

*"Who will be responsible to move from 19% to 30? Is it us who will be responsible? Its getting tighter and tighter to achieve this 19%. No one wants this problem in his or her backyard. I know 40% for 2020 seems very unachievable."*

*"I know about the Magherafelt facility – it is great and they also have great infrastructure – big bins in schools campaign – this is a wonderful model and a great incentive for schools to be involved."*  
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*"Magherafelt have achieved 30% recycling – we have only achieved 20%. What is Magherafelt doing differently?"*

*"I'm concerned how little you can actually put in the blue bins – how can we reach these targets if we continue to recycle only some things ,listed telephone directory, glued envelopes etc? The infrastructure is not there at the moment to reach these targets – how has this been addressed?"*

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*"I appreciate what the council has done – has the council ever threatened a rates increase if these targets are not met? This information should be clearer – how do we present this message more clearly – no faster way of getting a message across than telling people that they will have to pay!"*

## Questions 5 – 7.

### QUESTION 5A:

Do you believe that North West can meet the recycling targets outlined above through source separated collection?

Yes / No

If no, what more do you believe is needed in the Plan to encourage these recycling rates to be achieved?

Additional comments:

### QUESTION 6A:

Do you already purchase any products which contain recycled products such as:

Paper	Yes / No
Glass	Yes / No
Waste derived compost	Yes / No

Other (please specify) \_\_\_\_\_

#### QUESTION 6B:

If not, do you have concerns over:

Cost Yes / No

Quality Yes/ No

Availability Yes/ No

Other (please specify) \_\_\_\_\_

Additional Comments:

#### QUESTION 7A:

Do you agree with the free movement of wastes for recycling and recovery and the establishment of sustainable markets on an all island basis?

Yes / No

If no, what do you believe are the barriers to this?

Additional Comments:

#### QUESTION 7B:

Do you support the cross border movement of waste for disposal at appropriate licensed facilities where the provision is provided for within the Plan?

Yes / No

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There was ambivalence about whether or not the North West could meet the recycling targets through source-separated collection.

This ambivalence stemmed from different sources:

- That not enough effort was being made by Councils
- That councils were too slow in distributing blue bins and more recently brown bins
- That councils had not engaged adequately in education process
- That the targets were set at an unachievable level so that when failure to reach these seemed inevitable it would clear the way for the introduction of incineration.

There were a variety of suggestions as to how people could be encouraged to meet the recycling needs:-

- Greater awareness raising
- Incentives and rewards for individuals who recycle
- Better more accessible/flexible facilities



- Greater ownership/responsibility taking by active citizens
- More punitive action against those who do not treat the environment respectfully.

*"I would like to think that they could be achieved but this plan does not tell us how this will be done. It only is a general languaging – the facilities are not in place – tell people their rates will go up if this doesn't happen. Generally people do not consider the implications of simple decisions – should I dump this bottle or put it in a bottle bank? We at Friends of the Earth decided recently that we will approach the council so that we can have some sort of public profile so that we can help influence behavioural change."*

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*"Without any evidence of what can be achieved with the proposed strategy, it is not possible to give a simple yes or no answer. The target recycling / composting levels for source separated waste are recognised as challenging. Given the region's current level of recycling / composting, there must be a real risk that the targets will not be met. The critical issue here is what flexibility is there in the plans to keep below the landfill limits if the target level of recycling / composting are exceeded."*

*"At present it is limited as to what can be recycled and people are then just taking waste to skips thereby not reducing anything – if you're going to a skip you're unlikely to separate waste. Regular general collections and then differing recycle collections are needed."*

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*"The infrastructure (immediate)!"*

*"Source separation should been started in 2000."*

*"In certain cases such as that for Derry, Moyle and Strabane, these are unrealistic targets. If councils took more responsibility for agricultural waste it would help councils meet their targets. Councils must not come down too hard on domestic waste producers – there is the danger of increasing incidents of fly-*



*"I would like to see a more aggressive capping strategy, enforcing as much recycling as possible. If we recycle more, we reduce the amount of waste anyway. Offset this against any waste increase through population increase, I feel we should aim for capping levels at current quotas otherwise it still indicates that we are not recycling as efficiently as we can."*

*"I feel capping to be sensible but not all emphasis should be on consumer – retailers and manufacturers should ensure surplus packaging is kept to a minimum. Unfair to penalise consumers with broad based collection limits."*

*"We need to go for 'NO' increase in waste."*

*"No growth rates – none – zero."*

*"I agree with the above questions, however it must be noted that in some cases especially that of an agricultural business, some wastes are unavoidable and consideration must be given to these circumstances. Farmers take their environmental responsibilities seriously and we recognize that the current situation in the management of waste is not sustainable. I agree with capping but again unavoidable waste must still be considered."*

There were differing views as to whether the growth rates are reasonable but an overall balance in favour of current projections emerged. Overall, there was enthusiastic support for waste prevention and for this approach. Most respondents / participants had access to recyclables bin, compostables bin, local bring back and people had ideas on how processes could be improved:

*"People agree in theory that recycling is a great idea and good for the environment but in reality they are more in favour of money in their own pocket and no more increases in rates. What they can't see they won't appreciate. People work hard for their money and would rather have it in their pocket than spent on recycling plants if they were given a choice."*

*"To me the issue seems to not be education but how it actually affects people personally. People don't want to pay for what they use like the water rates. You need to hit people's pockets, make them pay for using their black bins and then you'll get a response from the public in terms of alternative solutions to charges. This needs to be the main focus. It needs to be a cost to the individual and not a cost to the environment."*

*"There are problems where people feel that once every two weeks isn't enough for their black bins to be collected and therefore start using their blue bins to dispose of all their rubbish. 77% of people in our council area are leaving out their blue bins and we have had people requesting 2 blue bins which is great."*

*"More effort and finance needs to be put into educating people and this could be basically around areas like how to recycle, a lot of people don't know how to separate their rubbish into their blue and black bins and what can and can't be recycled. I think it's these back to basics that people need to be made more aware of instead of it being taken for granted."*



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If not, do you have concerns over:

Cost Yes / No

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Other (please specify) \_\_\_\_\_

Additional Comments:

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Yes / No

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*tipping. The rural community lacks adequate provision of waste management facilities to ensure cost effective disposal, recycling or recover of agricultural waste, (including agricultural wastes that may be hazardous). This will mean an initial investment to improve rural waste management infrastructures."*

*"Quite simply the plan has ignored the vast amount of waste that can be recycled but the Councils will not accept it, a great example is tetra packs of juice cartons, most of which have a recycle symbol on them. To use the excuse that the wrong glue is on them is pathetic."*

There was generally a willingness and in some cases an eagerness amongst participants to purchase recycled products but there continues to be issues around availability and costs.

Responses to question 7 fell into two categories:

The responses here fell into two main categories:

- those who felt that Councils should deal with their own waste at a local level as an exemplar of good practice, a highly visible outcome of citizens' participation. This did not reflect any opposition to cross-border, all-island activity per se, but was placing the emphasis on local engagement resulting in local reward.
- those who felt that an all-island sustainable market made good commercial and environmental sense.

## Questions 8-12:

### QUESTION 8:

Do you support the principle of using waste as a resource to recover energy?

Yes / No

If no, why not?

Additional Comments:

The answers to this question and the subsequent questions 9-12 contain the most controversial aspects of this consultation process. In two of the Council areas, (Derry and Strabane), and in the written responses some of the respondents were of the belief that this was a way of bringing about incineration whilst using a different language which could be misleading.

### QUESTION 9A:

Do you support the principle of using Mechanical Biological Treatment (MBT) for treating waste in order to reduce the biodegradability of the materials?

Yes / No

### QUESTION 9B:

Do you support the use of MBT to produce a fuel?



Yes / No

Additional Comments:

**QUESTION 10A:**

Do you believe that the proposed mix of facilities, in the form of Mechanical Biological Treatment (MBT) and Energy Recovery, will be sufficient to deliver sustainable waste management of residual wastes and enable North West to meet their statutory regulatory requirements?

Yes / No

**QUESTION 10B:**

Do you agree that Energy Recovery from Waste will be an essential component of the infrastructure mix?

Yes / No

If no, why not?

**QUESTION 10C:**

Are there any other technologies which you consider should be incorporated into the review of the Plan?

Yes / No

If yes, what do you believe these to be?

Additional Comments:

**QUESTION 11A:**

Would you prefer the North West to be more self sufficient in terms of provision of energy recovery facilities within the Region or would you have preference for these being developed as a single facility on a Northern Ireland scale?

Provision of facilities within the Region

Yes / No

Provision of one facility at a Northern Ireland wide scale

Yes / No

Additional Comments:

**QUESTION 11B:**

The process of energy recovery will be most efficient if the user of the energy is in close proximity to the site where it is produced. Do you believe that this facility should be situated close to the end user of the heat and power, for example in proximity of facilities such as industrial users, universities or hospitals?

Yes / No

Additional Comments:

**QUESTION 12A:**

How important do you rate cost as a factor in assessing options for the development of these facilities?

Please rate on a scale of 1 to 5 where 1 is considered most important and 5 least important.  
Additional Comments:

#### QUESTION 12B:

How important do you rate self sufficiency as a factor in assessing options for the development of these facilities?

Please rate on a scale of 1 to 5 where 1 is considered most important and 5 least important.

Additional Comments:

*"I think that pollution is the first thing that comes to peoples' mind when they hear or think about waste and talk of using it as a fuel. Automatically people think it's the beginning of discussions around introducing incinerators."*

*"Energy from waste issues are apparently the main arguments now – the health issue we are being told is no longer on the agenda with even Greenpeace and other supporting some of these claims. However, my concern is if water rates is a ticking time bomb locally, this waste issue will be much more explosive. We need to understand all of the implications of this issue – I'm afraid of making a mistake – of taking the wrong piece of advice and in ten years time cringing at this decision. We need to be confident about this decision and at the moment I am less than confident about all of this."*

*"The issue is not energy recovery – its incineration, where, how much is it going to cost, who is going to run it? It is very similar to the nuclear energy industry. This plan for Northern Ireland does involve mass incineration somewhere – it may not appear on this North West plan but it is the mix. What I am interested in finding out is can we meet our targets without this incineration model? I know that there are other tried and tested models – why have they not been considered? Anaerobic digestion or gasification. They say that incinerators no longer have a health risk but this simply is untrue – the waste from incinerators is hazardous and in turn this needs to be land-filled – certainly it is not the best model. The industry has cleared the chimneys, it puts fly ash and bottom ash in breeze blocks – people bought and built houses with these materials which have huge levels of dioxins. Incineration will also impact upon recycling and composting levels – the plan is a good idea but it is not the model I want to see us adopting."*

*"What deeply troubles me about this process is that it is clearly an unstoppable process towards incineration. You even quote Friends of the Earth in trying to convince us that there is no other alternative. The presentation to council was delivered also in this manner – as if this is the only way! Five years ago the campaign in the city to rule out incineration was run and people clearly said that they didn't want it. Five years on and we're in the same situation – no serious plan in place – it wasn't good enough then and that's exactly what I see happening now. This whole process is a half-hearted sham. The recycling model that the council has supposedly been working so hard on is really not of much use at all –*



*we've only got blue bins, that's all. I agree there aren't even questions about the resources being used about how much the incineration will cost etc. Businesses are not the only problem – government buildings and offices don't recycle as a matter of standard practice. I think this consultation is a sham – written into a report somewhere that people were concerned but that these decisions will go ahead anyway. The only feasible option according to you is the one of incineration which is fundamentally wrong – what it does is it limits recycling. It will be built in Belfast and it will mean a cap in recycling for council targets."*

*"Who are the people who will win from this? Big businesses? We will essentially be paying for an incinerator to be built here, we will agree to fuel it – in doing so limit our recycling capabilities, be penalized if we don't feed it an agreed amount and essentially make a small number of people extremely rich. Interesting dynamic the EU Directives say that we have to meet these targets and the only people who will be gaining from this is big business."*

*"Why have they not said incineration in this document? Why is that not printed clearly? Why are you not using that word? Are you ashamed to use it? We don't need educated on this anymore – we're ready now. Five years ago we said this – we are ready for recycling. Why not use the word incineration?"*

*"A lot of this plan I enthusiastically endorse. However, I would like our plan to say that we don't want incineration, no matter what. I don't believe in mass burning, incineration is not the most cost effective method."*

*"Item three in the paper – energy recovery seems to me to equal an incinerator in Belfast. We will then all be tied into this negative force because of commercial pressures."*

There was general acceptance of the principle of using waste as a resource to recover energy.

- In some Council areas, the issue of incineration was not perceived as problematic – indeed would be welcomed.
- In others, people passionately believed that incineration would cause serious health risks and must be avoided at all costs.
- It was the general belief that the report needed to explain the various options in a more accessible language and that without clarity it was difficult for both Councillors and members of the public to make decisions.
- There was general support for the fuller exploration of MBT.
- There was a fear that the decision has already been made to locate an incinerator in the Belfast area and that as such the consultation was a sham.
- There were also some fears expressed around the privatisation of waste management at the expense of the rate payer.



- There was a somewhat grudging acknowledgement that if targets are not reached then the region could be subjected to heavy fines from E.U.

*"I personally didn't understand a lot of the presentation on the waste management plan. There was a lot of technical stuff that day-to-day people wouldn't understand or be able to translate. It therefore would mean very little to them and therefore not effective to the ratepayer. What exactly does a 40% decrease mean?"*

*"The North West group did visit an incinerator in London. This incinerator was located in the middle of a housing estate and residents had no complaints. In terms of variable charges, I'd also like to add that if people are going to be charged for a bin to be collected, I also think that they won't bother and it could lead to many more additional problems in terms of hygiene. Landfill sites are also disappearing more and more these days."*

*"I'm opposed to incineration and see it as an unacceptable technology no matter what it is called or what terminology is used around it. It's not a safe or viable type of treatment for waste and can leave you with enormous problems. They leave nasty end products, especially if the machinery used isn't operating 100% effectively. Its offensive and dangerous in any community and the end product is a lot more worrying than the product that's put into it to begin with, which in this case is our household waste. I think this council area is a beautify and charming place and an incinerator would only destroy this and do a lot more damage than our household waste is doing at the moment. We'd be making a bigger problem for ourselves rather than solving one."*

*"We've heard of opportunities around this new area, in terms of employment, training etc. Has this been explored and has this been factored into this plan? Do you know the figures? How many people would work on these facilities you are recommending?"*

*"Transparency would be a great help in this document. We need to read this information – it needs to be presented to us in a language we understand and we need access to the facts and figures. The worst possible projected waste growth, as I understand it here, is 180,000 tonnes which you suggest will then be treated. I'd like to know the tonnage we will be talking about exactly – what will be recycled, how much will be incinerated, anaerobic digestions, all these terms we need to be told exactly what these mean and what will be the tonnage of waste that cannot be broken down. Our waste should be reducing, not growing!"*

*"If there is a gap between recycling and composting there should be smaller facilities – this seems like good sense to me. But if it is an MBT incinerator it has built beside a hospital, school or housing development in order for this energy to be used...."*

*"I'm totally skeptical – even when asked to explain options you aren't answering clearly. There is no information about consequences of incineration – it lacks imagination about other possible approaches. Are you saying that it would be a private company that would build a MBT plant who would make a profit from the rate payers? A guaranteed waste stream means that council sign up to a contract with this private venture – penalized if they don't meet targets. All we're hearing about is the benefits of this – how*



*the bank would give you money. We're hearing that we have to leave it up to the private business to determine this arrangement."*

*"The energy recovery process – I'm concerned about the levels of energy produced as an output. We need figures and assurances that this has been considered carefully and not just over a cup of coffee."*

*"What is needed is more transparency. I want information like that – I didn't get it – I didn't get an answer the last time I asked you why the word incineration wasn't used."*

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*"Can you give us an assurance that things that can be easily recycled are not fed into this incineration process? We don't want to be creating waste simply to feed a greedy incinerator."*

*"If we incinerate we are left with 40% ash – this has to be landfilled and this is potentially poisonous. Are you concerned about that? What way do you propose to dispose of this?"*

*"Can you tell us what sort of facility we'll be getting here? What size of chimney from the incinerator etc?"*

*"I'm aware that AD is used in places such as Germany and Sweden. Why is it still left out here? We're already 15 years behind everyone else, why put it off and it'll therefore mean we'll be another 15 years behind everyone else again."*

*"Waste is a potentially valuable energy resource. An energy from waste plant can generate considerable heat and electricity from Municipal Solid Waste. Northern Ireland is heavily dependent on imported fossil fuels for its electricity requirements. We estimate that between 5% and 10% of Northern Ireland's total electricity demand could be met by energy from waste. There is also considerable scope to provide heat in the vicinity of the plant. Nearly a third of all energy used is the generation of heat."*

*"We have reservations about the merits of MBT in the waste treatment process. It is only an interim stage in the treatment process, achieves little volume reduction and its outputs will require further processing, some of it at considerable cost. Whilst composting will undoubtedly reduce the biodegradability of that fraction of the waste, the compost so produced is most unlikely to be suitable for land spreading in the SWaMP area. In addition, there is unlikely to be demand for it elsewhere in Northern Ireland or over the border, due to the lack of arable land and acute problems of slurry disposal already being posed to farmers by the Nitrates Directive. In all likelihood the compost would have to go to landfill and so its energy potential would be lost. It would also attract the full landfill costs including the biodegradable waste landfill tax. Any RDF produced should be suitable for use by an Energy from Waste plant. However, a similar outcome could have been achieved by putting all the grey bin waste through a less expensive MRF process followed by shredding at the front end of an EfW plant. This approach will capture more energy from the overall waste stream than can be achieved by separating and composting the biodegradable fraction and converting the residual stream to RDF."*

*"The technology now exists to reduce emissions from such plants to almost zero."*

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*"Your questions are not easy to answer and look to me that the general consensus is a big incinerator in and around Belfast for the whole region of Northern Ireland and the answer to that is NO."*

*"Don't know, but regardless of its 'sufficiency', incineration is not the way to go."*

*"No incinerator should be built."*

*"Please do not build an incinerator anywhere."*

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*"Priority should be aimed at reducing roadside detritus. This is largely generated by take-away outlets and in particular lay-by chip vans etc."*

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In summary, the consultation process showed that there was enthusiastic and energetic support for

- waste prevention

and for

- increased recycling and composting.

There was support in principle for MBT and energy from waste but many questions were unresolved with a determination in some Council areas to actively oppose incineration.

There needs to be more clarity about this third aspect of waste management with a need for accessible language and transparent approaches. There is overwhelming good-will throughout the community for resolving the problem through partnership and active citizenship.





*tipping. The rural community lacks adequate provision of waste management facilities to ensure cost effective disposal, recycling or recover of agricultural waste, (including agricultural wastes that may be hazardous). This will mean an initial investment to improve rural waste management infrastructures."*

*"Quite simply the plan has ignored the vast amount of waste that can be recycled but the Councils will not accept it, a great example is tetra packs of juice cartons, most of which have a recycle symbol on them. To use the excuse that the wrong glue is on them is pathetic."*

There was generally a willingness and in some cases an eagerness amongst participants to purchase recycled products but there continues to be issues around availability and costs.

Responses to question 7 fell into two categories:

The responses here fell into two main categories:

- those who felt that Councils should deal with their own waste at a local level as an exemplar of good practice, a highly visible outcome of citizens' participation. This did not reflect any opposition to cross-border, all-island activity per se, but was placing the emphasis on local engagement resulting in local reward.
- those who felt that an all-island sustainable market made good commercial and environmental sense.

## Questions 8-12:

### QUESTION 8:

Do you support the principle of using waste as a resource to recover energy?

Yes / No

If no, why not?

Additional Comments:

The answers to this question and the subsequent questions 9-12 contain the most controversial aspects of this consultation process. In two of the Council areas, (Derry and Strabane), and in the written responses some of the respondents were of the belief that this was a way of bringing about incineration whilst using a different language which could be misleading.

### QUESTION 9A:

Do you support the principle of using Mechanical Biological Treatment (MBT) for treating waste in order to reduce the biodegradability of the materials?

Yes / No

### QUESTION 9B:

Do you support the use of MBT to produce a fuel?

Yes / No

Additional Comments:

**QUESTION 10A:**

Do you believe that the proposed mix of facilities, in the form of Mechanical Biological Treatment (MBT) and Energy Recovery, will be sufficient to deliver sustainable waste management of residual wastes and enable North West to meet their statutory regulatory requirements?

Yes / No

**QUESTION 10B:**

Do you agree that Energy Recovery from Waste will be an essential component of the infrastructure mix?

Yes / No

If no, why not?

**QUESTION 10C:**

Are there any other technologies which you consider should be incorporated into the review of the Plan?

Yes / No

If yes, what do you believe these to be?

Additional Comments:

**QUESTION 11A:**

Would you prefer the North West to be more self sufficient in terms of provision of energy recovery facilities within the Region or would you have preference for these being developed as a single facility on a Northern Ireland scale?

Provision of facilities within the Region

Yes / No

Provision of one facility at a Northern Ireland wide scale

Yes / No

Additional Comments:

**QUESTION 11B:**

The process of energy recovery will be most efficient if the user of the energy is in close proximity to the site where it is produced. Do you believe that this facility should be situated close to the end user of the heat and power, for example in proximity of facilities such as industrial users, universities or hospitals?

Yes / No

Additional Comments:

**QUESTION 12A:**

How important do you rate cost as a factor in assessing options for the development of these facilities?



Please rate on a scale of 1 to 5 where 1 is considered most important and 5 least important.  
Additional Comments:

#### QUESTION 12B:

How important do you rate self sufficiency as a factor in assessing options for the development of these facilities?

Please rate on a scale of 1 to 5 where 1 is considered most important and 5 least important.

