



Oxfordshire  
**Waste Partnership**

## **Annex B**

### **Waste reduction and reuse plan**

**No time to waste**  
**The Oxfordshire Joint Municipal Waste Management Strategy**

## Introduction

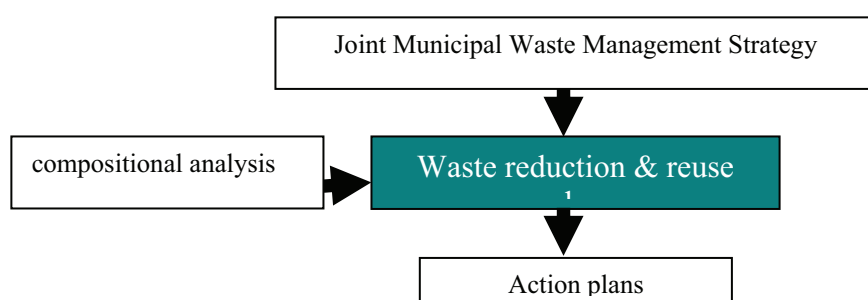
This Waste Reduction and Reuse Plan sets out the Oxfordshire Waste Partnership’s approach for achieving high levels of waste reduction and reuse (WRR) over the next 25 years (2005 – 2030). This plan is part of a much wider Joint Municipal Waste Management Strategy for Oxfordshire, and falls under three key policies of the joint strategy:

Policy 3:	The OWP will help householders and individuals to reduce and manage their wastes through the provision of advice and appropriate services.
Policy 4:	The OWP will encourage the controlled reuse and reclamation of items through the provision of advice and appropriate services.
Policy 5:	In accordance with regional policy, the Oxfordshire Waste Partnership will seek to reduce the growth of municipal waste across the county to 0% per person per annum by 2012.

**Table 1 – Core Strategy policies pertinent to waste reduction and reuse**

This waste reduction and reuse plan is based upon an evaluation of options for waste reduction and reuse and the knowledge and experience of waste management Officers in Oxfordshire.

This initial document outlines 18 high level approaches that the OWP intend to take to tackle waste reduction and reuse head on. Following on from this document, a detailed action plan will be developed, giving objectives and targets for each of the Joint Policy, Communications and Tools approaches. This will be shaped using a compositional analysis of waste to ensure that the OWP are designing reduction and reuse initiatives for the larger volume waste streams.

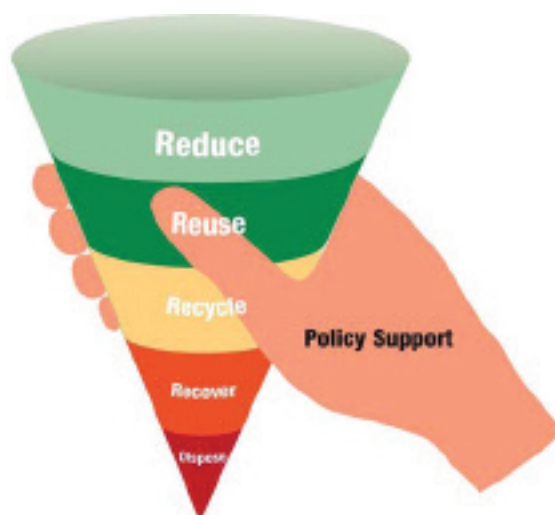


**Figure 1 – Development of waste reduction and reuse plan**

## Background

### Central Government

Central Government strategies state that the hierarchy in Figure 2 should be used to manage waste. This plan sets out how we aim to meet the first two.



*Figure 2 - Waste hierarchy*

### Local Government – Oxfordshire Waste Partnership

The Partnership has a track record for delivering, and a reputation for producing fresh, forward thinking and innovative waste reduction initiatives. Their success has been proven as Oxfordshire has the lowest production of waste per head of all the counties in England. The partnership wishes to continue to deliver ground-breaking initiatives based on the waste hierarchy.

### Vision

This plan has been designed to encompass and embrace future changes in the waste reduction and reuse fields and compliment the Strategy vision:

“We will work in partnership to reduce waste and to maximise reuse, recycling and composting. We will treat residual waste before disposal to recover further value and to minimise the environmental impact of disposal.”

