

# EASTBOURNE BOROUGH COUNCIL

## WASTE STRATEGY 2003-2013

1.0	<b>CORPORATE AIMS AND OBJECTIVES</b>	
1.1	<b>A Healthy Place</b>  We (the Council) will protect and improve health and reduce health inequalities within Eastbourne. We aim to: <ul style="list-style-type: none"><li>· Protect public health through intervention, education and responsible action</li><li>· Keep Eastbourne clean and clear of waste and litter</li></ul>	
1.2	<b>A Place For The Future</b>  We (the Council) will protect and enhance the Borough's environment, sympathetically developing it for future generations. We aim to: <ul style="list-style-type: none"><li>· Promote and implement the principles of sustainability</li><li>· Reduce waste and develop and promote recycling and energy conservation</li></ul>	
2.0	<b>THE COUNCIL'S MISSION STATEMENTS</b>	
2.1	<b>For Refuse</b>  The Council will provide an efficient and professional waste management service by: <ul style="list-style-type: none"><li>i) Working in partnership with the public and with private enterprise to achieve the highest standards possible</li><li>ii) Promoting the importance of waste minimisation in the reduction, reuse and recycling of waste to meet government targets</li></ul>	

2.2	<p><b>For Recycling</b></p> <p>The Council will promote and actively work towards waste minimisation and increased levels of reuse and recycling by:</p> <ul style="list-style-type: none"> <li>i) Maintaining and building in partnership with users of all recycling initiatives</li> <li>ii) Promoting by example sustainability and waste minimisation</li> </ul>	
3.0	<b>INTRODUCTION</b>	
3.1	<p>Eastbourne is the result of the planned creation of an English seaside resort during the Victorian period, was incorporated as a Borough in 1883 and constituted as a County Borough in 1911. A national review in 1974 established the current two-tier system whereby the County Council runs such services as Education, Highways and Social Security.</p>	
3.2	<p>Eastbourne Borough covers 4,596 hectares (11,356 acres), has a population of approximately 91,600 (ONS 2001 Mid-Year Estimate) and some 42,000 households. The town provides employment for about 32,000 people of whom 6,000 commute regularly into the town. Eastbourne continues to be a seaside resort attracting over 1.5 million visitors a year and providing 9,500 hotel beds. There is a small but strong industrial sector and the town is a leading sub-regional shopping destination.</p>	1.5
3.3	<p>Eastbourne is located where three geological belts meet the sea: the chalk uplands of the South Downs, the Southern Vale of the Weald and the Coastal Marshes or Levels. The town was developed below and in the shelter of the chalk escarpment where the Lower Chalk and Upper Greensand of the Vale form a gentle, well-drained slope. To the east is the marshy tract of the Eastbourne and Willingdon Levels, now intersected by drainage channels known locally as "sewers". This is bordered southward along the coast by a continuous bank of shingle. The Council purchased 1,700 hectares (4,200 acres) of downland including Beachy Head in 1937 which it still manages.</p>	
4.0	<b>WASTE</b>	

4.1	<p>Eastbourne Borough Council is a Waste Collection Authority and under the Environment Protection Act 1990 is responsible for the safe and efficient collection of municipal waste including household waste, arisings from Council work such as street sweepings and parks &amp; gardens maintenance, and some commercial wastes produced within the Borough. East Sussex County Council is the Waste Disposal Authority responsible for coordinating and managing the disposal of municipal wastes arising within Eastbourne.</p>	
5.0	<p><b>PARTNERSHIPS</b></p>	
5.1	<p>The Council, as a Waste Collection Authority, functions in partnership with East Sussex County Council, the Waste Disposal Authority. The County Council is presently working together with Brighton &amp; Hove City Council on the letting of a joint Integrated Waste Management Services Contract for the disposal of the County's waste (including that of Brighton &amp; Hove) for implementation in May 2003. To reinforce these partnerships the following groups, supported by all Councils in East Sussex, have been formed:</p>	
5.2	<p><b>Recycling Consortium for the Geographical Area of East Sussex</b></p> <p>Set up in 1994, this group is made up equally of representatives of the County Council, Eastbourne Borough Council, Hastings Borough Council, Lewes District Council, Rother District Council, Wealden District Council and Brighton &amp; Hove Council with a rotating chairperson. The Consortium is in the process of developing a Recycling Plan to set a strategy for recycling in the East Sussex area for the next decade which is expected to be available for public consultation in 2003. The group has a jointly-funded coordinator responsible for monitoring the Recycling Consortium Glass Collection Contract, promotional activities and new developments.</p>	
5.3	<p><b>Waste Management Group</b></p> <p>This group was set up by East Sussex County Council in the mid-1980s to discuss operational and strategic issues related to refuse/waste collection and disposal. Chief Officers attend the meetings of this group.</p>	
5.4	<p><b>Waste Forum Steering Group</b></p> <p>East Sussex County Council set up this group in 1999 to discuss issues related to the Waste Local Plan and Integrated Waste Management Services Contract. Chief Officers attend this group from all the district and borough councils in East Sussex including Brighton &amp; Hove City Council.</p>	

