

Paper (C)

**Waste Prevention Strategy for
Wiltshire 2005-2010**

Joint Municipal Waste Management Strategy

The total amount of MSW produced per household in Wiltshire is growing every year. Surprisingly the current rate of growth is above the national average.

Even if Wiltshire boosts its household recycling and composting rates from current 26.7% (2004/05) to the proposed 50% by 2020, we still end up with more household rubbish to dispose of than there is now.

This strategy is the result of on-the-ground experience, research and development carried out by the Wiltshire Wildlife Trust (WWT), in co-operation with the Wiltshire Waste Partnership. This Waste Prevention Work Programme and Strategy is in a process of continuous refinement, as information improves, opportunities arise and ideas develop.

This Municipal Waste Prevention Strategy 2005-10 forms part of Wiltshire's Joint Municipal Waste Strategy 2005-2020.

Joint Municipal Waste Management Strategy

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1. Introduction

OBJECTIVE

To tackle the causes of and thereby reduce Wiltshire's municipal solid waste (MSW), through a comprehensive, innovative, and sustained programme of waste prevention.

1.1 What do we mean by waste prevention?

In the context of this strategy and work programme, **waste prevention** is defined as *preventing materials from entering the municipal waste streams*. In practical terms, waste prevention is broadly the first two of the three 'R's: reduce, reuse and recycle, and includes activities such as:

- Home composting
- Community composting
- Composting in schools
- Use of washable rather than disposable nappies
- Supporting furniture and electrical goods reuse schemes
- Supporting 'Bag for life' (or similar) schemes, reducing plastic bag waste
- Reducing unwanted mail by signing up to the Mailing Preference Service

- **Municipal Solid Waste (MSW)** is household waste and all other wastes collected by a WCA, or its agents, including municipal parks and gardens, beach cleansing, commercial or industrial wastes
- **Household waste** is all materials originating from residential properties and requiring collection and disposal by WCAs and WDAs (SW Regional Waste Strategy 2004)

2. Why prevent waste?

The key aim behind any municipal waste management strategy is:

- To manage the unwanted material produced by households and other sources of municipal waste in the most economic, environmentally and socially sustainable way, minimising waste of financial, environmental and human resources.

2.1 Economic benefits

The costs of dealing with municipal waste are forecast to rise significantly over the next 10 years as European and national regulations come into force¹. Therefore the less waste produced, the more the taxpayer saves on collection, energy recovery and/or ultimate disposal to landfill.

Waste prevention also offers householders other cost savings for example, using washable nappies rather than disposables can save parents around £900² (more if nappies are passed on to younger siblings).

2.2 Environmental benefits

The collection, reprocessing (recycling), thermal treatment and/or ultimate disposal of waste all impact the environment. Road haulage by collection vehicles and methane emissions from landfill sites are significant contributors of greenhouse gas emissions. Thermal treatment plants produce emissions and a residue material that may be highly toxic. The growing size and number of landfill sites threatens local wildlife habitats. Even reprocessing is not without environmental impact, consuming energy and producing waste.

Waste collection, treatment and disposal are a costly exercise both economically and environmentally. However the waste we throw away is only the tip of an iceberg. It is estimated that for every tonne of household rubbish, five tonnes are created at the manufacturing stage and another twenty at the site of initial extraction.

Natural resources are finite and coming under increasing threat. There is a measure called the “ecological footprint” which shows the combined impact of consumption of energy and material resources. Application of this measure shows that **if all the world’s population live as we in the UK, we would need three planets to satisfy everyone’s consumption of natural resources** and deal with the waste, four if global population were to double³. This is clearly not sustainable. There is a real need for a shift in behaviour from the linear process of extraction of virgin resources, consumption and disposal to a closed loop system of continual renewal with responsible, intelligent and efficient use of natural resources.

2.3 Social benefits

Waste prevention also has huge social benefits for local communities. Waste prevention initiatives offer local employment opportunities and provide the county with valuable resources that would otherwise be disposed of or sent elsewhere for reprocessing. For example, furniture re-use projects prevent unwanted items from entering the waste stream by redirecting them to disadvantaged people, shelters and hostels.