Additional Comments:

*"I think that pollution is the first thing that comes to peoples' mind when they hear or think about waste and talk of using it as a fuel. Automatically people think it's the beginning of discussions around introducing incinerators."*

*"Energy from waste issues are apparently the main arguments now – the health issue we are being told is no longer on the agenda with even Greenpeace and other supporting some of these claims. However, my concern is if water rates is a ticking time bomb locally, this waste issue will be much more explosive. We need to understand all of the implications of this issue – I'm afraid of making a mistake – of taking the wrong piece of advice and in ten years time cringing at this decision. We need to be confident about this decision and at the moment I am less than confident about all of this."*

*"The issue is not energy recovery – its incineration, where, how much is it going to cost, who is going to run it? It is very similar to the nuclear energy industry. This plan for Northern Ireland does involve mass incineration somewhere – it may not appear on this North West plan but it is the mix. What I am interested in finding out is can we meet our targets without this incineration model? I know that there are other tried and tested models – why have they not been considered? Anaerobic digestion or gasification. They say that incinerators no longer have a health risk but this simply is untrue – the waste from incinerators is hazardous and in turn this needs to be land-filled – certainly it is not the best model. The industry has cleared the chimneys, it puts fly ash and bottom ash in breeze blocks – people bought and built houses with these materials which have huge levels of dioxins. Incineration will also impact upon recycling and composting levels – the plan is a good idea but it is not the model I want to see us adopting."*

*"What deeply troubles me about this process is that it is clearly an unstoppable process towards incineration. You even quote Friends of the Earth in trying to convince us that there is no other alternative. The presentation to council was delivered also in this manner – as if this is the only way! Five years ago the campaign in the city to rule out incineration was run and people clearly said that they didn't want it. Five years on and we're in the same situation – no serious plan in place – it wasn't good enough then and that's exactly what I see happening now. This whole process is a half-hearted sham. The recycling model that the council has supposedly been working so hard on is really not of much use at all –*



*we've only got blue bins, that's all. I agree there aren't even questions about the resources being used about how much the incineration will cost etc. Businesses are not the only problem – government buildings and offices don't recycle as a matter of standard practice. I think this consultation is a sham – written into a report somewhere that people were concerned but that these decisions will go ahead anyway. The only feasible option according to you is the one of incineration which is fundamentally wrong – what it does is it limits recycling. It will be built in Belfast and it will mean a cap in recycling for council targets."*

*"Who are the people who will win from this? Big businesses? We will essentially be paying for an incinerator to be built here, we will agree to fuel it – in doing so limit our recycling capabilities, be penalized if we don't feed it an agreed amount and essentially make a small number of people extremely rich. Interesting dynamic the EU Directives say that we have to meet these targets and the only people who will be gaining from this is big business."*

*"Why have they not said incineration in this document? Why is that not printed clearly? Why are you not using that word? Are you ashamed to use it? We don't need educated on this anymore – we're ready now. Five years ago we said this – we are ready for recycling. Why not use the word incineration?"*

*"A lot of this plan I enthusiastically endorse. However, I would like our plan to say that we don't want incineration, no matter what. I don't believe in mass burning, incineration is not the most cost effective method."*

*"Item three in the paper – energy recovery seems to me to equal an incinerator in Belfast. We will then all be tied into this negative force because of commercial pressures."*

There was general acceptance of the principle of using waste as a resource to recover energy.

- In some Council areas, the issue of incineration was not perceived as problematic – indeed would be welcomed.
- In others, people passionately believed that incineration would cause serious health risks and must be avoided at all costs.
- It was the general belief that the report needed to explain the various options in a more accessible language and that without clarity it was difficult for both Councillors and members of the public to make decisions.
- There was general support for the fuller exploration of MBT.
- There was a fear that the decision has already been made to locate an incinerator in the Belfast area and that as such the consultation was a sham.
- There were also some fears expressed around the privatisation of waste management at the expense of the rate payer.



- There was a somewhat grudging acknowledgement that if targets are not reached then the region could be subjected to heavy fines from E.U.

*"I personally didn't understand a lot of the presentation on the waste management plan. There was a lot of technical stuff that day-to-day people wouldn't understand or be able to translate. It therefore would mean very little to them and therefore not effective to the ratepayer. What exactly does a 40% decrease mean?"*

*"The North West group did visit an incinerator in London. This incinerator was located in the middle of a housing estate and residents had no complaints. In terms of variable charges, I'd also like to add that if people are going to be charged for a bin to be collected, I also think that they won't bother and it could lead to many more additional problems in terms of hygiene. Landfill sites are also disappearing more and more these days."*

*"I'm opposed to incineration and see it as an unacceptable technology no matter what it is called or what terminology is used around it. It's not a safe or viable type of treatment for waste and can leave you with enormous problems. They leave nasty end products, especially if the machinery used isn't operating 100% effectively. Its offensive and dangerous in any community and the end product is a lot more worrying than the product that's put into it to begin with, which in this case is our household waste. I think this council area is a beautify and charming place and an incinerator would only destroy this and do a lot more damage than our household waste is doing at the moment. We'd be making a bigger problem for ourselves rather than solving one."*

*"We've heard of opportunities around this new area, in terms of employment, training etc. Has this been explored and has this been factored into this plan? Do you know the figures? How many people would work on these facilities you are recommending?"*

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In summary, the consultation process showed that there was enthusiastic and energetic support for

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# **NORTH WEST REGION WASTE MANAGEMENT GROUP**



## **DRAFT MODIFICATIONS TO THE WASTE MANAGEMENT PLAN MEASURES TO MANAGE MUNICIPAL WASTE**

### **ANALYSIS OF WRITTEN CONSULTATION RESPONSES**

**JUNE 2006**



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#### **5.4 SYNERGIES BETWEEN MUNICIPAL AND COMMERCIAL AND INDUSTRIAL WASTE**

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### **6.0 CONCLUSIONS**

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## 1.0 INTRODUCTION

This report provides a summary and analysis of the written responses received to the consultation process outlining the proposed modifications to the North West Region Waste Management Group (NWRWMG) Draft Waste Management Plan (2006). The report is structured as follows:

- An introduction to the consultation process
- The structure of the consultation paper
- Overview of responses
- Analysis of responses
- Conclusions

Following this public consultation, the draft plan for the North West Region will be finalised. The main purpose of the plan is to set out the main requirements necessary for the North West Region to provide the necessary framework required in order to meet their statutory obligations.

## 2.0 THE CONSULTATION PROCESS

The consultation process commenced on 20<sup>th</sup> March 2006 and closed on 30<sup>th</sup> April 2006. During this period, consultees were invited to submit comments, either by letter or by email, on a paper detailing the proposed modifications to the management of municipal waste within the North West Region.

The Consultation was advertised throughout the North West Region using press advertisements within each District Council catchment area and the document was posted on the North West Region website as well as being made available in local Council offices and in libraries. In addition to this, a public meeting regarding the Consultation was held in each of the District Council areas. An independent analysis of the responses from public meetings was undertaken by Holywell Consulting, and a copy of the report is presented in Annex B.



### 3.0 THE STRUCTURE OF THE CONSULTATION PAPER

The consultation paper was set out in three parts, as summarised in Box 1 below.

**PART 1: BACKGROUND AND CONTEXT**

This section provides an introduction to the Waste Management Plan and the need for its subsequent review, including the objectives of the review

**PART 2: KEY MEASURES FOR THE MANAGEMENT OF MUNICIPAL WASTE**

**WASTE PREVENTION** emphasises the need to take actions to limit and then reduce the future growth in waste that has to be collected and treated with the aim being to encourage householders to increase resource efficiency.

**RECYCLING AND COMPOSTING** emphasises the need for all waste producers to improve the recovery of materials from the municipal waste stream.

**ENERGY RECOVERY AND TREATMENT OF RESIDUAL WASTES** introduces a number of options for sustainable management of residual wastes to meet the NILAS targets and hence avoid fines under the Regulations.

**PART 3: SYNERGIES BETWEEN MUNICIPAL AND COMMERCIAL AND INDUSTRIAL WASTE**

This section provides a brief overview of the potential for commercial and industrial waste to be managed in synergy with municipal waste.

The consultees were invited to submit their views on the questions posed within Part 2 of the Consultation Document along with any general views on the review of the Waste Management Plan.

### 4.0 OVERVIEW OF RESPONSES

A total of 25 responses were received during the consultation period. These responses were made up of the following stakeholder groups:

- Members of the Public: 23 responses (17 web based and 6 letter based)
- Business: 2 responses:
  - Northland Capital Limited and Viridian Power and Energy Limited (joint response)
  - National Farmers Union Mutual

All respondents supplied comments directly relating to the questions posed within the consultation document in addition to more general comments on the consultation document, the consultation process and waste management in general.

## 5.0 ANALYSIS OF THE CONSULTATION RESPONSES

The following section provides an analysis of the responses received during the consultation process. The section has been divided into the following sections:

1. Waste Prevention
2. Recycling and Composting
3. Treatment of Residual Waste and Energy Recovery
4. Synergies between Municipal Waste and Commercial and Industrial Waste
5. Concluding Comments.

Each of the sections document the answers provided for the questions posed within the consultation document as well as including general comments relevant to the section. The questions posed within the consultation document have been included within each of the sections. It should be noted that this analysis document has been designed to give an overall view of the responses received as part of the consultation process and does not seek to exactly replicate each of the responses received.

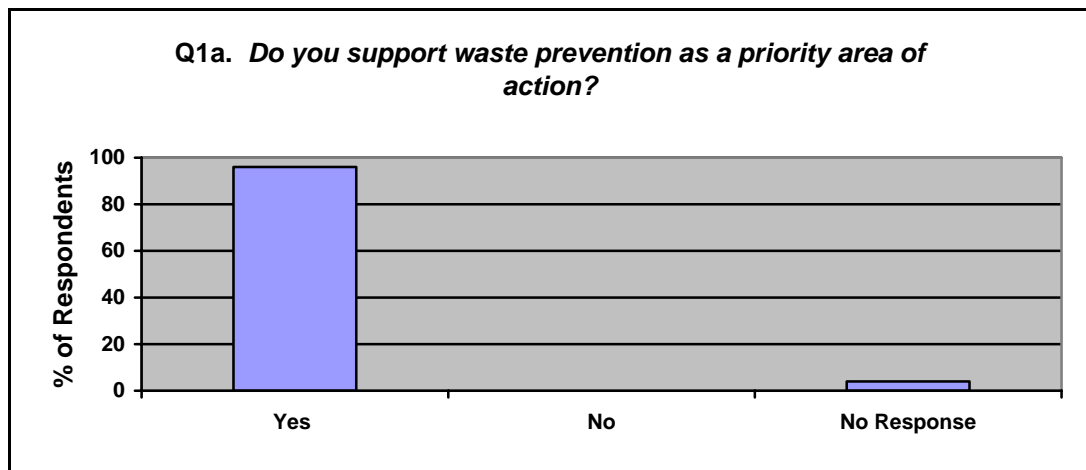


## 5.1 WASTE PREVENTION

### **Question 1a**

***Do you support waste prevention as a priority area for action in the review of the Plan?***

The results of this question are shown in the graph below. 96% of respondents supported waste prevention as a priority action area and 4% of consultees gave no response to the question.



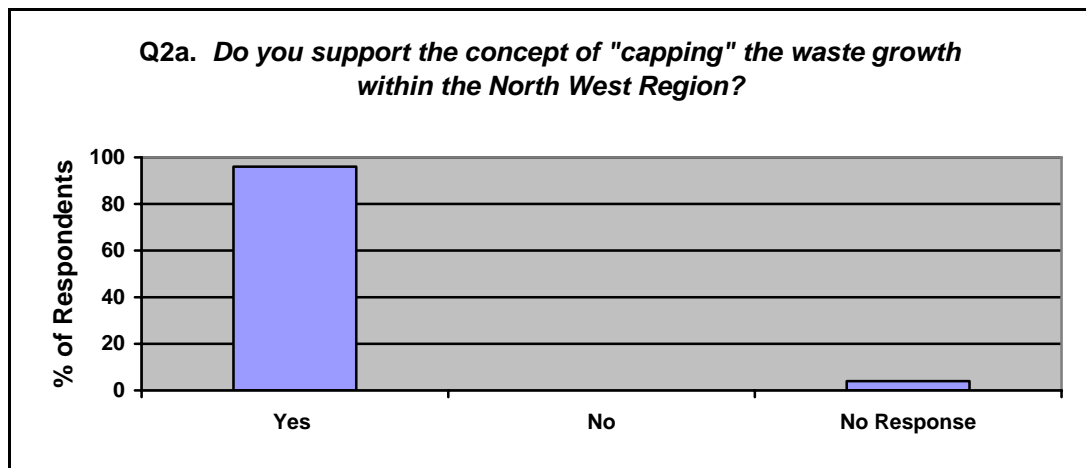
The additional following comments were also given in response to question 1a:

Comment
<ul style="list-style-type: none"> <li>Businesses should do more to prevent waste generation. A tax or levy should be imposed on any business that continues to over package goods.</li> </ul>
<ul style="list-style-type: none"> <li>Councils could be more proactive in raising awareness, educating and publicising about waste prevention measures and initiatives.</li> </ul>

### **Question 2a**

***Do you support the concept of “capping” the waste growth within the North West Region?***

96% of respondents supported the concept of “capping” waste growth within the North West Region and 4% of consultees gave no response to the question. The results are shown in the graph below.



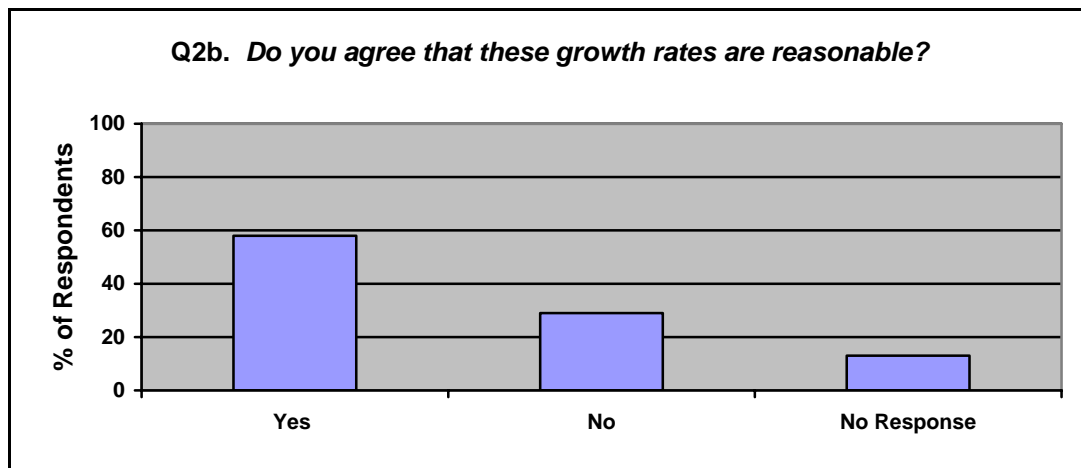
The following additional comments were received for this question 2a:

Comment
<ul style="list-style-type: none"> <li>Limited effort is being made by both individuals and Councils to reduce, reuse and recycle waste.</li> </ul>
<ul style="list-style-type: none"> <li>More active education and awareness programmes are needed to encourage greater participation in waste prevention.</li> </ul>
<ul style="list-style-type: none"> <li>All possible recycling and reduction routes should be explored and the landfilling of waste should be a last resort as it is not sustainable in the long-term.</li> </ul>
<ul style="list-style-type: none"> <li>By introducing a financial incentive to reduce waste, individual efforts to reduce waste could be rewarded.</li> </ul>
<ul style="list-style-type: none"> <li>Specific waste streams need to be given individual consideration. For example, in an agricultural business some wastes are unavoidable, therefore attention must be given to these specific circumstances.</li> </ul>
<ul style="list-style-type: none"> <li>The principle for capping is sensible, however not all the emphasis should be placed on the consumer/householder. Both retailers and manufacturers should also ensure that surplus packaging is kept to a minimum.</li> </ul>
<ul style="list-style-type: none"> <li>Councils should be promoting the concept of commercial and industrial waste reduction and working closely with local businesses to reduce the amount of packaging waste produced annually.</li> </ul>
<ul style="list-style-type: none"> <li>A tax should be imposed on all plastic and paper generated by supermarkets to reduce the amount of waste generated by supermarkets and their suppliers.</li> </ul>



**Question 2b*****Do you agree that these growth rates are reasonable?***

The responses to this question are presented below.



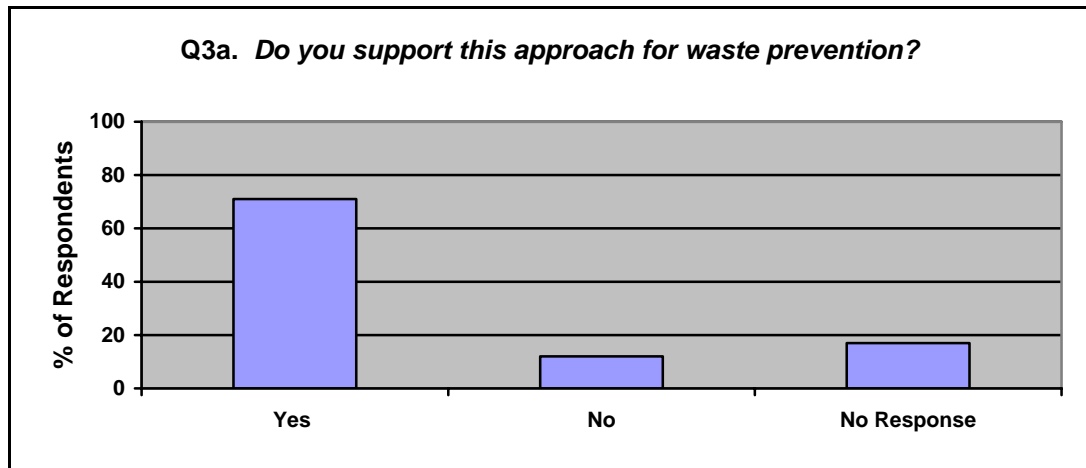
The majority (58%) of respondents agreed with the growth rates suggested within the consultation document. 29% of respondents disagreed with the suggested growth rates and thought that the Plan should aim to for an overall reduction in the waste growth rates (zero waste) and not an increase. This approach to sustainable waste management will encourage new levels of innovation and efficiency in the North West. 13% of the consultees gave no response to this question.

The following additional comments were received for this question:

Comment
<ul style="list-style-type: none"> <li>The Plan should aim for no increase in waste growth. If other Countries and areas can achieve a reduction in waste growth the North West Region can follow suit. A more aggressive waste growth capping strategy should be introduced.</li> </ul>
<ul style="list-style-type: none"> <li>Reduce waste growth rates by educating householders to minimise their waste The Councils should be more proactive in raising awareness and educating householders to reduce the amount of waste produced.</li> </ul>
<ul style="list-style-type: none"> <li>Introducing fines or penalties if people do not do reduce the amount of waste disposed of in the residual refuse bin.</li> </ul>
<ul style="list-style-type: none"> <li>In order to achieve zero waste growth, an additional charge in rates or a decrease in rates depending on the quantity of waste disposed should be considered. Bin collections should be reduced and a quota for the amount of waste households are allowed to send to landfill should be introduced.</li> </ul>

**Question 3a*****Do you support this approach for waste prevention?***

The results to the answers received for this question are outlined in the graph below.



71% of respondents supported the approach for waste prevention. 12% of respondents did not support the concepts and the remaining 17% of consultees gave no response to this question. One respondent thought the waste prevention measures were unfairly generalised and that various household types should be given consideration, for example, singles, students, families with young children and mature couples with grown up families. Another respondent thought that more should be done to educate both businesses and householders and that Councils should take a stronger approach rather than “*encouraging, promoting and enhancing*”. The respondent suggests the introduction of a rates increase proportionate to the amount of waste produced by householders and businesses, or other incentives to encourage waste reduction such as a Pay As You Throw Scheme.

The following additional comments were received for this question:

Comment
<ul style="list-style-type: none"> <li>▪ In agreement with the waste prevention approach as long as the Councils would not be limited to these measures.</li> </ul>
<ul style="list-style-type: none"> <li>▪ The waste prevention approach must be supported by Central Government grants.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Provide each household with strong cloth bags for carrying goods in place of plastic bags.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Provide more practical examples of waste prevention.</li> </ul>



**Question 3b**

***Are there any other specific actions which could be undertaken by Councils to encourage waste prevention at the household level?***

**Respondents**

A number of specific actions were suggested by the consultees and these are outlined further below. There was however a degree of confusion in this section as to the differences between waste prevention and recycling.

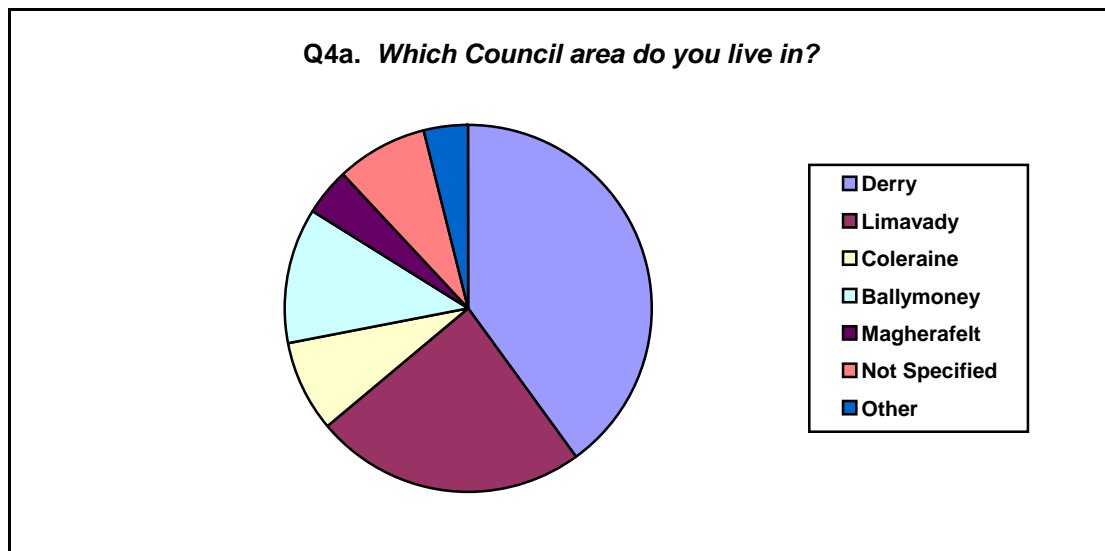
- Further education and awareness raising initiatives should be introduced.
- The respondent has suggested that more leaflets should be distributed and more information sessions should be held throughout the North West Region. The publicity in local newspapers, nurseries, school and youth clubs should be increased. Householders should be provided with regular updates on recycling in the neighbourhood and information on how well various neighbouring areas perform. Competitions and clean-up dates should be held to further increase publicity.
- Neighbourhood or citizen involvement should be increased by recruiting "Waste Volunteers" that could assist the Recycling Officers. Waste Volunteers could work in the local estates and neighbourhoods carrying out education sessions in the local homes, streets or community centres.
- Incentive schemes that can either reward good practice or punish those not participating in waste prevention and recycling initiatives through fines should be considered.
- Waste should be reduced at source, i.e. manufacturers, processors and retailers. Supermarkets should be encouraged to cut down on the amount of packaging around products.
- Habitual offenders should be punished with fines for not complying with the regime of separating waste.
- Kerbside recycling collections with clear information on what can/cannot be recycled should be introduced.
- An increase or decrease in rates proportionate to the amount of waste produced should be considered.
- A recycling collection for glass should be introduced.
- Recycling should be made easier.
- More responsibility should be placed on retail outlets, fast food restaurants and public houses for preventing waste. Rates should be increased for those businesses who produce excessive waste.
- Larger paper recycling facilities should be introduced into schools and government offices.

