



TORFAEN
COUNTY
BOROUGH



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TORFAEN COUNTY BOROUGH COUNCIL:
RECYCLING AND
WASTE STRATEGY
2018-2025

An integrated waste strategy for Torfaen County Borough Council

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1.0 Executive Summary

It is considered that there will be a significant increase in demand for recycling services over the next decade particularly having regard to the Welsh Government's Statutory Recycling Targets of reusing, recycling and composting at least 70% of Household Waste by 2025 and the anticipated housing growth within Torfaen. This waste strategy seeks to identify the integrated approach needed to ensure that not only are Welsh Government fines avoided but crucially that service users and stakeholders have a clear understanding of the waste services to be provided by the Torfaen, the education and engagement activities it can undertake to promote these, and the Council's future plans to meet its statutory recycling targets.

Torfaen's vision is

to provide cleaner and greener communities and a sustainable local environment that residents can be proud of.

Torfaen takes this opportunity to set out its vision for waste services for the period of 2018-2025, and how it will go beyond simply meeting Welsh Government targets through the delivery of a single integrated strategy which identifies how it will:

- Achieve its vision;
- What infrastructure is required to do this;
- How it will collaborate with others; and
- How it plans to firstly engage and educate residents and where appropriate take enforcement action.
- Place the Well Being and Future Generations goals and ways of working at the heart of all that we do.

Six key Objectives have been identified to ensure Torfaen continues to improve services for customers and other stakeholders.

Objective 1 – Engagement First - Torfaen will invest in a programme of communications and resources to support this Waste Strategy. Underpinning all activities will be Engagement First.

Objective 2 – Recycling for Everyone - Torfaen will seek to extend the coverage of full recycling services so that all households have either a regular collection service or a convenient alternative arrangement available to them.

Objective 3 – Collaboration - Torfaen will continue to work with its residents, contractors, community groups and the third sector to increase the range of

materials able to be recycled, maximise recycling and value, and increase the opportunity for re-use.

Objective 4 – Minimise Waste - Torfaen will explore opportunities to increase the levels of re-use, recycling and composting to Minimise waste.

Objective 5 – Continuous Improvement - Torfaen will continually review its services and seek stakeholder feedback to ensure best practice is



implemented and new developments are adopted where ever practical.

Objective 6 – Fair Enforcement - Torfaen will invest in an Enforcement Policy that is both fair and equitable to enable those residents who are not participating in the recycling schemes to participate.

A programme of actions has been identified and each action will be evaluated on a case by case basis and if affordable, and move the service forward to achieve Torfaen's objectives, will be implemented. At the time of implementation detailed planning will be developed.

Customer engagement and education will be an integral part of ongoing and future activities and **TORFAEN** will ensure that its communication will:

- **Target the audience** and materials which evidence shows will make the biggest impact,
- Are **Objectives-driven**,
- Deliver a **Return on investment** by using tried and tested materials, tactics and messages,
- **Focus** on delivering a small number of campaigns or activities well,
- Are clear about the specific **Actions required**,
- Include robust **Evaluation and review**, and
- Adopt **Normative messaging** targeted to specific social groups or locations for positive re-enforcement.

Torfaen's Waste Management Strategy has been developed to respond to both recent public consultation and governing legislation. This strategy reflects Torfaen's commitment to protect and sustain the environment and provide all Torfaen residents and local businesses with a first-class waste management service.

Torfaen recognises that one solution does not fit all and it will need in some cases to tailor its services to provide the best possible solutions for the resident and local businesses. In collaboration with stakeholders and partners it will seek to deliver environmentally beneficial services in a financially sustainable way ensuring value for money for residents and businesses alike.

Delivering against this strategy will provide a service which not only achieves government targets, but which will deliver **“cleaner and greener communities and a sustainable local environment that residents can be proud”**.



Welsh Government Strategic Target Areas	2024/25 Targets	What Does Good Look Like for Torfaen Residents?
Min. levels of reuse & recycling/composting (or AD)	70%	<ul style="list-style-type: none"> • 100% of residents have collections services enabling them to recycle • Residents have the information to buy smartly e.g. to avoid throwing away surplus food • Any waste that is produced is placed in correct recycling containers • Council provides collections in the right container at the right place and on time
Min. proportion of reuse/recycling/composting from source separation (incl. bring banks and HWRCs)	80%	<ul style="list-style-type: none"> • Council sources economic and environmental solutions for an increased range of materials • Residents have places to go where experts can repair broken goods and extend their life • Residents have advice on how to upcycle their own goods and textiles
Max. level of landfill	5%	<ul style="list-style-type: none"> • Minimum food waste and information freely available to all residents • Minimum textiles discarded in residual waste – advice freely available to residents
Max. level of energy from waste	30%	<ul style="list-style-type: none"> • Council has in place policies that promote engagement first and fair enforcement last, giving every resident the opportunity to participate in recycling in the correct manner to minimise waste
Min. levels of preparing for reuse (excluding Waste Electrical and Electronic Equipment (WEEE))	1.0%	<ul style="list-style-type: none"> • Residents have access and use reuse shops and reuse networks where they can pass on goods to other residents • Re-use services generate an income for re-investing into the service and into the community • Council works closely with the third sector to create work programmes to improve employability and opportunity for unemployed residents



2.0 Introduction

2.1 National Context

Any waste strategy must be aligned with current European and Welsh Government policies and numerous legislative acts relating to sustainable development, improved environment outcomes and addressing climate change. These include, but are not limited to the, following:

- EU Waste Framework Directive
- The Waste (England and Wales) Regulations 2011
- Towards Zero Waste
- Waste (Wales) Measure 2010
- Well-being of Future Generations (Wales) Act 2015
- Environment (Wales) Act 2016
- EU Renewable Energy Directive
- EU Energy Efficiency Directive
- EU 2030 Climate Framework
- Climate Change Strategy for Wales

The purpose of the Well-being of Future Generations (Wales) Act is to 'improve the social, economic, environmental and cultural well-being of Wales, now and in the future.' Within the Act, sustainable development is identified as a fundamental factor influencing the well-being of future generations and is set as a priority for public bodies, including Welsh councils.

It is considered that there will be a significant increase in demand for waste services over the next decade particularly having regard to the targets being set by the Welsh Government,

outlined below. Specifically, the Welsh National Waste Strategy – “Towards Zero Waste” was launched on 21st June 2010. The strategy sets out the long-term framework for resource efficiency and waste management between now and 2050.

Welsh Government’s priorities and principles for collection are summarised as:

- Provision of kerbside collection services that reduce residual waste arisings, collect high levels of clean recyclables and is at lowest overall financial cost,
- Collection services are delivered in a way that helps elicit the desired behavioral changes amongst householders whilst at the same time providing convenience;
- Provision of kerbside collection services that can provide source segregated food wastes to anaerobic digestion facilities that produce renewable energy and soil fertiliser; and
- Provision of well signed, equipped and staffed Household Waste Recycling Centres that enable as many people as possible to access facilities for recycling as wide a range of materials as possible.



By 2025, the strategy expects that there will be a 27% reduction in the amount of waste produced across all sectors and that 70% of what is produced will be recycled. Of the remaining 30% a maximum of 5% can go to landfill with the remaining fraction to Energy from Waste.

