



The Waste Management Strategies for Merseyside

Dr Karl S Williams

Mr Stuart Donaldson

UCLan

MRWA

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WASTECOSMART stands for "Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency" and is funded under the 7th Framework Programme for Research and Technological Innovation.



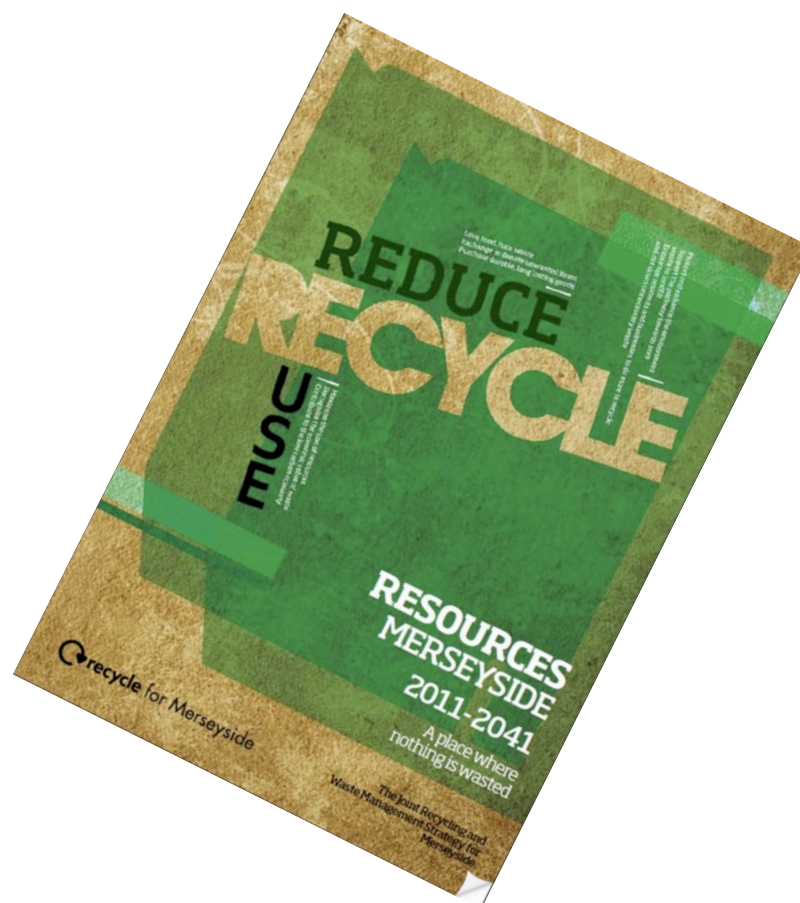
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Merseyside

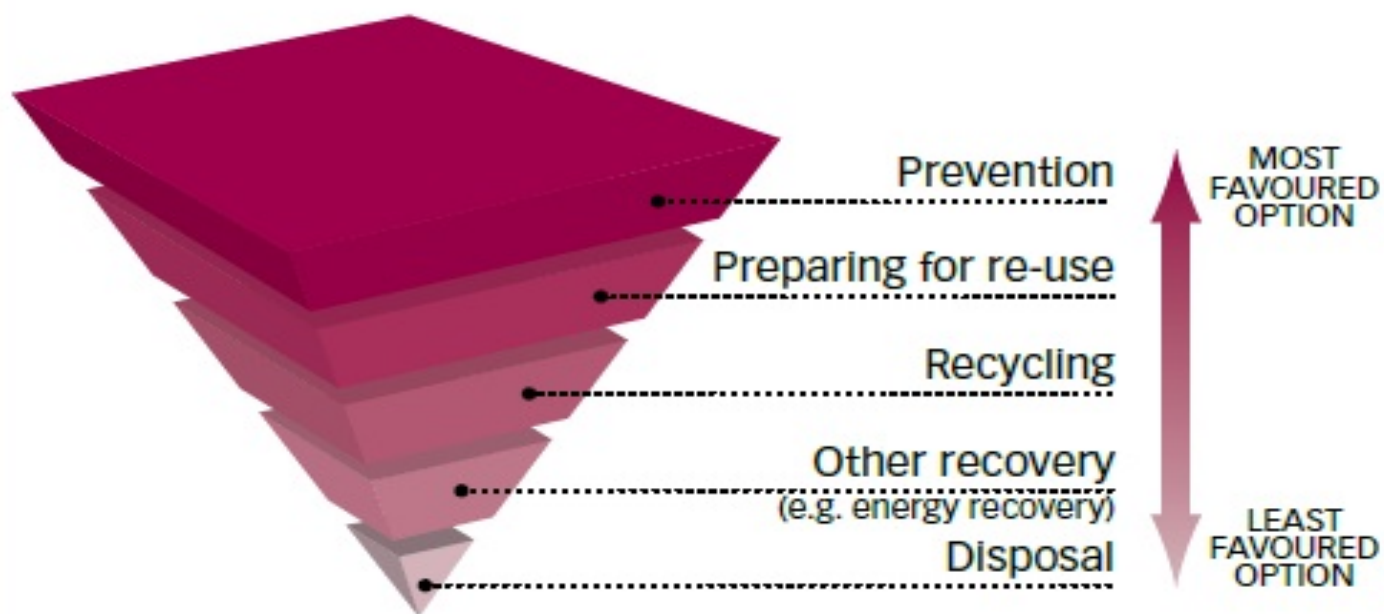
- 1.5 Million residents
- 688,000 households
- 700,000 tonnes of waste per year
- 42% recycling rate
- 15 Household Waste Recycling Centres
- 2 Material Recovery Facilities
- 4 Waste Transfer Stations
- More than 200 bring bank sites