¹ EU landfill directive

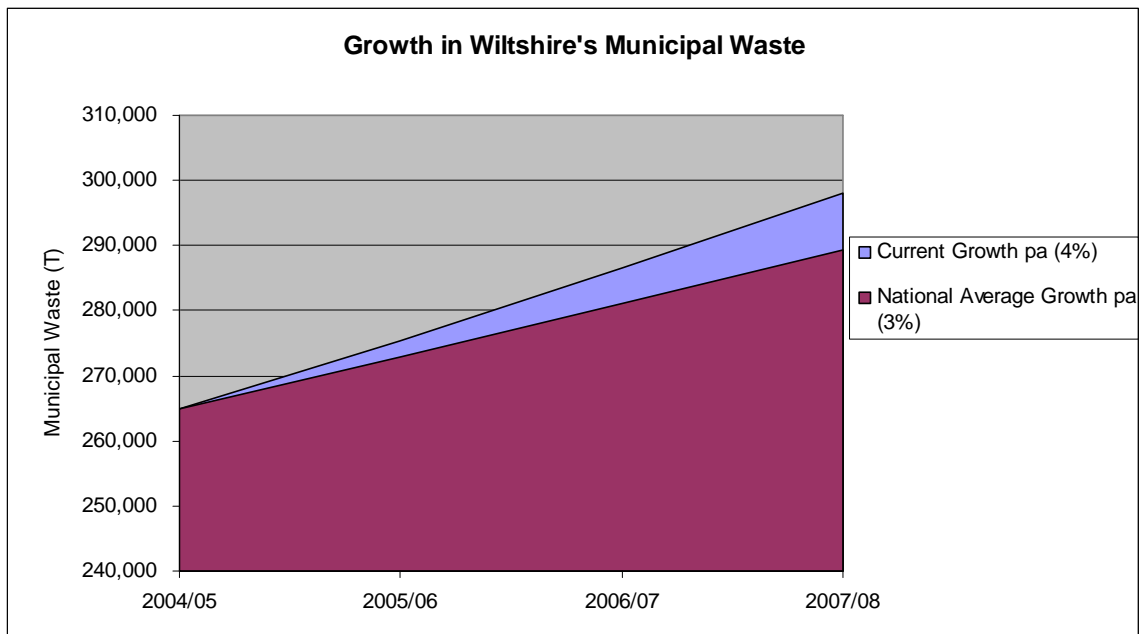
² Ref: www.wen.org.uk. Calculations include the costs of washing real nappies.

³ Ref: “How We Can Save the Planet”, Mayer Hillman, 2004, Penguin Books.

2.4 Scale of the issue

Wiltshire’s municipal waste stream is growing at 4%⁴ per annum. This is higher than the national average of 3% pa. **Waste prevention will first need to slow the growth of municipal waste before any reduction in the absolute total of waste arisings can be achieved.** Figure 1 and table 1 below illustrate the scale of the problem. Even just a 1% reduction in the present growth rate of municipal waste over the next three years in Wiltshire requires the prevention of over 16,500 T in total.

Figure 1 - Growth in Wiltshire’s Municipal Waste



⁴ This figure comes from the government Inspector appointed to the inquiry into the Waste Local Plan. WCC’s waste local plan team had indicated a projected growth rate of 5% based on available data, However the Inspector considered this to be slightly high as the figures included an 8% growth one year and he therefore allocated Wiltshire with a growth of 4% (this applies to 2010/11, lower growth rate assumed thereafter declining to no growth in line with Regional Waste Strategy).

Table 1: Prevention required to achieve 1% reduction in growth

	Difference between 4% and 3% growth (T)	Year on year difference (T)
2005/06	2,652	2,652
2006/07	5,490	2,838
2007/08	8,523	3,033
Total	16,664	

Increasing rates of recycling are not enough. **Even if Wiltshire boosts its household recycling and composting rates from 26.7% (2004/05) to the proposed 50% by 2020, we still end up with more household rubbish to dispose of than there is now⁵.** Without a concerted programme of waste prevention we face an ever growing problem that is neither economically, socially nor environmentally sustainable.

3. Tackling waste and resource: European, National and County perspective

3.1 European

Since the 1980's, a number of policies and Directives have been discussed and adopted at the EU level to reduce waste generation in the EU, with priority given to waste minimization and prevention, and reuse and recycling.

More recently, the European Union emphasised the link between resource efficiency and waste generation in 2 major documents: the Sustainable Development Strategy and the Sixth Environmental Action Programme (6EAP). They both set as an essential objective the decoupling of economic growth, from the use of resources and of the generation of waste. To achieve this objective, the European Commission has been working on a thematic strategy on the sustainable use and management of resources since 2002.