## 5.2 RECYCLING AND COMPOSTING

### Question 4a

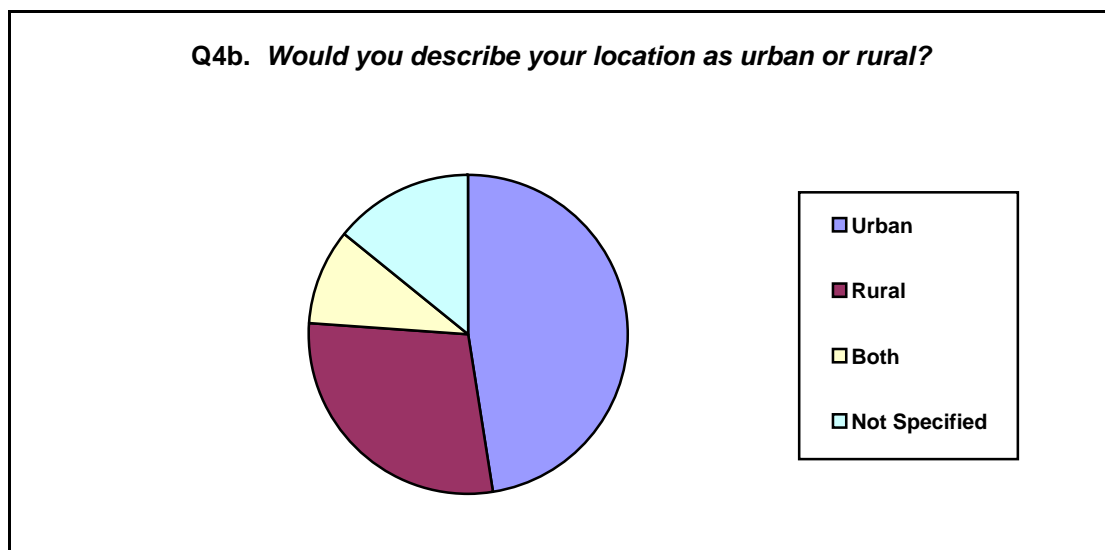
*Which Council area do you live in?*

The graph below shows the geographical spread of the consultees.



### Question 4b

*Would you describe your location as urban or rural?*





**Question 4c***In terms of using facilities do you currently have access to:*

1. **Recyclables bin** **Yes/No**
2. **Compostables bin** **Yes/No**
3. **A local bring bank** **Yes/No**

Access to Receptacles	Yes %	No %
Recyclables bin	100	0
Compostables bin	35	65
Local bring bank	74	26

**Question 4d***Are there any additional measures which you would like the Councils to implement to increase the amount of materials you recover?*

A number of additional measures were suggested. These included:

**Materials Collected**

- Glass should be collected from the kerbside.
- The addition of more recycling containers glass. This could include household containers in which to store glass.
- Councils should provide more facilities for plastic recycling.
- Councils should provide the facilities to recycle Tetrapaks and batteries.
- Grass and hedge clippings are problematic to recycle.

**Education and Awareness**

- Public awareness should be raised.
- More information should be provided to householders on recycling.
- Councils should be more proactive and encourage people to recycle.
- Councils should issue information on waste oil, batteries and paints so that householders can recycle them safely.

**Collection Frequency**

- Weekly collections of residual waste and recyclable waste are more sensible as this allows people to dispose of essential waste and gives them more freedom to recycle.
- One residual waste collection every fortnight is not sufficient.

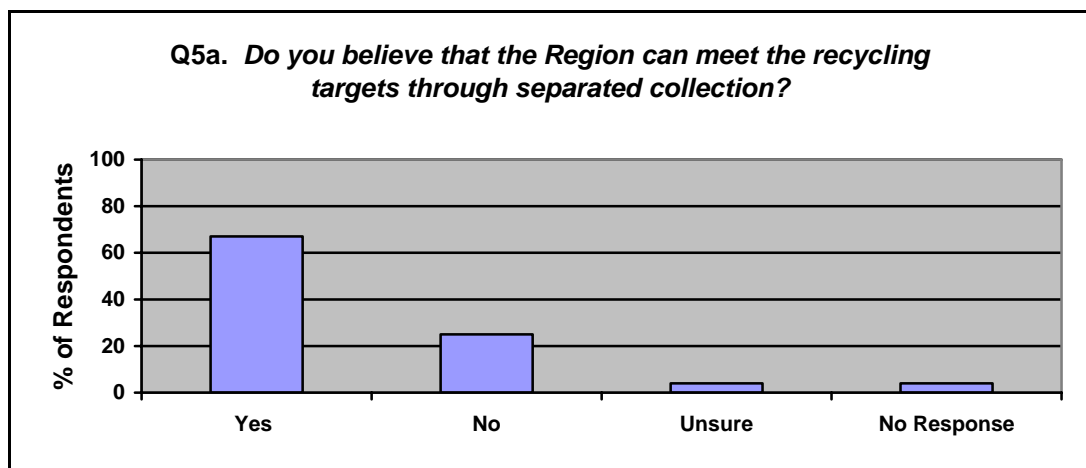
- Recycling every fortnight is a health hazard, which will increase when the weather becomes warmer in the summer.

#### Facility Provision

- There should be more localised Bring Bank Facilities.
- The choice of waste management routes available in many rural areas is patchy and waste management solutions may be limited by the cost effectiveness and logistics of collection and transport. Councils could make special provision for agricultural business and increase material recovery in the form of “special bins” could be provided for agricultural businesses which Councils could collect several times a year.
- Brown bins should be extended to all householders.
- Home composters should be available within all District Council areas.
- Bring banks are not accessible to non car users. A “mobile” bring site could be provided on a regular basis. This would allow householders to bring such materials to a specific location on publicised days for collection.
- Blue bin collections should collect additional types of recyclable waste.
- Councils are slow to respond to new ideas and developments regarding recycling.

#### Question 5a

***Do you believe that the North West Region can meet the recycling targets outlined above through separated collection?***



As can be seen from the graph, 67% of respondents believe that the North West cannot meet the recycling targets. Respondents believe that the following is needed in order that the target recycling rates will be achieved:

- Further waste management and recycling infrastructure is required.
- Waste should be prevented from coming into the North West Region from Donegal.

- Staff employed at Civic Amenity Sites should be more effective at getting the public to place waste in the correct skips.
- An initial investment to improve rural waste management infrastructures.
- Additional recyclable materials should be collected as there is at present a limit to what can be recycled.

One respondent was unsure as to whether these targets could be met as they believed there is at present insufficient evidence to support this. They recognised that the targets will be challenging and that given current performance, there is a risk that the targets will not be met. The respondent states that the critical issue is the level of flexibility within the Plan to ensure that the North West Region is kept below the landfill levels.

Another respondent believes that the introduction of charges to householders would help to ensure that the recycling rates are achieved.

#### **Question 6a**

***Do you already purchase any products which contain recycled products such as:***

<b><i>Paper</i></b>	<b><i>Yes/No</i></b>
<b><i>Glass</i></b>	<b><i>Yes/No</i></b>
<b><i>Waste derived compost</i></b>	<b><i>Yes/No</i></b>
<b><i>Other</i></b>	<b><i>(Please specify)</i></b>

Respondents are purchasing products containing the following recycled materials:

Product	Yes %	No %
Paper	96	4
Glass	56	44
Waste derived compost	44	56
Other	81	19
Other	Clothes	



**Question 6b***If not, do have concerns over:*

<b>Cost</b>	<b>Yes/No</b>
<b>Quality</b>	<b>Yes/No</b>
<b>Availability</b>	<b>Yes/No</b>
<b>Other</b>	<b>(Please specify)</b>

The following concerns were documented by the respondents:

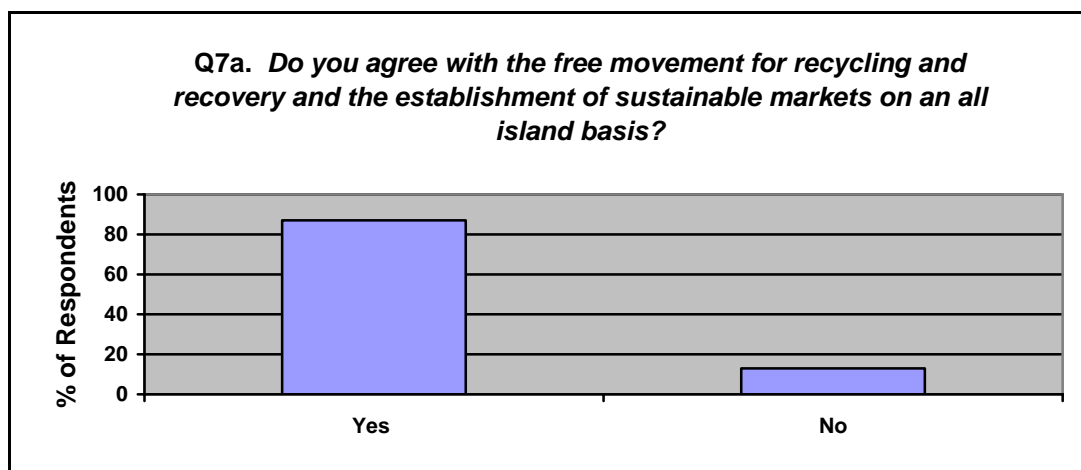
Concern	Yes %	No %
Cost	71	29
Quality	42	58
Availability	79	21
Other	There are very few recycled products available	

Other comments received for this questions included:

- Sustainable fuels should be promoted.
- Money back bottle schemes should be introduced.
- Shops and offices should provide waste segregation facilities.
- Increased education and awareness is needed to encourage people to purchase recycled products.

**Question 7a**

***Do you agree with the free movement for recycling and recovery and the establishment of sustainable markets on an all island basis?***



As can be seen from the graph, the majority of respondents (87%) do support the cross border movement of waste for recycling and recovery. 13% of respondents did not support the concept and supplied the following reasons for this disagreement:

- A ban on cross border movement of waste would reduce the volume of HGV's on the roads.

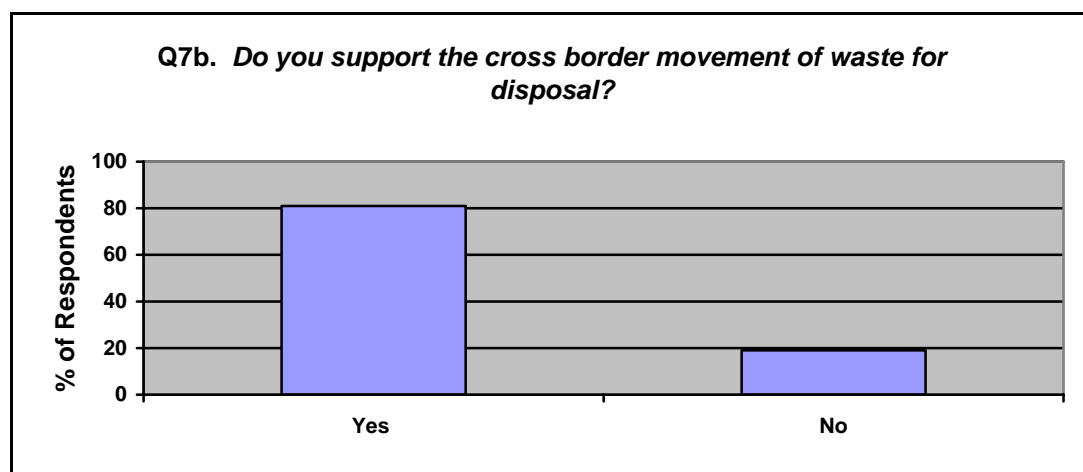
One respondent would potentially support the cross border movement of waste for recycling and recovery purposes dependant on the types of materials being transported. For example, they would not agree with the cross border movement of hazardous waste.

One respondent has stated that market forces should be left to determine the cost effectiveness of selling recycled and recovered material.

#### **Question 7b**

***Do you support the cross border movement of waste for disposal at appropriate licensed facilities where the provision is provided for within the plan?***

The responses to this question are outlined in the graph below:



As can be seen from the graph, 81% of those consultees who responded to this question supported this initiative, with only 19% of respondents in disagreement. The respondents in disagreement held the view that each region should address waste disposal at a local level.

One respondent thought that the caveat of transportation of residual waste after recycling and recovery should be kept to a minimum.

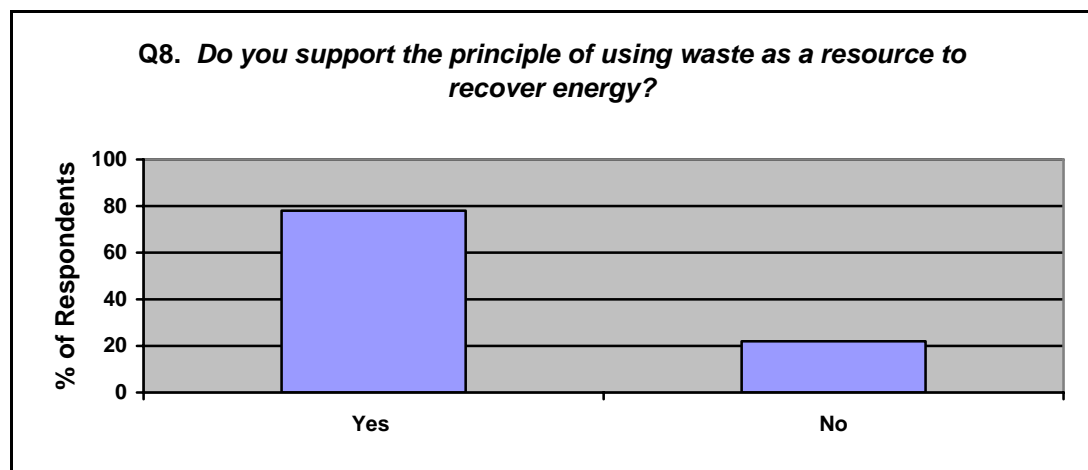
Two responses were ambiguous; one respondent stating that they would not support cross border movement of waste for disposal at licensed facilities due to the “location of sites”, the other respondent mentioning that there should not be an incinerator within the North West Region.

### 5.3 TREATMENT OF RESIDUAL WASTE AND ENERGY RECOVERY

#### **Question 8**

#### ***Do you support the principle of using waste as a resource to recover energy?***

The consultee responses to question 8 are displayed in the graph below. Of these, 78% signalled support for the principle of using waste as a resource to recover energy, while 22% disagreed.



The majority of those who disagreed, did so on the basis that they considered that energy would be produced from a mass burn incineration process, and were concerned over potential environmental and health impacts of mass burn incineration. These respondents stated categorically that they were against incineration. It should however be noted that the process of mass burn incineration is not proposed as part of the plan for the North West Region.

The additional following comments were also given in response to question 8:

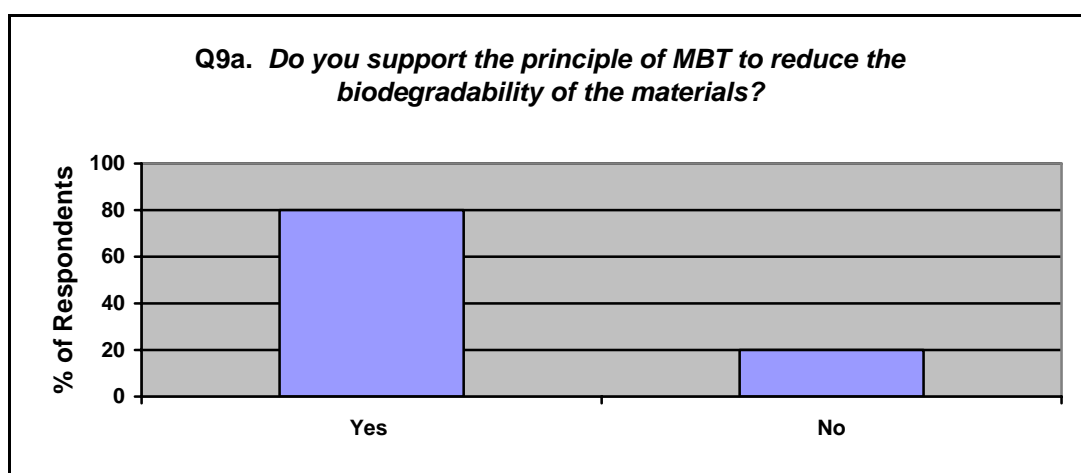
Comment
<ul style="list-style-type: none"> <li>It is vital that ongoing monitoring and assessment is carried out to allay the public's fears about air/soil/water pollution from any effluent/emissions from the facility.</li> </ul>
<ul style="list-style-type: none"> <li>It is estimated that between 5% and 10% of NI's total electricity demand could be met by energy from waste. There is also scope to provide heat in the vicinity of the plant.</li> </ul>
<ul style="list-style-type: none"> <li>Energy recovery should not be use to disguise "incineration".</li> </ul>



**Question 9a**

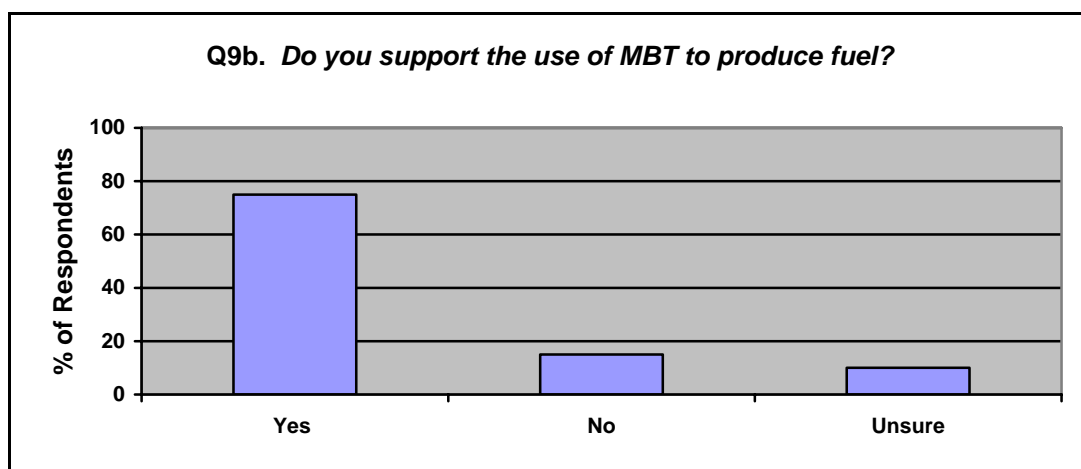
***Do you support the principle of using Mechanical Biological Treatment (MBT) for treating waste in order to reduce the biodegradability of the materials?***

As can be seen from the graph, 80% of the respondents supported the principle of using MBT. 20% of respondents disagreed with the principle whilst one respondent was did not fully understand the MBT technology and did not comment as a result. Those that disagreed did so on the basis that MBT achieves little volume reduction and its outputs will require further processing, some at considerable cost. One respondent is opposed to the introduction of MBT on the grounds that they believed that mixing waste materials to convert them to fuel was dangerous and could not be well controlled.

**Question 9b**

***Do you support the use of MBT to produce fuel?***

The responses to this question are shown in the graph below:



The majority of respondents (75%) supported the concept of using MBT to produce a fuel, although one respondent wished to see more research into this and thought more investigations were required to mitigate against any potential environmental and health hazards. Of those who did not support the concept (15%), the majority rejected it on the basis that the process would involve mass burn incineration and this produced concerns over dioxins and subsequent health effects. One respondent had reservations about the merits of MBT in the waste treatment process as they believed that it was only an interim stage in the treatment process. The respondent also states that it is unlikely that there will be sufficient demand for the compost produced from the process and that all the likelihood is that the compost would be sent to landfill. 5% of the respondents were unsure and did not comment as a result.

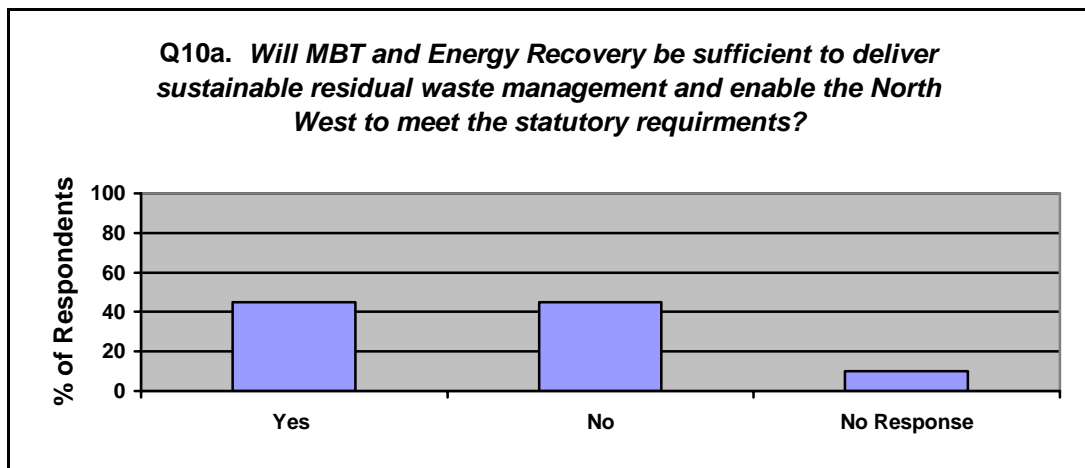
The following additional comments were recorded for this question:

Comment
<ul style="list-style-type: none"> <li>Any Refuse Derived Fuel (RDF) produced should be suitable for use by an Energy from Waste (EfW) plant. However a similar outcome could have been achieved by putting all the grey bin waste through a less expensive MRF process followed by shredding at the front end of an EfW plant. This approach will capture more energy from the overall waste stream than can be achieved by separating and composting the biodegradable fraction and converting the residual stream to RDF.</li> </ul>

#### **Question 10a**

***Do you believe that the proposed mix of facilities, in the form of Mechanical Biological Treatment (MBT) and Energy Recovery, will be sufficient to deliver sustainable waste management of residual wastes and enable North West to meet their statutory requirements?***

As can be seen from the graph there is mixed opinion as to whether the proposed mix of facilities will be sufficient.



