



# Waste Action Plan for Derbyshire

**Derbyshire and Derby City Joint Municipal  
Waste Management Strategy  
2013-2026**



June 2017



## Contents

<b>1. Introduction.....</b>	<b>1</b>
1.1 Derbyshire County Council.....	1
1.2 Derbyshire and Derby City Joint Municipal Waste Management Strategy.	1
<b>2. Existing Waste Management Services.....</b>	<b>2</b>
2.1 Waste Educational and Promotional Campaigns.....	2
2.2 Household Waste Recycling Centres.....	4
2.3 Composting facilities.....	7
<b>3. Waste Management Service Performance.....</b>	<b>8</b>
3.1 Service Performance.....	8
3.2 Future Performance Projections.....	10
<b>4. Action Plan.....</b>	<b>12</b>
4.1 Waste Prevention Activity.....	12
4.2 Waste Reuse Activity.....	14
4.3 Waste Recycling and Composting Activity.....	15
4.4 Carbon Improvement Measures.....	16
4.5 Risk Assessment.....	16
4.6 Waste Action Plan Timetable.....	17
4.7 Delivery of the Strategy.....	18



## 1. Introduction

### 1.1 Derbyshire County Council

Derbyshire County Council is a waste disposal authority and works in partnership with eight district and borough councils (waste collection authorities) who provide waste collection services and Derby City Council is a separate waste collection and disposal authority. Derbyshire, excluding Derby City has a population of 782,365 with a household stock of 350,900.

Derbyshire lies in the centre of England, bordering the major cities of Greater Manchester and Sheffield to the north of the county and Nottingham to the south-east. Three quarters of the population are concentrated in the eastern side of the County. The rural nature of the county, population spread and the location of a National Park in the county all present challenges for the provision and operation of efficient waste management services and infrastructure.

### 1.2 Derbyshire and Derby City Joint Municipal Waste Management Strategy

In 2013 the Derbyshire Waste Partnership (DWP), made up of all the councils in Derbyshire and Derby City Council, reviewed the Derbyshire and Derby City Joint Municipal Waste Management Strategy. The revised strategy and supporting documentation can be found at: [www.derbyshire.gov.uk/wastestrategy](http://www.derbyshire.gov.uk/wastestrategy)

The strategy is supported by individual waste action plans for each Derbyshire council which detail the planned actions which will take place to help achieve the strategy's vision and objectives that aim to reduce or reuse waste and improve recycling and composting performance.

This waste action plan for 2017 identifies the specific services and activities that the County Council is providing to help achieve the vision and objectives of the strategy. This includes providing nine Household Waste Recycling Centres (HWRCs), composting green and food waste and promoting waste prevention, reuse, recycling and composting to communities across Derbyshire. A timetable of activities is given in Table 6 on page 17.

The strategy and this action plan does not review arrangements for the treatment and disposal of waste that isn't recycled or composted as this is managed through an existing long term waste management contract.

---

<sup>1</sup> Derby City Council is not included in the household or population figures. Derby City data is included in a separate action plan.



## 2. Existing Waste Management Services

This section summarises the waste management services and initiatives currently provided by the County Council, in regard to waste prevention, reuse, recycling, composting, HWRCs and composting facilities.

### 2.1 Waste Educational and Promotional Campaigns

The County Council develops and leads a wide range of initiatives, in partnership with the district and borough councils of Derbyshire, to help and encourage householders to prevent waste, reduce, reuse, and recycle and compost as much waste as possible. As part of promoting these initiatives to members of the public throughout the county the Council manages a recycling roadshow vehicle along with its educational resources. The key initiatives that are currently being delivered are summarised below:

#### *Waste Prevention*

A number of promotional campaigns that are designed to raise awareness and to change the habits of Derbyshire householders to prevent waste are currently being delivered. These include specific campaigns promoting the following:

- **Love Food Hate Waste**  
This campaign focuses on ways that householders can reduce food waste through simple easy steps;
- **Home composting**  
This campaign focuses on the benefits and ease of composting at home including how to buy bins;
- **Real nappies**  
This campaign helps to raise awareness of the benefits of using modern washable nappies to householders.





### ***Waste Reuse***

Ways to reuse everyday household items such as clothing, electrical appliances, music/games/entertainment, bric-a-brac etc. are promoted to householders. These include the promotion of the following:

- **Donating items to charities and furniture projects;**
- **Giving items away on Freecycle and Freegle;**
- **Selling items on auction sites;**
- **Give and take days where households are encouraged to hold exchanges for unwanted items and/or clothes in their communities;**

The County Council has worked closely with the Derbyshire furniture projects to help raise public awareness of what they do and has provided some financial help so they can test and offer second hand small electrical items for reuse.

