

Waste Strategy

City of Newcastle upon Tyne 2019



Cabinet Member Foreword

The world is producing more and more waste. There is also a renewed and widespread passion for environmental issues. We helped to establish the independent Newcastle Waste Commission, the first of its kind in the country, to address the problem of increasing waste. The ambition for our City is that we can become a model of excellence and through our refreshed Waste Strategy have the ambition to transform the way we think about waste and the flexibility to manage waste operations as opportunities arise. Above all we want to inspire individuals and organisations to take responsibility for changing their behaviour relating to waste and to be proud of their communities and the environment we live in.

In December 2018 the government published its 25 year plan to improve the environment and whilst this "Resources and Waste Strategy" is out for public consultation, we recognise the challenges this may bring.

The response to documentaries such as 'Blue Planet' and widespread concern about plastics, particularly in marine environments, has inspired public opinion for action.

For Newcastle it is too a time of growth and for change. We want to be a city that produces less rubbish, any waste that is then produced shouldn't be a problem to be got rid of but valued as resource. A resource that can be reused or recycled into something else or utilised in energy recovery or manufacturing.

We want everyone in Newcastle, businesses, major organisations, residents and visitors, to recognise that rubbish is not a council problem but a personal choice. As consumers we have a responsibility to consider carefully what we are buying and think about what will happen to things once we have finished with them.



**Councillor Nick Kemp,
Cabinet Member for the Environment**

We need to think about our impact on the environment now and for the sake of future generations.

We need to think differently about the things we throw away and make sure that we have given them every chance to become useful again. At the same time, we need to encourage and educate residents and businesses to reduce the amount of rubbish they produce in the first place. This may be through small acts such as careful meal planning and shopping or for businesses something more radical such as new procurement strategies. There are opportunities for small companies to work together, to innovate and create using waste as a resource to grow the local economy.

I am proud to have been part of the Newcastle Waste Commission, the time is right to launch our vision for changing hearts and minds. We hope our residents and businesses will embrace the principle of waste as an asset and be part of our vision to think and act differently regarding rubbish from now on.

No-one should waste 'waste'.

This new Waste Strategy recognises this and includes options to deliver this vision.

**Nick Kemp
Cabinet Member for the Environment**



Financial Context

Newcastle is a city that has attracted significant investment and jobs, the North of Tyne Combined Authority will accelerate growth, and that in turn will attract more people to live, work and visit the area. To keep pace with demand new homes are planned and new jobs expected, this is great news for an ambitious city but has the potential to create more waste.

Austerity means by the end of 2022 our city will have lost £326 million since 2010.

This strategy will look to deliver the council’s vision for waste up to 2030, with short, medium and long-term actions. Given the impact of austerity and the uncertain future, including the potential challenges of Brexit, all options must be both affordable and sustainable.

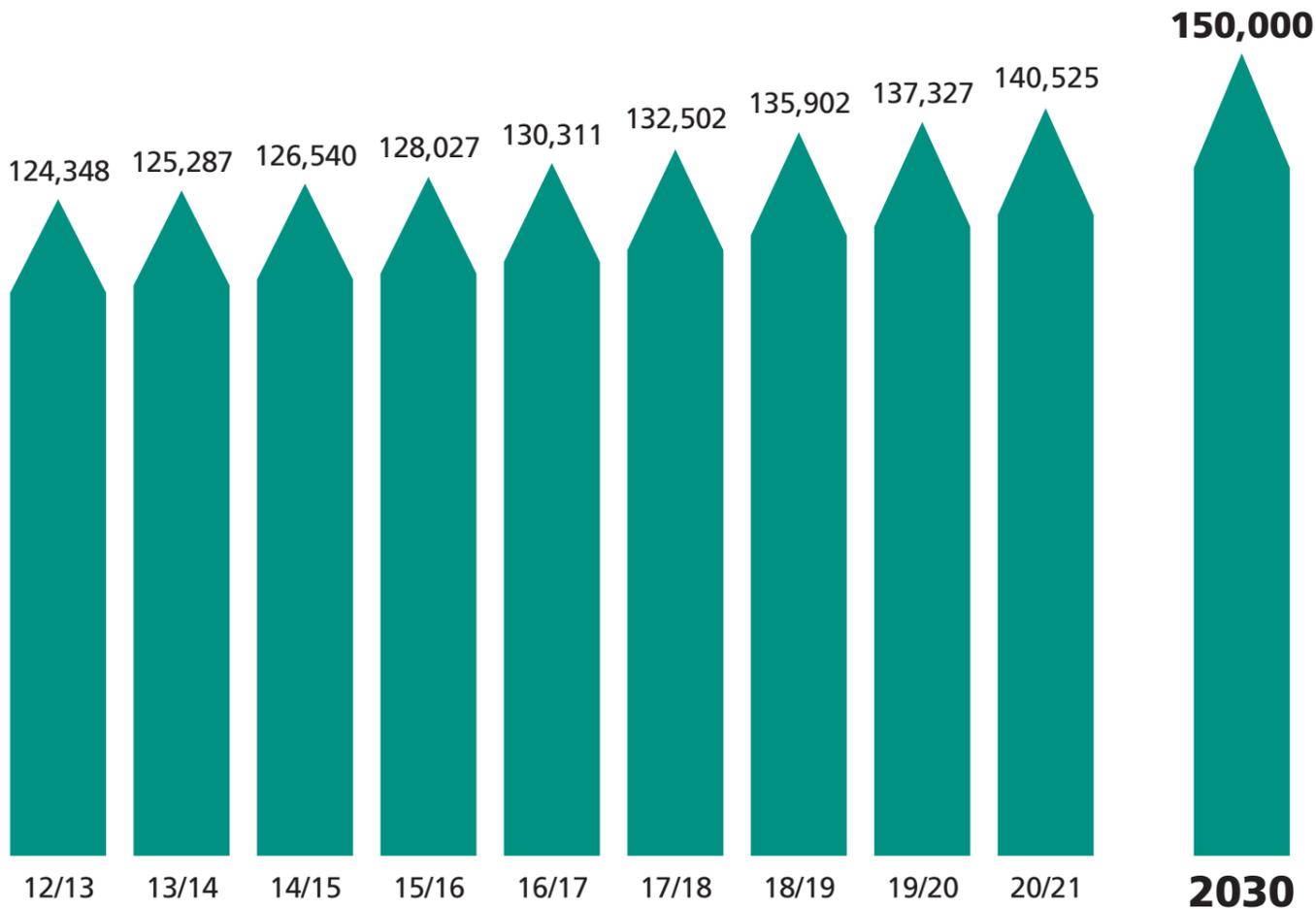
It costs around £15 million a year to collect and dispose of the city’s waste.

We produce 141,000 tonnes of waste, with over eight million collections a year to 132,500 homes, and as a growing city this is set to increase further.

Taking a transformational approach to waste management is and will continue to be critical to ensuring the city operates within sustainable environmental and financial limits.

We will need to procure a range of new contracts. Our main waste contract is planned for renewal in 2025, this could be in place for a period of 25 years. At today’s prices this equates to £375 million over the lifetime of the new contract.

Growth to 2030 - Newcastle Households - Recent and Projected Growth



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Our Vision is:

“We want our Newcastle to be a clean, green and sustainable city that wastes less and recycles more.”



Our Ambitions are:

- To change the way people, businesses and organisations think about waste.
- To build communities where excess waste and litter are socially unacceptable.
- To maximise the quality and quantity of reuse and recycling.
- To reduce the production of waste.
- To minimise the use of landfill, which is a poor environmental and economic option.
- Where prevention, reuse or recycling are not possible, to maximise recovery of our waste through sustainable and affordable collection and disposal channels.
- Work with partners to maximise value from our waste
- When waste is produced to encourage community and commercial opportunities to use it as a resource.
- To be recognised as a city that learns from world leaders and aspires to lead in resource and waste management.

With these Outcomes:

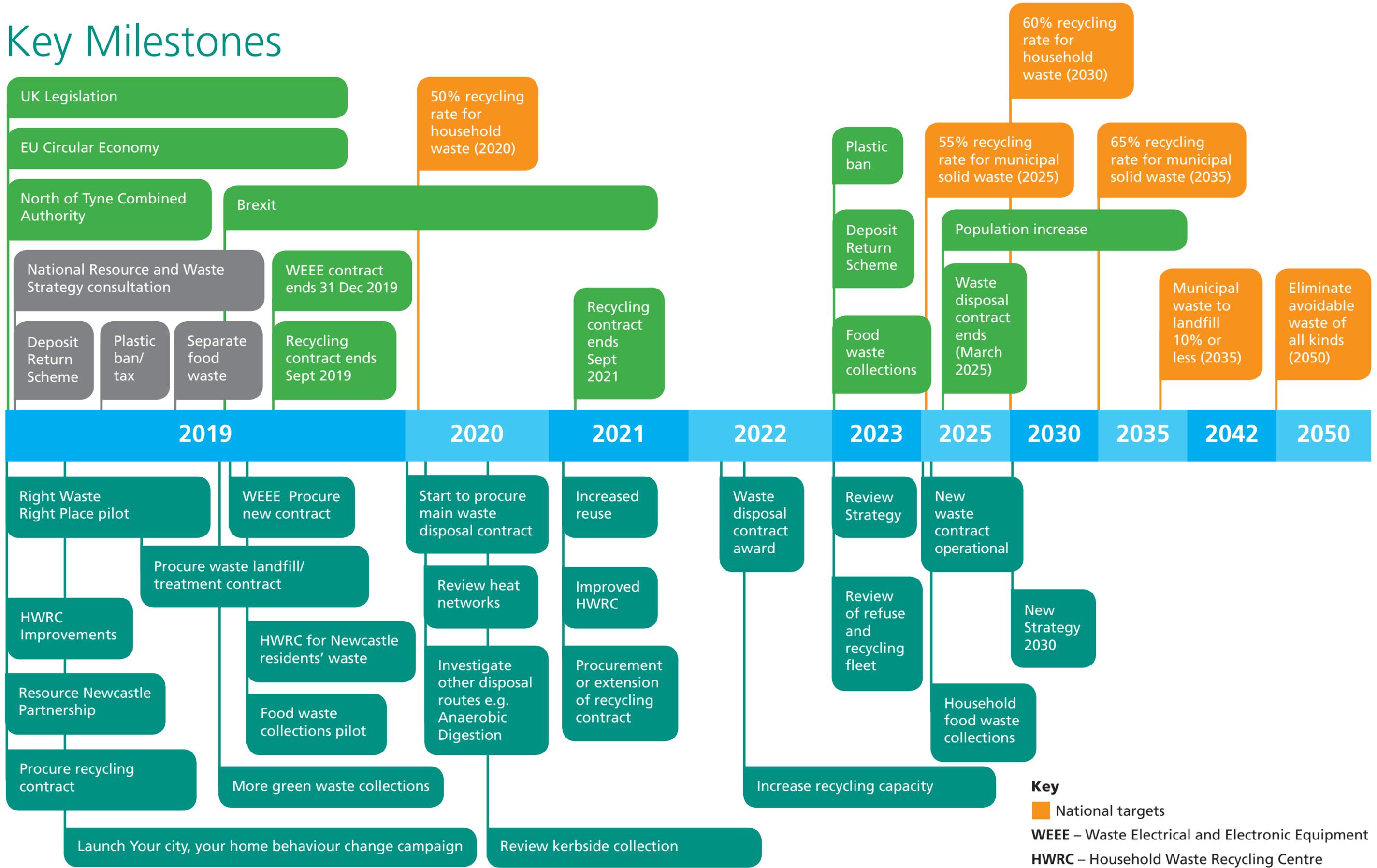
- Benefits should be seen and felt by local people, businesses and the environment.
- Second-hand is no longer seen as 'second best', and repairing is a natural option
- Communities, public and private sectors naturally work together to minimise the impact of and maximise the value of waste.
- Everyone, whether they live, work or visit the city, takes personal responsibility for waste.
- In time, a stronger local 'circular economy' bringing hundreds of new jobs and millions of pounds of investment.
- Waste is valued as a resource and managed accordingly.
- There is less waste in the bins and on the streets.
- Newcastle is a cleaner, greener and more sustainable city that is an example of best practice nationally and internationally.
- Homes, schools and businesses throw away less food and save money, resulting in a zero-food waste city.



