

Meeting of:	Cabinet
Date of Meeting:	Thursday, 19 January 2023
Relevant Scrutiny Committee:	Environment and Regeneration
Report Title:	Recycling and Waste Management Strategy (2022-2032)
Purpose of Report:	To seek authority to approve the new Recycling and Waste Management Strategy (2022-2032)
Report Owner:	Cabinet Member for Neighbourhood and Building Services
Responsible Officer:	Miles Punter – Director of Environment and Housing
Elected Member and Officer Consultation:	<p>Cabinet Member for Neighbourhood and Building Services</p> <p>Operational Manager – Accountancy</p> <p>Principal Accountant</p> <p>Director of Corporate Resources</p> <p>Equalities Coordinator – Performance and Development Services</p> <p>Legal Services (Committee Reports)</p>
Policy Framework:	This Report is a matter for Executive decision by Cabinet
<p>Executive Summary:</p> <ul style="list-style-type: none"> • The Council has adopted the Welsh Government ‘Collections Blueprint’, which requires domestic recycling to be separated in preparation for kerbside collection and is at an advanced stage of rolling this service out across the Vale of Glamorgan. • The ‘Collections Blueprint’, along with other measures to enhance the Council's recycling service, ensuring compliance to current Welsh Government (WG) guidance and waste related legislation has been successfully introduced in the rural Vale and Barry. • The rollout to Penarth and surrounding areas will take place on 17th April, 2023 after the Resource Recovery Facility is fully operational. • This Report seeks authority to approve the new draft 10-year ‘Recycling and Waste Management Strategy’ that formalises this service delivery along with other measures to ensure the Council meets its environmental ambitions and Statutory Recycling targets. This is a key contributing action to the Council’s decarbonisation programme, Project Zero. • The Strategy has been subject to a 12-week public consultation, and a Management Action Plan has been created to integrate those comments into the Strategy. 	

- The report notes the intention to enhance the existing kerbside recycling service adding on small electrical items such as kettles, hair dryers and batteries.
- The Report also provides an update in respect of waste infrastructure namely construction of the Resource Recovery Facility, the reuse shop, fleet parking in Barry and the proposed replacement Household Waste Recycling Centre (HWRC) at Llandow.

Recommendations

1. That Cabinet note the public consultation report (Appendix A refers) in relation to the draft Recycling and Waste Management Strategy (2022-2032).
2. That Cabinet note the Management Action Plan contained within Appendix A, created in response to the comments received ensuring that these are considered and integrated into the Strategy.
3. That the draft Recycling and Waste Management Strategy (2022-2032) be amended to reflect Cabinet's decision, in relation to the Waste Service Changes and Savings Report, considered earlier on this Agenda.
4. That Cabinet note the progress on new and ongoing infrastructure namely the Resource Recovery Facility construction update, the new reuse shop, the proposed fleet parking, and the replacement HWRC at Llandow.
5. That Cabinet refers this Report to the Environment and Regeneration Scrutiny Committee for their consideration.
6. That the draft Recycling and Waste Management Strategy (2022–2032) be approved if there are no strategic amendments recommended by the Environment and Regeneration Scrutiny Committee for Cabinet to consider.

Reasons for Recommendations

1. To ensure the Council considers the views of the public in relation to the draft Recycling and Waste Management Strategy (2022-2032).
2. To ensure comments raised by members of the public are considered and integrated into the Strategy.
3. To ensure that waste services are provided within budget and that service efficiencies and budget challenges are met.
4. To inform Cabinet on infrastructure progress and service developments.
5. To provide the Environmental and Regeneration Scrutiny Committee with an opportunity to consider the results of the public consultation.
6. To ensure the Council has a defined consulted on strategic plan to achieve its statutory recycling targets, its environmental ambitions and complies with current waste legislation.

1. Background

- 1.1 Cabinet on 6th July, 2011 (minute no. C1367) revised the Council's Municipal Waste Management Strategy (MWMS) to reflect the changes in service delivery that were considered necessary at the time to meet Welsh Government (WG) recycling targets.

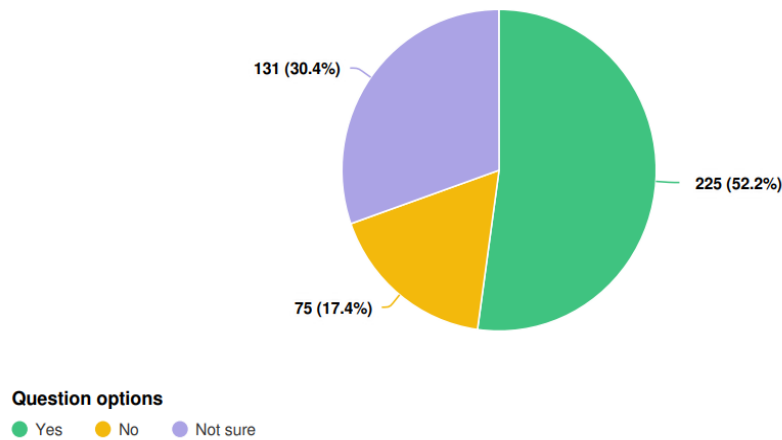
- 1.2** The 2011 review changed from collecting dry recycling source separated to being collected co-mingled. This was to ensure the Council met statutory recycling targets (SRTs) of 52% by 2012/13, 58% by 2016/16 and towards 64% by 2019/20.
- 1.3** Subsequent changes to the European Union (EU) Waste Framework Directive (WFD) which provides the legislative framework for the collection, transport, recovery and disposal of waste, changed UK legislation through the Waste (England and Wales) (Amendment) Regulations 2012 which were laid before Parliament and WG on 19th July, 2012 and came into force on 1st October, 2012.
- 1.4** The amended regulations relate to the separate collection of waste. From 1st January, 2015, waste collection authorities had to collect waste paper, metal, plastic and glass separately. It imposed a duty on waste collection authorities from that date, when making arrangements for the collection of such waste to ensure that those arrangements are by way of separate collection.
- 1.5** As a result of the changes to the WFD and changes to UK legislation, Cabinet on 23rd February, 2015 (minute no. C2660) agreed to carry out a recycling collection assessment to determine whether the existing kerbside collection arrangements were compliant to current legislation.
- 1.6** Cabinet on 19th February, 2018 (minute no. C235 refers) considered the outcome of the work undertaken by Waste Resource Action Programme (WRAP) who independently carried out the various assessments.
- 1.7** Cabinet on 2nd July, 2018 (minute no. C356 refers) approved the full implementation of the `collections blueprint` namely a source separated recycling collection service as the future Strategy for the collection of recyclables. Such a service is most likely to achieve SRT's and be the most sustainable, with the lowest carbon impact.
- 1.8** Council on 26th July, 2021 (minute no. C296 refers) approved the Council's Project Zero Challenge Plan. The Plan sets out the response to the declaration of a climate emergency made by Council in 2019 and details the challenges and steps the organisation will take to become net zero by 2030.
- 1.9** Within the Project Zero Challenge Plan there is a specific challenge to "Reduce waste and put in place the necessary facilities, services and awareness raising for a more circular economy with a strong emphasis on reuse, repair and recycling". The adoption of a Waste Strategy is a key step for the Council in meeting this challenge.
- 1.10** Cabinet on 28th March, 2022 (Minute no C894 refers) agreed the draft Recycling and Waste Management Strategy (2022-2032) in principle, subject to the outcome of the public consultation undertaken late summer.
- 1.11** Environment and Regeneration Scrutiny Committee on 12th April, 2022 (Minute no 1038 refers) agreed to support the draft 10-year Recycling and Waste Management Strategy (2022-2032), subject to that consultation.

2. Key Issues for Consideration

- 2.1** The draft Recycling and Waste Management Strategy (Appendix A) sets out a plan to ensure the Council achieves future SRT's, sustainable markets for recycling materials that best achieves the ambitions of a circular economy for Wales, and a service that considers the impact on our environment which is sustainable and minimises our carbon footprint.
- 2.2** The proposed draft Strategy considers our actions in the form of a 10-year plan (2022-2032) and aligns with WG priorities for recycling and waste which are:
- Provision of kerbside collection services that reduce residual waste arisings, collect high levels of clean recyclables and are at lowest overall financial cost.
 - Collection services that are delivered in a way that helps elicit the desired behavioural changes amongst householders whilst at the same time providing convenience.
 - Provision of kerbside collection services that can provide source segregated food wastes to anaerobic digestion facilities that produce renewable energy and soil fertilizer.
 - Provision of well signed, equipped, and staffed Household Waste Recycling Centres that enable as many people as possible to access facilities for recycling as wide a range of materials as possible.
 - Additionally, it now considers the feedback from our residents as part of the 12-week public consultation held late summer 2022 and an action plan to address the valued comments raised during the exercise.
- 2.3** The draft Strategy ensures the Council aligns its targets with the ambitions set out in the National Strategy to achieve a 27% reduction in the amount of waste produced across all sectors and that 70% of waste produced will be recycled. Of the remaining 30% a maximum of 5% will be permitted to landfill with the remaining amount to Energy from Waste.
- 2.4** A consultation on the draft Recycling and Waste Management Strategy (2022-2032) was held between 23rd August, 2022 until 23rd November, 2022.
- 2.5** The consultation report detailing the comments received in relation to the draft Recycling and Waste Management Strategy (2022-2032) is attached (Appendix B).
- 2.6** From the consultation process, 431 residents responded to the survey hosted through the Council's new engagement tool, Participate Vale.
- 2.7** The consultation was promoted using social media as well as via email to its citizens panel of approximately 5,000 residents. This represents a 12% response rate.
- 2.8** Overall, 52% of respondents agreed with the action points set out within The Strategy, as highlighted in figure 1 below.

Figure 1.

Q1 Do you agree with the action points set out in the Draft Strategy?



2.9 Only 17.4% of residents did not agree with the Strategy and 30.4% remained undecided indicating a generally positive overall response.

2.10 There were a total 246 comments submitted and several key themes identified which have been summarised as below.

Theme 1: length and complexity of the strategy

2.11 There were several comments criticising the length and complexity of the draft Strategy, suggesting that an executive summary with clear action points should have been produced.

Theme 2: Proposed replacement Household Waste Recycling Centre at Llandow.

2.12 There was support for the proposed replacement Household Waste Recycling Centre at Llandow due to the existing sites size and accessibility issues. Although, there were some concerns expressed, relating to alternative locations and the potential for longer journeys outside of the existing area, resulting in increased emissions.

Theme 3: Understanding the Recycling Blueprint

2.13 There were comments relating to the coloured recycling bags and residual concerns over which material goes into which bag.

Theme 4: Recycling additional materials

2.14 There were many comments from residents relating to the ability to recycle additional material types at the kerbside. This included textiles, batteries, soft plastics, nappies, and small electrical items.

Theme 5: Wheelie Bins

- 2.15** There were comments submitted in relation to the use of wheeled bins to contain waste and prevent spillages created from birds/vermin.

Theme 6: Enforcement Action

- 2.16** There were several comments made in relation to the need to take enforcement action against residents that do not recycle.

Theme 7: The Waste Hierarchy

- 2.17** Several comments made were in relation to how material is produced in the first place, suggesting packaging, and buying habits lead to additional waste.

Theme 8: End Destinations

- 2.18** There were comments suggesting that the Council needs to provide more information where recycling and waste is recycled/treated and disposed.
- 2.19** To reflect the main core themes generated from the public consultation a Management Action Plan has been produced and is included within the Consultation Report to ensure these comments are considered and integrated within the Strategic or addressed in the form of other actions.
- 2.20** In addition, to considering and including the comments relating to the public consultation, the Strategic Action Plan has been updated to reflect any service changes over the past year.
- 2.21** Once the Strategy is approved, it will be updated annually and reported to Cabinet and scrutinised by the Environmental and Regeneration Scrutiny Committee every financial year.

INFRASTRUCTURE UPDATE

- 2.22** The Cabinet Report of 28th March, 2022 identified the necessary infrastructure that provides contingency and resilience for the completion of the Phase 3 Recycling and Waste changes. These are the introduction of source separated recycling collections to Penarth and surrounding areas, flats and apartments and to commercial customers. Additionally, the longer-term plan included the development of fleet parking and a replacement Household Waste Recycling Centre (HWRC) site at Llandow.
- 2.23** Since the Report of 28th March, 2022, the Council received a further £2.6m grant funding from Welsh Government to complete phase 2 of the new Resource Recovery Facility (RRF) on Atlantic Trading Estate. Phase 2 allowed for the bulking of Green and Residual Waste at the RRF which will enable more efficient use of the collection vehicles.
- 2.24** The additional grant is extremely positive, as this will avoid additional revenue costs and provide productivity gains negating the need for travelling time

between Council locations namely the RRF and the Alps Depot and also the Councils' Energy from Waste (Viridor EfW) facility for the treatment of black bags, and the Open Windrow Composting (OWC) facility on Lamby Way, Cardiff where green waste is treated and composted.

- 2.25** There will be an efficiency saving not only for recycling and waste collections but also for the Council's street cleansing teams that will have to travel back and forth to Cardiff due to the recent closure of Court Road Depot. These will have a positive environmental impact, as well as enhancing local environmental quality standards giving additional time associated with street cleansing activities, with carbon benefits.
- 2.26** The RRF site will initially act as a Waste Transfer Station (WTS) for residual and green waste before being transported onto their respective end destinations and accept dry recycling collected in Barry.
- 2.27** From April 2023, after commissioning all the equipment and operating for a reasonable period, the site will be ready to receive greater quantities effectively meaning that Penarth and surrounding areas can change to source separated recycling collections and thereafter flats and apartments and gradually all commercial collections.
- 2.28** It is therefore proposed to introduce source separated recycling collections to Penarth and surrounding areas on 17th April, 2023, so effectively after the Easter holidays but before the May bank holiday giving 2 full weeks of uninterrupted service.
- 2.29** The WTS at Cowbridge will be retained as reported in the Cabinet Report of 28th March, 2023 but this facility will be reviewed before commencing the financial year 2024/25 so effectively giving the main RRF site 12-months to receive new material and allowing the service to introduce all the next phase of changes before any longer-term assessments to determine our operational costs and resilience, can be undertaken and considered.
- 2.30** To compliment the opening of the RRF, the new reuse shop at Atlantic Trading Estate will also be opening April 2023. Construction of the shop is complete as well as all the utility connections and "shop-fitting" will commence starting with installing counters and shelving in January 2023. The shop features in the new Household Waste Recycling Centre contract due to be returned early January 2023 and the Council will work in partnership with the successful bidder to divert reusable goods for low-cost sale.
- 2.31** Additionally, the Council will accept any donations from households for goods no longer required and reusable bulky items that are donated from the Council's bulky waste collection service. This service will also contribute to the Project Zero Challenge Plan in supporting the circular economy, promoting the reuse of materials.
- 2.32** Opposite the RRF site is where the development of fleet parking is ongoing. At present the service area is seeking to conclude the purchase of land and then seek planning consent to construct fleet parking that will avoid additional revenue costs and provide efficiencies within the collection service.

- 2.33** At present, there is £3.539m of capital funding attributed to the fleet parking scheme, £750k this year to execute the purchase of the land along with some design and infrastructure work with the remaining funding, deferred until construction can be scheduled pending planning consent and appropriate procurement. There is confidence that the fleet parking scheme can be designed, built, and delivered within the current budget. This will relocate most of the Waste Service from the Alps Depot creating additional space for other use.
- 2.34** The fleet parking remains an essential project for the efficiency of the waste service. The development of parking at this location would positively impact on the distances travelled by the fleet daily and add resilience, avoid increased revenue costs and contributing to carbon neutral targets.
- 2.35** Initially, there was an estimated cost avoidance of over £200k per annum attributed to this project but it is more likely that this is in the region of £250k-£300k since this exercise was undertaken in 2021 as a result of increased staffing costs, vehicle and fuel costs.
- 2.36** Cost avoidance would be captured from down time savings associated with costs of discharging loads and travelling time back and forth to the Council’s depot in Wenvoe. Additionally, enhanced performance can be achieved by emptying vehicles after hours retaining collection staff working at the kerbside for longer periods of time.
- 2.37** Just avoiding the need to travel back and forth to Wenvoe for parking would generate a saving of 23,445 litres of fuel per year.