The Welsh Government has introduced the following more challenging statutory targets for municipal waste within its waste strategy. These are highlighted in the Table 1 below:

Table 1: Headline targets for Municipal Waste from WG – Towards Zero Waste

Target Year	2010/11	12/13	15/16	19/20	24/25
Min. levels of reuse & recycling/composting (or AD)	40%	52%	58%	64%	70%
Min. proportion of reuse /recycling / composting from source separation *	80%	80%	80%	80%	80%
Max. level of landfill	-	-	-	10%	5%
Max. level of energy from waste	-	-	42%	36%	30%
Min. levels of preparing for reuse (excluding Waste Electrical and Electronic Equipment (WEEE))	-	0.4%	0.6%	0.8%	1.0%
<i>*kerbside, bring and/or civic amenity (CA) site</i>					

The targets bring with them substantial financial penalties of £200 per tonne, for not meeting the required levels of recycling and/or exceeding the allowable levels of landfill. To put it into context 1% off a target equates to a fine of c.£100,000.

Consequently, this Strategy seeks to identify the integrated approach needed to ensure that not only are these fines avoided but crucially that service users and stakeholders have a clear understanding of the aims of the service, the actual services to be provided by the Council, the education and engagement activities it can undertake to promote these, the Council's future plans to meet its aspirations and statutory requirements and also the work we will do with partners to meet wider goals and agendas.

2.2 Local Context

Torfaen has an area of 126km² and a population of around 91,400. There are three main settlements running from the south to the north.

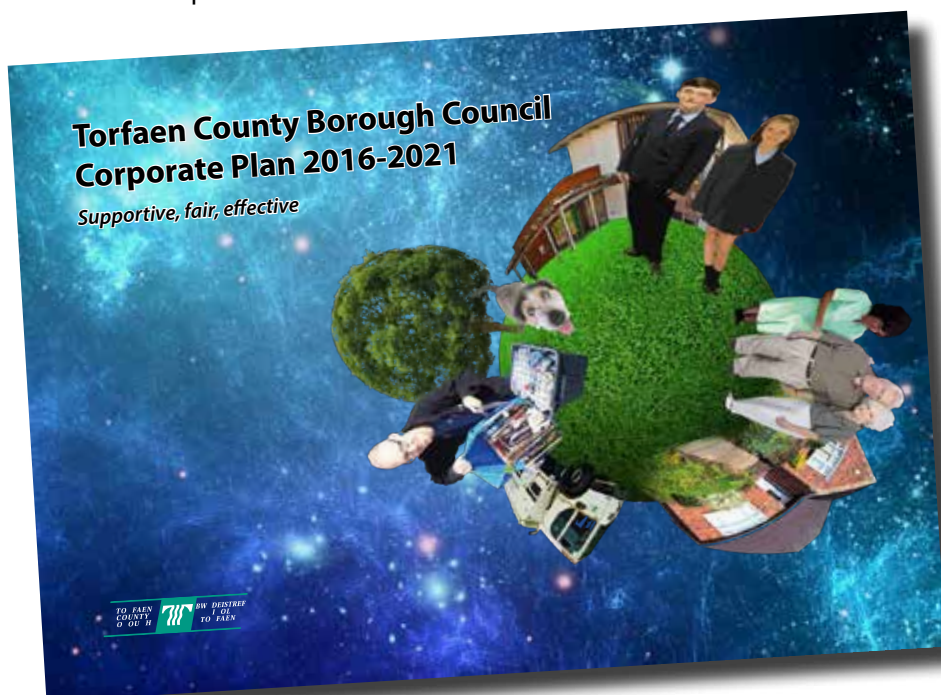
Much of the southern parts of the county borough are now urbanised around the Cwmbran New Town conurbation which has the most population of around 49,000. Cwmbran Centre is the main retail area of Torfaen and attracts 17 million customers a year from the wider area of Gwent and the M4 corridor.

The former industrial town of Pontypool with its traditional indoor and outdoor market is the next largest settlement located in the heart of the borough with around 36,000 population.

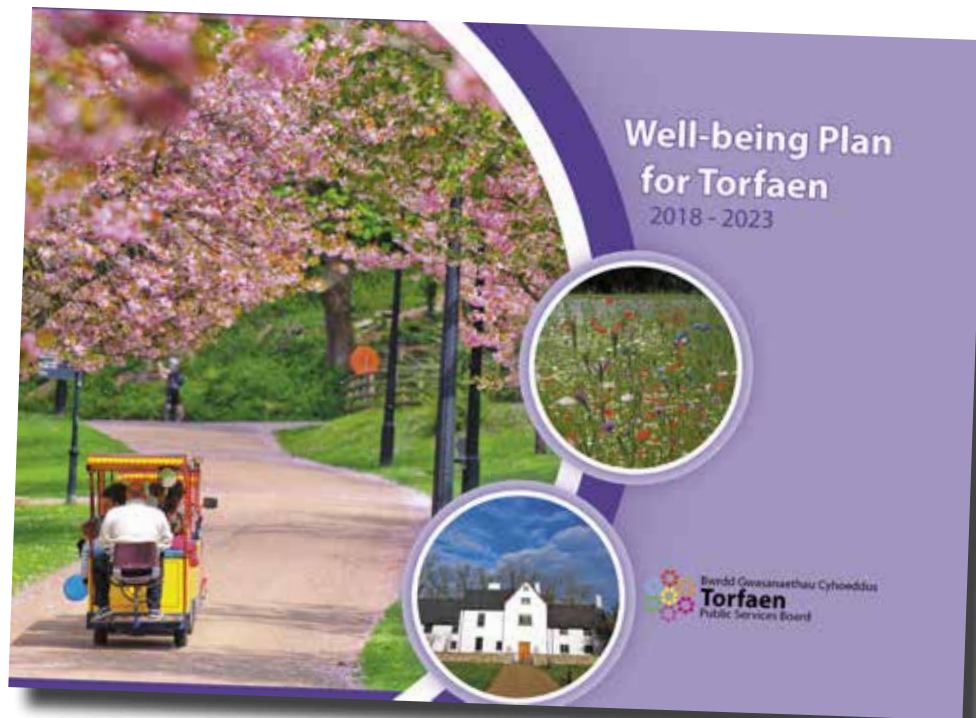
The World Heritage Site town of Blaenavon has a population of around 6,000 and is located furthest north in the county borough and forms a key part of Blaenavon Industrial Landscape World Heritage Site.

The County Borough itself is made up of 24 electoral districts also known as wards.

Torfaen's Corporate Plan 2016-2021 clearly states its commitment to the environment through its - Clean and Green Vision - Cleaner and greener communities and a sustainable local environment that residents can be proud of.



In response to the Well Being and Future Generation Act (Wales) 2015 Torfaen has published its Well Being Plan for Torfaen 2018-2023, which also provides context for this waste strategy, with its vision for “Torfaen to be a great place to live, work and visit. A place where the environment is protected and enhanced, every child has the best start in life and people have opportunities to work, learn and live healthier and prosperous lives”.



In preparing its Integrated Waste Strategy, as presented in this document, both plans have been referenced to ensure it remains aligned to the commitments identified in them and is shown in Appendix 6.

Council Offices
Swyddfeydd y Cyngor



Refuse
Transfer Station
Gorsaf Trosglwyddo
Gwastraff

Operations Depot
Depo Gweithrediadau



3.0 Our Vision and Strategy

This document sets out a long-term vision for waste services, and goes beyond simply meeting Welsh Government targets, and identifies a single integrated strategy which sets out how Torfaen will:

- Achieve its vision;
- What infrastructure is required to do this;
- How it will collaborate with others; and
- How it plans to firstly engage and educate residents and where appropriate take enforcement action.
- Place the Well Being and Future Generations goals and ways of working at the heart of all that we do

3.1 Vision

Waste is a key part of the Clean and Green priority identified within the Council's Corporate Plan 2016-21. Our vision is to

provide cleaner and greener communities and a sustainable local environment that residents can be proud of.