The Waste Strategy has been developed around themes:

- Behaviour change and education
- Waste prevention including reuse
- Food waste
- Recycling and composting
- Operations
- Planning
- Recovering value - Markets and Technology
- Enforcement
- Partnerships, public and private

Key Milestones



How we will achieve our Vision?

Set out below are the objectives that we will deliver through an Action Plan that will be kept under review.

Our Action Plan can be found at the end of this document.

Behaviour Change and Education

- We will develop and implement a number of behaviour change programmes and initiatives that enable residents to change their behaviour to reduce, reuse and recycle their waste and repair items for the long-term benefit for the whole community.
- We will implement 'Your city, your home', a two-stage campaign to increase civic pride and reduce litter and fly-tipping by rewarding, educating, fining and prosecuting. This will target both those groups that we know are more likely to litter and the law-abiding general public to encourage them to challenge negative behaviour.

Waste prevention including reuse

- We will lead by example to reduce packaging and the unnecessary use of single-use plastic and encourage other organisations in the city to follow suit through the Resource Newcastle Partnership.
- We will support local businesses, landlords, retailers, and other organisations both small and large within the city to understand their waste responsibilities to reduce, reuse and recycle their waste

Food waste

- Through the Resource Newcastle Partnership, we will work with the Newcastle Food Network and WRAP so that households, schools and businesses waste less food and save money, resulting in a zero-food waste city

Recycling and composting

- We will strive year on year to improve the quality of recycling and increase recovery levels to the highest practical and possible levels
- We will collect a consistent set of dry recyclable materials from households and businesses following the consultation on the national Resources and Waste Strategy, and in line with contractual obligations
- We will review our household waste recycling centre provision

Operations

- We will plan waste and recycling collections to deliver our waste services in a coordinated, quality and cost-effective way that supports recycling and works for all residents of the city.

Planning

- We will include the preferred options for waste and recycling for new housing and business development in Planning Guidance

Recovering value - Markets and Technology

- We will develop a future waste treatment and disposal model which builds in flexibility and ensures the long-term stability of waste management for the residents of the city through to 2030 and beyond
- We will select the process to treat residual waste that maximises the contribution to reducing the council's costs, minimises the environmental impact and avoids landfill

Enforcement

- We will actively work to influence national Government policy including seeking powers for effective enforcement and regulation that helps to drive positive behaviour change and choices

Partnerships, public and private

- We will explore partnership opportunities to maximise value from our waste



How will we know how well we are doing?

To know how well we are meeting our strategic objectives, it is important to establish and report on appropriate measures.

Key measures which we currently report on include:

- **Residual household waste ¹ per household** (formerly a National Indicator, NI 191) - This is important as it reflects how well we are doing in implementing the waste hierarchy, both by recycling and through waste minimisation.
- **Percentage of household waste sent for reuse, recycling or composting** (formerly a National Indicator, NI 192) – This reflects our contribution to the national recycling target.
- **Percentage of municipal waste ² sent to landfill** (formerly a National Indicator, NI 193) – Minimising landfill is a strategic ambition.
- **Collected household waste per person** (formerly a National Indicator, BVPI84a) – Waste minimisation is the top of the waste hierarchy, and this reflects how well we are all doing.

These are among the measures we will report quarterly through the Council’s Performance Report.

Environment

A clean, green and safe Newcastle

What the city looks like today



www.newcastle.gov.uk

July to September 2018

Refuse and recycling collections

	Oct - Dec '17	Jan - Mar '18	Apr - Jun '18	Jul - Sep '18
Domestic (Green bins)	99.86%	99.91%	99.91%	99.92%
Recycling (Blue bins)	99.87%	99.87%	99.87%	99.93%
Garden (Brown bins)	99.76%	99.77%	99.82%	99.87%

Source: Envirocall, NCC

Out of around 1.8 million planned bin collections, we received 1,409 reports of planned collections being missed with well over 99.9% of collections completed. We continue to look for solutions to access issues which are often the cause of missed collections.

We also continue to examine ways to increase the quality of recyclable materials collected from residents’ blue or shared recycling bins. We have recently launched a pilot on two collection rounds in the west of the city, identifying properties with contaminated recycling materials and then reminding those residents of what can and cannot be recycled in their blue bin. If the pilot project is successful, we will roll this approach out in more areas of the city.

We began to consult on our Waste Strategy in May 2018. Activity included online information and survey, two public drop-in sessions and the establishment of a Scrutiny Task and Finish group to support the development of the strategy. We received 239 completed surveys and the findings were reported to the Scrutiny Task and Finish Group and have informed the development of the strategy vision, ambitions and outcomes.

We are now in the second stage of consultation and we will publish a revised draft strategy in early 2019.

Fixed Penalty Notices issued

April - June 2018:	1,374
July - Sept 2018:	1,466

Source: Regulation and Development, NCC

We believe enforcement is important in encouraging behaviour change and helping to improve the local environment. In April 2018, we expanded our team of patrol officers who deal with local environmental quality offences and issue fixed penalty notices.

Between July and September 2018, our enforcement officers issued 1,466 fixed penalty notices for littering offences, an increase of 6.9% on the previous three months. In August 2018, our officers helped secure a £12,200 fine, with £3,000 costs, for a Newburn

firm that was storing oil in the open air and burning hazardous waste.

In June 2018, an indictment of conspiracy to fly-tip waste resulted in a man just starting in the waste collection business having to pay £2,500, while another fly-tipper targeting the same country park to illegally dispose of waste was given a suspended jail sentence of 24 weeks. Between July and September 2018, four vans were also seized for being used in fly-tipping and all have now been crushed.



We recognise that new measures and targets will need to be developed as future approaches to waste and legislation changes and we will do this.

Part of delivering the Waste Strategy Action Plan will include the development of new measures and targets and an assessment of whether current published measures which are largely weight based former national indicators, represent the best way to measure performance ³.

Measures of success can still include weight-based metrics. We will need different measures for some of the ambitions and outcomes, examples are set out below.

- Recognition as a world leader in waste reduction
- Reduction in food poverty
- Inward investment and jobs
- Waste collected per household
- Waste sent to landfill
- Household recycling rate
- Carbon reduction

Other time-limited activities, including those for the ‘Your city, your home’ campaign will have other specific measures, for example levels and patterns of litter, number of FPNs (Fixed Penalty Notices) issued, website views and social media views, reach, shares and engagement.

³ Environmental Services Association Report, ‘Why Weight isn’t Working. Smarter Measures for the Circular Economy.’ August 2018

Implementing the strategy

As council budgets reduce alongside the need to adopt more sustainable waste management practices, there are some significant challenges ahead. Achieving a mindset change in Newcastle's approach to waste requires everyone to play their part. Too often in the past waste has been seen as a job for the Council, we do have a role in collecting, processing and disposing, but we cannot control where waste comes from and the throw away culture.

Newcastle's waste challenge is complex, driven by evolving consumer demand, changing population, changes in living patterns, new technologies, shifting markets, reducing resources and environmental pressures.

We will continue to actively seek any funding opportunities, whether from central government or otherwise, which can help us afford to undertake work in support of the objectives identified in this strategy.

We are investing in behaviour change programmes, litter and waste campaigns. We want to drive positive behaviour change with communities, it is as much about changing people's attitudes and behaviours towards their waste so they see it as a valuable resource and are more inclined to do the right thing.

We are doing this by challenging the way in which we operate our services, making them more resource efficient and customer focussed, increasing income through trading activities, modernising through the use of digital technologies to provide real-time performance information and investing in our workforce through training and stronger employee relations.

We are working in partnership with our existing waste disposal contractors to get the right waste to the right place in an affordable and sustainable manner.

We are working in partnership with other organisations and authorities to deliver the strategy. Working together will enable collection and disposal requirements to be coordinated to ensure we can use a long-term and sustainable collection, treatment and disposal infrastructure.

Significant changes are required over the coming years. To deliver these changes the action plan will break down the actions and tasks required to meet the outcomes as set out in the strategy.

The delivery of tasks within the action plan will be monitored and reviewed annually to ensure the council delivers the targets it sets itself through this strategy. Where significant changes occur, the action plan will be updated accordingly.

The action plan will establish how the strategy will be delivered, considering what will be required by the council including:

- Action required to deliver waste minimisation and further increase **reuse, recycling and composting**;
- Future changes and improvements to **collection systems** for general waste, dry recycling, glass, garden waste and potentially food waste;
- Future changes to **Household Waste Recycling Centres**
- Approaches and resources for **enforcement**
- Approaches to **recycling contamination**
- Litter and other behaviour change **Campaigns**
- **Investments and partnerships** to deliver **future residual waste treatment facility** and additional recycling infrastructure.

Reviewing the strategy

We will review the Strategy regularly to make sure that our ambitions and outcomes remain appropriate, and to change them if necessary. This will, in line with government guidance, happen at least every five years, meaning that an initial review will happen by 2024 at the latest. This will be particularly important in the light of any changes to the landscape in which we find ourselves, including:

- The national Resources and Waste Strategy, draft published for consultation 18 December 2018, which includes proposals that may come into force from 2023
- The UK's **departure** from the European Union, and any changes in UK waste legislation and policy which arise from that; and
- The level of **funding** provided to each local authority by the UK Government.



How have we responded to the Waste Commission?

The Newcastle Waste Commission, made up of seven leading industry and policy experts from the world of waste, was formed in early 2017, and although it was commissioned by Newcastle City Council, it was independent of it. Its recommendations are for the city and not just the city council.