### ***Recycling and Composting***

Householders are encouraged to make maximum use of their kerbside collections and recycling centres to recycle and compost a wide range of household items as part of normal every day activity. Information and advice is provided at roadshow events and through any general enquiries received.







### ***Eco Schools***

The County Council's Eco Schools Officer works with schools to encourage staff and students to deal with waste in a sustainable way in school and at home. This is delivered through:

- **Teacher training - which provides information and educational resources for teachers;**
- **Classroom work which involves working directly with pupils to raise awareness of the need for sustainable waste management;**
- **School waste audits to identify waste produced in schools and helping to establish ways to reduce, reuse and recycle/compost more;**
- **School theatre productions which deliver interactive performances on waste and recycling in secondary schools;**
- **Annual teachers' conference.**

366 of Derbyshire's 416 schools are registered on the Eco Schools programme.

## **2.2 Household Waste Recycling Centres**

The County Council provides nine HWRCs throughout Derbyshire. Eight HWRCs are managed by Resource Recovery Solutions (Derbyshire) Ltd and one by SITA UK (Waterswallows HWRC, nr Buxton) on behalf of the County Council.

The HWRCs are provided for household waste which is too large or bulky to be collected through normal kerbside waste collection services. Permits are not required for use of the centres and no charge is made. The centres are open daily from 8.30am until 6pm and are only closed on Christmas Day, Boxing Day and New Year's Day. All centres seek to reuse, recycle and compost as waste as possible to minimise the amount that is sent for disposal.

In 2015/16 a total of 67,498.53 tonnes of materials were managed by the nine HWRCs and a recycling rate of 69% was achieved. Table 1 provides the split between materials sent for reuse, recycling, composting and disposal.



**Table 1 - Details of HWRCs (2015/16)**

Description	Details
Location	Ashbourne, Bolsover, Chesterfield, Glossop, Ilkeston, Loscoe, Bretby, Northwood (Darley Dale), Waterswallows (Buxton).
Materials collected for recycling and composting	<div> <p>Batteries</p> <p>Car batteries</p> <p>Cardboard</p> <p>Chipboard and MDF</p> <p>Food and beverage cartons</p> <p>Green waste</p> <p>Oil (mineral and vegetable)</p> <p>Mixed cans</p> <p>Mixed glass</p> <p>Mixed tyres</p> <p>Other Scrap metal</p> </div> <div> <p>Paper</p> <p>Plasterboard</p> <p>Plastics (containers and rigid)</p> <p>Rubble</p> <p>Textiles only</p> <p>Video tapes, DVDs and CDs</p> <p>Electrical items</p> <p>Wood</p> </div>
Materials collected for reuse	<p>Bric-a-brac</p> <p>Gas bottles</p> <p>Rubble</p> <p>Textiles</p>





**Table 2 - Quantity of Material managed by HWRCs (2015/16)**

Description	Details
Waste sent for disposal	19,650 tonnes (includes 1,793 tonnes of construction & demolition waste)
Waste sent for recycling and composting	46,802 tonnes (includes 7,066 tonnes of rubble)
Waste sent for reuse	954 tonnes
Service provider	Resource Recovery Solutions (Derbyshire) Ltd (RRS) and Suez environment UK Ltd.
Term of contract	2008 - 2025 (Suez environment) 2010 - 2037 (RRS)







### 2.3 Composting Facilities

All Derbyshire councils collect green waste and some also collect food waste. The County Council has provided two composting plants to help process the garden and food waste collected within the county. In 2010 a plant was built in Buxton and a second plant opened in Arkwright, near Chesterfield in May 2014. 10,000 tonnes of garden and food waste is composted from the High Peak areas at the Buxton plant each year. 25,000 tonnes of garden and food waste was composted from the Bolsover, North East Derbyshire and Chesterfield areas at the Arkwright plant in from April 2015 until March 2016. The sites are managed under a contract with Suez environment UK Ltd who turn the garden and food waste into various grades of soil / compost for use in agriculture and landscaping.

In the south of the county the food and garden waste collected is managed at a number of composting plants. South Derbyshire District Council (SDDC) deliver their food and garden waste into two privately operated plants at Etwall and Ashbourne. SDDC has a direct agreement with Biffa to use their Etwall composting plant and through a joint contract with Derby City to deliver to Vital Earth at Ashbourne. Derbyshire Dales District Council also deliver some of their food and garden waste into Vital Earth at Ashbourne and garden waste to FCC Environment at Alfreton.

The garden waste collected by Erewash and Amber Valley Borough Councils is composted at a facility at Stanton, near Ilkeston through a contract the County Council has with Stanton Recycling Limited.





### 3. Waste Management Service Performance

This section summarises the past service performance trends and forecasts future performance. This includes the waste collected by the district and borough councils as well as the County Council run Household Waste Recycling Centres.