While 45% of consultees were in agreement with the proposal for MBT and Energy Recovery, 45% of consultees also disagreed, as they believed that the term energy recovery was used to describe incineration and that this was erroneous. A number of respondents also thought that waste reduction should be the top priority. One consultee thought the question was too technical and a “lay person” could not answer it.

One respondent thought that a mix of source separation, materials recovery, shredding, EfW and landfilling residues would achieve the targets in a more cost effective manner.

The additional following comments were also given in response to question 10a:

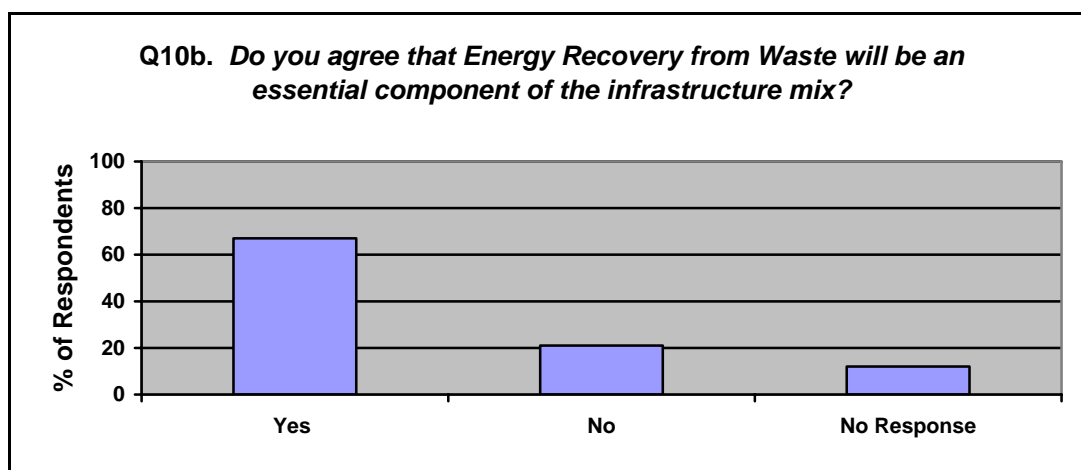
Comment
<ul style="list-style-type: none"> <li>MBT and energy recovery could also take additional materials such as poultry litter, which could power buildings, and help the Government meet the energy targets.</li> </ul>
<ul style="list-style-type: none"> <li>MBT and energy recovery does not provide any incentive to consumers to produce less waste.</li> </ul>
<ul style="list-style-type: none"> <li>Energy recovery does not give the householder any incentive to recycle.</li> </ul>
<ul style="list-style-type: none"> <li>Irrespective of the model chosen, the regulatory requirements will only be met by prompt decision making and considerable political will to make the necessary planning and procurement decisions.</li> </ul>



**Question 10b**

***Do you agree that Energy Recovery from Waste will be an essential component of the infrastructure mix?***

As can be seen from the graph below, the majority (67%) of respondents agreed that energy recovery will be an essential component of the infrastructure mix. Those who disagreed did so on the basis that they considered energy recovery would involve mass burn incineration and therefore were concerned over the dioxin release and subsequent health and environmental impacts.



The following additional comments were documented for this question:

Comment
<ul style="list-style-type: none"> <li>Thermal treatment is the only option that takes out all the biodegradability of the final waste stream, therefore it has to form a major part of any plan for managing waste within the landfill limits</li> </ul>
<ul style="list-style-type: none"> <li>The use of energy recovery to describe incineration is erroneous.</li> </ul>

**Question 10c**

***Are there any other technologies which you consider should be incorporated into the review of the Plan?***

There were a number of additional technologies suggested as part of the consultation process including:

- MBT but with the residual to landfill only
- Large scale biodegradable municipal waste composting
- Anaerobic Digestion

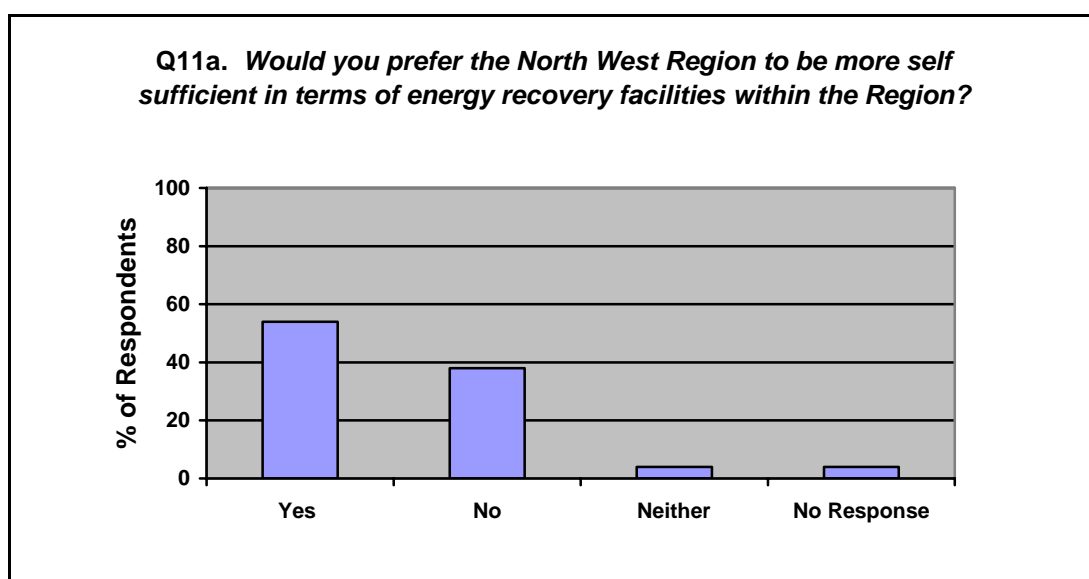
- Gasification
- Production of bio-diesel from waste cooking oil
- Household energy reduction which could contribute to overall waste reduction and sustainability
- Incorporating renewable energy technologies and household energy reduction

**Question 11a**

***Would you prefer the North West region to be more self sufficient in terms of provision of energy recovery facilities within the Region or would you have preference for these being developed as a single facility on a Northern Ireland scale?***

As can be seen from the graph below, the responses to this question generated a mix of opinions. A number of respondents were in favour with the development of regional facilities as they thought the facilities would provide additional employment in the area and would also reduce the environmental impacts of large shipments of waste by road.

Other respondents were of the opinion that the waste was produced in the North West Region and it should be treated and managed in the Region of origin.



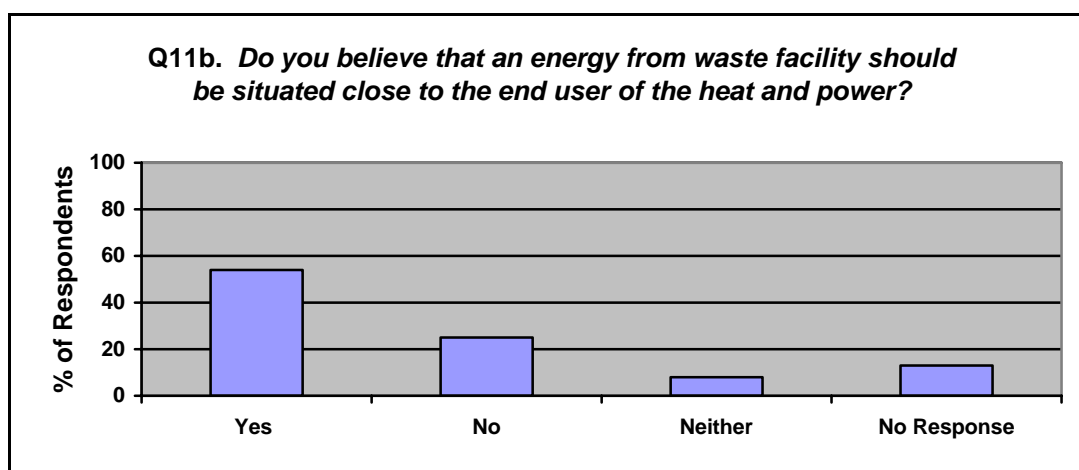
The following additional comments were recorded for this question:

Comment
<ul style="list-style-type: none"> <li>The electricity grid is weak in parts of the North West Region and requiring considerable investment for upgrade. This cost could be avoided if new embedded generation was introduced in problem areas. This could be done if the waste is harnessed as a fuel. The alternative is all waste in the North West Region is transported to a central facility, probably outside the North West Region. Detailed analysis would be required to establish the most cost effective solution.</li> </ul>
<ul style="list-style-type: none"> <li>It is wholly unjust for one area to impose its waste on another and the proximity principle should apply.</li> </ul>
<ul style="list-style-type: none"> <li>A central energy recovery facility in Northern Ireland would have economies of scale and be more efficient to run.</li> </ul>
<ul style="list-style-type: none"> <li>A balance must be struck between local and regional facilities, so as to minimise "waste miles".</li> </ul>

**Question 11b**

***The process of energy recovery will be most efficient if the user of that energy is in close proximity to the site where it is produced. Do you believe that this facility should be situated close to the end user of the heat and power, for example in proximity of facilities such as industrial users, universities or hospitals?***

The responses to this question are outlined in the graph below:



54% of the respondents agreed that any energy recovery facility should be located close to the end users. 12% of respondents disagreed on the grounds that this was a mass burn incinerator while another considered that more information was required before an informed choice could be made.



There were a number of additional comments provided for this question:

Comment
<ul style="list-style-type: none"> <li>Against the location of a municipal waste incinerator in close proximity to a hospital.</li> </ul>
<ul style="list-style-type: none"> <li>The heat and power generated could be used by the MBT facility and beyond if it is sited close to a business park or near a residential area.</li> </ul>
<ul style="list-style-type: none"> <li>The energy value of residual waste will be greatly enhanced if the heat can be used as well and may attract the significant advantage of renewable obligation certificates for at least part of its output. However, this can only be achieved efficiently and economically if the energy from waste plant is located close to the heat user(s), and has a long term heat supply contract.</li> </ul>
<ul style="list-style-type: none"> <li>Energy from waste plants are most effective and accepted by the wider public when they are situated close to where power and heat is required.</li> </ul>
<ul style="list-style-type: none"> <li>Incineration is a flawed technology.</li> </ul>
<ul style="list-style-type: none"> <li>Not willing to pay additional rates to subsidise a waste incinerator.</li> </ul>

#### **Question 12a**

***How important do you rate cost as a factor in assessing options for the development of these facilities?***

***Respondents were asked to rate costs on a scale of 1 to 5 where 1 is considered most important and 5 least important.***

#### **Responses**

The following ratings were established in order of weighting:

- |    |           |                    |
|----|-----------|--------------------|
| 1. | Rating 3: | 29% of respondents |
| 2. | Rating 2: | 25% of respondents |
| 3. | Rating 4: | 12% of respondents |
| 4. | Rating 1: | 12% of respondents |
| 5. | Rating 5: | 4% of respondents  |

**Question 12b**

***How important do you rate self sufficiency as a factor in assessing options for the development of these facilities?***

***Respondents were asked to rate self sufficiency on a scale of 1 to 5 where 1 is considered most important and 5 least important.***

**Responses**

One respondent replied to say that these factors were impossible to quantify as the potential costs are environmental and health related and not financial. Of the remaining responses, the following ratings were established in order of weighting:

- |    |           |                    |
|----|-----------|--------------------|
| 1. | Rating 2: | 29% of respondents |
| 2. | Rating 3: | 25% of respondents |
| 3. | Rating 1: | 17% of respondents |
| 4. | Rating 5: | 12% of respondents |
| 5. | Rating 4: | 0%                 |

**Question 13**

***With regard to the management of municipal waste, are there any other aspects that you believe that North West should consider in the Review of their Waste Management Plan?***

The following responses were received directly for this question:

Comment
<ul style="list-style-type: none"> <li>There should be a possible joint venture between the Commercial Sector and the North West Region Councils in the investment, structure and running of the MBT and EfW Plants.</li> </ul>
<ul style="list-style-type: none"> <li>The Consultation process should consider novel ideas for future waste management</li> </ul>
<ul style="list-style-type: none"> <li>The North West Region should press each District Council to employ personnel to guard against "fly-tipping" and also should press for severe penalties for those caught.</li> </ul>
<ul style="list-style-type: none"> <li>The North West Region should take more account of the public's opinions and concerns.</li> </ul>
<ul style="list-style-type: none"> <li>Recycling in the North West Region is under-resourced and not well developed. Councils should improve the recycling and composting services.</li> </ul>
<ul style="list-style-type: none"> <li>Householders should be charged for disposing of biodegradable organic material in their residual refuse bin.</li> </ul>

Comment
<ul style="list-style-type: none"> <li>▪ Excess packaging of food and hardware should be stopped. An education and awareness campaign should be targeting supermarkets to reduce excessive packaging.</li> </ul>

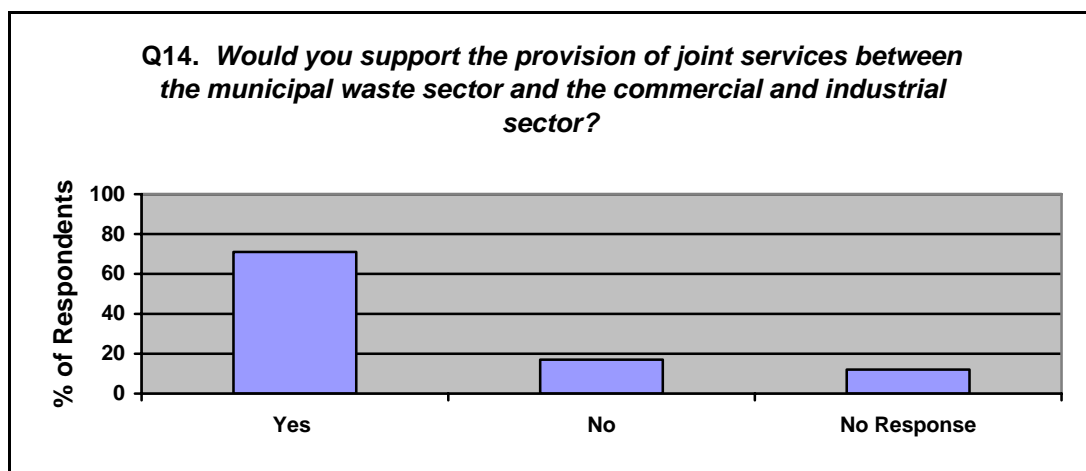
Any other general comments received in the form of letters, but not directly referring to this question, have been included within the responses to Question 15.

#### 5.4 SYNERGIES BETWEEN MUNICIPAL AND COMMERCIAL AND INDUSTRIAL WASTE

##### **Question 14**

***Would you support the provision of joint services between the municipal waste sector and the commercial and industrial sector?***

The responses to this question are outlined in the graph below:



71% of consultees were in support of the provision of joint services between the municipal and commercial and industrial waste sectors. One respondent did not support the concept as they were unsure, on the grounds that in contractual terms, the level and composition of C&I waste is much less certain than that of MSW and so would expose any joint facilities to greater risk than one built purely for MSW. The respondents who did not support any potential joint services provided the following reasons:

- Industry must manage their waste. Only then when they manage their own waste, will they begin to produce less.
- Householders should not have to pay rates to contribute to profitable businesses and industries to manage their waste.



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## 5.5 ADDITIONAL COMMENTS

### **Question 15**

***Are there any other additional comments you consider should be taken into consideration in the review of the North West Region Waste Management Plan?***

There were a number of general comments made with respect to the review of the North West Region Waste Management Plan and the future management of waste within the North West Region. These were received both in direct response to Question 15, within the Consultation Document, and as letters sent in response to the consultation process. The comments received have been detailed below:

#### **Consultation Document**

- The draft modifications to the Plan are too heavily biased towards “waste management” (end of pipe solutions) as opposed to waste prevention and reduction.
- There is an absence of a policy on how the recycling and recovery targets are to be achieved.
- The Consultation process should involve agricultural and food processing wastes.
- The consultation process should have been longer, more widely publicised and included community groups.

#### **General Waste Management in the North West Region**

- The diversion of waste from landfill should be a primary objective within the review of the Plan.
- Appropriate taxation and social incentives are key to the necessary structural and behavioural changes required and should be introduced without delay.
- Recycling plants and composting facilities must not be allowed to become sources of pollution.
- There is a need for more consistent reporting of waste data in the Region.
- Wastes should be seen as a resource and treated accordingly.

#### **Zero Waste Approach**

- North West Region should strive towards the target of “zero” waste in order to encourage new levels of innovation and efficiency.
- Zero waste should combine community practices such as reuse, repair recycling, toxic removal and composting with industrial practices such as eliminating toxins and redesigning packaging and products for environmental and ecological demands.

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#### Markets for Recycled Products

- It is recognised that the markets for recycled materials are not favourable and the value of any recycled products are low. There may be opportunities for the Councils to adapt their significant purchasing power to encourage the use of recycled materials and hence help the development of markets.
- A workable solution for market development could be to introduce a system of differentiated taxation, according to the environmental performance of products. A first step may be to apply reduced VAT rates on products carrying the European Eco-Label supplemented by the development and use of other environmental taxes and charges.

#### Cross Border Waste Movements and Illegal Dumping

- The North West Region should participate in an All-Island Enforcement Network, extended to include the involvement of DOE and PSNI.
- More should be done to prosecute those involved in illegal dumping within the North West Region.
- Those who suspect members of the public of illegal dumping should receive rewards for reporting them.
- The system to track waste between NI and RoI should be fully operational and agreed on an all island basis.

#### Landfill Facilities

- Existing landfills should be used for the residue left after recycling and recovery and new facilities should not be opened unless their need can be proven without a doubt and their location is acceptable to the host community.
- Smaller landfills, properly engineered and free from organic materials and used to deposit the relatively inert residue of MBT only, are much more acceptable alternatives to existing landfills.

#### Residual Waste Treatment and Energy Recovery

- The proposed Strategy includes a large scale thermal treatment plant outside the region. It is unclear whether this is intended to be the physical transportation of waste across the province or through the trading of landfill allowances. If it is the former, this needs to be taken into consideration in the plan assessment. Trading landfill allowances will avoid this issue and still allow the province and the Region to achieve their landfill targets.
- Energy from waste (in the form of gasification) can compliment various Waste Management Strategies while facilitating efforts to meet landfill diversion targets and increase the proportion of recycling undertaken year on year.
- There are concerns that an energy from waste facility would displace a new build generation of fuel, such as renewable energy, making it a poor choice environmentally.

- Using the residual fraction from the MBT process as RDF is only acceptable in the short term until such times as recycling and composting facilities are fully operational.
- Long term waste management should include MBT with the small remaining fraction being landfilled.

In addition to the above comments, there are a number of concerns that energy recovery will involve incineration. In a number of the consultation responses, this is perceived as being a form of mass burn incineration and hence has generated a number of concerns relating to mass burn incineration. A summary of these responses has been recorded below:

- There are concerns over the quantity and health impacts of emissions from facilities as these cannot be independently monitored on a continual basis and may include carcinogens, dioxins, heavy metals, furans, sulphur and nitrous oxides which may be spread over large areas.
- There are concerns that incineration could heighten the threat of a terrorist attack.
- There are concerns over the toxicity of ash produced from the process and where this ash will be disposed, given the absence of hazardous waste landfill facilities in Northern Ireland.
- There are concerns that incineration would discourage the development of an efficient recycling system.

## 6.0 CONCLUSIONS

Although the responses were limited for this consultation process, respondents provided comprehensive and useful comments and suggestions regarding the future management of municipal waste within the North West Region.

In terms of waste prevention, there was broad support for the principles of waste prevention, including the capping of waste growth, with respondents recognising that all stakeholders have a role to play in this. Respondents believe that education and awareness initiatives should be undertaken throughout the region to ensure that all stakeholders, from individual households to businesses, adopt a change in attitude and strive to reduce the amount of waste they produce. It is however recognised that the Plan needs to maintain a level of flexibility in order to ensure that the amount of waste being landfilled within the North West Region is kept below the permissible limits in the event of waste growth rates being exceeded.

A number of specific actions have been suggested for helping to reduce waste within the North West Region. These have ranged from incentives and targets to fines for non-compliance and the introduction of Pay as You Through Schemes.



A number of stakeholders also believe that the waste prevention measures proposed within the Plan do not go far enough in terms of preventing waste and that the North West Region should consider a “Zero Waste” approach.

As with waste prevention, there was broad agreement with the measures suggested for recycling and composting with a number of additional measures being suggested to help facilitate an improvement in performance and ensure that the North West Region continues to move towards meeting recycling and recovery targets. Stakeholders believe that Councils should work towards ensuring that all householders within the Region are offered the same level of facilities and services and that these should be extended to facilitate the collection of a greater range of materials.

In terms of targets, respondents are split in their opinion regarding the ability of the North West Region to meet the recycling and recovery targets stated within the consultation document. The unsurity of this is on the basis that the achievement of these targets will be reliant on the full buy in from all stakeholders and will be dependant on the delivery of the full range of services and treatment facilities required for the recovery of waste. It should be noted however that there were a number of respondents who were of the opinion that the targets within the document did not go far enough and suggested that these should effectively be doubled.

In terms of the cross border movement of waste for recycling and recovery, the majority of respondents recorded support for the principle but considered that any benefits received from this should be maintained within the local community. There was general support for the movement of waste for disposal although a number of respondents considered that waste should be disposed close to the area in which it is produced. For both movements associated with recovery and disposal, respondents were concerned that this had the potential to increase illegal movements of waste and therefore rigorous supervision of cross border movements would be required.

In terms of the treatment of residual waste with energy recovery, there was general support for the principle of using MBT for treating wastes and the principle of using waste to produce energy. There is still however a lack of understanding of the process of MBT, with many of the stakeholders erroneously believing that the technology involved mass burn incineration. This led to concerns over the perceived health and environmental risks associated with emissions from traditional mass burn incinerators. Considering the fact that mass burn incineration has not been proposed as part of the plan modifications, it is therefore imperative that the revised plan includes an explanation of the technologies proposed and categorically states that mass burn incineration does not form part of these proposed technologies.

