

Rutland County Council
Waste Management and Streetscene Strategy
Rolling Three Year Action Plan
2021-2023

Revision 1
August 2021

Overview

This three-year action plan documents the key priorities for the service to deliver for the coming year (2021-22) and sets the direction of travel for the second and third years. The action plan clearly outlines how the service will develop within the next three years to meet the goals documented in the overarching Waste Management and Streetscene Strategy. Annual targets have been set in this action plan against the overall goals given in the Waste Management and Streetscene Strategy, to be reviewed and updated as actuals are known.

The action plan must be underpinned by a corresponding annual communications plan to support the priorities. The Year 2 and Year 3 elements of the plan indicate a rolling programme of work in the short term, setting out aspirations for meeting priorities not thought to be achievable in Year 1. It should be noted that the action plan is not intended to demonstrate to what extent financial and performance goals will be met.

The following packages of work are set out in the short term priority section of the Waste Management and Streetscene Strategy and contribute towards meeting the Vision to:

1. reduce waste to a minimum and maximise the reuse and recycling of materials;
2. avoid and reduce the county's overall carbon emissions; and
3. comply with all relevant environmental legislation, now and in the future.

	Year One Priorities 2021/22	Owner
General	Set out the waste and streetscene service education and promotion requirements for the year through the production of an annual communications plan to include the waste prevention, reduction, re-use and recycling priorities as set out below.	Environmental Services / Communications
	Write, approve and publish a waste management charter between Rutland and its residents. This will set out the services available to residents and businesses, and the expectations on residents and businesses using the service.	Environmental Services
	Undertake the scheduled review of waste policies, including the enforcement policy, to support the waste management service. Undertake this review to ensure a robust suite of approved policies is in place and is approved to support future service direction as set out in the strategy.	Environmental Services
	Undertake annual performance reviews of the service which evaluates the Council's ability to meet its vision and priorities against the goals and outcomes shown within this action plan. This will ensure the Council remains on track in achieving its goals and is able to identify and rectify any arising issues in a timely manner.	Environmental Services
Waste reduction	Investigate becoming a signatory to WRAP's Courtauld Commitment 2025. This is an ambitious voluntary agreement which brings together organisations across the food system to make food and drink production and consumption more sustainable. It contains a commitment to reduce food and drink waste associated with production and consumption of food and drink by 20% per person, post farm gate and a 20% per person reduction in the greenhouse gas (GHG) emissions associated with production and consumption of food and drink in the UK.	Environmental Services
	Continue education and promotion activities relating to home composting, especially considering that 2.6% of the average residual waste bin comprised garden waste and 23.4% of the residual waste was home compostable food waste. This equates to circa 2,184 tonnes per annum (TPA), costing Rutland in region of £280,000 p/a to dispose (not including collection costs).	Environmental Services

Waste reduction	Continue education and promotion activities relating to food waste prevention, supporting the WRAP Love Food Hate Waste national campaign, considering that 18.3% of the residual waste bin comprised edible food waste, equating to 1,537.2 TPA. This cost in the region of £195,000 p/a to dispose (not including collection costs).	Environmental Services
	Promote existing channels, such as local charity shops, as opportunities for re-use on the Council's website.	Environmental Services / Communications
Re-use	Promote and endorse WRAP's Sustainable Clothing Action Plan (SCAP) Love Your Clothes campaign, including promotion of the Love Your Clothes website to capture textile material currently in the residual waste bin for reuse (7% of HWRC waste and 2.2% of kerbside was textiles could have been re-used or recycled, totalling an average of 588 TPA, equating to circa £75,000 p/a disposal cost, not including the costs of collection).	Environmental Services
Recycling	Undertake education and promotion activities to increase capture rates from recyclable material present in the residual waste stream for both kerbside and HWRC (the waste composition study revealed that particular focus should be given to textiles, both from the kerbside and HWRC).	Environmental Services
	Undertake repeated and targeted education and promotion campaigns at the Kendrew Barracks including regular provision of bin stickers and leaflets to inform 'what goes where' at the kerbside, considering the transient population.	Environmental Services
	Sign up to the voluntary Resource Association 'End Destinations of Recycling charter' and publicise the charter on the Council's website to provide transparency to residents about where recycle is taken.	Environmental Services / Communications
	Undertake an options appraisal project to determine the new kerbside recycling and food waste collection service and reduced size of residual waste bin for both households and businesses, to commence from April 2024 when the re-procured Environmental Services contracts commence.	Resource Futures / Environmental Services
	Provide a comprehensive commercial waste webpage on the Council's website, which sets out the service available to commercial waste users, the current prices, bin sizes available and possible collection frequencies on one page.	Environmental Services / Communications

Reducing waste disposal	Maintain the Council's Climate Emergency target of 0% waste to landfill by 2050 through only accepting non-landfill based alternatives for waste disposal.	Environmental Services
Streetscene	Endorse national littering and fly-tipping prevention organisations, such as Keep Britain Tidy and the National Fly-tipping Prevention Group and promote their campaigns where appropriate, including utilising the campaign material given in the Zero Waste Scotland toolkit, as necessary.	Environmental Services
	Undertake best practice research to determine a suitable approach for reducing the number of dog fouling, littering and fly-tipping incidents in Rutland, including keeping up to speed with the Welsh Government's Litter and Fly-tipping Prevention Plan (currently out to consultation).	Environmental Services
	Include the production and dissemination of dog fouling, littering and fly-tipping education and promotion material in the annual communications plan, to include developing a campaign 'brand' and associated communications to prevent dog fouling, littering and fly-tipping and encourage reporting for householders, landowners and businesses.	Environmental Services / Communications
	Produce a dedicated fly-tipping webpage which contains specific information in relation to the support the Council can provide regarding reducing incidences of fly-tipping and links to the work being undertaken nationally, such as providing links to the National Fly-tipping Prevention Group webpage.	Environmental Services / Communications
	Establish baseline data on reporting and investigation of dog fouling, littering and fly-tipping incidents and annually monitor and review progress with the view of setting dog fouling and littering reduction targets once baseline data has been established.	Environmental Services
	Map and review the location of dog fouling, littering and fly-tipped incidents to identify whether any 'hot spots' can be identified. Target these areas for education, promotion and enforcement activities, such as displaying posters and having CCTV cameras present to act as deterrents.	Environmental Services