For waste that continues to be generated, the 6EAP aims at a situation where:

- Most of the wastes are either reintroduced into the economic cycle, especially by recycling, or returned to the environment in a useful (e.g. composted) or harmless form;
- The quantities of waste that still need to go to final disposal are reduced to an absolute minimum and are safely destroyed or disposed of;
- Waste is treated as close as possible to where it is generated⁶.

⁵ Total municipal waste 2004/05: 264,870T, landfilled waste was 73.3%, 188,056T. Assume 4% growth pa, total municipal waste 2020 will be 477,016T. If recycle & compost 50%, 238,508T remain to be disposed, 44,358T more than now.

⁶ Source: [EEA, Environmental Signals 2002 - Waste and material flows](#)

3.2 National

Waste prevention is given first priority among the generally accepted waste management hierarchy, coming before recycling, with ultimate disposal in landfill being the last resort. However, increasingly challenging weight based recycling targets, plus the absence of a corresponding waste prevention target (aimed at reducing the absolute amount of waste produced) has driven Waste Collection Authorities (WCAs) and Waste Disposal Authorities (WDAs) to place more and more emphasis on recycling (including centralised composting) sometimes at the expense of waste prevention initiatives.

A simple example of this is current clash between home composting initiatives and green (garden) waste collection services: home composting is not currently recognised under the current recycling and composting performance indicators, unlike centralised composting of green waste collected from households and household recycling centres. Whilst home composting removes weight from both sides of the indicator fraction (i.e. reducing both green waste that could potentially be collected and composted and also the total waste collected), it is still perceived by some as an activity that acts against local authority recycling performance.

This situation is hopefully about to change as DEFRA are reviewing all municipal waste performance indicators and targets for April 2006 onwards. The Government are aware of the current clash between their vision for waste minimisation and their targets on recycling. The latest information from DEFRA's waste policy team is that the clash will not be an issue for future targets. In practice this is likely to include measures such as a new local authority performance target based on waste reduction and the recognition of home composting within the definition of recycling/composting performance indicators (from 2007/08).

This national policy development further strengthens the case for putting waste prevention as a top priority for Wiltshire's municipal waste management strategy.

3.3 County

On a more local level, the Wiltshire Strategic Board (WISB) has set itself the goal of making Wiltshire the most waste efficient county in England by 2014.

This goal supports the 5 key recommendations made by WISB in October 2003, listed below:

- Adopt the vision of a more waste efficient county, based on a commitment to reduction of waste at source, and work to stop the annual *increase* in waste produced per household within the next five years.
- Continue to support the development of the municipal (household) waste reduction programme, including long-term identification of funding.
- Lobby at national level for waste reduction to be integrated into recycling targets, including a proposal for Wiltshire to pilot this approach.

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- Work together in implementing partners' own internal waste reduction programmes, as well as developing a high profile countywide programme of action on commercial and construction waste.
- Set up a WISB waste working group to oversee implementation of the programme of action.

It is proposed to further the achievement of Strategic Board's goal of waste efficiency through the second round of Local Public Service Agreements (LPSA2). This is due to take effect from April 2005 and will run for three years, however negotiations around targets are still underway with Government. One of the priority themes proposed for LPSA2 is waste efficiency. LPSA2 will set some stretch targets that directly support the Strategic Board's Waste Efficiency Programme. Therefore, LPSA2 targets will act as milestones towards the longer term ten year objective of the Strategic Board.

Three streams of work are proposed within LPSA2:

(i) Minimisation of household waste

- Reduce the growth in the amount of household waste being produced per Wiltshire household by March 2008 (from a base year of 2004/05).

(ii) Education and minimisation of schools waste.

- Develop and extend the school sustainability education programme.
- Reduce the amount of waste being produced per pupil by March 2008 (from a base year of 2004/05).
- Produce a good practice guide to transfer knowledge and experience to other public / private organisations.

(iii) Minimisation of Commercial waste

- Reduce the amount of commercial deskside waste being produced per employee of Strategic Board members by March 2008 (from a base year of 2004).
- Produce a good practice guide to transfer knowledge and experience to other public / private organisations.

The first two work streams directly support Wiltshire's Municipal Waste Strategy. The third (minimisation of commercial waste) falls outside the scope of municipal waste however it is envisaged that the three streams will reinforce each other. For example, employees of Strategic Board organisations and children from participating schools will be encouraged to take the waste prevention message home, acting as champions in their own communities.

Once this work is underway, a longer term Action Plan will be required to ensure that the Strategic Board's goal is achieved. This will include developing work within the commercial sector, whilst ensuring that progress is maintained with the existing streams (i-iii above).