#### 3.1 Service Performance

Table 3 highlights the overall reduction in general waste collected since 2008/09. It should be noted that this is directly related to the national waste trends which have also shown a reduction over the period linked to the economic downturn. The strategy document highlights that waste typically increases in times of economic growth. Additionally, the forecast growth in population and housing will contribute to an anticipated waste growth of 0.4% per annum.

**Table 3 - Service Performance 2009/10 to 2015/16**

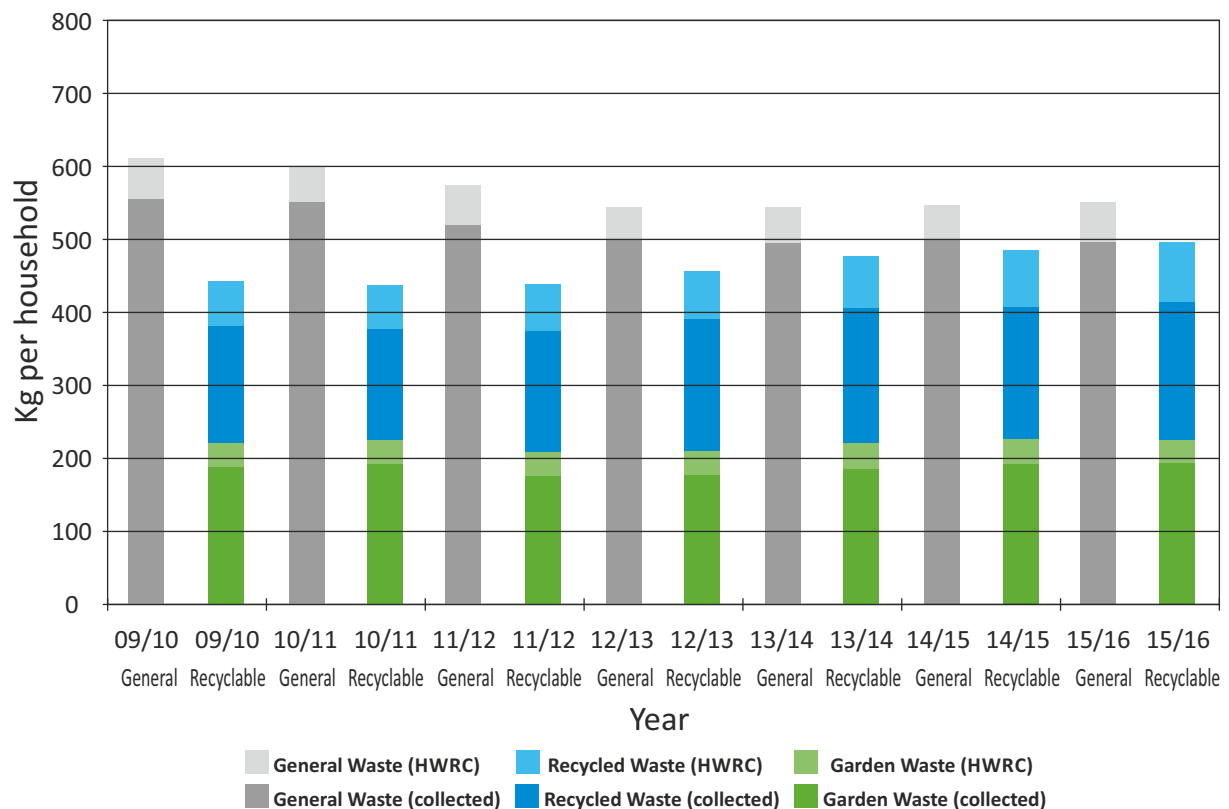
Description of Performance Category	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
	Actual	Actual	Actual	Actual	Actual	Actual	Actual
Household waste recycled	21.4%	20.9%	23.0%	24.8%	25.4%	25%	26%
Household waste composted	20.7%	21.2%	20.3%	20.7%	21.6%	22%	21%
<b>Household waste recycled and composted</b>	<b>42.1%</b>	<b>42.1%</b>	<b>43.3%</b>	<b>45.5%</b>	<b>47%</b>	<b>47.1%</b>	<b>47%</b>
General household waste collected (per household)	610kg	601kg	572kg	546kg	544kg	547kg	549kg
Garden waste collected (per household)	218kg	220kg	205kg	208kg	222kg	228kg	224kg
Recyclables collected (per household)	225kg	217kg	232kg	248kg	261kg	259kg	270kg
<b>Total waste collected (per household)</b>	<b>1,053kg</b>	<b>1,038kg</b>	<b>1,009kg</b>	<b>1,002kg</b>	<b>1,027kg</b>	<b>1,035kg</b>	<b>1,047kg</b>



During this period the quantity of recyclables has increased generally, primarily due to a number of the district and borough councils introducing a wheeled bin for these materials resulting in greater and more regular recycling by householders. In addition the recycling rates have increased at the HWRCs due to greater diversion of waste for recycling and composting. However, this increase is lower than expected due to householders buying fewer newspapers and to the light-weighting of containers by manufactures. As a consequence, householders may be recycling more containers such as bottles jars and tins but the reduction in their individual weight has meant that there only marginal increases in recycling tonnages.