5.5	<p><b>The East Sussex Local Government Association (ESLGA) Waste Management Group</b></p> <p>This group was created in 2000 and comprises Councillors from East Sussex County Council, Brighton &amp; Hove City Council and from each of the district and borough councils in East Sussex.</p>	
6.0	<p><b>DRAFT RECYCLING PLAN</b></p>	
6.1	<p>Section 49 of the Environmental Protection Act 1990 required local authorities to have Recycling Plans. Subsequent Government Guidance (Waste Policy Guidance: Preparing and Revising Local Authority Recycling Strategies and Recycling Plans, March 1998, DETR) required those plans to be revised and updated. The guidance also identified the need for local authorities to work in partnership with industry, local communities and other local authorities to ensure the principles of a sustainable waste management strategy were embraced throughout society.</p>	
6.2	<p>The East Sussex Draft Joint Recycling Plan, which is being prepared by the East Sussex Recycling Consortium, will provide a framework for a sustainable recycling strategy for East Sussex, recognises the different needs and approaches of the various authorities within the East Sussex geographical area and will enable local policies and strategies to be implemented as well as new ones to be developed. It is intended the Recycling Plan should be reviewed annually to evaluate performance, ensure the achievement of cost benefits and allow for new technologies to develop and be incorporated into the Plan.</p>	
7.0	<p><b>THE WASTE HIERARCHY</b></p>	
7.1	<p>Waste is considered to be any substance or object which the producer or person in possession of it discards, or intends or is required to discard. The waste hierarchy is a system of ranking different waste management options according to their relative environmental benefits. Moving from most preferred to least preferred they are:</p> <ul style="list-style-type: none"> <li>i) Waste Reduction</li> <li>ii) Waste Re-use</li> <li>iii) Waste Recycling and Composting</li> <li>iv) Energy From Waste</li> <li>v) Waste Disposal</li> </ul>	

8.0	<b>CURRENT WASTE COLLECTION ARRANGEMENTS</b>				
8.1	In its role as a Waste Collection Authority Eastbourne Borough Council collected over 30,000 tones of waste during 2000-2001 of which some 60% was biodegradable. This waste was delivered to East Sussex County Council as the Waste Disposal Authority for disposal. Half the household waste collected went to Pebsham Waste Derived Fuel Plant to be made into fuel pellets, 33% went to landfill and about 7% was recycled.				
8.2	<p><b>Household Waste Collection</b></p> <p>Over recent years Eastbourne has been enjoying one of the most cost-effective weekly household waste collection services in the country providing back door refuse collection from residential properties. There is no limit to the amount of domestic waste collected but garden waste is only collected in marked green garden sacks for which a charge is made. In addition, the Council provides 25 recycling bring sites and introduced a trial kerbside collection initiative for paper serving 8,600 of the Borough households. 1,000 households also enjoy a metal can collection trial initiative. However, the 2000-2001 Residents' Survey highlighted relatively low satisfaction with the service and a recognition of the importance of waste minimisation and recycling.</p>				
8.3	Moreover, the European Landfill Directive (adopted in 1999) set mandatory targets for the reduction of biodegradable waste sent to landfill. To comply with the EU Landfill Directive the Government established national targets for the recycling or composting of household waste, supported by statutory performance standards. Accordingly when the new contract for the collection of waste in Eastbourne went out for tender in 2002 the Council included a boundary, or curtilage, recycling service for glass, paper and metal cans. The new contract will begin in April 2003 with the phased introduction of wheeled bins and recycling boxes.				
8.4	<b>Cost per household of waste collection</b>				
	2000/01	2000/01	2001/02	2001/02	2002/03
	Target	Outturn	Target	Outturn	Target
	£17.53	£18.14	£19.64	£19.42	£19.21

8.5	<p><b>Bulky Waste</b></p> <p>The Council can arrange through its contractor for bulky waste collection of furniture and large household items like cookers and refrigerators for which there is a charge. A free bulky waste collection service restricted to 3 items is available to retired people.</p>	
8.6	<p><b>Commercial Waste</b></p> <p>The Council has a statutory duty to arrange for the collection of commercial waste on request. This requirement is fulfilled by the Council making available the corporate names, addresses and contact numbers of a minimum of three waste contractors. The waste contractor will charge the waste producer at commercial waste collection rates for this service. Any arrangement entered into between the waste producer and waste contractor is beyond the responsibility of the Council.</p>	
8.7	<p><b>Clinical Waste</b></p> <p>Household clinical waste arisings are collected by the Council free of charge. Clinical waste arisings from doctors' surgeries, veterinary clinics and the like are subject to a charge in the same way as other commercial waste arisings.</p>	
8.8	<p><b>Hazardous Waste</b></p> <p>Household hazardous waste includes batteries, oil, paint, chemicals, asbestos cement products and any other material which may be construed as being hazardous. It can be disposed of free of charge at the Household Waste Site in St Phillips Avenue.</p>	
8.9	<p><b>Garden Waste</b></p> <p>Eastbourne Borough Council will supply special green refuse sacks for garden waste to go to lan presently available at 68 Grove Road presently for 35p each, or for 25p to retired people.</p>	
8.10	<p><b>Household Waste Site, St Phillips Avenue</b></p> <p>Garden waste can also be disposed of free of charge at the Household Waste Site.</p>	
9.0	<p><b>CURRENT WASTE REDUCTION ARRANGEMENTS</b></p>	