3.3.1 Wiltshire Waste Partnership

The Wiltshire Wildlife Trust works closely with the Wiltshire Waste Partnership, Wiltshire County Council and the recycling contractor, Hills Group to deliver the Waste Minimisation Programme. The partnership is committed to waste prevention, and supports WiSB's vision to become the most waste efficient county in England by 2014.

3.3.2 Waste Local Plan and Community Planning

The Waste Local Plan for Wiltshire and Swindon Borough was adopted in March 2005. The policies in the plan underline the commitment by the two waste planning authorities to promote reduction, reuse and recycling of rubbish.

The plan sets out the planning framework as to how all wastes generated in Wiltshire and Swindon should be managed up to 2011. It suggests increased recycling, composting and diversion of waste away from landfill sites through alternative methods of waste management. In particular, policy 11-16 seeks to encourage increased composting and recycling. In particular policy 14 requires developers of residential and commercial properties to provide for necessary recycling and composting facilities, for example compost bins in gardens and storage facilities for recyclables. Policies 9 and 10 support waste minimisation (Policy 9 supports commerce and industry and Policy 10 supports waste audits which ultimately should encourage waste minimisation.

Waste minimisation and recycling officers from the District, County Councils and Wiltshire Wildlife Trust will work closely with the planning officers to support the enforcement of policy with the **Waste Strategy Forum**⁷ and other relevant stakeholders to ensure appropriate guidance and support is provided. More information can be found at:

www.wiltshire.gov.uk/mainindex/environment/planningadopted_waste_local_plan.

At a community level, Wiltshire has pioneered community planning of services based on an innovative study 'A Sense of Belonging' (Chandler) that defined the geographical areas identified by local communities. 20 Community Areas have been identified within Wiltshire, mainly focused on market towns, which are now used for planning and delivering public services across the county, including the Waste Prevention Programme.

4. The Story so far in Wiltshire

4.1 Community Waste Prevention

The Wiltshire Wildlife Trust has played a leading role in developing the waste minimisation programme countywide over the past 7 years. Initial activities were small-scale, with limited funding. They included pioneering of the first Junk Swaps in the UK in 1998, promotion of home composting as part of a sustainable gardening project, and support for the Furniture Recycling Alliance.

⁷ The Waste Strategy Forum is a sister forum to the Waste Local Plan forum.

Working with Wiltshire County Council, WWT was able to expand the programme in 2002, with the appointment of a full-time Waste Minimisation Programme Manager. Development of a detailed strategy and workplan led to successful fund-raising and in 2003 to recruitment of three full time and two part-time project officers. The Programme met or exceeded most of its challenging 2003/04 and 2004/05 targets. Projects include promotion of home and community composting, production of community recycling directories, stop junkmail campaign and Wiltshire's first real (cloth) nappy network and incentive scheme.

The home composting scheme continues to be a huge success. Funded by Waste and Resources Action Programme (WRAP), the Big Lottery's Community Recycling and Economic Development (CRED) fund and Wiltshire County Council, and working with 50 volunteers and other partners, including the Wiltshire's four District Councils, the scheme has sold nearly 25,000 heavily subsidised compost bins between April 2003 and March 2004. This scheme has received national recognition for its innovative approach to monitoring and volunteer work, with other new schemes following Wiltshire's model.

Communal and community composting projects are designed to cater for those who can't compost at home. The WWT team help community groups with planning and regulatory requirements supply of composting bays/bins, promotional materials, technical advice and support, tailored to the community's requirements.

Community recycling directories are A-Z directories of local reuse and recycling schemes for unwanted items that would otherwise end up in landfill. They also provide tips for reducing rubbish, pointers on how to shop for goods made of recycled materials and special features to answer the most frequently asked questions about recycling. Local volunteers produce the directories with facilitation from the Waste Prevention Team at WWT. The volunteers work together to produce a directory tailored to their respective community area.

Information contained within the directories can also be accessed online at: www.wasteinwiltshire.com. This electronic version will be regularly updated precluding the need for annual updates of the paper version.

4.2 Waste prevention in Schools

Wiltshire Wildlife Trust, working closely with Wiltshire County Council and the waste contractor, Hills Group, has carried out waste education in schools in Wiltshire for over seven years. It has promoted the 3R's message (reduce, re-use and recycle) especially practical action on paper recycling. 140 schools, involving approximately 90,000 children have actively participated, and over 2,000 tonnes of paper have been collected by pupils for recycling.

