

Kent Waste Partnership

Annual Report 2011 and
consultation on refreshing the
'Kent Joint Municipal Waste
Management Strategy'

*Want to have your say
on Kent's household
waste services? Read on.
We'd like to hear from you.*

Views welcome by
28 October 2011



Kent Waste Partnership



DARTFORD
BOROUGH COUNCIL



Gravesham
Borough Council



Sevenoaks
DISTRICT COUNCIL



The KWP is made up of the 13 principal Kent councils.

These are the district/borough councils of: Ashford, Canterbury, Dartford, Dover, Gravesham, Maidstone, Sevenoaks, Shepway, Swale, Thanet, Tonbridge & Malling and Tunbridge Wells; and Kent County Council.

The key activities of the KWP are to:

- Ensure delivery of the Kent Joint Municipal Waste Management Strategy
- Provide a platform for cooperative and joint working to improve services
- Act as a single voice for strategic waste issues for Kent local authorities
- Increase awareness of waste as a resource, promote waste minimisation and achieve an economically, environmentally and socially sustainable waste strategy
- Work with stakeholders who are developing, supporting and influencing the future direction of sustainable waste/resource management

www.kent.gov.uk/kwp

This Strategy Consultation document was published in August 2011. Views are sought by **28 October 2011** on the **issues summarised on pages 30 and 31.**



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Kent's 13 councils recycled and composted more than 1 million tonnes since 2006/07. That's among the highest tonnages in the UK of county partnerships.

Foreword



Cllr Paul Barrington King, Chair of the KWP and
Portfolio Holder for Sustainability,
Tunbridge Wells Borough Council



Cllr Bryan Sweetland, Vice-Chair of the KWP and
Cabinet Member for Environment, Highways & Waste,
Kent County Council

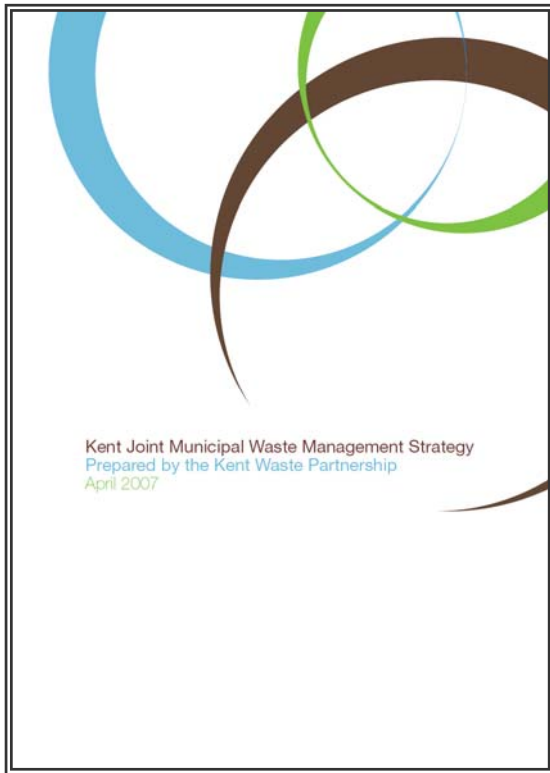
The last year has seen challenging circumstances for the whole economy and for residents and councils in particular. People are feeling the squeeze on budgets in the home and in the workplace. So we believe the production of this Annual Report, and details of the consultation to refresh the Kent Waste Strategy, are very timely. Why is that? In the main it's because of the opportunities the KWP can deliver to manage costs, deliver good quality services, and improve environmental performance. Household waste and recycling services across the whole of Kent do cost a lot of money – heading towards £100 million a year. Securing the best value for money for Kent taxpayers is the Number 1 challenge for the KWP.

This Annual Report highlights some of the big achievements the KWP has delivered on behalf of Kent taxpayers. Overall amounts of waste generated in Kent are down, recycling and composting performance is up, and our use of landfill is massively down. Each of these has been delivered not just because it's the right set of environmental goals to achieve – but also because it avoids costs to Kent taxpayers amounting to several millions of pounds a year.

We also want to look ahead to 2020 to see what goals we could strive to achieve. Could we do more to cap costs? Divert even more waste from landfill? Recycle and compost more? Improve the range of services on offer to residents? We think we can – but wish to have your views on our suggestions. So this document also serves to open a dialogue with everyone who has a role to play in managing Kent's waste better in the future. That includes the public, retailers, packaging designers and manufacturers, re-processors, those that operate waste and recycling facilities, waste companies, government, regulators, our neighbours in other councils and, of course, the 13 Kent councils themselves. We very much look forward to hearing your views.

Finally, we thank all of the KWP's partners, and Kent's residents, in helping us get to where we are today. All achievements in this Annual Report were done with your help – thank you.

Why do we need a Strategy refresh?



The current Kent Joint Municipal Waste Management Strategy was adopted in 2007

Firstly, because the world has changed dramatically since 2007. That includes the economy, technologies and markets.

Secondly, and importantly, the European Union (EU) Waste Framework Directive was transposed into national law in March 2011. This impacts on the KWP in three main ways: -

1. The 'waste hierarchy' is now law.
2. A national 'waste prevention plan' must be put in place by 2014.
3. All councils must provide recycling services for glass, metals, paper and plastics by 2015 – either at the kerbside or using bring banks.

Thirdly, the government published the results of its own national review of waste policies in June 2011. This followed an exercise lasting a year where the Government sought views on its policies.

In addition, the KWP has moved forward at some pace in delivering the 2007 Strategy. Targets are likely to be achieved earlier than were set for 2012/13. There is also an ambition to build on our achievements by doing more, especially on waste reduction, reducing landfill further still, and increasing recycling.

The waste hierarchy needs to be implemented so that the means of managing waste is prioritised: waste reduction is first, then reuse, then recycling/composting, then energy from waste – and, in last place, disposal to landfill. The KWP sees this as an opportunity to highlight our own record in recent times, as well as steadfastly seeking to do more. The use of landfill in Kent has halved from 2005/06 to 2010/11 – and is planned to halve again in the next two years. The result is a decrease from 72% of household waste being landfilled in 2005/06 to 10% or under by 2015. At the same time the recycling and composting rate has risen from 28% in 2005/06 to an anticipated 40% in 2011/12.

The KWP is in a very good position to ensure collection services are in place for glass, metals, paper and plastics in all twelve districts. These services are 'the norm' in most areas of Kent. It is likely that any gaps in service will be managed earlier than the 2015 EU deadline.

All in all, now is the optimum time to move forward with reviewing where we are in Kent, and what more needs to be done. Our current consultation seeks views on suggested ways forward up to 2020.

National Review of Waste Policies

It might help readers to know what the government has said in its June 2011 publication on the national review of waste policies. The main points are outlined below. Full detail of the government's position is online at: <http://www.defra.gov.uk/publications/files/pb13540-waste-policy-review110614.pdf>

For completeness, details of how the EU laws were transposed into national law can be found online at: <http://www.defra.gov.uk/environment/waste/legislation/eu-framework-directive/>

All of these issues are being taken into account in refreshing the Kent Waste Strategy. Importantly, we know that the public and others will have thoughts on any number of these issues. So this is an opportune time to share views openly with the aim of delivering the best outcomes for Kent's taxpayers. The list of issues for consultation is summarised on pages 30 and 31.

Overall Government Ambitions

- Securing long-term supply of materials that are becoming scarcer.
- Promoting the use of life cycle thinking in all waste management decisions.
- Establishing the right balances on services between convenience, cost and environmental benefits.
- Preventing waste wherever it occurs as a priority.