9.1	Waste reduction is the preferred method of waste management and involves eliminating and reducing the amount of waste at source. It is also the most difficult to implement because it relies on individuals examining their own practices and introducing changes which will reduce their household or commercial waste arisings.	
9.2	The Waste Minimisation Act 1998 allows local authorities to "do or arrange for the doing of, anything which in its opinion is necessary or expedient for the purpose of minimising the quantities of controlled waste, or controlled waste of any description, generated in its area", but places no obligation on authorities to undertake initiatives.	
9.3	Eastbourne Borough Council has, however, sold over 1,100 subsidised composting bins and supports such community composting initiatives as the Stirling Court Community Allotment Project, where residents are able to grow organic vegetables, as a means of reducing the volume of waste disposed of to landfill. The Council is also involved in national campaigns including "Slim Your Bin", "Real Nappy Week" and "Environment Week", and is committed to the education of all residents on the need for waste minimisation.	
9.4	The Council is presently carrying out a research programme to identify the individual needs of residents and the best way to encourage household waste minimisation and recycling. The programme will peak in April 2003 when every resident will be surveyed to determine their needs prior to the introduction of the Council's new refuse and recycling contract.	
10.0	<b>CURRENT WASTE RE-USE ARRANGEMENTS</b>	
10.1	The re-use of waste materials is placed second in the hierarchy of waste management options. There are two types of re-use: firstly conventional re-use in which products like glass milk bottles are designed to be used a number of times before becoming obsolete; the second is where new uses are found for items once their original purpose has been fulfilled, for example when tyres are used as boat fenders. The Council has recently restarted its endeavours to bring a furniture re-use initiative to Eastbourne in partnership with Furniture Now! who operate a similar scheme in Lewes. The scheme endeavours to provide quality furniture at reasonable prices to low income residents.	
11.0	<b>CURRENT WASTE RECYCLING ARRANGEMENTS</b>	

11.1	<p>Recycling involves the collection of waste materials (in whatever form) for reprocessing in order to create a useable material or product. The Council employs a number of ways of collecting different materials for recycling. Presently 22% of households are served by a kerbside paper recycling scheme, whilst 99% are within 1km of a Bring Site.</p>	
11.2	<p><b>Kerbside Recycling</b></p> <p>In 1996 the Council entered into a partnership with Wealden District Council to start a paper and can kerbside recycling scheme in the Willingdon area. Approximately 50% of the households lay within Eastbourne Borough. At the end of the 12 month trial period the Eastbourne service was expanded to 8,600 households by the Council's waste contractor but limited to waste paper only. The scheme was dependent upon the value of the waste paper for further expansion. Subsequently, the value of waste paper has declined which has prevented further expansion of the scheme.</p>	
11.3	<p><b>Bring Sites</b></p> <p>The Council presently operates 25 Bring Sites or Bring Banks where residents can take materials suitable for recycling. The materials include newspaper, magazines, junk mail, glass, mixed cans, textiles and books.</p>	
11.4	<p><b>Household Waste Site, St Phillips Avenue</b></p> <p>Household waste, garden waste, recyclables including plastic and cardboard, and hazardous materials, can be disposed of free of charge at the Household Waste Site in St Phillips Avenue, a facility operated by East Sussex County Council.</p>	
12.0	<p><b>CURRENT COMPOSTING ARRANGEMENTS</b></p>	
12.1	<p>Composting involves the decomposition of organic or biodegradable wastes into humus or soil conditioner. The need for natural fertilisers such as peat will be reduced if more waste can be recovered in this way. So far, the Council has sold over 1,100 subsidised composting bins in partnership with Blackwall Limited and supports such community composting initiatives as the Stirling Court Community Allotment Project.</p>	



