

Reduce, Reuse, Recycle for a Cleaner, Greener Oxford

Oxford City Council Waste and
Recycling Strategy 2013 - 2020



Waste and Recycling Strategy 2013 – 2020

Foreword

Oxford City Council wants to work towards the elimination of disposal of waste to landfill or traditional mass burn incineration. This will be achieved by working within the bounds of the waste hierarchy.

The City Council will reduce the amount of waste generated, encourage the re-use of products rather than throwing away and will recycle and compost waste as far as possible. The City Council will also seek to ensure that appropriate treatments are provided for any residual waste that cannot be recycled. The Council recognises that waste is a resource with a value.

The purpose of this strategy is to set out what Oxford City Council aims to achieve in these areas and how it will be done. The strategy also gives a background to waste policy and strategy at a national and local level.

A handwritten signature in purple ink, appearing to read 'John Tanner', with a long horizontal line extending from the end of the signature.

Councillor John Tanner

Board Member Cleaner and Greener Oxford

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1.0 Introduction

- 1.1 Everyone faces a significant challenge in managing our waste in a more sustainable way, reducing the reliance on disposing of waste in landfills with ever decreasing capacities and developing more productive ways of using our waste as a resource, and realising value from it wherever possible.
- 1.2 We all have to work together in embracing this challenge and taking advantage of exciting new opportunities of reduce, reuse and recycle - helping Oxford to become a low carbon, low waste city.
- 1.3 This strategy sits within a hierarchy of waste management strategy and policy at European and national levels. Oxford City Council works in partnership with the district and county council in Oxfordshire through the Oxfordshire Waste Partnership (OWP). This plan is informed by the OWP Joint Municipal Waste Strategy and Oxford City Council's Sustainability Strategy.
- 1.4 This strategy will provide a vision for how Oxford will manage its waste to meet local needs whilst meeting the requirements of the wider policy framework.
- 1.5 Oxford is unusual both in terms of its geography and demographics, which provides a challenge in itself; but in addition, Oxford has exceptionally high expectations from its residents, so our services must be of a uniquely high standard.
- 1.6 Waste and recycling are the only services that are essentially delivered directly to the doors of residents every week. We know that it is important to not only get these services right in terms of quality standards, but to make sure that the way that rubbish is collected allows us to treat it in a way that is least damaging to the environment.
- 1.7 The aim of this strategy is therefore to ensure that Oxford, in partnership with residents, businesses and organisations, manages its waste in a more sustainable way and delivers the highest quality services, with reasonable cost and with minimal negative impact on the environment.
- 1.8 A detailed action plan identifying initiatives to achieve the objectives of this strategy will be developed and updated as appropriate.

The City of Oxford

- 1.9 In addition to being a major tourist destination, Oxford is a centre of excellence for education, with – at any one time – over 30,000 students studying fulltime at the University of Oxford and Oxford Brookes University. It is also a centre for some outstanding hospitals and for world leading medical research, as well as a major retail centre and the cultural capital of the region.
- 1.10 Contemporary Oxford is also an economic hub in the world-class knowledge economy that exists in central Oxfordshire. Our sub-region leads in the publishing and creative industries, high performance engineering, space research, medical instruments and other high-tech spin-offs from university activities. This underpins the prosperity of Oxfordshire, and makes a major contribution to the wider south-east region.

- 1.11 Oxford contrasts with the rest of the county in its ethnic and cultural diversity, with the third highest minority ethnic population in the south east. With the highest proportion of students in England and Wales, it is also a youthful and mobile city.
- 1.12 Dynamic urban environments provide great opportunities but also difficult challenges. Oxford is no exception. The city is a densely packed urban space – covering only 17.6 square miles – with very high levels of housing density.

The policy framework – putting it all into context

National situation

- 1.13 In Oxford, as in the rest of the UK, we are facing real challenges in dealing with our waste in a sustainable way. Historically the majority of waste we create has been disposed of in landfill sites where it rots down and produces methane, a powerful greenhouse gas.



Figure 1 – The Waste Hierarchy

- 1.14 In recent years there have been significant changes in the way we deal with our waste. Recycling and composting have increased and waste reduction and reuse have become more important. Climate change is becoming more of an issue and the Government will be taking account of waste in its broader carbon and resource policies.
- 1.15 The waste hierarchy sets the framework for sustainable waste management. The most desirable method of waste management is waste reduction, with the least preferred option being landfill.