Local Authority Related Issues

- Better procurement and joint working between local councils.
- Encouraging weekly household collections of food waste and processing food into compost or fuel.
- Focusing on quality of recyclates passed to reprocessors.
- Restricting the landfilling of wood waste.
- Reviewing the landfilling of textiles and biodegradable wastes.
- Focusing enforcement on illegal waste sites and fly tipping.
- Removing criminal sanctions applying to householders around minor waste infringements.
- Councils to sign-up to the new Recycling & Waste Services Commitment.
- Abolition of targets and the Landfill Allowance Trading Scheme (LATS).
- Backing the Keep Britain Tidy's 'Love Where You Live' campaign.
- Seeking to pass EU fines on central government to local government.

Business Related Issues

- Developing recycling services for business waste, especially Small to Medium Enterprises (SMEs).
- Increasing recycling targets on packaging producers from 2013 to 2017.
- Establishing a sub-target for recycling glass into re-melt applications.
- Supporting greater use of responsibility deals with a focus on the retail, hospitality, direct mail and waste industry sectors.

KWP Key Achievements in the Last 5 Years

In the last five years the KWP has substantially improved performance on:

- **diversion from landfill** – 72% of household waste was landfilled in 2005/06, halved to 30% in 2010/11.
- **Kent's overall recycling and composting rate** - was 28% in 2005/06, up to 39.6% in 2010/11.
- **the overall amount of household waste decreased by 9%.**

The tonnage reduction in waste to landfill was from 582,000 tonnes in 2005/06 to under 215,000 tonnes in 2010/11. While there is still work to be done to reduce how much waste goes to landfill, the KWP's record over the last four years is among the best nationally.

In terms of recycling and composting rates, solid improvement has been recorded since 2005/06. The uplift of 11 percentage points represents a 39% performance improvement from 2005/06 to 2010/11. This has been achieved despite very difficult global and national challenges whereby the demand for recycle at home and abroad has been impacted by unstable market conditions in the last few years.

Very importantly, however, is the major achievement in reducing the overall amounts of household waste generated in Kent. 2005/06 saw 810,000 tonnes of household waste that the 13 Kent councils collected and treated. The figure for 2010/11 was 734,000 tonnes – a massive trend-bucking fall of 9%. The benefit to Kent taxpayers of waste reduction is substantial. The financial benefit amounts to millions of pounds. The environmental benefit amounts to avoiding thousands of tonnes of CO₂ and other harmful greenhouse gases.

Investment in new infrastructure across the 13 councils has played a major role. Coming on-stream since 2006 included: Blaise Farm Quarry In-Vessel Composting Facility; the Allington Energy from Waste Facility; and the 'customer delighting' new Pepperhill Household Waste Recycling Centre & Transfer Station.

Investments in waste collection have also continued. Ashford BC and Swale BC have invested in improved recycling services. Dartford BC and Gravesham BC have invested in new and improved green waste collection services. Dover DC, Maidstone BC and Shepway DC have invested in recycling and food waste collection services. All of that has taken place while Canterbury CC, Tonbridge & Malling BC and Tunbridge Wells BC have maintained high recycling and composting rates well above 40%.

It is very likely that 2011/12 will see the KWP's landfill rate fall to 25% of all household waste, the recycling and composting rate rise to above 40% for the KWP as a whole, and above 60% for Kent County Council's network of Household Waste Recycling Centres.

Consultation Details

Where can I find the existing Strategy?

The KWP is seeking views on refreshing the Kent Joint Municipal Waste Management Strategy (KJMWMS). This is often commonly called the Kent Waste Strategy. The existing Strategy was adopted in 2007 by all 13 Kent councils and spanned a 20-year period up to 2027. Adoption followed an extensive consultation exercise at that time. The Strategy and all the supporting data are available online at: <http://www.kent.gov.uk/kwp>

So this consultation is about updating the Strategy?

Yes. The existing Strategy is not being replaced, or started again from scratch. All the documents and data that support the 2007 Strategy remain relevant. **This consultation will lead to the existing Strategy policies and targets being refreshed.** The way we do that is to seek views on the 20 existing policies, and also on the suggested ways forward, from pages 12 to 25. Your views are welcome on the consultation issues that are summarised on pages 30 and 31.

What are the main timescales?

The immediate timescale is for views from the public and others to be received by **28 October 2011**. The main timescales leading to adoption of the refreshed Strategy by the 13 Kent councils are: -

- Consultation with the public and other stakeholders from 19 August to 28 October 2011.
- Drafting of the updated Strategy policies and targets between November 2011 and February 2012.
- Further refinement in March 2012.

The aim is to publish the refreshed Strategy at the Kent Waste Forum event on 19 April 2012.

Who do I send my response to, and in what format?

All responses should be sent to Paul Vanston, KWP Manager by email to paul.vanston@kent.gov.uk. To be properly considered, responses should have name of sender, contact details, and organisation represented as appropriate. So long as the layout of your email is clear on how your responses relate to the issues raised in the consultation, the format is of your personal choice.

How does this consultation relate to the separate exercises on the Kent Minerals and Waste Development Framework?

Some people reading this document will want to know how this supports the current consultation on the Kent Minerals and Waste Development Framework. Some key points are: -

- This consultation is about municipal waste only. The KMWDF deals with all wastes in Kent.
- This consultation is about how municipal waste is collected and treated, and targets to do it well.
- The KMWDF is about the planning aspects of where treatment facilities could be located in Kent.
- The refreshed Kent Waste Strategy both informs, and is informed by, the KMWDF on spatial waste planning requirements (i.e. where facilities are needed across Kent to manage waste properly).

Further details on the KMWDF are at: <http://www.kent.gov.uk/mwdf>

Value for Money to Taxpayers

The Story So Far

The 3 Objectives in the Kent Waste Strategy

In the 2007 Strategy, the three objectives in managing municipal waste in Kent were listed as: -

- Deliver high quality services to the people of Kent, including an emphasis on waste reduction, recycling and diversion from landfill.
- Meet the statutory targets set for Kent and exceed them where this is a locally agreed priority.
- Support, where possible, other related policy aims of the Kent authorities (e.g. regeneration).

How are we doing up to now?

The key achievements on page 8 outline the headlines of the KWP's performance. Diversion from landfill has been a major success. It has halved in five years – and is set to halve again. Reducing landfill tonnage from 72% of household waste to 10% by 2015 will be a phenomenal achievement. It fully supports the current government's ambition to head towards 'zero untreated waste to landfill'. Additionally, the KWP is set to achieve a 40% recycling and composting rate in 2011/12. Kent County Council has already achieved the Strategy target of 60% recycling and composting for its Household Waste Recycling Centres. Importantly, overall household waste tonnage has fallen by 9%.

A major highlight is that, in 2010, four councils agreed to put in place the same collection method with the aims of producing efficiency savings, better performance, and improved services for residents. Dover and Shepway councils have already implemented the new collection methods in June 2011. Canterbury and Thanet councils will do the same in 2013. £50 million of benefits are anticipated over ten years – and recycling and composting performance will rise from a collective 32% in the four areas to 50%. Residents will have access to weekly collections of food waste that will be composted and put back to good use. At the same time, the range of materials for recycling has been expanded. Importantly, the separation of some materials from the others (e.g. paper) means that quality is maintained, which enables the councils to sell it for recycling at higher prices. This income is used to offset costs of services and provide even better value for money for Kent taxpayers.

The second objective has, to a great extent, been overtaken by national events. No statutory targets on waste have been set by the government on any councils. However, the EU's national targets for Member States are set in law at 45% and 50% by 2015 and 2020 respectively. As said above, the KWP is on track to meet those as part of the 'bigger picture' to divert as much waste from landfill as possible.

The third objective links well with the first, especially from where residents see things. All 13 Kent councils have worked hard to improve the range of services on offer to residents. Again, the achievements on page 8 are highly relevant in terms of investments on collection and disposal services.