12.2	The Council composts green waste from its grounds maintenance, including selected leaf material, herbaceous shrub and hedge material, and spent peat. This material is composted at a site within the Borough to provide mulch and organic matter for use as part of routine grounds maintenance subject to budgetary constraints. The Council also collects and chips Christmas trees. The resultant chippings are mixed with those from deciduous trees and re-used on Council owned parks and gardens.	
12.3	On certain selected days in the Summer the Council opens up its wood chip composting site in Hampden Park for residents to help themselves under Council supervision to the wood chip built up by the Council's maintenance contractors.	
13.0	<b>CURRENT ENERGY FROM WASTE ARRANGEMENTS</b>	
13.1	The Council works in partnership with its Waste Disposal Authority (WDA) East Sussex County Council which directs 75,000 tonnes per annum of household waste to a Waste Derived Fuel (WDF) plant at Pebsham near Hastings. Waste Derived Fuel involves the removal of non-combustible elements such as metal and glass and the processing of the remaining solid waste into combustible fuel pellets which are burned to produce energy.	
14.0	<b>CURRENT WASTE DISPOSAL TO LAND ARRANGEMENTS</b>	
14.1	The disposal of waste to land is either at a landfill or landraising site. Landfill involves the controlled infilling of an existing void - usually created by mineral extraction - and restoration of the area to a beneficial after-use. Landraising involves the raising of an area of low-lying land by means of the controlled deposition of waste materials. The disposal of waste to land is at the bottom of the waste hierarchy because it produces harmful greenhouse gases, the major cause of global warming, including methane which is both flammable and more damaging to the environment than carbon dioxide.	
14.2	The Borough of Eastbourne produced over 30,0000 tonnes of household waste in the fiscal year 1st April 2001 to 31st March 2002. The majority went to Pebsham Land Raising Site near Hastings. 50% of that was diverted through the WDF pellet plant at Pebsham. The remainder was disposed of to land at Pebsham and Beddingham Landfill Site near Lewes. Both sites are managed by contractors to East Sussex County Council and will only operate until between 2005/2007 when at the current levels of waste arisings they are expected to be full.	

14.3	Finding new landfill or landraising sites is very difficult, whilst the European Landfill Directive requires the UK to reduce the amount of waste going to landfill to 75% of its 1995 figure by 2010 and to 50% by 2013. Guidance issued by the UK Department of the Environment, Transport and the Regions (DETR) sets statutory targets for recycling and composting waste which must be met by 2003/04 and 2005/06. The statutory target for Eastbourne for 2003/04 is 12% and for 2005/06 it is 18%.	
15.0	<b>CURRENT EDUCATION AND AWARENESS ARRANGEMENTS</b>	
15.1	The Council's Recycling Officer assists with school projects, and regularly visits schools to give talks and consult on recycling matters. The Council also supports such local initiatives as the Stirling Court Allotment Project, metal can recycling in schools, mobile phone recycling for charities, and recycling at events like the Eastbourne International Ladies' Tennis Tournament and Children's Conference on the Environment.	
15.2	The Council participates in national campaigns such as "Buy Recycled", "Slim Your Bin", "Clean Air", and "Real Nappy" promotions, and offered free wood chippings to residents during Environment Week in the Summer of 2002. In 2002 the sum of these initiatives won the Council a prestigious Green Apple Award for best environmental practice.	
16.0	<b>BEST VALUE REVIEW</b>	
16.1	<p><b>Residents Survey</b></p> <p>The residents' survey of 2000/01 indicated that although Eastbourne enjoyed one of the cheapest waste collection services in the country the percentage of residents satisfied or very satisfied with the Borough's household waste collection and recycling service (BV 90) was relatively low. The best value review team recommended that the tender document for the new waste contract due to start in April 2003 provided the Council with an opportunity to meet the challenge of balancing increased cost against resident satisfaction and the government's stringent targets for waste recycling.</p>	
17.0	<b>PREVIOUS HEADLINE TARGETS AND THE COUNCIL'S PERFORMANCE</b>	
17.1	National Performance Standards were introduced with the publication of the national Waste Strategy in 2000 which also set the targets for subsequent years.	

17.2	<b>Description</b>	<b>2000/01 Target</b>	<b>2000/01 Outturn</b>	<b>2001/02 Target</b>	<b>2001/02 Outturn</b>	<b>2002/03 Target</b>	<b>2002/03 Outturn</b>
	Kg of household waste per head	307	344	270	331	330	
	Percentage of household waste recycled	7.3%	7.1%	10.0%	7.19%	8.5%	
	Percentage of household waste composted	0	0	0	0	0	
	Cost per household of waste collection	£17.53	£18.14	£19.64	£19.42	£19.21	
18.0	<b>STATUTORY TARGETS FOR 2003/04 AND 2005/06</b>						
18.1	Following publication of Waste Strategy 2000 for England and Wales the Government set statutory performance targets for household waste recycling and composting for 2003/4 and 2005/6 to divert biodegradable waste from disposal to land in order to meet the requirements of the European Landfill Directive. Statutory targets apply to both Waste Collection Authorities and Waste Disposal Authorities, and were published in Best Value Performance Indicators 2001/2002 (December 2000).						
18.2	Standards are based on the recycling rates from returns made by local authorities to the 1998/99 Municipal Waste Survey. The Secretary of State has powers under Section 15 of the Local Government Act 1999 to intervene where authorities fail to deliver best value. The Waste Performance Indicators and targets for Eastbourne are as follows:						
	<b>BV Code</b>	<b>Description</b>	<b>1998/99 Combined recycling &amp; composting rate</b>	<b>2003/04 Combined recycling &amp; composting standard</b>	<b>2005/06 Combined recycling &amp; composting standard</b>		
	BV 82a	Percentage of household waste sent for recycling	6%	12%	18%		