Table 1: Fuel Use - Litres:

Collection	Proposed – Garaging at Wenvoe	Proposed – Garaging at ATE	Difference
Recycling	109,174	100,296	8,878
Residual	72,063	64,412	7,651
Green Waste	61,287	54,371	6,917
Total	242,524	219,079	23,445

- 2.38** Once fuel use has been estimated, the vehicular emissions can be calculated using a suitable Carbon factor. In this instance the UK Government’s Greenhouse Gas conversion factor for Diesel (Average biofuel blend) was used – 2.51233 kg CO₂e per litre.
- 2.39** Total annual vehicle emissions are shown for both options in table 2, along with the difference resulting from the relocation of the collection fleet to ATE.

Table 2: Vehicle Emissions – Tonnes CO2e:

Collection	Proposed – Garaging at Wenvoe	Proposed – Garaging at ATE	Difference
Recycling	274	252	22
Residual	181	162	19
Green Waste	154	137	17
Total	609	550	59

- 2.40** The relocation of collection fleet would result in an annual Carbon saving of 59 tonnes CO2e.
- 2.41** Overall, the fleet parking proposal demonstrates positive credentials delivering operational efficiencies, cost avoidance and carbon benefits ensuring the long-term resilience and sustainability of the front-line service.
- 2.42** It is also proposed that the HWRC facility at Llandow is relocated, and a new site constructed. There is already £1.9m in the capital programme but it is estimated that a further budget of £1.5m will be required to deliver this project.
- 2.43** The Council’s Estates Department has worked relentlessly on this project identifying all the vacant sites across the local industrial areas and by writing to all agents and landlords asking for expressions of interest.
- 2.44** In 2022, the options were narrowed down to three sites subject to the necessary due diligence, but unfortunately by the time further investigations were undertaken two offers were withdrawn, leaving only one viable option. Just to reach this point, the exercise was undertaken 3 times over a 2-year period.
- 2.45** Fortunately, the last plot available was the preferred option. The service area received positive feedback from the agent acting on behalf of the landowner advising the Council they were prepared to enter an agreement for the sale of the land, only for them to change their mind at the last minute and change it to a sealed bid process, inviting other parties.
- 2.46** On submission of our bid, which notably, was above market value we were advised that we were unsuccessful. At the time we expressed our concerns to the agent, in the manner this was undertaken.
- 2.47** In recent months the team has written again to local agents and landowners and at present there remains no viable option. This is a project the service area remains committed to, although it is subject to gaining the remaining capital funding required, for the build. Regrettably, due to the nature of the type of site required and the requirements of the Environmental Permitting Regulations, Planning Regulations and public access requirements, there are limited land options available.
- 2.48** Following the latest site set-back, our Estates Department are now exploring other options and hopefully at some point, another alternative site will be identified, as promptly as possible.

2.49 If this is possible, it will take at least 18-24 months to complete the necessary due diligence, design, procurement, planning and permitting applications, before construction can begin. So, subject to funding and finding a site the aspiration is to be operational around 2025/26 and the Strategy has been updated to reflect this.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

3.1 The Well-being of Future Generations (Wales) Act 2015 is about sustainable development. The Act sets out a 'sustainable development principle' which specifies that the public bodies listed in the Act must act in a manner which seeks to ensure the needs of the present are met without compromising the ability of future generations to meet their own needs. In meeting their sustainability duty, each body must set objectives that highlight the work the body will undertake to contribute to meeting the seven Well-being Goals for Wales.

3.2 The activities set out in this Report will contribute to the national well-being goals and help ensure we have a resilient Wales. The five ways of working are embedded throughout the new Recycling and Waste Strategy (2022-2032) and a summary of the key principles are detailed below:

3.3 Long term - The Recycling and Waste Management Strategy (2022-2032) takes a long-term approach that exceeds the main statutory recycling targets (2024/25) and provides long term aspirations aligned with the Waste Hierarchy, the Council's Corporate Plan and environmental objectives. This is notably the case in terms of the Council's Project Zero Challenge Plan which seeks to ensure the Council's activities are at net zero by 2030 and supports the Welsh Government's target for Wales to be at net zero by 2050.

3.4 Integration – The Strategy has been developed making specific references to the objectives of other organisations, notably the Public Services Board so as to understand the impact the Council's actions will have on others.

3.5 Involvement - The Service is designed so everyone can participate (residents, local businesses and visitors) by being accessible without barriers. This Strategy aims to be an inclusive and a community-based Recycling and Waste Management Strategy. The Service will encourage engagement and regular communication that provides everyone the opportunity to participate in recycling and waste minimisation schemes by encouraging people to do the right thing. Our messages will focus on a sense of identity and making sure communities have the information and equipment necessary to participate.

3.6 Collaboration - We continue to work in collaboration with other local authorities and specialist service providers to ensure recycling and waste is reused and recycled in the most sustainable way. The Strategy recognises the importance of

the Council working as a community leader and in delivering the strategy alongside providers, the public and partner organisations.

- 3.7 Prevention** - The Strategy aims to reduce the impacts waste has on our environment and aims to reduce waste, increase reuse and minimise our carbon footprint so we can respect, enhance and enjoy our environment.

4. Climate Change and Nature Implications

- 4.1** There are no climate change or nature implications in relation to this Report.
- 4.2** This Report seeks authority to approve the new draft 10-year 'Recycling and Waste Management Strategy' that formalises this service delivery along with other measures to ensure the Council meets its environmental ambitions and Statutory Recycling targets. This is a key contributing action to the Council's decarbonisation programme, Project Zero.

5. Resources and Legal Considerations

Financial

- 5.1** There are many severe financial challenges ahead for the Neighbourhood Services and Transport department just as there are for other services, Council wide. As a result, the Service is having to make difficult decisions with regards to the services it provides as well as ensuring that the provision of any non-statutory services such as Green Waste collections, contribute to the cost of their delivery.
- 5.2** Therefore, it will be necessary to streamline kerbside collections to ensure the Recycling and Waste Management service remains within the revised budget set for 2023/24 and achieve the £650,000 savings target, for the changes highlighted within this Report.
- 5.3** The Waste Service Changes Report being considered by Cabinet on 19th January, 2023 seeks to meet the unprecedented financial challenges and recommends changes to service delivery to achieve this.
- 5.4** Once Cabinet considers these proposals, the Strategy will be amended to suit the resolutions agreed by Cabinet.

Employment

- 5.5** There are no employment implications in relation to this Report.
- 5.6** The Waste Service Changes and Savings Report being considered by Cabinet on 19th January, 2023 that will be integrated into the draft Recycling and Waste Management Strategy (2022-2032) will reduce the number of agency workers working on seasonal services.

- 5.7** Drivers and loaders within the service have generic job descriptions and work across recycling and waste services. Therefore, any staff reductions as a result of proposed changes to residual waste collections will be redesignated to collecting recycling where there are agency staff temporarily occupying driver and loader vacancies.

Legal (Including Equalities)

- 5.8** The new Recycling and Waste Management Strategy (2022-2032) ensures compliance to current legislative framework.
- 5.9** The Waste Framework Directive, Article 11(1) advises Member States to "take measures to promote high quality recycling and to this end, set up separate collections of waste where technically, environmentally and economically practicable and appropriate to meet the necessary quality standards for the relevant recycling sectors". Subject to Article 10(2) of the Directive, by 1st January 2015 separate collection shall be set up for at least, paper, metal, plastic and glass and this requirement was transposed into UK legislation by The Waste (England and Wales) (Amendment) Regulations 2012.
- 5.10** Under Regulation 38, 39 and 40 respectively of the 2012 Waste Regulations, NRW may issue a compliance notice, a stop notice or a restoration notice to an establishment and undertaking which collects paper, glass, plastics or metals in contravention to the Regulations. Failure to comply with these notices may result in criminal proceedings and on any summary conviction, a fine not exceeding the statutory maximum.
- 5.11** WG legal guidance prepared under Regulation 15 of the Waste (England and Wales) (Amendment) Regulations 2012 allowed Welsh Ministers to give guidance on the duties in the regulations and bring articles 10 and 11(1) of the Revised Waste Framework Directive into law in Wales.
- 5.12** A failure to achieve or maintain a recycling rate of 70% during 2024/25 will result in substantial financial penalties under the Waste (Wales) Measure 2010.
- 5.13** For every tonne under a failed target, there are penalties of £200 as set within The Recycling, Preparation for Re-use and Composting Targets (Monitoring and Penalties) (Wales) Regulations 2011.
- 5.14** Under Schedule 2 of the Local Government Measure 2009 Council's must "make arrangement to secure continuous improvements in the exercise of its functions". In doing so they need to have regard for strategic effectiveness, service quality and availability and fairness. Any decisions to change recycling collection services must be justified when considered against these requirements and to do so without all the evidence could breach the requirements of Schedule 2.
- 5.15** An equality impact assessment (EIA) was completed when the draft Strategy was presented to Cabinet 28th March, 2022 and this has been updated to reflect the proposed service changes.

6. Background Papers

Cabinet of 28th March, 2022 (minute no. C894) – Recycling and Waste Management Business Plan and Strategy (2022 – 2032).

<https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2022/22-03-28/Recycling-and-Waste-Management-Business-Plan.pdf>

Cabinet of 19th February, 2018 (minute no. C235) - Revised Waste Management Strategy: The Future Collection Arrangements for Waste and Recycling.

<https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2018/18-02-19/Reports/Revised-Waste-Management-Strategy-Cabinet-Report.pdf>

Cabinet of 2nd July, 2018 (minute no. C356) - Revised Waste Management Strategy: The Future Collection Arrangements for Waste and Recycling.

<https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2018/18-07-02/Revised-Waste-Management-Strategy-Report-and-Appendices.pdf>

Cabinet, 5th July, 2021, Project Zero Climate Change Challenge Plan

<https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2021/21-07-05/Project-Zero-Draft-Climate-Change-Challenge-Plan.pdf>

Statutory Guidance on the Separate Collection of Waste Paper, Metal, Plastic and Glass

<https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2018/18-02-19/appendicies/Revised-Waste-Management-Strategy-Appendix-A-Statutory-guidance-collections.pdf>

Review of Welsh Government collection blueprint -

<https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2018/18-02-19/appendicies/Revised-Waste-Management-Strategy-Appendix-B-.pdf>

Guidance on Applying the Waste Hierarchy -

www.wales.gov.uk/topics/environmentcountryside/epq/waste_recycling/publication/hierarchyguide/?lang=en

WRAP - The Climate Change Impacts of Recycling Services in Wales

www.wrap.org.uk/CarbonImpactsReport

VALE of GLAMORGAN



BRO MORGANNWG

January 2023

Recycling & Waste Management Strategy 2022 – 2032 Consultation Report

Vale of Glamorgan Council



1



Contents

Contents.....	2
1.1 Strategic objectives.....	4
1.2 Delivering the strategy.....	5
1.3 Reviewing the strategy.....	5
1.4 Developing the strategy.....	5
2 Public Survey.....	6
Appendix A Public Survey Comments.....	10
Appendix B – Management Action Plan.....	35



In 2019 the Council joined the Welsh Government in declaring a Climate Emergency; recognising that we must act now to prevent our future generations from having to deal with issues that we can have a direct impact on now. The Council is committed to working to a low carbon Wales and reducing our carbon footprint, to preventing waste and to continuing to increase our reuse and recycling rates. This Strategy will make a significant contribution to how the Council responds to the climate emergency via the Project Zero Challenge Plan which contains a specific challenge to “Reduce waste and put in place the necessary facilities, services and awareness raising for a more circular economy with a strong emphasis on reuse, repair and recycling”. The Council’s Corporate Plan details the Council’s priorities for 2020-25. The Plan sets out the actions that will be taken to deliver four well-being objectives that will improve services and well-being across the Vale. Recycling and Waste Management is an essential service provided by the Council, it is a service received by all our residents, used by local businesses and by visitors to the Vale. This Strategy will contribute to all our objectives and the seven national well-being goals.

In the Vale of Glamorgan, we have worked to achieve one of the best recycling rates in Wales with 70.4% of waste reused, recycled, or composted in 2019-20. We remain committed to not only continuing this work, but to achieving the best environmental performance in Wales. Despite our progress, we recognise that we must continue to develop our service to respond to a number of key challenges including: the global climate emergency, a growing population and ambitious statutory targets. In recent years we have also had to plan and deliver our services during the covid-19 outbreak. Services have been maintained throughout the lockdowns and we will continue to adapt how services are provided to ensure the best possible service to our customers whilst ensuring that our teams are safe. We believe we are in a good position to respond to the above challenges and that by working together with our residents we can embed an efficient, smart and modern recycling and waste management service which will ensure we achieve our targets now and in the future. This is an integrated Recycling and Waste Strategy which prioritises waste minimisation and promotes re-use, repair, and recycling. As part of this Strategy, we will explore opportunities

to generate energy from waste and to deliver new employment opportunities through the development of a more circular economy. Our Vision for recycling and waste management is to: ‘Provide effective recycling and waste management services working with our communities to respect, enhance and enjoy our environment and ensure a bright future.’



1.1 Strategic objectives

The Vale of Glamorgan Council has four values which are detailed in the Corporate Plan. These values are reflected within this Strategy and embedded in the actions we will undertake to deliver our Objectives. Our four Values are: Ambitious – forward thinking, embracing new ways of working and investing in our future; Open – open to different ideas and being accountable for the decisions we make; Together – working together as a team that engages with our customers and partners, respects diversity and is committed to quality services and Proud – Proud of the Vale of Glamorgan: proud to service our communities and to be part of the Vale of Glamorgan Council. We will work to ensure that services are provided for everyone, that we listen to our residents and work in partnership to improve the services we provide. Our four key Objectives will provide a framework to ensure we continue to improve services for customers and other stakeholders.

Objective 1 – Ambitious targets – Minimise waste, maximise recycling and to develop a service that supports the Vale of Glamorgan to be a net zero carbon service by 2030.

Objective 2 – Innovative and resourceful – Use our assets and resources to transform our services so they are sustainable for the future.

Objective 3 – Strong communities – Working in collaboration with our communities, businesses and partners.

Objective 4 – Education and Engagement – Encourage our residents, visitors and businesses to minimise waste, reduce carbon emissions and to consider how their actions may impact on the environment

There are clear synergies between the Strategy's objectives and the challenges contained within the Project Zero Challenge Plan. This Strategy reflects our commitment to protect and sustain the environment and provide all our residents, local businesses and visitors with an efficient, smart and modern recycling and waste management service now and for the future. In future we must all prevent waste from being generated, where we cannot prevent, we must reduce, repair, re-use, recycle and compost more. Waste must be considered a resource from which as much value as possible should be recovered. Disposal should only ever be the last resort as illustrated in the Waste Hierarchy in Figure 1 below:

Figure 1



1.2 Delivering the strategy

There are four key objectives that underpin the strategy. At the relevant time each action will be evaluated to ensure that it continues to align with the Strategy, delivers an effective and affordable solution, and is financially viable and offers value for money.

1.3 Reviewing the strategy

The Vale of Glamorgan Council will annually prepare a progress report detailing the steps taken from the strategy.

If necessary, the Vale of Glamorgan Council may wish to review its strategy and issue a statement outlining the steps which it has taken in accordance with the strategy. Also, if the local authority decides to revise its strategy, it will revise and publish an interim progress report.