The Newcastle Waste Commission took a completely fresh look to see how our city can do something ground-breaking when dealing with waste.

The Commission met six times, in London and Newcastle as well as holding a series of stakeholder sessions during the summer of 2017. The Commission heard evidence from a broad range of organisations from charities to big business, hospitals to community clean-up groups on a wide range of waste issues; recycling, waste to energy and reusing waste before compiling its report and recommendations.

The report was published in February 2018, and a full copy is available on the Wise on Waste website at: www.wiseonwaste.co.uk.

What is Newcastle City Council doing already?

The council cannot deliver the changes needed alone, and we can only achieve our ambition on waste together with residents and partners. The Waste Commission's report contains many actions that the city could take to achieve our ambition for waste and it is for organisations and communities to respond to these ideas individually and collectively. The council has already made progress and acted in response to the recommendations of the Commission to make a difference.

As a priority, we have established the Resource Newcastle Partnership. This is sitting at the heart of everything we will do as a city to change our approach to waste for the future.

Other examples include:

- Stopped the use of **single-use plastic** where practicable, e.g. straws and cutlery
- Switching to **compostable** coffee cups and lids
- Supporting **Refill Newcastle** and refilling of reusable water bottles
- Promoted and improved **recycling** within council buildings and operations
- Provided more and updated **information** on waste and recycling to residents including posters on our bin lorries
- We have challenged our current waste disposal contractor to look for **alternatives** to sending waste to Sweden for energy from waste
- We are challenging **schools** to reduce their use of plastic, such as cutlery and straws
- And we have taken action on **litter** – with messages installed on on-street litter bins to reduce litter, dog mess and dumping of waste.
- In Spring 2019 'Your city, your home' will be launched, a major city-wide anti-littering campaign.
- Promoting the **garden waste** composted within the city for use in the city.

Steps like these demonstrate the council's commitment and if we are asking residents, visitors, workers and businesses to make changes, we need to be prepared to step-up ourselves.

Looking to the future...

The Commission's report contains some more complex and longer-term actions, but we are already looking to make progress on these now. For example:

- Alongside the leading national charity **WRAP** (Waste Resource Action Programme), we are exploring the scope for separate food waste collections and increasing recycling capacity.
- We will be working with the exciting **Future Homes Project** at Newcastle Helix to build waste reduction, reuse and recycling into these new homes of the future, bringing developers, planners and other partners together to look at this.
- Already the **Food Newcastle Partnership** has published its Newcastle Good Food Plan www.foodnewcastle.org/what-we-do/ which will help to achieve the Commission's proposals on reducing food waste.



What and how do we deliver services now?

Give us the right waste and we'll take it to the right place
 Here is the story of what happens to your waste after it has been collected.

£ signs = comparative costs per tonne for treatment and disposal



As a city we are responsible for the collection and disposal of household waste together with a wide range of street-scene related services.

It costs around £15 million a year to collect and dispose of the city's waste.

As the Waste Collection Authority, the council has a duty to collect refuse from 132,500 households in the city. 90% of homes have a weekly collection from the edge of their property using wheeled bins. About 10% of households, mostly flats, are served by shared containers where individual bins are not practicable.

Refuse collections are done using refuse collection vehicles (RCV). For recycling these vehicles have split bodies to enable the collection of material from the mixed recycling bins plus either an in-bin caddy or single material bins. There are two smaller RCVs that collect from areas with restricted access.

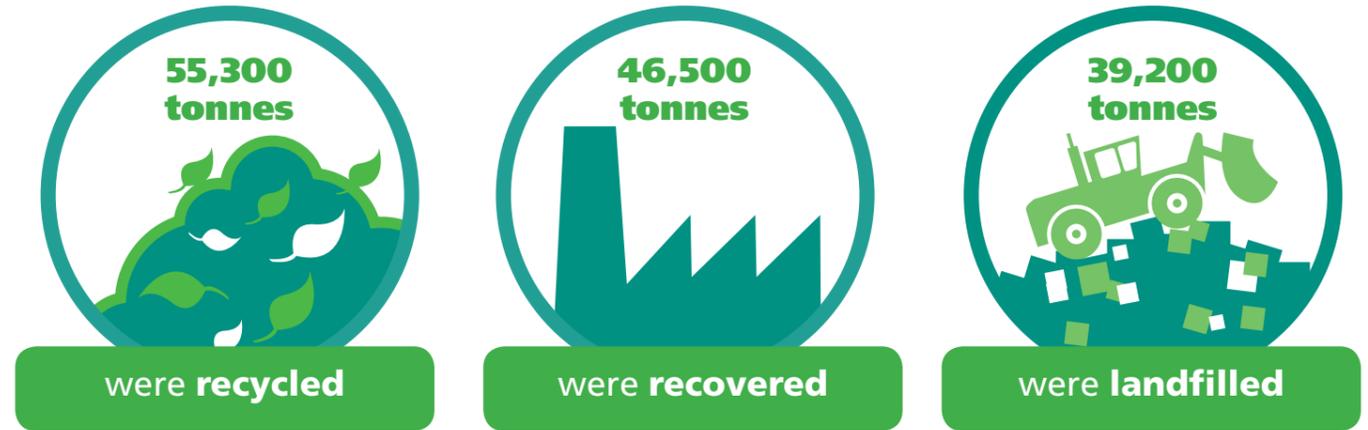
Residents can pay for the collection of garden waste containers from residential properties across the city; around 22,000 households subscribe to this service. Commercial customers can pay for trade waste collections.



As the Waste Disposal Authority, we manage the treatment and disposal of the waste through the following external contract relationships:

- Waste recovery and disposal contract, for the processing of waste which is done at Byker and Benwell. This includes treatment of waste through Mechanical Biological Treatment (MBT) which converts the organic (food) waste to a compost-like output (at an In Vessel Composting facility at Ellington), captures metals for recycling and produces a refuse derived fuel (RDF) for Energy from Waste (EfW).
- Treatment and Disposal contract, for waste that is not suitable for recycling or processing through the MBT.
- Recycling processing including through a Materials Recycling Facility (MRF) contract, for the sorting and separation of kerbside recycling and onward delivery to re-processors.
- Miscellaneous contracts for the servicing and processing of waste collected at Household Waste Recycling Centres and for the operation of Brunswick Household Waste Recycling Centre.

Last year 141,000 tonnes of waste were collected;



We report quarterly data and statistics to ensure compliance with government agencies such as the Environment Agency and the Department for the Environment Food and Rural Affairs (Defra).

There are three Household Waste Recycling Centres (HWRCs), places where residents of Newcastle may deposit their household waste for recycling, composting or disposal.

HWRCs are open every day of the year except Christmas Day, Boxing Day and New Year's Day. The HWRCs are permitted to operate under licence from the Environment Agency.

Last year there were over 475,000 visits to the Household Waste Recycling Centres



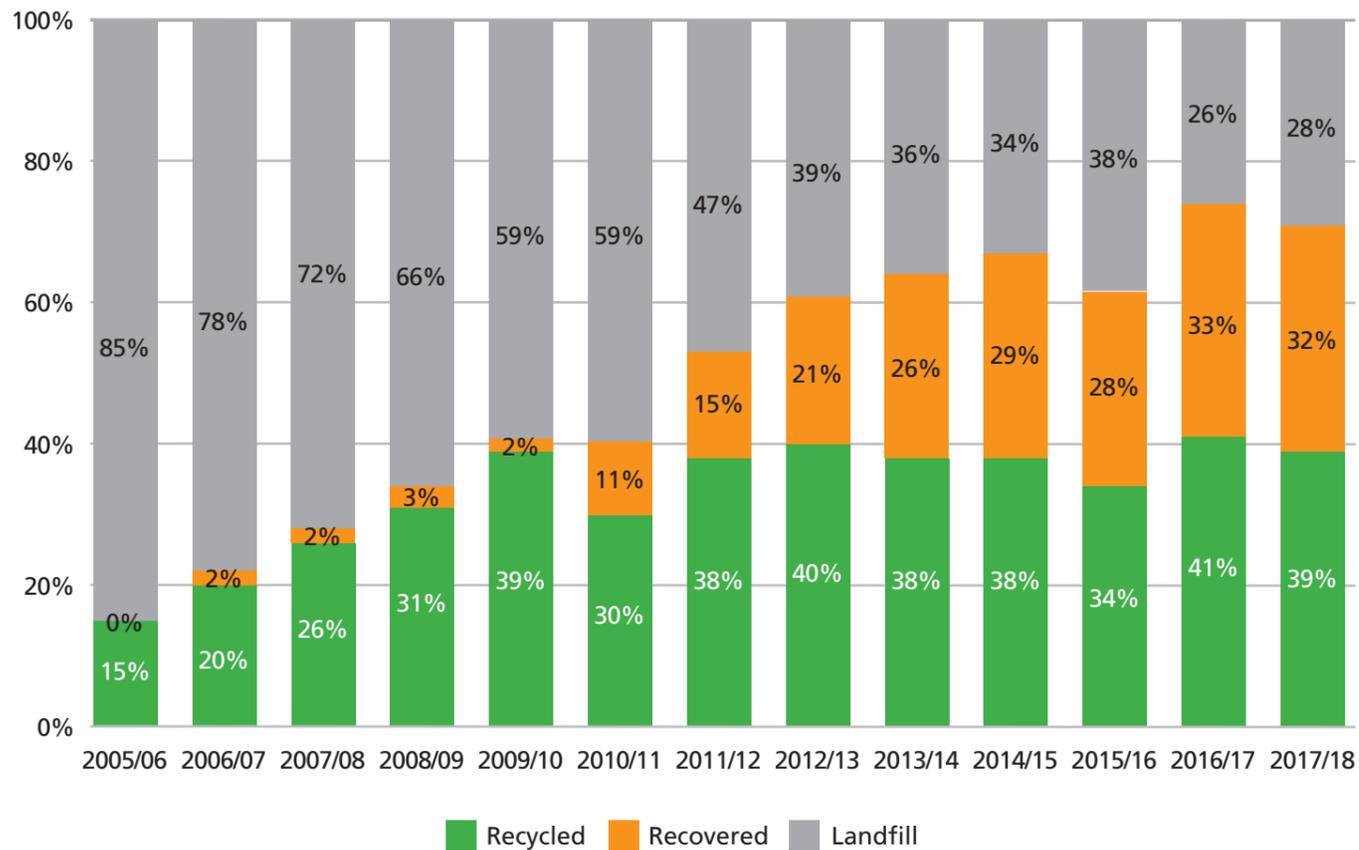
Sandhills Composting Facility produces a quality soil conditioner (PAS100 and CQP (Compost Quality Protocol) accredited). It operates under licence from the Environment Agency. At Sandhills we compost garden waste from the brown bin service, HWRCs, our grounds maintenance operations and from our landscape trade customers. The soil conditioner compost produced at Sandhills can be purchased by both trade and public customers.