There was also general agreement that energy recovery will be an essential component of the infrastructure mix for the North West Region, although as with MBT, there was a presumption among a number of respondents that this meant mass burn incineration. Those who did support the concept however, generally concurred with the suggestion that the North West Region should have a number of smaller scale energy recovery facilities within the Region and these should be located close to the end users of the heat and power. This would not only allow maximum efficiency of the fuel source and minimal environmental impacts associated with transport but would also encourage a sense of community ownership and provide revenue in the form of employment to receiving communities.

In conclusion therefore, the consultation responses have been broadly supportive of the suggestions for the modification of the North West Region Waste Management Plan in terms of prioritising waste prevention followed by maximising, as far as practicable, recycling and composting. This should be followed by further treatment of the residual waste by MBT to remove any remaining recyclables, reduce the biodegradability and produce a resource in the form of energy. There is however the need for careful explanation of the processes involved in the treatment of wastes, to ensure all stakeholders are fully informed of the mechanisms of the process and also to allay public fears.

**ANNEX C**

**TECHNICAL ASSESSMENT**



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## **C TECHNICAL ASSESSMENT**

### **INTRODUCTION**

A technical assessment was undertaken by the North West Region, was to inform the decision making process in identifying the preferred scenario (the BPEO) for the management of municipal waste to enable the Councils to meet their obligations, under the Northern Ireland Waste Management Strategy and the Northern Ireland Landfill Allowance Scheme (NILAS) in particular.

A number of options/scenarios were developed through the technical assessment for the SWaMP Region, using the published NI BPEO Guidance as the reference standard. The scenarios were developed and assessed using the same model as that utilised in the preparation of the NI BPEO Guidance, published by Environment and Heritage Service, and the reader is referred to the Guidance and accompanying Technical Report for further details on the model. This methodology was used to maintain consistency of approach, and to allow for direct comparison with the NI BPEO scenario for municipal waste, as the reference standard against which the other scenarios could be compared.

The assessment took into account a number of factors including: the modelling of waste prevention as a 'technology' to limit waste growth, and energy recovery including recovery of power and combined heat and power. This was undertaken in a number of stages, as outlined further below:

- Definition of objectives for the assessment, taking into account the guidance produced from the NI BPEO and also the Strategic Environmental Assessment undertaken for the Region
- Development of a number of scenarios containing different mixes of technology and provision of services for the future management of wastes.
- Evaluation of the scenarios including the application of decision criteria to identify a preferred scenario.

### **DEFINITION OF OBJECTIVES**

A technical assessment was undertaken in order to fulfill the following objectives of the Waste Management Plan:

- To develop an integrated network of facilities to meet the needs of the Region
- To minimise the amount of waste produced within the Region
- To maximise resource efficiency.
- To minimise environmental impact.
- To encourage regional self sufficiency, as far as practicable and economical, within the Region.

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## DEVELOPMENT OF SCENARIOS

The scenarios considered in the Technical Assessment, which are summarised in Table C.1, fall broadly into three categories, depending on the mix of technologies and approach to treating the residual waste, as follows:

- **Single Technology Options**
  - Energy from Waste (Incineration)
  - Mechanical Biological Treatment, with landfilling of residues.
- **Target Compliant Options** - integrated scenarios, with just enough treatment to meet the Northern Ireland Landfill Allowance Scheme (NILAS) Allowances for the diversion of biodegradable waste from landfill.
- **'Maximum Value' Options** - integrated scenarios, with the objective of recovering maximum value (materials and energy) from the residual waste stream. These scenarios ensure compliance with the NILAS targets.

Waste prevention was modelled as a technology in the integrated scenarios. This had the effect of limiting waste growth to a maximum of 1.5%, and reducing it to 0.5% to parallel population growth over time.

For the purposes of modeling only, energy recovery within the alternative scenarios was assumed to be represented by a waste to energy facility, consistent with the approach developed in the NI BPEO Guidance. Recognising all the local factors, needs and priorities, it was proposed within the Consultation paper that the energy recovery elements of the scenarios be achieved through the production of a fuel, as an output from the Mechanical Biological Treatment process, for use in third party applications. This approach was reinforced, through both the consultation process and during Council meetings, with broad support for the principle of energy recovery

Table C.1 Summary of Scenarios for the Management of Municipal Wastes

Reference Standard	
1	<b>NI BPEO</b> <i>As per published guidance. Waste growth 2.5% - No waste prevention. Includes Anaerobic Digestion, Mechanical Biological Treatment and Energy from Waste. Energy recovery: power only – not combined heat and power.</i>
<b>Single Technology Solutions</b>	
2	<b>Energy from Waste</b> <i>Relies on energy from waste. 2010 NILAS Target is not met as facility cannot be delivered in time. Waste growth 2.5% - No waste prevention.</i>
3	<b>Mechanical Biological Treatment</b> <i>Relies on MBT to reduce biodegradability and landfilling outputs. Waste growth 2.5% - No waste prevention and no energy recovery.</i>
4	<b>Minimal Integration I</b> <i>Minimally integrated approach. Relies on simple MBT to meet short term NILAS target, which is replaced by Energy from Waste from 2013 onwards. Power is generated by Energy from Waste. Waste prevention included.</i>
5	<b>Minimal Integration II</b> <i>As for Scenario 4, with district heating used to model Combined Heat and Power. Waste prevention included.</i>
6	<b>MBT and Energy Recovery I</b> <i>Greater integration with MBT used throughout and Energy from Waste on line in 2013, but does not accept residue from MBT, the output from which continues to be landfilled. Power is generated by Energy from Waste – no CHP. Waste prevention included.</i>
7	<b>MBT and Energy Recovery II</b> <i>As for Scenario 6, with Energy from Waste capacity sized to accept fuel output from MBT process.</i>
8	<b>Minimum Landfill</b> <i>Seeks to minimise waste sent to landfill. MBT used to meet 2010 NILAS target. Energy from Waste on line from 2013. MBT outputs diverted to energy recovery from landfill from 2013. Power is generated by Energy from Waste – no CHP. Waste prevention included.</i>
9	<b>Maximum Energy Recovery from Residual Waste</b> <i>As for Scenario 8, except that district heating is added to model CHP to maximise fully the value recovered from the waste.</i>
10	<b>Autoclaving</b> <i>Similar to Scenarios 8 and 9, except autoclaving is added to maximise the potential recovery of clean materials from the residual waste stream.</i>

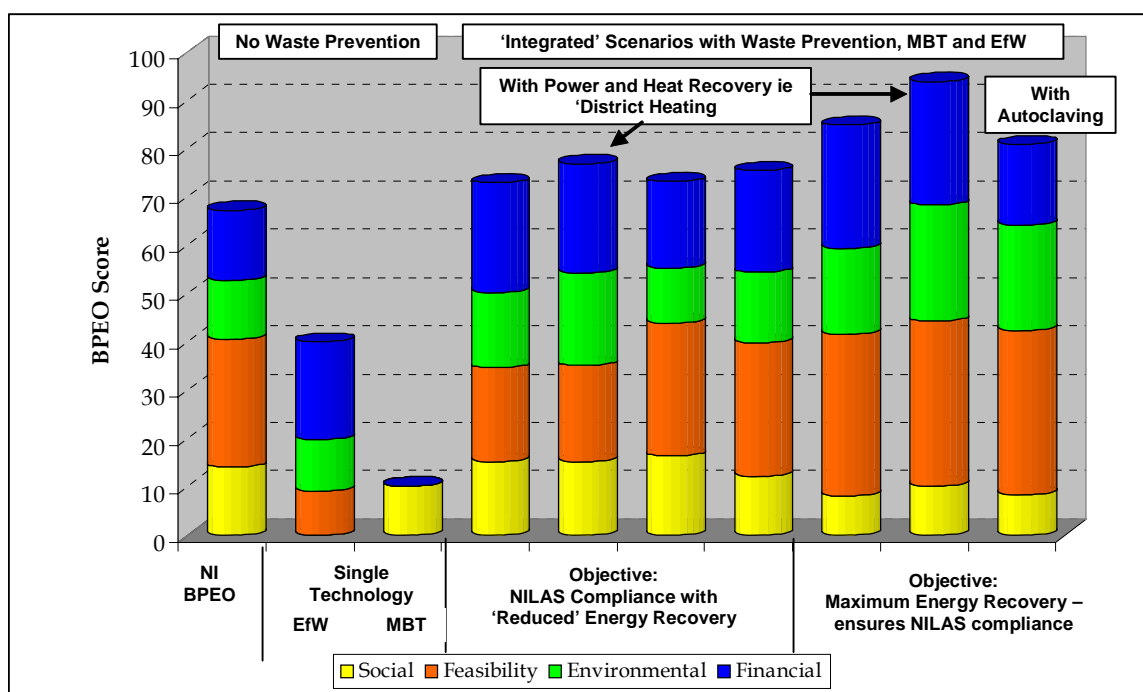
## EVALUATION OF SCENARIOS

Each of the scenarios set out in Table C1 was assessed against a number of decision criteria. The decision criteria used for the assessment process were divided into four categories: environmental, financial, social and feasibility, each with a number of sub-criteria, as outlined below:

- **Environmental criteria:** Resource Depletion, Air Acidification, Greenhouse Gas Emissions, Landtake, Extent of Water Pollution.
- **Financial criteria:** Financial Costs.
- **Social criteria:** Health Effects, Employment, Public Acceptability, Risk of Accidents, Producer Responsibility, Local Amenity and Social Equity.
- **Feasibility criteria:** Technical feasibility, Practical Feasibility, Flexibility, Existing Facilities and compliance with policy.

A summary of the results of the Technical Assessment, evaluated against each of the decision criteria, is illustrated in Figure C.1.

**Figure C.1 Summary of Assessment of Scenarios**



## IDENTIFICATION OF THE PREFERRED SCENARIO

The Technical Assessment identified Scenario 9 as being the most favourable mix of options for implementation within the Region. The key components of this scenario are set out below:

- **Waste Prevention.** Modelled as a technology, and costed accordingly, to limit the growth in waste arisings.



- **Recycling and Composting.** Minimum of 40% achieved through source separated collection, with balance to meet targets recovered from residual waste.
- **Mechanical Biological Treatment.** Required to ensure compliance with NILAS targets and to recover additional materials from the residual waste stream.
- **Energy Recovery.** Most efficient when used for Combined Heat and Power (CHP) to maximize resource efficiencies.
- **Landfill.** The option of last resort- minimised as far as practicable to minimise loss of resource and value from the wastes.

As part of the development of modifications to the Waste Management Plan, a public consultation exercise was undertaken, the results of which are included in Annex B. The feedback from this, together with input from the Group and constituent Councils, allowed a Best Practicable Environmental Option for municipal waste within the Region to be identified. This represents the preferred scenario for the management of municipal waste and is defined as follows:

- **Waste Prevention** - limiting annual waste growth to:
  - 1.5% up to 2010
  - 1.0% from 2010 to 2013
  - 0.5% from 2013 to 2020.
- **Materials Recovery** - a 3 bin system for the separate collection of dry recyclables. Organic waste (in the form of both garden and kitchen wastes) and residual waste for all households, where practicable and appropriate, with recycling and composting through source segregated collection to be at least:
  - 30% by 2010
  - 35% by 2013
  - 40% by 2020
- **Energy Recovery and Residual Waste Treatment** - the mix of technologies to include Mechanical Biological Treatment (MBT) with the objectives of:
  - **Additional materials recovery** which coupled with the amounts to be collected through source separated collections, combine to meet the Strategy targets of 35%, 40% and 45% by 2010, 2013 and 2020 respectively.
  - **Reduction in biodegradability** to meet the statutory BMW landfill diversion and NILAS targets.
  - **Energy Recovery** through the production of a fuel for the generation of both electricity and heat - to maximise the value of the waste as a resource in accordance with the Waste Hierarchy to reduce reliance on fossil fuels and to comply with the objectives set for the Plan.

**ANNEX D**

**COMMUNICATIONS PLAN 2007 - 2008**



Creating markets for recycled resources

rotate

Recycling Advisory Service

## Communications Plan 2007-2008

### North West Region Waste Management Group (NWRWVG)

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November 2006



North West Region  
Waste Management Group

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# 1. Background

## 1.1 General

The North West Region Waste Management Group (NWRWMG) is a voluntary coalition of councils established for the purposes of joint working across seven councils in the north-west of Northern Ireland and one in the Republic of Ireland. These councils are:

- Ballymoney Borough Council
- Coleraine Borough Council
- Derry City Council
- Limavady Borough Council
- Magherafelt District Council
- Moyle District Council
- Strabane District Council

and

- Donegal County Council

The contact details for each authority are listed in Appendix 4.

The regional partnership enables joint waste planning in accordance with Article 23 of the Waste and Contaminated Land (Northern Ireland) Order 1997. In addition, the partnership delivers economies of scale and facilitates sharing of resources. The overall aim of the group is to develop a waste management system that meets the region's needs and contributes to economic and sustainable development.

The region has approximately 109,681 households and a population of approximately 314,658<sup>1</sup>. It is a largely rural environment with the main population centres being Derry City, Coleraine, Limavady, Ballymoney, Magherafelt, Strabane and Ballycastle.

Partnership working enables the group to promote waste prevention, share recycling targets, procure jointly, communicate on a regular basis and share best practice.

### 1.1.1 Targets

The North West Region Waste Management Group has committed to recycling and composting recovery targets in its Waste Management Plan. These targets mirror those in Towards Resource Management<sup>2</sup>.

- 35% recovery by 2010
- 40% recovery by 2015
- 45% recovery by 2020

The overall recycling rate for the group is currently 27.6% (2005-06 figures).

The NWRWMG Waste Management Plan is subject to an annual review. This Communications Plan will also be reviewed in line with the group WMP.

## 1.2 Services

The seven Northern Irish councils have adopted a common kerbside collection scheme. This consists of:

- A blue wheeled bin for the co-mingled collection of dry recyclables including: paper, card, plastic bottles and mixed metal cans
- A black wheeled bin for collection of residual waste
- An alternate week collection for dry recyclables and residual waste

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<sup>1</sup> Northern Ireland Census, 2001

<sup>2</sup> The Northern Ireland Waste Management Strategy 2006 - 2020

All waste and recycling collection services are delivered through each council's Direct Service Organisation. The group has entered into a contract with Glasdon Recycling Ltd to receive and sort the collected dry recyclables at their Materials Recycling Facility (MRF).

#### Council's Household Waste and Recycling Centres and Bring Site Facilities

<b>Council</b>	<b>HWRCs</b>	<b>Bring Sites</b>
Ballymoney	2	10
Coleraine	6	10
Derry	6	9
Limavady	3	17 <sup>3</sup>
Magherafelt	4	10
Moyle	1	13
Strabane	5	11
Donegal	3	56

All Donegal County Council collections are provided by private companies. In addition all councils in Northern Ireland provide chargeable collections of commercial waste for businesses within their council area. Private collection companies provide a similar service to businesses.

### 1.4 Kerbside Organics Collection

Magherafelt District Council has introduced a brown wheeled bin organics collection. The council composts this material using its own In Vessel Composting (IVC) plant.

The NWRWMG is currently engaged in a tendering process for composting facilities. This will enable local councils to introduce a kerbside collection of organic wastes, including food waste. As yet, timescales for the delivery of this service are not rigidly defined. When the service is introduced, it is unlikely that the roll outs will take place concurrently across the group.

The NWRWMG will develop a template Communications Plan to support the promotion of the introduction of this new service in individual council areas. In addition the group will develop template communications materials to promote organics collections on an individual council basis as the schemes are rolled out. The Plan will outline the Communications Mix, the key elements of the campaign and monitoring and evaluation tools.

### 1.5 Funding

Partner councils funded and delivered many local communications campaigns before the development of this plan. However, to date no funding has been allocated for joint NWRWMG communications. Indicative costs for each of the activities within this plan are included in Appendix 2. The indicative budget attached will be used to plan group communications over the longer term. The group will also investigate the possibility of third party funding for some of the activities within this plan.

### 1.6 Promotion to date

Recycling Officers within NWRWMG member councils have carried out a broad range of promotional activities over many years. These have included: schools presentations and competitions, community group meetings and waste minimisation advice to local businesses.

The NWRWMG has also co-ordinated joint communications activities since the group's formation. These activities have included region-wide consultation on the group Waste Management Plan and participation alongside arc21 and the Southern Waste Management Partnership (SWaMP) in Environmental Youth Speak.

A Recycling Officer group made up of representatives of all NWRWMG member councils met from 2003. In May 2006 this group reconvened to meet quarterly (with additional meetings if required) to co-ordinate group promotional activities. One of the group's first activities was to develop a joint Communications Plan for the region.

<sup>3</sup> Limavady Borough Council currently has 7 bring sites but plans to have a total of 17 bring sites by the end of December 2006.

## 2. Situational Analysis

The North West Waste Management Group is aiming to meet the statutory NILAS landfill allowance targets which derive from the Landfill Directive. In addition the Northern Ireland Waste Strategy, 'Towards Resource Management' sets out a number of additional targets for recycling and composting.

The recycling and composting targets set out in the strategy are to recycle or compost:

- 35% by 2010
- 40% by 2015
- 45% by 2020

The purpose of this Communications Plan is to set out a series of joint communications activities, which could be delivered on a collaborative basis within the Group with the aim of:

- Encouraging waste prevention and encouraging participation in waste prevention initiatives
- Increasing participation in council recycling collections
- Increasing usage of bring facilities
- Reducing contamination
- Increasing awareness of sustainable waste management in the North West Region Waste Management Group area

Indicative costs for each activity are also included. See Appendix 3

The NWRWMG convened a Recycling Officers sub-group in May 2006. While it is evident that a wide range of campaigns have been successfully run throughout the NWRWMG, it was acknowledged that a collaborative communications Plan for recycling would be a useful planning tool.

There are many important individual communications activities carried out by each council (such as an extensive schools education programme) which are not within the scope of this plan. It is anticipated that collaborative activities will consolidate and enhance individual actions.

The activities included in this plan are limited to those within the group who have agreed to deliver promotions jointly. A logo has been developed for the NWRWMG and this will be used on joint communications.

### Wake up to Waste

The group has been supportive of national campaign initiatives run under the banner of Wake up to Waste. These promotions have been co-ordinated by Environment and Heritage Service in partnership with the local councils. These have included campaigns on 'Smart Shopping' and recycling waste paper.

At present, funding for any national campaign promotions is limited and there are no immediate plans for any more promotions, however the Department is currently reviewing this. The NWRWMG group will continue to support the national campaign and link it to local promotions where possible.

### Donegal County Council

Given the fact that the two jurisdictions are geographically contiguous, County Donegal is represented at meetings of the North West Region Waste Management Group at both officer and task team level, to facilitate the sharing of best practice.

The Local Authorities north and south of the border operate within different constraints and have different approaches to waste management issues. This Plan recognises the individuality of each local authority, whilst acknowledging that common themes and joint collaboration will add value to the process and outcome.

In general terms, the communications activities outlined within the Plan articulate a vision for regional collaboration for the seven Northern Ireland councils; however, mechanisms can be put in place to ensure that Donegal County Council is also engaged in project delivery when this is appropriate for the constituent local authorities.

## 3. Communication Aims and Objectives

### 3.1 Aims

- Encourage waste prevention and encourage participation in waste prevention initiatives
- Increase participation in council recycling collections
- Increase usage of bring facilities and household waste & recycling centres
- Reduce contamination
- Increase awareness of sustainable waste management in the North West Region Waste Management Group area.

### 3.2 Objectives

- To increase the group recycling rate by at least 4% by March 2008
- To establish a mechanism for measuring participation rates for all kerbside collections of dry recyclables and organics by June 2007
- To reduce recorded contamination levels of recyclables collected at kerbside by December 2007

## 4. Strategic Approach

### 4.1 NWRWMG Communications Day

On 21 July 2006 Recycling Officers from each of the partner councils met at Derry City Council offices. The purpose of this meeting was to agree the communication aims of the partnership and agree the principles of their promotions.

Having agreed the principles the group identified internal and external barriers to good communications. The group was then asked to develop solutions to overcome the identified barriers.

The group was then asked to identify future NWRWMG promotional activities they would like to see included within a joint Communications Plan.

The outcomes of the NWRWMG Communications Day are summarised in Appendix 1.

### 4.2 Strategic Approach

In order to achieve the objectives of this communications plan the campaign will adopt the following strategic approach:

- Achieve brand consistency across the NWRWMG region and support national waste initiatives where appropriate by promoting these at local level
- Develop NWRWMG waste reduction and recycling campaigns including: materials specific recycling campaigns and ongoing development of established campaigns on home composting and other waste minimisation initiatives
- Investigate opportunities for third party funding
- Ensure that NWRWMG councils who are presently running successful local campaigns are able to continue their work concurrently and with due regard to integration with the joint strategy
- Ensure that individual campaigns focus on raising awareness, creating interest, celebrating success and encouraging behavioural change by motivating householders to take action
- Encourage ownership of the regional project at a local level
- Propose a methodology for coordinating press releases, campaigns and events between partner councils
- Identify tactical aspects which apply at a partnership and individual council level. For example, making use of generic templates
- Developing appropriate monitoring and evaluation mechanisms to assess what works



## 5. Branding and Campaign Values

Each local authority has its own 'brand' and supporting corporate identity guidelines.

The group has agreed to develop an 'identity' that could be used on all partner communications. Supporting guidelines (e.g. agreed look and feel, imagery, layout and terminology) will then be developed to ensure that all partners follow these principles and maintain the agreed look and feel. This will also help build recall and recognition of the identity amongst householders across the region and also have the added benefit of minimising the cost of design and printing. This 'identity' could also be used to raise the profile of the group website.

At present there are no definite future plans for the national 'Wake up to Waste' campaign in Northern Ireland. The NWRWMG is committed to working with any future national campaign initiative through participation on the Environmental Heritage Service Learning and Communication Forum.

## 6. Target Audience

One of the key aims of this plan is to increase usage of all kerbside schemes and bring facilities in the region whilst reducing levels of contamination. As a result, the communication elements within this joint plan target all users of the group's recycling collection schemes, Household Waste Recycling Centres and Bring facilities.

### Householders

Research has shown that it is generally the female head of the household who takes responsibility for waste management in the home and is therefore most receptive to recycling messages. This should influence the tone and design of any direct mail, advertising material and generic scheme communications used as part of this campaign.

### Council employees

Council employees, whether involved in collections, managing a HWRC or answering enquiries by telephone are at the frontline of council recycling services. Increased communications may result in additional enquiries about services. It is important that each authority plans to brief their staff and elected members in advance of any planned communications activity. The key groups to arrange briefing sessions for include:

- Contractor/DSO Staff
- Frontline Office Staff
- Elected Members

### Community Groups

Recycling Officers offer recycling presentations to local community groups on request, for example, residents groups, youth groups, sports groups and church groups. This is an ongoing activity for each council.