1.4 Developing the strategy

A wide range of the Council's departments were consulted to take part in developing the strategy so that it was possible to achieve the strategy's aims. By issuing a public survey, a greater understanding was been gained regarding the needs of our residents.

A public consultation questionnaire took place 25 August – 17 October 2022. The main methods to engage and attract respondents included:

- Online, via the Vale of Glamorgan Council website & social media
- Electronic and Paper Questionnaires open to all

A total of 431 responses were made concerning the consultation of these responses a total of 246 comments were made. All comments have been included in the analysis and comments listed in Appendix A



2 Public Survey

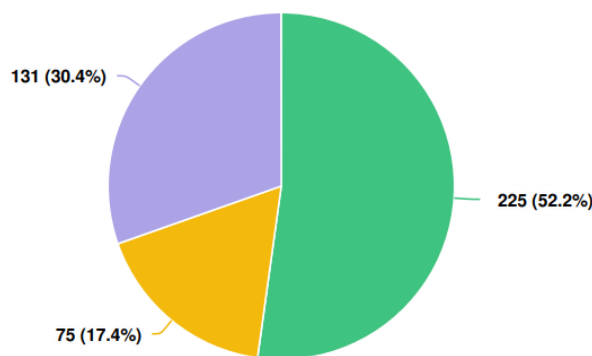
The consultation on the Draft Waste Management Strategy was held between 25 August – 17 October 2022.

During this time 431 people took the time to respond to the online survey, hosted through the Council's new engagement tool, Participate Vale.

The consultation was promoted through the Council's social media channels and via email to its citizen's panel of around 5,000 residents. This represents around a 12% response rate.

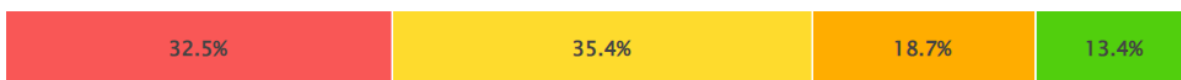
Overall, 52% of respondents agreed with the action points set out in the Draft Strategy, as shown in the chart below.

Q1 Do you agree with the action points set out in the Draft Strategy?



Question options
● Yes ● No ● Not sure

There were 246 comments on the draft strategy which have been analysed and a sentiment summary has been produced as follows.



There were several comments criticising the length and complexity of the strategy, suggesting that an executive summary with clear action points should have been produced in order to engage more residents.

2.1 Key Themes

Theme 1: length and complexity of the strategy

There were several comments criticising the length and complexity of the strategy, suggesting that an executive summary with clear action points should have been produced.

Theme 2: Proposed replacement Household Waste Recycling Centre at Llandow.

There was support for the proposed replacement Household Waste Recycling Centre at Llandow due to the existing sites size and accessibility issues. Although, there were some concerns expressed, relating to alternative locations and the potential for longer journeys outside of the existing area, resulting in increased emissions.

Theme 3: Understanding the Recycling Blueprint

There were comments relating to the coloured recycling bags and residual concerns over which material goes into which bag.

Theme 4: Recycling additional materials

There were many comments from residents relating to the ability to recycle additional material types at the kerbside. This included textiles, batteries, soft plastics, nappies, and small electrical items.



Theme 5: Wheelie Bins

There were comments submitted in relation to the use of wheeled bins to contain waste and prevent spillages created from birds/vermin.

Theme 6: Enforcement Action

There were several comments made in relation to taking enforcement action against residents that do not recycle.

Theme 7: The Waste Hierarchy

Several comments made were in relation to how material is produced in the first place, suggesting packaging, and buying habits lead to additional waste.

Theme 8: End Destinations

There were comments suggesting that the Council needs to provide more information where recycling and waste is recycled/treated and disposed.





Appendix A Public Survey Comments

Question: Do you have any other comments or recommendations on the Draft Strategy?


No.	Comment
1	Seems dart that we have to send soft and black plastic to landfill now just to increase the profits of the recycling company
2	Are you trying to put people off recycling by making it more confusing?
3	A great big long report of virtue signalling yet it fails to say what and how it will impact us as residents and what will be expected of us week in week out. I would start by composting this report.
4	Broadly agree with the strategy, not clear whether there are proposals to further reduce black bag usage, which I would disagree with.
5	Too much to read
6	No
7	Focus on achieving both rubbish collection and garden waste collections ON TIME.
8	The practical adoption of more householder involvement in sorting out recycling and waste items seems ambitious, given what I see around this estate on collection days
9	With fuel costs rising Llandow is very out-of-the way for most and will encourage fly tipping. Why don't you be innovative and actually let everyone including builders vans etc gwt rodeos their waste for a nominal fee and save hundreds of thousands clearing up fly tipping around the Vale with huge costs if caught doing so. I think the appointment service is brilliant and should remain but more allowed in the time frame.
10	You have a really excellent recycling method and I find the Vale are really on top of this! Compared with many other failing Authorities! As seen by my family and friends who live in other area's of the UK.
11	We urgently need a replacement for the Llandow recycling centre. The state of the road is ridiculous and I rarely use the facility as I don't want to damage my car. You need to fill the potholes or open another facility. I'm sure the state of the access road must encourage people to dump rubbish on open roads and this has been the case for many years. Also we need to dispense with the booking system and allow residents to turn up.

12	As far as I am aware, schools have to pay to have food waste and recycling collected. (My apologies if this info is incorrect, in which case the following comments don't apply.) This charge actively discourages schools from recycling or from collecting food waste separately. It seems nonsensical to charge schools for this service, when schools are owned by the council.
13	The answer to the above tends towards a 'yes', but a strategy is a meaningless collection of words unless the actions are implemented successfully. I'm not convinced that this will happen.
14	My second attempt because I want to make a point about the 'building' of a Llandow waste centre replacement. I'm retired and I have never worked in the building industry. I have never made use of a 'company' van to recycle waste. As an active retiree I'm a keen cyclist and use a van to transport my bikes to various cycle routes around the country. This van is my main means of transport (other than a motorhome). If I use my 'private' van to take waste to Llandow I'm expected to pay £15 per trip. Although I wouldn't consider doing so myself, this idiotic policy could (and probably does) lead to fly tipping. How difficult would it be to identify non-working van owners and provide a free waste recycling service, a bus pass equivalent for valid van owners like myself?
15	Adherence to black bag limits should be enforced
16	Your strategy attached to this form appears to be heavily padded management waffle. Please do not pay the reprobates who produce this drivel. A clear summary, primarily of bullet points is all that is required without the management/politician speak. Having waded through this printed diaphorrea, I've tried to weed out what is important and I generally agree, but you've made it very difficult.
17	Waste refuse collectors to clean up spillages which happen between the house holders property and the collection vehicle.

18	<p>The Draft Strategy shows no real benefit for the Vale residents in fact it is very much business as usual.</p> <p>It would be useful if the Draft Strategy show the financial business case for the proposed New recycling centre to replace the one at Llandow and what the costs will be to Vale residents.</p> <p>With regards to kerbside recycling there is no mention of recycling small electrical appliances. When will start?</p> <p>All plastics should be capable of being put out as kerbside recycling such that residents do not have to transport these plastics to supermarkets thereby reducing carbon footprint.</p> <p>The Re-Use centre is promising but at what cost to Vale residents? Again , a full business case needs to be provided to understand costs, legislation, training required etc.</p> <p>Given that the Vale currently has two HWRC sites, Barry and Llandow, it is assumed that the HWRC at Llandow will be closed. If that is the case this will leave Vale residents in the west of the Vale having to transport non kerbside waste to Barry this increasing the carbon footprint. How does the VOG council propose to calculate this increase in pollution and offset this in their environmental strategy?</p>
19	<p>A commitment to maintain the level and frequency of residual waste during the period covered is required. Failure to include this is to ignore the single issue that residents are most concerned about.</p> <p>What is the strategy for dealing with fly tipping?</p>
20	<p>Very pleased a new centre is planned at Llandow, thank you.</p> <p>Also, the kerbside collection staff do an amazing job, thanks to them all.</p>
21	<p>So glad Vale of Glamorgan Council has "declared" a climate emergency, no doubt this will bring President Xi to his senses.</p>

22	<p>A replacement for Llandow is very urgent. We drive from St Brides Major to Barry if we need to do a “tip run” because the road to Llandow is so full of potholes and damages cars & tyres eg. Punctures so bad new tyres are needed. This is not “green” giving the journey is a 42 mile round trip.</p> <p>Also we need recycling for batteries, polystyrene, crisp packets etc available locally if they are not suitable for roadside collection.</p> <p>Also introduce wheelie bins instead of black bags. Would reduce scattered rubbish in the streets due to animals and birds. Plus could leave longer assuming this doesn’t cause a health issue. Same for recycling, big wheelie bins would take more recycling than the small bags currently provided. And they are easier for the householder to store.</p>
23	<p>The contents of the strategy are centred on operational issues relating to the council itself. Very little is said about the practical impact on the strategy on individual households who also need to manage waste. If the council is serious about public engagement it should cut out the corporate speak and concentrate on potential impacts for council tax payers.</p>
24	<p>I have lived in Powys where they introduced segregated recycling several years ago. The streets were littered with rubbish on collection day because the light waste used to blow out of the openings in the sides of the lorry. This requires some operational changes.</p>
25	<p>very detailed report. However, there is no mention of Zipporah (a Spanish Company) who manages a strict regime of appointments at the Recycling Centres. This has encouraged fly tippers since many are put off filling up forms. Many people comment on this, and ask how much does the Council pay this Spanish Company when before the Council ran it very smoothly.</p>
26	<p>I am surprised, in an unitary authority area that voted by a considerable majority to leave the EU there is so much reference to EU directives and policies. For presentational purposes alone it would be better to find alternative references in a document with such a lifespan.</p>
27	<p>The opening of a “reuse shop” is good and making Llandow refuse facility better is much need but why oh why isn’t something done about unnecessary packaging which would save such a lot</p>

28	<p>I would like the council to stop raw sewage being dumped into the sea and I would like the council to oppose the development of Aviva's biomass-gasification plant.</p> <p>I particularly agree with the plans to help people reuse items as so many electrical goods etc. are simply thrown away once they have stopped working. I also applaud the plans to recycle a wider range of items, such as fabric and nappies etc. There is nowhere to get rid of things like these. We have lost the older generation's 'make do and mend' approach, which is unsustainable, so advice on how to mend things or setting up places where people can help would make such a difference in encouraging people to save resources.</p>
29	<p>I'd like to add a suggestion on the current arrangements for collecting landfill (black bag) waste and how this could be reduced. The current arrangement - 2 black bags per household per fortnight - allows a great deal of waste to be taken for landfill (e.g. black bags stuffed to the brim). The constant purchase of plastic to put out waste is also not sustainable. Additionally, the bags are ripped apart by birds/foxes etc. which contributes to the town's litter problem. If rigid plastic containers (e.g. small wheelie bins) were provided this would a) reduce the amount of waste allowed via this route, as the rigid container could be smaller than 2 black bags b) reduce plastic consumption in the long run and c) reduce litter as the containers would be inaccessible to birds and other wildlife.</p>
30	<p>It would be really good if the Llandow site could be extended with better access (the road is awful) maybe open up the small road just out side the site. The Llandow site (in normal times) is used by many from the local area, it would also be nice to see a shop opened where items can be resold /reused. So much more could be done on the Llandow site.</p>
31	<p>Stop the 'by appointment only' system at the Barry household refuse / recycling centre, it encourages fly tipping, is an unnecessary aggravation and serves as a dissuasion to accessing recycling.</p>
32	<p>The draft strategy is extremely long on words and short on actions. I find the whole thing written to impress but not inform. I see very little that is different from what is happening now, apart from new recycling centres that are long overdue. I am very well acquainted with recycling centres in Polesworth Staffordshire and Bangor County Down. Both of the authorities running these centres have social issues at least as demanding as ours but they have have found the resources to fund recycling facilities that make the Vale look like a third world. Why is it taking so long to replace the dreadful centre at Llandow? I am not impressed.</p>
33	<p>It would be handy if we could find the Draft Strategy for recycling and waste management.</p>

34	The new facility at Llandow must be near the main road and not over the minefield of potholes that exists at present
35	Improve access to recycling centres. Make it easy.
36	I would like to see vov investigating the possibility of using nappies and absorbent materials into road repairs,as has been achieved by some companies
37	No comment.Draft Strtegy adequate.
38	Unsure about why there are EU directives included when we are not part of EU
39	Aims high but is it realistic?
40	I worked for several large corporations and your Draft strategy is full of "Corporate Speak" , sounds like you and Wales will save the World. Not enough focus on how you tend to drill down the the customer and get them all to buy in, this Corporate speck will not do it.
41	Keep things simple
42	No
43	Yes my point would that all recycling should be taken even if you can't fit it in the bag as happened to me on a few occasions, I placed it on top and by the side of the appropriate bin but it was just left behind by the refuse collectors
44	There is no point in developing a strategy if the stakeholders i.e. the waste producers are not held accountable or made nationally/internationally to stop using unrecyclable packaging or combining recyclables with unrecyclable packaging. Walking up hill with a collinder full of water.
45	<ol style="list-style-type: none"> 1. To sell this to the public it needs the key action points for the council to be extracted from the wordy justifications and Welsh government hoops. For the end user of waste management services this document is obscure, repetitive and boring. 2. No specific mention of soft plastic collection is made. People are obviously keen to recycle soft plastic as evidenced by the constantly fill collection bins at supermarkets such as Tesco. 3. VoG Council waste management are doing well so far and I'm pleased to see more action.
46	Too ambitious in the present economic climate.
47	No
48	Idea for Landow recycling  plant of building new is great but different bigger site. Many issues with access and damage to car

49	Having been subject to the changes in Barry last year, we have honestly tried to complete our recycling with gusto, we have however been plagued by poor quality tools for the job. The bags get ripped by your service staff, and we were expected to replace, they do not close, and as a home where we do not have a secure place to put our rubbish, we end up with very wet bags on bin day throughout winter. They get muddy and are not able to be cleaned.
50	some lanes have to put recycling into plastic bags as the reusable bags were removed. Can this be resolved without expecting refuse collectors to empty bags above their heads?
51	More needs to be done to encourage everybody to understand what's needed. I think lots of households treat recycling like an additional black bag bin. Not enough checks are made.
52	Timeline needed eg for reuse shop. Will compost be available at Atlantic Wharf. What about bark for mulching.
53	Education using social media to help households understand the different types of packaging that can or cannot be recycled. e.g. pictures on social media where items placed in recycling bags cannot be recycled, or sharing good practice.
54	The strategy requires taxpayer powers to take all action. The council should be repairing potholes pavements and clearing weeds not just leaving it to be sorted out rubbish
55	Given the appalling state of the approach road to the Llandow HWRC, the length of time that it has been in that state (a number of years) and the complete failure of the VoG Council to address the problem, provision of a second new HWRC site should be a higher priority. The hard target should be 2023/24 not 2024/25. Alternatively ensure that repairs are carried out to the approach road in the interim.
56	You have missed out a key factor in recycling mechanical and white goods. Collect information to educate and control planned obsolescence for manufacturers and public to introduce effective 'design life duration' to be used as key competitive sales factor (carbon efficient). Promote the commercial business of sorted plastic waste. Encourage metals re-cyclers to deal in aluminium cans at aluminium scrap prices.
57	There is no plan for siting the replacement Waste Station for Llandow.
58	The current mixed recycling works well. It is simple and easy for people to complete. The more complicated to make the process the less adherence to will get. Multiple bags not a good idea.
59	an abridged version (alongside the full version) would be useful rather than ploughing through 40 odd pages