Value for Money to Taxpayers

What are the pressures and opportunities?

How much do Kent residents spend on household waste?

Kent residents pay for waste collection and disposal in their Council Tax. In 2010/11 this amounted to some £96 million across all 13 Kent councils to collect, treat and dispose of 734,000 tonnes of waste from approximately 550,000 households. That equates to £175 per household – about 12% of a Band D Council Tax bill. **Putting it in other ways, that is £3.37 per household per week, or £1.23 per Kent resident per week.** It is worth noting that waste collection is about 30% of overall costs – with treatment and disposal amounting to around 70% of costs.

What are the pressures on costs?

Compared to twenty years ago when most UK waste was buried in landfill, innovations in waste and recycling services has introduced new costs. This relates to the need to separate wastes for treatment or recycling, ensuring compliance with new EU and national laws, providing a wider range of services to householders and, very importantly, the payment of taxes. On the last point alone, the Landfill Tax currently adds £64 per tonne on top of all other costs for putting waste in landfill. On the upside, the KWP's diversion away from landfill (through higher recycling rates and generating energy from waste) has saved Kent taxpayers £millions of costs that other counties are having to pay. However, Landfill Tax is increasing to a minimum of £80 per tonne by 2014 and other costs also rise year-on-year. The challenge for the KWP is to continue to manage the transition towards seeing 'waste as a resource'.

What can we do to manage costs?

While the challenges are tough, there are positive options for the KWP. These include: -

- Reducing the amount of waste that is generated in the first place. The average Kent household generates about 1.34 tonnes of waste per year. Reducing that to 1.2 tonnes could reduce costs by as much as £10 million a year – about 11% of current costs.
- Consolidate the various waste collection systems across Kent to a smaller number. This is being done in East Kent by 2013 – but could also be explored for Mid Kent (Ashford, Maidstone and Swale), and possibly the remaining councils too over time.
- Joint procurement of waste collection contracts. Dover and Shepway councils are doing this now. Other Kent councils are looking at their own options for new contracts to begin from 2013 onwards.
- We could prioritise certain waste streams to ensure Kent taxpayers gain the best value of sales of recyclates. These could include paper, plastics, glass, metals and possibly also waste electricals.
- We could work more collaboratively across the entire supply chain to focus on costs of making society function. While that is a bold ambition, the KWP along with other advanced thinkers in the retail, reprocessing, design and waste company sectors are looking at how we can do this in practice.

The clear implication is that success is dependent on everyone involved in 'waste' pulling together.

The KWP's Influence

Policies 1 to 3: The story so far

Policy 1. The KWP will encourage the conservation of resources through the use in Kent of materials and energy recovered from wastes produced in Kent. It will aim to influence other areas of public policy and service delivery to support this agenda.

Policy 2. To deliver the Strategy the County, district and borough councils will work proactively as the Kent Waste Partnership within a formal joint committee structure; they will actively seek the views of stakeholders, and their contribution to achieving the Strategy's objectives.

Policy 3. All stakeholders, including elected Members, will be kept informed and consulted on waste management issues affecting Strategy implementation.

The KWP is currently securing value from 70% of household waste. Just under 40% of that is by recycling and composting. A further 30% is through generating energy from waste that can be put back into the National Grid.

Based on current projections, the KWP looks set to be one of the few county partnerships where landfill will be 25% or lower in 2011/12 and set to improve still further by achieving 10% or better by 2015.

Diversion from landfill is a key strength of the KWP that is being recognised nationally.

Since 2007 the KWP has been an increasingly active participant on the national stage. As England's largest county by population, it is important that Kent 'punches according to its weight'. The KWP is now seen to be doing so, and is reaping the benefits.

Key activities and advancements include: -

- Influencing government policy, ambitions and laws. The KWP is represented on Defra's Waste Programme Board; the Controlled Waste Regulations Steering Group; the cross sector Packaging Recovery Action Group, Wrap's National Communications Advisory Panel and on three Defra expert panels on food waste, waste prevention, and behaviours.
- Working proactively with a leading retailer and reprocessors on understanding the potential for improving the supply chain using 'lean management' techniques. This exciting project is likely to lead to good news for Kent taxpayers later in 2011/12.
- We have re-organised the KWP to make it leaner, more cost effective, and more efficient. The focus is more on delivering value for money to Kent taxpayers whilst ensuring governance arrangements are appropriate.
- All 13 councils' elected Members are very much at the helm of KWP advancements.

The KWP's Influence Going Forward

Suggested way forward

The KWP supports the government's approach to Responsibility Deals. We will work with the supply chain to reduce the amounts of waste councils have to deal with. Wherever possible, we will also seek that residents should receive value for household items that are routed through 'take-back' schemes.

The KWP will lobby government to retain, and improve, the requirement in the Waste & Emissions Trading Act 2003 to seek the views of residents and other stakeholders in developing local waste and recycling strategies. The KWP resists repeal, as suggested by Defra, as this would remove an important means for residents to get involved directly in local waste/recycling issues of substantial importance to them.

The KWP will lobby government to ensure that energy from waste is a key part of the country's overall energy strategy. National infrastructure needs should be planned in a co-ordinated way where energy from waste facilities are seen as national assets by reducing reliance on coal and using waste as an important resource; so long as local strategies prioritise the waste hierarchy and contribute significantly to meeting the EU's national recycling targets.

What are your views on ... ?

1. Existing policies 1 to 3. What changes or new policies would you suggest?
2. The suggested way forward on influence and lobbying. What else would you suggest the KWP could do?
3. What greater influence would you like to see the KWP have on others including government, waste companies, retailers, packaging designers and manufacturers, reprocessors and consumers?

Campaigns and Community Support Policies 4 and 5: The story so far

Policy 4. Targeted and co-ordinated campaigns will be run across Kent to inform, to educate and to work towards changing behaviours of residents, consumers and the wider community.

Policy 5. The authorities will work jointly and individually to encourage the community and social enterprise sector to reach its full potential in delivering cost-effective and sustainable waste management services.

The KWP has been very successful in securing external funding to take forward its communications and campaigning activities. Well over £1 million of external support assisted the KWP to deliver: -

- The Love Food Hate Waste campaign between 2007 and 2010. The KWP worked closely with Wrap as a leading partner alongside retailers and others.
- Detailed communications to residents on improved recycling and/or organics services in Ashford, Dartford, Dover, Gravesham, Maidstone, and Shepway councils.
- Investment in the KWP Community Waste Action Fund. Nine organisations shared £59,000 to divert waste from landfill.
- Continued support for Recycling Credits to community organisations that qualify. In excess of £1 million of support was provided since 2005.

- Extensive work to encourage users of clinical needles to dispose of them appropriately and avoid contaminating recycle collections.
- More work soon to be done on improving the quality of recyclates put out for collection by residents. This is being targeted in areas where the best improvements can be gained.
- Information leaflets for use by re-use organisations so that residents have access to information about re-use options.
- Supporting a Public Engagement Team to engage residents about the benefits of reducing waste and recycling.
- Raising awareness of how to dispose of waste electrical products responsibly following new laws introduced in 2007.



Campaigns and Community Support Going Forward

Suggested way forward

KWP communications will be taken forward on Love Food Hate Waste, reuse options and take-back schemes. All such activities will require a business case that ensures all investments are recouped through cost benefits to the 'bottom line'.

The KWP believes that financial and environmental value is best secured when recyclates maintain high quality when passed down the supply chain to reprocessors via waste companies and Materials Recycling Facilities. We will take forward a programme of work with residents and the supply chain to ensure 'quality' of recyclate is as much a consideration as quantity.