	BV 82b	Percentage of household waste sent for composting					
19.0	<b>NEW WASTE CONTRACT 2003</b>						
19.1	<p>In December 2001 the Council embarked upon a negotiated tender process for the Street Cleansing and Refuse Collection Contract with the objective of implementation on 1 April 2003. Challenged with a potential for increased costs for the provision of these services, the Council chose a negotiated contract route with the intention of securing the most economically viable services whilst also addressing the government requirement for increased recycling activity. It was agreed in August 2002, and ratified by the Council in October 2002, that the that new service should provide:</p> <ul style="list-style-type: none"> <li>a. a borough-wide wheeled bin service for the weekly collection of household waste</li> <li>b. a borough-wide recycling box service for the fortnightly collection of recyclables from households</li> </ul>						
19.2	At the same time as the wheeled bin service and recycling box service is introduced it is anticipated that the collection of "side waste" will be actively discouraged.						
20.0	<b>WASTE COLLECTION</b>						
20.1	Under the Council's new refuse collection contract, following a full evaluation survey, wherever practical, or where an exemption may not be justifiably given, all households within the borough will be provided with a wheeled bin (120/180/240 litre) for weekly curtilage, ie. boundary, collection and a 55 litre recycling box for fortnightly curtilage collection. Where it is impracticable for a wheeled bin and/or recycling box to be located the contractor will agree alternative storage and collection arrangements.						
20.2	The existing back-door collection of household waste service shall continue until the phased introduction of wheeled bins and recycling boxes, which will be introduced over the period June to October 2003, has been completed.						
20.3	<p><b>Side Waste</b></p> <p>Council resolved on Wednesday 13 November 2002 as follows: "That at the same time as the wheeled bin service and recycling box service is introduced the collection of "side waste" is actively discouraged".</p>						

20.4	<p><b>Bulky Waste</b></p> <p>A bulky household waste service will continue to be provided for the collection from households such items as refrigerators, cookers, washing machines, furniture, carpets, pianos, beds, mattresses, large radios, televisions, cycles, waste oils in saleable containers, car batteries etc. in segregated loads. The Council provides this service free of charge to senior citizens. Other residents are referred to contractors. A charge may be made for this service in accordance with the Controlled Waste Regulations Act 1992. The waste contractor will be required to provide a quotation before providing this service and charge the householder requesting the service directly.</p>	
20.5	<p><b>Hazardous Waste</b></p> <p>Hazardous or special waste will be collected from domestic households under the same procedure as the Bulky Waste collection service.</p>	
20.6	<p><b>Commercial Waste</b></p> <p>The Council's waste contractor will offer a Commercial Waste collection and disposal service on request for which a charge will be made. Charges will be agreed between the waste contractor and the person who requests the service. The Council will not be responsible for meeting the cost of this service. Other contractors operating within the Borough may also provide this service.</p>	
20.7	<p><b>Clinical Waste</b></p> <p>The Council will collect clinical waste from households on a weekly basis in strict accordance with the provisions of the Health and Safety at Work Act 1974, all relevant Codes of Practice and all relevant legislation, and will provide for the occupier, at no cost to the occupier, approved "yellow" sacks or sharps containers for storage. Clinical waste from other than domestic households will be treated as commercial waste.</p>	
20.8	<p><b>Garden Waste</b></p> <p>Garden waste will be collected from households only in the prepaid, readily identifiable green waste sacks which are available from the Council on payment of a charge. The Council waste contractor will not be permitted to collect garden waste contained within any other container including a wheeled bin. Although garden waste is presently sent for disposal to land it is foreseen that it may be sent to composting sites in the future.</p>	
21.0	<p><b>WASTE REDUCTION</b></p>	