Figure 1 highlights how recycling and composting has increased in recent years due to improved services by the councils and greater participation by householders.

**Figure 1 - Derbyshire Service Performance 2009/10 - 2015/16**





### 3.2 Future Performance Projections

The County Council is forecasting that its recycling rate will continue to grow year on year as a result of significant service developments by DWP and the increased commitment of householders to reduce, reuse, recycle and compost.

The performance projections from 2016/17 to 2019/20 are outlined in the Table 4 below. Figure 2 shows the overall trend from actual (Figure 1) to projected performance up until 2018/19.

**Table 4 - Service Performance Projections 2016 to 2020**

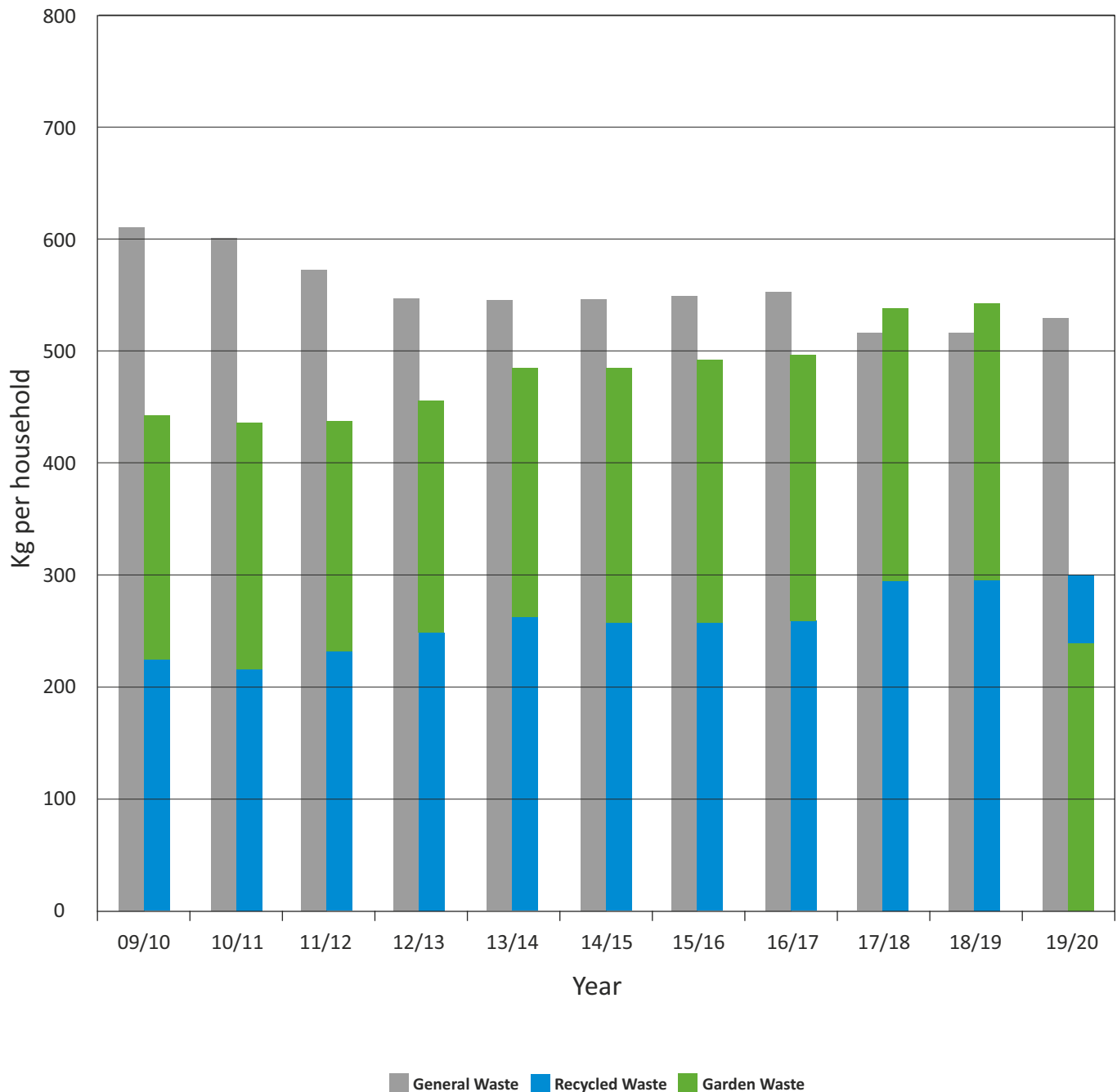
Description of Performance Category	2016/17 Estimated	2017/18 Estimated	2018/19 Estimated	2019/20 Estimated
Household waste recycled	24.7%	28.0%	28.0%	28.2%
Household waste composted	22.7%	22%	22%	22%
<b>Household waste recycled and composted</b>	<b>47.4%</b>	<b>50%</b>	<b>50.1%</b>	<b>50.2%</b>
General household waste collected (per household)	551kg	515kg	517kg	530kg
Garden waste collected (per household)	238kg	243kg	247kg	234kg
Recyclables collected (per household)	259kg	295kg	296kg	300kg
<b>Total waste collected (per household)</b>	<b>1,048kg</b>	<b>1,054kg</b>	<b>1,060kg</b>	<b>1,064kg</b>