Cost effective options for diverting bulky waste from landfill will be explored in 2012/13. The aim is to head even closer towards the government's ambition of 'zero waste'. It will also seek to understand the feasibility of a 'bulky waste economy' in Kent or any other appropriate treatment options that may be available to divert bulky waste from landfill.

An Equalities Impact Assessment will be carried out on the refreshed draft Strategy and be informed by views sought and gathered as part of this consultation.

What are your views on ... ?

4. Existing policies 4 and 5. What changes or new policies would you suggest?
5. The suggested way forward on campaigns and community support. What else would you suggest the KWP could do?
6. How could the KWP create even better outcomes for Kent taxpayers through greater use of campaigns and community support?

Waste Reduction

Policies 6 and 7: The story so far

Policy 6. Waste minimisation and re-use will be prioritised and the KWP will seek, through its wider policy aims, to break the link between waste production and economic growth.

Policy 7. The KWP will lobby for measures to combat waste growth in areas such as product design, packaging and other producer responsibility issues, which are most effectively pursued at the national and international levels.

The tonnage of household waste generated in Kent has reduced by 9% from 2005/06 to 2010/11. Part of this is attributable to retailers and others 'light weighting' their products by using substantially less packaging. This also includes swapping heavier packaging (e.g. glass) for lighter packaging (e.g. plastic film).

A key focus has been on reducing organic waste. The KWP carried out an audit of household waste in 2008/09, which showed that around one-third of 'black bag' (residual) waste was food. The financial cost to householders is significant both in terms of wasted household budget and Council Tax for the collection and disposal of wasted food.

In the three years of supporting the Love Food Hate Waste campaign the KWP achieved a rise in 'Committed Food Waste Reducers' from 10% in 2007 to 22% in 2009/10. This achieved an estimated reduction of 12,000 tonnes of food waste for collection and disposal – saving over £1.5 million.

In respect to home composting, the KWP has supported the sale of around 75,000 bins to residents over the last 8 years. Since 2007, the KWP has worked closely with Wrap in promoting a national scheme. In that time, around 20,000 bins were provided to Kent residents at rates subsidised by Wrap. Kent also celebrated the country's 2millionth home compost bin sale in 2009. Unfortunately, the government and Wrap ceased support for the sale of subsidised compost bins owing to the national financial deficit and a focus on putting food waste collections in place. On this latter issue, five Kent councils now provide food waste collections for composting comparable to two councils just a year ago.

Lobbying measures are now supported by forming direct relationships between the KWP and retailers, re-processors and suppliers. This started in 2009 and continues.



Waste Reduction Going Forward

Suggested way forward

Waste reduction is a priority for environmental, financial and social reasons. The aspiration is to reduce average amounts of waste per Kent household by 5% (by end of 2015/16) and by 10% (by 2020/21) based on 2010/11 figures.

A waste reduction plan for councils and stakeholders would be developed by March 2012 and apply to the medium term through to 2015/16.

Reductions of food waste is a key priority. The Love Food Hate Waste programme will be supported in Kent up to 2015/16. as a strategic tool to deliver the waste reduction targets.

The KWP will seek a co-ordinated and concerted approach with Wrap, retailers and others to ensure consistency of messages on waste reduction to the public.

Residents will be assisted with information and encouragement on the benefits to them of reducing waste. This will include food waste, reuse options, and take-back schemes.

What are your views on ... ?

7. Existing policies 6 and 7. What changes or new policies would you suggest?
8. The suggested way forward on waste reduction. What else would you suggest the KWP could do?
9. How could the KWP reduce waste still further? That could be by stopping waste being generated at all, or that discarded items are managed without having to be collected by councils (e.g. taking back old products to stores when purchasing new ones).

Recycling and Composting

Policies 8 to 13: The story so far

Policy 8. The KWP will achieve a minimum level of 40% recycling and composting of household waste by 2012/13 and will seek to exceed the target.

Policy 9. The KWP will work to develop, maintain and improve schemes that secure the best recycling and composting performance for Kent authorities as a whole.

Policy 10. The KWP will secure higher rates of performance from existing services through education and awareness raising.

Policy 11. The KWP will strive to make waste and recycling services accessible and easy to use for all householders, across all housing types and sectors of the community.

Policy 12. The KWP will work to secure composting capacity, including 'in-vessel' in the County to enable the authorities in the east of Kent to provide an efficient service for managing compostable wastes.

Policy 13. The recycling and composting performance of the HWRCs will be improved, reaching 60% by 2012/13, while maintaining high standards of customer service.

The KWP is likely to achieve the 2012/13 targets a year earlier in 2011/12. Breaking through the 40% recycling and composting target is one part of the overall picture of diversion from landfill.

Kent County Council is achieving 60% for recycling and composting at its 19 Household Waste Recycling Centres (HWRCs).

The focus in 2009/10 and 2010/11 has been on making long-lasting service improvements that are supported by effective communications to residents. Together, these have taken the county-wide recycling and composting rate to 44% in the first quarter of 2011/12, which bodes well for the future. These include: -

- Ashford BC. Expansion of its recycling collections service to a further 9,000 homes.
- Dartford BC. Introduction of a new green waste collection service for 5,000 households.
- Dover and Shepway DCs. Expansion of recycling services and introduction of their weekly food waste collection services. This is the first phase of a major project involving these councils and Canterbury CC and Thanet DC (2013 for the latter two).
- Gravesham BC. Upgrading the green waste collection service and offering it to residents across the district.
- Kent CC. Replacement of Pepperhill HWRC that services Dartford and Gravesham. Upgrades at other HWRCs and a brand new HWRC at Romney March in 2011. Also the provision of 50,000 tonnes of in-vessel composting capacity at Blaise Farm Quarry.
- Maidstone BC. Expansion of recycling services and introduction of its weekly food waste collection service borough-wide.

Recycling and Composting Going Forward

Suggested way forward

The KWP's recycling and composting rate will be 45% for 2015/16 and 50% for 2020/21.

Food waste will be collected on a weekly basis in all Kent districts as is the current practice. The KWP aspires to separate collections for composting food waste on a weekly basis in all districts by 2020, and in at least 8 of the 12 districts by 2015/16.

All eligible Kent councils will sign up to Wrap's new generation of Recycling & Waste Collection Commitment by end of March 2012.

The provision of recycling and waste collection services to commercial premises will be explored, particularly for Small to Medium Enterprises across Kent. A feasibility study, in partnership with Wrap, will be taken forward in 2011/12.

Exploration of 'householder incentives to recycle' will be taken forward in 2011/12 with a view to implementing any new provisions from 2013 onwards.

The KWP will co-ordinate communications with residents so that there is clarity on which recyclates go where, who receives it, and what it ends up being used for.

What are your views on ... ?

10. Existing policies 8 to 13. What changes or new policies would you suggest?
11. The suggested way forward on recycling and composting. What else would you suggest the KWP could do?
12. What aspects of recycling services are of greatest current interest to you, and what changes would you like to see?

Waste Treatment Facilities

Policies 14 to 17: The story so far

Policy 14. A timely procurement programme will be implemented to provide sufficient capacity for Kent to continue to meet its statutory targets for the diversion of biodegradable municipal waste.

Policy 15. The procurement programme for additional capacity will take account of the opportunities for co-management with other waste streams, but will discourage facilities of a scale that will attract imports of waste to the County.

Policy 16. Procurement of additional capacity will keep technical options open and flexible in terms of the number and scale of facilities to be provided but will need to emphasise deliverability.

Policy 17. Kent County Council will take a pragmatic approach to trading Landfill Allowance Trading Scheme (LATS) allowances, being willing to trade but not reliant on trading for compliance or essential income.

