



Norfolk Waste Partnership

Annual Report 2021 / 22



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Foreword



Foreword - Cllr Nigel Lloyd, Chair of the Norfolk Waste Partnership

Firstly, I would like to record thanks from the Norfolk Waste Partnership and myself to Councillor Andy Grant for chairing the Partnership over several challenging years. I have been a member of the Partnership Board since 2019 and am proud to have been asked to Chair this important partnership of Norfolk's District, City, County and Borough Councils.

The past few years have been heavily influenced by Covid-19 and our response to it. Looking forward, the Partnership will shift its focus toward enhancements in our overall environmental performance. COP 26 acted as a wake-up call to the world; we all need to do our bit towards lowering the carbon footprint of our activities. If we all make small changes in our lifestyles and business practices, it becomes significant, and the Partnership will continue to play its own part in reducing the impact of dealing with your waste and recycling. In relation to this, Norfolk Councils have been reviewing their collection services which has led to the introduction in some areas of fully electric vehicles a continued shift to more efficient vehicles, and the use of plant-based fuels, all combined with refinements to collection routes to make them more cost and environmentally effective. Our strong focus on waste reduction and reuse will continue, including through collaborations with

organisations that work towards reducing waste, or repurposing or recycling waste items such as Freegle and Podback which have prevented large amounts of materials entering the waste disposal streams.

The waste composition analysis data included within this document show improvement in many areas but also show that there remains much to do. Overall levels of waste and recycling increased in recent years, and to help address this we will provide advice and support to residents and businesses to help them reduce their waste, increase the amount they recycle, and to reduce the amount of contamination in their recycling. As dealing with the wrong things that end up in recycling is costly to deal with and can be addressed by ensuring that all items for disposal go into the correct coloured bins.

By improving what we all do everyone can contribute to a more sustainable future for our children and grandchildren, by taking simple steps to minimise their waste and by recycling waste responsibly. Thank you for playing your part and for making the difference that you do.

The Norfolk Waste Partnership

The Norfolk Waste Partnership is made up of the eight local authorities in Norfolk working together on waste management services, these are:

Borough Council of King's Lynn and West Norfolk, Breckland Council, Broadland District Council, Great Yarmouth Borough Council, Norfolk County Council, North Norfolk District Council, Norwich City Council, South Norfolk Council.

In Norfolk, we collected **63,997.50** tonnes of waste last year from **432,660** households.

We have 20 recycling centres and 15 reuse shops.

The Norfolk Waste Partnership works to reduce the amount of waste generated by households. We support residents to reduce their waste through education, introducing reuse initiatives and in some areas expanding our service to offer kerbside textile, WEE and battery collections. This year we have a further 2 reuse shops at our recycling centres across the county, diverting items from disposal to reuse. At the Norfolk Waste Partnership, we understand the importance of collaboration. This is why we are

working with organisations such as Freegle and Podback, to offer the residents of Norfolk more opportunities of repair, reuse and recycling within the county.

If you have any questions or would like further information about the Norfolk Waste Partnership, please contact Heidi Beaumont-Preston Marketing and Communications Officer at heidi.beaumont-preston@great-yarmouth.gov.uk or Taymer Mason, Development Officer at taymer.mason@great-yarmouth.gov.uk who will be happy to help you with your queries.

2020/21

An overview



of all cardboard found in general waste could be recycled.

Waste Composition Analysis.

This year Councils across Norfolk together carried out a waste composition analysis. Samples of general rubbish and recycling were taken and audited. Samples were taken across a four-week period in October 2021 and again in March 2022. From the results, we can understand what residents are throwing away, what rubbish is ending up in recycling bins and the items which can be recycled but are being thrown away as general rubbish. The findings will help us support residents to reduce their waste and recycle correctly.



Across Norfolk **25%-30%** of all plastics found in the rubbish bin could go in your recycling bin.

What's in Norfolk's rubbish bins

Results from 2021/22*
36% of the contents of general waste across Norfolk was organic catering, this is the food waste and liquids put into bins. **48%** of this was package food. Such as leftover hummus, uneaten ham or surplus bread.



In some areas of Norfolk **99%** of glass found in general waste could be recycled in your recycling bin. **56%** of glass in general waste across Norfolk was glass bottles.

What's in Norfolk's recycling bins

Results from 2021/22*



What is contamination?

Contamination is all the items which can't be recycled but are found in recycling bins.

Contained liquids made up 5% of contamination within recycling. This means, though a plastic bottle can be recycled. It must be empty and clean. Liquids can spoil all recycling around it.