The forecasts in Table 4 will be revised annually as part of the action plan reviews.

<sup>1</sup> Projections based on 2015/16 household figure



**Figure 2 - Derbyshire Projected Service Performance 2009/10 - 2019/20**







## 4. Action Plan

A summary of current or planned changes to waste management services is outlined in this section using the delivery options that have been identified in the strategy.

These proposals will contribute to the vision and objectives of the strategy and drive change in waste prevention, reuse, recycling and composting. The activities detailed will utilise educational resources and also involve the Eco Schools Officer to promote these messages. The council will monitor funding opportunities and make bids for these if they can help deliver the action plan.

### 4.1 Waste Prevention Activity

The County Council, working with the other councils in the county, will deliver a range of promotional and educational campaigns that will raise public awareness and encourage changes in habits and behaviours so that waste prevention becomes a normal activity. The following are specific activities which will be focused on:

- **Home composting promotional campaign**  
Promote home composting to all communities to encourage food and garden waste to be composted at home.
- **In-house waste prevention by councils**  
Encourage waste prevention as part of the County Council's own activities and operations.
- **Love Food Hate Waste promotional campaign**  
Linked to the national campaign Derbyshire households will be encouraged to waste less food by planning meals, only buying and cooking what's needed, storing food properly and using up leftovers.





- **Education, promotion and awareness raising**  
Running more promotional campaigns targeted at schools and householders to encourage everyone to minimise waste.
- **Promotion of SMART (Save Money And Reduce Trash) shopping**  
This campaign will encourage householders to help the environment by buying items with less packaging, using reusable bags, buying refill packs and recycled products.
- **Lobby government and relevant organisations**  
DWP will lobby government and relevant organisations on waste prevention issues. DCC will members of LARAC and NAWDO who lobby government on behalf of local authorities.





## 4.2 Waste Reuse Activity

Along with the other councils in Derbyshire the County Council will deliver a range of promotional and educational campaigns that will raise public awareness and encourage changes in habits and behaviours so that waste reuse is a normal activity. The following are specific activities which will be focused on:

- **Partnering with and promoting / incentivising third sector activity on reuse**  
Work with charities to encourage people to donate more of their unwanted items to them rather than throwing them away.
- **Reuse at HWRCs including electricals (WEEE) and other items**  
A trial at Ashbourne HWRC for the reuse of small electrical items has been completed. Lessons learnt from the trial will be used in the development of future initiatives for the reuse of electricals and furniture.
- **Promotion of Freecycle / Freegle**  
Promote websites where people can find a new home for items they no longer need.
- **Promotion of Auction Sites**  
Promote online auction sites where unwanted items can be sold.
- **Lobby government and relevant organisations on reuse issues**  
DWP will lobby through Government and industry groups on waste reuse issues.
- **Education, promotion, awareness raising to increase understanding and engagement of reuse**  
Running more promotional campaigns targeted at schools and householders to encourage everyone to reuse waste.



### 4.3 Waste Recycling and Composting Activity

The County Council, working with the other councils in the county, will develop its recycling and composting services and deliver a range of promotional and educational campaigns that will raise public awareness and encourage changes in habits and behaviours so that recycling and composting activity is increased. The following are specific activities which will be focused on:

- **Greater range of materials collected at the HWRCs**  
Monitor recycling and composting rates at the HWRC sites and identify methods of increasing the range and quantity of materials that are recycled.
- **Incentive reward schemes**  
Review the possibilities of developing incentive and rewards to encourage more recycling and composting in the community.
- **Reducing contamination in recycling and composting**  
In conjunction with DWP the County Council will ensure that households know what can be recycled and composted and monitoring that the right things are being recycled and composted.
- **Education, promotion, awareness raising to increase understanding and engagement in recycling/composting**  
Running more promotional campaigns targeted at schools and householders to encourage everyone to recycle and compost.
- **Lobby government and relevant organisations on recycling issues**  
DWP will lobby government and relevant organisations on waste recycling and composting issues.