The KWP has invested in significant new 'kit' that has come on stream since the adoption of the Kent Waste Strategy in 2007, including: -

- Allington Energy from Waste (EfW) Facility and Materials Recycling Facility (MRF).
- Blaise Farm In-Vessel Composting Facility.
- Pepperhill HWRC and Transfer Station.

These new facilities have enabled the KWP to deliver the performance reported in this annual report. This is especially relevant to the performance on diversion from landfill whereby 70% of all household waste now provides a resource value of one kind or another.

The Blaise Farm In-vessel Composting Facility has an initial capacity of 50,000 tonnes. It currently accepts green garden waste and/or food waste from Dover, Maidstone, Tonbridge & Malling, Tunbridge Wells and Shepway councils. A 'closed loop' is achieved whereby household food and green waste is collected, re-processed and used as good quality compost – all happening in Kent.

In respect to the sale of LATS allowances, Kent County Council has made a few transactions since 2007. Whilst the price per tonne has not been anywhere near the figure of £150 touted at the outset of LATS, a modest income has been received, which has served to offset a small proportion of the costs of running waste services. In line with Policy 17, Kent County Council has avoided any reliance on LATS income and has focused efforts on ensuring the stability of core budgets.

That approach of non-reliance has since proved to be right in the light of the government's intention to scrap LATS at the end of the 2012/13 scheme year.

Waste Treatment Facilities Going Forward

Suggested way forward

The KWP will seek to understand the needs of the supply chain, with an early emphasis on those whom 'add value' to the recyclates councils collect (e.g. reprocessors, production, and retail). The aims are to ensure Kent taxpayers benefit from receiving better value for money from the sales of recyclates, and to apply 'closed loop' delivery to the entire supply chain.

The proximity principle will be a key driver in assessing, and allowing, specific destinations of recyclates. As a matter of principle, recyclates should be reprocessed in Kent, or as close to Kent as possible, to reduce carbon impacts of transportation and to support the local economy.

Clear audit trails that prove recyclates ARE being recycled at end destinations is required for all of Kent's recyclates including handling by waste companies, Materials Recycling Facilities and any others.

Companies seeking to export Kent's recyclates outside of the European Economic Area will be required to provide clear economic and environmental cases for so doing to the satisfaction of the Kent councils.

What are your views on ... ?

13. Existing policies 14 to 17. What changes or new policies would you suggest?
14. The suggested way forward on waste treatment facilities. What else would you suggest the KWP could do?
15. How could the KWP achieve better results on quality of recyclates, income from sales of recyclates, and reducing the use of virgin materials in product manufacture?

Landfill and Waste Transfer Facilities

Policies 18 to 20: The story so far

Policy 18. Kent County Council will procure landfill capacity to meet the need for the disposal of residual waste for which recovery capacity is not contracted.

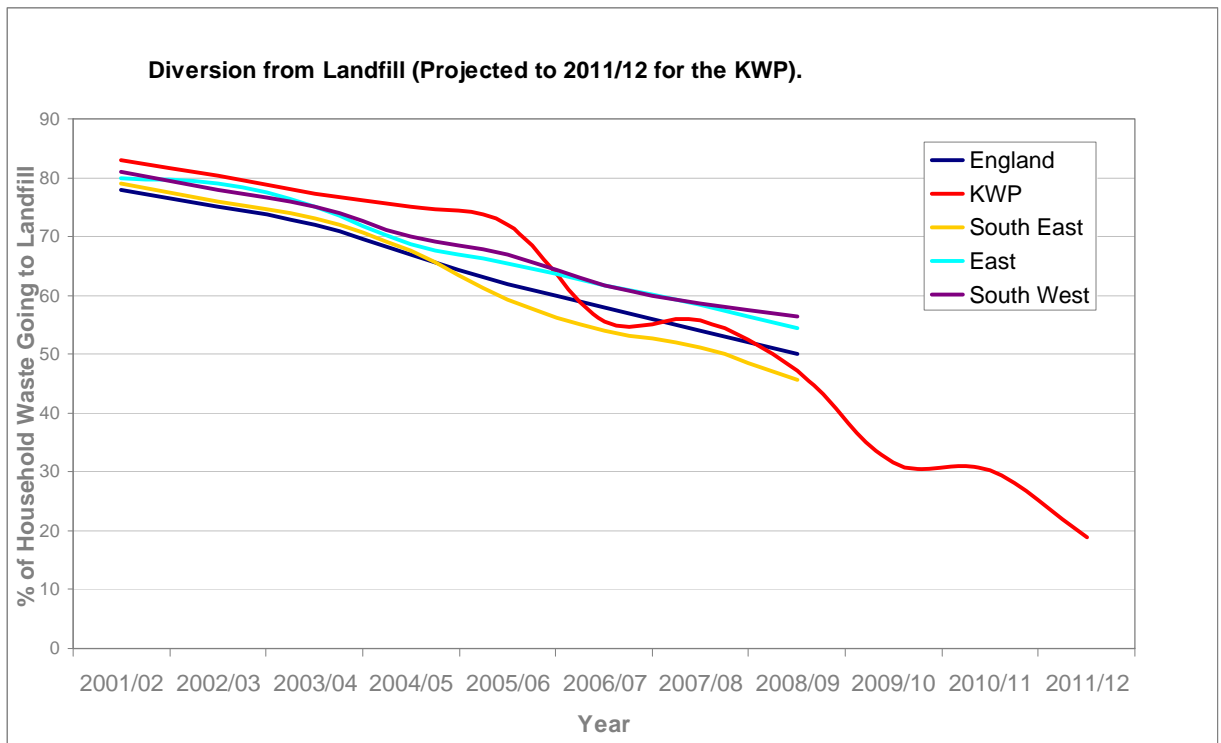
Policy 19. Where it is cost-effective, Kent will exceed its statutory targets for diversion of biodegradable waste from landfill in order to preserve landfill void space in the county.

Policy 20. The transfer station network will be improved across Kent to promote the efficient transport of wastes for treatment, recovery and disposal.

The KWP has made very significant progress in diverting waste from landfill – from 72% in 2005/06 to 30% in 2010/11 (chart below). We want this trend to continue with a view to getting as close as possible to zero untreated waste to landfill.

The measures taken in recent years has enabled the life of existing landfill capacity to be extended to 2019 (Shelford site) and 2014 (Greatness site).

In respect to the Transfer Station network, the key highlight was the construction of a new facility at Pepperhill. This serves the needs of Dartford and Gravesham councils and takes account of house building plans for the next two decades.



Landfill and Waste Transfer Facilities Going Forward

Suggested way forward

Landfilling of Kent's household wood waste will cease by April 2014.

Landfilling of paper, plastic, glass and metals from kerbside residual waste collections will cease by April 2015. We will need the support of householders to ensure the capture of these (and other) recyclates via recycling services is very high, and contamination very low.

Landfill will apply to no more than 10% of Kent's household waste for 2015/16 and 5% for 2020/21.

The KWP will lobby government to protect England's taxpayers from any further tax hikes on Landfill Tax by not exceeding the £80 per tonne rate in any year from 2015 to 2020.

The KWP will lobby government to not demand (or to pass back) Landfill Tax payments to councils whom have worked hard to reduce landfill tonnage to 20% or under of household waste. This will reward councils whom are closest to achieving the government's key national ambition of 'zero untreated waste to landfill'.

What are your views on ... ?

16. Existing policies 18 to 20. What changes or new policies would you suggest?
17. The suggested way forward on landfill and waste transfer facilities. What else would you suggest the KWP could do?
18. Our target is to landfill no more than 5% of household waste by 2020. However, we'd like to go further and get as close to 'zero waste to landfill' as possible. How could the KWP achieve that? Which materials and types of waste should be prioritised?