There are three main elements of the plan:

**Joint policies** - To ensure that the OWP manages waste in the most effective way, joint policies across the councils are needed. These policies will give standards that both residents and Oxfordshire's Council's adhere to.

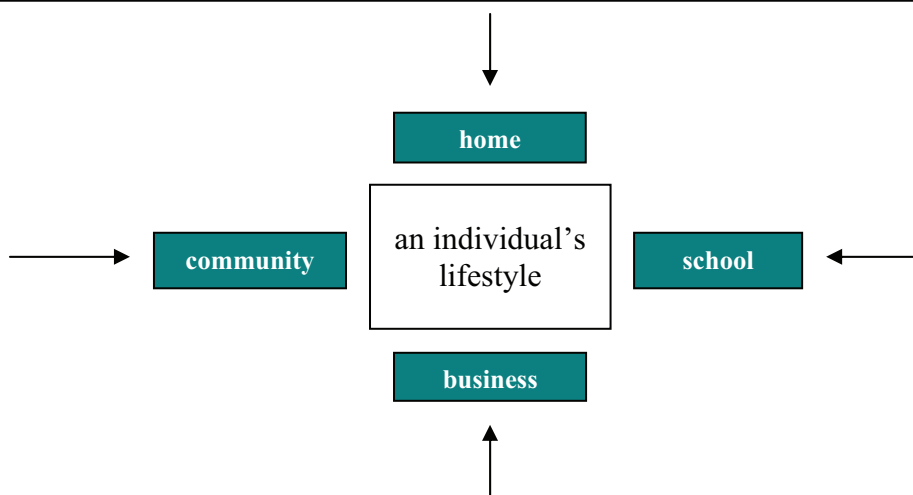
**Communications** - To make waste reduction and reuse as easy as possible, communication, education and awareness raising is vital. This allows us to learn from our customers and convey information in a way which best suits residents needs.

**Tools** - We believe that practicing waste reduction and reuse should be made easy. So, where possible, we provide the tools to get the job done. Such as the household waste reduction pack that has now been requested by over 50,000 residents.

Using these three elements, we aim to be leaders in waste reduction and reuse, developing innovative and life style changing approaches to waste resource management.

### An innovative partnership

In Oxfordshire, we have developed our initiatives by taking a holistic approach to waste reduction and reuse. Our four-pronged method of tackling waste reduction and reuse reaches residents from all angles of their lives and actively encourages a lifestyle change. Figure 3 shows how this works:



*Figure 3 – Oxfordshire's key target areas*

This method has been used in this plan, with new initiatives fitting naturally into one of the four target areas.

## Waste reduction and reuse approaches

Table 2 below sets out 18 key approaches that will be used to deliver waste reduction and reuse initiatives across Oxfordshire.

<b>Joint policy</b>	
Approach 1	Work with external partners on waste reduction/reuse policies and initiatives
Approach 2	Attract funding for waste reduction and reuse initiatives
Approach 3	Develop joint policies for controlling waste and consider the potential for incentives and penalties
Approach 4	Develop a joint policy on trade waste abuse of the household system
Approach 5	Develop an overarching enforcement plan
Approach 6	Resource and develop reuse opportunities
<b>Communications</b>	
Approach 7	Develop and implement a marketing plan
Approach 8	Build an advertising campaign with strong, recognisable branding
Approach 9	Develop and implement an education plan for schools and communities
Approach 10	Initiate a customer feedback system
<b>Tools</b>	
Approach 11	Real nappy promotions
Approach 12	Hazardous waste reduction campaign
Approach 13	Home composting campaign
Approach 14	Savvy shopping campaign
Approach 15	Develop and target the household waste reduction pack
Approach 16	Develop the Community Action Group project
Approach 17	Support the Wild Waste Show and Oxfordshire Schools Sustainability Projects
Approach 18	Further develop and resource trade waste reduction initiatives

**Table 2 – Joint policy, communications and tools approaches to waste reduction and reuse initiatives**

## Joint policy – approach 1

**Work with government bodies, quangos, Parish Councils, NGOs, supermarkets, local businesses, Community Action Groups and other partners to continually develop and improve waste reduction and reuse initiatives.**