The team have built up an excellent reputation with the Local Education Authority (LEA), teachers, governors, pupils and parents, and extensive links with a wide range of schools. They continue to be approached by more schools than they are able to work with, and the demand for their support continues to grow. Section 4.3.1 below explains how this project is being developed with new funding support from the Big Lottery's CRED fund.

4.3 Furniture, electrical and other reuse projects

Reuse of existing items prevents the need for new ones to be manufactured. As previously stated, for every 1 tonne of household waste that we produce, 5 tonnes of waste is created during the manufacturing stage and 20 tonnes during initial extraction. **Therefore, when an item is reused an average of 26 times the item's weight is prevented from being sent for disposal.**

Reuse projects will have important social benefits in addition to supporting waste prevention. For example, only 5% of the demand for affordable electrical goods from low-income households in Wiltshire is being met through the current charity distribution system.

There is an active network of furniture and electrical equipment reuse charities in Wiltshire. These groups have formed an umbrella charity, "Refurbiz". Refurbiz is a member of the national Furniture Re-use Network and has three major objectives:

- To reduce waste sent to landfill.
- To provide low/no-cost, reused household goods to low income and disadvantaged individuals and families.
- To provide employment and training/volunteering opportunities to disadvantaged sectors.

Refurbiz has been running a successful pilot operation, based in Devizes, and is ready to scale up its electrical and electronic equipment operations to provide countywide services as soon as funding allows. For more details, see:

www.Refurbiz.org

In addition to the Refurbiz and its member organisations there are several charities, small businesses and not for profit groups supporting waste prevention by selling second hand goods from bicycles to baby clothing. A comprehensive directory of these organisations can be found in each of Wiltshire's Community Area Recycling Directories (available free from Wiltshire Wildlife Trust or online: www.wasteinwiltshire.com).

4.4 Developments and new initiatives

4.4.1 Waste education and action in schools

The waste education recycling and education programme is currently being developed and expanded to place more emphasis on waste prevention. An innovative new project name "Waste Action" aims to identify communities in the county that have low levels of participation in recycling and waste reduction. Once identified, schools, who often form the hub of these communities, will be used as a springboard to promote the waste minimisation message and this will be linked to direct action at both school and household level. This project will seek to demonstrate the connections between a waste minimisation education programme in school and the effect on waste sent to landfill from the homes of the pupils involved.

The next generation will have to live with the environmental consequences of our actions, so Wiltshire's young people are key players in the battle to change behaviour and persuade people to reduce, re-use and recycle more. We need to 'start them young' on their path to becoming responsible citizens. Encouraging our children to participate in waste reduction schemes is crucial to the long-term success of such plans.

The Wiltshire Wildlife Trust has a wealth of experience of working with the county's schools on waste education. The Schools Recycling Scheme has been running as a partnership project between the Trust, Hills Recycling and Wiltshire County Council for the past seven years. It has engaged with over 30,000 young people, in 140 schools. This projects build on this experience but offers much more scope and diversity, such as providing the necessary equipment, information and support to allow schools to compost their green and appropriate food waste on site.

Waste Action will commence September 2005. The scheme will continue to be delivered by WWT and Hills, with extra funding support from the Big Lottery's CRED fund.

4.4.2 In vessel composting and zero green waste

The waste produced by state maintained schools and colleges and residential care homes is classified as municipal waste. These establishments offer significant potential for composting their green and food waste on site as they usually have the staff to operate the equipment and grounds to use the compost on site.

Wiltshire Wildlife Trust (WWT) has been awarded funding by DEFRA (Department of Environment, Food and Rural Affairs) and Wiltshire County Council, to pilot the use of "in-vessel" composting machines in 10 educational establishments in Wiltshire. The in-vessel machines will convert catering wastes into compost in just a few weeks, in an enclosed heat-controlled unit.

In addition to providing a cost-saving waste disposal solution to schools, the project will use the machine as an educational resource for pupils, highlighting the benefits of home composting, supported by staff from WWT.

This exciting and innovative project has the potential to lead the way in the use of small scale in-vessel composting at a national level. In addition, each pilot school will retain the in-vessel machine after completion of the project in March 2006, as a long-term resource for the school.

The proposal represents a dramatic expansion of a mini pilot launched mid 2004 by the WWT whereby in vessel composting units were first introduced to a secondary school and more recently, a community residential centre and a further educational college.

