requested by households that fully use the recycling services and meet the criteria for additional non-recyclable waste bin capacity.



► What we will do

Changes are required to ensure Rochford District meets these strategic objectives.

The following four measures will be taken to deliver the strategy:

Deliverable 4: Maximise the quality and value of recyclables collected

We will continue working with householders to ensure householders know what materials can be reused and recycled and how they need to be prepared to fully utilise the changes to the waste service. This will help maximise the quality and value of the reusable items and recyclables collected. We will put in place an effective communications and engagement strategy.

We will look for operational solutions to maximise financial value from the recyclables collected to reduce the cost of the recycling and waste services to the taxpayer. We will ensure that collection systems have the flexibility to change with relative operational ease should changes to recyclables markets determine this to be an economic imperative.



► How we will measure our success

The following targets and performance indicators have been put in place to monitor and manage the progress to achieve the strategy objectives:

STRATEGY OBJECTIVE	TARGET	INDICATOR
Objective 1: Provide a cost-efficient service	Reduce the cost of waste and recycling service provision by 2% by 2023 through savings in landfill disposal	Cost of service provision per household per year
	Reduce net operational Costs	Cost of Waste Collection Service
	Increase income	Revenue generated
Objective 2: Meet statutory obligations	Separate food waste collection by 2023	New service in place
Objective 3: Support the move towards a more circular economy	Reduce total waste arisings per household by 5% by 2025	Total waste arisings per household
	Maintain Rochford District's recycling rate over 62%	Recycling rate
	Decrease the amount of waste placed in non-recyclable waste bins by 20% by 2025	% of waste placed in non-recyclable waste bins
Objective 4: Provide an easy to use service for customers	As per Objective 1 – missed bins target	As per Objective 1
	Maintain number of missed per 1,000 households serviced to 30	Number of missed bins per 1,000 households serviced
Objective 5: Reduce carbon emissions	Reduce carbon emissions from the collection of waste by 15% by 2023	Carbon emissions from collection vehicles
	Introduce separate food and garden waste collection	Collection service in place
	Reduce carbon emissions from the collection of waste by 85% by 2027	Carbon emissions from vehicles
Objective 6: Operate a safe and efficient waste service	Minimise accidents and incidents	Number of accidents and incidents per 1,000 households serviced

A large pile of recycled paper and cardboard bales. The foreground is dominated by a dense, chaotic stack of white and light-colored paper scraps, including crumpled sheets, torn pieces, and small fragments. In the background, several large, rectangular bales of compressed cardboard are stacked neatly. The scene is set outdoors under a clear, bright sky. The overall image has a slightly faded, semi-transparent appearance, likely intended for a logo overlay.

 **Rochford**
District Council