What do we do with the rubbish we collect now?

By introducing more opportunities for recycling, we have increased the rate of recycling, from around 15% when the last Newcastle Waste Strategy was produced in 2005 to nearly 40% last year (2017/18). We have found valuable uses for more of the remaining material, including using it as a fuel to produce heat and energy. Around 33% of waste collected is now recovered, so last year only 28% was sent to landfill, compared with 85% in 2005. This is shown in the chart below.

The proportion of Municipal Waste collected in Newcastle being recycled or recovered has increased during 2005 - 2018

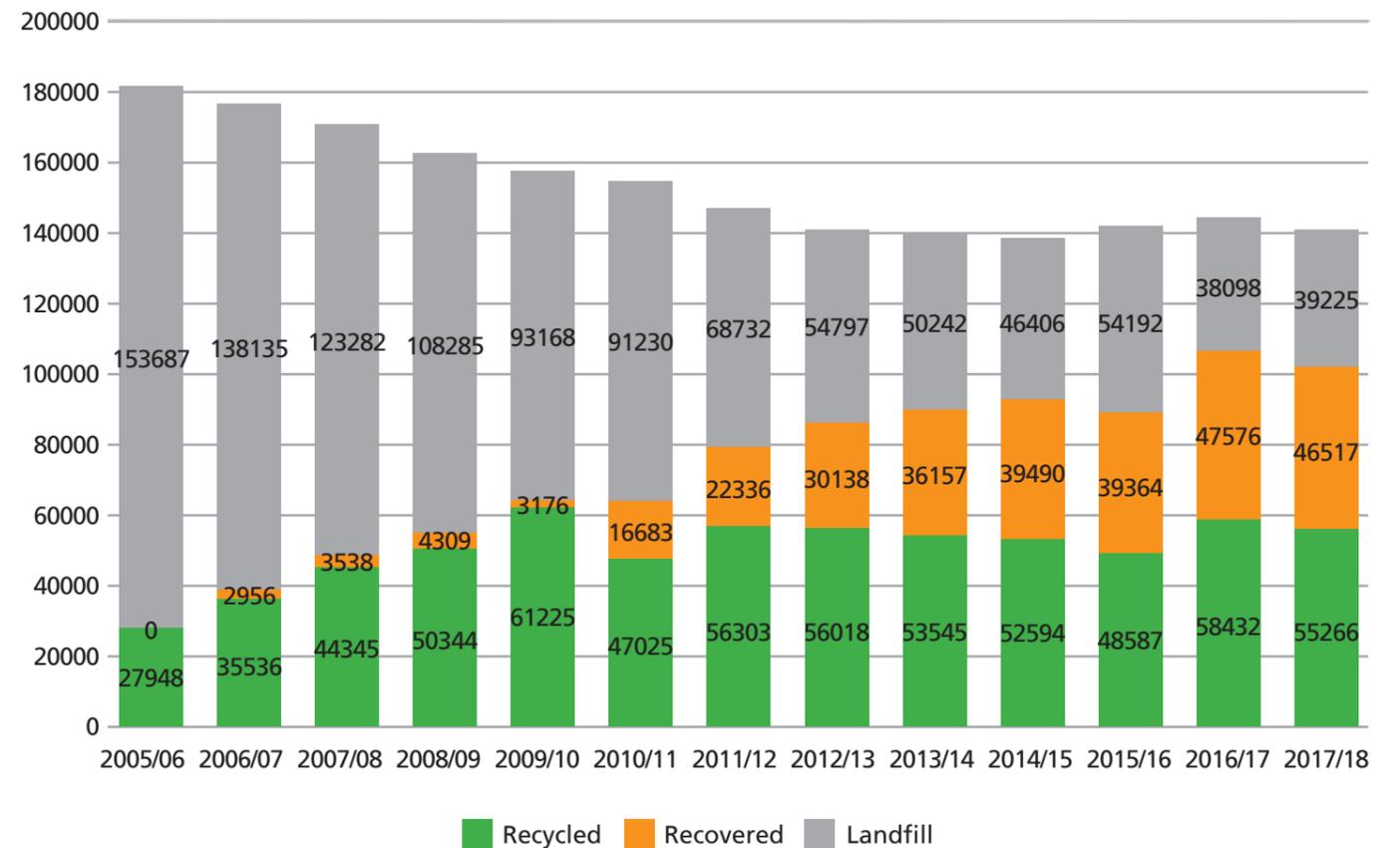


What have we done since the last Waste Strategy in 2005?

When the last Strategy was prepared in 2005 we collected nearly 182,000 tonnes of Municipal Solid Waste (MSW) each year, and of this only 15% was recycled. The rest, 85%, was landfilled.

Last year (2017-2018) we collected a lot less waste. The total was 141,000 tonnes; around 40% of this was recycled and only 28% was sent to landfill. Household waste made up most of this, 78%.

Treatment of Municipal Waste (tonnes) collected in Newcastle 2005 - 2018



So how have we done this?

- In 2006 we opened the **Byker Resource Recovery Centre** which operates as a Mechanical Biological Treatment (MBT) facility for the black-bag rubbish (from the green, residual bin). This process captures the organic / food content, which is sent to an In-Vessel Composting (IVC) site at Ellington in Northumberland. The product is a compost-like output that benefits the environment. Other recyclables, mainly metals, are extracted as part of the mechanical treatment at Byker and what's left, the residue, is baled and used as a Refuse-Derived Fuel (RDF). This process recycles or recovers 75% of the material that is sent to the facility.
- We have worked with our contractor to look at how we could **divert more waste from landfill**. Since 2010 thousands of tonnes of residual waste that would otherwise have gone to landfill have been used instead to produce energy and heat, either within the region or in Sweden as a Refuse-Derived Fuel. Last year over 40,000 tonnes were used in this way.
- In 2008 in response to demand from residents for more capacity and more materials to recycle we introduced the **blue wheeled bins replacing the 55 litre boxes**. Residents now have 240 litres of room for their recycling, in the bin and an in-bin caddy. This has doubled the amount of dry mixed recycling collected at the kerbside; around 18,000 tonnes were collected last year.
- In 2013 moving to a **weekly alternating collection of rubbish and recycling** resulted in an increase of around 2,000 tonnes in dry recycling collected.
- In 2017 and 2018 we have been reviewing the provision of **shared bins** in rear lanes. We have worked with communities and groups, such as 'Greening Wingrove', to come up with solutions that best meet the needs of the area and can be delivered efficiently and effectively, these include physical improvements to bins, clearer signage, more capacity where required and opt-in recycling.
- All refuse collection vehicles now use digital **in-cab technologies** that enable efficiency in route planning, monitoring of tonnages, tracking of collections in real time and crews to record issues or actions as they happen. This data is used by operational managers and Contact Centre call handlers to respond to residents. Performance data is used on a day to day basis to inform efficient, effective and customer focussed collection services.
- Piloted different types of **recycling lids** on shared bins to reduce contamination. All Local Services and Waste staff are briefed on **recyclable materials** so they can better support residents. New ways of working introduced to **improve the delivery times** for replacement containers and caddies.
- We have made improvements at the **Household Waste Recycling Centres** including:
 - Improving the layout and signage at each of the sites
 - Providing more help for residents to separate out different items for recycling, including timber, garden waste, rubble, scrap metal and white goods and other electrical items
 - Improving site safety through controlling access by vans and trailers
 - Introducing a quick, paperless permit scheme for vans and trailers using a text-based 'Waste Bot'
 - Management of **recycling made more effective** by only collecting certain types at nominated HWRCs.
- Worked with **schools** through the bespoke 'Enviroschools' programme to educate and inform the next generation about waste and their role and responsibility to the wider environment. Thousands of students and the wider school community have benefited from this. In 2017/18 31 schools participated, engaging nearly 7,300 students and staff.

- Ran an **Incentives Scheme** that increased recycling using the old recycling box system.
- Delivered innovative and effective projects with **community groups and other organisations** to reduce waste, including food waste, to reuse material and increase recycling. In 2017 and 2018 these included:
 - Supported Healthworks in delivering a project to **reduce food waste** and encourage healthy eating;
 - Worked with Your Homes Newcastle (YHN) and Byker Community Trust (BCT) to improve information around **shared bins** including for sheltered accommodation;
 - Supported the British Heart Foundation in providing more collection banks and to support end of term **student** departures. In 2018 we helped BHF to increase the number of locations from 19 to 27. BHF collected 17,911 bags of donations **saving 143 tonnes** from being wasted.
 - Worked with Newcastle University on an end of term student skip scheme. In 2018 5.5 tonnes of household waste was collected in the skips, **76% was recycled** and 0% ended up in landfill
 - Supported **litter picks**, for example Keep Jesmond Clean;
- Proactively provided **information and education** across the city, working with universities, landlords and residents groups. In 2017 and 2018 this included:
 - Updated information on the Council **website** including an A-Z of recycling
 - Provided regular updates for **social media** including regular videos
 - Delivered **bin day calendars** and recycling information to all households
 - All recycling bins **stickered** with recycling information and a reminder not to put black bags in them
 - Provided all refuse collection crews with **postcards** with recycling information to hand to residents
 - All refuse vehicles liveried with **recycling messages** and information

Your bin collection day is: Tuesday

Monday Tuesday Wednesday Thursday Friday

Green bin collection dates (general household waste)

2019	2	9	16	23	30
April					
May	7	14	21	28	
June	4	11	18	25	
July	2	9	16	23	30
August	6	13	20	27	
September	3	10	17	24	
October	1	8	15	22	29
November	5	12	19	26	
December	3	10	17	24	31

Blue bin collection dates (recyclable waste)

2020	7	14	21	28
January				
February	4	11	18	25
March	3	10	17	24

Clearly mark your bins as your own. Please put the bin out by 6.30am and bring it back in after collection. All waste must be in your bin. You may receive a fixed penalty notice (£200) if it is placed outside the bin.

For more information visit www.newcastle.gov.uk/bins Phone: 0191 278 7878

www.facebook.com/NewcastleCityCouncil @NewcastleCC

You can Recycle all of these items from around your home

Use the **black caddy** for Mixed glass (bottles and jars, rinsed). Keep these separate to make sure they can be recycled.

The main part of the bin is used for:

- Newspapers and magazines
- Paper, leaflets and envelopes
- Plastic bottles (washed and squashed)
- Cardboard and cartons (squashed)
- Food tins and drink cans (washed and squashed)
- Aerosols (empty)
- Foil trays (washed and squashed)

You can put tops, caps and lids in the main part of the bin.

Right Waste Right Place

Not to be placed in your recycling bin, put rubbish in your green bin

- Black bin bags
- Plastic pots, trays or plastic bags
- Textiles
- Food waste
- Nappies

We want to support the re-use of textiles. Please take your textiles to charity shops or donation banks which can be found throughout Newcastle.