In vessel composting differs from standard composting methods in that high temperatures are maintained allowing cooked food and meat to be composted safely. Also, the process is accelerated to several weeks rather than months, allowing large quantities to be processed. In vessel composting is therefore suitable for large educational establishments where standard compost bins are unable to deal with large volumes of catering waste.

This project represents real scope for partnership working where a fully integrated approach will be taken. There are currently no facilities provided or planned for the target sites to compost their food waste thus the equipment will provide a direct opportunity for reducing waste arisings without impinging on the local waste collection authorities' recycling performance.

4.4.3 Wiltshire Real Nappy Network

Over 25 million disposable nappies are dumped into landfill in Wiltshire every year. This represents a significant proportion (approximately 5%) of the household waste stream. By encouraging parents to use real nappies this amount could be significantly reduced⁸.

This fact led to the creation of the Wiltshire Real Nappy Network (WRNN) and incentive scheme in March 2005 with funding from the Waste and Resource Action Programme (WRAP) and Wiltshire County Council. This pilot project is managed by the Wiltshire Wildlife Trust at their head office in Devizes, Wiltshire and employs one full time Network Coordinator.

Aims:

- To reduce the amount of nappy waste in Wiltshire through the establishment of the Wiltshire Real Nappy Network, including the provision of incentives, training, and promotion by both volunteers and health professionals.
- To create the critical mass required for the establishment of a laundry service, and to carry out a feasibility study for its establishment.

Progress:

- Developed an incentive scheme, in partnership with the Credit Union and with funding support from Wiltshire County Council.
- 140 families registered on incentive scheme since launch (target: 600 by end of March 2006)
- Network groups set up in each district – members include real nappy agents and volunteers.

⁸ According to Environment Agency's recent "Life Cycle Assessment of Disposable and Reusable Nappies in the UK" report (2005), a baby using disposables will result on average 530kg of waste in total over 2.5 years.

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- Working with local hospitals to investigate switching their maternity units from disposable to washable nappies
- Recruiting and training volunteers, health care professionals (HCPs) and others who wish to promote real nappies to other parents/parents to be.
- Providing advice and support to parents using real nappies to prevent 'lapsed users'.
- Monitoring uptake and continued use of real nappies as a result of the scheme.

The WRN is funded until 31 March 2006. Wiltshire County Council have agreed to continue their support however unless additional source(s) of funding is secured this successful project will cease to operate after this date, losing all momentum and goodwill gained.

4.5 Programme Activities 2005-2010

The table below (Table 2) shows current and planned priority activities for the Waste Prevention Programme. The majority of these activities are being implemented/planned by the waste prevention team at the Wiltshire Wildlife Trust working in partnership with the relevant local authorities, Hills Waste and other organisations. The programme is under regular review and further actions may be added as opportunities and needs arise. For a progress report, refer to the recent issue of the Waste Minimisation Stakeholder Update on www.wasteinwiltshire.com.

Table 2: Programme Activities 2005 - 2010

Project	Status March 2005	Rationale
Home composting	Existing successful project, to be developed.	<ul style="list-style-type: none"> • An estimated 50-70% of domestic waste is biodegradable. • In many cases home composting is the best practicable waste prevention option. • Very significant knock-on environmental benefits from home composting. • Monitoring techniques (for weights of material composted) are becoming more robust.
Community Composting	Existing successful project, to be developed.	<ul style="list-style-type: none"> • Many people are unable or unwilling to compost all their green waste at home. • Sites provide a visible project with associated educational and awareness raising benefits. • Retains resource (compost) within the local area and minimises road haulage.
Community waste prevention (including Recycling Directories)	Existing successful project, to be developed and expanded.	<ul style="list-style-type: none"> • A-Z recycle directories raise the profile of reduce, reuse, recycle message with added info on buying products made from recycled materials. • 87% of people surveyed who have a directory have stated they find them very useful⁹. • A “No More Unwanted Mail” launched summer 2005, distributing freepost postcard to every household in Wiltshire. The postcard allows subscription to the Mailing Preference Service (MPS), reducing “junkmail” a household can receive and thus the amount of waste produced. Initial data from MPS show a staggering 1 in 10 Wiltshire households have responded so far.
Waste action: Let Young People Lead the Way	New project to educate and enable young people to take action on waste prevention and recycling.	<ul style="list-style-type: none"> • Waste from educational establishments forms part of the household waste stream. • Produce large amounts of catering, green waste and cardboard that can be composted and used on site when provided with appropriate equipment and support. • Young people have significant influence over household behaviour now and in the future. • Encouraging young people to participate in waste reduction is crucial to long-term, sustainable success.

