

1. Executive summary

City of York Council is a unitary authority, responsible for the collection, treatment and disposal of all municipal solid waste within its area. Like all Local Authorities, York is under increasing environmental, financial and legislative pressure to move towards more sustainable waste management.

A key element to achieving sustainable waste management is waste minimisation, York's Waste Minimisation Strategy will bring together the different areas of waste minimisation and reflect the principles of the waste hierarchy, which identifies the order of preference for dealing with waste and represents a chain of priority for waste management including waste prevention, waste reduction, reuse and home composting.

The main aim of this Strategy is to address the waste growth, which can be attributed to a number of factors including population growth and lifestyle changes. York's overall waste minimisation target is to maintain waste growth at 1%.

A major element of the Strategy is achieving waste minimisation through cultural and behavioral change in York. This is a process that will need to involve all areas of York's communities; the Council will seek to work as closely as possible with community groups when implementing the Strategy and undertaking waste minimisation activity.

2. Purpose of Strategy

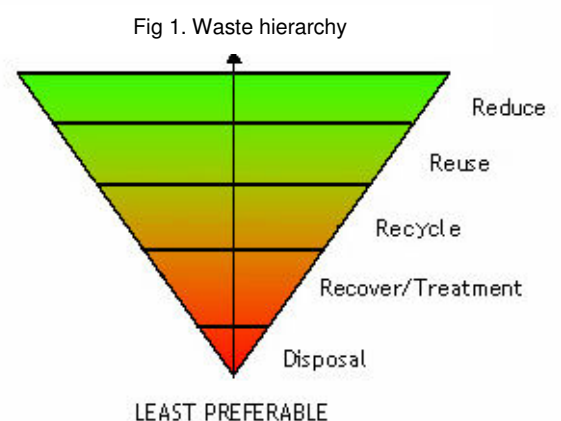
The waste minimisation strategy will set the background to waste minimisation in York, what has been achieved to date and how waste minimisation will be pushed forward in the future to achieve our targets. Waste minimisation is increasingly becoming a high priority for central and local government and York residents are becoming aware of the need to reduce the amount of waste produced. The waste minimisation strategy will focus on these priorities and increasing awareness of the public, it will provide the basis for plans to engage the public and change public perception to waste minimisation.

There are two main factors for waste growth in York:

- More houses are being built across the City, households are predicted to grow annually by an average of 1.3% until 2021
- Majority of households in the City are producing more waste

Waste minimisation or reducing waste is at the top of the waste hierarchy, see Fig 1. to the right. If we can reduce waste at its source, this will have a knock on effect on the preceding stages of the hierarchy, if we minimise waste in the first place, it will not need to be dealt with in any other way i.e. recycling or land fill.

Waste prevention is our goal, through our waste minimisation action and campaign plan we will provide information to people and demonstrate the positive actions they can take within their existing life styles which will result in less waste being produced.



The Waste Minimisation Strategy, explains our current situation in York, what the challenge is now; also what we want to achieve in future and how we are going to achieve this.

3. The story so far

In 2002 City of York Council began to work in partnership with North Yorkshire County Council and its 7 districts to look at the issue of waste minimisation and prevention.

In 2004 the first York and North Yorkshire Partnership Waste Minimisation Strategy was completed, this was then updated in 2005 with the new York and North Yorkshire Waste Partnership (YNYWP) Waste Minimisation Strategy and Action Plan. At the same time City of York Council wrote their own Waste Minimisation Strategy and Action Plan, which complimented the YNYWP strategy.

During the time of the partnership waste minimisation strategy the following achievements have been made:

- 5747 compost bins and food waste digesters sold in 2007/08.
- 321 people claimed the cash back incentive for purchasing Real Nappies in 2007/08 across York and North Yorkshire.
- In the last five years the awareness of 'Real' nappies has increased from 11% 68% - a 57% increase in awareness.