60	Need LLandow site
61	I think households should be questioned if not putting recycling out as where is it going
62	Historically, the council do not listen to residents. The council regime acts without accountability and without transparency.
63	<p>I believe there should be a stronger emphasis on the circular economy, preventing waste and a recognition of the major policy interventions that are planned..</p> <p>The transition towards a circular economy requires systemic changes that only powerful, disruptive, and steadily implemented measures can trigger. Local Authorities can play a major role in this transition.</p> <p>A broadening of the scope of waste management policies in line with the waste hierarchy, which ranks waste prevention as the most preferred option that can be encouraged through eco-design, reuse, repair, refurbishment, re-manufacturing, and extended producer responsibility schemes.</p> <p>Waste prevention is the highest priority of the waste management hierarchy and is an integral part of any R&WS. Waste prevention measures ensure that the quantity of waste is reduced (either through the avoidance of waste created in the first place, reuse of products and services, or the extension of its useful life). It, therefore, reduces the adverse impacts on the environment of waste generation and management and subsequently prevents impact on human health.</p> <p>It also eases our demand for finite natural resources and as such, reduces the carbon emissions associated with waste management activity.</p> <p>There is no recognition of the implications on the Council of imminent national policy measures of Extended Producer Responsibility, Deposit Return Schemes, plastics tax, etc.</p>
64	<p>Certain materials, most notably plastic wrapping, cannot be recycled under the current Vale collection service. The plan says the service will be widened. This needs to be introduced at the earliest opportunity..</p> <p>The draft strategy is extremely lengthy. Might it not have been helpful to provide an executive summary that details proposed action points in order to engage with a higher number of Vale residents. I imagine that many people will have been put off by the length of the full draft and will not therefore be able or willing to provide meaningful feedback.</p>
65	I agreed it needs to be made easier for everyone to recycle. I think the reuse/ repair shop is a very good idea. Too many household items are going to landfill as people are upgrading when so many people are in need.
66	Important to maintain the home collections for those who cannot access RCs

67	Do not confuse the public by having too many bags. It's bad enough at the moment. Get the recycling split at a factory
68	Not going to read 43 pages. Send me an executive summary and then ask me to comment
69	prioritise Llandow replacement. extend recycling of 'soft' plastics as a matter of urgency.
70	This is 43 pages long! There is no way, people will have time to read through all of that to give you feedback. You need to provide a much more concise summary.
71	Get rid of the bags, stupidest idea ever. They blow away, more recycling on the street than in the vans. That's without how annoying it is to store all those bags and boxes.
72	I think you should keep mixed recycling. You need to make it as easy as possible for people
73	Wheelie bins should be provided for black bag waste. This would stop bins being ripped open by seagulls cats rats and dogs. The mess is terrible
74	I think you stop the lift of 2 black bags over Christmas.
75	More needs to be done to ensure the waste we currently produce is collected, for example garden waste collection have been greatly reduced this year, at times not happening at all. Wheelie bins for properties or equivalent to reduce the amount of black bags waste being ripped open by seagulls and rats and littering the streets.
76	Be nice to have something in place for residents that don't drive for extra waste (not just bulky items) to be collected as I myself can't get to the local tip and is a big struggle for me.
77	Go **** yourselves
78	I agree with a reuse shop (I thought there already was one in place) but it needs to be made easier to actually go to the dump without booking so far in advance and only being able to go a set amount of times a month. I like the idea of more items being recycled kirbside.
79	Black bag collection more often or more bag allowance
80	WHEELY BINS TO PREVENT SEAGULL AND URBAN FOXES RIPPUNG BAGS AND SPREADING MESS ALL OVER STREET
81	Didn't really make it clear what you're aiming to do

82	<p>After going along with the recycling initiative for so long, it's frustrating to still find that your collections teams are putting random items of non-recyclable waste that they spot in the truck, into my waste bags and green bin after they've been emptied. People in terraced housing with limited space in their home already have enough to deal with trying to store all of the bags without your teams leaving people with rubbish that doesn't belong to them. I recycle everything I can, even taking items to the supermarket to be recycled. Perhaps the council needs to put more emphasis on the collections teams improving, rather than just trying to make things harder for residents whilst making them pay more for the service year on year</p>
83	<p>Maybe a wheelybin as sea gulls and magpies are ripping the black bags</p>
84	<p>Collecting, or having deposit stations for items such as crisp packets, food pouches etc would further increase recycling.</p>
85	<p>No</p>
86	<p>I didn't realise this was such a short survey. We need to get back to having open access to the HWRC both in Barry and at whatever site is chosen to replace Llandow. Making residents book a slot put them off recycling. Can we also look to resolve the situation around the incinerator in Barry. This needs to be brought online urgently as an energy recovery facility that returns renewable energy to the grid and hopefully have a small impact on our reliance on fossil fuels. Lots of money has been spent with thousands of tons of carbon released in its building, time it started to be of use.</p>
87	<p>Why a new hwrc</p>
88	<p>Plan and then stick to it. Not keep changing</p>
89	<p>Could terraced houses have a community recycling bin in the lanes behind their house. I am resident in Barry and find it extremely hard taking all bags and recycling bins through the House to the front of the property.</p>
90	<p>There is little detail in the policy- consider wider recycling of other materials. What materials ? We need soft plastic recycling. Consider a nappy collection - we need this. Other councils (like Bridgend) do this. Look at waste collection frequency- more than 2 weekly will cause issues. Dog / pet waste will sit there and fester and attract rodents and bugs for example. I recycle as much as possible - including taking soft plastics to supermarkets for recycling. As a family of 4 we produce one black bag a fortnight BUT we have a big dog so also have a black bag of poo a fortnight. We need fortnightly collections.</p>
91	<p>U need to improve road to recycling place in llandow its shocking</p>

92	Instead of black bags being taken, households should be issued with blue VOG bags for general waste, enough to allow for only 2 x bags to be put out every fortnight. This will encourage all householders to recycle more. I regularly see a neighbour putting out 5 or 6 black bags every fortnight and they all get collected by the bin men with no questions asked. These neighbours do not recycle anything, so everything is put into their general waste. So much for the 2 bag limit.
93	You complain you have no momey so put the council tax up, yet you buy more recycle trucks, to replace the new ones that you only bought last year.
94	I think you should also look at the waste recycling receptacles as I don't think they are fit for purpose. When it is windy they blow around depositing rubbish everywhere and also they are not seagul proof. My street on rubbish day can look like a rubbish tip.
95	Crews need to fully empty recycling bags. All plastic needs to be taken. Better bins/sacks need to be provided. No litter should be left on waste collection day.
96	Not clear from the strategy paper
97	To make the recycling centre more accessible for wheelchair vehicles eg high top long wheel base
98	Of no use to anyone with a disability, all is hard enough already.
99	I agree with the ideas but have no confidence that the council will be able to achieve these actions so therefore having more achievable points would make more sense. I especially like the reuse idea, as currently people are being told off for helping themselves to things that are about to be chucked in the general waste bins at the tip.
100	Wheelie bins for black bags to go in.
101	Refuse collectors to carry cameras to take photos of people with more than the recommend allowance and not take the rubbish to enable the council to take action against repeat offending households
102	I think too many bags are being used. Cause litter. Extra work for the bin men emptying multiple bins. I'm from Woking they have black wheelie bins for rubbish bin wheelie bins for all mixed recycling. Green food waste. A subscription service £40.00 pee year for green garden waste they supply you with green wheelie bin. Less mess cleaner faster service happier bin men.
103	Continue with mixed recycling. Recycle soft plastics please
104	Better containers for recycling required

105	Would be good to inform residents about where our waste is recycled. Keep transparent. Penarth still has mingled waste- is this likely to change in line with rest of Vale- which is more effective and is there evidence?
106	consider disability and oap needs. How do we dispose of large sized boxes, too big/challenging to rip up for cardboard bag consider larger food bags, to line the food bins, to help with maggot control in hot weather
107	I don't think a new HWRC is needed just an expansion of the current one and to be able to book and pay for permits online as often, phone waiting times can take up to an hour. I feel Garden waste should be booked in the same way year round. Wheelie bins should also be more widely accepted as waste collections, especially in areas like Barry island (seagull issues) and rural (fox issues).
108	Not sure if a brand new faciity at Llandow is the best use of public money. Surely the existing can be upgraded or extended?
109	All for it IF you can greatly expand the items that can be collected for recycling - eg black/brown plastic, plastic film and bags, polystyrene packing, hard plastics, textiles, batteries, wood etc
110	Love the reuse idea and on the go bin. More the better. Thanx
111	Need to be taking soft plastics
112	On the go recycling bins brilliant idea but place a dog poo bin beside them as every time my blue bags / green bags are out for a few hours invariably there's a bag of poo been left inside. There are several waste bins within a few minutes walk of our house in penarth so I don't know what the solution is.
113	Please can you supply storage boxes to keep the bags in
114	Couldn't open the policy to read it.
115	Litter pickers to collect what binmen have thrown all over streets. Crackdown on houses that are obviously putting bins out too early. And fines for those who aren't recycling
116	Keep appointment system
117	Maintain mixed recycling
118	You give far too little information for an informed opinion. For instance, I live in Wick and nearest recycling is Llandow which is a pretty horrendous drive over a shocking wreck of a road. So where would you build? Why not find a way of getting the access road fixed? Save some money. Cannot really give any constructive, or other, feedback with so little information.

119	<p>1. Make using the HWRC easier. This will discourage fly tipping. Suggest scrapping the appointment system or, if this must be kept then allowing same day bookings. Allow larger vehicles perhaps for a small fee.</p> <p>2. If Llandow HWRC ends up staying open then please ask the landowner (?HRT) to sort out that road!</p> <p>3. The current bag system needs review. The bags get blown all over the place in the wind once empty, and they don't properly close therefore items are liable to be blown out prior to collection.</p>
120	<p>Give all residents that have space lidded wheelie bins for all rubbish. Rats,cats etc rip into bags. Pointless as ends in litter. Collect every black bin weekly- the smell is hideous. Allow unlimited black bags - people are dumping or burning excess anyway so it's a pointless rule. We pay so it should be set up for us not for some vanity project. Do not build a new centre. Country cannot afford right now. We cannot ask anyone to pay more tax. Simply stupid when you are asking people to take 3 min showers etc. a centre can be built at a later date.</p>
121	<p>Recycle shop good idea as charity shops are very fussy what they will take.</p>
122	<p>Refuse collectors should respect your recycling bags and bins by not throwing them after they have empty the bins</p>
123	<p>Currently any recycling I put out doesn't get taken so I put it out in landfill now !</p>
124	<p>Stop the appointment system at the HWRC so that people can more easily access it to recycle.</p>
125	<p>There is no such thing as a zero emissions vehicle. Batteries have to be recharged from the grid. Given the stop start nature of the work they will do, I confidently predict that your waste recycling crews will spend most of their day waiting to be towed back to the depot.</p>
126	<p>Love the idea of reuse shop and recycling on the move.</p>
127	<p>More/bigger bins in the towns and at beauty spots etc. The ones we have are often overflowing and people pile rubbish up around them. In some places they're too far apart as well. Wouldn't stop hardcore of litterers I know, but might reduce the lazy ones who would put it in a bin if there was one.</p>
128	<p>Stop wasting money and simplify</p>
129	<p>No</p>
130	<p>Residents are doing their best</p>
131	<p>Wheelie bins, particularly in area with high volumes of seagulls & other vermin. Increased litter picking patrols on the same days/routes as the refuse collections.</p>

132	Need more clarity around on the go recycling.
133	Inform residents of sully Penarth when the proposed changes to the current arrangements are occurring ... from the current mixed recycling !!!
134	I think recycling shop great idea . Seen lots of useable items left at the tip
135	Link doesn't work to view it.
136	Collection of soft plastic eg fruit and veg packaging
137	Instead of wasting money on a new Hwrc why don't you modernise the old lido area at watch tower bay a car park would be more use than the dog toilet it is now
138	Paper / cardboard/ glass do not need to be collected weekly these could be fortnightly. Separate tin, for a fortnightly collection from plastic as well Use bigger lorry to collect plastic, so not emptying so many times daily and a bigger lorry for kitchen waste , again not emptying so many times Easy I say
139	Wheelie Bins for general waste & recycling.
140	I have tried to download/ open/ read the draft recycling and waste management strategy 2022-23. but am unable to do this.
141	Second hand shop is a good idea! Could include repair as well!
142	More bags to be thrown around the road and to go missing
143	Hope vehicles are being replaced on rolling basis not the whole fleet at once
144	Why doesn't Penarth have all the different recycling bags!
145	Nowhere on your notice does it say what HWRC stands for. It would be a good idea if you tell people. Does it perhaps stand for - 'Household Waste Recycling Centre'?
146	I don't want a wheelie bin for my household waste.
147	Please could you collect soft plastics in a different colour bag? I'm throwing away a lot of soft plastic wrapping and I'm concerned that there isn't a way to re cycle it.
148	More information on what happens to the end product , a material collection. A school and college, designers, ect service where arts and crafts can collect the (collected) recycling to use in there products. more raw materials made/ put into local infrastructure and projects.
149	Marks and Spencer are putting things in brown plastic containers do you recycle this colour??
150	Repair the road to Llandow tip. Improve health and safety at Llandow tip. Collect plastic bags if possible
151	There is not enough consideration given for the elderly and how they manage recycling. A suggestion is to have recycling bags on wheels. This would help greatly as lifting heaving bags can be dangerous and a problem for a lot of pensioners and the disabled.

152	Definitely need a place at the centre to leave still useful items for re-selling. This works really well in RCT.
153	Wheelie bins for containers instead of bags.
154	We need wheelie bins for houses like most other councils have. Especially as black bags are only taken every other week - unhygienic keeping black bags in gardens
155	Yes i do
156	I encourage Vale to look closely at the amount size and design of waste bins.... To avoid dumping of household bags design ways to avoid this and entrance by seagulls .
157	No more blow away bags lets have proper bins
158	It would be fantastic to have recycling stations across the vale in the way they do in France. I really feel we need to expand the amount of products that are recycled - please can these include pet food pouches.
159	I agree with everything apart from Building and new HWRC, why do we need one? there is nothing wrong with the current one apart from the fact you still have to book, which is ridiculous and awkward for those of us who work and struggle to get an appointment on the weekend. I also do not agree with replacing the vehicles. They have already had new recycling vehicles and the council are already spending enough replacing their car fleet on zero emission cars. We are paying more and more council tax and getting less services for our money. I do not want my money wasted on zero emission cars, because until all the world changes to them, they take the planes out of the sky and the Government stop the production of all the unnecessary landfill plastics and other non recyclable materials, then they will make very little difference, except to our hard working pockets.
160	It's awful that people who live with gated lanes still find that once the lanes have been cleaned up another pile of items dumped in the lane again. Possibly putting skips every couple of months in the lanes could possibly reduce the amount of rubbish dumped
161	A shop at the HWRC will be great

162	<p>Whilst I tend to support the Draft Strategy, I feel it is unlikely to succeed in the time frame. Also, of course, these actions ought to have been brought in decades ago. Early on in the draft it mentions European Directives. Why is Wales not forming its own Directives? We (that is the UK, but especially Wales) have left the EU. We now have the options of working on a global basis. Also, I have to take issue with such statements as Page 8: 'Work to prevent any increase in waste' Page 11: 'Protect, enhance and value our local environment' Page 12: 'Protect, enhance and value our environment'. The extensive building in the Vale proves these statements to be virtually meaningless. There ought to be a moratorium on all building until suitable infrastructure is created. The Vale needs more clinics, dentists, health and leisure to support such vast housing. Housing by the way which will create huge amounts more waste, pollution, sewage, recycling and energy use. But big bucks do the talking of course. It mystifies me how it is apparently ok to water golf courses, horse racing tracks, sports fields and pitches whilst we are in drought conditions, whereas it is actually farmers who need the water to produce our food, ie grazing animals and vegetables. Page 17: how good to see that the recycling at Llandow is to be modernised/changed. I have avoided that place for ages because of the destructive (to one's tyres and steering) nature of the road. Also, the mention of recycling a further number of materials is welcomed. It would be interesting to know what they will be. Page 9: 'Behavioural' has a 'u' in it by the way. We are not Americans!</p>
163	<p>Work with all the other 21 local authorities to have one welsh strategy regarding recycling which would minimise cost and cheaper for Wales</p>
164	<p>I don't understand why you changing people do it now</p>
165	<p>What would be really useful (and potentially revenue generating) would be an electronics / small electrical recycling centre that specialised in securely deleting data from devices and then either recycling them or reselling them or donating them to schools etc. if appropriate. It's a real problem for ordinary people to dispose of obsolete technology such as laptops, tablets and phones while guaranteeing that their residual data is not going to be exploited.</p>
166	<p>These are unrealistic targets, you struggle to collect the recycling as it is now (12 weeks without the green bags being emptied). Perhaps the 2050 date is achievable for some councils but not for the VoG council.</p>