Other Important Areas: Street Cleansing, Enforcement, Greenhouse Gases

The 2007 Strategy focused attention on the three objectives (listed on page 8) and the 20 policies (pages 12 to 23). Specific issues around street cleansing, environmental enforcement and the greenhouse gases agenda have emerged as recent additional priorities.

In July 2011, the KWP's Members Board (details on page 32) agreed to increase the scope of the KWP's activities to include: -

- waste collection and disposal (as before);
- street cleansing (new);
- environmental enforcement (new); and
- carbon, other greenhouse gases and sustainability in as much as they relate to the services bullet pointed above.

Two other strategies that relate to these issues are [The Vision for Kent 2011-2021](#) and the [Kent Environment Strategy](#).

The Vision for Kent was, itself, subject to a consultation exercise from 20 June to 22 August 2011. Online details are available at: <http://www.kentforum.org.uk/vision-for-kent-consultation/vision-for-kent-2002-2006/>

The Kent Environment Strategy was published in July 2011. Online details are available at: http://www.kent.gov.uk/environment_and_planning/environment_and_climate_change/kent_environment_strategy.aspx

Street Cleansing

Services are provided, in the main, by the 12 district councils across Kent. The exceptions are trunk roads (which are maintained by the Highways Agency) and other highways verges (maintained by Kent County Council).

Typical services include street sweeping, removal of fly tips, graffiti and fly poster removal, cleansing of chewing gum deposits, litter bin emptying, and tackling dog fouling.

Environmental Enforcement

Offences against the well-being of the community include littering, throwing items from vehicles, allowing dog fouling, and more serious issues relating to fly tipping.

Carbon and Greenhouse Gases

Views are welcome in relation to waste collections and disposal and street cleansing. The Kent Environment Strategy provides background information on actions.

Going Forward

Whilst street cleansing operations, and litter enforcement, were not official features of the 2007 Kent Waste Strategy, the KWP's recent moves to embrace those services presents opportunities to join-up between the 13 councils. Operations, enforcement and behavioural change are three areas being explored in the coming months.

Other Important Areas Going Forward

Suggested way forward

Carbon and other greenhouse gas impacts from landfilling household waste in Kent will be, at most, half of the national average in any year up to 2020.

The KWP will work to reduce the carbon and other greenhouse gas impacts of their waste and recycling activities. Plans to support the delivery of the Kent Environment Strategy will be in place during 2012/13.

The KWP will publish annual costs of waste collection and disposal services, and street cleansing services. We will seek that overall costs per household for waste collection and disposal (the largest part of all costs) will be lower than the costs per household in other south-east counties whilst ensuring good performance and value for money for Kent taxpayers.

What are your views on ... ?

19. What more could the KWP do to reduce litter, fly tipping, graffiti, fly posting, throwing litter from vehicles, dog fouling, depositing chewing gum, and misuse of waste and recycling services (including trade waste misuse of Household Waste Recycling Centres)?
20. What issues should be prioritised for enforcement?
21. What priority would you give to tackling greenhouse gases, and what actions would you suggest we focus on? This could be tackling food waste, reducing landfill to as close to zero as possible, more recycling and composting, or tackling bulky waste and waste electricals.

Summary of where we are

Headlines

- Overall household waste down by 9% from 2005/06 to 2010/11.
- Landfill tonnage halved from 72% of household waste in 2005/06 to 30% in 2010/11.
- Recycling and composting up from 28% in 2005/06 to 39.6% in 2010/11.

Value for Money to Taxpayers

- Anticipated £50 million of benefits from the East Kent Project over ten years.
- Food waste reduction is estimated to have saved over £1.5 million over three years.
- A Mid Kent Project is exploring joint procurement and a common method of collection.
- Reduced reliance on landfill has avoided substantial Landfill Tax costs.

The KWP's Influence

- Direct influence on government policy through the KWP's membership of Defra boards and groups.
- Direct influence on Wrap's design and delivery of national programmes.
- Direct influence on cross sector working through the Packaging Recovery Action Group.

Campaigns and Community Support

- Delivery of campaigns on Love Food Hate Waste, waste electricals, and home composting.
- Supporting Kent's residents with information on new and improved services at the right times.
- Interventions to reduce clinical needles in recycling collections, and improved quality of recyclates.

Waste Reduction

- Household waste down 9% through local and national initiatives (as above).
- The potential to do more to reduce waste by focusing on residual tonnage including food waste.

Recycling and Composting

- The 40% countywide target for recycling/composting is likely to be achieved in 2011/12.
- The 60% target for recycling/composting at HWRC's is already being met.

Waste Treatment Facilities

- New facilities in place for energy from waste, in-vessel composting, and Materials Recycling.
- Capacity in new facilities to divert around 375,000 tonnes away from landfill.

Landfill and Waste Transfer Facilities

- New facilities above mean that existing landfill capacity is extended for longer.
- The new Pepperhill HWRC and Transfer Station handles 10% of Kent's household waste.

Summary of suggested ways forward

The KWP's Influence

The KWP supports the government's approach to Responsibility Deals. We will work with the supply chain to reduce the amounts of waste councils have to deal with. Wherever possible, we will also seek that residents should receive value for household items that are routed through 'take-back' schemes.

The KWP will lobby government to retain, and improve, the requirement in the Waste & Emissions Trading Act 2003 to seek the views of residents and other stakeholders in developing local waste and recycling strategies. The KWP resists repeal, as suggested by Defra, as this would remove an important means for residents to get involved directly in local waste/recycling issues of substantial importance to them.

The KWP will lobby government to ensure that energy from waste is a key part of the country's overall energy strategy. National infrastructure needs should be planned in a co-ordinated way where energy from waste facilities are seen as national assets by reducing reliance on coal and using waste as an important resource; so long as local strategies prioritise the waste hierarchy and contribute significantly to meeting the EU's national recycling targets.

Campaigns and Community Support

KWP communications will be taken forward on Love Food Hate Waste, reuse options and take-back schemes. All such activities will require a business case that ensures all investments are recouped through cost benefits to the 'bottom line'.

The KWP believes that financial and environmental value is best secured when recyclates maintain high quality when passed down the supply chain to reprocessors via waste companies and Materials Recycling Facilities. We will take forward a programme of work with residents and the supply chain to ensure 'quality' of recyclate is as much a consideration as quantity.

Cost effective options for diverting bulky waste from landfill will be explored in 2012/13. The aim is to head even closer towards the government's ambition of 'zero waste'. It will also seek to understand the feasibility of a 'bulky waste economy' in Kent or any other appropriate treatment options that may be available to divert bulky waste from landfill.

An Equalities Impact Assessment will be carried out on the refreshed draft Strategy and be informed by views sought and gathered as part of this consultation.

Summary of suggested ways forward (cont)

Waste Reduction

Waste reduction is a priority for environmental, financial and social reasons. The aspiration is to reduce amounts of waste per household by 5% (by end of 2015/16) and by 10% (by 2020/21) based on 2010/11 figures.

A waste reduction plan for councils and stakeholders would be developed by March 2012 and apply to the medium term through to 2015/16.

Reductions of food waste is a key priority. The Love Food Hate Waste programme will be supported in Kent up to 2015/16. as a strategic tool to deliver the waste reduction targets.

The KWP will seek a co-ordinated and concerted approach with Wrap, retailers and others to ensure consistency of messages on waste reduction to the public.

Residents will be assisted with information and encouragement on the benefits to them of reducing waste. This will include food waste, reuse options, and take-back schemes.

Recycling and Composting

The KWP's recycling and composting rate will be 45% for 2015/16 and 50% for 2020/21.

Food waste will be collected on a weekly basis in all Kent districts as is the current practice. The KWP aspires to separate collections for composting food waste on a weekly basis in all districts by 2020, and in at least 8 of the 12 districts by 2015/16.