Merseyside and Halton Waste Partnership



The Waste Hierarchy



Onwards and Upwards



Main Achievements

- **Very Good VFM Contracts saving £100's Millions over landfill**
- **Recycling over 40% in partnership and 70% at HWRC's**
- **6500+ education visits to Recycling Discovery Centres**
- **Community Fund projects**
- **Future Priorities and The Circular Economy**

Resource Recovery Contract

► Will deliver:

- Saving 364kg of CO₂ per tonne of waste;
- 90%+ diversion of waste from landfill;
- >23% recycling (including metals and bottom ash)

Wilton Energy from Waste Combined Heat and Power Facility

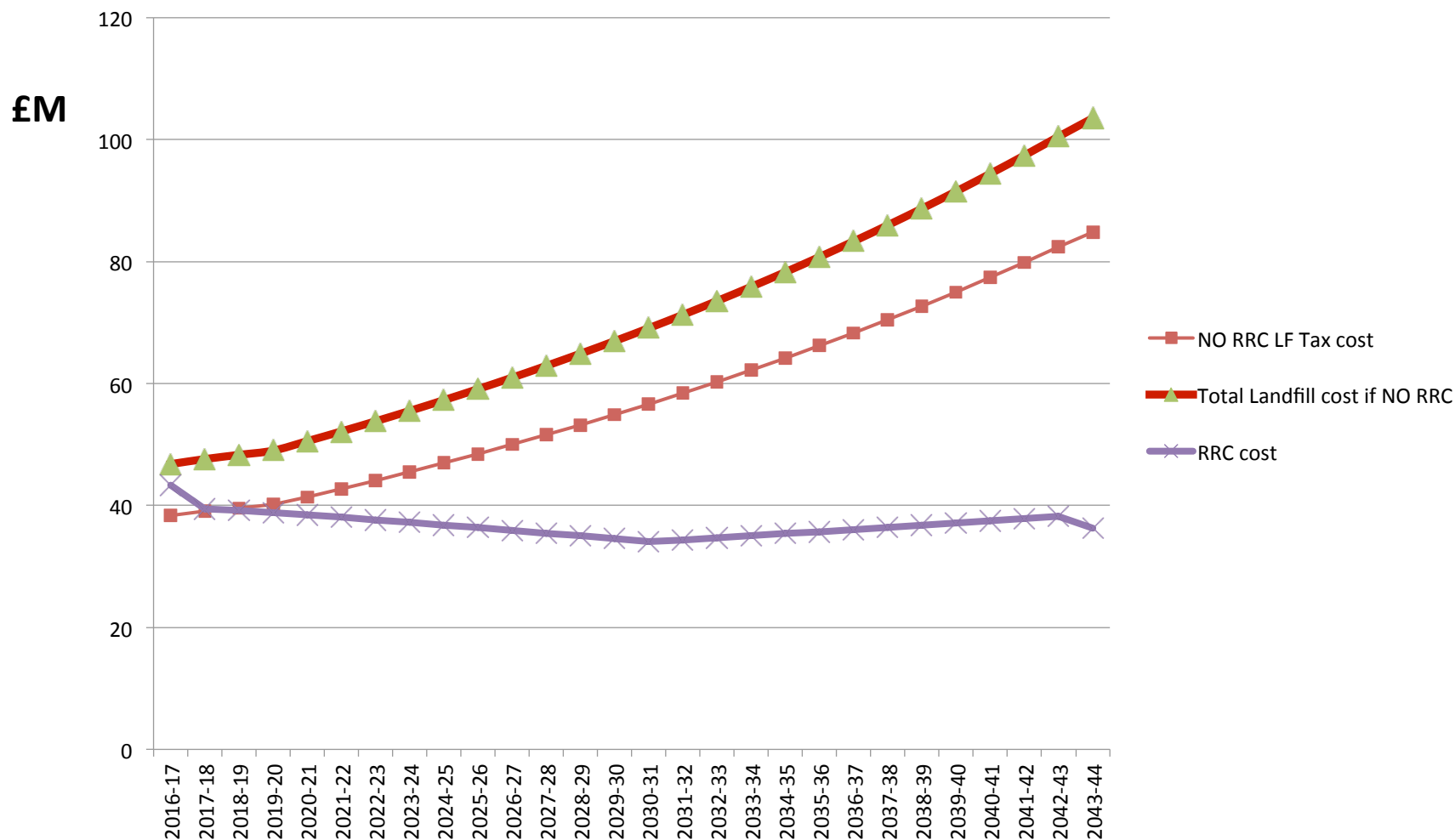


Kirkby Rail Loading Station



RRC v Landfill

N.B. all inflated at 3%



MRF

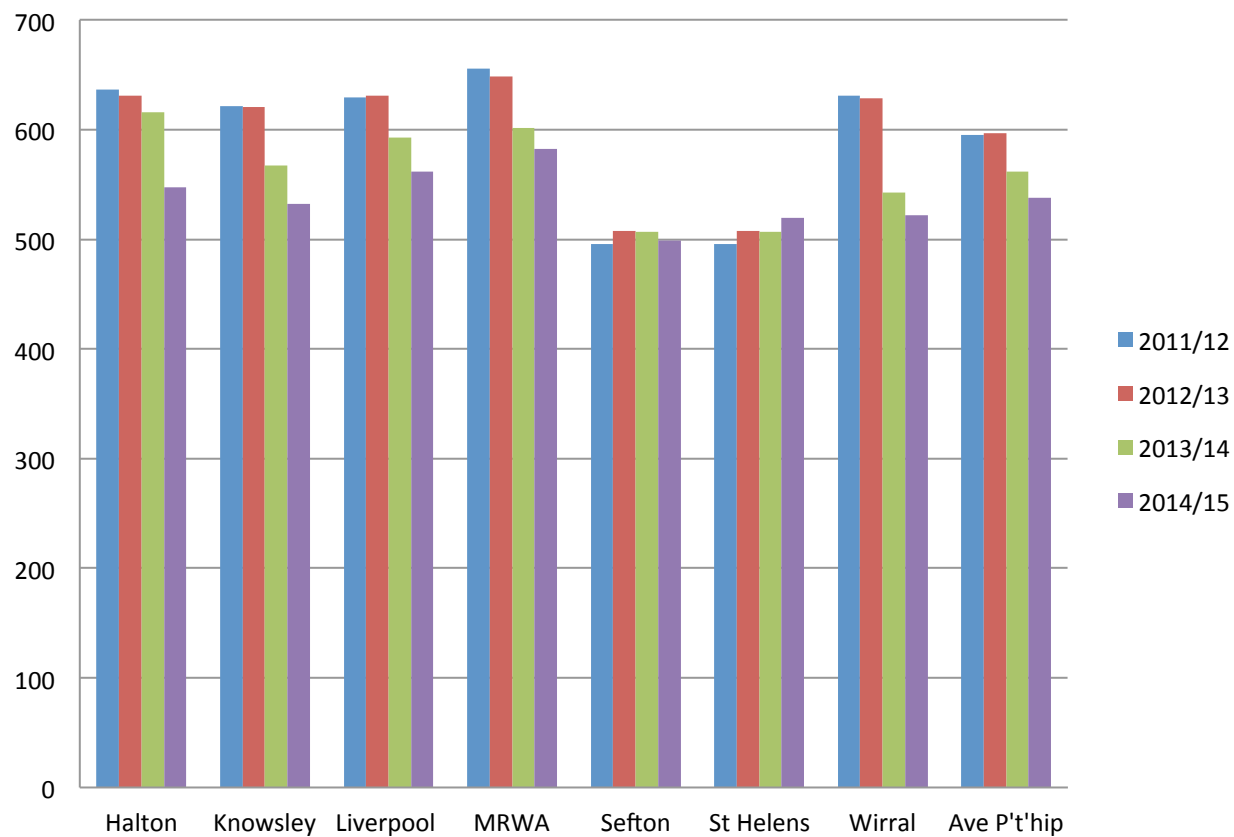


Household Waste Recycling Centres

- New Facilities
- Re-use shops
- Higher recycling rates



Partnership kilograms per household 2011 - 2015



EU Roadmap to a Resource Efficient Europe

EU could reduce its raw material needs by 17 to 24% and create 1.4 to 2.8 Million jobs

Businesses could reduce their costs by £50Bn/year