3.2 Aim

To help to deliver the vision the Council's waste team will aim to provide our residents and customers with a high quality, professional and flexible service which helps them to deal with their waste in a greener way.

3.3 Key Objectives

Torfaen County Borough Council has three values - Fair, Effective and Supportive. The objectives of this Waste Management Strategy demonstrate that these values run through our strategy as we aspire to ensure that the service is for everyone, that we support through engagement and collaboration and are effective through focusing on continuous improvement. Our values will guide HOW we work as well as meeting the outcomes we are seeking to achieve. Through this process we will ensure that we take our residents and customers on a journey with us and is not just a service that is done to them but for and with them.

Torfaen's Waste Management Strategy has been developed to respond to both recent Public Consultation and governing legislation.

The results of this consultation provided Torfaen with clear goals and head line objectives which are

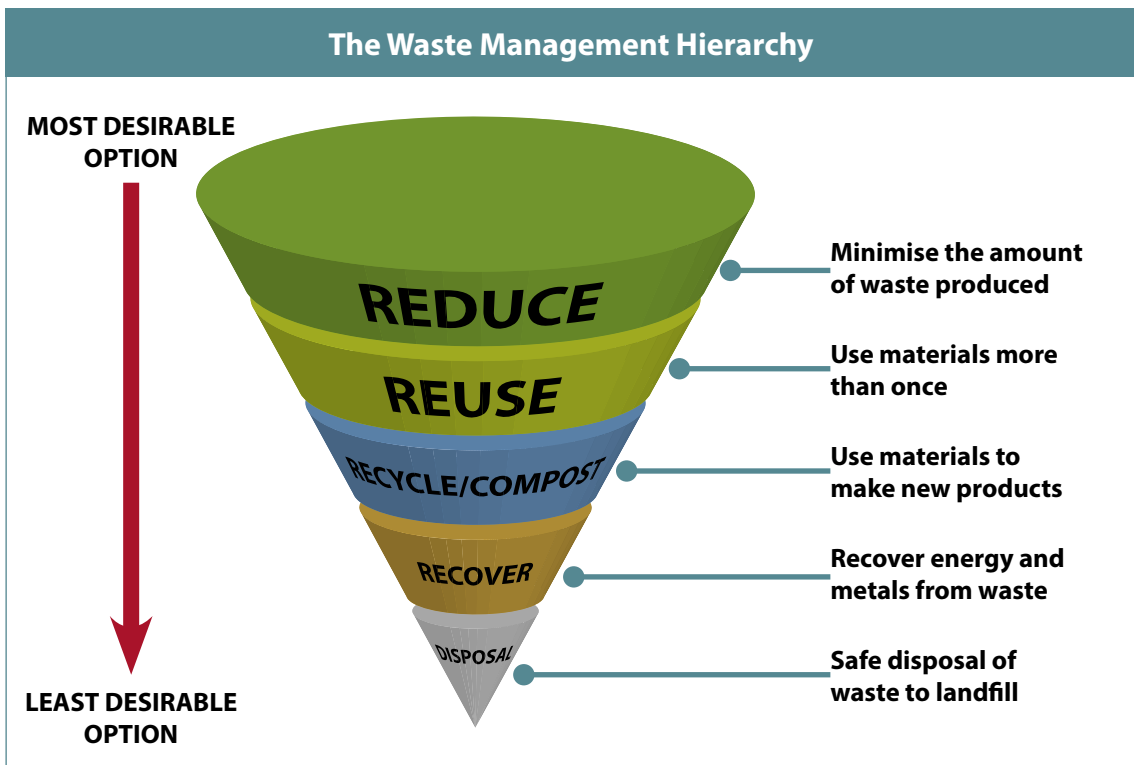
included below and have been developed to ensure Torfaen can deliver on its Vision.

This strategy reflects Torfaen's commitment to protect and sustain the environment and provide all Torfaen residents and local businesses with a first-class waste management service.

In future we must prevent waste from being generated, where we cannot prevent, we must reduce, repair, re-use, recycle and compost more. Waste must be considered a resource from which as much value as possible should be recovered. Disposal should only ever be the last resort as illustrated in the Waste Hierarchy in Figure 1 right:

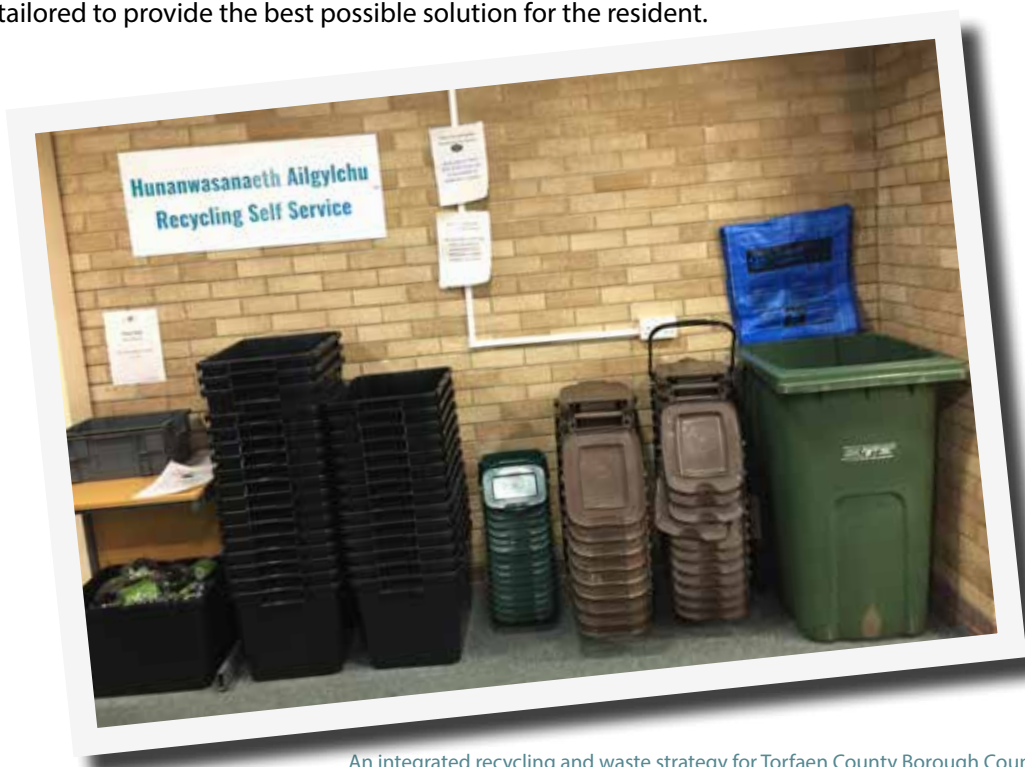


Figure 1: Headline targets for Municipal Waste from WG – Towards Zero Waste



Full details of the current service can be found in Appendix 2. In summary the service delivered to most residents is a fortnightly collection of residual waste and green waste (March to November only) and a weekly collection of recyclate materials and food waste.

Torfaen recognises that not one solution fits all and in some cases these services need to be tailored to provide the best possible solution for the resident.



Six key Objectives have been identified to ensure Torfaen continues to improve services for customers and other stakeholders.