Background	The authorities in the Partnership already work with many different organisations. Oxfordshire’s Councils should be working jointly with organisations such as Waste Resources Action Programme (WRAP) and supermarkets to make best use of resources and deliver local projects that affect national strategies.
Planned outcomes	<ul style="list-style-type: none"> <li>• Pioneering initiatives with partners that push local and national best practice, resonating beyond Oxfordshire;</li> <li>• An international/national reputation for developing/encouraging new waste reduction and reuse initiatives;</li> <li>• Where possible be resource efficient by developing other people’s projects as blue-prints to be improved upon and delivered.</li> </ul>

## Joint policy – approach 2

**Have a joint policy to source and ring-fence internal and external funding for waste reduction and reuse initiatives.**

Background	The partnership has previously applied for WRAP funding predominantly for recycling campaigns. Currently money is not ring-fenced for waste reduction and reuse campaigns. Changing this would make it easier to develop and fund a campaigns programme on a countywide basis.
Planned outcomes	<ul style="list-style-type: none"> <li>• Larger number of applications for funding and less dependence on core budgets;</li> <li>• Support for a wider range of waste reduction and reuse projects;</li> <li>• Encourage funders to focus on waste reduction and reuse funds rather than concentrating on funding recycling related projects.</li> </ul>

### Joint policy – approach 3

**Develop joint policies for controlling waste (including alternate weekly collection, and a side-waste ban). Also, consider the potential for incentives and penalties.**

Background	<p>There are a variety of policy tools for reducing waste. Some of these are already in place in some of Oxfordshire’s Authorities, such as alternate weekly collection and side waste bans. These policies are designed to reduce the householder’s capacity for residual waste.</p> <p>There are several incentives and penalties available to encourage waste reduction/reuse and as legislation changes the number of measures available will increase. Some examples of these are limiting bin size and various forms of financial enforcement through both penalties and incentives.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• Reductions in the amount of residual waste householders are willing to put out;</li> <li>• Change of mindset for the householder about residual waste for landfilling;</li> <li>• Joint working on enforcement issues.</li> </ul>

### Joint policy – approach 4

**Develop a joint policy on trade waste abuse of the household system.**

Background	<p>There is an undefined amount of trade waste abuse in the household waste system in Oxfordshire. All Authorities should take a united stance on trade waste abuse and subsequent enforcement.</p> <p>This approach has to be part of a wider waste enforcement and education plan to ensure that Oxfordshire’s business community is aware of its legal Duty of Care and the potential fines.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• A policy which is enforced countywide;</li> <li>• Reductions in the amount of trade waste in the household waste stream both at the kerbside and at Waste Recycling Centres;</li> <li>• Increased awareness of Duty of Care legislation;</li> <li>• Decreases in fly-tipping;</li> <li>• Increases in the number of businesses that manage their waste within the waste hierarchy.</li> </ul>

## Joint policy – approach 5

### Develop an overarching joint enforcement plan

Background	Some of Oxfordshire’s Authorities have their own policies on enforcement. However, the partnership will benefit from an overarching countywide enforcement plan that takes into consideration communication, the range of differing services provided, public opinion and problem areas for waste management.
Planned outcomes	<ul style="list-style-type: none"> <li>• Countywide clarity about, and action upon enforcement;</li> <li>• Pooled resources to achieve more successful operations;</li> <li>• Prevention of trade waste abuse and fly-tipping.</li> </ul>

## Joint policy – approach 6

### Resource and develop reuse opportunities

Background	<p>Oxfordshire Authorities already support a number of small scale reuse initiatives, from Community Action Group SwapShops to furniture reuse projects. This approach works well, but could be resourced on a much larger scale, offering long-term support to external organisations through reuse contracts.</p> <p>This approach could be applied to household, school, business and community waste.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• Reductions in the amount of reusable items being sent to landfill;</li> <li>• Investigate the potential for contracts with appropriate groups such as The Oxford Cycle Workshop;</li> <li>• Promotion of a holistic approach to the 3Rs (reduce, reuse and recycle), by placing greater emphasis on reuse rather than recycling;</li> <li>• Ability to network with charity shops and convey one countywide message on where to take items for reuse.</li> </ul>

## Communications – approach 7

### Develop and implement a marketing plan

Background	<p>Oxfordshire’s Authorities have the opportunity to further the work of the Partnership by creating a joint marketing plan. This would enable the OWP to pool resources and make a greater impact with local, trade, national and international press.</p> <p>The marketing plan will be flexible enough to account for the individual work that each Authority does, yet ensure that joint publicity and education campaigns are delivered giving value for money.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• Joint approach to branding, giving residents one clear message;</li> <li>• An annual programme of events and press releases, linking to national campaigns such as compost awareness week;</li> <li>• Investigate the potential for a joint website and joint public enquiry phone number.</li> </ul>