European Union Waste Framework Directive (2008/98/EC)

- 1.16 The Waste Framework Directive (WFD)¹ provides the overarching legislative framework for the collection, transport, recovery and disposal of waste, and includes a common definition of waste. The WFD requires all Member States to take the necessary measures to ensure waste is recovered or disposed of without endangering human health or causing harm to the environment and includes permitting, registration and inspection requirements. The WFD also requires Member States to take appropriate measures to encourage firstly, the prevention or reduction of waste production and its harmfulness and secondly the recovery of waste by means of recycling, re-use or reclamation or any other process with a view to extracting secondary raw materials, or the use of waste as a source of energy. The WFD's overarching requirements are supplemented by other directives for specific waste streams. The WFD sets a target that 50% of waste from households is recycled by 2020.
- 1.17 The European Union Waste Framework Directive was transposed into national law in March 2011. There are three key developments for Oxford City Council resulting from this:
- The waste hierarchy (shown in figure 1) is now law and all waste producers must have regard for the waste hierarchy when managing their waste.
 - A national waste prevention plan must be developed by 2014, increasing the importance of waste reduction activity. This is due to be published in December 2013.
 - All waste producers (including councils) must have recycling services in place for glass, metals, paper and plastics by 2015.

European Union Landfill Directive (1999/31/EC)

- 1.18 The Landfill Directive² aims to prevent or reduce as far as possible negative effects on the environment from the landfilling of waste, by introducing stringent technical requirements for waste and landfills and setting targets for the reduction of biodegradable municipal waste going to landfill.
- 1.19 The Landfill Directive sets targets for the diversion of biodegradable municipal waste from landfill in 2013 and 2020;
- By 2010 reduce biodegradable municipal waste landfilled to 75% of that produced in 1995.
 - By 2013 reduce biodegradable municipal waste landfilled to 50% of that produced in 1995.
 - By 2020 reduce biodegradable municipal waste landfilled to 35% of that produced in 1995.

¹ European Union Waste Framework Directive (2008/98/EC) - <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2008:312:0003:0030:EN:PDF>

² European Union Landfill Directive (1999/31/EC) - <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:1999:182:0001:0019:EN:PDF>

- 1.20 Biodegradable waste is waste that will rot down, such as paper, cardboard, textiles, wood, food and garden waste. This waste produces greenhouse gases and toxic liquids when rotting in landfill. The Landfill Directive also requires certain types of wastes to be pre-treated before they can be landfilled and bans other types of waste from landfill sites altogether.
- 1.21 Landfill Tax was introduced in the UK to aim to encourage efforts to minimise the amount of waste being produced and to increase the use of non-landfill waste management options, such as recycling, composting and recovery options. Its introduction became a key driver for many organisations to reduce their reliance on landfill to manage their waste and to explore other, more sustainable and resource efficient, options for treating waste. Landfill tax is now the main fiscal instrument encouraging the diversion of waste from landfill.

National Review of Waste Policy

- 1.22 National Government published its Review of Waste Policy³ and plans for a zero waste economy on 14th June 2011 following consultation with local government, industry and members of the public.
- 1.23 Oxford City Council is well placed to incorporate the national review findings. We already:
- Prioritise waste prevention;
 - Collect waste regularly and have good levels of public satisfaction;
 - Have high levels of recycling and composting;
 - Realise the benefits of Anaerobic Digestion;
 - Recognise the role of Energy from Waste within the context of the waste hierarchy;
 - Work with local businesses to reduce waste and increase recycling collections; and
 - Take a common sense approach to environmental enforcement, pursuing serious or persistent offenders.
- 1.24 The national review did not set out any new landfill diversion or waste recycling targets, the EU waste Framework Directive recycling and composting target of 50% by 2020 being the only target set out.
- 1.25 The most significant development within the national review is perhaps the abolition of The Landfill Allowance Trading Scheme (LATS)⁴ from 31 March 2013. This follows the reclassification of municipal waste to bring it in line with the broader European definition. As outlined above, the Landfill Tax is now the main fiscal instrument encouraging the diversion of waste from landfill.

³ National Review of Waste Policy - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/69401/pb13540-waste-policy-review110614.pdf

⁴ The Landfill Allowance Trading Scheme was an initiative introduced by the UK Government to help reduce the amount of biodegradable municipal waste (BMW) sent to landfill.

Oxfordshire Joint Municipal Waste Management Strategy

- 1.26 Working with Cherwell District Council, Oxfordshire County Council, South Oxfordshire District Council, Vale of the White Horse District Council and West Oxfordshire District Council, through the Oxfordshire Waste Partnership (OWP), Oxford City Council has developed the Oxfordshire Joint Municipal Waste Management Strategy (JMWMS)⁵ which sets out a vision for the future:
- 1.27 A society where everyone tries to prevent waste and sees waste materials as a potential resource. Oxfordshire is pursuing a clear vision for sustainable waste management and resource efficiency:
“We will work in partnership to reduce waste and to maximise reuse, recycling and composting. We will treat residual waste before disposal to further recover value and to minimise the environmental impact of managing our waste streams”
- 1.28 The JMWMS sets out a number of key objectives and targets which Oxford City Council has committed to work in partnership to help to achieve. OWP develops an annual work plan which Oxford City Council helps to deliver.

A Sustainability Strategy for Oxford

- 1.29 The Sustainability Strategy for Oxford brings together all the Council’s existing policies relating to sustainability within one overarching document and sets out a longer term framework to address these issues. The following ambition is set out in relation to waste management.
- 1.30 The City Council wants to work towards the elimination of disposal of waste to landfill or traditional mass burn incineration. This will be achieved by having regard to the waste hierarchy.
- 1.31 The City Council will cut back the amount of waste generated, encourage the re-use of products rather than throwing away and will recycle and compost waste as far as possible.
- 1.32 The Council recognises that waste is a resource with a value.