Objective 1 – Engagement First - Torfaen will invest in a programme of communications and resources to support this Waste Strategy. Underpinning all activities will be Engagement First.

Objective 2 – Recycling for Everyone - Torfaen will seek to extend the coverage of full recycling services so that all households have either a regular collection service or a convenient alternative arrangement available for those who do not have a regular recycling service.

Objective 3 – Collaboration - Torfaen will continue to work with its residents, contractors, community groups and the third sector to increase the range of materials able to be recycled, maximise recycling and value, and increase the opportunity for re-use.

Objective 4 – Minimise Waste - Torfaen will explore opportunities to increase the levels of re-use, recycling and composting to minimise waste and be flexible to respond to external factors which look to change waste and people's behaviour.



Objective 5 – Continuous Improvement - Torfaen will continually review its services and seek stakeholder feedback to ensure best practice is implemented and new developments are adopted where ever practical.

Objective 6 – Fair Enforcement - Torfaen will invest in an Enforcement Policy that is both fair and equitable to enable those residents who are not participating in the recycling schemes to participate.

Table 2: How Torfaen’s objectives align with the Waste Hierarchy

Waste Hierarchy Objective	Torfaen Objective
Reduce	Engagement First Fair Enforcement Continuous Improvement
Reuse	Minimise Waste
Recycle	Recycling For Everyone Collaboration



4.0 Delivering the Strategy

Section 4 outlines what actions Torfaen will take to deliver on its Vision and how it tends to achieve its stated Objectives. A summary action plan and timeline of those key actions and commitments is shown in Appendix 1.

4.1 Engagement First

Appendix 4 maps out how communications and engagement will always be the first approach to residents and local businesses.

All **TORFAEN**'s communication activities will:

- **Target the audience** and materials which evidence shows will make the biggest impact,
- Are **Objectives-driven**,
- Deliver a **Return on investment** by using tried and tested materials, tactics and messages, but not being afraid to pilot innovative and new approaches if the potential benefits outweigh the risks,
- **Focus** on delivering a small number of campaigns or activities well,
- Are clear about the specific **Actions required**,
- Include robust **Evaluation and review**, and
- Adopt **Normative messaging** targeted to specific social groups or locations for positive re-enforcement.

4.1.1 Residents

Torfaen's communications will be focused on engagement with our residents and the messages and methods deployed will be designed to assist behavioural change and make the service as easy as possible for people to use. Torfaen will work in partnership with stakeholder groups and

Any new service design to be introduced must meet business need and must reflect regulatory requirements for the segregation of different wastes by businesses ensuring that clean, uncontaminated recyclable materials can be separated before moving onto the next stage in the process.

4.1.3 Schools

Environmental Education is provided to children in schools through the National Curriculum. However, Torfaen County Borough complements this by further educating children through several other means (see Appendix 4 Schools Communications Package). Current activities include: -



- Presentations
 - continue to work with all schools to raise awareness of waste and environmental issues.
- Work with other organisations and educational groups to provide programmes for our local schools
- Encourage schools to become further involved in

interactive education programmes such as Eco Schools, Fairtrade etc.

- Run competitions continually throughout the year relating to waste education such as Keep Me Safe
- Carry out waste workshops to primary and secondary schools
- Provide acceptable material to schools that compliment and supports their environmental curriculum
- Offer recycling collections to all schools in Torfaen

4.1.4 Stakeholders and Interest groups

Torfaen will collaborate with stakeholders and local interest groups, such as Friends of the Earth and Pontypool Friends of the Park, to improve waste services and its reach to residents, local business and visitors.

4.2 Recycling for Everyone

Torfaen's waste and recycling services follow the principles of the Welsh Government Blueprint, as identified in Section 1.2 above, and aim to maximise recycling, produce high quality materials for reprocessing, and to minimise the disposal of waste, all in ways which are convenient for its customers.

Appendix 2 details the current service provided to residents and businesses in Torfaen. In summary the service delivered to most residents is a fortnightly collection of residual waste and green waste (March to November only) and a weekly collection of recycle materials and food waste.

Weekly residual waste collections are provided to business and recycling services are offered to all trade customers.

Torfaen recognises that collaboration and engagement with all stakeholder groups will be necessary if services are to reach all residents and businesses within the county borough

boundaries. It will work with key stakeholder groups to develop services, and to design and tailor services to maximise the reach of services and the level and value of recycling.

Torfaen will make its services accessible to all new residents, to ensure they have both the information and equipment to participate. This will be particularly important given the anticipated new housing and population growth, within the county borough, of approximately 1900 and 4300 respectively, by 2025. In addition to the changes in population demographic, there is an expectation that there may be an increase in people moving into the area following the removal of the tolls on the Severn Bridges, and free links between England and Wales are opened.

Torfaen has recently introduced black bag sorting at its HWRC. Residents are encouraged to sort



any black bags to ensure maximum amounts of recycling can be captured and recycling advisors at site have been trained to re-enforce education as to what exactly can be recycled, both at the kerbside and at the HWRC.

Torfaen is sensitive to its public concerns and will find ways to respond to both current and

future issues. Currently the public groundswell is against plastic and film, created by the Blue Planet II BBC programme. As the higher need to minimise single use plastic is being dealt with at a national level Torfaen will investigate all opportunities to ensure what is currently produced is collected and reprocessed. It is aware that a neighbouring authority, Merthyr Tydfil County Borough Council, is currently facilitating a trial to collect plastic films at the kerbside and to sort and bulk material for reprocessing. Torfaen is also working with a local company Capital Valley Plastics to collect plastic film within a bring bank supplied by the Council.

Torfaen will review the outcome of this trial and consider the introduction of these new materials when it replaces its fleet in 2020/21 and when it has its fully developed bulking and baling facility in place. This trial and its own compositional analysis work will enable Torfaen to understand the composition of the kerbside plastic film stream, whether kerbside plastics can be reprocessed from kerbside to re-processor, and the process yield and % recovery of kerbside plastic films and its potential impact on recycling rates. Torfaen will firstly seek local opportunities but also other regional and national outlets to reprocess the collected material collected in recyclable single use plastic bags.

Torfaen will continually review the reprocessing market for AHP and nappy recycling to assess availability of off-takers and the affordability of recycling the waste stream collected against the current form of disposal through energy from waste.

Small Waste Electrical and Electronic Equipment (WEEE) and batteries at the kerbside may be introduced when Torfaen replaces its fleet.

4.3 Collaboration

Torfaen's approach has always been to work in collaboration with its neighbouring authorities and with its contractual partners to identify the most environmentally beneficial and cost-effective ways of working, adopting best practice where practical and relevant. Through working collaboratively, this approach has delivered sustainable solutions for our residual treatment, food



waste and green contracts. We will continue to seek opportunities to work collaboratively for future contracts.

The introduction of re-use at the household waste recycling centre (HWRC) requires working in collaboration with the contractor FCC, and third sector organisations. We have secured a unit next to the existing HWRC so that it is possible to introduce the re-use of household items which will yield benefits of improved recycling rate for Torfaen, access to furniture and items for the community, and will generate an income for re-investing into the service and into the community. Torfaen will work closely with the third sector and its contractor to create work programmes to improve employability and opportunity for unemployed residents, through experience at the re-use shop, and will assist the third sector partner to tap into funding schemes available to them to continue to develop these initiatives. This will be introduced in 2019.

Torfaen will continue to work with community groups and charities who seek to promote re-use.