167	The polluter should pay. Council should encourage reduction & reuse before collection & processing. for example, households need to be encouraged to compost own waste. And green waste collection should be charged for by volume. An annual charge should be £50 per two bags as in other councils such as Northampton. The Council must learn from best practice elsewhere.
168	Could not ascertain what was to happen at Llandow? This centre is of vital convenience and serves many smaller towns and villages in the Vale and it would surely be completely counter productive to your strategy to now require a large proportion of Vale residents to make upto a 36.6 mile round trip that takes over an hour and adds to congestion and emissions. Make doing the right thing easy, using our own vehicles incurses multiple costs for residents, damages the environment, adds congestion to our already overused out dated road system which as your report says will only become more acute as the Vale population grows. Traffic should be dispersed and not focused, take the Vale Show as a learning opportunity and a sign of potentially things to come.
169	Landowner Recycling centre needs urgently sorting. Road access is horrific and appointment system is ridiculous
170	the present rubbish collection systems encourage seagulls and foxes to rummage through properly sorted and presented trash leading to fouling of roads and pavements. can we have roller bins that are more secure
171	They all seem very good. How long will it be before they are in place?
172	Ambitious targets. More assistance needed from manufacturers in producing recyclable packaging . Whilst encouraging community participation , also introduce penalties against perpetual defaulters ie fines .
173	Where have all the dog bins gone from Cold Knap? And more general Waste Bins are needed, as the Knap is becoming very popular, and the bins are always overflowing.
174	Please do not be over aggressive in your communications, keep being positive
175	Not read it, not seen it. How could I see it .? Weird survey
176	Stop overthinking and get on with the job! stop wasting money on servey's and do what is needed with local community agreement.


177	<ol style="list-style-type: none"> 1. Next time you do a review of the community, provide an executive summary of the strategy so that people are more likely to actually engage with the content before responding. 2. Love the idea of the reuse shop. Is there opportunity for apprenticeship work regarding up cycling in order to increase profit and provide education to those not in education, training or employment. 3. Love the idea of the on-the-go recycling bins. What will be put in place to prevent these being contaminated with non-recyclable waste (especially given that waste bins are usually full/overflowing). 4. I see no mention of huge issue of waste/litter on the beaches and shoreline, what plans are there to reduce this? 5. It should be easier to collect and dispose of litter on waste/shoreline for those who are walking there and want to clean up. I recently collected up a carrier bag full of rubbish that had been dropped by others at the bendricks, and then was not allowed to dispose of it at the HWRC, even though I was willing to sort it. Perhaps something for your waste community champions to look at. 6. What protections will be in place for the community champions who come up against aggression when trying to educate and advise? 7. The fortnightly collection frequencies of black bags are perfect. Is there support in place to help those who struggle to meet this to reduce their waste so that they do? 8. Regarding black bag waste - it should be incredibly easy for residents to know what happens to it. Ie. What percentage goes to landfill, and where, what percentage is incinerated, and where. Etc. this would provide some accountability. This ought to be publicised so that residents are aware of what happens to their waste rather than it just 'disappearing'. 9. I am regularly concerned about the waste produced by bin collections. If you follow a bin truck, you see the vast amount of rubbish that falls onto the streets from the bags during transfer. This should not be happening, and suggests to me that the rounds/targets are too large as not possible for collectors to go more carefully. This needs to be addressed somehow as this litter is blowing into hedgerows, gardens, the sea, and then causing untold difficulties for the environment. 10. Regarding recycling... I am very proud of our rates as a council! Well done
178	The plan doesn't seem to address recycling of soft and hard plastics which are normally rejected in the curb side collections and contribute to most of the rubbish in the black bags.
179	Does not aid disabled.
180	What happens to blind or partially sighted or disabled people if they get it wrong, life is hard enough without putting up with extra stress from the EU and petty minded councils that ignore the wishes of people
181	It is the service user who is most affected by the implementation of this strategy, yet under the proposals the service user is the least consulted. A two year cycle of consulting the service users is too long. It should be no longer than yearly. The draft makes no reference to who will consider the findings of the survey, whether the findings will be published & what level of importance will be given to the implementation of change identified by the survey. If questions in the survey require a 'yes/know /don't know' response such as in the response to this wide ranging draft strategy then the data will be worthless. It should not be a tick box exercise.

182	I think it is a wholly unnecessary process, harder for householders to implement, and more work for the dustmen who can't cope with the current situation. Find another project more worthy of the money which would be wasted on these proposals.
183	I live in a flat on the 3rd floor. I don't have room to separate my recycling in the flat. The bins are in the car park, in the winter or wet weather I will have to stand outside to sort my recycling into appropriate bins. Also we have no room in the bin area for any more bins, we already have 7.
184	I would like to know what are we going to do with all the bags living in a flat?
185	Sorting everything out into the different bags/box's where do we keep all the extra bags /box's?
186	The council will ignore the comments made and will do what they wish with zero regards for any of the residents that pay the council taxes
187	Zero carbon & total recycle reuse program great
188	Where do we keep all these bags?????????
189	Too many bags .
190	As I live in a mid terraced property and like most houses have a lack of storage, also with the struggle of carrying waste through the house on bin day, can someone explain to me where I am going to put all these new bags?
191	The proposed collection strategy creates a slower less efficient process and discourages the recycling of large cardboard.
192	Keep the mixed recycling as it is
193	Segregating at the home will reduce the percentage of recycling, due to lack of room for multi bags, to much to go into one type of bag, therefore ending up in the black bag,extra hassle etc. Kept simple as now, and with modern segregating machinery already available, i feel that an increase in recycling would happen..No extra wagons required,less operatives, and also machines generally do not go on the sick, strike, or require a pension, and are recyclable themselves Simplification is the way to success, and employ machines wherever you can
194	We will never reach zero carbon so why use hard earned council tax revenue when you are whistling in the wind. Buying a couple of electric vehicles won't even make up for the carbon footprint of of the survey.

195	<p>Why should I sort into different recycling containers? You get enough council tax money, stop awarding councillors with ridiculous 10% pay increases when that money can be used for the public in the vale!</p> <p>How much room do you think people have for all the different containers? Some won't be big enough either. If you've got a big house like Burnett, then you'll have plenty of room. Her pay increase would probably build an extension for her to store the containers. We don't get that luxury of extra tax payers money straight into our pockets</p>
196	<p>Keep recycling easy for residents.. its becoming hard work so could be counter productive</p>
197	<p>As a household I do not want to sort my recycled waste. Doing so would discourage recycling and lead to fly tipping. You need to make it easier for the customer and the company (the council and employees need to work harder, or be paid less and employ more). It is offensive of the council to target the customer where you can guarantee every street the bin men visit litter is strewn across the street and left. Focus on higher productivity at the council or lower the excessive wages paid and employ more to sort the waste. Placing the burden on households, the customer will not work. The council must act like a business and protect the customer.</p>
198	<p>Keep as it is....it is largely successful mainly because it enjoys the support of townsfolk and that is because it is familiar.</p>
199	<p>Too time consuming, a waste of resources at home e.g water and electricity to clean glass and tins. Why should we do this when you are sending the recycling to Poland and other countries? What an absolute waste if money and resources. We see you and suggest you all send yourselves to Poland.....you are rubbish!!!!</p>
200	<p>There is no scientific definition of the phrase 'climate emergency'. And deliberately so, as it would immediately be scientifically debunked, because there is no climate emergency. It is therefore not a rational basis on which to make policy.</p>
201	<p>Please ensure there is very clear guidelines on what can be put in each bag especially for elderly people who may struggle to remember. A clear leaflet/poster that can be put up in the kitchen for example. Also, for single/households that generate low waste smaller bags and containers would be useful if they were available. Please consider the price of goods at the proposed reuse shops to ensure items are accessible to those of us who are low income. Finally, the draft mentions that the green food liners are given out, however my recent experience is that if you tie a green bag to the food caddy nothing is left I have been doing this for weeks and still no green bags, this isn't exactly encouraging.</p>

202	It is clear most important that residents are able to access information on segregation of waste and recyclables to know where to put them
203	More emphasis on reduction of waste e.g. discourage single-use water bottles and encourage use of reusable bottles and public water supply (free!)
204	There does not seem to have been any thought as to where people living in flats or shared spaces will be able to store their bags. Not everyone has outside or shed /garage space to keep these bags until collection. One bag is enough,,
205	Residents putting out massive amounts of garden waste bags should be charged and/or encouraged to compost their garden waste. It is unacceptable for the council to have full lorries from just a few houses, which then impacts the service that you offer other residents. Can you offer a service to collect soft plastics and crisp packets etc that can be recycled, so they are not going to landfill, thus reducing black bag waste.
206	The re-use shop has already been built and you've gone out for tender so it's a bit late in the day to ask our opinion on this as a proposal! We need a recycling/collection option for soft plastics - I don't see that in your strategy
207	Need to increase educational component so as to have a greater impact on the "reduce" and "reuse" portions of the diagram (road shows, library displays, etc.)
208	Welcome improvement of facilities at Llandow to include access road. Welcome considering separate kerb side collection of nappies electrical goods.
209	Having collections that are in sealed bins that can be easily stored outside houses would get more people on board with sorting waste and recycling. Current bag system is visually unpleasant and also attracts vermin. Also if you do not have space for the bags/boxes inside house/garage it's just not effective.
210	Make things simpler for residents, not more complex.
211	Housing stock is not suitable for multiple bins / bags. Even if sorting is done by the householder, the risk of accidental contamination is so great, a secondary sort will be required prior to waste actually being recycled. In addition the proposals make no allowance for the age of the householders.
212	Removing mixed recycling will discourage people from recycling as it will make it more awkward and will require multiple different bins.
213	It's far too wordy for a lay person to read. You should provide a summary.
214	I think the reuse shop is a brilliant idea

215	<p>Frequently this Summer there have been large numbers of visitors to the Knap and Watchtower Bay in Barry - at times in the their hundreds - and whilst it's nice to see people enjoying this lovely area sadly they leave behind a huge amount of litter. There are not enough municipal bins to cope and litter/discarded food is either left at the side of overflowing bins or just dumped. This refuse ends up strewn over the area as it's blown by the wind and pecked apart up by the gulls. There is a need for more municipal bins and more frequent waste collection, signs asking people to take take responsibility for their rubbish and to keep the area clean, and steps taken to educate visitors to respect the area and take their litter home or dispose of it properly.</p>
216	<p>Sadly this is mostly bafflegab. Pages and pages of strategic waffle, no doubt delivered at great expense by expensive external consultants, when what is needed is actual practical solutions to the waste problem.</p> <p>All I can see here is yet more reduced targets that fall on the householders who get stuck between the widening gap of what their households generate through no fault of their own, and what you are prepared or able to dispose of - a non-service for which we are paying you I might add.</p> <p>That waste problem is not created by householders paying council tax, it's by manufacturers, retailers and delivery companies generating insane amounts of packaging, many kinds of which you simply do not have the facilities to actually recycle. Yet you make it our problem by not actually recycling materials that could be technically recycled because you continue to think at a VoG-only level rather than collaborating with our neighbours.</p> <p>Similarly there is nothing in here to penalise companies and retailers who use excessively wasteful or non-recyclable materials, or reward the ones who do not. This stuff has to go somewhere - either actually recycle it, or make it expensive for the companies generating it.</p>
217	I would welcome use/collection of separate caddies for card/paper, cans and plastics.
218	The solution lies with the manufacturer to stop using so much unnecessary packaging
219	No
220	something needs to be done at Llandow.
221	Wheelie bins desperately needed. Major maggots and seagull problems with loose bags
222	Concern re additional restrictions on residual waste collections, need other arrangements for pet waste, such as cat litter. Other proposals seem fine.

223	Change from black bags st least in some areas where practical to wheelie bins. Safer for staff handling, less vulnerable to being ripped open by birds and cats etc and would take a load of black plastic either out of landfill ofcreleasing harmful chemicals on incineration
224	If on the go bins are wheelie bins, they won't work on my terrace street because we don't have rear access. Also we definitely need textile recycling for ripped clothes etc.
225	By all means replace Llandow HWRC if you cannot force the private road to be repaired BUT Western Vale residents need the new facility to be nearby. It is too far for us to travel to Atlantic trading estate - think of our petrol costs. How does that affect the environment? This is such a backward step and will lead to increased flytipping by some residents. Please consider having the HWRC in the other industrial park at Llandow or buy some land close by.
226	I agree with most points except replacing your vehicle's that would have to be cost effective overall. You can start but making the recycling centre more accessible immediately by scrapping the appointments system and updating your websites. Do the small easy things first and then improve your service. You should definitely have a recycling shop you are way behind on this
227	Would be good to recycle soft plastic, bread wrappers, crisp bags etc. Definitely need recycling bins in busy areas for cans, bottles etc but not sure if the general public would use them correctly 
228	You need to have a way that residents can collect all recycling in one bin instead of having multiple bags that rip and break all over their gardens. Making their gardens look like a rubbish tip
229	Clean up after the green bag collectors spill the contents on the road.
230	Listen to what residents want for a change. Streets are disgusting after any bin collection be it recycling or general rubbish. According to your sraft you hit the 70% target on 2019/2020 so why are you not displaying what the rate is since your ridiculous change and not comingled recycling is it as it has reduced? Why ate you not transparent?
231	Better bins that don't blow around in the wind causing dangerous flying objects when blown into the road, food waste bins which remain closed and not able to be opened by wildlife who then spread the rubbish. Please ensure people who are not digitally active aware of the consultation and ensure information is wide spread
232	Make existing facilities especially at Llandow better and more accessible. The precarious steps to the skips are not acceptable especially with heavy items. The appointment system needs to be abandoned now covid is over.