⁹ Ref: 2004 Home Compost Survey (1000 households door to door survey in Wilts. Report available from WWT on request.

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Project	Status March 2005	Rationale
In vessel composting	Newly launched project currently under development and expansion.	<ul style="list-style-type: none"> • In vessel composting allows large amounts of cooked food waste to be composted at an accelerated rate along with green waste and cardboard. This provides schools with an opportunity to reduce waste, using the compost on site. • A focused, coordinated approach with the other composting projects will produce excellent examples of best practice for biodegradable municipal waste/resource management in Wiltshire.
Refurbiz	Established furniture reuse member charities with WEEE reuse project under development.	<ul style="list-style-type: none"> • Moving WEEE goods up the waste hierarchy from recycling to re-use. • Dealing with “waste” locally – reducing haulage of items for scrap recycling outside Wiltshire. • Refurbiz not only prevents waste but also provides significant social benefits. • WEEE Regulations will provide Refurbiz with a major springboard • Refurbiz member charities already established in the reuse of furniture and computers
Wiltshire Real Nappy Network	New project launched in 2005-06	<ul style="list-style-type: none"> • Disposable nappies make up a significant part of the waste stream. • Modern ‘real nappies’ provide a practical, cost effective and attractive alternative. • Parents need clear, objective information on the options available to them and follow up support and advice.
Leading by example (WiSB)	New project to be launched in 2005-06 linked to LPSA 2.	<ul style="list-style-type: none"> • To generate confidence and understanding, the major organisations in Wiltshire, which form the Wiltshire Strategic Board need to lead by example. • Significant potential for knowledge sharing and high profile partnership working. • Potential for positive influence on behaviour of employees etc at home.
‘Are You Buying Rubbish?’	Feasibility study in 2005-06, new project launch in 2006-07.	<ul style="list-style-type: none"> • Both for individuals and organisations, buying more durable/second-hand/recycled items needs to be integral to purchasing decisions. • A challenging yet genuine ‘beginning-of-pipe’ solution.

5. The Way Forward

The Waste Prevention Programme will maintain a commitment to excellence and openness to innovation

The primary objective of the programme, to reduce Wiltshire's Municipal waste, will be achieved using four parallel approaches:

- Raising awareness and promotion of the 'reduce, reuse and recycle' message, focusing reduce and reuse
- Behaviour change campaigns with the public, resulting in a measurable reduction in the amount entering the waste stream
- Facilitating and supporting community groups and other partners working towards a measurable reduction in the waste stream
- Implementing research and monitoring systems for waste prevention, as the basis for programme development

5.1 Changing Attitudes

The Waste Prevention Programme is developing a marketing plan based on extensive research of messages and target audiences. This plan will compliment the county's recycling communications to ensure an integrated and cohesive approach. This work will continue to be expanded as part of the Waste Prevention Strategy.

Such awareness raising also needs to be carefully co-ordinated with related issues, especially efforts to reach recycling targets. Indeed it is important to note that the general public is unlikely to always appreciate the distinction between waste prevention and recycling. However, while recycling appears to be widely popular as a concept, reduction and reuse are far less widely understood, or even popular. For instance in a recent survey by the University of Surrey, young people felt that reducing and reusing were 'incompatible with luxury and the pleasures of consumption'.

Currently, the public perception is that responsibility for taking action on waste is predominantly the duty of the local authority rather than the householder. The result is that community consultation in the past failed to deliver local action to reduce waste. The Wiltshire Waste Prevention Strategy acknowledges that to pioneer change in public attitudes and behaviour, local communities need to be offered support, advice and encouragement to enable them to develop local action on 'waste'. The strategy has been designed to promote public awareness of waste prevention and to encourage communities to generate local innovative solutions based on best practice by providing support, training and guidance.

5.2 A Cohesive Approach

Probably the biggest single factor crucial to the success of this waste prevention strategy is a cohesive, coordinated approach that fits well with the waste management strategy as a whole. Design and implementation of the waste prevention programme needs full consultation with all stakeholders, particularly the local authorities in order to ensure statutory recycling and other performance targets are also met.

Green waste is an area that requires particular attention. In order to maximise their impact, the different methods of composting food and garden waste for households, schools and communities need to be fully integrated both with each other and with the local waste and recycling services.