One of the key aims of the Corporate plan is to encourage community resilience and empower individuals to help others. In response to this Torfaen waste officers will work with housing associations, businesses and stakeholders at its own key locations to create a network of Community Champions. These Champions will be identified from within the stakeholder organisation as individuals who are dedicated to maximising recycling and minimising waste within their organisation. Torfaen will equip these individuals with the training and basic equipment (recycling bins / posters / leaflets etc.) to promote behaviours that promote the Waste Hierarchy, and on occasion it will host a workshop, of the network, to share best practice. This cost will be minimal and will be mitigated by the reduction in disposal costs and increased recycling.

Torfaen will also use these collaborations to gather feedback, learn and evaluate what the beneficial impacts have been, and to inform the development of future initiatives.

4.4 Minimise Waste

Torfaen recognises that it only has a partial role to play in the overall waste minimisation agenda.

The Borough in comparison to other Counties in the UK is underperforming economically so we need to wrestle with the conundrum of increasing economic prosperity without it being focused on commercialism, and wealth being proven by buying more things and producing less waste. This is something most have been unable to solve. However, we will do our best to try.

In 2018/19 with the assistance of WRAP and Resource Futures, Torfaen has carried out a detailed compositional analysis to not only determine the breakdown of waste and recyclable materials in the residual waste bins, but also to understand how full the bins are and what is recycled each week.

The results highlight that over 50% of the content of the skinny bins collected at the kerbside still contains recyclable waste that we currently provide recycling collection services at the kerbside. The key materials being placed in the skinny bin and not recycled was food waste (31%), recyclable paper and card (7%) and clothing, textiles and shoes (6%).

Focusing communication messages and campaigns around these materials could provide an opportunity to remove these items from the skinny bins. For food waste in particular some of the messages will focus on reducing the amount of waste being produced.

This information will inform the future need for fleet numbers, possible additional materials for recycling, potential increases in recycling rates that could be achieved by Torfaen and its residents, the content of future communications and the configuration of future collections strategies to maximise these benefits.

As part of its education agenda Torfaen will continue to promote waste reduction and will utilise various national initiatives and



government interventions to deliver on this objective.

In particular food waste is one waste which is avoidable. Torfaen will continue with its campaign **Love Food Hate Waste**. Saving food not only saves money for everyone but has the environmental benefit of helping to slow down global warming and deforestation. Reducing the amount of food that ends up in the bin also mean a reduction in unnecessary packaging waste. Campaigns will provide guidance and help on how residents can minimise food waste through effective but simple advice such as left-over recipes and cookery demonstrations.

In addition to this Torfaen will become a partner to the Courtauld 2025 Commitment. Courtauld 2025 builds on the success of previous voluntary agreements in helping identify areas of the food supply chain where resource efficiency is an issue. It then develops and shares best practice to help increase productivity and eliminate waste.

At its heart is a 10-year commitment by partners from retail, manufacturing, hospitality, agriculture and local authorities to identify priorities, develop solutions and implement changes, to cut carbon, water and waste associated with food and drink by at least one fifth in 10 years.

Through **Collaboration** it enables local authorities to find innovative ways of communication with residents and creating working partnerships with commercial and third sector organisations so that once waste is minimised it can capture the remaining food and packaging waste.



Torfaen will utilise the national initiative of **Love**

Your Clothes where advice and ideas will be communicated to reduce the number of textiles and shoes thrown away, and to capture those that are finally discarded. Topics include – buying smarter, care and repair, refashion and upcycle and finally options for the disposal of unwanted clothes.

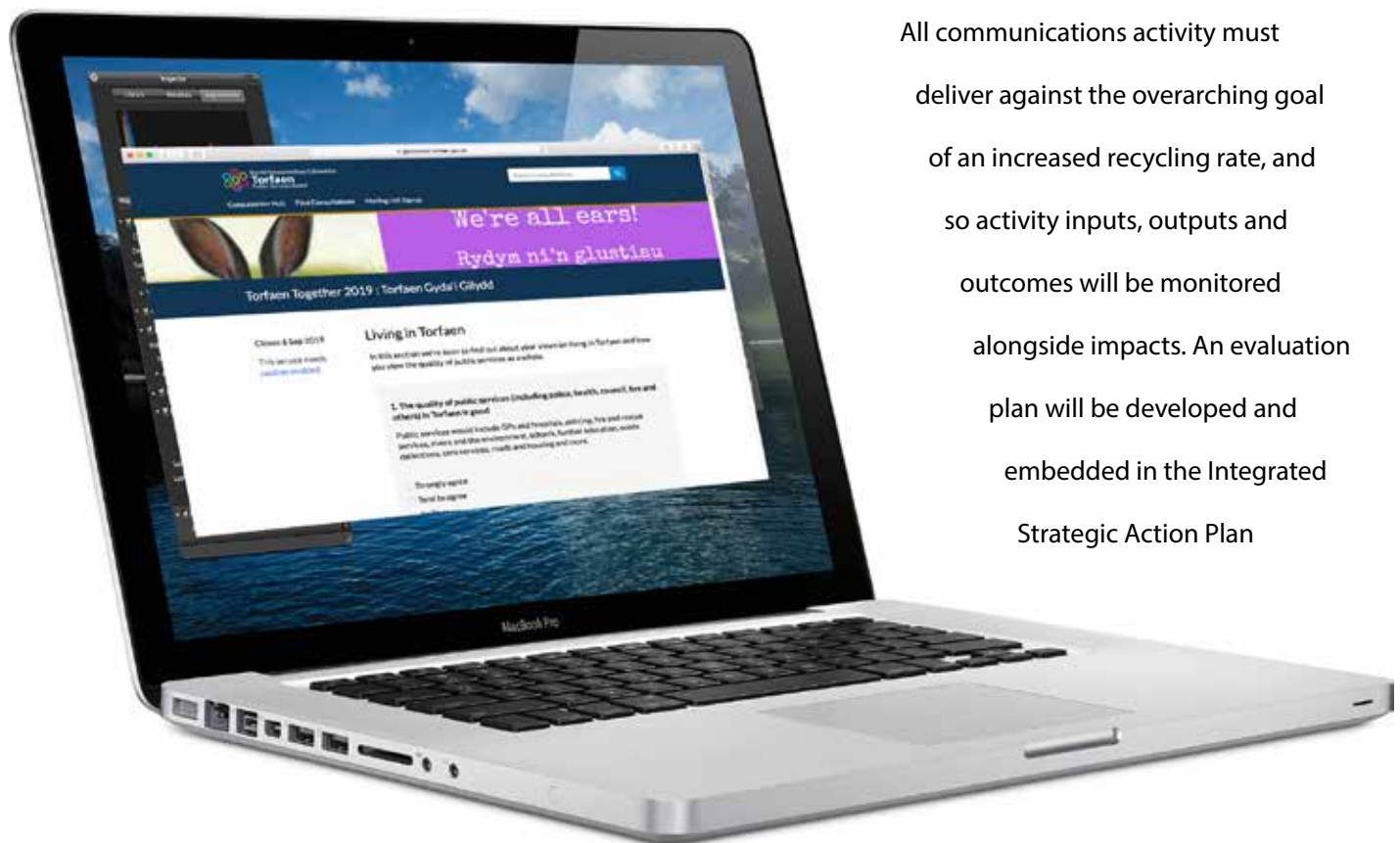
Torfaen will also ensure that its inputs to national initiatives that seek to reduce waste and in 2019 will contribute to the DEFRA consultation on a deposit and return scheme (DRS) for Wales, where by the Welsh Government is keen to understand more about how a DRS will impact on local authority collection of materials, how it will impact on citizens grocery bills, as well as other issues such as carbon emissions from increased transport and movement.