Clearly mark your bins as your own. Please put the bin out by 6.30am and bring it back in after collection. All waste must be in your bin. You may receive a fixed penalty notice (£200) if it is placed outside the bin.

For more information visit www.newcastle.gov.uk/recycle Phone: 0191 278 7878

www.facebook.com/NewcastleCityCouncil @NewcastleCC

- In 2017 we reviewed the use of **on-street litter bins** within the City Centre using remote **sensors**, so they are placed where they are most needed. We worked with communities, local Members and operational teams to do this across Newcastle coming up with solutions that responded to local needs. While the number of bins was reduced, collections were made more efficient and the available capacity of litter bin volume across the City has been increased by nearly 19%.
- In 2018 all on-street litter bins have been fitted with sensors so that locations, usage and emptying is as efficient as it can be with the resources we have available.
- The 2018 **'Spring Clean'** collected over **1,200 tonnes** of litter, rubbish and fly tipping which were disposed of. 106 hotspot areas were deep-cleaned including grass-cutting and graffiti removal.
- We have continued to promote the Garden Waste Service. We **compost** the collected green and garden waste, such as from the brown bins and the HWRCs, within the city. This is the only such facility operated in-house in England. We promote the sale of the high-grade compost to local allotments, community groups, businesses and residents.
- We have provided **home composters** at a subsidised rate to minimise the amount of garden waste entering the collection system. About 40 composters are currently bought monthly. Since 2005 over 10,000 have been sold for use across the city.
- We fully participated in the Newcastle Waste Commission, which was independent to the Council. The Commission made recommendations for developing long-term, ambitious approaches to ensure we reduce waste where possible, maximise recycling and reuse, get as much value as possible from waste, and where prevention, reuse and recycling are not possible, maximise recovery from waste to energy. Their final report was published in February 2018. (<https://www.wiseonwaste.co.uk/>).
- We have introduced local operational service standards with specific waste actions and delivery timescales.
- We have worked with WRAP on two pilot projects to inform refuse collection options.
- We have completed two recycling contamination pilots within the City with positive results and lessons learned to inform a much wider approach in 2019.
- We have been recognised nationally as being a leading local authority for **successfully prosecuting waste crime**, including people who litter and fly-tip. Newcastle City Council carried out the third highest number of prosecutions for waste crime in 2017/18, and 11% of all prosecutions by local authorities in England. Our successful and tough approach to enforcement has included in the past five years (up to March 2018) 1,018 prosecutions and the issuing of 1,174 Fixed Penalty Notices for waste crimes. These actions have resulted in 3,200 hours of community payback, 288 weeks in prison, and over £381,500 paid in fines.
- Since new laws came into effect in April 2015 we have seized 34 vehicles from fly-tippers (as of January 2019) and sold or scrapped 17 of these vehicles.
- In the last two years we have invested in new ways of enforcement and are using 25 CCTV cameras in locations around the City where fly tipping is most likely to occur. Overt cameras are being deployed in parks and terraced areas where dumping is a problem. The cameras help identify residents who have dumped waste quickly and reliably, and they also encourage better up keep of back lanes. We have also employed extra enforcement staff to tackle the issue of littering and fly tipping.

So, why do we need a new Waste Strategy now?

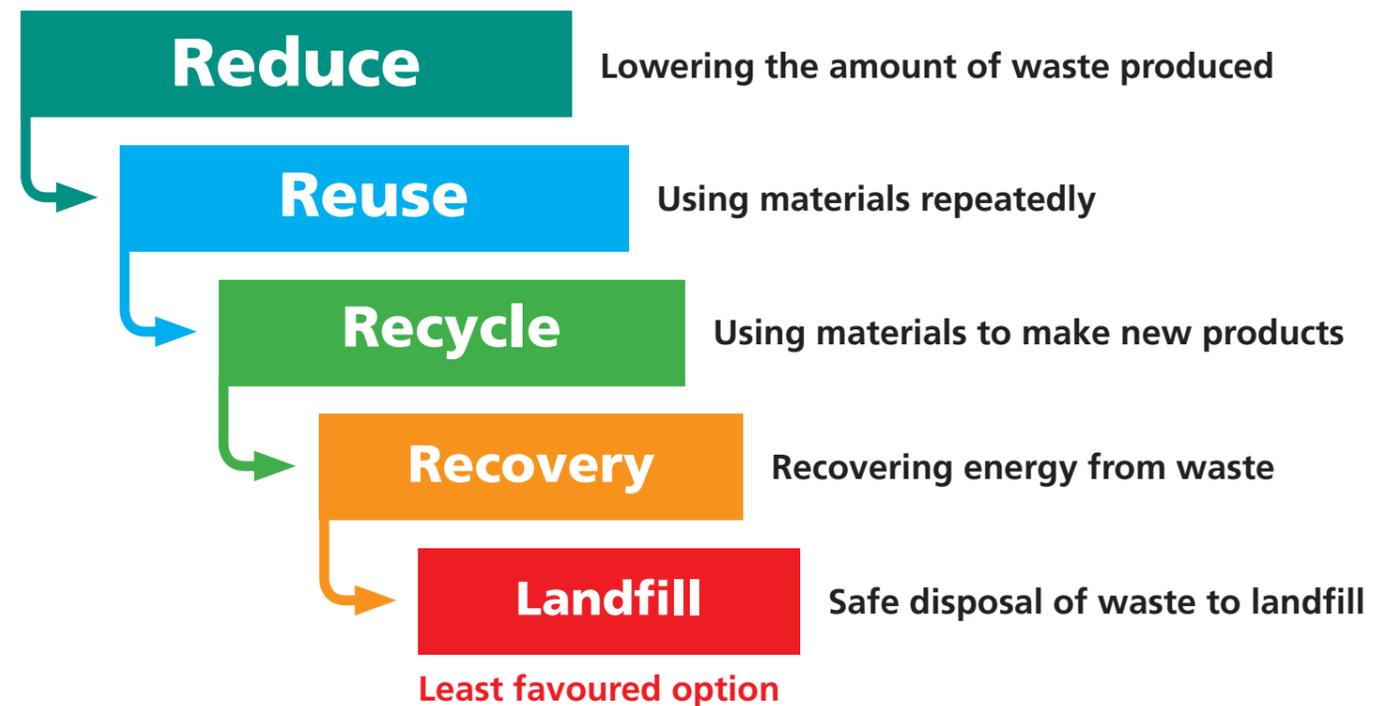
The UK is committed to recycling 50% of municipal waste by 2020. The EU's Circular Economy Package (CEP) includes increasing recycling rates for municipal waste up to 65% by 2035. The UK has committed to adopting these CEP targets even after Brexit.

Newcastle is growing. By 2030 planners expect 21,000 new homes and 14,000 new jobs and a population increase of almost 30,000.

Newcastle City Council has a statutory duty to consider the Waste Hierarchy when thinking about how it manages the waste it is responsible for. So, we must start with the most favoured option and only use the least favoured option (landfill) when we cannot find other alternatives.

The Waste Hierarchy

Most favoured option



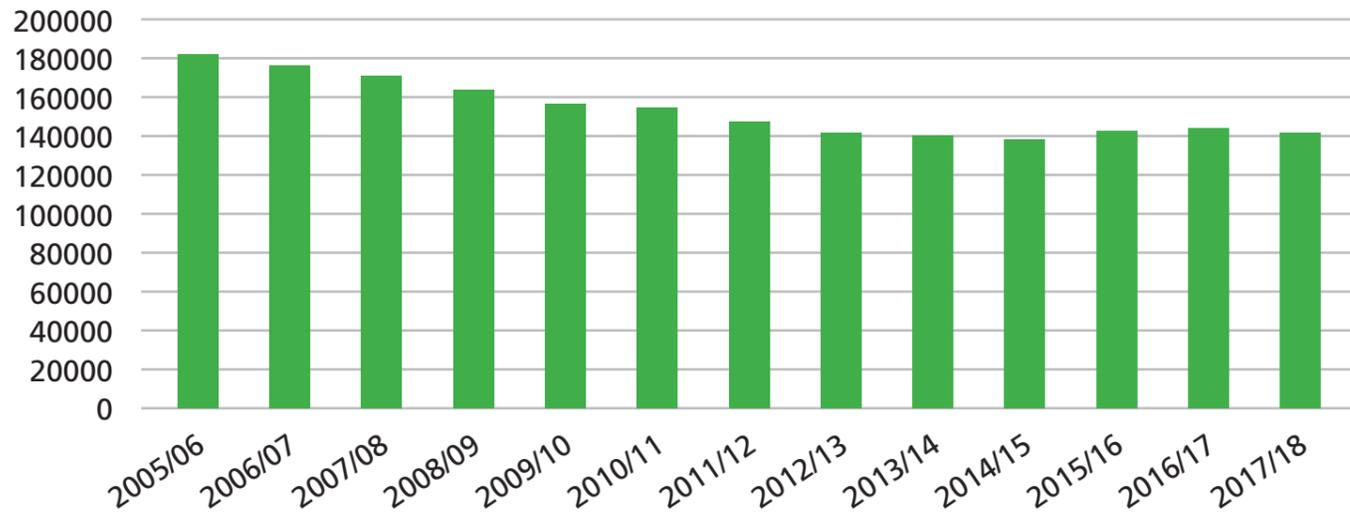
Reduce - Waste is going up

We have promoted waste reduction schemes such as promoting the mail preference service to stop junk mail, providing subsidies for home composters and composting education, and running campaigns to reduce food waste. Since 2005 overall levels of waste have fallen both in total and per household. However, since 2014-2015 we have started to see this picture change, with a trend to more waste being collected. This is partly to be expected because the city is growing, but we are also collecting more rubbish from each household – nearly a tonne per year.



This Waste Strategy sets out to challenge the total amount of waste being produced and the amount created per household.