Since 2005 the York Waste Minimisation Strategy has accomplished the following:

- 5235 'York' jute bags sold at 9 different outlets across the City.
- 48 households in York trialled Bokashi bins in the City, feedback from residents experiences was used when planning future campaigns.
- 107 people claimed the cash back incentive for purchasing Real Nappies from York in 2007/08.
- The waste minimisation work carried out in York contributed to a 3% waste reduction in York in 2007/08.

This waste minimisation strategy will build on the success of previous years work as well as addressing the new challenges and progressing us into the future.

4. How the Waste Minimisation Strategy is organised

The waste minimisation strategy details the importance of minimising waste and background as to why York needs to minimise it's waste arising. It provides context as to what we already have in place to help residents minimise their waste and aims to build on work that has already been carried out.

From this strategy an action plan will be developed based upon two aims:

1. To engage the public and businesses in bringing about a change in culture so that waste minimisation is widely known and people are aware of what it is/what they can do to contribute,
2. To motivate people to take action, incentivising them to reduce their waste.

The organisation of this document will provide a context to the overall aims within the strategy.

5. Aims

The overall target for the waste minimisation strategy is:

Stabilise waste growth to 1%

This target is reflected in the Waste Management Strategy 2007/2008 –2013/2014¹. This means that the only growth in waste that we expect to see is from the increase in new households built in York, **we are expecting 0% waste growth from all existing households** year on year.

To achieve this target we have four key aims within the strategy:

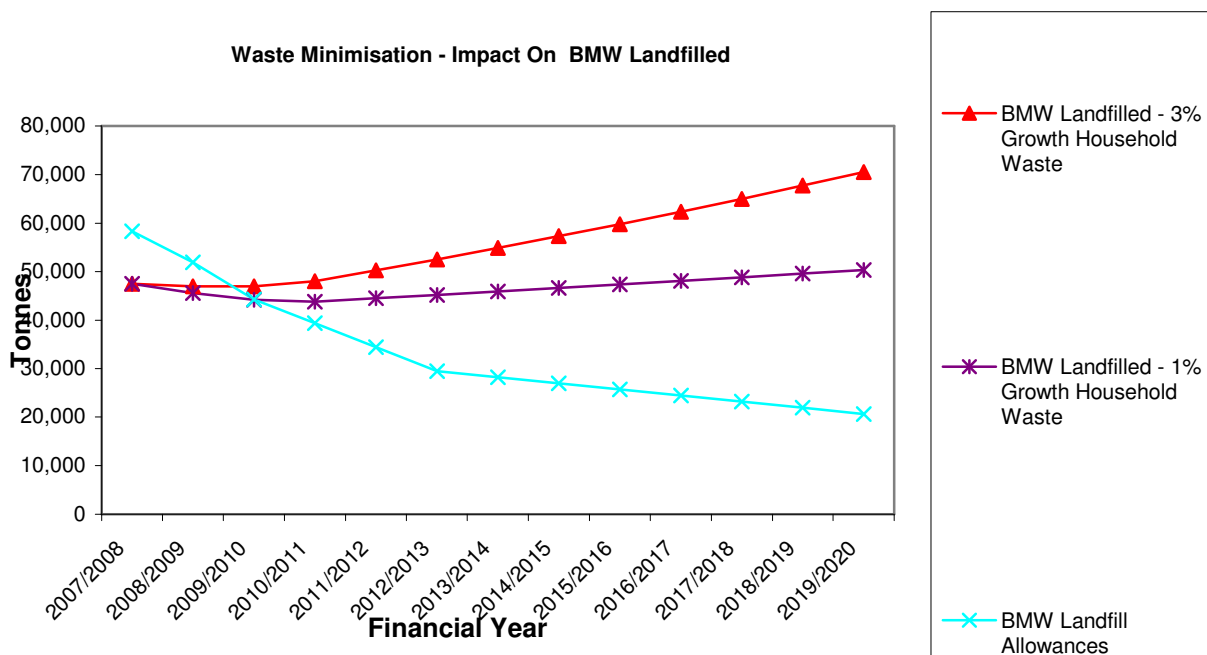
1. To engage the public and businesses in bringing about a change in culture so that waste minimisation is widely known and people are aware of what it is/what they can do to contribute
2. To motivate people to take action, incentivising them to reduce their waste.
3. To be a lead authority in setting and example for waste minimisation within it's own office buildings
4. To partner with different areas of the voluntary and community sector to promote waste minimisation messages.