Figure 2 - Landfill, the least favoured option in the Waste Hierarchy

⁵ Oxfordshire Waste Partnership Joint Municipal Waste Management Strategy - <http://www.oxfordshirewaste.gov.uk/cms/content/our-strategy>

2.0 Local waste management in Oxford

Oxford is an extremely diverse city that has a variety of stakeholders to serve, all of whom produce waste on a daily basis:

152,000 residents
55,400 households
19,500 flats and houses of multiple occupation
40,000 daily commuters
9 million tourist visits per year
1,500 business customers
Population churn of 25% every year

- 2.1 The scope of this strategy includes all local authority collected waste produced within the boundaries of the City of Oxford. This includes waste produced within Oxford by householders, commercial waste collected by Oxford City Council, waste deposited at Household Waste Recycling Centres (HWRCs), street sweepings, litter and fly tipped materials. This includes all waste that is reused, recycled and disposed of in the city.
- 2.2 Oxford City Council is a waste collection authority and collects and manages around 54,000 tonnes of municipal waste every year. Around 45,000 tonnes of this is household waste and the rest is commercial waste. To see our performance over time go to Appendix 1.
- 2.3 In 2009/10, we market tested our recycling and waste service in order to make the service more efficient and to improve customer satisfaction.
- 2.4 The City Council now offers a high quality and inclusive service. We have expanded the weekly food-waste recycling programme across the whole city. We are giving householders choice about containers: wheeled bins, boxes and sacks are all available in order to reflect the different kinds of housing stock in the city. The blue wheeled bins make recycling easier for residents as nearly all recycling materials can be placed into one container.
- 2.5 A talkback customer satisfaction survey on waste and recycling was undertaken in autumn 2011. The survey indicated that 83% of those surveyed were very or fairly satisfied with the overall service. 82% of respondents were satisfied with door step recycling services while 86% were satisfied with the refuse collection service.
- 2.6 We have introduced a new pay-for garden waste collection service which had over 13,500 customers subscribed in its first six months of operation. We have also introduced a new textile and clothes recycling bank and composted over 2,000 Christmas trees.
- 2.7 The Council has spent £270,000 per year over between 2011 and 2013 to extend recycling to flats by improving the provision of commingled recycling facilities and bin stores in Council owned sites. The Council has also passed a revised waste and collection policy to promote recycling in the 15,000 flats in privately run communally serviced sites; *"At all relevant sites, the Council shall seek to collect no greater quantity of waste from domestic refuse bins than from domestic recycling bins."* We

are working to enhance refuse collection on the more densely populated estates with limited or no front gardens. We have introduced bring banks for small electrical items.

- 2.8 The Council has a well-established commercial waste collection service and we introduced a recycling service in 2005 for local businesses, charities and universities/colleges. We have recently introduced a commercial food waste recycling service. The Council has signed up to the WRAP Business Recycling and Waste Services Commitment. The commitment sets out in 12 principles which should underlie a business recycling and waste service. It commits the Council to:

- Making recycling easy;
- Providing value for money;
- Consulting on and clearly communicating their services;
- Reduced mis-use of household services; and
- Reducing waste to landfill.

Oxford's waste related services

- 2.9 Oxford's waste related services include:

- Fortnightly collection of recyclables from all households within the city.
- A weekly food waste recycling service for all households (except flats).
- Fortnightly collection of residual waste from all households within the city.
- On street recycling collection banks.
- A free collection of bulky waste from households.
- A pay-for garden waste collection service.
- Subsidised home composting bins.
- An assisted collection service for residents who cannot physically manage to move their wheelie bin or recycling boxes.
- Kerbside battery collections.
- A clinical waste collection service.
- Cotton nappy subsidy scheme.
- Collections of residual waste from commercial customers.
- Collections of recycling from commercial customers.
- Collections of food waste from commercial customers.
- Delivering improvements to local environmental quality. This includes services such as street sweeping, removing fly-tipping, graffiti and fly-posting, cleaning chewing gum deposits, emptying litter bins and tackling dog fouling.
- Taking appropriate enforcement action, including prosecutions, against those caught littering, fly-tipping, allowing their dog to foul, or for the misuse of waste services.

- 2.10 Oxfordshire County Council is the waste disposal authority for Oxfordshire and disposes of most of Oxford's waste. Currently residual waste is taken for landfill at Ardley. From 2014/15 the majority of residual waste will be taken to the energy from waste plant at Ardley.

- 2.11 Food waste is taken to the anaerobic digestion plant at Cassington where it is processed to release methane and convert the food waste to a valuable fertiliser. The methane gas arising from the process is piped to an on-site engine to generate electricity which can be fed into the National Grid.