### Schools

The NWRWMG Recycling Officers work closely with the local Education and Library Boards to deliver EnCams' Eco-Schools Programme in Northern Ireland and the Green Schools programme in the Republic of Ireland. Throughout the year council officers contact schools within their district to make themselves available for waste and recycling presentations to pupils.

Bryson Charitable Group has secured funding, through the Community Waste Innovation Fund (CWIF), to deliver a three year schools education programme in each of the three sub-regional waste management groups. The NWRWMG Recycling Officers will work closely with the 'Sort It' Education Officer to co-ordinate all schools work and achieve optimum engagement with schools.

### Commercial and Industrial

The communications activities within this plan aims to increase householder participation of kerbside recycling collections and bring facilities. This plan does not list communications activities targeting commercial and industrial organisations.

# 7. Communications Mix

In order to target the relevant groups the partnership will deliver a range of communications. The purpose of these will be to encourage householders to participate with the recycling services and to use them correctly. The following mix is recommended:

## 7.1 Direct Mail / Printed Literature

Direct mail communication will be used to promote the services. This communication will be eye-catching, and well designed to create a high impact campaign. The information will be simple and instructional providing readers with important information about the services. All material will be printed on recycled/post consumer waste paper. This will be noted on all material produced.

Printed material is one of the cheapest and most effective methods of communicating a recycling message to householders.

## 7.2 Staff Training/Awareness

Frontline staff and crews will be briefed to ensure they are fully informed and able to answer any likely questions from members of the public. Specialist training will be provided for recycling officers, to ensure they are well equipped to engage with the identified target sectors.

## 7.3 PR

Good PR is an effective way of securing free advertising. An article in the local newspaper has several times the value of a paid advertisement. Radio or television interviews are an effective way of getting key messages across and are often much more effective than advertisements.

Public relations are a very important aspect of raising the profile of the services available to the public. This will be achieved through:

- Preparation and distribution of regular press releases, articles and features relating to all campaigns
- Developing interesting facts, figures and statistics to support press releases

All group communications activity in relation to this Communications Plan will be agreed and issued centrally through the NWRWMG Communication Officer to ensure consistent messages and branding are used across the group.

## 7.4 Advertising

External advertising is a useful mechanism for raising awareness of the services available to members of the public but can be costly. The NWRWMG group should be able to negotiate some good rates as they are buying advertising for a number of Council areas. Consideration must be given to rural Councils who may not have all advertising media available to them. Alternative advertising mechanisms should be reviewed for this.

The main external advertising media will include: bus panels, adshells, shopperlites and billboards.

## 7.5 Exhibitions and Roadshows

Regular exhibitions and displays at areas of high footfall throughout each council area will serve to raise the profile of council services and group-led initiatives.

A schedule of roadshow events will be developed to promote existing and new services throughout the region. This will enable all Councils to speak to residents who have queries about their local services on a one to one basis.

## 7.6 Monitoring and Evaluation

Without a regular monitoring programme it is virtually impossible to target recycling communications or to identify the success of any council or group communications initiative.

The NWRWMG will develop a policy for monitoring and evaluation and each council will develop a monitoring schedule in line with group policy. Guidance on how to establish a monitoring regime is contained in WRAP's 'A Good Practice Guide to Monitoring and Evaluation'.

Each individual campaign element will have its own monitoring and evaluation mechanisms to measure its success. A general approach will include:

- Conducting regular set out and participation studies throughout the district once the scheme is established to identify high and low performing areas
- Recording recycling tonnages if possible by round
- Regular reviews of the communications schedule will be conducted to assess whether actions and targets are being achieved. If actions fall behind the timescales can be modified
- Budget reviews will be conducted monthly to monitor campaign spending
- A website statistics package will be used to measure the effectiveness of the waste and recycling pages of the NWRWMG website
- The opportunities to see and hear generated through advertising will be recorded to assess the effectiveness of advertising media
- The advertising value equivalents for newspaper/magazine coverage will be calculated.

## 7.7 Website

The Councils will promote the NWRWMG website to provide additional information about existing and proposed services. All promotional material will include details of the NWRWMG website.

The NWRWMG will improve functionality of the group website by considering its design and making the site simple, easy to navigate, informative and user-friendly.

## 7.8 Site Visits

Although there is no specific campaign element for site visits within this plan, a site visit to a recycling facility can be organised occasionally for school or community groups.

The NWRWMG will develop a protocol for site visits. In particular, this protocol will cover site visits to Household Waste Recycling Centres and to local Material Recycling Facilities. It will include a Risk Assessment for visits to each facility and will specify the level of supervision, the Personal Protective Equipment to be issued and will limit the number of visitors to an agreed safe level for the facility being visited.

Where the site visit takes place off council property, written agreement will be obtained from the site owner or operator.

## 8. Campaign Elements

Each of the elements within this Communications Plan is included to meet its aims and objectives. Each campaign element includes a number of monitoring mechanisms to determine the impact of each element. Only the elements that have a positive impact will be repeated in future campaigns.

### 8.1 Developing Baseline Data

The NWRWMG will determine a range of baseline data for the individual councils and for the group as a whole. The group will also agree common methodologies for ongoing monitoring of scheme performance. WRAP's 'A Good Practice Guide to Monitoring and Evaluation'<sup>4</sup> provides guidance on monitoring scheme performance.

#### Aim

- To develop a set of baseline data to be used in measuring the effectiveness of each communications activity

#### Objectives

- To establish a monitoring routine across the region to an agreed monitoring methodology by April 2007
- To develop baseline participation data for each kerbside collection scheme within the NWRWMG by June 2007
- To develop baseline usage data for HWRCs and bring sites by June 2007

#### Tactics

- Establish a monitoring and evaluation sub-group within the Recycling Officers group
- Provide support and training on how to conduct monitoring at a local level
- Agree a methodology for the group and individual monitoring schedule for each council
- Monitor participation levels for each dry recyclables collection scheme within the NWRWMG

#### Monitoring Mechanisms

- Individual participation monitoring schedules
- HWRC and bring site usage data

### 8.2 Identity Development and Design

A distinct identity will be developed for the partnership to ensure that all communications material will have a consistent look and feel that will become recognised by all householders.

The group will engage a graphic designer to develop a simple style and feel for all group promotions. This should include leaflets, posters and signage to be used in the kerbside, Christmas & New Year and HWRC promotions. The design will also link through to the group website, see paragraph 8.3.

Templates for more common promotional items will be produced and available for download by council officers. A secure page will be made available to access these and other support materials via [www.northwestwasteplan.org.uk](http://www.northwestwasteplan.org.uk).

ROTATE is able to provide support in developing a design brief in advance of engaging a graphic designer.

#### Aims

- To develop NWRWMG identity guidelines to ensure all promotional material has a consistent look and feel across. This partnership to aid recall and recognition amongst the public
- Produce templates for more common promotional items to be available for use by council officers by April 2007
- Upload templates to 'Resources' webpage

#### Objectives

- To engage a graphic designer to develop three design concepts to present to the groups by April 2007
- To agree a preferred concept and approve identity guidelines by June 2007

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<sup>4</sup> [www.recyclenowpartners.org.uk](http://www.recyclenowpartners.org.uk) and follow the 'Evaluating your campaign' link



### Tactics

- Prepare identity design brief for graphic designer
- Engage graphic designer
- Develop identity guidelines for the group and produce printed and pdf versions
- Develop templates for promotional material and signage

### Monitoring Mechanisms

- Promotional material to use the new brand
- Templates produced

## 8.3 Website

Each council has its own website which will be maintained with details of local services, events and contacts. In addition to this, the existing NWRWMG website will be updated to include information on all new promotional activities as well as general information on services. The main page will include links to information on some of the group's generic promotions, e.g. home composting, Eco-Schools, Christmas recycling activity, a calendar of regional events and a list of council contacts. The website will also include an area with downloadable resources for students and teachers. The site will provide signposts for commercial and industrial visitors to relevant organisations such as ARENA Network and Invest NI.

The NWRWMG website will have a hyperlink through to individual council recycling pages. Each council will develop its own recycling pages and develop a short URL, similar to that developed by Derry City Council, to make public access to local recycling information as simple as possible, for example [www.derry.gov.uk/recycle](http://www.derry.gov.uk/recycle). The group will also create a URL to take visitors directly to regional recycling information at [www.northwestwasteplan.org.uk/recycle](http://www.northwestwasteplan.org.uk/recycle).

The design of the website will use the new identity developed for the partnership, see section 8.2 and will include improving site access for the visually impaired.

The site will also include a password protected page for officers. This will contain supporting materials and downloadable templates for local communications. A short URL will be created to take officers to this page at [www.northwestwasteplan.org.uk/resources](http://www.northwestwasteplan.org.uk/resources).

### Aim

- To provide up to date information on the North West Waste Management Group website

### Objectives

- To increase the number of visits to the recycling and waste pages of the NWRWMG website by 50% by December 2007
- To improve functionality of the new site, with particular consideration given to visually impaired users, before its launch

### Tactics

- Establish website sub group within the NWRWMG Recycling Officers group
- Establish number of visits to the recycling web pages to act as a baseline before the communications activities roll out
- Develop a short URL and web page for recycling
- Develop a short URL and password protected page for Recycling Officer resources
- Investigate the possibility of capturing visitor email addresses through the NWRWMG website
- Ensure a website statistics package can be used to monitor website traffic to the recycling and waste pages
- Develop and upload student and teacher resources clearly indicating the targeted Key Stage
- Draw up a schedule of when information needs to be updated and uploaded
- Regularly upload information as it becomes available

### Monitoring Mechanisms

- Use statistics package to track website hits and visits on the recycling and waste pages

## 8.4 Blue Bin Recycling Promotion

Each local authority within the North West Region Waste Management Group operates a kerbside collection of dry recyclables. Although each council remains responsible for carrying out collections the group has agreed to adopt a

common scheme. Each council provides an alternate weekly collection of mixed dry recyclables via a wheeled 240 litre blue bin. The range of materials is common across the group and all councils deliver materials to the same Materials Recycling Facility.

The group has agreed to deliver a joint campaign to increase participation levels while at the same time minimising levels of contamination of collected materials.

Councils will already have some promotional hardware, e.g. promotional stands – it is not intended that any new materials will duplicate existing resources.

### Aim

To raise the level of public awareness of the region's kerbside collections of dry recyclables and the materials accepted through these schemes

### Objectives

- To increase participation levels of individual schemes by at least 5% by the end of the campaign
- To establish levels of contamination in collected mixed dry recyclables by September 2007
- Deliver a targeted external advertising campaign across the region by August 2008
- 

### Tactics

- Establish levels of contamination with MRF contractor
- Book door-to-door delivery of leaflets with Royal Mail
- Book advertising space for bus advertising and billboards
- Design and develop creatives for bus advertising and billboards
- Design and apply vehicle livery to all recycling vehicles
- Design and develop 150,000 (approx) A5, 4 page, full colour leaflets to include information on recycling services
- Deliver leaflets to all households using door to door delivery
- Update service and contact information on NWRWMG website
- Arrange press briefing and issue press release
- Design creatives for 8 pull-up display stands to be used at exhibitions / roadshows
- Develop a schedule of roadshows / events to link with the campaign
- Maximise PR opportunities at these events

### Monitoring Mechanisms

- Tonnages of recyclables collected
- Advertising value equivalent of press releases
- Opportunities to see billboards and bus panels
- Website usage
- Levels of contamination
- Number of roadshows and events

## 8.5 Christmas Recycling Campaign

Each December and January the partnership councils individually organise a number of seasonal promotions. For example, Christmas card recycling and Christmas tree recycling. The impact of each promotion is localised to within the boundary of the co-ordinating authority. The campaign will employ several complementary communications tools; website, direct mail and roadshows / events. The consistent look and feel will of the campaign will aid recall and understanding amongst the public.

The campaign will serve to remind householders of the need to recycle using the schemes already available to them and remind them of the range of materials that can be recovered through these schemes. The campaign will adopt a positive tone, include a clear call to action and encouraging householders to maximise the amount of material they recycle.

A leaflet will be developed with generic seasonal recycling information along with detailed information on local bring facilities and individual council contact details.

### Aims

- To raise awareness of the high levels of waste produced at Christmas
- To remind people to use their kerbside collections, raise awareness of their nearest recycling facilities and encourage them to recycle

### Objectives

- To increase the amount of waste collected for recycling in December 2007 and January 2008

### Tactics

- Arrange door-to-door delivery of localised recycling leaflets
- Design and print what?
- Agree distribution channel and quantity of leaflets required
- Develop display / roadshow schedule to support the campaign
- Arrange press briefing and issue press release
- Update list of HWRCs and recycling points to NWRWMG website
- Issue post-campaign press release

### Monitoring Mechanisms

- Number of leaflets distributed
- Number of roadshows / displays held
- Advertising Value Equivalent of press coverage
- Increased recycling tonnage over the same periods in previous years
- Number of hits to NWRWMG Christmas Recycling page

## 8.6 Real Nappy Campaign

Disposable nappies can form up to 10% of the domestic waste stream by volume. The North West Region Waste Management Group has agreed to promote Real Nappy Week (usually held in March) across the region. At present, only some authorities within the group promote the use of real nappies. The authorities doing so use different promotional methods. Activities range from local press articles to promoting the use of real nappies at community meetings.

### Aims

- To raise awareness of the health, financial and environmental benefits of using real nappies.
- To reduce the amount of disposable nappies going to landfill

### Objectives

- To issue at least 1 press release during Real Nappy Week, centrally agreed through NWRWMG Communications Officer

### Tactics

- Draft and issue one press release to all local newspapers in the region

### Monitoring Mechanisms

- Advertising Value Equivalent of local press coverage

## 8.7 Environmental Youth Speak

Environmental Youth Speak is a public oration competition run on two levels; a Junior section for Key Stage 2 and a Senior section for Key Stage 3. The competition is open to all schools in Northern Ireland and finals are staged within each local authority area, each sub-regional grouping and for Northern Ireland.

### Aims

- To encourage environmental awareness among young people by giving them the opportunity to research waste management issues

### Objectives

- To raise the number of schools participating by 10% across the NWRWMG region in 2007

### Tactics

- Issue of targeted invitation letters to all schools within the region offering to meet with key teaching staff to discuss the competition
- Plan and co-ordinate council heats, regional and national finals
- Arrange press coverage, including press release and photographers for council heats and NWRWMG final
- Feedback success to the partnership and schools involved

### Monitoring Mechanisms

- Number of participating schools
- Number of press articles across the NWRWMG
- Advertising value equivalent of press coverage

## 8.8 Compost Awareness Week

All NWRWMG authorities receive organics at their Household Waste Recycling Centres and currently one authority collects organic waste via a kerbside wheeled bin. Compost Awareness Week is a national campaign to raise the public's understanding of the environmental benefits of composting.

Organic waste composted at home at present is not included in the reported recycling figures; however, the material diverted contributes to lower waste arisings and so provides a benefit to the environment and the council.

Within the partnership not all authorities currently provide home composters to residents. Of those that do, the selling price ranges from free to £20 per compost bin. It is recommended that the partnership consider standardising the cost of compost bins across the region.

The NWRWMG will develop a generic leaflet to explain the benefits of composting at home. This leaflet will be used at events and displays and available on request from each council. It will also include the contact information and details on how to purchase a home composter.

### Aims

- To develop a standard package for promoting home composting across all NWRWMG authorities
- To increase public awareness of the environmental benefits of composting at home, kerbside collection schemes and through HWRCs
- To promote the availability of home composters throughout the region
- Investigate the possibility of a regional compost giveaway during Compost Awareness Week

### Objectives

- To deliver 7 compost awareness roadshows across the North West Region Waste Management Group during Compost Awareness Week

### Tactics

- Design and print 70,000 A5, 4 page, full colour home composting leaflets for distribution at events and public buildings
- Upload details of all regional events to council websites and to the NWRWMG website
- Issue localised press releases in advance of Compost Awareness Week
- Develop articles for council ratepayer magazines

### Monitoring Mechanisms

- Number of leaflets issued
- Tonnage of compost given away during Compost Awareness Week
- Number of home composters issued
- Measure advertising value equivalents during Compost Awareness Week

## 8.9 Staff and Crew Training

Operational staff and crew are key to ensuring all recycling services are delivered effectively. This includes kerbside collections and council bring facilities. It is important that crews are fully briefed about the purpose of their job and the benefits to the community and environment. It is equally important that all relevant office staff (not all relevant officers are in Environmental Services) are fully briefed on the current services and any planned changes to these.

Once developed the staff and crew training programme will be delivered regularly by individual council Recycling Officers.



### Aim

- To ensure all staff and crews can inform the public of the new collection services and opportunities for recycling and waste reduction

### Objectives

- Provide training to at least 90% of relevant staff by the end of October 2007

### Tactics

- Develop training course information and presentation materials for crews
- Develop a schedule of training events for operational staff and crews – organise venue & run events
- Produce information sheets, which include frequently asked questions
- Run regular briefings for all operational staff and crews

### Monitoring Mechanisms

- Number of staff trained
- Number of training events organised
- Number of information sheets issued

## 8.10 Recycling Officer Training

Recycling Officers engage daily with a broad range of people. These include; members of the public, school children, community groups, contractors, businesses, council members and the media. Each interface requires a different set of skills.

It is crucial that officers have the skills to facilitate group discussions, conduct public consultations and workshops, prepare and issue press releases and have basic website development and updating skills.

### Aim

- To ensure all Recycling Officers have and maintain the necessary skill set to engage with local stakeholders

### Objectives

- Carry out an assessment of training needs for Recycling Officers by March 2007
- Review training needs of Recycling Officers every six months from March 2007

### Tactics

- Carry out a survey of existing Recycling Officer training programmes
- Carry out a gap analysis to identify officer training needs
- Identify training providers and develop a training programme
- Review officer training needs and amend programme every six months

### Monitoring Mechanisms

- Training needs identified and met
- Number of training events organised

## 8.11 HWRC / Bring Site Promotion

Bring facilities and Household Waste Recycling Centres (HWRCs) are long established and well known waste and recycling reception points. As HWRCs are reception points for a significant proportion of all household waste arisings it is important that members of the public understand the how these facilities should be used. Effective householder education will mean that the centres run more smoothly and result in increased segregation of materials.

Coleraine Borough Council has developed a Recycling and Disposal Centre Good Use Guide to encourage householders to separate materials for recycling before leaving home. In addition, the leaflet provides information on materials collected at the sites, end markets for materials and other related services such as garden waste sacks and home composters.

The NWRWMG will develop an A5, 4 page, full colour, Bring Facility User Guide. This will include generic guidance on: use of HWRCs, end markets and sorting waste before arriving at a Centre and council specific information including site locations, opening hours and local contact details.

The Guide will be available at council buildings and for distribution at events and roadshows.

The NWRWMG will use the NWRWMG brand / identity (see section 8.2) to develop common signage for all HWRCs and bring facilities within the region. The design of this signage will incorporate the use of iconography for material types to enable use of the sites by minority ethnic groups. Examples of good practice can be found at the Recycle Now Partners website or in the 'National Assessment of Civic Amenity Sites'<sup>5</sup> report.

This campaign element will link with 'Staff and Crew Training' (see section 8.9).

#### Aim

- To increase and improve the usage of council bring facilities
- To improve the ease of use of council bring facilities

#### Objectives

- To increase usage of council HWRCs and other bring facilities over the period of this plan
- To design and develop a generic communications leaflet to raise the profile of HWRCs and bring sites across the region by October 2008
- To increase the quantity and improve the quality of materials collected through HWRCs and other bring facilities
- To install new signage at HWRCs and bring sites in line with the agreed NWRWMG identity (see section 8.2)

#### Tactics

- Design and print 70,000 (approx.) Bring Facility User Guides with generic and council specific guidance
- Design and install NWRWMG signage at all HWRCs and bring sites within the region.

#### Monitoring Mechanisms

- Number of HWRC and bring site users
- Tonnage of clean material collected for recycling through HWRCs

## 8.12 Waste Education and Awareness Programme

The Waste Education and Awareness Programme has evolved out of council's responsibility to deliver waste and recycling collection services. Often these visits are requested by schools, community groups or business organisations as this element has become a role for local authorities.

Within schools the national curriculum places an emphasis on citizenship and sustainability through Key Stages 1 to 4. Recycling Officers offer support to teachers within the region in meeting this objective. This can be through schools presentations, involvement in local or regional competitions or site visits to recycling facilities.

In addition, Bryson Charitable Group has secured funding to deliver a three year schools education programme. The 'Sort It!' programme began in September 2006 and BCG has allocated a dedicated officer to deliver the programme within the North West region. The NWRWMG will work with Bryson Charitable Group to ensure a co-ordinated approach to schools education within region.

Recycling Officers frequently engage with resident or community groups to promote local recycling schemes and waste prevention and recycling messages. From time to time community engagement can take the form of support for community clean-ups or environmental improvement initiatives. These projects can help to raise awareness of waste issues generally.

The group will develop a DVD showing materials collection, recycling and reprocessing. This can be shown in presentations and in public buildings to reinforce the 'Closing the Loop' message.

The NWRWMG will develop a uniform and co-ordinated approach to inviting and delivering visits to local organisations.

#### Aims

- To improve public understanding of waste and environmental issues generally
- To improve participation and reduce contamination levels in local recycling schemes

#### Objectives

- To carry out xx school visits across the region by December 2008
- To carry out xx community visits by December 2008
- To carry out xx business visits by December 2008

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<sup>5</sup> 'National Assessment of Civic Amenity Sites', Future West and Network Recycling (2004)

### Tactics

- Develop and maintain a comprehensive database of school and community groups within the North West region
- Target each of the groups on the database with a communication inviting engagement with their local Recycling Officer once per year
- Develop and press 1000 copies of a waste recycling DVD
- Develop an online 'Visit Request Form' as part of the NWRWMG website

### Monitoring Mechanisms

- Number of invitations issued
- Number of online visit requests
- Number of DVDs issued
- Number of school visits carried out during the period of the plan
- Number of community visits carried out during the period of the plan

## 8.13 PR

Positive coverage in the local media can help Councils significantly, not only in maximising campaign reach but also in providing an independent endorsement of the campaign.

The NWRWMG Communication Officer will develop a PR schedule for the region. The officer will be responsible for issuing regular press releases on campaign activities to the local media.

Recycling Officers should also meet regularly with representatives of the local press to update them on upcoming events, service changes and other related activities. The Communication Officer will be kept up to date on all local media coverage.