#### 4.4 Carbon Improvement Measures

As part of the commitment to its corporate Carbon Reduction Programme the County Council will continuously seek to reduce its carbon footprint through its waste reduction, reuse, recycling and composting activities.

#### 4.5 Risk Assessment

This section identifies some potential risks associated with achieving the targets and delivering actions identified within this plan e.g. legislative change, changing waste composition, waste disposal costs etc.

**Table 5 - Potential Risks**

Issue	Description	Mitigation	Risk Level		
			High	Med	Low
Legislative change	Unknown issues that could affect day to day operations	Work with DWP to lobby government and respond to consultations		X	
Changing consumer behaviour/ consumption patterns	Increase or reduction in yields of food waste, garden waste and recycling.	Review waste prevention, recycling and reuse systems to ensure effective material capture. Ensure services have potential to cope with changes in tonnages		X	
Bulky waste diversion	Availability of suitable outlets to divert reusable and repairable bulky waste items	Review all furniture reuse organisations operating within Derbyshire and ensure promotion of available services is consistent within the DWP		X	
Lack of markets for additional items collected at the HWRCs	Unable to source a reliable market locally that is cost effective for items such as small WEEE, mattresses and carpets.	Continue to promote waste prevention and involvement of DWP lobby for continued packaging reform.		X	





## 4.6 Waste Action Plan Timetable

This waste action plan timetable identifies the specific actions and initiatives that are planned over the next 5 years.

The action plan will be reviewed every year or when major changes from projected performance occur. There will also be a complete review when the strategy is reviewed in 2018.

**Table 6 - Waste Action Plan Timetable**

	Action	2013/14				2014/15				2015/16				2016/17				2017/18			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Prevention	1 Further develop and continue the Home Composting scheme																				
	2 Encourage waste prevention practices within the council																				
	3 Further develop and deliver the Love Food Hate Waste promotional campaign																				
	4 Promote SMART (Save Money and Reduce Trash) shopping to encourage households to buy items with less packaging, use reusable bags and buy refill packs																				
	5 Increase education, promotion and awareness raising to create greater public participation in waste prevention, reuse, recycling and composting																				
	6 Lobby Government and relevant organisations on waste prevention, reuse and recycling																				
	7 Increase public awareness of reducing junk mail by using the Mail Preference Service																				
Reuse	8 Further developing partnerships with the third sector to reuse more materials such as electrical items, furniture and textiles																				
	9 Promote the use of internet auction sites along with free exchange sites such as Freecycle and Freecycle																				
	10 Explore how more large items disposed of by householders can be reused or recycled																				
Recycling & Composting	11 Continue and develop the countywide promotional activity through a range of mediums such as roadshows and education resources and promotional campaigns																				
	12 Review and develop work with DWP partners to increase business recycling																				
	13 Consider the use of incentives and reward schemes																				
	14 Develop greater reuse, recycling and composting at the Household Waste Recycling Centres for householders and potentially for businesses																				
Other	15 Work with the DWP partners to reduce contamination in recycling and composting																				
	16 Action Plan review (to include review of Strategy options)																				

Responsibility: ■ DCC ■ Derbyshire Waste Partnership



## 4.7 Delivery of the Strategy

The matrix below identifies how the County Council's actions set out in this plan will contribute to the objectives of the strategy. Where an action directly contributes to a strategy objective it is coloured blue and where an action partially contributes to a strategy objective it is coloured green.