The amount of Municipal Waste (tonnes) we collected decreased during 2005 - 2014, but is starting to rise



Reuse and Recycling – We’re doing better but could do more

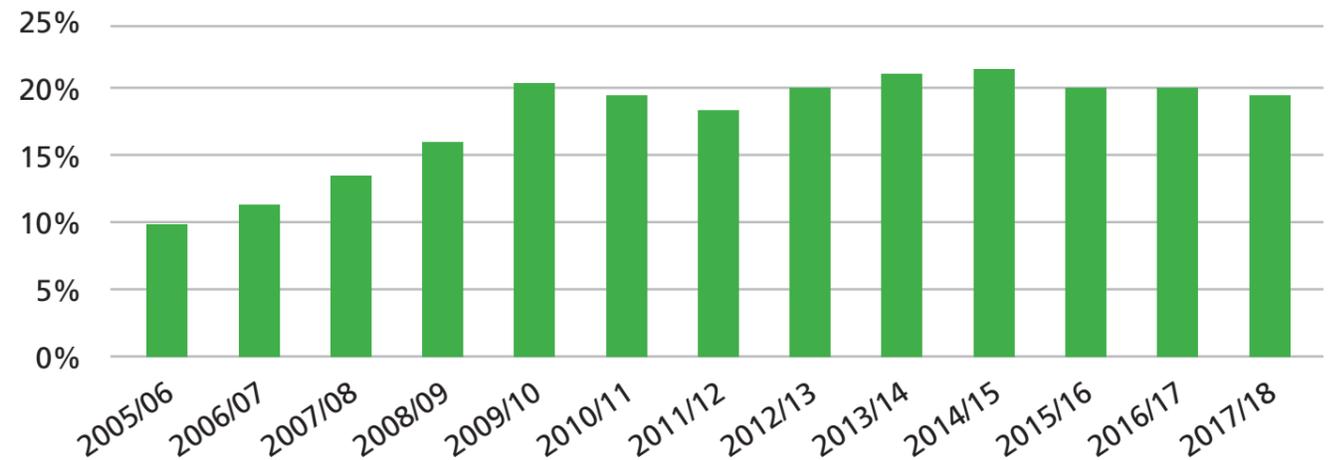
We have promoted reuse through the support of organisations and charities that collect and repair furniture and other household goods, worked with community groups on repurposing a whole range of items, and promoted the use of online portals to redistribute items. However, the Waste Commission found that many of these activities were not joined up and could be more effective if they were better co-ordinated and their scope and scale increased.

We introduced new schemes, such as the blue bins, and improved facilities, such as the MBT process at Byker, for recycling, which have increased the rate of recycling from around 15% when the last Waste Strategy was produced in 2005 to nearly 40% last year (2017/18).

However, as is happening across England, recycling rates are levelling off. For the dry mixed recycling that we collect at the kerbside the level has fallen since 2015 and has plateaued at around 20% of total household waste collected.



The amount of dry mixed recycling waste in Newcastle increased during 2005 - 2014, but is starting to level off (% of Municipal Waste treated as dry mixed recycling)

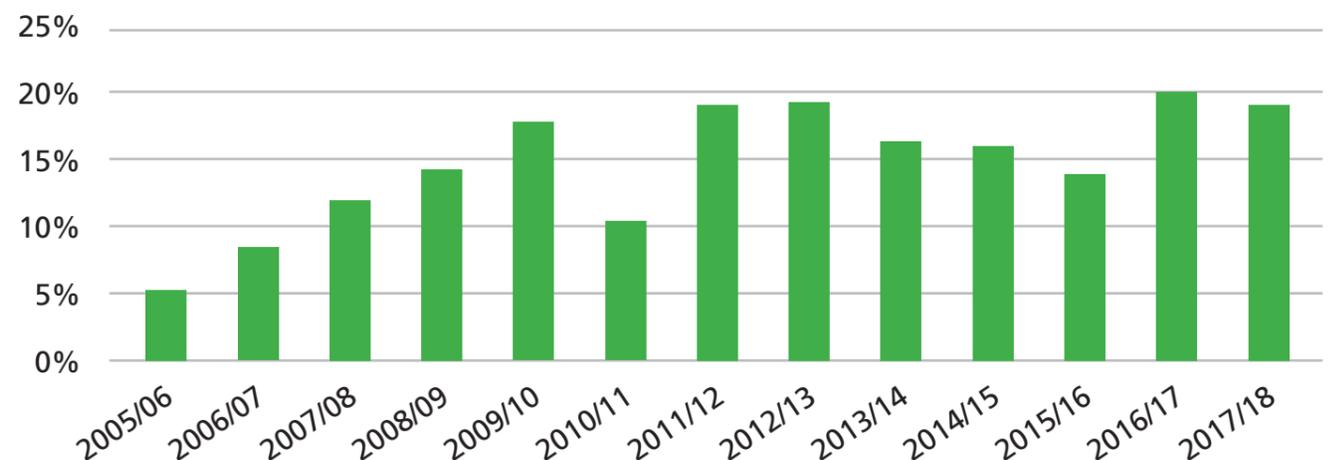


We have also seen increasing levels of valuable recycling lost due to contamination. This is not good environmentally and even worse economically, with it costing sometimes four times as much to recover or dispose of a tonne of waste rather than reuse or recycle it, which takes away resources from other key council services. Residents have responded well to two recent recycling Contamination Pilots resulting in an improvement in the quality of the recycling collected. This will require additional resources to be delivered across the city, but it can be seen as an invest to save project if it results in more and better quality recycling.

This Waste Strategy aims to build on work already done and ongoing to improve the quality and quantity of recycling collected.

Composting

The percentage of Municipal Waste composted during 2005 - 2018 has varied (% of Municipal Waste composted)



We have been very successful in capturing garden waste from brown bins and the Household Waste Recycling Centres (HWRCs). We then compost the garden waste within the city, the only such facility operated in-house in England, and promote the sale of the high-grade compost to local allotments, community groups, businesses and residents.

We have also been very successful in capturing organic material as part of the MBT / IVC treatment process described above, but the evidence from organisations like WRAP is that too much food is being wasted, hitting families who are just about managing and costing the environment.

The recycling of the organic / green element of waste collected is also variable, resulting in the overall recycling rate going up and down over the years. This is due in part to the weather that results in different amounts of green waste being produced, and the dependence on the technology to treat the organic fraction. For example, the lower composting rate in 2010/11 was due to the IVC facility being refurbished and not available for part of the year.

So, while we can capture and treat the organic material, as with all waste, including recyclable material, the ideal is to reduce the amount produced in the first place. We already have processes in place to capture a lot of recycling so achieving higher recycling levels in future will be harder.

This Waste Strategy includes options to increase the recycling of organic and green waste.

Recovery



Teesside Energy from Waste facility

Following the waste hierarchy, Recovery is all about getting value from waste that can't be reused or recycled. This is usually the most technical part of what happens to the waste we collect.

The technologies used can include anaerobic digestion, incineration with energy recovery, gasification and pyrolysis (known as Advanced Thermal treatment), all which can produce energy (fuels, heat and power) and other materials from waste.

The Byker Resource Recovery Centre with the Ellington In Vessel Composting facility operate as a Mechanical Biological Treatment (MBT) process. As detailed above the organic / food content is used to produce a compost. Other recyclables, mainly metals, are extracted and the final residue is baled and used as a Refuse-Derived Fuel (RDF) to generate electricity and heat. This process recovers around 70% of the rubbish processed through it.

This Waste Strategy recognises that we need to work in partnership to manage waste, so waste is used as a valuable resource and the technology delivers benefits to the local circular economy.



Landfilling rubbish is a poor economic and environmental option

Landfilling rubbish is poor economically and environmentally, and the last option in the waste hierarchy. Landfill Tax is payable on every tonne of waste sent to landfill. The tax originated as a driver for change, as making landfill more expensive makes alternatives such as recycling more financially attractive. In 2018/19 the rate is £88.95 for every tonne landfilled. At this time there is no set of solutions that can remove the need for some landfill of municipal waste.

This Waste Strategy aspires to minimising landfill to the lowest level practicable.

What is a circular economy?

A 'circular economy' is where resources, such as plastic, are kept in use for as long as possible, we extract maximum value from them whilst they are in use, then recover and regenerate products and materials instead of throwing them away



This is an alternative to a traditional 'linear economy'. In a linear economy, resources are used to make things, which are then used, and disposed of at the end of their life (the 'make, use, dispose' model). Single-use plastic bottles are a good example of this.

As well as creating new opportunities for growth, a more circular economy will:

- reduce waste
- drive greater resource productivity
- deliver a more a competitive economy
- better address emerging resource security / scarcity issues in the future
- help reduce the environmental impacts of production and consumption both here and abroad

You can find out more about this online here:

Making Things Last - A Circular Economy Strategy for Scotland

<https://www.gov.scot/Publications/2016/02/1761>

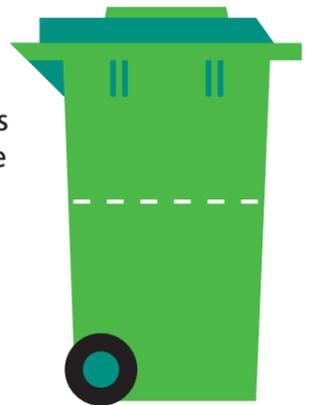
Examples highlighted by the waste industry:

Case studies: <https://www.veolia.co.uk/media/media/circular-economy-case-studies>

And examples from **Denmark** can be found here: <https://stateofgreen.com/en/profiles/state-of-green/news/10-examples-of-circular-economy-solutions>

What goes in the average bin? Waste composition analysis

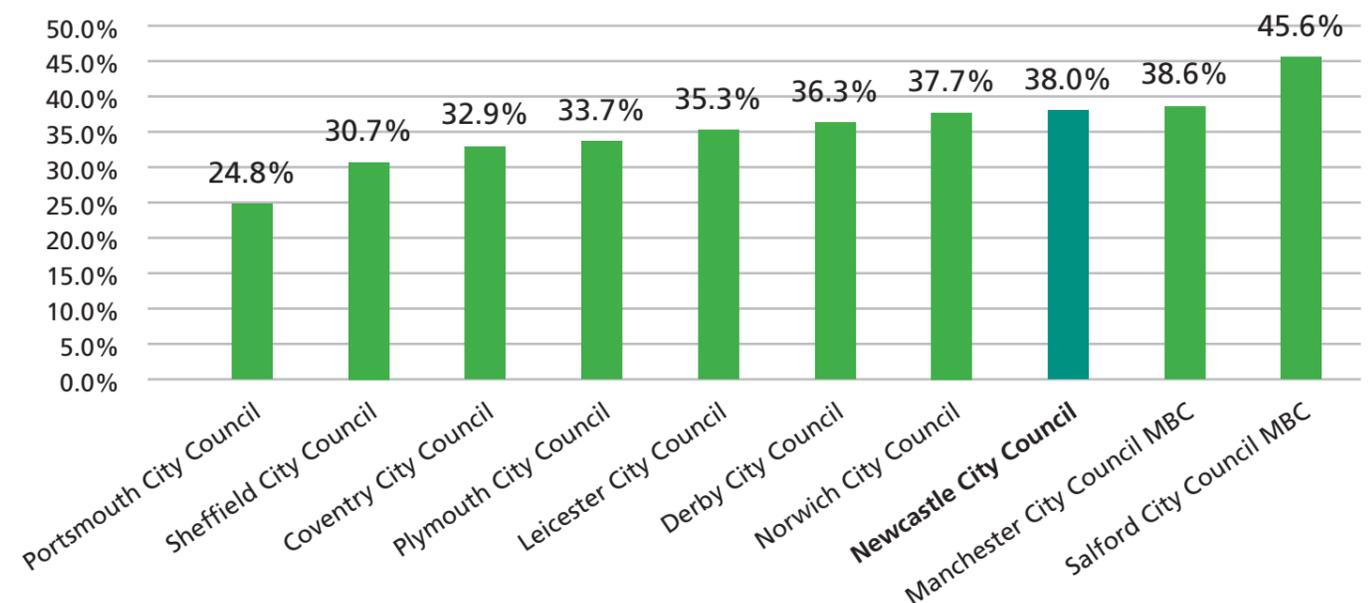
Our analysis of waste going into the Byker Resource Recovery Centre shows that there is a lot more recyclable material in rubbish bins that we could be capturing in separate recycling collections. Estimates, using data from the MBT process, indicate that there is as much recyclable material in the city's green rubbish bins as is collected in the blue recycling bins. This would mean the city is collecting no more than 50% of all possible recycling from households. As part of the delivery of the Waste Strategy we will commission work to look at what's in the rubbish bins in more detail.