- 2.12 Green waste is taken to Ardley In-Vessel Composting facility where it is processed into a valuable organic compost fertiliser.
- 2.13 Dry recyclate is taken to the Materials Recycling Facility at Enstone for processing. The majority of recycled materials are sent to locations in the UK for reprocessing into new products.

Oxford's waste profile

- 2.13 An independent two season waste compositional analysis was conducted during autumn 2009 and summer 2010. A sample was taken from the three main socio-economic classes across the city to obtain a representative sample of all the waste produced. Table 1 and Figure 2 illustrate the composition of Oxford's waste.

Waste type	Arising (kg/hh/wk)	Percentage
Organic Catering (Kitchen Waste)	2.47	24.2
Paper	1.70	16.7
Organic non-catering (Garden Waste)	1.19	11.7
Miscellaneous Combustibles*	1.05	10.3
Glass	0.89	8.7
Card	0.76	7.5
Dense plastic	0.72	7.1
Plastic film	0.47	4.6
Ferrous Metal	0.26	2.6
Textiles	0.21	2.1
Fines <10mm	0.16	1.6
Non-ferrous Metal	0.10	1.0
Miscellaneous non-Combustibles**	0.09	0.9
Waste Electrical and Electronic Equipment (WEEE)	0.05	0.5
Liquids	0.04	0.4
Hazardous	0.03	0.3
Total	10.19	100.0

*Miscellaneous Combustibles include treated & untreated wood, carpet & underlay, furniture, disposable nappies and pet excrement