All eligible Kent councils will sign up to Wrap's new generation of Recycling & Waste Collection Commitment by end of March 2012.

The provision of recycling and waste collection services to commercial premises will be explored, particularly for Small to Medium Enterprises across Kent. A feasibility study, in partnership with Wrap, will be taken forward in 2011/12.

Exploration of 'householder incentives to recycle' will be taken forward in 2011/12 with a view to implementing any new provisions from 2013 onwards.

The KWP will co-ordinate communications with residents so that there is clarity on which recycles go where, who receives it, and what it ends up being used for.

Waste Treatment Facilities

The KWP will seek to understand the needs of the supply chain, with an early emphasis on those whom 'add value' to the recycles councils collect (e.g. reprocessors, production, and retail). The aims are to ensure Kent taxpayers benefit from receiving better value for money from the sales of recycles, and to apply 'closed loop' delivery to the entire supply chain.

Summary of suggested ways forward (cont)

Waste Treatment Facilities

The proximity principle will be a key driver in assessing, and allowing, specific destinations of recyclates. As a matter of principle, recyclates should be reprocessed in Kent, or as close to Kent as possible, to reduce carbon impacts of transportation and to support the local economy.

Clear audit trails that prove recyclates ARE being recycled at end destinations is required for all of Kent's recyclates including handling by waste companies, Materials Recycling Facilities and any others.

Companies seeking to export Kent's recyclates outside of the European Economic Area will be required to provide clear economic and environmental cases for so doing to the satisfaction of the Kent councils.

Landfill and Waste Transfer Facilities

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Other Important Areas

Carbon and other greenhouse gas impacts from landfilling household waste in Kent will be, at most, half of the national average in any year up to 2020.

The KWP will work to reduce the carbon and other greenhouse gas impacts of their waste and recycling activities. Plans to support the delivery of the Kent Environment Strategy will be in place during 2012/13.

The KWP will publish annual costs of waste collection and disposal services, and street cleansing services. We will seek that overall costs per household for waste collection and disposal (the largest part of all costs) will be lower than the costs per household in other south-east counties whilst ensuring good performance and value for money for Kent taxpayers.

Summary of consultation issues

1. Existing policies 1 to 3. What changes or new policies would you suggest?
2. The suggested way forward on influence and lobbying. What else would you suggest the KWP could do?
3. What greater influence would you like to see the KWP having on others including government, waste companies, retailers, packaging designers and manufacturers, reprocessors and consumers?
4. Existing policies 4 and 5. What changes or new policies would you suggest?
5. The suggested way forward on campaigns and community support. What else would you suggest the KWP could do?
6. How could the KWP create even better outcomes for Kent taxpayers through greater use of campaigns and community support?
7. Existing policies 6 and 7. What changes or new policies would you suggest?
8. The suggested way forward on waste reduction. What else would you suggest the KWP could do?
9. How could the KWP reduce waste still further? That could be by stopping waste being generated at all, or that discarded items are managed without having to be collected by councils (e.g. taking back old products to stores when purchasing new ones)..
10. Existing policies 8 to 13. What changes or new policies would you suggest?
11. The suggested way forward on recycling and composting. What else would you suggest the KWP could do?
12. What aspects of recycling services are of greatest current interest to you, and what changes would you like to see?

Summary of consultation issues (cont)

13. Existing policies 14 to 17. What changes or new policies would you suggest?
14. The suggested way forward on waste treatment facilities. What else would you suggest the KWP could do?
15. How could the KWP achieve better results on quality of recyclates, income from sales of recyclates, and reducing the use of virgin materials in product manufacture.
16. Existing policies 18 to 20. What changes or new policies would you suggest?
17. The suggested way forward on landfill and waste transfer facilities. What else would you suggest the KWP could do?
18. Our target is to landfill no more than 5% of household waste by 2020. However, we'd like to go further and get as close to 'zero untreated waste to landfill' as possible. How could the KWP achieve that? Which materials and types of waste should be prioritised?
19. What more could the KWP do to reduce litter, fly tipping, graffiti, fly posting, throwing litter from vehicles, dog fouling, depositing chewing gum, and misuse of waste and recycling services (including trade waste misuse of Household Waste Recycling Centres)?
20. What issues should be prioritised for enforcement?
21. What priority would you give to tackling greenhouse gases, and what actions would you suggest we focus on? This could be tackling food waste, reducing landfill to as close to zero as possible, more recycling and composting, or tackling bulky waste and waste electricals.

If there are any other views you would like to offer that are not covered in the issues listed above, please feel free to do so.

Kent Waste Partnership Information

KWP Members Board and senior managers (as at time of print)

Ashford Borough Council	CLlr Jessamy Blanford	Paul Jackson
Canterbury City Council	CLlr Rosemary Doyle	Larissa Laing
Dartford Borough Council	CLlr Tony Martin	Chris Oliver
Dover District Council	CLlr Nick Kenton	Roger Walton (also Shepway)
Gravesham Borough Council	CLlr Andrea Webb	Stuart Alford
Kent County Council	CLlr Bryan Sweetland	Caroline Arnold
Maidstone Borough Council	CLlr Marion Ring	Steve Goulette
Sevenoaks District Council	CLlr Avril Hunter	Richard Wilson
Shepway District Council	CLlr Rory Love	Roger Walton (also Dover)
Swale Borough Council	CLlr David Simmons	Dave Thomas
Thanet District Council	CLlr Simon Moores	Mark Seed
Tonbridge & Malling Borough Council	CLlr Howard Rogers	Phil Beddoes
Tunbridge Wells Borough Council	CLlr Paul Barrington-King	Gary Stevenson

Website page: www.kent.gov.uk/kwp

For general enquiries or if in doubt as to whom to contact for any of the 13 councils:

Paul Vanston, Kent Waste Partnership Manager
c/o Kent County Council, Waste Management, Block H,
The Forstal, Beddow Way, Aylesford, Kent, ME20 7BT
Tel: 01622 605979 or 07545 420250
Email: paul.vanston@kent.gov.uk

Kent Waste Forum

The Kent Waste Forum is a group of organisations and people whom have an interest in the KWP's activities. Annual events are held to stimulate discussion on key topics.

Information about the Kent Waste Forum is online at <http://www.kent.gov.uk/kwp>

Planned dates for the annual events are: 19 April 2012, 18 April 2013, 03 April 2014 and 23 April 2015. All dates are subject to change owing to operational and any other impacts that need to be considered. Check on the KWP website pages for details nearer the time.