Our aim is to change the attitudes of people through a variety of mechanisms and messages bringing about behaviour change.

6. Context and Background

The main drivers for all the waste management work in York, are performance targets and restrictions set on the biodegradable waste allowed to be sent to landfill. There are penalties linked to this under the European Landfill Directive and the Waste and Emissions Trading Act, which provides the framework for the **Landfill Allowance Trading Scheme (LATS)**. The Landfill allowances for York are fixed and we face financial penalties for every tonne we exceed our allowance.

The below graph illustrates the pressure on York to reduce the amount of waste we produce, this details the impact that reducing waste will have on our landfill fines:



¹ This was agreed at Executive on 9th October 2007

6.1 National Context

As illustrated above, Waste minimisation is high on the national governments agenda, priorities set out in the waste strategy 2007 are as follows:

The Government's key objectives are to:

- Decouple waste growth (in all sectors) from economic growth and put more emphasis on **waste prevention and re-use**
- Meet and exceed the Landfill Directive diversion targets for biodegradable municipal waste in 2010, 2013 and 2020;

The key proposals for action are as follows

- Incentivise efforts to reduce, re-use, recycle waste and recover energy from waste
- Reform regulation to drive the reduction of waste and diversion from landfill while reducing costs to compliant businesses and the regulator;

A recent speech by Joan Ruddock, to launch the WRAP's 'The Food We Waste' report reinforces the key objectives and proposals as stated above:

"Waste reduction is a key priority for the Government, giving us our greatest environmental and economic gains. Just to put it into context, each year, we generate about 100 million tonnes of waste from households, commerce, and industry. And in our Waste Strategy, published last year, we put a strong emphasis on waste prevention and established a new target to reduce the amount of household waste not re-used, recycled or composted. And if we are to achieve a more sustainable lifestyle, we need to encourage behaviour change to reduce the waste we generate."

We report our performance in terms of residual waste per household to central government, each year. This also forms part of the Local Area agreement targets over the next 3 years

6.2 Regional Context

The York and North Yorkshire Waste Partnership (YNYWP)

The YNYWP has set the following targets within its Waste Strategy (2006 – 2026) for waste reduction:

- Contain average household waste arisings so that residents of the Partnership area generate less per head than the average for Shire counties by 2008
- To be amongst the lowest 25% of these by 2013
- Specifically annual average growth per head is to be reduced to zero % by 2008

These targets are supported by a revised YNYWP Waste Minimisation Strategy developed in parallel with the Waste Strategy, to help to tackle the problem of waste growth.

York Northwest Area Action Plan

One of the objectives in the sustainability statement of the York Northwest Area Action Plan is to:

- Reduce pollution and waste generation and increase levels of reuse and recycling

The waste minimisation strategy action plan will reflect the need to reach these targets, the plan will also be reviewed and amended if these targets are amended.

6.3 Local Context

The need and commitment to minimising waste in York, is reflected in the 'Without Walls' Community strategy. The areas of focus for our community strategy are as follows:

- 'The safer City'
- 'A Healthy City'
- 'A City of Culture'
- 'The Thriving City'
- 'The Inclusive City'
- 'The Learning City'
- 'The Sustainable City'

In the area of 'Sustainable City' Aim 7 in this strategy is

- 'To be a city with low levels of pollution and waste production and high levels of recycling.'