**Miscellaneous non-Combustibles include construction and demolition waste such as bricks, stone, plaster and cement.

Table 1 – Breakdown of the Composition of Oxford's Waste

Percentage of Waste type

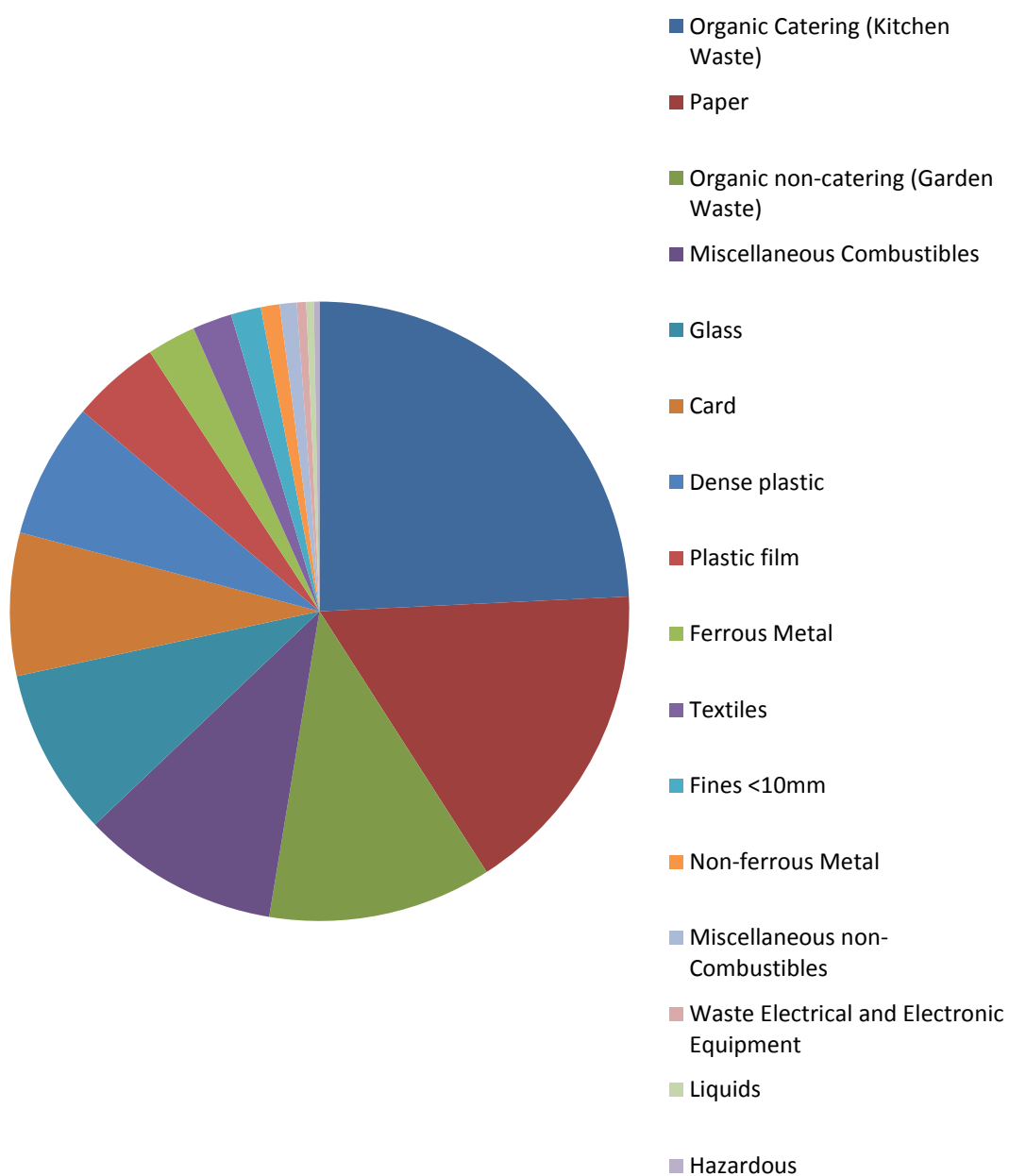


Figure 3 – Graph Showing the Composition of Oxford's Waste

3.0 Vision, aim and objectives

Vision

We will reduce waste from our own buildings and services and make it easier for residents and businesses to reduce, reuse and recycle their waste in line with the waste hierarchy.

We recognise that waste is a resource with a value, and we will seek to generate and maximise income from it wherever possible.

- 3.1 Oxford has committed to becoming a 'low carbon' city by 2020. Waste production and management practices produce greenhouse gases. Reducing, re-using and recycling waste, reducing vehicle movements and improving resource efficiency therefore, play vital roles in reducing the impact of waste management on climate change. Oxford will strive, where possible, to measure, manage and minimise the wider environmental impacts of its waste management activities.
- 3.2 Our aim is to achieve the best recycling rate for an urban authority and we are making progress in achieving this.
- 3.3 In 2007/08, the Council achieved a recycling rate of 35.6% with an average of 527kg of residual waste produced per household. By 2011/12 the recycling rate had been increased to 44.8% with a corresponding decrease in residual waste production to 420kg per household.
- 3.4 We are working to further reduce waste and to maximise reuse, recycling and composting, with the longer-term goal of reducing landfill waste to zero.
- 3.5 The delivery of this Strategy rests, to a significant degree, on the willingness and desire of the residents of Oxford to take responsibility for their waste. This is not a 'one way' responsibility.
- 3.6 A detailed action plan identifying initiatives to achieve the objectives of this strategy will be developed and updated as appropriate.
- 3.7 Throughout the lifetime of this Strategy we will explore new funding sources and developments in waste management techniques that can contribute to delivering the aims and objectives that we have set out.

Aim

To deliver the most sustainable option for managing Oxford's waste.

Objectives

1. Reduce residual waste in Oxford.
2. Maximise the amount of resources re-used in Oxford.
3. Maximise the amount of waste recycled in Oxford.
4. Reduce the carbon impact of waste management in Oxford.

4.0 Objective 1 - Reduce residual waste in Oxford

Why this issue is important

- 4.1 Waste reduction is at the top of the waste hierarchy and so is the primary objective for this strategy. Residual waste is waste that is not separated for recycling, reuse or composting. A reduction in waste results in fewer resources required for its management and a reduction in greenhouse gas emissions.
- 4.2 Due to increased levels of Landfill Tax, landfill now represents the most expensive form of waste treatment. Reducing the amount of residual waste produced helps to reduce treatment costs.
- 4.3 The city performs well in this area, producing the lowest residual waste per head in Oxfordshire.



Figure 4 – An educational tour of a waste management facility

What is already being done?

- Rebalancing bins to ensure that residents have increased recycling and composting opportunities and appropriate provision for landfill waste.
- Participation in the Love Food Hate Waste campaign.
- Promotion of home composting.
- Implementation of the OWP Waste Prevention Strategy.
- Promotion of Real Nappy Week.
- Educational visits to treatment centres have been arranged for residents of Oxford.

Bin Rebalancing Campaign

The rebalancing projects began in 2011, to help address the issue of properties having multiple landfill bins. This project has the dual benefits of reducing waste going to landfill and helping to support the crews by reducing the number of bins for collection.



Each project targets areas of housing with multiple landfill bins by providing residents with additional or larger recycling bins and food waste caddies. There is an education campaign to ensure residents use the recycling services fully and therefore reduce the need for additional landfill bins. The areas that have been targeted so far include Rose Hill, Barton, Blackbird Leys and Greater Leys.

Measures of success

Corporate target	2013/14	2014/15	2015/16	2016/17
Reduce the amount of residual household waste collected per household per annum and sent to landfill to 430kg in 2014/15	445kg	430kg	430kg	430kg

What the Council will do

- Continue to implement actions contained within the OWP Waste Prevention Strategy.
- Develop and expand the network of Local Environment Champions.
- Continue to support Compost Awareness Week.
- Continue education and communication initiatives in partnership with OWP.
- Continue working with British Heart Foundation to reduce what students throw away at the end of the summer term.
- Continue to support Real Nappy Week.
- Continue to seek to improve local environmental quality through effective communications and enforcement activity.
- Continue to use social media to promote initiatives and raise awareness.

What can local people do to help?

Visit http://www.oxford.gov.uk/PageRender/decER/Reducing_your_waste_occw.htm for more information.