21.1	<p>The Council has confirmed its commitment to reducing household waste arisings by:</p> <ul style="list-style-type: none"> <li>a. introducing a wheeled bin refuse collection service from domestic households with no side waste collection</li> <li>b. introducing a recycling bin collection service through which paper (newspaper and magazines), separated glass bottles and jars, and mixed cans will be collected from domestic households.</li> </ul>											
22.0	<b>WASTE RE-USE</b>											
22.1	<p>The Council is presently working with Lewes based Furniture Now! to expand their scheme into Eastbourne. This social enterprise project diverts furniture from disposal to land, then repairs and sells on the articles at a reasonable cost to low income families.</p>											
23.0	<b>WASTE RECYCLING</b>											
23.1	<p>The Council is required to meet statutory performance indicators for the collection of household waste and recyclables. Introduction of a curtilage wheeled bin and recycling box collection service along with the control of side waste is done with the intention of enabling the Council to move towards meeting statutory performance targets given in the DETR publication "Guidance on Municipal Waste Management Strategies" (March 2001) and the requirements and principles of "Waste Strategy 2000".</p>											
23.2	<b>Statutory Recycling And Composting Targets</b>											
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Year</td> <td style="width: 15%;">2003/04</td> <td style="width: 15%;">2005/06</td> <td style="width: 15%;">2010</td> <td style="width: 15%;">2015</td> </tr> <tr> <td>Target</td> <td>12%</td> <td>18%</td> <td>30%</td> <td>33%</td> </tr> </table>	Year	2003/04	2005/06	2010	2015	Target	12%	18%	30%	33%	
Year	2003/04	2005/06	2010	2015								
Target	12%	18%	30%	33%								
23.4	<p>The Council anticipates it will achieve a 40% recycling participation rate by 31st March 2004 rising to 60% in subsequent years. The targeted level of recycle for a full year will be 4,750 tonnes but it is anticipated that in the first year it will be 3,000 tonnes due to the staggered phasing in of the curtilage wheeled bin and recycling box service. However this should still enable the Council to achieve its statutory combined recycling and composting target of 12% for 2003/04 in the last quarter of that year.</p>											

23.5	<p><b>Under the terms of the new Refuse Contract to be implemented as from 1st April 2003 the contractor is required to dispose of all recyclate collected on the open market. The Council will, subject to sustainable markets for materials collected, including paper, glass and cans, receive payment of Landfill Credits (ie. payments made to Councils that divert collected waste materials from the household waste stream) from the sale of these commodities for up to 20% of the household waste collected.</b></p>	
23.6	<p><b>Boundary or Curtilage Recycling Collection</b></p> <p>The household recycling box service will collect paper (newspaper, magazines, junk mail and white directories), glass bottles and jars which will be colour separated by the contractor, and mixed cans. The curtilage recycling service will be introduced simultaneously with a curtilage wheeled bin household waste collection service to an agreed phased implementation plan. The frequency of recycling collection will be once fortnightly.</p>	
23.7	<p>Recycling boxes containing significant quantities of materials other than those identified as recyclates may be left unemptied. In such cases the householder will be informed of the reason for non-collection. An additional recycling box may be provided on request.</p>	
23.8	<p><b>Bring Sites</b></p> <p>The Council presently operates 25 bring sites in the Borough and aims to improve that number by 4 per year until comprehensive coverage is complete. The focus will be on the provision of smaller sites.</p>	
23.9	<p><b>Household Waste Site, St Phillips Avenue</b></p> <p>Household waste, garden waste and recyclables including plastic and cardboard, and hazardous materials can continue to be disposed of free of charge at the Household Waste Site in St Phillips Avenue, a facility managed by East Sussex County Council. Access to this site, however, is limited by the opening hours, particularly at weekends.</p>	
24.0	<p><b>COMPOSTING</b></p>	

24.1	Under the Council's new waste contract the collection of green waste for composting in prepaid green sacks, available from the Council, will continue. The contractor will not be permitted to collect garden waste in any other container including a wheeled bin.	
24.2	Ideally, householders should be encouraged to compost their own organic (uncooked) vegetable waste at home. This avoids the need for onwards transporting, processing elsewhere or disposal to land. Home composting is the most sustainable way of dealing with household and garden wastes and should not normally require planning permission.	
24.3	<p><b>Household Waste Site, St Phillips Avenue</b></p> <p>Garden waste can continue to be disposed of free of charge at the Household Waste Site, St Phillips Avenue. This facility is managed by East Sussex County Council.</p>	
25.0	<b>ENERGY FROM WASTE</b>	
25.1	Eastbourne Borough Council is a Waste Collection Authority and works in partnership with its Waste Disposal Authority, East Sussex County Council, which directs 75,000 tonnes per annum of household waste to a Waste Derived Fuel (WDF) plant at Pebsham near Hastings as part of its integrated waste management strategy. East Sussex has identified two further sites suitable for Energy from Waste incineration facilities in line with National Waste Management guidelines set out in Waste Strategy 2000.	
26.0	<b>WASTE DISPOSAL TO LAND</b>	
26.1	The European Landfill directive requires the disposal of biodegradable municipal waste to land to be progressively reduced. In the short term whilst facilities for the recovery of energy from waste are being planned and developed the disposal of waste to land will continue to be required for the majority of waste. In the longer term, disposal to land will still be necessary for the residues from other waste management options and for waste which cannot be treated by other methods. The existing land disposal sites at Pebsham and Beddingham should last until around 2005/07.	