Additionally Torfaen will be consulting on the reform of the UK Packaging Producer Responsibility System which seeks views on measures to reduce the amount of unnecessary and difficult to recycle packaging and increase the amount of packaging that can and is recycled through reforms to the Packaging Producer Responsibility Regulations.

4.5 Continuous Improvement

Measure and review – Torfaen will carry out robust and ongoing evaluation of its communications activities. Findings will be used to adjust and tailor its long-term plan and will be acted upon as soon as possible, to ensure that they can be incorporated into future activity.

All communications activity must deliver against the overarching goal of an increased recycling rate, and so activity inputs, outputs and outcomes will be monitored alongside impacts. An evaluation plan will be developed and embedded in the Integrated Strategic Action Plan



(Appendix 1), and will be delivered in line with industry recognised best practice.

Continuous engagement - Torfaen values the feedback from its residents and the consultation in 2016 has informed this strategy. Feedback will be regularly sought, from Torfaen's Annual Residents Survey, periodic participation monitoring, and Torfaen has also planned future surveys following any major changes and enhancements to the waste management service.

Annual Review - Torfaen's commitment to **Continuous Improvement** will require it to regularly review the outputs of this action plan. Officers and members will monitor costs and also progress against waste and recycling targets. Officers will work within Torfaen's scrutiny process to ensure that members are aware and have the opportunity to examine progress against this action plan.

As this plan covers such a significant time period it is also likely that other external factors such as changes in the financial markets, developments in technology and indeed developments within Torfaen itself, mean that it is sensible to undertake a more significant review every three years, or before a significant policy decision point.

Service Standards - The Council has also published Service Standards for the waste service (see Appendix 3). These were developed following consultation with our residents and focus on enabling an effective and efficient service that meets residents' expectations, and assists in continuous improvement and delivering on our targets. The standards clearly set out what services you can expect us to provide in relation to waste collection, and act as a benchmark to monitor our performance.

Post Service Change Review and Monitoring and Measurement

To understand the impact of any change of service key metrics should be captured to reflect the baseline position and also the position post service change. This information should be captured and analysed by the waste and recycling team and reported to the Executive Member for the Environment.

The recommended monitoring data to be captured can be found below.

Table 3: Monitoring Data

Service Change or Engagement Activity	Data	Priority
Kerbside Collections	Waste and Recycling Tonnages	High
	Recycling Rate	High
	Service Costs	High
	Number of Households	High
	Service Set Out and Participation	Med
	Customer Satisfaction	High
Periodic Re-routing exercise	Number of vehicles	High
	Number of Households	High
	Service Costs	High
Household Waste Recycling Centres	Waste and Recycling Tonnages	High
	Recycling Rate	High
	Amount of Material Sent for Re-Use	High
	Capital and Operational Costs	High
	Site Usage	Med
	Customer Satisfaction	High
Engagement and Education	Food Waste Participation Numbers	High
	Recycling Participation Numbers	High
	Annual Public Survey	High
	Number of Community Partners	High
	Number of Community Champions	High
Trade Waste and Recycling	Waste and Recycling Tonnages	High
	Recycling Rate	High
	Capital and Operational Costs – including profit and loss accounts	High
	Number of Customers	High
	Number of Customers Gained and Lost	High
	Average Cost Per Lift and Average Charge Per Lift	High

4.6 Fair Enforcement

When all communication and engagement routes have been exhausted Torfaen acknowledges that it may need to use the powers invested in it under S46 of the Environmental Protection Act 1990 to take enforcement action against residents who are not following Torfaen policies for recycling. Torfaen, however, will always adopt **Engagement First and Fair Enforcement** and continue to give every opportunity to participate in the correct manner.

Enforcement of any kind will only be used when all other methods of communication and engagement have been exhausted.

A clear policy and process will be communicated to residents so wherever possible all recycling is captured. This will be educational led so that those residents who do not participate are targeted. Data will be captured so that Torfaen can utilise WRAP's Social Norming Toolkit. This together with the use of the Mosaic demographics segmentation process will ensure that messages and the communication mediums selected, will be specifically targeted for estates, postcodes, streets etc. using positive re-enforcement.

“Fair Enforcement” is about targeted communication and engagement with residents who do not participate, aimed at encouraging and helping them to take part and to be able to understand the positive impact other residents' actions have.

Fair Enforcement goes hand in hand with recognition and highlighting good practice and success, rather than any form of incentivisation which could be seen as rewarding those who do not participate rather than recognising those who do. Communication messages will be all about recognising what others have achieved when they participate.

4.7 Commitment to our Goals - Timeline

Appendix 1 identifies the key actions to deliver Torfaen's Objectives. They outline Torfaen's commitment to continuous improvement, the delivery of statutory objectives and engagement with its stakeholders throughout the process. The dates indicated are the dates at which Torfaen will start work on the delivery of any specific action.

How these actions will be tactically delivered, including the detailed content and roll-out of the integrated communication, supporting these Objectives, will be determined at the point each project and element of change is to be implemented.



5.0 Investment

There are number of actions, included in Appendix 1 that will require capital investment. For capital spend that continues to move the Council towards the Welsh Government Blueprint, Torfaen will prepare capital grant applications justifying how the investment would assist in meeting or exceeding of statutory targets through the identified service change or enhancement. In additional internal invest to save business cases will be developed.

Other actions will require revenue investment from within a revenue budget which is increasingly stretched. In these circumstances a case by case cost benefit analysis will be carried out to identify how the actions can be delivered though invest to save means.

Development of bulking and baling facility – to ensure the integrity and quality of recyclable materials, and to maximise value from the sale of material, Torfaen will need to invest in further development of its bulking and baling facility and any investment decision will be based on affordability and return on the investment

HWRC re-use – the investment required to introduce this service will be paid for by Torfaen's contractor and partner FCC. The need for this service was recognised at contract award and was negotiated at that time.

Fleet – Torfaen will work with WRAP to identify how it could utilise a new fleet of vehicles to enable it to introduce additional materials to the kerbside collection service. This would be in line with the planned fleet replacement strategy, but with the introduction of new materials, continued enforcement of residual restriction and the anticipated housing growth, it is expected that additional vehicles will be needed. Additional income from new materials and anticipated savings from reduced loss of cardboard as would mitigate some of this additional cost and improve the overall recycling rate.

If a new fleet and additional materials is to be introduced, then the fully developed bulking and baling facility would need to be in place.

New containers – Torfaen has an ongoing policy and budget for the replacement and provision of containers. As new materials are introduced, and industry enhancements become available, Torfaen will continually review the type of containers it provides to its residents and customers, considering market developments and new market products.

Communications – an outline communication, educational and behavioural change programme will be developed, which further enhances the measures already in place, and a year on year budget will need to be prepared once objectives and actions have been agreed. To minimise the impact on its revenue budget Torfaen will utilise National Initiatives and seek support from Welsh Government and WRAP to implement these.

Value for money – for each communications initiative and service change Torfaen will ensure value for money and will look to tap into national initiatives and adopt existing toolkits, to utilise WRAP communications and operational experts and collaborate with surrounding authorities to adopt best practice, as it exists.