- For practical advice on how to reduce food waste, and save up to £50 per month on your food bill, visit <http://www.lovefoodhatewaste.com/>.
- Reduce your waste, for instance by stopping junk mail by signing up to the Mailing Preference Service, buying the least packaged option in the supermarket and drinking tap water to avoid wasting plastic bottles.
- If you have a garden, try composting your waste at home. You can order a discount compost bin online and get lots more information about composting from <http://www.owp.getcomposting.com/>.



Figure 5 – Compost, produced from biodegradable waste, helps retain moisture in the soil and provides crucial, slow release nutrients

Objective 2 - Maximise the amount of resources re-used in Oxford

Why this issue is important

- 5.1 The re-use of resources is the second element of the waste hierarchy and is key to helping Oxford meet its targets on reducing waste production. Re-use often means connecting people who have items they no longer have a use for, with those who want them. This means we need to recognise waste as a resource and publicise the availability of re-useable products by working with individuals and groups involved in waste re-use initiatives (for example repairing or refurbishing redundant items into useful products).
- 5.2 Re-using resources results in less consumption, reduced waste and reduced greenhouse gas emissions.



Figure 6 - Recently introduced clothes and textiles banks

What is already being done?

- Hosting and promoting the award winning Re-Fashion textile re-use event.
- Promoting Community Action Group (CAG) Swap Shops.
- Development of the A-Z re-use and recycling directory which explains how and where to re-use and recycle a range of items and materials.
- Redundant furniture from Council buildings is being re-used through a partnership arrangement with the Emmaus charity.
- Abandoned bikes are reused if unclaimed after six weeks.
- Recycling or re-using 100% of the green waste from our parks and countryside sites.

ReFashion Event

Oxford City Council's first ReFashion event won a Green Apple Environment Award in the national campaign to find Britain's greenest companies, councils and communities.



The popular fashion event held in January 2012 received over 700 visitors and was acknowledged as a highly innovative, fun and inclusive way of highlighting textile re-use and recycling options and the need to reduce textile waste sent to landfill.

Over half a tonne of clothing was brought to the event and around one thousand items of clothing were swapped. Any clothes left over at the end were recycled.

ReFashion 2013 was bigger and better with more swishing, bigger fashion shows and themed upcycling workshops. People bringing clothes to the event had the option of swapping them for free, passing them to a charity to sell, finding out how to repair or decorate them or even transforming a favourite garment into something totally different.



Measures of success

Indicator Target Measurement

Potential indicators at a local level are under review.

What the Council will do

- Hold the Re-Fashion event on an annual basis.
- Continue to support CAG Swap Shops.
- Continue to promote and develop the A-Z guide.
- Organise and promote a swap-shop/ fix-it event in the Town Hall.
- Promote Existing on-line reuse schemes (Freecycle, Freegle etc.).
- Train Customer Service Centre staff to offer reuse options to residents as a preference to bulky waste collection service.

What can local people do to help?

Visit http://www.oxford.gov.uk/PageRender/decER/Reducing_your_waste_occw.htm for more information.

- Reuse your unwanted items – one person's rubbish is another person's treasure.
- Donate old clothes, mobile phones and good quality bric-a-brac to charity.
- Donate unwanted furniture to Oxfordshire Community and Voluntary Action (OCVA) Furniture re-use project or the Emmaus charity.

6.0 Objective 3 - Maximise the amount of waste recycled in Oxford

Why this issue is important

- 6.1 Recycling involves the reprocessing of waste into new products. Recycling is beneficial for the environment as it reduces the amount of raw materials and energy required in the manufacture of new products. Recycling also prevents waste from being disposed of and so contributes to reduced resource and energy impacts.

What is already being done?

- Oxford is a leading city authority for recycling, achieving 44.8% in 2011/12. We have consistently featured in the top 15 of 43 city councils for recycling over the last 4 years.
- £270,000 investment per year over the last three years to extend recycling to Council owned flats, by improving the provision of commingled recycling facilities and bin stores.
- Promotion of recycling services for students through an intensive 'moving in' education campaign, working alongside Oxford Brookes and Oxford University.
- Giving householders choice about containers: wheeled bins, boxes and sacks are all available in order to reflect the different kinds of housing stock in the city.
- Making recycling easier by enabling nearly all recycling materials to be placed into one container.
- Launch of the recycling service for businesses.
- New trade waste customers are only accepted if they sign up to the recycling service.
- Introducing a kerbside battery recycling service.
- Providing a pay for garden waste collection service which now has over 13,500 customers subscribed.
- Improving the bring site facilities to include small waste electrical and electronic banks (WEEE).

Flat Recycling Project

The flat recycling project aimed to provide every council tenant who lives in a communal building with access to recycling infrastructure. This involved providing additional recycling bins, adapting and building new bin stores to ensure they were user friendly and running an intensive education campaign.

The project included a number of tower blocks and has resulted in a significant increase in the amount of material generated for recycling. Oxford City Council has recently revised our Recycling Collection Policy for Flats and Houses of Multiple Occupation. The new policy says that at all relevant sites, the Council shall seek to collect no greater quantity of waste from domestic refuse bins than from domestic recycling bins.