	Years Two and Three Priorities 2022-2023/24	Owner
General	Undertake annual performance reviews of the service which evaluates the Council's ability to meet its vision and priorities against the goals. This will ensure the Council remains on track in achieving its goals and is able to identify and rectify any arising issues in a timely manner.	Environmental Services
Waste reduction	Continue education and promotion activities relating to home composting, especially considering that 2.6% of the average residual waste bin comprised garden waste and 23.4% of the residual waste was home compostable food waste. This equates to circa 2,184 tonnes per annum (TPA), costing Rutland in region of £280,000 p/a to dispose (not including collection costs).	Environmental Services / Communications
	Continue education and promotion activities relating to food waste prevention, supporting the WRAP Love Food Hate Waste national campaign, considering that 18.3% of the residual waste bin comprised edible food waste, equating to 1,537.2 TPA. This cost in the region of £195,000 p/a to dispose (not including collection costs).	Environmental Services / Communications
Re-use	Conduct a review of the bulky household waste (BHW) collection service, including the approach to charging, considering the impact of single item charges. In addition, review the impact on the BHW collection service from the Kendrew Barracks to assess whether service demand is particularly high from these service users. Explore the viability of working with the Barracks to undertake a business case for offering an on-site BHW re-use scheme.	Environmental Services
Recycling	Undertake education and promotion activities to increase capture rates from recyclable material present in the residual waste stream for both kerbside and HWRC (the waste composition study revealed that particular focus should be given to textiles, both from the kerbside and HWRC).	Environmental Services / Communications
	Undertake repeated and targeted education and promotion campaigns at the Kendrew Barracks including regular provision of bin stickers and leaflets to inform 'what goes where' at the kerbside, considering the transient population.	Environmental Services / Communications

Recycling	Undertake a business case for evaluating increasing the trade waste and recycling service for businesses. Produce a trade waste and recycling action plan for the preferred option.	Environmental Services
	Develop and produce business cases for evaluating the range of income generating options scoped as part of the HWRC and Infrastructure project. For example, for trade waste acceptance and for charging for different types of DIY waste (rubble, hardcore, ceramics, plasterboard, wood and tyres).	Environmental Services
	Undertake a 'What goes where?' HWRC campaign including container provision, a review of site signage and information given on the Council's website to decrease 'missed recycling' in the HWRC residual waste stream.	Environmental Services / Communications
	Undertake a kerbside recycling participation survey to assess the number of households participating in the kerbside recycling collection service. This will enable specific education and promotion activities to be targeted at low performing areas in the County.	Environmental Services
Reducing waste disposal	Maintain the Council's Climate Emergency target of 0% waste to landfill by 2050 through only accepting non-landfill based alternatives for waste disposal.	Environmental Services

Annual Targets

Annual kerbside recycling rate targets

Goal 1 - Achieve a kerbside recycling rate target of 65% by 2035

Recycling Rate Target	Year	Actual Recycling Rate
57%	2021/22	
57%	2022/23	
57%	2023/24	
60% ¹	2024/25	
60%	2025/26	
61%	2026/27	
62%	2027/28	
63%	2028/29	
63%	2029/30	
63%	2030/31	
64%	2031/32	
64%	2032/33	
64%	2033/34	
65%	2034/35	
65%	2035/36	

Annual HWRC recycling rate targets

Goal 2 - Improve recycling at both Civic Amenity (HWRC) sites to achieve a target of 85% of waste recycled by 2035.

Recycling Rate Target	Year	Actual Recycling Rate
77%	2021/22	
78%	2022/23	
78%	2023/24	
78%	2024/25	
78%	2025/26	
78%	2026/27	
78%	2027/28	
78%	2028/29	
80% ²	2029/30	
82%	2030/31	
83%	2031/32	
83%	2032/33	
84%	2033/34	
84%	2034/35	
85%	2035/36	

¹ Assuming that the new waste, recycling and food waste collection service is introduced in 2024/25.

² Assuming that the outputs from the HWRC and Infrastructure project are implemented from 2029/30.

Annual residual waste arisings targets

Goal 3 – Ambition to reduce residual household waste arisings to less than 6kg/hhld/week by 2035

Residual Waste Arisings Target (kg/hhld/week)	Year	Actual Residual Waste Arisings (kg/hhld/week)
9.5	2021/22	
9.3	2022/23	
9	2023/24	
8 ¹	2024/25	
7.5	2025/26	
7.3	2026/27	
7	2027/28	
6.8	2028/29	
6.6	2029/30	
6.5	2030/31	
6.4	2031/32	
6.3	2032/33	
6.2	2033/34	
6.1	2034/35	
6	2035/36	

Annual fly-tipping incidents targets

Goal 4 – Reduce the number of fly-tipping incidents to 200 per year by 2035

Number of Fly-tipping Incidents	Year	Actual Number of Fly-tipping Incidents
220	2021/22	
220	2022/23	
220	2023/24	
218	2024/25	
216	2025/26	
214	2026/27	
212	2027/28	
210	2028/29	
208	2029/30	
206	2030/31	
204	2031/32	
203	2032/33	
202	2033/34	
201	2034/35	
200	2035/36	