

Newcastle Waste Strategy Action Plan

Action Plan

Red Text indicates investment required

Green Text how the action contributes to delivering the vision

Themes	Actions	Year 1	Year 2	Year 3	Year 4	Year 5
Behaviour Change and Education	<p>We will develop and implement a number of behaviour change programmes and initiatives that enable residents and businesses to change their behaviour to reduce, reuse and recycle their waste and repair items for the long-term benefit for the whole community</p> <ul style="list-style-type: none"> • Launch 'Your city, your home' - a two-stage campaign to increase civic pride and reduce litter and fly-tipping by rewarding, educating, fining and prosecuting. • As part of 'Your city, your home' deliver a waste awareness campaign based on what works, through learning from others and using evidence-based communications, branding, graphics, videos and social media • Recognise and value business and community engagement through supporting local businesses, community groups and volunteers including incentives and rewards • Participate in national programmes, such as Spring Clean and other initiatives • Actively work where opportunities arise to influence national Government policy, including on packaging, improved coordination and consistency in collections 	✓				
		✓				
			✓	✓	✓	✓
		✓	✓	✓	✓	✓
				✓	✓	✓
Waste prevention including reuse	<p>We will lead by example to reduce packaging and the unnecessary use of single-use plastic and encourage other organisations in the city to follow suit through the Resource Newcastle Partnership.</p> <p>We will support local businesses, landlords, retailers, and other organisations both small and large within the city to understand their waste responsibilities to reduce, reuse and recycle their waste</p> <ul style="list-style-type: none"> • Lead by example in our buildings and operations to reduce/recycle 	✓	✓	✓	✓	✓

Themes	Actions	Year 1	Year 2	Year 3	Year 4	Year 5
	<ul style="list-style-type: none"> • Work with charities, community interest, social enterprises and local businesses to encourage and develop a reuse network • Support achievement of Plastic-Free Status for areas of the City • Promote the use of a Refill network for all who live, work and visit the city • Use bulky waste collections as a source of items for reuse and recycling, forming links with local interested small and medium sized businesses and Charities (Recycling) • Improve the Household Waste & Recycling Centres (HWRC) to provide more reuse and repair options and more segregation (Recycling) • Limit free access to the HWRCs to residents of Newcastle and only for household waste 	✓	✓	✓		
Food waste	<p>Through the Resource Newcastle Partnership, we will work with the Newcastle Food Network and WRAP so that households, schools and businesses throw away less food and save money, resulting in a zero-food waste city</p> <ul style="list-style-type: none"> • Support a Food Newcastle Partnership towards zero-food waste • Work with public health and local authority partners, use education to change behaviour to reduce overconsumption and reduce food waste, which will also reduce food poverty • Support the use of food waste to produce heat, energy and compost, including within the City (Recovering Value) • Introduce separate collections of food waste where practicable and ensure future waste contracts, from 2024/5, support the separate treatment of food waste 	✓	✓	✓	✓	✓

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Recycling and composting	<p>We will strive year on year to improve the quality of recycling and increase recovery levels to the highest practical and possible levels</p> <p>We will collect a consistent set of dry recyclable materials from households and businesses following the consultation on the national Resources and Waste Strategy, and in line with contractual obligations</p> <p>We will review our household waste recycling centre provision</p> <ul style="list-style-type: none"> • As part of the Resource & Waste Strategy Consultation, support the principle of a national Deposit Return Scheme for on-the go containers. Promote 'Take your waste home' • Aim to collect recyclable materials based on their net resource value; focus on quality over quantity and consistency • Maximise recycling in Council buildings and operations with Council employees acting as environmental champions • Provide rewards and incentives as appropriate for individuals, streets, areas, or wards to maximise quality and quantity of recycling • Consider a voluntary Recycling Rating Scheme for businesses to highlight good environmental practice • Use bulky waste collections as a source of items for reuse and recycling (Prevention and Reuse) • Review the Household Waste & Recycling Centres (HWRC) to provide more reuse options and more segregation (Prevention and Reuse) accounting for: <ul style="list-style-type: none"> - population and new developments - accessibility, - maximum re-use and recycling, - links with charities and community organisations - sustainability of funding; 	✓	✓			