Circular Economy policy package by end of 2015.

UK Green Recycling Jobs could increase by 51,400 adding £2.9Bn GVA to UK.

Council Tax could be reduced by £1.7Bn a year or £61 per household by better recycling alignment/efficiency

THE VALUE OF RESOURCES IN LCR



14 MILLION
...tonnes of
materials
imported into LCR



**SAVE £450
MILLION**
LCR businesses
can save through
no cost/low cost
interventions



1.6 MILLION TONNES
... of waste
materials
generated in LCR
per year



**800,000
Tonnes...**
...of LCR waste
a year not
recycled

**£75
MILLION**

Current value of
recycled/reprocessed
waste materials



Waste disposal &
management is a....
£200M/YR
...brake on the
LCR economy



'LOCKED AWAY'
...£1200-worth
electrical
equipment in
LCR households



The waste sector
currently supports
1,600 JOBS

**20% MORE
RECYCLING
= 320 JOBS**

**30% MORE
RECYCLING
= 480 JOBS**



**£300
MILLION**

The value of
the waste
management
industry to LCR

More flexible models of ownership and pricing

T

15% of Europeans “like the idea of *renting luxury items* for a short period of time rather than paying a lot of money for them outright”



66% of Britons “prefer products to be priced in a way that allows me to *add additional features*”

Source: nVision Research
Base: 1,000 per country aged 15+, 2009

future foundation 

Consumers have an increasingly *entrepreneurial* approach to unwanted goods



Most popular website in
Shopping and Classifieds,
Boxing Day 2009



SIMPLY DROP[®]

Mobile phone trade-ins



*Retailers devoting areas of
their offer to marketplaces
for second hand products*



Co-operation, cohesion and innovation



What is MRWA doing?

- ▶ Re-Use Shops - 'Sweat the Assets' for re-use
- ▶ Develop a re-use strategy and invest in community and charity recycling and reuse
- ▶ Help Districts to identify the options and savings possible through joint procurement and service delivery
- ▶ Engage with the City Region on Resource Management across all wastes. Vision, Targets, Action
- ▶ Support the LEP and Chambers of Commerce to leverage ERDF funding for business resource efficiency support
- ▶ Support Community Volunteering
- ▶ Develop a One-Stop shop web site for re-use