Wiltshire Wildlife Trust's Waste Prevention team produce a quarterly stakeholder update to report to all interested parties on progress with their waste prevention activities. It is vital that waste prevention is championed at all levels of waste management in Wiltshire, both operational and strategic, and communication between all stakeholders is open and regular if Wiltshire is to achieve its short term goals and long term vision.

5.3 Risk Analysis

The fundamental approach of waste prevention is in close harmony with risk reduction. Environmental, social and economic risks are all reduced with waste prevention.

The Wiltshire Wildlife Trust has a comprehensive and regularly updated risk management strategy. A copy of this can be made available on request.

Specific identified risks to delivery of the Waste Prevention Strategy and Work Programme are shown in Table 3.

Table 3: Risks to Delivery of the Waste Prevention Strategy

Identified risk	Mitigation strategies	Comments
Funding shortfall	High level of attention from Programme Manager (WWT) to all present and potential funding sources available to all partners.	Significant local, national and European funding streams are becoming available for improved waste management.
Lack of political support	Emphasis given to local liaison and partnership, through the Wiltshire Waste Partnership. Contribution to advocacy at national level.	Strategy and Work Programme referred for endorsement to all members.
Emphasis on recycling in statutory targets	Advocacy of moves towards local and/or national combined prevention/recycling targets.	Waste prevention actually reduces the target tonnage required to achieve percentage recycling targets.

5.4 Research, Measurement, Monitoring and Review

Waste prevention is difficult to define, and to measure. Problems include measuring what's not there any more, cost, distinguishing between correlation and cause, and achieving meaningful, statistically significant results. Establishment of baselines and credible monitoring systems are critical to ensure programme activities remain well prioritised, and to measure progress to target. No single approach is likely to be sufficient, so we have followed scientific advice and will pursue a number of indicative and informative studies that will together provide a convincing case.

Each project can make measurements of the numbers of people involved and their responses, and the press and media coverage achieved. However, each project will also determine and implement the best means to measure the weight of 'waste' diverted from landfill.

The Wiltshire Wildlife Trust already have considerable expertise in this area, for example their comprehensive home composting monitoring programme is recognised by the Community Recycling Economic Development programme (CRED) as being at the forefront of monitoring home composting. This monitoring programme includes annual 1,000 door-to-door surveys on attitudes towards waste minimisation and an innovative weight trial.

At present, tonnes of household waste diverted from landfill as a result of home composting promotions cannot be included in official UK government definitions of recycling rates nor diversion from landfill figures. This deters Local Authorities from pursuing a highly cost effective waste/resource management option and does not reward those that do. However, the Waste and Resources Action Programme (WRAP) are currently working to build a robust model that will hopefully allow local authorities to include the diversion associated with home composting in their performance reporting for the new Landfill Trading Scheme (LATS). The model should be ready for implementation July 2005 subject to approval by DEFRA and wider consultation.

5.5 Funding, Programme Development and Long-term Sustainability

Given that so much of the Strategy's success depends on community participation and confidence in progress, as well as developing a motivated and skilled team, *long-term* funding is essential.

The Waste Prevention Programme will:

- Strive to secure funding from a variety of sources at local, national and European level
- Constantly strive for an approach that is economical in its own use of resources and competitive with the cost of disposal

The Waste Prevention Programme will:

- Use the feedback from its own research and monitoring to continuously refine and improve its activities.
- Continuously monitor best practice in the UK and overseas and wherever possible introduce and adapt to a Wiltshire context.
- Be responsive to suggestions from individuals and community groups.
- Use the results of annual 'in-house' and external competitions for the best new ideas in waste prevention.
- Promote the principles and practice of continuous training and learning

5.6 Financial sustainability

Some project components will become more or less self-financing over time for example, Refurbiz through services to local authorities, retailers and manufacturers, sales of refurbished equipment and sales of recyclable materials.

Other project components are designed to provide waste prevention/tonne at a cost less than either recycling or disposal. And of course a tonne of waste prevented stays prevented for good!

5.7 Social sustainability

The whole approach of the Waste Prevention Programme is to develop and deliver the projects for, with and by communities and individuals. Growing community expertise and 'social capital' are integral to the ethos of the programme. Whether it be trained Compost Ambassadors or educated midwives, the benefits of the programme will spread and be felt for many years to come.

5.8 Environmental sustainability

Recycling may certainly be less environmentally costly than disposal but that doesn't make it sustainable. Sooner or later we have to question whether it makes any sense to use products just once, then collect, transport and process them before remanufacture, and yet more transport before they can be used - just once -again. Waste prevention is therefore the most environmentally sustainable waste management option.