Oxford City Council will seek to enforce the new policy following an implementation period.



Measures of success

Indicator Target Measurement

Corporate target	2013/14	2014/15	2015/16	2016/17
Increase the percentage of waste collected sent for reuse, recycling, composting or anaerobic digestion to 45%	44%	44%	45%	45%

It should be noted that although these are the recycling targets recently adopted at City Executive Board the Council still retains an aspiration to reach the more stretching target of reusing or recycling at least 50% of the waste collected.



Figure 7 - Bales of recycled materials

What the Council will do

- Improve refuse collection on the more densely populated estates with limited or no front gardens.
- Continue to explore options for funding the roll out of food waste recycling to flats and Houses of Multiple Occupation.
- Continue to promote options for recycling, including food waste.
- Continue to work with managing agents to introduce adequate bin storage facilities.
- Enforce the recent changes outlined in Policy Change on Waste and Recycling Collections from Communal properties which mean that we will collect no greater quantity of waste from domestic refuse bins than from domestic recycling bins.
- Run the annual Recycle for Oxford campaign, keeping residents up to date with new additions to the recycling service and ensuring all new residents are aware of all the facilities on offer.
- Improve facilities and infrastructure for on street recycling.
- Develop and expand the network of Local Environment Champions.
- Ensure that adequate bin storage is provided with new build through the planning system.



Figure 8 - An Oxford City Council Re-use and recycling road show

Enforcement

While we always do our best to work with our residents, we recognise that from time to time more formal action is required. We have a carding procedure in place to address issues of incorrectly presented rubbish. Whilst the focus is on education and communication, where necessary we will take enforcement action under the Environmental Protection Act.

Litter is an environmental crime which lowers the quality of life for people living in the areas affected and can lead to an increase in other types of crime. We can tackle these environmental crimes with fixed penalty notices. The key to enforcement is education, making sure everyone understands how and why we enforce this aspect of the law. We can issue a legal notice if domestic waste is presented early, side waste is left by a wheelie bin, or the wrong items are placed in a recycling bin. We can then issue a fixed penalty notice if the first notice is ignored. A fixed penalty notice imposes a fine. An authorised officer can issue a fixed penalty notice instead of prosecuting someone who they believe has committed an offence.

The enforcement procedure is phased through a call card process outlined below:

- First card – Logged by administrators.
- Second card – Field Officers visits the resident, investigate issues and provides further information and advice as necessary.
- Third card – Referral to Environmental Development who will issue a Section 46 Notice. Under the Environmental Protection Act local authorities can specify arrangements for collection of household waste.
- Fourth card – Household will be issued with Fixed Penalty Notice for Uncontrolled Waste which is a fine.

What can local people do to help?

Visit http://www.oxford.gov.uk/PageRender/decER/Recycling_Directory_occw.htm for more information.

- You can use your blue wheeled recycling bin for all your dry household recycling. This helps to ensure that we maximise the amount of waste recycled and turned into new products which reduces the demand for raw materials and helps to reduce energy consumption.
- Use your food waste caddies to recycle raw and cooked food waste.
- Consider signing up for the pay-for Garden Waste Collection Service. <http://www.oxford.gov.uk/gardenwaste>
- Buy products that have less packaging
- Buy products made from recycled materials. This helps to stimulate markets for reclaimed materials and create jobs.
- Reduce the amount of food that is wasted and recycle any unavoidable food waste.

7.0 Objective 4 - Reduce the carbon footprint of waste management in Oxford

Why this issue is important

- 7.1 Oxford City Council is committed to reducing its own carbon footprint, and to leading efforts to reduce the city's footprint.
- 7.2 Waste production and waste management practices produce greenhouse gases. Reducing, re-using and recycling waste, reducing vehicle movements and making these cleaner, and improving resource efficiency can play vital roles in reducing the impact of waste management on climate change.

What is already being done?

- By moving to Alternate Weekly Collections and increasing the efficiency of collection rounds we have been able to reduce vehicle emissions associated with residual waste collection.
- Development of in-county treatment facilities, such as the food and green waste treatment plants, also helps to reduce distances travelled.
- Operating a weekly food-waste recycling programme across the whole city.
- Initiating a food waste scheme for small businesses in the City.

Commercial Food Waste Trial

Over 80 businesses have signed up to the food waste trial in Oxford.

The year-long pilot scheme has provided 88 businesses with a food waste collection service including colleges, pubs and a conference centre. Work began on expanding the scheme at the beginning of 2012, when 21 businesses were initially registered.



The city-wide trial, funded by the not-for-profit organisation ReMade South East, helps to divert valuable waste away from landfill thus reducing methane emissions. Food waste is converted into renewable energy and fertiliser products, displacing carbon emissions from fossil fuel.

Oxford City Council offered the free trial for three months, at which point businesses could choose to transfer to the Council's chargeable scheme.

In 2012/13 the City Council collected 630 tonnes of food waste for re-processing from businesses.