How do we compare with other areas?

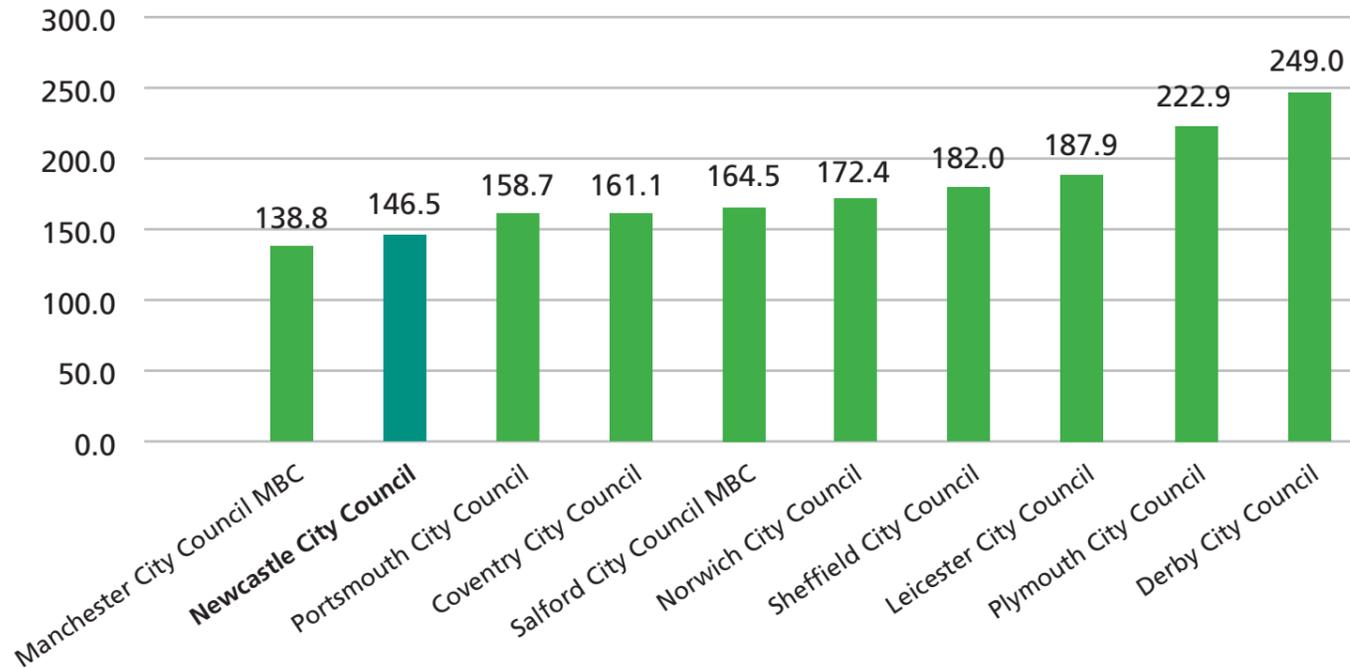
As shown in the chart when compared with similar cities (2017/18) the proportion of household waste within Newcastle that is sent for reuse, recycling or composting is heading in the right direction, but it is still below that of other cities, and well below the best-performing authorities, including urban areas and cities. For example Trafford last year reused, recycled or composted 58.5% of its waste and Oxford City Council, 50.8%.

Percentage of household waste for reuse, recycling or composting



The amount of dry mixed recycling collected at the kerbside, however, is well below similar city councils and is therefore an area to target going forwards.

Dry Recycling collected at the kerbside, kg per household



What have we considered in developing the Strategy?

Strategic Drivers

The **vision, ambition and outcomes** are based on the intention that the Waste Strategy recognises the diverse external and internal forces that impact on waste management, from public demand for more recycling, to the impact of the global market on waste as a commodity. It responds to significant drivers for change, including:

- **Demographics** – a growing population and number of businesses
- **Environmental**, sustainability, and carbon reduction ambitions
- Renewed and widespread **passion** for environmental issues
- **Public demand** for change
- **Legislation**, targets, national strategies and policies
- Council Plan, Local Plan, **local strategies and policies**
- Increasing **cost pressures** / affordability
- **Waste Markets**
- Future impact of **Brexit**

What will success look like?

The Waste Commission saw success as follows:

- Newcastle upon Tyne recognised as a **world leader** in waste reduction
- Overall waste per household and businesses **down** by 10% by 2025
- Waste sent to **landfill** reduced to less than 10% by 2025
- **Recycling** rate increased to 65% by 2030
- By 2030, **millions of pounds** and hundreds of new jobs added to the local economy through using waste as a resource
- Helping to reduce **food poverty** in Newcastle

Newcastle is a modern city, with exciting plans for growth

- By 2030 planners expect 21,000 new homes, 14,000 new jobs and a population increase of almost 30,000 in Newcastle. ⁴
- The city's **economy** is growing, with the fastest growing digital sector in the UK outside London ⁵. Newcastle has become a leader in Life Sciences, with significant growth in sub-sea engineering and financial services.
- We aim for an approach to waste in keeping with our **ambition** for a modern, vibrant, fair and sustainable city.

⁴ 'Planning for the Future: Core Strategy and Urban Core Plan for Gateshead and Newcastle upon Tyne 2010-2030'. Adopted March 2015

⁵ <https://www.itpro.co.uk/business-strategy/31357/newcastle-is-the-fastest-growing-tech-hub-outside-london>

The European and UK legislative context

- The **'Waste Hierarchy'** shows the priorities for current waste policy in the EU and UK. First, prevent waste from arising; then reuse products and materials; recycle into new materials; recovery (energy); and finally, disposal.
- Through the EU's **Waste Framework Directive**, the UK is committed to recycling 50% of municipal waste by 2020 ⁶.
- The EU **Circular Economy Package** ⁷ has even more ambitious plans to reduce the waste we produce, reuse and re-cycle more. Headline targets include increasing recycling rates to 65% by 2035.
- The UK has committed to adopting the **Circular Economy Package** as part of the proposed arrangements for leaving the EU.

Resources are getting scarcer

- As we leave the EU, the UK needs to become ever more **productive**. Using resources more wisely is sensible, and Newcastle can be a big part of this.
- Using **measures** based on how efficiently we use resources, rather than the current weight-based targets, may become necessary once the UK leaves the EU.

Newcastle has high levels of social deprivation

- In Newcastle, there are significant **inequalities** between the most and least affluent parts of the city ⁸.
- The 'lowest ten' **recycling routes** in the city tend to be clustered around some of our most deprived areas in the West and East ⁹. We need to think more about why people in more deprived parts of the city either do not want to or are for some reason unable to recycle as much as they could ¹⁰.
- Encouraging more people in our most **disadvantaged communities** to reduce, reuse and recycle more could have practical benefits for people in those communities; for example, reducing household food waste as a way of reducing pressure on family budgets ¹¹ and a way into healthier eating.

⁶ 'Waste Framework Directive (2008/98/EC)', which is translated into the national framework through the Waste (England and Wales) Regulations 2011.

⁷ EU Circular Economy Package Directives: Directive (EU) 2018/851 amending the Waste Framework Directive (2008/98/EC). Directive (EU) 2018/850 amending the Landfill Directive (1999/31/EC). Directive (EU) 2018/852 amending the Packaging and packaging waste Directive (94/62/EC). Directive (EU) 2018/849 amending the End-of-life vehicles Directives (2000/53/EC), the Batteries and accumulators Directive 2006/66/EC and the WEEE Directive (2012/19/EU - waste electrical and electronic equipment).

⁸ 'Know Newcastle' (Newcastle Future Needs Assessment) www.knownewcastle.org.uk/mainmenu.aspx

⁹ 'Waste Commission Tour of City and Presentation of Baseline Data', March 2017

¹⁰ 'Too Good To Waste – Final Report', BAN Waste Select Committee, 2003

¹¹ 'Household Food Waste in the UK', 2015, WRAP

People are living their lives differently

- Traditional consumer and shopping patterns are changing, and this will have big impacts on future waste generation and management.
- The move to online shopping has significantly changed the volume and types of packing waste but has also delivered an innovative approach to grocery shopping with more home delivery.
- The opportunity in the long-term is for less consumption in terms of food and packaging. However, there is the risk in the short-term of more packaging and wastage ¹².

We want to reduce, reuse and recycle

- The UK is committed to **recycling** 50% of municipal waste by the 2020. The EU's Circular Economy Package includes an increased recycling rate of 65% by 2035.
- Since 2005, Newcastle, like most places in the UK, experienced **improvement** in household recycling rates. However, the rate of improvement has levelled off in the past three years ¹³.



We want Newcastle to be amongst the best

- On measures of recycling and waste arisings, Newcastle sits roughly **mid-lower table** when compared with all authorities in England or with the Core Cities (the group of 10 large regional cities in the UK) ¹⁴.
- There is much more we can do to **improve**. There is evidence to show that up to 50% of waste put into residual bins ¹⁵ (not into recycling bins) could be recycled.

¹² 'Digital Technology and Consumer Trends: Future Scenarios for Waste and Resource Management', CIWM 2017

¹³ 'NCC Policy Cabinet: Waste', January 2017

¹⁴ 'Waste and Recycling Statistics (various)', DEFRA, 2018

¹⁵ Based on ongoing operational estimates and observation.

What have people said about the Strategy?

During May and June 2018, we asked about the strategy's proposed vision, ambitions and outcomes. We had 240 responses to the questionnaire. Following the consultation exercise, the vision wording was reviewed to reflect the focus to be more on local priorities. The ambitions and outcomes were ranked based on levels of agreement and wording clarified to remove jargon. During October and November 2018, we consulted on the themes of the strategy and actions. We had 273 questionnaires completed in total.

A summary from the questionnaires

Most respondents to the survey thought that the packaging industry was most responsible for ensuring that the right things were recycled, and that central government should pass legislation to tackle waste.

They thought "buying only what you need" was most important when thinking about how they could reduce their household waste and there was a need to avoid buying products with excess packaging, and support people without gardens to compost food waste at home.