**Table 7 - Action Plan Contribution to the Delivery of the Strategy**

Action		Objectives									
		Reduced waste	Increased reuse and recycling of waste	Reduced waste to landfill and gaining greater value from waste that is left over for disposal	Increased understanding and engagement leading to high levels of customer satisfaction	An accessible, efficient, effective and value for money service	Improved Resource Efficiency	Reduced carbon/climate change impacts	Protection of natural resources	Management of non-household wastes	Local self-sufficiency in the management of waste
Prevention	1 Further develop and continue the Home Composting scheme										
	2 Encourage waste prevention practices within the council										
	3 Further develop and deliver the Love Food Hate Waste promotional campaign										
	4 Promote SMART (Save Money and Reduce Trash) shopping to encourage households to buy items with less packaging, use reusable bags and buy refill packs										
	5 Increase education, promotion and awareness raising to create greater public participation in waste prevention, reuse, recycling and composting										
	6 Lobby Government and relevant organisations on waste prevention, reuse and recycling										
	7 Increase public awareness of reducing junk mail by using the Mail Preferring Service										
Reuse	8 Further developing partnerships with the third sector to reuse more materials such as electrical items, furniture and textiles										
	9 Promote the use of internet auction sites along with free exchange sites such as Freecycle and Freegle										
	10 Explore how more large items disposed of by householders can be reused or recycled										
Recycling & Composting	11 Continue and develop the countywide promotional activity through a range of mediums such as the recycling roadshow and education resources and promotional campaigns										
	12 Review and develop work with DWP partners to increase business recycling										
	13 Consider the use of incentives and reward schemes										
	14 Develop greater reuse, recycling and composting at the Household Waste Recycling Centres for householders and potentially for businesses										
Other	15 Work with the DWP partners to reduce contamination in recycling and composting										
	16 Action Plan review (to include review of Strategy options)										

■ Direct contribution to objective

■ Indirect/partial contribution to objective



**Table 8 - Progress made on the Waste Action Plan (2013- 2016)**

Table 8 details activities that have been undertaken as part of the action plan over the period 2013 to 2015.

		Action	Activities undertaken
Prevention	1	Further develop and continue the Home Composting scheme	<ul style="list-style-type: none"> <li>Promotion of home composting and discounted bin scheme regularly at public events, information in libraries, radio interviews, through newspaper and social media promotion and running compost bin give-aways (annually).</li> </ul>
	2	Encourage waste prevention practices within the council	<ul style="list-style-type: none"> <li>Contributions to the Derbyshire's Climate Change Charter published in 2014.</li> <li>Input to the County Council's Corporate Environmental Steering Group on waste matters (quarterly meetings).</li> <li>Small scale trial of home composting in offices in County Hall (on-going).</li> <li>Launch of 'WARPit' (Waste Action Reuse Portal) - an internal exchange system to allow the swapping of unwanted items of equipment and furniture (on-going).</li> <li>Workshops for school caretakers, site managers, bursars and governors on 'Managing your waste effectively' (2015).</li> <li>Development of a County Council Corporate Waste Database to quantify types and quantities of waste generated (currently being rolled out).</li> <li>Procurement of a County Council waste contract for disposal and recycling of waste from council premises and optional for schools (Autumn 2014).</li> </ul>
	3	Further develop and deliver the Love Food Hate Waste promotional campaign	<ul style="list-style-type: none"> <li>'It's Bananas' campaign to highlight food waste in Derbyshire (Winter 2014).</li> <li>Development of leaflets, recipe cards and resources, training and roadshows and use of social media (on-going).</li> <li>Christmas campaign including roadside boards in the Derby area and promotions and Christmas themed cookery demonstrations (Christmas 2015).</li> <li>Supported Swadlincote with Sainsbury's waste less. Save more project (2016).</li> </ul>
	4	Promote SMART (Save Money and Reduce Trash) shopping to encourage households to buy items with less packaging, use reusable bags and buy refill	<ul style="list-style-type: none"> <li>Promotion of reusable bags with a competition to raise awareness of plastic bag charge (Autumn 2015).</li> <li>Encouraging residents at roadshows to shop SMART (on-going).</li> </ul>



		Action	Activities undertaken
Prevention	5	Increase education, promotion and awareness raising to create greater public participation in waste prevention, reuse, recycling and composting	<ul style="list-style-type: none"> <li>● Promotion of the home composting and real nappies awareness campaigns (on-going).</li> <li>● A range of district and borough council led waste awareness campaigns often with doorstepping recycling promoters (2013-2015).</li> <li>● Unwanted household electricals collection events held across Derbyshire in conjunction with Advantage Waste Brokers and Derbyshire Furniture Projects to enable the public to send their unwanted household electrical items for re-use or recycling (2013-2015).</li> <li>● Targeted waste awareness campaigns in Cotmanhay (2013) and Shirebrook (2014).</li> <li>● 'What Happens?' campaign launched in Winter 2015 to inform residents of the processes and end products produced from recycling collected at the kerbside (on-going).</li> <li>● Electricals reuse and recycling project in Chesterfield funded by the Department for Business Innovation and Skills including electrical collection events (Winter 2015, now on-going).</li> <li>● HWRC mini campaign focusing on sorting waste (Spring 2015) and recycling of electricals (Summer 2015)</li> <li>● Bin stickers developed and trialled in Chesterfield and High Peak to encourage greater food waste recycling (Winter 2015).</li> <li>● Promotion and support of the Eco-Schools scheme in schools including waste focused themes. Delivery of waste sessions in schools to pupils on reduce, reuse, recycle and home composting themes (on-going).</li> </ul>
	6	Lobby Government and relevant organisations on waste prevention, reuse and recycling	<ul style="list-style-type: none"> <li>● The County Council is represented at the National Association of Waste Disposal Officers Group (NAWDO) and Local Authority Recycling Advisory Committee (LARAC). Both groups provide regular feedback to DEFRA and respond to government policy consultations. The County Council commented recently on the Government's Waste Prevention Plan consultation (on-going).</li> <li>● Also a member of the National Communication Advisory Panel run by Waste Resources Action Programme (WRAP) who shape national waste and recycling campaigns and initiatives (on-going).</li> </ul>
	7	Increase public awareness of reducing junk mail by using the Mail Preference Service	<ul style="list-style-type: none"> <li>● Information on how to reduce Junk Mail available on the County Council website and promoted through recycling roadshows (on-going).</li> </ul>