233	Replace, collection vehicles, with electric ones, when it's time for replacing each vehicle
234	<p>The current system is flawed; the use of black plastic bags is foolish in a seaside town overrun with feral gulls. Agree that an "anytime" drop system for recyclables is needed possibly by using larger strategically placed "dumpsters" and giving out free coloured bags for depositing them. (This is how it's done in France). More bottle banks should be available to keep glass separate from other recyclables. Council must also use what powers it has to enforce homeowners, landlords, tenants and businesses to clean up their patch. Too many areas in Barry are in a disgusting run down state. Also, traditional street cleaners are needed to lead the way in returning some civic pride. This should be less about "Net Zero" and more about encouraging people to want to keep their towns clean and presentable.</p>
235	<p>Just to reiterate the importance of fixing/changing the centre at Llandow, it is treacherous to get there. And to work with all the nascent community efforts to better reduce/recycle, such as zero waste stores, terracycle programs, and so on. Lots of people are already doing more and creating an infrastructure for change, and it's important to work with those efforts. Thank you!</p>
236	Very worried with certain aspects
237	Add terracycle pick up
238	<p>I appreciate it's a draft, but it really needs to be rewritten in "plain" language. I spent considerable time trying to understand exactly what was being proposed, and failed. In its current form, most people will have no idea what the main objectives are.</p>
239	<p>Not sure what an "On the Go" recycling bin is. The current collection/recycling arrangements, particularly HWRC are fine for those with cars but they discriminate against those without, those who are poor and those in small flats etc with no outside storage. They encourage flytipping and it seems that your only response is enforcement which further disadvantages those who can least afford it. Not a policy a Labour run authority should be proud of</p>
240	Glad you are looking into more recycling household items
241	<p>The recycling bag system does not work! The bags end up being blown away before owners can bring them in. Thanks for the winds are high, the contents of the bags end up being spread, leading to more litter in our communities. Please can we have boxes or a more suitable system, like other local authorities have adopted? The 'no bin' system is not fit for purpose either, as animals open the bags, leaving rubbish over the street yet again! I'd be happy to pay for a wheelie bin, but you've already said that you wouldn't empty it and that the waste should be presented in a black bin bag for collection.</p>

242	The use of black bags is extremely wasteful and tonnes of plastic are being thrown away unnecessarily. You need to switch to wheelie bins. Garden waste collection is good; reuse shop is good idea.
243	N/A
244	Would love to see Zero Emissions Vehicles collecting the waste. Thanks.
245	More should be done to educate children from an early age regarding litter, waste and recycling. In areas around schools, the children from the school should take an active role in collecting litter and be made aware of civic responsibility / civic pride. Work with builders and property developers to educate their workforce about litter and recycling. Large development sites should be used to teach re waste & recycling to the workforce, ie no drinks cans thrown in skips, paper & cardboard packaging waste to be recycled.
246	I've responded 'not sure' as I haven't read through the whole strategy in detail. More action & support is needed at the top of the waste hierarchy ie remove/reduce/ reuse, not just recycling - lots more could be done to identify 'waste' that could be repurposed, supporting a more circular economy. Initiative such as Repair cafe's and Benthylg borrowing libraries need to be mainstream across all towns and villages, with more support, rather than just being run by volunteers and only open for a few hours each month (as is the case with the Repair Cafe). Also encouraging residents to sort their waste, rather than putting everything into one container, is welcome. The Vale is behind other LA areas in doing this (eg when we lived in Swansea 9 years ago we had to separate all our waste). This is all really important work in helping us response to the climate and nature emergencies so I would support all efforts.

Appendix B – Management Action Plan

Theme	Outcomes	Responsibility	Resource	Timescale
Theme 1: length and complexity of the strategy	<p>On further strategies investigate if a short overview version would be applicable.</p> <p>On further strategies investigate if plain language should be used.</p>	Waste Management Team	Within existing resource	Short
Theme 2: Proposed replacement Household Waste Recycling Centre at Llandow.	<p>Proceed and investigate possible land opportunities for a replacement Household Waste Recycling Centre in Llandow.</p> <p>When selecting new land, undertake an assessment on settlement areas in relation to the proposed new site.</p>	<p>Waste Management Strategic Team</p> <p>Strategic Estates</p>	Within existing resources and making capital bids where appropriate.	Medium / Long
Theme 3: Understanding the Recycling Blueprint	<p>Undertake additional recycling awareness sessions with residents.</p> <p>Ensure that the recycling A – Z is fully updated on the Councils website.</p> <p>Undertake recycling awareness sessions in schools and for community groups.</p>	<p>Waste Management Strategic Team</p> <p>Waste Management Operations Team</p> <p>Web Team</p>	Within existing resources.	Short

	<p>Provide additional literature for recycling officer to communicate with residents.</p> <p>Update recycling contamination stickers to assist improve recycling.</p>			
Theme 4: Recycling additional materials	<p>Enhance the current source segregated collection by adding additional collection of materials such as small electrical, batteries and textiles.</p> <p>Investigate the possibilities for collecting nappies (AHP) separately.</p>	<p>Waste Management Strategic Team</p> <p>Waste Management Operations Team</p>	<p>Within existing resources and making capital bids where appropriate.</p>	Short / Medium
Theme 5: Wheelie Bins	<p>Investigate the feasibility of using wheeled bin for the refuse service.</p>	<p>Waste Management Strategic Team</p>	<p>Within existing resources.</p>	Short – Medium

Theme 6: Enforcement Action	<p>Carry on utilising recycling officer to educate our residents in relation to recycling.</p> <p>Introduce a new policy regarding working with the Councils enforcement team to assist improve the local authorities recycling performance.</p>	<p>Waste Management Strategic Team</p> <p>Enforcement Team</p>	<p>Within existing resources.</p>	<p>Medium</p>
Theme 7: The Waste Hierarchy	<p>Undertake additional waste awareness sessions with residents, schools, and community groups.</p> <p>Participate in extended producer responsibility sessions to understand changes in legislation moving forward.</p>	<p>Waste Management Strategic Team</p>	<p>Within existing resources and funding where available.</p>	<p>Short</p>
Theme 8: End Destinations	<p>Update our Council website to include additional information where residents can access information regarding end destinations and treatment processes.</p>	<p>Waste Management Strategic Team</p> <p>Web Team</p>	<p>Within existing resources.</p>	<p>Short</p>

Short Term (M) < 12 Months Medium Term (M) 12 – 24 Months Long Term (L) 24 – 36 Months

VALE OF GLAMORGAN COUNCIL: DRAFT RECYCLING AND WASTE MANAGEMENT STRATEGY 2022-2032

An inclusive recycling and waste management strategy for Vale of Glamorgan Council

Contents

1.0 Introduction	5
2.0 The Legislative and Local Context	8
2.1 The Legislation	8
2.2 The Well-being of Future Generations Act 2015	8
2.3 The National Waste Strategy	9
2.3.1 Preferred Collections Blueprint	10
2.4 Local Developments	11
2.4.1 Declaration of the Climate Change Emergency	11
2.4.2 Strong Communities with a Bright Future	12
2.4.3 Vale Public Services Board	12
2.4.4 Council Review of recycling and waste collections service	12
2.5 Moving Forward	13
3.0 Our Vision and Strategic Objectives	14
3.1 Vision for Recycling and Waste Management	15
3.2 Strategic Objectives	15
4.0 Delivering the Strategy	17
4.1 Ambitious Targets	17
4.2 Innovative and Resourceful	18

4.3 Strong Communities	19
4.4 Education and Engagement	20
5.0 Delivering our Objectives and Monitoring Progress	22
5.1 Measure and review	22
5.2 Delivering our Objectives - Timeline	25
6.0 Investment	26
7.0 Glossary	27
Appendix 1: Summary Action Plan and Timeline 2020 - 2032	28
Vale of Glamorgan Summary 10 Year Action Plan and Timeline	29
Appendix 2: Service Provision	35
Appendix 3: Integrated Communications Package – a practical approach	36
Appendix 4: Well Being Goals	38

1.0 Introduction

In 2019 the Council joined the Welsh Government in declaring a Climate Emergency; recognising that we must act now to prevent our future generations from having to deal with issues that we can have a direct impact on now. The Council is committed to working to a low carbon Wales and reducing our carbon footprint, to preventing waste and to continuing to increase our reuse and recycling rates. This Strategy will make a significant contribution to how the Council responds to the climate emergency via the Project Zero Challenge Plan which contains a specific challenge to *“Reduce waste and put in place the necessary facilities, services and awareness raising for a more circular economy with a strong emphasis on reuse, repair and recycling”*.

The Council’s Corporate Plan details the Council’s priorities for 2020-25. The Plan sets out the actions that will be taken to deliver four well-being objectives that will improve services and well-being across the Vale. Recycling and Waste Management is an essential service provided by the Council, it is a service received by all our residents, used by local businesses and by visitors to the Vale. This Strategy will contribute to all of our objectives and the seven national well-being goals.

Figure 1: How our Well-being Outcomes contribute to the National Well-being Goals for Wales



In the Vale of Glamorgan, we have worked to achieve one of the best recycling rates in Wales with 70.4% of waste reused, recycled or composted in 2019-20. We remain committed to not only continuing this work, but to achieving the best environmental performance in Wales.

Despite our progress, we recognise that we must continue to develop our service to respond to a number of key challenges including: the global climate emergency, a growing population and ambitious statutory targets. In recent years we have also had to plan and deliver our services during the covid-19 outbreak. Services have been maintained throughout the lockdowns and we will continue to adapt how services are provided to ensure the best possible service to our customers whilst ensuring that our teams are safe.

We believe we are in a good position to respond to the above challenges and that by working together with our residents we can embed an efficient, smart and modern recycling and waste management service which will ensure we achieve our targets now and in the future.

This is an integrated Recycling and Waste Strategy which prioritises waste minimisation and promotes re-use, repair and recycling. As part of this Strategy we will explore opportunities

to generate energy from waste and to deliver new employment opportunities through the development of a more circular economy.

Our Vision for recycling and waste management is to:

‘Provide effective recycling and waste management services working with our communities to respect, enhance and enjoy our environment and ensure a bright future.’

As part of this Strategy we have agreed four key objectives which will provide a framework for delivering our Vision for recycling and waste management and which will help us to contribute to the Council’s overall vision of **‘Strong Communities with a Bright Future.’**

Our four key objectives are:

1. **Ambitious Targets** – Minimise waste, maximise recycling and to develop a service that supports the Vale of Glamorgan to be a net zero carbon service by 2030.
2. **Innovative and Resourceful** – Use our assets and resources to transform our services so they are sustainable for the future.
3. **Strong Communities** – Work in collaboration with our communities, businesses and partners to involve them in decisions that affect them.
4. **Education and Engagement** – Encourage our residents, visitors and businesses to minimise waste, reduce carbon emissions and to consider how their actions may impact on the environment.

The Council’s Corporate Plan 2020-25 includes a commitment to **‘provide effective waste management services and work with our residents, partners and business to minimise waste and its impact on the environment’**. This Strategy sets how we will deliver that commitment. We know that to achieve our key objectives and the supporting actions it will be essential to listen to and work closely with our communities. Only through engaging with our residents will we be able to ensure that we are delivering a service that meets local needs while striving to surpass the ambitious national targets.

Add auto signature

Councillor Mark Wilson
Cabinet Member for Neighbourhood and Building Services

2.0 The Legislative and Local Context

2.1 The Legislation

Our Recycling and Waste strategy is aligned to a number of current European and Welsh Government policies and legislation relating to sustainable development, improved environment outcomes and addressing climate change. These include, but are not limited to the, following:

- EU Waste Framework Directive
- The Waste (England and Wales) Regulations 2011
- Towards Zero Waste
- Waste (Wales) Measure 2010
- Well-being of Future Generations (Wales) Act 2015
- Environment (Wales) Act 2016
- EU Renewable Energy Directive
- EU Energy Efficiency Directive
- EU 2030 Climate Framework
- Climate Change Strategy for Wales
- Beyond Recycling 2021

2.2 The Well-being of Future Generations Act 2015

In 2015, the Welsh Government introduced the Well-being of Future Generations Act (Wales). The Act places a duty on all public bodies in Wales to ensure that we are working to improve economic, social, environmental and cultural well-being. Seven national Well-being Goals for Wales were established through the Act and public bodies must work to deliver the Goals through the five ways of working. This Strategy has ensured that the five ways of working have been embedded through our approach to recycling and waste management in the Vale of Glamorgan.

We will seek to ensure that we:

- Work to **prevent** any increase in our waste, and engage with our communities to reduce, reuse and recycle.
- Look to embed **long-term** thinking about the role of recycling and waste management and its impact on our planet.
- **Integrate** this Strategy and its actions with on-going work of our partners and other organisations to address the climate emergency.
- Continue to work in partnership and **collaborate** with our partners across the region to develop innovative approaches.

- **Involve** our local communities in shaping our service and to convey key messages about the importance of their role in helping us to address climate change.

2.3 The National Waste Strategy

Through “Towards Zero Waste” the National Waste Strategy, the Welsh Government has set ambitious targets for all Welsh Local Authorities to work towards. The National Strategy sets out the long-term framework for resource efficiency and waste management between now and 2050.

The Welsh Government’s priorities for recycling and waste are:

- Provision of kerbside collection services that reduce residual waste arisings, collect high levels of clean recyclables and is at lowest overall financial cost;
- Collections services are delivered in a way that helps elicit the desired behavioral changes amongst householders whilst at the same time providing convenience;
- Provision of kerbside collection services that can provide source segregated food wastes to anaerobic digestion facilities that produce renewable energy and soil fertilizer and
- Provision of well signed, equipped and staffed Household Waste Recycling Centres that enable as many people as possible to access facilities for recycling as wide a range of materials as possible.

By 2025, the National Strategy sets-out that there will be a 27% reduction in the amount of waste produced across all sectors and that 70% of waste produced will be recycled. Of the remaining 30% a maximum of 5% can go to landfill with the remaining fraction to Energy from Waste.

The Welsh Government has introduced ambitious statutory targets for municipal waste. The targets bring with them substantial financial penalties of £200 per tonne, for not meeting the required levels of recycling and/or exceeding the allowable levels of landfill.

Table 1: Headline targets for Municipal Waste from WG – Towards Zero Waste

Target Year	2010/11	12/13	15/16	19/20	24/25
Min. levels of reuse & recycling/composting (or AD)	40%	52%	58%	64%	70%
Min. proportion of reuse /recycling /composting from source separation *	80%	80%	80%	80%	80%
Max. level of landfill	-	-	-	10%	5%
Max. level of energy from waste	-	-	42%	36%	30%
Min. levels of preparing for reuse (excluding Waste Electrical and Electronic Equipment (WEEE))	-	0.4%	0.6%	0.8%	1.0%

*kerbside, bring and/or civic amenity (CA) site

In 2021 Welsh Government published its strategy Beyond Recycling¹ which presents the next steps in Wales' pathway towards a circular economy. The aim is to become a zero waste, net zero emissions nation that uses a fair share of the earth's resources whilst realising the economic potential this transition brings.

What the Strategy wants to achieve in the move towards a circular economy is to:

- Become zero waste by 2050;
- Reduce emissions;
- Realise Wales' economic potential and
- Make resource efficiency part of the Welsh culture.

2.3.1 Preferred Collections Blueprint

The Welsh Government has set out a preferred Collections Blueprint in statutory guidance. This recommends a service profile for the collection of recycling from households via kerbside sort to ensure compliance to the revisions of the European Union Waste Framework Directive (WFD) and to ensure high rates of high-quality recycling, cost savings and improved sustainable development outcomes.

In 2015 the Welsh Government engaged Eunomia Research & Consulting (Eunomia) to carry out an appraisal of the Collections Blueprint to establish whether this was still the best option for a recycling and waste management service across Wales that best delivers:

- The Well Being Goals set for public bodies in the Well-Being of Future Generations (Wales) Act 2015;
- The best overall value for money;

¹ <https://gov.wales/sites/default/files/publications/2021-03/beyond-recycling-strategy-document.pdf>

- Compliance with the EU Waste Framework Directive (WFD) namely
 - Article 11 – separate collection requirements;
 - Article 28 & 30 – to produce and update waste management plans and
 - High quality recycling and the best overall requirement of Articles 10 and 4 respectively of the WFD.
- Local authority landfill diversion and statutory recycling targets (SRT's) and
- Support for the drive for a circular economy in Wales and resilience in terms of recycle markets.

Eunomia concluded that the preferred Collections Blueprint still provides clear benefits in terms of cost and material quality.

2.4 Local Developments

The Vale of Glamorgan has a population that has grown year on year since 2015 and according to latest 2019 estimates is an area of 133,600 people. It is projected that the over the next decade the Vale of Glamorgan's population will have the second largest growth of all Local Authority areas in Wales. It is recognised that due to this growing population and continued population growth it will be essential for partners to work together and with our communities to address the climate emergency.