APPENDICES

Appendix 1:

Summary Action Plan and Timeline

Service	Strategic Objective	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
HWRC	Recycling for Everyone Collaboration	Introduction of re-use shop by FCC/Circulate	Enforcement – introduction of black bag sorting at HWRC. Residency checks in place to support the enforcement		Investigate options and affordability for recycling of polystyrene and other new recyclable materials	Re-let HWRC contract and consider collaboration with surrounding LAs		
Kerbside Recycling	Recycling for Everyone Minimise Waste		Review recycling containers and consider industry developments and best practice		Introduction of new fleet - improve cardboard cross contamination and improve recycling by 1%			
	Minimise Waste Recycling for Everyone			Seek to introduce additional materials for recycling – batteries, small WEEE, plastic bags and film			Market review to identify further opportunities for extending recycling materials	
	Minimise Waste		Consider plastic bag/film recycling - follow outcome of trial in Capital Valley					
	Minimise Waste			Identify affordable collection and off-take for nappy/AHP recycling				
	Recycling for Everyone Collaboration				Collaborate with other neighbouring authorities to undertake new procurement for treatment of green waste			
Kerbside Residual	Fair Enforcement Minimise Waste			Fair Enforcement – using up to date and targeted analysis. Introduce a process that educates first and enforces last		Review residual collection frequency		
Combined collections	Continuous Improvement	Carry out compositional analysis	Re-routing exercise – balance rounds to secure efficiencies and include housing growth		Review collections at flats, sheltered accommodation and communal areas	Re-routing exercise – balance rounds to secure efficiencies and include housing growth		
Waste Transfer Station	Continuous Improvement		Ensure transfer station is equipped to support a Blueprint kerbside sort operation					

Service	Strategic Objective	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
Trade Waste	Collaboration Recycling for Everyone		Review current Trade Waste service - greater access for local business community		Re-launch trade waste service to be recycling led and to respond to Environment Act. Focus on conversion of customers to recycling and protection of the portfolio	Target all schools and Council buildings – Council support for "Recycling Champions"	Review current Trade Waste service - greater access for local business community	Develop and grow trade waste service
Engagement and Education	Engagement First	Continue with Schools engagement strategy	Communicate Waste Services Vision and Goals to all stakeholders					
	Recycling for Everyone		Continue to work on Food Waste Behaviour Change project	Link findings from behaviour change project with existing participation monitoring to develop more targeted and effective doorknocking and engagement activities				
	Engagement First							
	Continuous Improvement		Update web-site - ensure customer feedback is integral – develop "My Say"					
	Minimise Waste		"Focus on Food" – targeted approach behavioural change programme	Review food waste campaign and assess 140l bin fill				
	Engagement First							
	Minimise Waste		Utilise WRAP Primary Schools food campaign					
	Engagement First							
		Develop overarching engagement and communication strategy						
	Collaboration	Identify community group and housing association stake holders	Establish working relationships with Housing Associations and Community Groups					
	Collaboration		Establish network of "Community Champions" for schools and key stakeholders / locations					
Communications supporting service changes	Engagement First Continuous Improvement							
	Continuous Improvement				Satisfaction Survey following service enhancements		Satisfaction Survey following service enhancements	

Appendix 2: Current Service

Torfaen County Borough Council	
Residual Waste	95 % collected fortnightly using 140 litre purple lidded skinny bins. A fortnightly nappy collection is provided for those residents who have children in nappies which providing extra capacity.
Recyclate	Weekly black box collection of recyclate for all households in a 55-litre black box. Recyclate collected weekly include food tins and drink cans, empty aerosols, newspapers, magazines and junk mail, catalogues and telephone directories, glass jars and bottles, plastic bottles, mixed plastics, clothes, textiles and paired shoes. 1 HWRC which has recently been expanded and improved in 2014/15.
Organics	A fortnightly collection of green waste is operated from March to November each year collected in 240 litre wheel bins. Food Waste is collected source segregated on a weekly basis in 23 litre brown caddies. The Authority supplies food liners to residents for this service.
Trade Waste	Weekly Residual Waste collections to approximately 560 trade customers. Recycling collections are offered to all trade customers
Disposal	Residual Waste is treated at Viridor's Energy from Waste Facility at Trident Park in Cardiff. The contract is for a period of 25 years. Earliest contract expiry is 2041.
Contractual Arrangements	Contract with FCC Environment for the provision and management of the HWRC and Waste transfer station at Panteg Way, New Inn. The contract is for a period of 7 years. Earliest Contract expiry March 2022 Food Waste is treated at Agrivert's Anaerobic Digestion facility at Stormy Down, Bridgend. The contract is for a period of 15 years. Earliest Contract expiry is 2033. Garden waste is treated at Cowbridge Compost facility in Cowbridge. The contract is for a period of 4 years. Earliest contract expiry is 2021.

Appendix 3: Torfaen Waste and Recycling Service Standards

Right Container, Right Place, Right Time

The council has produced a set of standards for waste and recycling that will allow us to improve our collections and will help us to increase recycling rates across the county.

The standards clearly set out what services you can expect us to provide in relation to your waste collection, and act as a benchmark to monitor our performance.

They also make it clear what you can do to make refuse and recycling collections as efficient as possible.

You can expect us to

Strategic Objective	Service Standard
Recycling for Everyone	Provide a weekly recycling and fortnightly refuse collection on an allocated day. Provide you with a purple lidded bin for refuse, a brown caddy for food waste, a blue bag for cardboard a black box for recycling and a green bin for garden waste. Provide replacement recycling containers for free, some charges apply. Provide an assisted refuse collection service for people who are physically unable to take out their bins and a free nappy sack service for families. Deliver replacement waste containers within two weeks.
Engagement First	Provide you with access to up-to-date information on available services and how to recycle your waste. Ensure our crews are polite and courteous during their collections. Only collect items that are in the right containers – if something is not in the right bin/bag/box we will leave a note saying why it wasn't taken.
Minimise Waste	Provide a Household Waste Recycling Centre (HWRC) and a number of 'Bring' sites where you can take your waste and recycling. Treat your bin/box/bag with care and put it back in the correct place. We'll pick up any rubbish dropped by us during the collections. Provide a bulky household items - collection service and commercial waste collections.
Continuous Improvement	Respond to your queries in line with our Corporate Standards.

Please help us by

Strategic Objective	Service Standard
<p>Collaboration</p>	<p>Placing your waste container out for collection before 7am on your allocated day. Not reporting your waste container as 'missed' unless it's after 4pm on your collection day. Taking in your waste container by 7pm on your collection day. Placing all your waste containers for collection where your property meets the pavement (or your designated collection area). Personalising your waste containers with a house number/name to reduce the risk of it being lost/stolen and help the crews put it back in the right place. Placing a net over your recycling box to stop materials being blown out of the box. Not weighing your box down. Rinsing out your bottles and cans, crushing your plastics, cartons and bulky items, and not putting recycling in carrier bags unless it's for textiles. Sorting your waste and recycling before visiting the HWRC.</p>
<p>Engagement First</p>	<p>Being courteous to the crews during their rounds and showing patience when driving behind them and comply with the Highway Code. Staying up to date with the information we provide.</p>

The full details of Torfaen's service standards can be found in its website

<https://www.torfaen.gov.uk/en/RubbishAndRecycling/Household-Waste-Service-Standards/Waste-and-Recycling-Service-Standards.aspx>