## Communications – approach 8

### Build an advertising campaign with strong, recognisable branding

Background	<p>Oxfordshire County Council has run a generic advertising campaign using taxis, radio, newspapers and buses as media spaces.</p> <p>Building a joint advertising campaign will ensure that it reaches all corners of the county, reflects local services and reinforces a joint brand.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• Wider campaign coverage, taking on a local context ‘reduce for Bicester’ or ‘reuse for Faringdon’;</li> <li>• Develop the existing advertising branding to convey a more sophisticated message;</li> <li>• Investigate the use of new types of media such as lamp-post advertising in the city and towns;</li> <li>• Link all branding back to the national waste campaign produced by WRAP;</li> <li>• Increased understanding and recognition of the brand by residents, leading to action.</li> </ul>

## Communications – approach 9

### Develop and implement an education plan

Background	<p>Through the Wild Waste Show Project and the School Sustainability Project, Oxfordshire’s younger generations are becoming waste aware. Schools actively use waste issues as part of the curriculum.</p> <p>Increasingly, national environmental and health initiatives are applied through schools. Though there are some links to these projects, they could be expanded upon. An integrated education plan for Oxfordshire’s schools and communities would make best use of the limited resource, and develop local and national partnership working.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• Create a waste education pack for nurseries, schools, and brownies/cubs etc.;</li> <li>• Encourage more schools to work towards the Eco-School ‘Green Flag’ status.</li> </ul>

## Communications – approach 10

### Implement a customer feedback system allowing residents to contribute to joint policy, communications and tools.

Background	<p>Each Council has a separate customer feedback mechanism. However, there is currently no approach to gaining feedback on joint initiatives.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• Initiate different means of gaining customer views at the brainstorming and implementation stage of projects;</li> <li>• Have a consistent method to pass resident’s views up to councillors;</li> <li>• Create a web based feedback system for customer ideas and comments;</li> <li>• Investigate developing a joint complaints, compliments and comments system for waste related issues in Oxfordshire.</li> </ul>

## Tools – approach 11

### Real nappy promotions

Background	<p>The OWP seeks to promote the benefits of using washable nappies rather than conveying the negative impacts of disposable nappies.</p> <p>The existing Real Nappy Campaign is based on providing parents with an education pack. Support is also given to Real Nappy Reps as they provide education sessions at Nappuccino events and ante-natal classes etc.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• Support the use of real nappies in maternity wards;</li> <li>• Increase number of parents using real nappies on their children;</li> <li>• Decrease amount of waste entering the residual waste stream;</li> <li>• Ensure the campaign is pitched at the right level and delivering its objectives within the value for money framework.</li> </ul>

## Tools – approach 12

### Hazardous household waste reduction campaign

Background	<p>A large amount of hazardous waste is disposed of at the Waste Recycling Centres. Paint, household and garden chemicals, that cost very little to buy, often go unused, and cost a great deal of money to dispose of properly.</p> <p>Though 95% of the household hazardous waste collected in the county is recycled, most of it is not needed in the first place.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• Create a leaflet on hazardous waste reduction for general distribution;</li> <li>• Work with retailers to provide point of sale information on hazardous waste reduction and safe disposal;</li> <li>• Decrease the amount of hazardous waste entering the residual waste stream;</li> <li>• Encourage the usage of reusable goods and natural alternatives in place of hazardous items.</li> </ul>

## Tools – approach 13

### Home composting campaign

Background	<p>Oxfordshire Authorities have run a joint home composting scheme since 2000. Composters have been sold at a subsidised rate through various schemes and promotions.</p> <p>The scheme has been well received and there is now scope to develop communication initiatives to reach residents who have been unwilling or unable to use the previous schemes.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• Research and develop a scheme marketing home composters to households not yet composting;</li> <li>• Develop a scheme for residents in flats, houses without gardens and student houses using an indoor composting system;</li> <li>• Educate residents on how to compost effectively.</li> </ul>