26.2	<p>Developing alternative waste management options to the disposal of waste to land may be construed as critical. In its Waste Local Plan, Second Deposit April 2002, produced in partnership with Brighton and Hove City Council, the County Council reports that at present estimates around 8.7 million cubic metres of landfill void will be required for the period ending 2015. Existing capacity amounts to only some 2.8 million cubic metres. Further limited landraising at Beddingham could provide 0.8 million cubic metres and a mineral void at Ashdown Brickworks claypits near Bexhill may have the potential to provide about 1 million cubic metres provided constraints related to access and existing clay extraction can be overcome, but is anyway unlikely to be available before 2010.</p>	
27.0	<p><b>EDUCATION &amp; AWARENESS</b></p>	
27.1	<p>Public awareness campaigns encourage householders to adopt responsible attitudes towards waste and deal with it in sustainable ways such as waste reduction, waste re-use, waste recycling, or safe disposal if no alternative exists. The DETR's Guidance on Municipal Waste Management Strategies (March 2001) advises local authorities to use public awareness campaigns to achieve statutory waste recycling targets.</p>	
27.2	<p>The 2002 Report to the Cabinet Office, Model Forecasts of Recycling Participation Rates and Material Capture Rates for Possible Future Recycling Scenarios states that convenience is the most useful tool for influencing attitudes to maximise participation in a new recycling service, but that it is also necessary to "ensure that the serviced population is both aware of the scheme and knows how to use it properly. Adequate awareness and procedural information must be given at the outset".</p>	
27.3	<p>Accordingly, the Council will seek to introduce a public awareness campaign concurrent with the introduction of the new curtilage service in order to influence public attitudes to recycling and thus maximise participation in the scheme.</p>	
27.4	<p>The Council will continue to offer its "schools package" of education and practical help to encourage recycling both at school and at home. This initiative encourages the creation of Bring Sites in or near school premises, and aid the introduction of internal recycling facilities such as the provision and correct use of waste paper bins.</p>	
27.5	<p>In anticipation of the survey of household needs planned prior to the introduction of the curtilage wheeled bin and recycling box service, the Council has embarked upon a programme of detailed research into the needs of residents and the most appropriate methods of encouraging waste minimisation and recycling in the home.</p>	

28.0	<b>FUTURE STRATEGY</b>	
28.1	The Council's strategic commitment is to the reduction of household waste arisings, and the maximisation of recyclate collection, in order to minimise the tonnage of waste sent for disposal to land, and to meet the government's statutory performance targets.	
28.2	According to East Sussex County Council figures audited by the District Auditor, during the period 2001/02 Eastbourne Borough Council collected 30,666 tonnes of household waste of which 2,202 tonnes (7.18%) were recycled. Comparison with ESCC 2000/01 statistics of 31,094 tonnes and 1,887 tonnes (6.07%) shows an actual decrease in the tonnage of waste collected and an actual increase in both the tonnage, and percentage, of waste recycled, suggesting Eastbourne may already be moving in the right direction to achieve its target of 12% for 2003/4 with the introduction of the new contract.	
28.3	The projected tonnage of recyclate which will be collected 2003/04 has been estimated at 3,000 tonnes based on national averages and a 40% participation rate, whilst the introduction of the wheeled bin curtilage service has been calculated to produce 29,584 tonnes of household waste in the first year (based upon an average weekly household waste arisings figure of 13kg). The 3,000 tonnes of recyclates must be deducted from the total household waste arisings, giving a recycling percentage of 11.28% suggesting there could be a shortfall of less than 1%.	
28.4	It may be argued that these figures only provide an indication at best, nor do they take into account the recyclables produced by the Council's existing Bring Sites. The DETR report Model Forecasts of Recycling Participation Rates and Material Capture Rates for Possible Future Recycling Scenarios states, however: "it is artificial to consider kerbside recycling and bring recycling separately. Loss or gain in participation in one is often accompanied by a concurrent gain or loss in the other. The same individuals may well participate in both sharing capture between the two systems."	
28.5	A well-planned, closely targeted public awareness campaign is being planned by the Council in partnership with its waste contractor to maximise waste reduction and the rate of participation in the recycling service, with particular emphasis on 2003/04.	
29.0	<b>MONITORING THE SERVICE</b>	