Appendix 4: Integrated Communication Package – a practical approach

Communications that underpins the strategy to achieve Torfaen's goals

- There will be a **focus** on – and prioritisation of – those behaviours/actions which will make the greatest contribution to the waste and recycling strategy's overarching objectives.
- Communications and engagement **activity must align with and complement the wider waste strategy**. In particular this means linking with any future service changes as identified in the Action Plan in Appendix 1. The focus will be on delivering excellent service change communications, with additional communications, engagement and behaviour change activity scheduled in around this.
- Adopting a **project-focused** rather than 'always on' communications approach, with two types of communications project: those linked to service change (time-specific and delivered as an integral element of the wider service change), and those not linked to service change (non time-specific and delivered as discrete projects), all of which will have clear objectives and timelines. This means that at any one time there may be **one key communications focus**; it also means that there will be short periods between projects during which there will remain only a low level of communications outputs e.g. the Council's social media accounts.
- Developing communications activities and materials from scratch can be expensive and time-consuming. Where possible, the Council will **make use of existing materials/templates** etc, amending them as necessary to meet its own specific needs. This does not mean that 'one size fits all', only that where possible, the Council will continue to make use of existing materials/templates etc as a starting point, with additional bespoke materials and activities to be developed at a later stage as needed. This approach is **low-cost and low-risk** compared to developing materials from scratch.
- Investigating opportunities to **benefit from the Welsh Government's multi-year Behaviour Change Programme** and other national initiatives as they are developed. This is likely to provide multiple

opportunities for participation and collaboration.

- Continuing to make the most of **existing networks and partnerships**.
- Using Mosaic data and findings from waste behaviour change work to **target specific audience segments** using the channels and messages that will best work for them. The focus will remain on targeting those segments which will have the **greatest impact – which will also deliver the best value for money**.
- Using the findings from the current food waste behaviour change work to inform future behaviour change interventions and following this approach to **test and trial new tactics** before rolling them out widely, to concentrate on those which work best.

Appendix 5:

Schools Communication Package

Key projects include:

1. **Wot to Rot** – The scheme encourages school children to start composting and help the environment.
2. **Battery Recycling Campaign** – schools across the borough have received interactive schools pack for children of different ages, collection boxes, lesson plans and a free recycling collection.
3. **Schools Recycling** - The Council has introduced a paper, glass and plastic bottle recycling scheme in schools across the county borough. The initiative gives every school in the area the opportunity to recycle.
4. **Educational visits** - Hosting educational visits by local schools to Torfaen's bulking and baling facility in Cwmbran.
5. **Trash Times** – A newsletter directed at school children detailing "Dan Cans" journey at helping Torfaen become greener and cleaner this is portrayed in a comic strip.
6. **Eco Schools** – The eco schools programme is a Europe wide project designed to encourage environmental education and action.
7. **Litter Education** – Working with schools to reduce and eventually prevent litter. Litter picks carried out in the school grounds and surrounding streets every term or set up regular monitoring of the grounds.
8. **Keep Me Safe competition** is co-ordinated by Gwent Police. Torfaen Waste Team works in partnership with South Wales Fire Service, Western Power, and British Red Cross. Reduce re- use and recycling is included in the presentations.
9. **Crucial Crew** – Each year the Waste team engages with around 1,000 year 6 pupils to discuss sustainability, waste and recycling issues.
10. **Tomorrows World Todays Challenge** – Young Torfaen's sustainability day, the event is designed to promote sustainability with schoolchildren through fun and interactive methods.

11. Primary & Comprehensive School workshops – a waste themed activity delivered to individual classes.

12. Development of projects with Welsh Baccalaureate – Identify opportunities with schools for greater interaction with the schools and their pupils to develop projects that children can design and then deliver so that they can measure the impact they can have in their own environment.



Appendix 6: Well Being Goals

How Torfaen's Integrated Strategic Waste Action Plan will result in multiple benefits for our communities and contribute to the national well-being goals.

Well-being goals	5 ways of working and how we will deliver	Torfaen's Strategic Waste Objectives that deliver against well-being goals	How actions beneficially contribute to the national well-being goals
<p>A prosperous Wales An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.</p>	<p>Long-term</p>	<p>Recycling for Everyone Minimise Waste Collaboration</p>	<p>Services designed so that everyone can participate. Maximise benefits of emerging technologies to recycle more and introduce additional materials. Providing residents with more suitable HWRC and re-use facilities for the future to achieve 70% recycling rate by 2025. As new materials are included in the recycling services Torfaen will seek reprocessing outlets in Wales.</p>
<p>A more equal Wales A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).</p>	<p>Integration and Collaboration</p>	<p>Recycling for Everyone Fair Enforcement</p>	<p>Services that are accessible to all residents, local businesses and visitors to Torfaen. Improvements to HWRC will allow alterations to be made in order to accommodate everyone. Engagement and communications that give everyone the opportunity to participate in recycling and waste minimisation schemes.</p>

How Torfaen's Integrated Strategic Waste Action Plan will result in multiple benefits for our communities and contribute to the national well-being goals.

Well-being goals	5 ways of working and how we will deliver	Torfaen's Strategic Waste Objectives that deliver against well-being goals	How actions beneficially contribute to the national well-being goals
<p>A Wales of cohesive communities Attractive, viable, safe and well-connected communities.</p>	<p>Collaboration and Involvement</p>	<p>Engagement First Collaboration</p>	<p>Public Surveys and Satisfaction surveys that give residents and local businesses a voice and influence the services provided to them. Working with residents and local stakeholders for an inclusive waste management service. Encourage community resilience and empower individuals to help others. Work with housing associations, businesses and stakeholders at its own key locations to create a network of Community Champions. Collaboration with third sector partners to develop employment opportunities and enhance qualifications such as training in NVQs, to increase re-use and the wider social benefits.</p>
<p>A healthier Wales A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.</p>	<p>Integration and Involvement</p>	<p>Recycling for Everyone</p>	<p>Schools programme of communication and engagement so our children understand how they can make a difference from an early age. Targeted education - encouraging people to do the right thing by appealing to their sense of belonging. Focusing messages with emphasis on the positive and appealing to residents' sense of identity and community. Torfaen will make its services accessible to all new residents, to ensure they have both the information and equipment to participate.</p>
<p>A resilient Wales A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).</p>	<p>Long-term</p>	<p>Recycling for Everyone Minimise Waste Continuous Improvement</p>	<p>An integrated strategy that is aligned to the waste hierarchy.</p>

How Torfaen's Integrated Strategic Waste Action Plan will result in multiple benefits for our communities and contribute to the national well-being goals.

Well-being goals	5 ways of working and how we will deliver	Torfaen's Strategic Waste Objectives that deliver against well-being goals	How actions beneficially contribute to the national well-being goals
<p>A globally responsible Wales A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.</p>	Prevention	<p>Recycling for Everyone Minimise Waste Continuous Improvement</p>	An integrated strategy that is aligned to the waste hierarchy through encouraging the prevention of waste, providing opportunities to recycle what is produced and reducing the amount of waste disposed.
<p>A Wales of vibrant culture and thriving Welsh language A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.</p>	Involvement and Collaboration	<p>Engagement First</p>	Education and Engagement - all communications with our community will be provided in English and Welsh.

The Five Ways of Working

Long-term - The importance of balancing short-term needs with the needs to safeguard the ability to also meet long-term needs.

Integration - Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies.

Involvement - The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

Collaboration - Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

Prevention - How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

TORFAEN COUNTY BOROUGH COUNCIL:
RECYCLING AND WASTE STRATEGY
2018-2025

An integrated waste strategy for Torfaen County Borough Council

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