## Tools – approach 14

### Savvy shopping campaign

Background	<p>Oxfordshire Authorities have the opportunity to change householder's shopping habits. The waste reduction pack contains some tips on how to shop smartly, but more could be done.</p> <p>Supermarket packaging waste is becoming an increasing area of concern to residents. A comprehensive savvy shopping campaign would build upon the waste reduction pack and reusable bag to create habit and lifestyle changing behaviours in our residents.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• A cohesive Oxfordshire wide campaign with in-store reminders;</li> <li>• Educational tools to help residents be savvy shoppers;</li> <li>• In-home reminders such as fridge magnets;</li> <li>• Encourage shoppers not to buy over packaged goods.</li> </ul>

## Tools – approach 15

### Develop and target the household waste reduction pack

Background	<p>The current household waste reduction pack has been available since 2002. The pack has successfully reached a core group of people ranging from those interested in the environment to those simply wanting to reduce their junk mail.</p> <p>By re-developing and targeting waste reduction packs, they can be designed for specific segments of the population, attracting their interest and suiting their individual needs.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• Several new packs, targeted at specific segments of the population;</li> <li>• Create a waste reduction tool kit that is useful and attractive to all types of resident;</li> <li>• Develop the content of the waste reduction packs;</li> <li>• Encourage residents to work towards making waste reduction a positive lifestyle change and ‘the norm’.</li> </ul>

## Tools – approach 16

### Develop the Community Action Group project

Background	<p>The Community Action Group (CAG) project began in 2001 to encourage people in communities to come together and take action on waste issues.</p> <p>At present, Community Action Groups undertake junk swap days, green shredding events and trade waste management surveys, amongst many other projects.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• Use CAGs to promote the waste reduction and reuse tools developed by the Oxfordshire Waste Partnership;</li> <li>• Work with Housing Associations to encourage the formation of CAGs and communicate the 3Rs to a different audience;</li> <li>• Encourage Youth CAGs to form, bringing energy to the project and sustainability of the groups;</li> <li>• Work with Oxfordshire’s business community to ensure that they are undertaking sound waste management practice.</li> </ul>

## Tools – approach 17

### Support the Wild Waste Show (WWS) project and Oxfordshire Schools Sustainability Project (OSSP)

Background	<p>The WWS Project delivers fun and imaginative waste education to Oxfordshire’s younger residents. The OSSP works at a strategic level with schools to develop their approach to waste and sustainability.</p> <p>The two projects compliment each other and help to ensure the viability of sustainable development within Oxfordshire’s educational establishments. By encouraging younger generations to think about waste as a resource, they will hopefully produce less waste in their adult lives.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• WWS and District Councils work in partnership to develop a programme of events across each District, covering schools and community education;</li> <li>• Apply waste reduction and reuse initiatives in schools through OSSP, e.g. composting, waste exchanges and Youth Community Action Groups.</li> </ul>

## Tools – approach 18

### Further develop and resource trade waste reduction initiatives

Background	<p>Of Oxfordshire’s businesses, 96% are classified as Small and Medium Sized (SME). All businesses have a duty to ensure their waste is disposed of responsibly.</p> <p>Oxfordshire recognises the benefits of engaging with it’s business community, to help businesses regardless of size or sector to reduce waste. In turn, this reinforces the waste reduction message amongst Oxfordshire’s residents.</p>
Planned outcomes	<ul style="list-style-type: none"> <li>• To hold waste reduction workshops providing practical advice on how businesses can reduce waste;</li> <li>• Distribute the commercial waste reduction pack to the business community;</li> <li>• Support the development of centralised trade waste recycling and trade waste recycling collection services;</li> <li>• Raise awareness amongst the business community of the financial and environmental benefits of waste reduction and reuse.</li> </ul>

## Conclusion

This plan outlines the approaches that form the basis of future waste reduction and reuse initiatives in Oxfordshire. A compositional analysis of household waste will be used to ascertain the biggest elements of the current residual waste stream. The results of this will be used to:

- Strengthen and target the approaches (for specific materials);
- Develop targets for a waste reduction and reuse action plan.

Waste reduction and reuse initiatives are a large part of the OWP Action Plan (**Annex A**), but in order to ensure that all the approaches are continually funded and developed there is need for a specific waste reduction and reuse action plan to be developed. This will ensure that households, schools, businesses and communities are targeted. The waste reduction and reuse action plan will sit below the joint OWP action plan and will be led by Oxfordshire County Council and jointly delivered through the OWP.