2.4.1 Declaration of the Climate Change Emergency

In 2019 the Vale of Glamorgan Council joined with the Welsh Government in declaring a Climate Emergency. Partners through the Vale of Glamorgan Public Services Board (PSB) have agreed that addressing Climate Change is a key priority and partner organisations have signed up to a Climate Emergency Change Charter. The Charter shows how partners will work together to take action to both mitigate the impact of climate change and take positive action to reduce our emissions and carbon output. Through this commitment, the PSB will build on successful work that has been undertaken through its Well-being Plan to take forward actions to protect, enhance and value our local environment.

www.valepsb.wales/Documents/Climate-Change/Climate-Emergency-Charter-English-Final.pdf

The Council's response to the Climate Emergency is articulated in the Project Zero Challenge Plan that was approved by Cabinet and Council in July 2021. The Plan sets out a series of ambitious challenges that the organisation will take steps to meet in order for the Council to reach the net zero target by 2030 as well as working with communities to assist Wales to reach the same target by 2050. The Challenge Plan contains specific challenges to waste and recycling, community engagement and behaviour change and recognises the role of the Council as a key organisation in leading the community.

www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2021/21-07-05/Project-Zero-Draft-Climate-Change-Challenge-Plan.pdf

2.4.2 Strong Communities with a Bright Future

In 2020 the Council published a new five-year Corporate Plan. With four new Well-being Objectives which provide a framework for how the Council will contribute to the national well-being goals and improve economic, cultural, social and environmental well-being. The four well-being Objectives are:

- To work with and for our communities;
- To support learning, employment and sustainable economic growth;
- To support people at home and in their community and
- To respect, enhance and enjoy our environment.

The Plan includes a commitment to provide effective waste management services and work with our residents, partners and businesses to minimise waste and its impact on the environment. Each year an Annual Delivery Plan will set out the activities that will be taken to deliver the Corporate Plan and these will also be detailed in relevant service plans. Progress will be monitored and scrutinised through the year. The Recycling and Waste Management Strategy will form part of a suite of policies and plans which will ensure the Council has an effective response to the climate emergency. These include planning policies, transport plans, the Asset Management Plan and procurement policies.'

<https://www.valeofglamorgan.gov.uk/Documents/Our%20Council/Achieving%20our%20vision/Corporate-Plan/Corporate-Plan-2020-25/Corporate-Plan-2020-25-final-post-consultation.pdf>

2.4.3 Vale Public Services Board

In 2018 the Public Services Board (PSB) published its Well-being Plan and partners are working together to improve local well-being. The Plan includes an objective to 'protect, enhance and value our environment' and this Recycling and Waste Management Strategy will contribute to the successful delivery of that objective.

<https://www.valepsb.wales/en/Our-Plan.aspx>

2.4.4 Council Review of recycling and waste collections service

In 2017, following the Welsh Government study detailed above, the Council received support through the Welsh Government's Collaborative Change Programme (WRAP) to undertake a review of its recycling and waste collections services. WRAP undertook a modelling exercise of 7 different service configuration options, the modelling projected the

number of vehicles and crews required to achieve the most cost-effective service ensuring compliance and sustainable performance to achieve Statutory Recovery Targets (SRTs).

WRAP's review found that the most economic and sustainable method from the service appraisal was in accordance with the Welsh Government's Collections Blueprint methodology, and the collection of recycling via kerbside collection. This approach also provides revenue savings in the longer term once the service is operating to its full efficiency.

Each option included restricted black bags to ensure the achievement of its next SRT of 64% by 2019/20 and the final target under WG's current waste strategy "Towards Zero Waste" of 70% by 2024/25.

The recycling and waste blueprint that has been adopted has seen the introduction of:

- 2 collections per household per week incorporating the separate collection of residual waste (restricted) and garden waste alternative weeks to the residual and
- the collection of source separated dry-recycling and food combined, using lightweight multi-compartment vehicles and 2 loaders.

The Vale of Glamorgan's service configuration and contractual arrangements are outlined in Appendix 2 Service Provision.

2.5 Moving Forward

This Strategy, with its commitments to minimise our waste and promoting reuse and recycling will be an essential part of our work. How we will take forward specific messages and engage with communities on recycling and waste management is outlined against the objectives in this Strategy. There is a direct link however, to ensuring consistent and effective communication regarding the importance of taking steps to address the climate emergency in the Vale of Glamorgan.

3.0 Our Vision and Strategic Objectives

This Strategy sets out a long-term vision for recycling and waste management services and goes beyond simply meeting Welsh Government targets. It identifies a single integrated approach which sets out how the Vale of Glamorgan Council will:

- Achieve its' vision for Recycling and Waste Management Services;
- How it will **work** with others and **uphold the values** of the Vale of Glamorgan;
- How it plans to **engage** with and **involve** residents, business, visitors and stakeholders in the delivery of its' objectives;
- Align its' services with the overall Corporate Objectives; and
- Place the national **well-being goals** and **five ways of working** at the heart of all that it does.



3.1 Vision for Recycling and Waste Management

Provide effective recycling and waste management services working with our communities to respect, enhance and enjoy our environment and ensure a bright future

3.2 Strategic Objectives

The Vale of Glamorgan Council has four values which are detailed in the Corporate Plan. These values are reflected within this Strategy and embedded in the actions we will undertake to deliver our Objectives.

Our four Values are:

Ambitious – forward thinking, embracing new ways of working and investing in our future;

Open – open to different ideas and being accountable for the decisions we make;

Together – working together as a team that engages with our customers and partners, respects diversity and is committed to quality services and

Proud – Proud of the Vale of Glamorgan: proud to service our communities and to be part of the Vale of Glamorgan Council.

We will work to ensure that services are provided for everyone, that we listen to our residents and work in partnership to improve the services we provide.

Our four key Objectives will provide a framework to ensure we continue to improve services for customers and other stakeholders.

Objective 1 – Ambitious targets – Minimise waste, maximise recycling and to develop a service that supports the Vale of Glamorgan to be a net zero carbon service by 2030.

Objective 2 – Innovative and resourceful – Use our assets and resources to transform our services so they are sustainable for the future.

Objective 3 – Strong communities – Working in collaboration with our communities, businesses and partners.

Objective 4 – Education and Engagement – Encourage our residents, visitors and businesses to minimise waste, reduce carbon emissions and to consider how their actions may impact on the environment.

There are clear synergies between the Strategy's objectives and the challenges contained within the Project Zero Challenge Plan.

This Strategy reflects our commitment to protect and sustain the environment and provide all our residents, local businesses and visitors with an efficient, smart and modern recycling and waste management service now and for the future.

In future we must all prevent waste from being generated, where we cannot prevent, we must reduce, repair, re-use, recycle and compost more. Waste must be considered a resource from which as much value as possible should be recovered.

Disposal should only ever be the last resort as illustrated in the Waste Hierarchy in Figure 2 below:

Figure 2: *Waste Hierarchy*.



4.0 Delivering the Strategy

A **Summary Action Plan and Timeline** of key actions and commitments that have already been implemented and those which will be taken to deliver this 10-year Strategy is shown at Appendix 1.

This section details the actions that will be undertaken to deliver each of the four key objectives that underpin the strategy. At the relevant time each action will be evaluated to ensure that it continues to align with the Strategy, delivers an effective and affordable solution, and is financially viable and offers value for money.

4.1 Ambitious Targets

Minimise waste, maximise recycling and to develop a service that supports the Vale of Glamorgan to be a net zero carbon service by 2030.

Through this objective we will:

Achieve the **best environmental performance** in Wales, at an affordable and **low cost** whilst ensuring **high levels of customer satisfaction**.

The actions we will take:

- Complete the roll-out of the new household collection service to minimise waste and its impact on the environment.
- Build and open a **new and modern** household waste recycling centre to replace Llandow.
- Introduce the collection of further materials at the kerbside.
- Further **enhance the service** and consider the introduction of the collection of Absorbent Hygiene Products and nappies at the kerbside.
- Review the end markets for recyclate material to utilise UK only markets to **minimise our carbon footprint**.
- Carry out **performance and efficiency reviews** of the entire service to ensure that services are the best they can be.
- Review the residual waste frequency and capacity to minimise waste and maximise the capture of recycling.
- Develop and grow the trade waste and recycling service to respond to the Environment Act and promote the **transfer of recycling behaviours from the home to businesses and schools**. Give every opportunity to our local businesses and partners to participate in the correct manner.

- Provide services that support all businesses in the Vale of Glamorgan to reduce their carbon footprint and become more resource efficient.

4.2 Innovative and Resourceful

Use our assets and resources to transform our services so they are sustainable for the future.

Through this objective we will:

We will ensure that we put in place future fit infrastructure across the Vale of Glamorgan to enable our communities to help us to meet our targets. We will continue to modernise, reduce our carbon footprint to embed sustainability across our service.

The actions we will take:

- Build a new and future proofed waste transfer station at Atlantic Trading Estate to support front line services.
- Review market developments to identify **further materials for recycling** and capture at the kerbside, and at our HWRCs.
- **Improve our town centres and beaches** with “On the go” recycling bins to capture recycle, minimise waste and reduce litter in the environment.
- Review market treatment options for street sweepings to further increase recycling.
- When appropriate and financially viable, we will replace our street cleansing and beach cleansing fleet with zero emissions vehicles to **reduce our carbon footprint**.
- We will modernise the way we collect the material from our homes and businesses to reduce transport emissions of carbon dioxide and improve air quality, by introducing zero emission vehicles and investing in the infrastructure to renewably charge and power them.
- Investigate opportunities for alternative sources of **renewable energy** to power our Resource Recovery Facility and depot to **reduce our carbon footprint**.
- In the future source more sustainable, local and low carbon materials through our procurement activities. Moving away from those materials with the highest carbon footprint and ensure that prevention and reuse are considered first.

4.3 Strong Communities

Working in collaboration with our communities, businesses and partners.

Through this objective we will:

We will aim to bring communities together to develop initiatives relevant to their area and particular needs, in particular those which reduce waste and promote re-use and repair. We will support our communities to do the small things that add up to making a big difference. We will engage young people so they can actively learn about and be part of resource efficiency action.

Where we need to procure goods and services, for example in the building of the new waste transfer station and the HWRC we will seek to maximise the community benefit by awarding contracts locally, if economically viable, and to promote employment from within our communities.

The actions we will take:

- Open a **reuse shop** at the HWRC at Atlantic Trading Estate. The re-use site shop will enable the sale of household items which will yield benefits of improved recycling rate, access to furniture and items for the community, and although likely modest in value, will generate income for re-investing into the service and into the community. We will work closely with the third sector to create work programmes to improve employability and opportunity for unemployed residents, through experience at the re-use shops.
- Create facilities at the new HWRC, replacing the Llandow site, to capture items suitable for reuse and for sale at the Atlantic Trading Estate reuse shop.
- Rollout recycling services to all flats and HMOs ensuring that **all residents can participate**.
- Continue to enforce our **no side waste policy** working with our stakeholders to ensure actions are explained and the outcomes understood.
- We will also harness the power of our staff so that they can be advocates of the services we provide and promote the objectives driving them.
- Create a network of **Community Recycling Champions** made of individuals dedicated to minimising waste and maximising recycling. They will be equipped with training, communications materials and basic equipment to empower them to:

- promote behaviours that align with the waste hierarchy;
- encourage the transfer of behaviours adopted at home into the school environment or place of work and
- promote the values and objectives of the Council.

4.4 Education and Engagement

Encourage our residents, visitors and businesses to minimise waste, reduce carbon emissions and to consider how their actions may impact on the environment.

Customer engagement and education is an integral part of ongoing and future activities, in relation to the provision of waste and recycling services, and the **Vale of Glamorgan Council**, will ensure that our communications will deliver VOGC namely:

- **Value for money** using tried and tested materials, tactics and messages;
- **Options and opportunities** for change and improvements in services and environmental outcomes;
- **Guidance and give positive re-enforcement** to drive behaviour change, and
- **Clear and specific actions required** to deliver improvements.

Through this objective we will:

Encourage more residents, businesses and partners to recycle the correct things.

Maximise awareness of the benefits of recycling amongst residents, businesses and partners, and

Understand the need for improvement and change as new opportunities for recycling emerge.

The actions we will take are:

- **Provide guidance, information and assistance** to enable all residents to access all services to maximise recycling and minimise waste.
- Deliver a behaviour change programme to continue to promote the services available to residents to achieve our **Ambitious Targets**.
- Engage with all schools and council offices to **grow the trade waste and recycling business** and to provide a service that allows them to contribute to our **Ambitious Targets**.
- Ensure our trade waste services are **competitive, affordable and accessible** for all local businesses and schools.

- Work closely with our network of **Community Recycling Champions** to ensure a sustainable approach to waste minimisation and recycling in the workplace and our education facilities.
- Carry out regular resident surveys to ensure we deliver against our service commitments and **residents are involved** in future decisions we make.
- Provide informative communications to inform residents and businesses of service developments and **options and opportunities** available to them to help deliver our **Ambitious Targets**.

Our approach when considering how we engage and communicate with our residents and stakeholders is described in Appendix 3 – Integrated Communications Package – a practical approach.

5.0 Delivering our Objectives and Monitoring Progress

5.1 Measure and review

Annual Review – The Vale of Glamorgan will regularly review the outputs of this Strategy and action plan. Officers and Elected Members will monitor costs and progress against waste and recycling targets. Officers will work within the Vale of Glamorgan’s scrutiny committee process to ensure that members are aware and have the opportunity to examine progress against the actions needed to deliver this strategy.

Mid-point Review - As this Strategy covers such a significant time period it is also likely that other external factors such as changes in the financial markets, new legislation, developments in technology and indeed developments within Vale of Glamorgan itself, mean that it is sensible to undertake a more significant review in 2024, or before a significant policy decision point.

Post Service Change Review and Monitoring and Measurement - to understand the impact of any change of any service change or service enhancement key metrics will be captured to measure the baseline position and also the position post service change. This information will be captured and analysed by the Directorate of Environment and Housing and reported to the Cabinet Member for Neighbourhood Services and Transport.

The long-term Action Plan and Timeline, in Appendix 1 identifies performance and efficiency reviews and regular resident surveys.

The monitoring data to be captured can be found in Table 2 below.

Key questions will be included within the public opinion survey, which is undertaken every 2 years, to gather feedback on Council services. In developing the actions, and changes needed to the service, we have considered what our services should look like to achieve our **Ambitious Targets**.

Table 2: Key Performance Indicators

Service Change or Engagement Activity	Data	Frequency
Kerbside Collections	Recycling and Waste Tonnages	Monthly
	Recycling Rate	Quarterly
	Service Costs	Monthly
	Number of households	Monthly
	Service Set Out and Participation	Annual
	Public Opinion Survey	Every 2 Years
Periodic Re-routing exercise	Number of vehicles	Annually
	Number of Households	Monthly
	Service Costs	Annually
Household Waste Recycling Centres	Waste and Recycling Tonnages	Monthly
	Recycling Rate	Quarterly
	Amount of Material Sent for Re-Use	Monthly
	Capital and Operational Costs	Monthly
	Site Usage	Monthly
	Public Opinion Survey	Every 2 years
Engagement and Education	Food Waste Participation Numbers	Annually
	Recycling Participation Numbers	Annually
	Public Opinion Survey	Every 2 years
Trade Waste and Recycling	Waste and Recycling Tonnages	Monthly
	Recycling Rate	Quarterly
	Capital and Operational Costs – including profit and loss accounts	Monthly
	Number of Customers	Monthly
	Number of Customers Gained and Lost	Monthly
	Average Cost Per Lift and Average Charge Per Lift	Annually

If the Vale of Glamorgan achieves its' **Ambitious Targets** and delivers against its' objectives Figure 3, below, describes what services will look like for stakeholders.