Measures of success

Indicator Target Measurement

Oxford City Council has a Corporate target to reduce carbon emissions from its activities by a 5% per year until 2016/17.



Figure 9 - Business food waste collections

What the Council will do

- Develop a methodology to assess both the embodied carbon and carbon emissions resulting from our waste collection and management activities.
- Explore the potential to link data on carbon emissions arising from waste management activities into Low Carbon Oxford's reporting of carbon emissions from the city as a whole and thus contribute to the objective of reducing the overall carbon emissions of the city by 3% year on year - achieving an 80% reduction by 2050.
- Continue to review research on the wider environmental impacts of waste and recycling policy and practice.

- Explore the potential installation and use of vehicle monitoring systems to optimise fleet performance and on-going eco-driver training courses to ensure optimal use of vehicles by Council staff.
- Continue to investigate use of lower carbon fleet technologies and drive down annual energy consumption in fleet vehicles.
- Make residents aware of what happens to recyclable materials after they are collected, in line with the requirements of the Resource Association's End Destinations of Recycling Charter.

What can local people do to help?

Visit <http://www.cagoxfordshire.org.uk/> for more information.

- Donate goods for re-use when you have no further need for them.
- Reduce food waste and consider home composting.

8.0 Risks and implications

There are a number of external factors that may affect the success or implementation of this strategy. The major, as yet unknown factors are outlined in summary below.

Oxfordshire Joint Municipal Waste Management Strategy

- 8.1 The recently refreshed Oxfordshire Joint Municipal Waste Management Strategy considers what to do with all waste in Oxfordshire up to 2025. It identifies sufficient sites to deal with this waste, potentially using a mix of facilities including recycling, composting and using waste to produce energy. However, there may be risks to the delivery of the infrastructure required since Oxfordshire County Council as the disposal authority may not get planning permission for new recycling facilities required.
- 8.2 Whilst the scope of this strategy is only concerned with the waste collection element, the provision of facilities to deal with the recyclables we collect will have an impact on the efficiency of our services.

Population change

- 8.3 Turnover of residents is a key factor for the delivery of any waste service. This leads to a requirement for continual publicising of messages throughout the year, every year and may require changes in communication depending on the demography of the change in residential and business population.

Budgetary considerations

- 8.4 Local Authorities are undergoing a period of challenging austerity measures. The government's economic austerity measures have failed to meet the deficit reduction targets and austerity looks certain to continue up to 2018. The Council also faces increased demand for services as a consequence of the recession and of deficit reduction initiatives by other organisations.

Recyclate Markets

- 8.5 The revenue that the Council receives on the recyclate markets has the potential to fluctuate. This can alter the economics of recycling particular material streams.

Appendix 1

Historical Performance Data

	2005/ 06	2006/ 07	2007/ 08	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13
Household recycling & composting rate (%)	19.4	24.7	35.6	37.8	38.2	43.2	44.8	44.9
Residual household waste per head (kg)		333	313	299	285	295	289	294
Residual household waste per household (kg)			527	482	458	432	420	423

Table 2 – Oxford City Council's Historical Performance

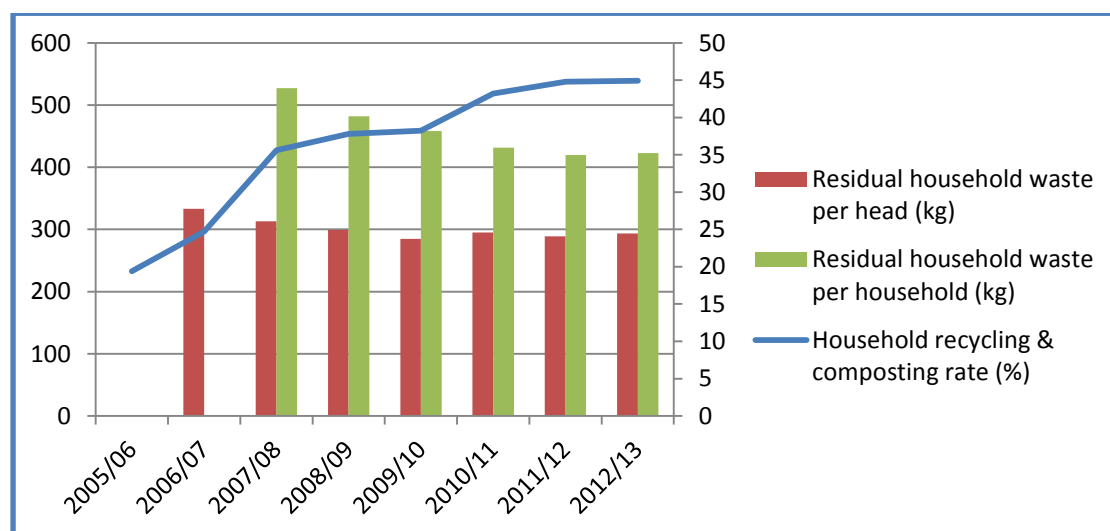


Figure 10 – Graph Showing Oxford City Council's Performance over Time