Also within this strategy the key action relevant to waste minimisation is as follows:

- To encourage local business and organisations to reduce their impact on the local and global environment and to assess their environmental performance.

This will be actively supported by the Stockholm Environment Institute who are based at the University of York. In addition, City of York Council will continue to support all aspects of the work of the Energy Efficiency Advice Centre and will seek to adopt an Environmental Policy that commits the council to an Environmental Management System.

6.4 Corporate priorities

The need for waste minimisation is also reflected in the Corporate Strategy through the Corporate Priorities and drivers:

Priorities

- Decrease the tonnage of biodegradable waste and recyclable products going to landfill
- Minimise the environmental impact of Council activities and encourage, empower and promote others to do the same

Driver

- Waste management and waste minimisation is identified as a corporate improvement priority

Minimising the amount of waste that is produced in York and dealt with by City of York Council, is a high priority as this could have large financial implications to the council in terms of landfill tax and the council's LATS obligations.

6.5 Waste Management Service plan 2008/09

The Waste Management Service plan 2008/09 reflects these priorities and has set the service objectives and customer actions accordingly:

Service Objective 2

- To meet local and national targets for waste minimisation, recycling and landfill diversion

Customer Actions

- Update and implement waste minimisation plan to minimise weight of refuse generated per household

7. Current Waste Awareness

Waste Minimisation Awareness Survey

Over the past 3 years we have monitored the York residents awareness to Waste Minimisation, highlights of the 2007 survey results are as follows:

- In 2007 33% of people who home composted in Y & NY did so to minimise their waste.
- 74% of residents were aware of reusable nappies, 37% of people asked in York would like to consider using real nappies.
- One in five respondents reuse disposable materials
- 71% of York respondents agreed that reducing waste at source was better for the environment than recycling.

8. Delivering our aims

The four key aims detailed earlier in this strategy are:

1. To engage the public and businesses in bringing about a change in culture so that waste minimisation is widely known and people are aware of what it is/what they can do to contribute
2. To motivate people to take action, incentivising them to reduce their waste.
3. To be a lead authority in setting and example for waste minimisation within it's own office buildings
4. To partner with different areas of the voluntary and community sector to promote waste minimisation messages.

Achieving these aims will lead to us achieving our overall target of a 1% waste growth throughout the city.

Each aim is broken down into smaller sub targets, achieving these sub targets will mean we will achieve each aim.

8.1 Key Aim One: To engage the public and businesses in bringing about a change in culture so that waste minimisation is widely known and people are aware of what it is/what they can do to contribute.

Target	Objectives
Provide measurable activities that the general public can easily take part in to reduce their own waste	Produce and run a campaign plan of activities for York's residents to help them reduce their waste
Promote and raise awareness of waste minimisation amongst children and teenagers	Work with four schools to help them minimise their waste and raise awareness throughout the schools about waste minimisation
	Provide talks and presentations to brownie/scout groups and children's clubs
Raise awareness of what is waste minimisation and what can be done to create less waste	Use relevant stories in national news as a vehicle to publicise what York is doing
	Create a handy public booklet, providing residents with hints and tips to help them reduce their rubbish
Actively marketing public waste minimisation messages	For each event/campaign use local media and internal communications to broadcast messages as far as possible
	Work with marketing department to come up with catchy memorable messages
	Carry out Waste minimisation Campaign Awareness survey annually to measure effectiveness of actions
Develop links with 5 businesses with a view to advise and support them in their waste minimisation efforts	Register details of businesses who contact the council interested in recycling and reducing their waste
	Find good waste audit/minimisation courses for businesses to complete in order to help themselves
	Produce booklet for businesses to help them reduce their waste, this will be distributed to businesses who sign up to commercial waste recycling and to other interested businesses
	Look into the possibilities of setting up a business waste minimisation club in York, getting funding and expertise for this project
	Build links with other organisations ie Business Link, WRAP etc to promote their support services for businesses
	Monitor 5 businesses in reducing their was to measure how successful they are in reducing their waste