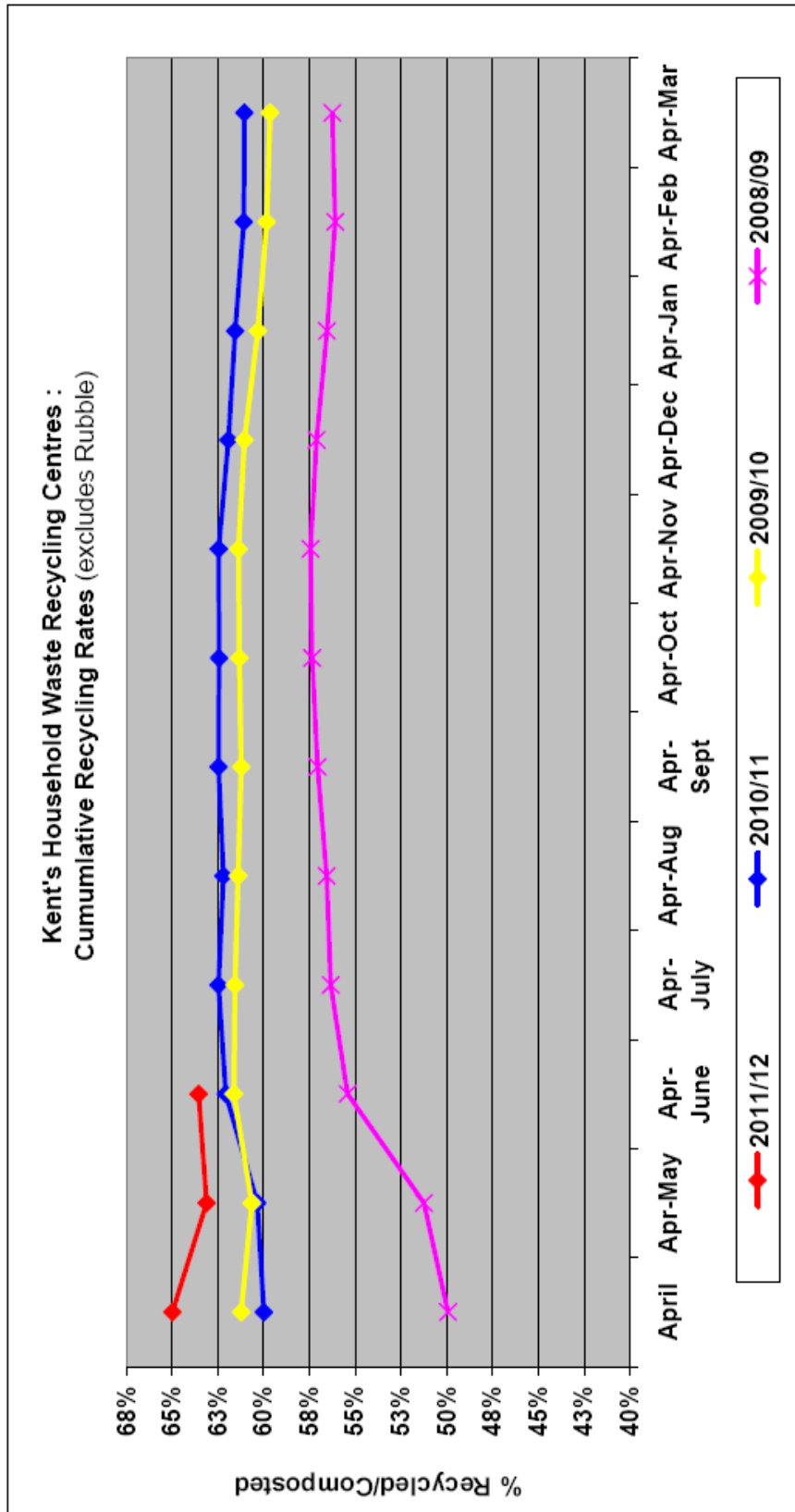
The aim is for the refreshed Kent Waste Strategy to be published at the annual event due on 19 April 2012.

If you like detailed information to hand, the next few pages are for you

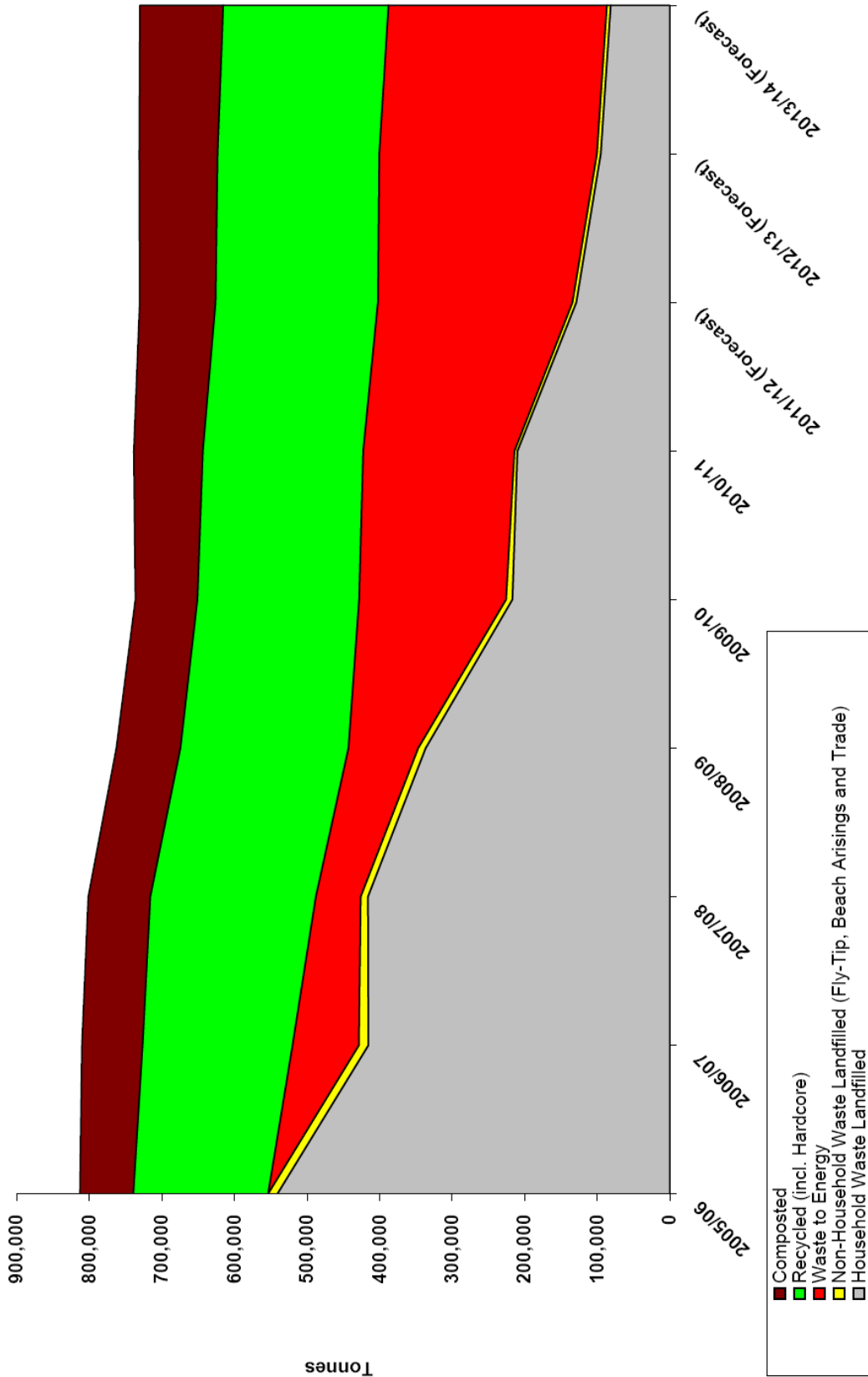
We know that not everyone who wishes to take part in the consultation will want detailed information. But for those that do, the following pages outline the KWP's performance over the last few years. If you have questions, Paul Vanston, KWP Manager may be able to help. Contact details are on the previous page.

Kent's Household Waste Statistics

Year	2006/07	2007/08	2008/09	2009/10	2010/11
Kent's Waste Growth	-0.16%	-1.20%	-4.97%	-2.91%	0.59%
HWRC Recycling Rates (incl. rubble)	61.7%	61.7%	65.7%	68.7%	69.9%
HWRC Recycling Rates (excl. rubble)	51.1%	50.8%	56.3%	59.7%	61.1%
District Recycling Rates	27.2%	31.3%	34.3%	31.8%	32.5%
County Recycling Performance	32.4%	35.9%	38.7%	38.7%	39.5%



Levels of Municipal Waste in Kent




Kent Waste Partnership

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*Thank you for your interest in
this consultation. If you have
any questions, feel free to
email the KWP at:*

paul.vanston@kent.gov.uk

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