### Aim

- To maintain a high profile coordinated PR campaign to keep all media groups informed of progress with kerbside collection schemes and bring facilities

### Objectives

- To maximise press and radio coverage through targeted messages, photo opportunities, press briefings and press releases

### Tactics

- Develop a PR schedule
- Develop press packs for briefings
- Seek to develop good working relationships with newspapers
- Develop a list of interesting and unusual facts about recycling (see Recycle Now partners site & Recycle Now consumer site) – use these to make press releases more interesting
- Develop a list of key waste and recycling statistics
- Develop a series of frequently asked questions to address any questions the media have about the kerbside collection schemes within the partnership area
- Develop feature articles on recycling

### Monitoring Mechanisms

- Number of press releases issued
- Log radio interviews
- Measure advertising value equivalents of media coverage achieved
- Press cutting service if possible

## 9. Appendices



**Appendix 1 – Outcomes of Communications Day**

## **Summary of feedback from the NWRWMG Communications Day**

Agreed Key Communication Aims of the NWRWMG:

- Encourage waste prevention and encourage participation of waste prevention initiatives
- Increase participation for Council recycling collections and bring facilities
- Reduce Contamination
- Increase awareness of sustainable waste management in the North West Region Waste Management Group Area

Agreed Principles of NWRWMG Promotions

The Plan will propose to:

- Achieve brand consistency across the NWRWMG region and support national waste initiatives where appropriate by promoting these at a local level
- Develop NWRWMG waste reduction and recycling campaigns including; materials specific recycling campaigns and ongoing development of established campaigns on home composting and other waste minimisation initiatives
- Ensure that NWRWMG councils who are presently running successful local campaigns are able to continue their work concurrently and with due regard to integration with the joint strategy
- Ensure that individual campaigns focus on raising awareness, creating interest, celebrating success and encouraging behavioural change by motivating householders to take ACTION
- Encourage ownership of the regional project at a local level
- Propose a methodology for coordinating press releases, campaigns and events between partner councils
- Identify tactical aspects, which apply at a partnership and individual council level. For example; making use of generic templates
- Monitoring & evaluation – assessing what works

Key Issues

- Contamination
- Printed material is more useful than development of a website for the group
- Information is already available on individual council websites
- Need to provide generic information / feedback on what happens to the collected materials (posters and leaflets)

<b>Barriers – Internal</b>	<b>Solutions - Internal</b>
<ul style="list-style-type: none"><li>• Tendency not to think beyond 'bin calendars' when thinking about waste communications</li></ul>	<ul style="list-style-type: none"><li>• Measuring and monitoring the effectiveness of each communications tactic</li></ul>

<ul style="list-style-type: none"> <li>Lack of money / lack of budget for communications</li> </ul>	<ul style="list-style-type: none"> <li>Generate an awareness of other sources of funding for communications and share this within the group e.g. social funding</li> <li>Joint working between councils to keep communications costs down</li> </ul>
<ul style="list-style-type: none"> <li>Internal communications are inconsistent, (i.e. information doesn't always filter down from the Task Team to officers, and communications between officers is better but not perfect.</li> </ul>	<ul style="list-style-type: none"> <li>Develop reporting mechanisms between the Task Team and recycling officers</li> <li>Perhaps develop joint meetings between RO's and the Task Team to cover common issues</li> <li>More frequent meetings of the Recycling Officers Group</li> </ul>
<ul style="list-style-type: none"> <li>Lack of time resource</li> </ul>	<ul style="list-style-type: none"> <li>Forward planning, allowing time for communications planning</li> </ul>
<ul style="list-style-type: none"> <li>There is an ad hoc approach to communications, e.g. there are no DC communications plans</li> </ul>	<ul style="list-style-type: none"> <li>Develop communications plans for the group to support communications</li> </ul>
<ul style="list-style-type: none"> <li>Not enough staff to delivery communications</li> </ul>	<ul style="list-style-type: none"> <li>Consideration should be given to developing a mechanism to share staff between group councils. E.g. Oul Lamas Fair, Derry Hallowe'en Celebrations</li> </ul>
<ul style="list-style-type: none"> <li>Staff priorities: Education staff can be diverted to other duties, e.g. bin inspections</li> </ul>	
<ul style="list-style-type: none"> <li>Pressures of RPA. An attitude of 'why bother, this council won't be here in a few years'</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Competing priorities within work; recycling is not seen as sufficiently important</li> </ul>	<ul style="list-style-type: none"> <li>Joint working should lead an improved profile for recycling within each DC</li> </ul>
<ul style="list-style-type: none"> <li>Council bureaucracy</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>No people to take responsibility for communications within the council</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Councils say that communicating with the public is effective and therefore it is important. However, this doesn't translate into a resource</li> </ul>	<ul style="list-style-type: none"> <li>Reporting achievements to managers, directors and members</li> </ul>
<ul style="list-style-type: none"> <li>Communications and infrastructure must go hand in hand but some councils have the latter without investing in the former</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Lack of internal staff training about services (i.e. telephone staff and crews)</li> </ul>	<ul style="list-style-type: none"> <li>Develop training for staff and collection crews</li> </ul>
<ul style="list-style-type: none"> <li>Lack of consistent messages</li> </ul>	<ul style="list-style-type: none"> <li>Develop consistent messages within the group</li> </ul>
<ul style="list-style-type: none"> <li>Managers do not always appreciate the difficulties of working / communicating with the public</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>EHS funding not ring-fenced for communications</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring by EHS of grant spending</li> </ul>

Barriers - External	Solutions - External
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<ul style="list-style-type: none"> <li>Problems with delivery of literature – particularly if using mail sorts based on postcodes.</li> </ul>	<ul style="list-style-type: none"> <li>Use existing communications tools, e.g. District magazine</li> </ul>
<ul style="list-style-type: none"> <li>Money – large quantities of materials needed for mass communications</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Sometimes there is a lack of recycling infrastructure in rural areas</li> </ul>	<ul style="list-style-type: none"> <li>‘Community ownership’ of recycling points</li> </ul>
<ul style="list-style-type: none"> <li>Difficulties in getting communications to rural households</li> </ul>	<ul style="list-style-type: none"> <li>Develop a local press insert to cover the North West region</li> </ul>
<ul style="list-style-type: none"> <li>Areas of social housing</li> </ul>	<ul style="list-style-type: none"> <li>Target community / social groups with key messages</li> <li>Link recycling messages to other issues e.g. quality of life by organising litter picks / community clean ups / bulky waste collections</li> </ul>
<ul style="list-style-type: none"> <li>Hard to reach groups (e.g. language barriers)</li> </ul>	<ul style="list-style-type: none"> <li>Use icons and text to overcome language barriers, particularly at HWRCs.</li> <li>Limit the amount of text on communications</li> </ul>
<ul style="list-style-type: none"> <li>Lack of enforcement to back up communications (e.g. illegal dumping at bring sites)</li> </ul>	<ul style="list-style-type: none"> <li>Community ‘ownership’ of bring facilities → less illegal dumping / vandalism</li> <li>Investigate standardised AWC / collection policies for all partnership councils</li> </ul>
<ul style="list-style-type: none"> <li>Public mistrust of recycling messages. E.g. the belief that all collected material is going to landfill</li> </ul>	<ul style="list-style-type: none"> <li>Develop generic information to target the recycling myths, e.g. where does the material go?</li> <li>Information from contractor to be used in regional promotion of the services</li> </ul>
<ul style="list-style-type: none"> <li>Councils aren’t clear what the messages need to be</li> </ul>	<ul style="list-style-type: none"> <li>Develop key messages for target groups, e.g. students / tourists</li> <li>Develop a list of acceptable materials</li> </ul>
<ul style="list-style-type: none"> <li>Lack of information on participation and contamination to target communications</li> </ul>	<ul style="list-style-type: none"> <li>Develop monitoring of schemes to facilitate better communications targeting</li> </ul>
<ul style="list-style-type: none"> <li>Target audiences – different messages are sometimes needed for different groups</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that the message is relevant to the audience</li> <li>NWR messages should be ‘louder’ than arc21 or SWaMP messages. Messages should be clearly local.</li> </ul>
<ul style="list-style-type: none"> <li>Lack of public interest</li> </ul>	<ul style="list-style-type: none"> <li>Link messages to current campaigns, e.g. climate change</li> <li>Make stories more eye-catching / interesting</li> <li>Hold public information evenings</li> <li>More regular distribution of information / leaflets</li> <li>Develop a reward / incentive scheme for recyclers</li> </ul>



<ul style="list-style-type: none"> <li>Difficulty in getting the public to translate 'awareness' into 'action'</li> </ul>	<ul style="list-style-type: none"> <li>Support local recycling champions</li> <li>Include a call to action in NWR communications materials</li> </ul>
<ul style="list-style-type: none"> <li>The fact that all services are 'included in the rates'. There is no tangible benefit to recycling</li> </ul>	<ul style="list-style-type: none"> <li>Investigate the possibility of a reward / incentive scheme for the group</li> <li>Link messages to social benefits, e.g. charity giving linked to recycling rates</li> </ul>
<ul style="list-style-type: none"> <li>Public are not always aware of the 'big picture'</li> </ul>	<ul style="list-style-type: none"> <li>Work with the NWR contractor to facilitate school / site visits to MRF (include development of risk assessment and health and safety protocol)</li> <li>Produce communications that identify the 'closed loop' of recycling</li> </ul>
<ul style="list-style-type: none"> <li>ROs are not communications / design experts</li> </ul>	<ul style="list-style-type: none"> <li>Use professional designers to develop a 'consistent look and feel' for all NWR communications</li> </ul>

## Current Waste Prevention Initiatives

	<b>Real Nappies</b>	<b>Home Composting</b>	<b>Junk Mail Promotions</b>	<b>Mobile Phones</b>	<b>Community Composting</b>	<b>Other</b>
<b>Ballymoney</b>	Press Release only	Yes HCs cost £5 Bags of compost £3	yes	yes	Yes	Sustainable lifestyle talks / press
<b>Magherafelt</b>	No	Yes	Yes	No	No	EHS events Bins through HWRC (?)
<b>Derry</b>	Yes Env Awareness Week (Sept 05)	No	No	Yes	Yes	Smart Shopping Needabag Campaign Yellow Woods Challenge
<b>Limavady</b>	Yes	Yes HCs cost £20	Yes	In-house only	Yes The 'Green Shed'	Smart Shopping ARENA – Commercial Recycling EHS

						promotions
<b>Coleraine</b>	Yes	Yes HCs cost £5	Yes	In-house only	Yes	EHS promotions ARENA – businesses Garden waste bags Reusable shopping bags
<b>Moyle</b>	Press releases only	Press release HCs free	Press releases	Schools competition	No	Smart Shopping Yellow Woods Challenge
<b>Donegal</b>	Press releases only	Yes HCs cost €13	No	Yes	Yes	Race Against Waste Campaigns WM → agricultural sector FAS Environmental Awareness Training
<b>Strabane</b>	No	Yes HCs cost £5	MPS info in council magazine	No (once only)	No	Press releases Articles in DC magazine. E.g. '10 tips to Reduce, Reuse, Recycle' Yellow Woods Challenge

## What's next? Developing Regional and Local Communication Tactics

• Home composting workshops	
• Konflux / Theatre productions	
• Baglady promotions	
• Bulk purchasing of promotional materials	
• Generic templates	
• Positive feedback to householders (posters, leaflets, newsletter)	
• Radio and TV promotions	
• <b>Real Nappy Week</b>	
• <b>Seasonal textiles promotions / collections</b>	
• Book Collections	
• <b>Blue Bin Promotion</b>	
• Open Days at HWRCs	
• Radio Roadshows	
• Walking Aid Amnesty	
• 'Slim Your Bin' Challenge	
• <b>Group Recycling and Waste Minimisation Week</b>	
• <b>Consistent and clear signage for all HWRCs</b>	
• Campaigns on specific recyclable materials	
• Encourage green purchasing through PR	
• 'Less Packaging' promotion	
• <b>Incentive / Reward scheme for recyclers</b>	
• Leisure Pass linked to HWRC usage	
• Joint strategic working	

<ul style="list-style-type: none"> <li>• <b>Christmas Recycling Promotion e.g. replicating Smart Shopping</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>'Good Use Guide' for HWRCs</b></li> </ul>	
<ul style="list-style-type: none"> <li>• Home composting promotion</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Brown Bin promotion – linked to changes / introductions of service</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Develop key messages for target groups, e.g. students and tourists</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Develop staff training packages for collection crews, HWRC staff and helpline staff</b></li> </ul>	



**Appendix 2 – Communications Activity Schedule**

**Appendix 3 – Budget**

## Appendix 4 – Council Contacts

**ANNEX E**

**FINANCIAL ASSESSMENT**



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## E FINANCIAL ASSESSMENT

### INTRODUCTION

This Annex presents the projected costs for the management of municipal waste within the North West Region over the period up to 2020. Article 23(3) of the Waste and Contaminated Land (NI) Order 1997 requires the costs to be estimated for recovery, treatment and disposal, and also looks for the savings attributable to the proposed methods of dealing with the wastes.

The costs therefore have been estimated on the basis of 'gate fees' for the recovery, treatment and disposal of the wastes, and is presented in two Tables. The first details the baseline costs, ie those costs that would be incurred if no further measures were implemented, with the second setting out the costs associated with the implementation of the measures set out in the Plan, together with the anticipated savings.

### ESTIMATED BASELINE/DO NOTHING COSTS FOR MANAGEMENT OF MUNICIPAL WASTE

Table E.1 presents the estimated 'baseline' waste management costs. These are the costs that would be incurred by the constituent Councils in the region under the 'Do Nothing' scenario i.e. if the measures in the Plan were not to be implemented. Implicit in these estimated costs are the assumptions that:

- Education and Awareness Initiatives continue to be funded at the same level as set out in the Waste Management Plan for the period 2000 – 2005.
- Waste growth continues at 2.4% per annum up to 2020.
- Recycling continues at a constant rate (in terms of percentage recycled) of 25%.
- Fines are incurred for the landfilling of biodegradable waste over and above the Group's allowances under the NILAS scheme at the rate of £150 per tonne.
- Landfill tax reaches £36 per tonne in the medium term (under an annual increment of £3/tonne) and remains constant thereafter to 2020.

The 'Do Nothing' scenario is not a viable option. It does not enable the councils to fulfil their statutory obligations and fails to meet both statutory and policy targets. As an option, it is inconsistent with the waste hierarchy and the policy objective of shifting to a more sustainable resource management approach. It does however provide the baseline reference against which the proposed modifications to the Plan can be compared.

Under this scenario, the impact of fines incurred under the Northern Ireland Landfill Allowance Scheme (NILAS) is a significant proportion of the estimated costs, due to the large quantities of biodegradable municipal waste that continue to be landfilled.

**Table E.1 Estimated 'Baseline/Do Nothing' Waste Management Costs to 2020**

WMP Aspect	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Education and Awareness <sup>1</sup>	£ 0.3m	£ 0.3m	£ 0.3m	£ 0.3m	£ 0.3m	£ 0.3m	£ 0.3m	£ 0.3m	£ 0.3m	£ 0.3m	£ 0.3m	£ 0.3m	£ 0.3m	£ 0.3m
No. of Households	122,954	125,413	127,921	129,840	131,788	133,764	135,771	137,129	138,500	139,885	141,284	141,990	142,700	143,414
Collection Cost/Household	£45.00	£45.00	£45.00	£45.00	£46.00	£46.00	£47.00	£47.00	£48.00	£49.00	£49.00	£50.00	£51.00	£52.00
Costs for Collection <sup>2</sup>	£5.5m	£5.6m	£5.8m	£5.9m	£6.0m	£6.2m	£6.3m	£6.5m	£6.6m	£6.8m	£7.0m	£7.1m	£7.3m	£7.5m
Total Waste Arisings	199,434	204,220	209,122	214,141	219,280	224,543	229,932	235,450	241,101	246,887	252,813	258,880	256,093	271,455
Quantity Material Recovered <sup>3</sup>	49,858	51,055	52,280	53,535	54,820	56,136	57,483	58,863	60,275	61,722	63,203	64,720	66,273	67,864
Costs for Recovery	£2.9m	£3.0m	£3.0m	£3.1m	£3.2m	£3.3m	£3.4m	£3.4m	£3.5m	£3.6m	£3.7m	£3.8m	£3.9m	£4.0m
Quantity waste landfilled	149,575	153,165	156,841	160,605	164,460	168,407	172,449	176,588	180,826	185,165	189,609	194,160	198,820	203,592
Costs for disposal	£9.9m	£10.6m	£11.3m	£12.0m	£12.8m	£13.6m	£14.0m	£14.3m	£14.6m	£15.0m	£15.4m	£15.7m	£16.1m	£16.5m
Biodegradable waste landfilled	106,199	108,747	111,357	114,030	116,767	119,569	122,439	125,377	128,386	131,467	134,623	137,854	141,162	144,550
NILAS Fines	£0	£0	£0	£3.7m	£4.1m	£4.6m	£9.2m	£10.0m	£10.9m	£11.7m	£12.6m	£13.5m	£14.4m	£15.3m
Baseline Cost	£18.6m	£19.5m	£20.4m	£25.1m	£26.5m	£28.0m	£33.1m	£34.5m	£36.0m	£37.4m	£38.9m	£40.4m	£42.0m	£43.5m
Cost/Household	£151.00	£155.00	£159.00	£193.00	£201.00	£209.00	£244.00	£252.00	£260.00	£268.00	£275.00	£285.00	£294.00	£304.00
Cost/Tonne	£93.00	£95.00	£98.00	£117.00	£121.00	£125.00	£144.00	£147.00	£149.00	£152.00	£154.00	£156.00	£158.00	£160.00

Notes:

1. Collection costs include the costs of bin collection, as well as the costs of waste collection from bring banks and civic amenity sites.
2. The quantity of material recovered includes those recovered through source-separated collection for recycling and composting, as well as materials recovered from the residual waste stream by mechanical sorting.
3. The cost of recovery includes the costs of recycling and composting source separated materials.

**ESTIMATED COSTS FOR MANAGEMENT OF MUNICIPAL WASTE UNDER THE PREFERRED SCENARIO**

Table E.2 presents the estimated costs associated with implementing the measures set out in the Waste Management Plan for municipal waste. These are based on assumed gate fees, and make provision for:

- Waste Prevention
- Materials Recovery, including recycling and composting.
- Mechanical Biological Treatment of the residual waste fraction, to:
  - Recover additional materials from the residual waste stream;
  - Reduce the biodegradability of the residual waste; and
  - Produce a fuel for use in a third party application.
- Disposal to landfill of non-recoverable residues.

Implicit in these estimated costs are the assumptions that:

- Education and Awareness Initiatives are funded at an increased level to provide the resources to encourage and promote waste prevention, and re-use.
- Waste growth is limited to 1.5% to 2010 (as set out in the Waste Management Strategy), thereafter falling over time to 0.5% to parallel projected population growth, as a consequence of waste prevention initiatives.
- Materials recovery, meeting the Strategy targets of 35%, 40% and 45% is achieved by the source-separated collection of biowastes and mixed dry recyclables, with some additional materials being recovered through the sorting of residual waste through the Mechanical Biological Treatment process.
- The fuel produced by the Mechanical Biological Treatment process is assumed to be cost neutral i.e. no income from the sale of the fuel, or costs as an incentive to use the fuel have been assumed.
- The costs of landfill disposal (as a gate fee - £/tonne) will increase over time, as the quantities of residual waste being landfilled are significantly reduced.

This scenario meets both statutory targets for the diversion of Biodegradable Municipal Waste from landfill, as well as policy targets for materials recovery. No fines are incurred under the Northern Ireland Landfill Allowance Scheme (NILAS).

It is estimated that the proposed measures will provide significant savings, in excess of £20M per year by 2015, compared to the Do Nothing Baseline scenario, if NILAS fines are taken into account. Discounting these fines, the estimates indicate savings of the order of £5M per year by 2018/19 compared with the Do Nothing scenario.

**Table E.2 Estimated Costs for Management of Municipal Waste under the Preferred Scenario to 2020**

WMP Aspect	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20
Education and Awareness <sup>1</sup>	£0.3m	£0.75m	£0.75m	£0.75m	£0.75m	£0.75m	£0.75m	£0.75m	£0.75m	£0.75m	£0.75m	£0.75m	£0.75m	£0.75m
No. of Households	122,954	125,413	127,921	129,840	131,788	133,764	135,771	137,129	138,500	139,885	141,284	141,990	142,700	143,414
Collection Cost/Household	£46.00	£48.00	£49.00	£51.00	£51.00	£53.00	£54.00	£54.00	£54.00	£55.00	£55.00	£56.00	£56.00	£57.00
Costs for Collection <sup>2</sup>	£5.8m	£6.1m	£6.3m	£6.6m	£6.8m	£7.1m	£7.3m	£7.4m	£7.5m	£7.7m	£7.8m	£8.0m	£8.1m	£8.2m
Total Waste Arisings	195,944	198,883	201,866	204,894	206,943	209,012	211,103	212,158	213,219	214,285	215,356	216,433	217,515	218,603
Quantity Material Recovered <sup>3</sup>	50,945	53,698	56,522	71,687	75,653	79,994	84,291	85,675	87,169	89,549	92,050	94,473	96,033	97,606
Costs for Recovery	£2.4m	£2.6m	£2.8m	£3.1m	£3.3m	£3.6m	£3.9m	£4.0m	£4.1m	£4.2m	£4.4m	£4.5m	£4.6m	£4.7m
Quantity waste treated	0	0	0	71,713	80,708	77,335	111,884	111,383	111,940	110,357	109,832	108,217	108,758	109,301
Cost for MBT	£-	£-	£-	£4.7m	£5.2m	£5.1m	£7.3m	£7.2m	£7.3m	£7.2m	£7.1m	£7.0m	£7.1m	£7.1m
Quantity waste landfilled	144,998	145,184	145,344	116,175	112,122	110,651	48,772	48,794	47,972	47,763	46,699	46,479	45,624	44,759
Costs for disposal	£7.4m	£9.3m	£9.7m	£9.3m	£9.3m	£9.5m	£4.9m	£4.9m	£4.8m	£4.8m	£4.7m	£4.7m	£4.6m	£4.5m
Biodegradable waste landfilled	104,830	104,413	103,456	73,722	69,737	68,602	37,782	38,074	37,390	37,362	36,557	36,311	35,812	35,304
NILAS Fines	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
WMP Implementation Cost	£16.0m	£18.7m	£19.5m	£24.4m	£25.3m	£26.0m	£24.2m	£24.3m	£24.5m	£24.6m	£24.8m	£25.0m	£25.1m	£25.2m
Cost/Household	£130	£149	£153	£188	£192	£194	£178	£177	£177	£176	£175	£176	£176	£176
Cost/Tonne	£81	£94	£97	£119	£122	£124	£115	£115	£115	£115	£115	£115	£115	£115
Comparison with "Do Nothing" Scenario														
Cost Savings	-£2.6m	-£0.8m	-£0.9m	-£0.7m	-£1.1m	-£2.1m	-£9.0m	-£10.2m	-£11.5m	-£12.8m	-£14.1m	-£15.5m	-£16.9m	-£18.3m
Savings/Household	-£21	-£6	-£7	-£5	-£9	-£16	-£66	-£75	-£83	-£92	-£100	-£109	-£118	-£128

**Notes:**

1. Waste prevention is 'costed' under Education and Awareness.
2. Collection costs include the costs of bin collection, as well as the costs of waste collection from bring banks and civic amenity sites.
3. The quantity of material recovered includes those recovered through source-separated collection for recycling and composting, as well as materials recovered from the residual waste stream through the Mechanical Biological Treatment process.
4. The cost of recovery includes the costs of recycling and composting source separated materials. It does not include any costs associated with the recovery of materials through the Mechanical Biological Treatment process.