8.2 Key Aim Two: Motivate people to take action, incentivising them to reduce their waste.

Target	Objectives
Provide people from minority groups and vulnerable individuals the opportunity to take part in waste minimisation	Use language panel on all written communications to ensure everyone has equal access to our information
	Make links with BME, faith groups and any other hard to reach groups within the community so all minority groups can be made aware of waste minimisation activity.
	Have printed publicity available in a range of formats and languages
Use incentives to motivate people into action	Promote the cost savings to be made as an incentive to reduce rubbish
	Hold a weigh your waste type competition for York residents to see how much waste people can reduce, follow this up by finding out what people did at home to reduce their waste
Provide clear concise information to the public so that misinformation does not become a barrier	Ensure all printed information is kept up to date
	Produce a small amount of clear information as oppose to producing lots of information that may confuse people.

8.3 Key Aim Three: To be a lead authority in setting and example for waste minimisation within our own office buildings.

Target	Objectives
Communicate with staff internally to reduce their waste at work	Email handy hints and tips to reducing waste to staff
	Use internal communications including intranet to raise the profile of waste reduction
Enable staff to reduce the amount of waste they produce within each office	Focusing on one office at a time, provide ways for people to reduce their paper waste, printing on both sides, copying on both sides, not printing unless you need to etc
	Monitor paper ordered previously in contrast to paper ordered after changes, report the differences to staff
Incentivise staff to reduce the amount of waste they produce	After monitoring paper reduction in each office, reward best performing office

8.4 Key Aim Four: To partner with different areas of the voluntary and community sector to promote waste minimisation messages.

Target	Objectives
Work with York Rotters to promote Home composting to York residents	Fulfil aims and objectives set out in work agreement
Work with Community Furniture Store to promote furniture reuse to York residents	Promote furniture store, handing out their leaflets at all our events and including their information on our website
Work with Regen, Riccall to promote a community RePaint scheme in York and North Yorkshire	Investigate possibilities of setting up a RePaint scheme in York
Work with Bike Rescue to promote bicycle reuse to York residents	Support and promote bike rescue in reaching their target of recycling X amount of bikes in 2008/09
Work with charity shops to promote reuse to York residents	Complete work set out in Choose2Reuse action plan.
Work with York Freecycle to promote reuse to York residents	Promote the use of Freecycle in York and include link from our website to theirs

9. Measuring Success

There are key areas to measure when tracking the progress of waste minimisation, they are as follows:

Key area	Method of measuring success	Who will measure?
Reduce the amount of waste produced per person in the city	Kg of waste per head	KPI
To run a popular programme of events for York's residents, encouraging them to reduce their waste	numbers of people attending events in comparison to last year where applicable	Waste minimisation Officer
Help 5 businesses reduce their waste	measured by their own internal monitoring – cost savings etc	Waste Strategy liaising with Businesses
To raise the profile and awareness of waste minimisation amongst the general public in York	Waste awareness survey	Communications team, results analysed by York and North Yorkshire Waste officers
To ensure everyone can access our waste minimisation activities	Campaigns Plan s Equalities assessed	Waste Strategy Officer
To reduce waste internally within the Council offices	Lesser amount of paper ordered by the council as a whole. And response of staff to waste minimisation activities	Waste Strategy

10. Resources

This strategy will be implemented by the Waste minimisation Officer and the Waste Strategy Officer with support from the Waste Strategy Unit. Other relevant organisations will also be involved in supporting the implementation of this strategy, these are summarised below:

- York Rotters
- Neighbourhood Management Unit
- Other relevant council departments
- Local businesses (outlets for 'York' jute bag)
- Council receptions and other front line offices
- Real Nappy Expert
- Residence associations and ward committees across York
- Other local interest/community groups

The strategy is also supported by a £50,000 budget to implement activities and events within the action and campaign plan.

11. Appendices

Waste Campaigns and Action Plan