29.1	Close monitoring the service during 2003/04 is recommended. The DETR reports that a lack of monitoring has been a key factor hindering the successful development of past participation rate campaigns. Monitoring will at the least indicate the effectiveness of the Council's campaign in the first twelve months.	
29.2	<p>"Regular performance monitoring is essential, at collection round level for kerbside schemes and for individual recycling banks in bring systems. Performances and problems often tend to be localised and will not be diagnosed unless the monitoring is undertaken at that resolution. Many District Authorities do not do this, only collecting their statistics district wide. Monitoring is also normally restricted to recovered tonnages. Participations are not routinely monitored, nor are the compositions of the recovered material. An adequate regular participation monitoring routine has been implemented cost effectively by some collectors through selecting and concentrating on a small number of marker streets for those analyses. Compositional checks, particularly for contrary material, can support and inform the delivery of corrective feedback."</p> <p>Model Forecasts of Recycling Participation Rates and Material Capture Rates for Possible Future Recycling Scenarios; DETR 2002</p>	
30.0	<b>EXPANDING THE SERVICE</b>	
30.1	Statutory performance targets are more stringent for subsequent years, and the Council may well have to consider expanding the recycling service to increase the tonnage of recyclate in ratio to the total household arisings. The Council has a range of options at its disposal which would help to achieve this, all of which have cost implications. The most straightforward of these would be increasing the frequency of the fortnightly recycling collection into a weekly service, but this might not necessarily produce a significant increase in the tonnage of recyclate collected, unless the range of recyclates collected was increased. The provision of a local Materials Recovery Facility (MRF) would enable the Council to expand its recycling service to include plastics and cardboard, but there would be a capital cost implication. The improvement in outcomes may not be significant enough to warrant investment in an MRF by the Council.	
31.0	<b>GREEN WASTE COMPOSTING</b>	

31.1	<p>Consideration might be given to the introduction of a green waste composting service. Provision is made in the new waste contract for the disposal of some 80,000 sacks of green waste per year, which, based on an estimated 10kg per sack amounts to 800 tonnes, all of which is sent for disposal to land. The introduction of a green waste composting service should then reduce the amount of waste being sent for disposal to land by 800 tonnes and increase the amount of recycle by 800 tonnes.</p>	
31.2	<p>The St Phillips Avenue Household Waste Site, managed by East Sussex County Council, accepted 2,035 tonnes of green household waste for composting during 2001/02. The provision of a curtilage green waste for composting service might well almost double the Council's recycle percentage, taking it close to the 18% required by 2005/06. This would seem to be borne out by the experience of Wealden District Council which collected 5,800 tonnes of organic waste for composting in the period 2000/01 from a total of some 38,000 households. It must be pointed out that the Wealden service includes cardboard and uncooked kitchen waste, but according to their Waste Team the amounts of cardboard and kitchen waste are minimal.</p>	
32.0	<p><b>POSSIBLE PARTNERSHIPS</b></p>	
32.1	<p>For the Council to initiate a unilateral green waste for composting curtilage service would require the Council to enter into partnership with either a farmer or some other individual or organisation with a tract of land sufficient to contain a composting site. Provision of green waste wheeled bins would have to be made, and vehicles purchased. Partnership with a neighbouring authority might be a more suitable option. Certainly, this is the option the government recommends in its Guidance on Municipal Waste Management Strategies 2001.</p>	
33.0	<p><b>PACKAGING</b></p>	
33.1	<p>Waste packaging accounts for a large proportion of total household waste arisings and is presently the only element of the household waste stream subject to producer responsibility regulation. The Producer Responsibility Obligations (Packaging Waste) Regulations 1997 place a series of obligations upon businesses with the aim of recovering and reusing as much packaging as possible. Enterprises that use packaging but cannot recycle much of it trade in Packaging Recovery Notes (PRNs). Supermarkets, for example, buy PRNs from plastics reprocessors. This is because much of the plastics packaging used by supermarkets has no value as reprocessed material.</p>	

33.2	<p>A relatively small number of supermarket sites in the UK have Bring Banks for plastic milk bottles, fabric conditioner bottles and carbonated drinks bottles. Plastics can also be recycled on the backs of other materials in a Materials Recovery Facility (MRF). The most effective way to deal with household packaging, however, is to practice "green procurement" or Waste Reduction. That is buy goods which are not packaged, re-use shopping bags and refuse carrier bags or excessive packaging wherever possible. A number of products such as washing liquid may be purchased in refill packs.</p>	
34.0	<b>OTHER OPTIONS</b>	
34.1	<p>According to Model Forecasts of Recycling Participation Rates and Material Capture Rates for Possible Future Recycling Scenarios various other strategic options are available to promote recycling in the community:</p> <ul style="list-style-type: none"> <li>v Rewards - these can provide a short term boost in recycling levels but those performances are unlikely to be sustained once the incentive is withdrawn</li> <li>v Pledges of commitment - these have produced mixed results, though few interventions of this kind have been tried in the UK</li> <li>v Prompts - these include verbal or written persuasive messages. Success may depend on the credibility of the source; association with a well-known environmentalist or personality can help</li> <li>v Feedback is relatively little utilised in recycling - to be successful it must be given regularly, and should demonstrate a relevant connection to individual behaviour</li> <li>v Goal setting is often linked to feedback - it works for charity collections where the saliency of the goal is easily understood. Group identity can be important for success</li> <li>v Normative influence through the mobilisation of local 'block leaders' works for schemes like the Neighbourhood Watch initiative and may help in areas with a local group identity</li> </ul>	

 Elliott Cairnes

**EBC Environmental Co-ordinator**

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