		Action	Activities undertaken
Reuse	8	Further developing partnerships with the third sector to reuse more materials such as electrical items, furniture and textiles	<ul style="list-style-type: none"> <li>Promotion of local furniture projects (on-going).</li> <li>'Pass it on' campaign – a tool developed to help residents find ways of passing on items for reuse mainly through charity shops and organisations in Derbyshire (Spring 2014).</li> <li>Chesterfield Electricals Recycling project (see no. 8 above).</li> <li>An electricals re-use trial was run at Ashbourne HWRC, including large domestic appliances, to assess the feasibility of diverting working items for reuse via a local furniture project (Winter to Spring 2014).</li> </ul>
	9	Promote the use of internet auction sites along with free exchange sites such as Freecycle and Freegle	<ul style="list-style-type: none"> <li>Information on reuse available on the County Council website and at roadshows (on-going).</li> </ul>
	10	Explore how more large items disposed of by householders can be reused or recycled	<ul style="list-style-type: none"> <li>An electricals re-use trial was run at Ashbourne HWRC (see no. 8 above).</li> </ul>
Recycling & Composting	11	Continue and develop the countywide promotional activity through a range of mediums such as the recycling roadshow and education resources and promotional campaigns	<ul style="list-style-type: none"> <li>Roadshows and attendance at events across Derbyshire throughout 2013-2015(on-going).</li> <li>'What Happens to recycling?' campaign (see no. 5 above).</li> <li>Waste Watchers theatre performance and workshops in Derbyshire secondary schools (Spring every year).</li> <li>Electric January - Golden ticket scheme to encourage recycling of electrical items (2016 &amp; 2017).</li> </ul>
	12	Review and develop work with DWP partners to increase business recycling	<ul style="list-style-type: none"> <li>The DWP partners have been reviewing their business waste recycling collection services to ensure compliance with the revised European Waste Framework Directive 2008/98/EC which states that four waste streams – namely paper, metal, plastic and glass – need to be collected separately from 01 January 2015.</li> </ul>
	13	Consider the use of incentives and reward schemes	<ul style="list-style-type: none"> <li>Waste awareness and recycling promotional campaigns have been delivered which included incentives often in the form of a competition. These included competitions to win home composting bins, kitchen recycling bins and reusable trolley bags.</li> </ul>





		Action	Activities undertaken
Reuse	14	Develop greater reuse, recycling and composting at the Household Waste Recycling Centres for householders and potentially for businesses	<ul style="list-style-type: none"> <li>● Introduction of beverage carton, rigid plastics (introduced in 2015 at Waterswallows HWRC) and media recycling (books, cds, dvds) at all HWRCs in 2013 with exception of Waterswallows HWRC. Rigid plastics recycling introduced at Waterswallows HWRC in 2015.</li> <li>● An electricals re-use trial was run at Ashbourne HWRC (see no. 8 above).</li> </ul>
	15	Work with the DWP partners to reduce contamination in recycling and composting	<ul style="list-style-type: none"> <li>● The 'What Happens?' Campaign and messages at roadshows explaining recycling assists in helping to reduce contamination.</li> </ul>
Other	16	Action Plan review (to include review of Strategy options)	<ul style="list-style-type: none"> <li>● Review of Waste Action Plan completed.</li> <li>● Updated action plan developed for 2017.</li> </ul>



---

Large print, braille or another community language version of this document may be available on request. If you require a large print copy or other format please contact:

Waste Management, Derbyshire County Council  
County Hall, Matlock, Derbyshire DE4 3AG

**Telephone:** 01629 538532

**Email:** [wastemanagement@derbyshire.gov.uk](mailto:wastemanagement@derbyshire.gov.uk)

Visit **[www.derbyshire.gov.uk/wastestrategy](http://www.derbyshire.gov.uk/wastestrategy)**  
for more information about reducing, reusing, recycling and composting  
or to find out more about dealing with Derbyshire and Derby's waste.