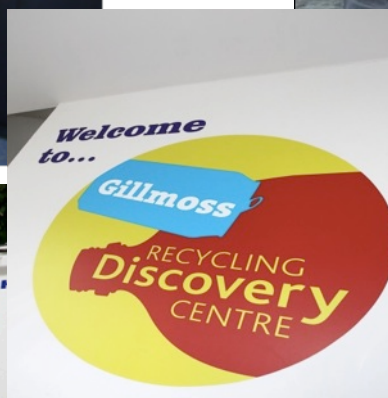
MRWA examples: Re-Use

On-going Reuse activities:		2013/14 Landfill tonnes avoided	2013/14CO2 – e Landfill Tonnes avoided
MRWA has undertaken a lot of work with stakeholders and community to increase re-use activities Adopted a Re-use Strategy in September 2015 to support the JRWMS.			
Bric-a-brac at HWRCs	A number of Franchisees operate under licence from the HWRC contractor and have to pay a fee to be on HWRCs. They too intercept household items that are destined for landfill and sell them to the general public and other outlets.	1,395	1,504.50
HWRC WEEE	Facilities are available at HWRCs for residents to deposit WEEE. It is assumed that approximately 20% is reused	863	706.44
Re-paint scheme at HWRCs	Re-paint schemes involve intercepting unwanted paint from being deposited at HWRCs and sent to landfill. Collected paint is given to community groups and other third sector organisations and to people in need.	22	75.43
Merseyside Textile Forum	The forum was established in 2012 and supported by MRWA to enable charities and social enterprises to develop projects with the objective of reducing the 21,000 tonnes of textiles being sent to landfill on Merseyside and to increase donations of good quality clothing to local charity shops.	3	5.42
Community Fund	In the past 2 years, the Authority has supported 30 community, voluntary groups and social enterprises through its Community Fund. Projects have ranged from cooking or reusing left over food and to re-using household items for the same purpose or up-cycling into different household items (the data to the left are specific for reuse projects).	639	660
Bicycle refurbishment at HWRCs	The bicycle scheme collects donated bicycles (at HWRCs) and passes them onto people in need. Bicycles that are damaged are refurbished before being passed on to others	2	5.38
Totals tonnes		2,924	2,340

Consumer Focus and MRWA Response:

Groups	Typical Waste	Consumer Behaviour	MRWA Response
Food Waste Compostable	Peelings, vegetables, fruit, bread, teabags etc.	Responsible food management	Love Food Hate Waste Campaign/10 City Challenge
Food Waste Non Compostable	Cooked meat and fish, cooked food, processed food and takeaways		Mersey Waste Munchers Make 28 Taste Great Recipe Competition
Packaging (Food Shopping)	Plastic Bottles, cereal packets, meat packaging. Plastic bags, film and pots	Potential knock on reduction from Love Food Hate Waste (LFHW)	LFHW Campaign (including 10 City Challenge – smarter shopping (bags for life))
Textiles, Furniture and dense plastics	Clothes, shoes, home furnishings, toys Wardrobes, drawers, tables, chairs, beds, wood.	Re-use, repair, refurbish, Upcycling Donate, buy second hand, Exchange	Merseyside Textile Forum projects: - Sew Far Sew Good (Sewing and repair skills) - Pass It On Campaign - Park Donate and Ride - On Demand Textile Collection Pilot in St Helens Community Swap Days Community Fund projects: - Bulky Bob's Crisis Packs for Vulnerable Families - Groundwork Project Up (Wirral – Magenta Housing) - Wirral FUSS – School Uniform Reuse
Garden Waste	Grass, twigs, leaves etc.	Compost organic garden material at home	HWRC Compost Giveaways Community Fund projects: Magenta Housing and Composting Champions pilot
Paper	Junk Mail, office paper, envelopes	Avoid Junk Mail	Junk the Junk Mail Campaign Support paper recycling
Nappies	Disposable Nappies	Use of Real Nappies	Promotion and networking with health sector

Education and Awareness





Merseyside Recycling and Waste Authority

COMMUNITY FUND

Veolia Environmental Services



Merseyside Recycling and Waste Authority
MERSEYSIDE... A PLACE
WHERE NOTHING IS WASTED

This project has been supported by the MRWA Community Fund.



Merseyside Recycling and Waste Authority

02-UK 10:55 91%

**LOVE
FOOD**
hate waste

f LOGIN WITH FACEBOOK

t LOGIN WITH TWITTER

SIGN UP

LOGIN

SKIP FOR NOW

109,000t (28%) of the region's residual household waste is food and drink. Two thirds is avoidable.

Throwing it away is a waste of money and works out at £470 per household per year.

MRWA is an early signatory to Courtauld's 2025 agreement.



Waste Prevention Programme

Over 100,000 magazine adverts (Family Go Live, Lifestyles and Student pocket guide)

Over 17,000 Junk Mail leaflets and stickers distributed and 35,900 Mail Preference Service registrations.

30,000 visits to the recycleformerseaside website



Waste Prevention Programme

Merseyside Textile Forum

Aim to increase re-use and recycling of textiles on Merseyside.

Forum launch at Liverpool Fashion Week

Baseline study and route map completed