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Operations	<p>We will plan waste and recycling collections to deliver our waste services in a coordinated, quality and cost-effective way that supports recycling and works for all residents of the city.</p> <ul style="list-style-type: none"> • Provide residents with the bins and collections that supports them to reduce waste, put the right waste in the right bin and maximise recycling • Review the rubbish and recycling collection frequency including the number and size of rubbish containers to minimise waste and maximise recycling • Review the use of shared receptacles/ collections where appropriate • Refresh the Refuse Collection Fleet reducing our carbon footprint • Pilot an electric RCV within the City Centre reducing our carbon footprint • Apply the Collection Consistency Framework where appropriate use commingling, source segregation and separation of food waste • Provide a Council Trade Waste offer that is financially sustainable and minimises its environmental impact and maximises recycling • Work with partners and businesses to ensure they maximise their recycling • Look for partnership opportunities, public and private, to ensure we are delivering efficiencies 	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>		<p>✓</p>
Planning	<p>We will include the preferred options for waste and recycling for new developments in Planning Guidance</p> <ul style="list-style-type: none"> • Include the preferred options for waste and recycling for new developments of housing and businesses in Planning SPD/Guidance • Promote innovative solutions such as underground bins • Provide necessary collection and separation facilities to meet the needs of a growing city through planning guidance 		<p>✓</p> <p>✓</p>		<p>✓</p>	

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Recovering value from waste	<p>We will develop a future waste treatment and disposal model which builds in flexibility and ensures the long-term stability of waste management for the residents of the city through to 2030 and beyond.</p> <ul style="list-style-type: none"> Examine commercial opportunities from marketing segregated recycling including the Council's role in this Maximise the benefits to the City from using residual waste as a fuel through the best available technology. Investigate the use heat and energy from waste by and within the City Where appropriate support the use of food waste to produce heat, energy and compost, including within the City (Food Waste) Maximise the use of existing and new heat networks 			✓	✓	✓
Markets and Technology	<p>We will select the process to treat residual that maximises the contribution to reducing the council's costs, minimises the environmental impact and avoids landfill</p> <ul style="list-style-type: none"> Support the work of the Resource Newcastle Partnership to deliver waste solutions for the City Procure recycling processing, where appropriate with partners, minimises cost, maximises the value of the material and minimises the environmental impact. Procure waste disposal technology, where appropriate with partners, that minimises cost, maximises the value of the waste and minimises the environmental impact. Developed, considered, consulted and procured in time for contracts to be awarded by 2022 with any new facilities being fully operational by 2025. 	✓	✓	✓	✓	✓

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Enforcement	<p>We will actively work to influence national Government policy including seeking powers for effective enforcement and regulation that helps to drive positive behaviour change and choices</p> <ul style="list-style-type: none"> • ‘Your city, your home’ campaign - the second phase of the campaign will focus on enforcement and reinforce the penalties for dropping litter and fly-tipping • Use community engagement, letters, warnings, incentives and face-to-face contact to ensure households have the right number and type of bins, and put the right waste in the right place • Use letters, warning and fines to reduce litter and fly-tipping, with support from the front-line team as environmental champions • Underpin and support changes at the HWRCs and to collections through enforcement • Actively work to influence national Government policy including seeking powers for effective enforcement and regulation that helps to drive positive behaviour change and choices 	✓	✓	✓		
Partnerships, public and private	<p>We will explore partnership opportunities to maximise value from our waste</p> <ul style="list-style-type: none"> • Work with landlords, community groups, universities and students to provide opportunities to minimise the impact of excess waste and maximise recycling • Support the Resource Newcastle Partnership to develop the circular economy and deliver investment and jobs in the City • Use the North of Tyne Combined Authority and other relevant public sector organisations to investigate Waste Partnership opportunities including development of shared waste operations, and treatment and disposal facilities that are both sustainable and economically viable, including the potential of Energy from Waste 	✓	✓	✓	✓	✓