Table 3: *What Good Looks Like for Vale of Glamorgan*

Welsh Government Strategic Target Areas	Current position	2024/25 Targets	What Does Good Look Like for the Vale of Glamorgan
Min. levels of reuse & recycling/composting		70%	<ul style="list-style-type: none"> • 100% of residents have collections services enabling them to recycle • Residents have access to information allowing them to participate in maximising recycling • Any waste that is produced is placed in correct recycling containers • Council provides collections of the right container at the right place and on time • Businesses and schools within the Council can access recycling and waste services
Min. proportion of reuse /recycling /composting from source separation (incl. bring banks and HWRCs)		80%	<ul style="list-style-type: none"> • Council sources economic and environmental solutions for an increased range of materials • Residents are informed on the range of materials and bring minimal non-recyclable waste to the HWRCs • Residents have places to go where experts can repair broken goods and extend their life • Residents have advice on how to upcycle their own goods and textiles • Reuse centres are available and accessible for the community benefit
Max. level of landfill		5%	<ul style="list-style-type: none"> • Maximum sorting and capture of materials at kerbside and HWRCs • Minimum food waste generated • Information freely available to all residents to minimise waste • Community Recycling Champions acknowledged and engaged by stakeholders
Max. level of energy from waste		30%	<ul style="list-style-type: none"> • Council has in place policies that give every resident business and visitor the opportunity to participate in services in the correct manner to maximise recycling
Min. levels of preparing for reuse (excluding Waste Electrical and Electronic Equipment (WEEE))		1.0%	<ul style="list-style-type: none"> • Residents have access and use reuse shops and reuse networks where they can pass on goods to others • Reuse services generate an income for re-investing into the service and into the community • Council creates work programmes to improve employability and opportunity for unemployed residents

5.2 Delivering our Objectives - Timeline

Appendix 3 not only identifies the short-term actions to complete the roll-out of the Collections Blueprint in the next 2 financial years, but also identifies the key actions to deliver the Vale of Glamorgan's Objectives and to become a net zero carbon Council in 2030. They outline our commitment to continuous improvement, the delivery of statutory objectives and engagement with our community throughout the process.

The dates and years indicated are those at which we will start work on the evaluation and delivery of any specific action.

How these actions will be tactically delivered, including the detailed content and roll-out of the integrated communication, supporting these Objectives, will be determined at the point each project and element of change is to be implemented.

Greater detail about the specific actions that will be undertaken to deliver the objectives set out in this Strategy, and how performance and success will be monitored, will be set out in the Council's Annual Delivery Plan and with the Annual Service Plans of contributing service areas.

6.0 Investment

There are number of actions included in Appendix 1 which will require capital investment. For capital spend that continues to move the Council towards the Welsh Government Collections Blueprint, the Vale of Glamorgan will prepare capital grant applications justifying how the investment would assist in meeting or exceeding of statutory targets through the identified service change or enhancement. In addition, internal invest to save business cases will be developed. These case by case reviews will determine whether the strategic actions will be included in the Council's **Annual Delivery Plan** and **Annual Service Plans** for the year in question.

Other actions will require revenue investment from within a revenue budget which is increasingly stretched. In these circumstances a case by case cost benefit analysis will be carried out to identify how the actions can be delivered through invest to save means.

To underpin this Strategy the Directorate of Environment and Housing have prepared a detailed Business Plan which includes a financial plan to take account of the various sensitivities associated with the service, such as material values and future legislative changes. The recycling and waste services financial plan will be continually monitored via the Council's budgetary reporting arrangements.

Value for money – for each communications initiative and service change we will ensure value for money and will look to tap into national initiatives and adopt existing toolkits, to utilise WRAP communications and operational experts and **collaborate** with surrounding authorities to adopt best practice, as it exists.

7.0 Glossary

- **Annual Delivery Plan** - The Annual Delivery Plan details the actions that will be undertaken in each year to improve local well-being and deliver the Council's four Well-being Objectives.
- **Annual Service Plan** – The Annual Service Plan will detail what specific actions and measure will be taken to deliver the objectives and commitments of the recycling and waste services department.
- **Collections Blueprint** - describes the Welsh Government's recommended service profile for the collection of waste from households. It provides a system that, if adopted across the whole of Wales, would result in high rates of high-quality recycling, significant cost savings and improved sustainable development outcomes.
- **Corporate Plan 2020 – 2025** - In this plan Vale of Glamorgan presents four new well-being objectives that it believes complement each other and collectively will contribute towards the seven national well-being goals. This Plan sets out why Vale of Glamorgan chose four objectives and how it will achieve them.
- **Public Services Board** – Public Services Boards were established as part of the Wellbeing of Future Generations Act. Our Vale/Ein Bro - The Vale of Glamorgan Public Services Board (PSB) brings together senior leaders from public and third sector organisations across the Vale of Glamorgan to work in partnership for a better future and the PSB's priorities are set out in the Vale Well-being Plan.
<https://www.valepsb.wales/en/Home.aspx>

Appendix 1: Summary Action Plan and Timeline 2020 - 2032

These are the key actions – how they will be tactically delivered will be determined at the point each project / change is to be implemented.

Vale of Glamorgan Summary 10 Year Action Plan and Timeline

Service	Strategic Objective	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29	2029/30	2030/31	2031/32
				Local Government Elections		70% Recycling Target					Net Zero Carbon target	Net Zero Carbon target	
HWRC	Ambitious targets						Opening of new second HWRC site						
	Strong Communities				Re-use shop Opened at ATE		Second Reuse shop at HWRC						
	Ambitious targets Strong Communities						Commercial waste and recycling streams in to HWRC's						
Kerbside Recycling	Ambitious targets	Complete rollout of Blueprint Service to Barry			Complete rollout of Blueprint to Penarth (Final Phase) including WEEE and batteries								
	Ambitious targets				Introduce WEEE and batteries collections for Phases 1 and 2	Consider textiles recycling market and the introduction of collections							
	Ambitious targets			Consider AHP subscription service									
	Innovative and Resourceful				Market review to identify	Consolidate extended							

Service	Strategic Objective	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29	2029/30	2030/31	2031/32
				Local Government Elections		70% Recycling Target					Net Zero Carbon target	Net Zero Carbon target	
	Ambitious targets			Review residual collection capacity / frequency		Trial further reduction in residual capacity / frequency	Introduce reduced residual capacity / frequency	Consolidate new service to maximise recycling					
	Innovative and resourceful				Review market for conversion kits for alternative fuels for collection vehicles.		Review Market for alternative fuel vehicles to reduce carbon	Purchase new alternative fuel fleet					
	Ambitious targets				Carry out performance and efficiency review of waste management services at Vale								
	Ambitious targets			Carry out performance and efficiency review of waste management services at Barry		Carry out full performance and efficiency review of waste management services			Carry out full performance and efficiency review of waste management services				
Waste Transfer Station	Innovative and resourceful		Build new waste transfer station	Build new waste transfer station		Investigate alternative sources of energy for WTS e.g., water capture / wind / solar							
Trade Waste	Strong communities			Investigate vehicle options to be able to offer a multi	Re-launch trade waste service to be recycling led.	Grow service - review service to provide access to all							

Service	Strategic Objective	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29	2029/30	2030/31	2031/32
				Local Government Elections		70% Recycling Target					Net Zero Carbon target	Net Zero Carbon target	
				stream recycling collection. Introduce revised pricing structure and respond to Environment Act	Focus on conversion of customers to recycling	local businesses							
	Ambitious targets				Focus on food waste collections for businesses and schools.								
	Engage and communicate				Target all schools and Council buildings to develop and grow trade waste service								
	Strong Communities				Create network of Community Recycling Champions in schools, Council Buildings and local businesses								
Engagement and Education	Engage and communicate	Comms to support re-introduction of residual waste controls	Comms to support ongoing residual waste controls	Participation set-out and compositional analysis study		Survey residents to ensure we are delivering what we said we would	Survey residents to ensure we are delivering what we said we would		Survey residents to ensure we are delivering what we said we would		Survey residents to ensure we are delivering what we said we would		Survey residents to ensure we are delivering what we said we would

Appendix 2: Service Provision

The table below describes the services description that will be provided by Vale of Glamorgan once it has completed the roll-out of its service changes. Rural Vale was changed to this service configuration in September 2019 and Barry in October 2020. Dinas Powys and Penarth will change from Autumn 2022.

Vale Of Glamorgan County Council – Service Provision	
Service Element	
Residual Waste (since Sept 2018)	Collected fortnightly. Each household is permitted to put out 2, standard sized, black bags per fortnight, with no side waste accepted. Larger families and those producing non-recyclable waste such as pet/nappy waste are permitted to apply for an additional allocation.
Dry Recyclate	<ul style="list-style-type: none"> Weekly collection of recyclate for all households in reusable hessian sacks (card, paper, cans and plastics) and a 40-litre grey caddy (glass) Recyclate collected weekly includes food tins and drink cans, empty aerosols, newspapers, magazines and junk mail, catalogues and telephone directories, glass jars and bottles, plastic bottles, mixed plastics, Tetra-paks, card. Provision of 2 HWRCs - with black bag sorting at the Atlantic Trading Estate HWRC required.
Organics	<ul style="list-style-type: none"> A fortnightly collection of green waste is operated from March to November each year collected in green hessian sacks. Food Waste is collected source segregated on a weekly basis in 23 litre green caddies. The Authority supplies food liners to residents for this service.
Trade Waste	<ul style="list-style-type: none"> Residual waste and recycling collections to all trade customers. All customers have the options of a residual or recycling collection contract or both.
Disposal	<ul style="list-style-type: none"> Residual Waste is treated at Viridor's Energy from Waste Facility at Trident Park in Cardiff. The contract is for a period of 25 years. Earliest contract expiry is 2041, with 5-year optional extensions.
Contractual Arrangements	<ul style="list-style-type: none"> Food Waste is treated at the Welsh Water AD facility in Cardiff. The contract is for both food and green organics and is for a period of 15 years. Earliest Contract expiry is 2032 Garden waste is treated at the above facility. FCC are contracted to operate the 2 HWRCs at Atlantic Trading Estate in Barry and Llandow. FCC are the permit holders for both sites. Cowbridge Compost run the Waste Transfer Station for the processing of the kerbside sort materials. The contract expires in 2021 Comingled material is sent to Suez in Avonmouth. The contract is a rolling contract. There is also a separate rolling contract with Cardiff Council for the use of a transfer station for the material.

Appendix 3: Integrated Communications Package – a practical approach

Detailed below is the approach we will take to communications which will underpin this strategy.

- There will be a **focus** on and prioritisation of those behaviours/actions which will make the greatest contribution to the recycling and waste management strategy's overarching objectives.
- There will be frequent and regular communications on the Strategy via the Council's Project Zero Challenge Plan communications campaign.
- **VoGC** communications and engagement **activity must align with and complement the wider waste strategy**. In particular this means linking with any future service changes as identified in the Action Plan in Appendix 1. The focus will be on delivering excellent service change communications, with additional communications, engagement and behaviour change activity scheduled in around this.
- Adopting a **project-focused** rather than 'always on' communications approach, with two types of communications project: those linked to service change (time-specific and delivered as an integral element of the wider service change), and those not linked to service change (non time-specific and delivered as discrete projects), all of which will have clear objectives and timelines. This means that at any one time there may be **one key communications focus**; it also means that there will be short periods between projects during which there will remain only a low level of communications outputs e.g. the Council's social media accounts.
- Developing communications activities and materials from scratch can be expensive and time-consuming. Where possible, the Council will **make use of existing materials/templates** etc, amending them as necessary to meet its own specific needs. This does not mean that 'one size fits all', only that where possible, the Council will continue to make use of existing materials/templates as a starting point, with additional bespoke materials and activities to be developed at a later stage as needed. This approach is **low-cost and low risk** compared to developing materials from scratch.
- Investigating opportunities to **benefit from the Welsh Government's Behaviour Change Programmes** and other national initiatives as they are developed. This is likely to provide multiple opportunities for participation and collaboration.
- Continuing to make the most of **existing networks and partnerships**.

- Using findings from planned trials **target specific audience segments** using the channels and messages that will best work for them. The focus will remain on targeting those segments which will have the **greatest impact** – which will also deliver the **best value for money**.

Appendix 4: Well Being Goals

How the Vale of Glamorgan’s Strategic Recycling and Waste Objectives and Action Plan, 2020 – 2030, will result in multiple benefits for our communities and contribute to the national well-being goals.

Well-being goals Well-being of Future Generations (Wales) Act 2015	5 ways of working and how we will deliver	Vale of Glamorgan’s Well Being Objectives 2020-2025	Vale of Glamorgan’s Strategic Waste Objectives that deliver against well-being goals	How actions beneficially contribute to the national well-being goals
<p>A prosperous Wales An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.</p>	<p>Long-term Involvement Integrated Prevention Collaboration</p>	<p>To work with and for our communities To respect, enhance and enjoy our environment</p>	<p>Strong Communities Ambitious Targets</p>	<p>Services designed so that everyone can participate. Maximise benefits of emerging technologies to recycle more and introduce additional materials. Providing residents with a new HWRC and re-use facilities for the future to achieve 70% recycling rate by 2025. As new materials are included in the recycling services Vale of Glamorgan will first seek reprocessing outlets in Wales and the UK.</p>

<p>A more equal Wales A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).</p>	<p>Integration and Collaboration Involvement</p>	<p>To support learning, employment and sustainable economic growth To respect, enhance and enjoy our environment</p>	<p>Strong Communities Engage and Communicate</p>	<p>Services that are accessible to all residents, local businesses and visitors. Improvements to HWRC network will allow alterations to be made in order to accommodate everyone. Engagement and communications that give everyone the opportunity to participate in recycling and waste minimisation schemes.</p>
<p>A Wales of cohesive communities Attractive, viable, safe and well-connected communities.</p>	<p>Collaboration and Involvement</p>	<p>To support people at home and in their community To respect, enhance and enjoy our environment</p>	<p>Engagement and Communicate Strong Communities</p>	<p>Encourage residents and local businesses to participate in and use the services provided to them to ensure that quality of service is maintained at all times Working with residents and local stakeholders for an inclusive and community focused waste management and recycling service. Encourage community resilience</p>

				and enable individuals to help others.
<p>A healthier Wales A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.</p>	<p>Integration and Involvement Prevention Long term</p>	<p>To respect, enhance and enjoy our environment</p> <p>To support learning, employment and sustainable economic growth</p> <p>To work with and for our communities</p>	<p>Engage and Communicate</p> <p>Strong Communities</p>	<p>Waste Wardens and Community Recycling Champions will work with schools so our children understand how they can make a difference from an early age.</p> <p>Targeted education - encouraging people to do the right thing by appealing to their sense of belonging. Focusing messages with emphasis on the positive and appealing to residents' sense of identity and community.</p> <p>Make its services accessible to all new residents, to ensure they have both the information and equipment to participate.</p>
<p>A resilient Wales A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and</p>	<p>Long-term prevention</p>	<p>To respect, enhance and enjoy our environment</p>	<p>Strong Communities</p> <p>Ambitious Targets</p>	<p>An inclusive strategy that is aligned to the waste hierarchy and supports our Corporate plan for a Brighter Future</p>

ecological resilience and the capacity to adapt to change (for example climate change).				
<p>A globally responsible Wales A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.</p>	Prevention and Long-term	<p>To work with and for our communities</p> <p>To respect, enhance and enjoy our environment</p>	<p>Strong Communities</p> <p>Ambitious Targets</p>	A strategy that is aligned to the waste hierarchy through providing opportunities to recycle what is produced and reducing the amount of waste disposed and reducing our carbon footprint.
<p>A Wales of vibrant culture and thriving Welsh language A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.</p>	Involvement and Collaboration	<p>To support learning, employment and sustainable economic growth</p> <p>To work with and for our communities</p>	<p>Engagement and Communicate</p>	Engagement - all communications with our community will be provided in English and Welsh.

The Five Ways of Working



Long-term - The importance of balancing short-term needs with the needs to safeguard the ability to also meet long-term needs.

Prevention - How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

Integration - Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies.

Collaboration - Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

Involvement - The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