Nearly three-quarters of people in the survey said that they would be likely to use a separate food waste collection service, and the majority said that having two recycling bins and incentives for individual households to increase recycling would help them to reduce waste and recycle more. They commented that they would like us to provide more extensive recycling options and better information about what can be recycled.

When asked about which actions would be most or least important to help us reduce the cost to the city of waste collection and disposal and promote waste minimisation & recycling, people in the survey said that they thought that having individual recycling bins and more action on contaminated bins was most important. Several people commented that they did not think communal bins were a good solution.

Nearly all respondents said that they agreed that the Planning Authority should work with developers to move towards new developments having a target to enable recycling of 65% of their waste. When we asked participants: "when we assess new technologies for treating waste and decide whether to use them, which of the following ways of assessing them do you think are the most and least important ones?", 'environmental' and 'technical' criteria were rated as important by the largest percentages of respondents.

When we asked people which areas we should prioritise when working to influence national government for more or changed regulation, the most popular option was "Introduce a requirement for householders and businesses to store their bins within their property after collection".

Nearly all respondents said that they agreed that businesses should have the facilities to recycle and be expected to reduce their waste and recycle as much of their waste as possible, in the same way that residents are asked to use their domestic bins.

Finally, when we asked people if they had any further comments, the most common themes in their responses were:

"we need better education for people about waste and its impact"

"the council should provide better information about what can be recycled, and more extensive recycling options"

"manufacturers should be responsible for disposing of packaging"

Summary of comments

Respondents to the survey said that:

- **Who is responsible for ensuring the right things get recycled?** The largest percentages of people who responded said that "the **packaging industry**" (79%) and "the **council**" (76%) were completely or mostly responsible for ensuring that the right items are recycled. When they commented on this, the most common themes were: "central government should pass legislation to tackle waste", "work with industry to minimise packaging waste" and "work with universities to ensure students know what can be recycled".
- **Which actions are most important for reducing household waste?** The largest percentages of people who responded said that "**buying only what you need**" (93%) and "**reducing food waste**" (86%) were "important" or "most important" to them when thinking about how they could reduce their household waste. When they commented on this, the most common themes were: "people need to avoid buying products with excess packaging" and "we need to support people without gardens to compost food waste at home".
- **How likely would you and other members of your household be to use a separate food waste collection service?** 73% of people who responded said they would be **likely** or very likely to use this service.
- **Which actions do you agree or disagree would help you to reduce waste and recycle more?** The largest percentages of people who responded agreed or strongly agreed that "having **two recycling bins**" (60%) and "**incentives for individual households** to increase recycling" (58%) would help them to reduce waste and recycle more.
- **Which of the actions below do you think are most or least important to help us reduce the cost to the city of waste collection and disposal and promote waste minimisation & recycling?** The largest percentages of people who responded said that "More action on '**contaminated bins**'" (83%) and "individual recycling bins, where people do not already have these" (70%) were "important" or "most important" to them when thinking about how we could reduce the cost of waste collection and disposal and promote waste minimisation and recycling.
- **To what extent do you agree or disagree that the Planning Authority should work with developers to move towards new developments having a target to enable recycling of 65% of their waste?** 91% of people who responded said they agreed or strongly agreed with this proposal.

- **When we assess new technologies for treating waste and decide whether to use them, which of the following ways of assessing them do you think are the most (or least) important ones to be sure we are achieving this?** The largest percentages of people who responded said that “**environmental**”, (i.e. does the proposed approach minimise any harmful impact and maximise benefits to the environment, including reduced carbon emissions?), (97%) and “**technical**”, (i.e. does it work and is there evidence to demonstrate this?), (94%) criteria were “important” or “most important” to them when thinking about how we should assess new technologies for treating waste.
- **We could work to influence national Government for more or changed regulation on all of the areas below - which do you think we should prioritise (or not)?** The largest percentages of people who responded said that “introducing a requirement for householders and businesses to **store their bins** within their property after collection” (67%) and “**make littering regulation** and enforcement between the local authority and police more consistent and fair” (58%) should be either an “essential” or “high” priority.
- **To what extent do you agree or disagree that businesses should have the facilities to recycle and be expected to reduce their waste and recycle as much of their waste as possible in the same way as residents are asked to use their blue, green and brown bins?** 95% of people who responded replied that they **agreed** or strongly agreed.

As part of their Geography course, Year 9 students from Gosforth East Middle School sent individual letters with their personal views on waste issues and possible solutions.

Other contributions to the consultation included:

- Detailed comments from the Newcastle Green Party and Plastic Free Jesmond.

“Without food waste general waste bins could be emptied less often, perhaps three-weekly as happens elsewhere”

“Get the basics right in terms of waste and recycling collections.”

“Household (recycling) collections should be expanded to include other types of plastics besides bottles.”

- Input from members of the Resource Newcastle Partnership
- A focus group including waste companies, waste and environmental groups, neighbouring local authorities who provided their views on the themes and key questions, including opinions on which actions would provide most benefit and how much effort each required

All these findings have contributed to the Strategy, and the action plan to deliver the vision.

“Carrot and stick approach”

“Community champions to communicate messages and do face-to-face work”

“Use peer pressure and social media to highlight overpackaging.”

“Smaller bins as standard and multiple for recycling”

“A reward ‘offer’ for neighbourhoods for recycling”

“Promote entrepreneurial opportunities to get value from waste”

“Push for a national traffic-light system to indicate whether it can be recycled or not”

“Have underground facilities for waste and recycling in new developments”



Newcastle Waste Strategy Action Plan

Action Plan

Red Text indicates investment required
Green Text how the action contributes to delivering the vision

Themes	Actions	Year 1	Year 2	Year 3	Year 4	Year 5
Behaviour Change and Education	<p>We will develop and implement a number of behaviour change programmes and initiatives that enable residents and businesses to change their behaviour to reduce, reuse and recycle their waste and repair items for the long-term benefit for the whole community</p> <ul style="list-style-type: none"> • Launch 'Your city, your home' - a two-stage campaign to increase civic pride and reduce litter and fly-tipping by rewarding, educating, fining and prosecuting. • As part of 'Your city, your home' deliver a waste awareness campaign based on what works, through learning from others and using evidence-based communications, branding, graphics, videos and social media • Recognise and value business and community engagement through supporting local businesses, community groups and volunteers including incentives and rewards • Participate in national programmes, such as Spring Clean and other initiatives • Actively work where opportunities arise to influence national Government policy, including on packaging, improved coordination and consistency in collections 	✓				
Waste prevention including reuse	<p>We will lead by example to reduce packaging and the unnecessary use of single-use plastic and encourage other organisations in the city to follow suit through the Resource Newcastle Partnership.</p> <p>We will support local businesses, landlords, retailers, and other organisations both small and large within the city to understand their waste responsibilities to reduce, reuse and recycle their waste</p> <ul style="list-style-type: none"> • Lead by example in our buildings and operations to reduce/recycle 	✓	✓	✓	✓	✓

Themes	Actions	Year 1	Year 2	Year 3	Year 4	Year 5
Operations	<p>We will plan waste and recycling collections to deliver our waste services in a coordinated, quality and cost-effective way that supports recycling and works for all residents of the city.</p> <ul style="list-style-type: none"> • Provide residents with the bins and collections that supports them to reduce waste, put the right waste in the right bin and maximise recycling • Review the rubbish and recycling collection frequency including the number and size of rubbish containers to minimise waste and maximise recycling • Review the use of shared receptacles/ collections where appropriate • Refresh the Refuse Collection Fleet reducing our carbon footprint • Pilot an electric RCV within the City Centre reducing our carbon footprint • Apply the Collection Consistency Framework where appropriate use commingling, source segregation and separation of food waste • Provide a Council Trade Waste offer that is financially sustainable and minimises its environmental impact and maximises recycling • Work with partners and businesses to ensure they maximise their recycling • Look for partnership opportunities, public and private, to ensure we are delivering efficiencies 	✓	✓	✓		
Planning	<p>We will include the preferred options for waste and recycling for new developments in Planning Guidance</p> <ul style="list-style-type: none"> • Include the preferred options for waste and recycling for new developments of housing and businesses in Planning SPD/Guidance • Promote innovative solutions such as underground bins • Provide necessary collection and separation facilities to meet the needs of a growing city through planning guidance 		✓	✓	✓	

Themes	Actions	Year 1	Year 2	Year 3	Year 4	Year 5
Recovering value from waste	<p>We will develop a future waste treatment and disposal model which builds in flexibility and ensures the long-term stability of waste management for the residents of the city through to 2030 and beyond.</p> <ul style="list-style-type: none"> • Examine commercial opportunities from marketing segregated recycling including the Council's role in this • Maximise the benefits to the City from using residual waste as a fuel through the best available technology. Investigate the use heat and energy from waste by and within the City • Where appropriate support the use of food waste to produce heat, energy and compost, including within the City (Food Waste) • Maximise the use of existing and new heat networks 			✓	✓	✓
Markets and Technology	<p>We will select the process to treat residual that maximises the contribution to reducing the council's costs, minimises the environmental impact and avoids landfill</p> <ul style="list-style-type: none"> • Support the work of the Resource Newcastle Partnership to deliver waste solutions for the City • Procure recycling processing, where appropriate with partners, minimises cost, maximises the value of the material and minimises the environmental impact. • Procure waste disposal technology, where appropriate with partners, that minimises cost, maximises the value of the waste and minimises the environmental impact. Developed, considered, consulted and procured in time for contracts to be awarded by 2022 with any new facilities being fully operational by 2025. 	✓	✓	✓	✓	✓

Themes	Actions	Year 1	Year 2	Year 3	Year 4	Year 5
Enforcement	<p>We will actively work to influence national Government policy including seeking powers for effective enforcement and regulation that helps to drive positive behaviour change and choices</p> <ul style="list-style-type: none"> • ‘Your city, your home’ campaign - the second phase of the campaign will focus on enforcement and reinforce the penalties for dropping litter and fly-tipping • Use community engagement, letters, warnings, incentives and face-to-face contact to ensure households have the right number and type of bins, and put the right waste in the right place • Use letters, warning and fines to reduce litter and fly-tipping, with support from the front-line team as environmental champions • Underpin and support changes at the HWRCs and to collections through enforcement • Actively work to influence national Government policy including seeking powers for effective enforcement and regulation that helps to drive positive behaviour change and choices 	✓	✓	✓		
Partnerships, public and private	<p>We will explore partnership opportunities to maximise value from our waste</p> <ul style="list-style-type: none"> • Work with landlords, community groups, universities and students to provide opportunities to minimise the impact of excess waste and maximise recycling • Support the Resource Newcastle Partnership to develop the circular economy and deliver investment and jobs in the City • Use the North of Tyne Combined Authority and other relevant public sector organisations to investigate Waste Partnership opportunities including development of shared waste operations, and treatment and disposal facilities that are both sustainable and economically viable, including the potential of Energy from Waste 	✓	✓	✓	✓	✓