8%

of contamination
in recycling was
textiles.



2%

of what was found in a
recycling bin was general
waste, this included nappies,
ceramics and electricals.



9%

of contamination found in
recycling bins was food
waste.



Changes to the Waste Landscape

In 2022 Government gave us more detail about its future plans for funding the services we provide for dealing with all the packaging in the recycling and waste we collect, which is to make producers pay for this, an approach which is currently expected to start in 2024.

Alongside this we're awaiting more detail on how Government wants to make recycling services across the country consistent, but from the early indications of what might be required we know that the Partnership's Councils are all well ahead of these plans with the recyclables they collect already (ie the plastics, glass, cans, paper and card), but that at some point in coming years food waste collections will be required in all areas.

A lot of focus in recent years has been given to a Government proposal to introduce a deposit return scheme for containers, and helpfully this year Government clarified that any such scheme would be for a large range of bottles and cans but that it wouldn't include glass, which would be an approach that would fit well with the services the Partnership's Councils already provide.

The Partnership continues to be involved in national policy development and lobbying for change, for example by working with Councils and Partnerships across the country to lobby the Sentencing Council for greater penalties in relation to fly-tipping, so that Councils could take even stronger action on their combined agenda to drive out this crime from our countryside and communities. Government also consulted on issues around how recycling centre services are provided, for example exploring issues about what can be charged for and whether booking systems are a good thing. We now await a Government response to that consultation, and further information about the other wider changes Government wants to introduce in relation to its waste policy agenda, so that the Partnership's Councils can continue to refine and step change services in the right direction.

Individual Council Projects

Christmas 2021

The NWP Christmas 'Scrunch it' campaign had a new look for 2021. The campaign included a video demonstrating the 'Scrunch Test' and how residents know which wrapping paper goes into which bin at Christmas. The campaign ran across social media, in print including a full-page editorial and 8 waste-related pages on the Norfolk Recycles Website. This main messaging was joined by information on waste-free alternatives, a reduced waste gift guide and how to dispose of the waste we see more over the festive period.



Recycle Right

Contamination is an ongoing issue and as such Recycle Right has been a rolling campaign. This year we refreshed the campaign with insight from the waste composition analysis. In past years this campaign has been very much online, due to the pandemic making events unsafe. But this year we have taken Recycle Right across the county, educating residents of Norfolk to help them put the right thing in the right bin. Through events such as local fetes and attending the Royal Norfolk Show, to talks and visiting member groups.

We have continued to support this campaign online, through our social media channels. The online campaign has used a theme of 'Thank you for recycling' and 'oops that's not quite right.' We understand the confusion around recycling and hope through this gentle approach we can work with residents to put the right thing in the right bin.



Broadland District Council launches kerbside WEEE, textiles and batteries service to all households.

From April 2022 all resident in Broadland can recycle their small electricals, batteries and textiles at the kerbside. So far, the council has collected over 41 tonnes of materials since April.

Great Yarmouth Borough Council works with Keep Britain Tidy to tackle Contamination.

Great Yarmouth Borough Council was chosen by Keep Britain Tidy to trial a new approach to address contamination within recycling. Working with the team from our Material Sorting Facility, who sort our recycling by hand. The trial aims to use their experiences to highlight to residents the impact when the wrong thing goes into the wrong bin. Results from the trial will be available later in the year. The findings will also inform future contamination projects which are planned across the borough, starting later in the year.

North Norfolk District Council install BBQ disposal bins.

North Norfolk district Council have installed ten BBQ disposal bins at their Blue Flag beaches and around the district. These bins are made from galvanised steel and provide a safe way to dispose of takeaway BBQs, reducing the risk of fire and to safely contain hot ash.

Breckland Council supports residents to recycle right.

Breckland Council has been working with the local community in an area of Thetford to help them correctly dispose of their waste. This has included working with local school children with litter picking the local area, installing more litter bins and a new textile bank while also educating residents on how to dispose of their waste to reduce fly-tipping.

Norwich City Council - Reducing contamination in our neighbourhoods

Norwich City Council along with Biffa are in the process of changing over 60+ bin lids on communal recycling bins to 'reverse lids' in the Heathgate area of Norwich. These lids have the aperture on the front as normal but the bracket for the bin is also on the front making it more difficult for them to be forced open. Previously the standard aperture lids on communal recycling bins were frequently forced open resulting in mass contamination of bins. Hackney Borough Council have used these and it has shown there to be a 4% reduction in contamination since they have been in place.



BBQ disposal bins in North Norfolk