**ANNEX F**

**MARKET DEVELOPMENT FORUM PLAN**



# NORTHERN IRELAND MARKET DEVELOPMENT FORUM

## Northern Ireland Recycled Materials Market Development Plan DRAFT

### 1 Introduction

This Plan outlines a structure and approach to the development of markets for recycled materials in Northern Ireland. The implementation and ongoing review of the Plan will be guided by the Northern Ireland Market Development Forum.<sup>1</sup>

The overall objective of this Plan is to stimulate and support the creation and growth of markets for recycled materials and recycled content products in Northern Ireland. Measures and actions outlined in the Plan will aim to:

- support and develop new markets for recycled materials
- identify and prioritise market development activities that add value to existing economic development activities
- exploit opportunities to maximise the growth of the Northern Ireland recycling sector, and
- overcome barriers to the growth of recyclables markets

This approach will contribute to improving resource efficiency in Northern Ireland through increasing the amount of waste recycled in Northern Ireland and the displacement of virgin materials from manufacturing with recycled materials of sufficient quality. It is clear that market opportunities will not be restricted to Northern Ireland as markets accessible to Northern Ireland also exist in ROI, GB and internationally. However, the potential to grow local markets and the Northern Ireland economy will be a key consideration.

The Plan supports the achievement of the Northern Ireland objectives for recycling markets and resource efficiency expressed in the Northern Ireland Waste Management Strategy 2006 – 2020 *Towards Resource Management* (NIWMS). Strategy targets set for recovery and recycling address materials that will arise from the municipal and commercial waste streams and also relate to Northern Ireland objectives on to Public Procurement and Sustainable Development.

The targets for recovery and recycling are:

- recycling and composting of Household waste to be at:
  - 35% by 2010
  - 40% by 2015
  - 45% by 2020
- 75% Construction, Demolition and Excavation waste recycled or reused by 2020
- 60% Commercial and Industrial Waste to be recycled by 2010

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<sup>1</sup>The Forum was established in 2005 to enable an organised approach to market development for recycled materials. It involves organisations and interests that have market development roles. The present membership and Terms of Reference are given in Appendix 1.

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Some of the drivers that are directly influencing present-day actions include:

- landfill directive – landfill diversion of biodegradable municipal waste (BMW); zero landfilling of whole and shredded tyres by mid-July 2006
- Government targets imposed on local authorities for the diversion of increasing tonnages of BMW from landfill over time (NILAS regulations)
- producer responsibility obligations for – packaging, waste electrical and electronic equipment and end of life vehicles
- the annually increasing costs of waste to businesses and of disposal costs,
- the landfill tax escalator (presently at £21/tonne rising by £3/tonne/annum to £35/tonne)
- Northern Ireland Waste Plans arc21; SWaMP, NWRWMG
- Guidance on the Best Practicable Environmental Option for Waste Management in Northern Ireland
- the arc21 Corporate Plan 2006 – 2009
- Central Procurement Directorate sustainable construction guidelines
- Northern Ireland Sustainable Development strategy impacting on all government departments

## 2 Market Development Mechanisms

In terms of resource efficiency, recycling is an option after waste prevention and reuse in the waste hierarchy and the Plan scope recognises this in its methodology.

The approaches to developing markets for recycled materials are varied. They include:

- stimulating increase in recycling capacity to match supply of waste materials arising from increases in:
  - materials capture
  - recycling targets, and
  - the types of materials, eg under producer responsibility and landfill directive
- increasing the supply of quality materials for recycling, eg into commodity markets or to local reprocessors
- increasing the opportunities for trading recycled materials and optimising their market value
- growing demand for recycled content products through client and customer specification – both government and private sector
- supporting innovation in:
  - reprocessing technology
  - product design, and
  - displacement of virgin raw materials in products with recycled materials

In this respect this Plan will give regard to both the strengths and weaknesses of the Northern Ireland and all-island economies and markets and of the recycling sector in

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general and it will aim to apply these approaches to achieve the best possible outcomes for Northern Ireland.

Examples of mechanisms are shown in Table 1.

**Table 1      Market Development Mechanisms**

<b>Mechanism</b>	<b>Activity</b>	<b>Examples</b>
market surveys/research	<ul style="list-style-type: none"> <li>• assessment of market opportunities</li> <li>• benchmarking</li> <li>• end markets for materials/sectors</li> </ul>	<ul style="list-style-type: none"> <li>• market intelligence reports</li> <li>• baseline materials surveys – materials specific and by sector</li> </ul>
influencing supply chains	<ul style="list-style-type: none"> <li>• sustainable procurement</li> <li>• market intelligence</li> <li>• materials pricing data</li> <li>• marketing</li> </ul>	<ul style="list-style-type: none"> <li>• case studies</li> <li>• road shows</li> <li>• 'meet the buyer'</li> <li>• demonstration projects</li> <li>• procurement policy</li> </ul>
business support	<ul style="list-style-type: none"> <li>• investment leverage</li> <li>• business management advice</li> <li>• product/process • commercialisation</li> <li>• business skills</li> <li>• interim managers</li> </ul>	<ul style="list-style-type: none"> <li>• case studies</li> <li>• road shows</li> <li>• training</li> <li>• bespoke business support services</li> </ul>
technical support	<ul style="list-style-type: none"> <li>• product specifications</li> <li>• product quality</li> <li>• technical advice</li> </ul>	<ul style="list-style-type: none"> <li>• materials technical expert support</li> <li>• technology</li> <li>• process optimisation</li> </ul>
funding interventions	<ul style="list-style-type: none"> <li>• capital grants</li> <li>• financial mechanisms                             <ul style="list-style-type: none"> <li>- leasing</li> <li>- equity</li> <li>- capital grants</li> </ul> </li> <li>• green technology loans</li> <li>• share capital</li> </ul>	<ul style="list-style-type: none"> <li>• reprocessing capacity building</li> <li>• investment brokering</li> <li>• specialised sector schemes</li> </ul>
Regulatory and non-statutory guidance	<ul style="list-style-type: none"> <li>• specifications</li> <li>• definitions of waste and recovery</li> </ul>	<ul style="list-style-type: none"> <li>• quality protocols</li> <li>• procurement policy</li> </ul>

Present-day approaches to market development for recycled materials address increasingly sophisticated supply chains, where the evolution of a recycling infrastructure is enabling business opportunities to displace virgin materials in manufactured goods with recycled feedstocks and to trade recycled-content products in response to growing

demand. And key commercial sectors consuming large tonnages of materials are being increasingly influenced through procurement specifications that include recycled content products, for example the construction sector.

The links with recycling and economic development in Northern Ireland are outlined in Appendix 6.

### 2.1 Market Development Resources

Delivery of the actions outlined in the Plan will be monitored and guided by the Market Development Forum, which will take full advantage of UK-wide and Northern Ireland delivery activities and resources of existing market development organisations, such as WRAP, InvestNI and Full Circle.

Where gaps in resources indicate a need, for example for additional materials supply or market intelligence data, or for delivery of specific interventions to develop markets further, the Forum will work with Northern Ireland funding bodies to recommend provision of funds. It may well be that as the plan progresses new funds will be made available by government or other distribution bodies to existing delivery organisations or to other delivery organisations. Organisations may be able to participate to a greater extent in due course.

In Northern Ireland the main organisations presently involved in market development include:

- WRAP
- InvestNI
- Full Circle (which is the only Northern Ireland member of the Remade Network UK)
- Arena Network
- Belfast CC
- Sub-regional waste management groups – arc21; SWaMP and NWRWMG
- Strategic Waste Board
- Cross-border groups, including:
  - NS Market Development Group
  - ICBAN
  - NS Waste Management Forum
- Community sector groups

Mechanisms of delivering expenditure vary, but include organisations' business plans or funding proposals that support programmes and sector strategies that can disburse allocated funds. These originate principally from UK/NI Government (including allocation of landfill tax revenues) and European Funds. Some community sector funding is available from lottery schemes. This Plan presents details of active delivery in Northern Ireland and identifies areas for additional targeted attention.

### **3 Materials**

#### **3.1 Materials Sourcing**

The materials this plan will cover are:

Paper, plastics, glass, wood, organics – source separated (green, kitchen, commercial food sector), organics (Non-PAS100), tyres, plasterboard and aggregates.

These will be principally sourced from municipal waste, commercial and industrial waste (C&I) and construction, demolition and excavation waste (CD&E). Wastes originating from new producer responsibility requirements, namely Waste Electronic and Electrical Equipment (WEEE) and end-of-life vehicles (ELV) (plastics and glass) and also plastics and tyres from agriculture will also be included.

Agricultural wastes (principally sludges and slurries) will not be covered in this plan. Provisions for methods of managing these wastes have been made through regulation measures that anticipate the need for separate provisions.

#### **3.2 Municipal Wastes**

Markets for quality materials are targets for both Local Authorities and commercial waste collection and recycling businesses. Best prices for collected and sorted materials are also dependent on quality.

Local authorities are eligible for support from the WRAP ROTATE service, part of the collections programme in Local Authority support. ROTATE assists local authorities to improve the performance of their kerbside recycling collection schemes. This can include advice and support on accessing end markets.

Local and export markets have been developed principally for paper, cardboard, plastic bottles and organics (green and food waste), but progress on increasing demand for local markets involving reprocessing is now being made. These will be competing with export markets and so advice on accessing local end markets will be important. Better advice to local authorities on local market availability would assist both collectors and users of materials.

#### **3.4 Commercial and Industrial Wastes**

Commercial wastes enter recycling through a number of businesses in Northern Ireland. Some operate typically as collect, sort and bale businesses and others are collectors and/or reprocessors. Quality of collected materials is again a priority and the scope for increasing capture of materials from C&I sources is significant given that commercial waste has a high percentage of recyclables. It is anticipated that the present survey on C&I waste arisings, being led by EHS, will report that a significant proportion of this is still collected as general waste and mainly disposed to landfill. The annual increases in



the rates of landfill tax and of commercial landfilling charges will influence business motivation to both prevent waste and to divert more waste from landfill. However, the commercial collection charging regime for small businesses can still offer them little incentive or opportunity to recycle their wastes.

Opportunities exist for the private and community sector to establish collection schemes to recover quality materials, such as office papers, from businesses and offices. Ongoing business support to businesses from Arena and Envirowise can influence and reinforce improved environmental performance including waste prevention.

### 3.4.1 Increasing materials capture from SME businesses

An SME recycle collection programme is being funded by WRAP and a number of schemes in the UK are undergoing piloting with commercial operators ([http://www.wrap.org.uk/news/wrap\\_launches\\_15.html](http://www.wrap.org.uk/news/wrap_launches_15.html)). These address the range and types of opportunity, from glass collection from pubs and clubs in specific areas through to improving recycling options to local clusters of small businesses. The results will inform options in Northern Ireland and further development of collection models will be undertaken in 2006/7. Northern Ireland contributes funding to the WRAP SME scheme. Work on this issue is also being undertaken by InvestNI and the opportunity exists to create better local networks for the dissemination of support and advice.

### 3.5 Construction, Demolition and Excavation Wastes

This waste stream presents much opportunity to increase resource efficiency. This is in terms of reducing the amount of waste produced during construction, improved segregation and capture of materials for recovery and recycling from construction and demolition activities and through the procurement of recycled content products in construction.

The Full Circle report, *The management of construction, demolition and excavation waste: a good practice guide*, published in 2005, highlights past achievements as examples of opportunity. The report on the supply in Northern Ireland of construction products with recycled content, *Demonstrating product options for higher recycled content in construction projects, 2005*<sup>2</sup> also provides guidance to developers and designers.

WRAP has a major programme centred on construction and addresses all aspects of resource efficiency in recycling during construction, demolition and the procurement of recycled content products ([www.wrap.org.uk/construction](http://www.wrap.org.uk/construction)).

Significant opportunities for developing markets in Northern Ireland will be linked with construction and regeneration projects and the aggregates sector.

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<sup>2</sup><http://www.investmentbelfast.com/downloads/Higher%20Recycled%20Product%20Options%2005b.pdf>

### 3.6 Supply Data

Progressing market development places a further requirement on timely and accurate data on the types and tonnages of materials being collected or potentially available for collection.

Up-to-date information is now more readily available for collections of municipal wastes, including household waste. Contemporary Northern Ireland data for C&I and CD&E – covering the period 2004-5 – will be available from EHS in the final quarter of 2006. The changes in regulation governing the diversion of biodegradable municipal waste from landfill is also driving a need for a contemporary characterisation of municipal waste to better define the percentage of the biodegradable component. This requirement is being addressed by EHS. The data will also serve to inform on the overall composition of municipal waste.

Other supply data from specific surveys that are delivered under this plan, such as for glass – containers, flat glass - can support this requirement.

Supply Data indicators are presented in Table 3. These draw on various reported sources deemed to be the best available at the present. These data correspond to the baseline data in the Assessment of Options in the NI BPEO<sup>3</sup> for the principal waste streams mentioned above.

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<sup>3</sup> [http://www.ehsni.gov.uk/environment/wasteManage/waste\\_management.shtml](http://www.ehsni.gov.uk/environment/wasteManage/waste_management.shtml)

## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

**Table 3**

Waste type	Tonnes	Source
Municipal	1,050,000 (2004/05)	EHS Report <sup>4</sup>
Commercial and Industrial	635,000 (2001)	EHS Report <sup>5</sup>
WEEE	25,000 and 30,000 tonnes/annum (estimated) (2001).	EHS Report <sup>6</sup>
CDE <sup>7</sup>	See Tables 3.1, 3.2, 3.3 (2001)	EHS Report <sup>8</sup>
CDE	3,750,000 total (2002/3)	Symonds Report <sup>9</sup>
CDE	1,280,000 (hard <sup>10</sup> ) (2002/3)	Symonds Report
Tyres	16,100 (equiv 1,738,117 units) – by predictive model (2000)	EHS Report <sup>11</sup>

<sup>4</sup> <http://www.ehsni.gov.uk/pubs/publications/SummaryReport211205.pdf>

<sup>5</sup> [http://www.ehsni.gov.uk/pubs/publications/Indandcommwastesurvey\\_execsumm.pdf](http://www.ehsni.gov.uk/pubs/publications/Indandcommwastesurvey_execsumm.pdf)

<sup>6</sup> [http://www.ehsni.gov.uk/pubs/publications/ExecutiveSummary\\_WEEEsurvey.pdf](http://www.ehsni.gov.uk/pubs/publications/ExecutiveSummary_WEEEsurvey.pdf)

<sup>7</sup> Abstract from the *CONSTRUCTION AND DEMOLITION WASTE SURVEY 2001* (pub EHS 2003). The survey sample gives an indication of the total C&D waste produced, reused, recycled and disposed in Northern Ireland but the analysis shows that the results are highly variable, with a total estimated waste arisings of 5,000,000 tonnes and a confidence range of nearly 6 million tonnes. This large range highlights that the estimated total is statistically highly variable. Analysis shows that the results are highly variable, with a total estimated waste arisings of 5,000,000 tonnes and a confidence range of nearly 6 million tonnes. This large range highlights that the estimated total is statistically highly variable.

<sup>8</sup> [http://www.ehsni.gov.uk/pubs/publications/ExecutiveSummary\\_WEEEsurvey.pdf](http://www.ehsni.gov.uk/pubs/publications/ExecutiveSummary_WEEEsurvey.pdf)

<sup>9</sup> Assessment of the State of the Construction Aggregates Sector in Northern Ireland

<sup>10</sup> total arisings of 'hard' construction and demolition waste suitable for crushing as aggregate are estimated to have been of the order of 1.28 million tonnes in the year to 31 March 2003, of which 1 million tonnes represented unrealised potential

<sup>11</sup> [http://www.ehsni.gov.uk/pubs/publications/execsumma\\_USEDTYREsurvey.pdf](http://www.ehsni.gov.uk/pubs/publications/execsumma_USEDTYREsurvey.pdf)

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**Table 3.1 Construction and Demolition Waste Breakdown - Landfill respondents**

<b>EWG Category</b>	<b>Description</b>	<b>Tonnes</b>
17 00 00	Construction and Demolition wastes	115,545
Of which,		
17 01 00	Concrete, bricks, tiles, ceramics	84,405
17 02 00	Wood, glass, plastics	195
17 05 00	Soil, stones and dredging spoil	5,450
17 09 00	Other Construction and Demolition Wastes	3,734

**Table 3.2 C&D Waste Handled - Crusher/Screeners respondents**

<b>EWG Category</b>	<b>Description</b>	<b>Tonnes</b>
17 01 00	Concrete, bricks, tiles, ceramics	10,000
17 02 00	Wood, glass, plastics	2,854
17 04 00	Metals	120
17 05 00	Soil, stones and dredging spoil	6,160
17 09 00	Other Construction and Demolition wastes	43,680
<i>Total</i>		<i>62,814</i>

**Table 3.3 Waste Breakdown by Level 2 EWG Category – C+D companies**

<b>EWG Category</b>	<b>Description</b>	<b>Tonnes</b>
17 00 00	Construction & Demolition wastes	773,859
Of which,		
17 01 00	Concrete, bricks, tiles and ceramics	92,382
17 02 00	Wood, glass and plastic	15,788
17 03 00	Bituminous mixtures, coal tar and tarred products	69,587
17 04 00	Metals (including their alloys)	3,453
17 05 00	Soil (including excavated soil from contaminated sites), stones and dredging spoil	540,562
17 06 00	Insulation materials and asbestos-containing construction materials	1,687
17 08 00	Gypsum-based construction material	633
17 09 00	Other construction and demolition wastes including mixed wastes	49,768

??Need for interpretive comments on the relationship of tonnes materials/category vs Northern Ireland Waste Management Strategy targets and ref to BPEO, which uses most of these data??

### **4 Market Development Delivery**

The market development plan will bring together the various strands of activity that are being delivered through a number of organisations.

Individual organisations' business plan strategies and targets, where they are evident, are outlined in the Appendices.

The market development plan delivery is based on a number of key activity areas where materials-specific, sector-specific and generic activities (eg sustainable procurement and business and financial mechanisms) can be components in delivery. The activities are outlined in Section 4.1 and Table 4.1

At present recycled materials market development remits in Northern Ireland are with WRAP, Full Circle, with InvestNI fulfilling this type of activity as part of its business plan and overall activities, products and services.

#### **WRAP Activities**

Market development activities are ongoing and for WRAP these form part of its UK-wide delivery and NI-focused delivery. Reference is made to the WRAP Business Plan targets and a Northern Ireland Delivery Plan for 2006-8 in Appendix 5 and delivery is measured against these and the broader strategic targets for Northern Ireland.

Delivery of UK programmes by WRAP in Northern Ireland is a natural component of this market development plan. Delivery is through the maintenance of ongoing relationships with various stakeholders across the public and private sector as well as through specific interventions that can be detailed in this plan.

Where actions do relate to strategic matters for Northern Ireland market development these are outlined in Table 4.1

#### **Full Circle Activities**

Full Circle was formed by Investment Belfast to deliver a range of recycling market development programmes centred around Greater Belfast. It was funded from 2003-2006 by landfill tax credits administered by the Environmental Body, Better Belfast. Full Circle is also the only Northern Ireland member organisation of the Remade Network UK. The programmes comprised the following activities:

- Stimulating innovation and research through a grant fund,
- Supporting market development demonstration projects,
- producing materials and sector reports on resource efficiency and recycling market opportunities, and



## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

- Building a network involving the business and investment community, emerging and existing recycling businesses and the academic sector through communication events and stakeholder consultation

The capabilities and network developed by Full Circle make it well placed to continue to support market development in Northern Ireland. The post-March 2006 - next phase - proposals presented to DOE are given in Appendix 7.

### **InvestNI Activities**

To add

## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

### 4.1 Market Development Plan Delivery

#### WRAP NI Delivery 2006 – 2008

(Note these targets are linked to WRAP Business Plan Targets - see Appendix 5)

	Activity	WRAP NI Delivery 2006-8	NIWMS Target	Key Players
1	<b>Construction Sector</b>	<ul style="list-style-type: none"> <li>At least 200,000 tonnes of material to be diverted from landfill or avoided from being extracted from primary resources</li> <li>A minimum of £0.8bn worth of construction projects to set requirements for waste minimisation, recycling and recycled content</li> <li>At least £2m savings to the construction sector from minimising site waste and recycling more</li> </ul>	<ul style="list-style-type: none"> <li>75% Construction, Demolition and Excavation waste recycled or reused by 2020</li> <li>60% Commercial and Industrial Waste to be recycled by 2010</li> <li>Supporting development of Waste Prevention SMART target for C, D &amp; E by 2010</li> </ul>	<ul style="list-style-type: none"> <li>WRAP</li> <li>Full Circle</li> <li>Constructing Excellence NI</li> <li>InvestNI</li> <li>QPANI</li> <li>Government – CPD</li> <li>Strategic Investment Board</li> <li>construction businesses</li> <li>materials suppliers</li> <li>developers</li> <li>architects</li> <li>construction firms - materials use</li> <li>waste management companies</li> <li>commercial waste recyclers</li> <li>facilities managers</li> </ul>
2	<b>Manufacturing Sector – Key Materials – PET, HDPE, Glass</b>	<ul style="list-style-type: none"> <li>To support increased use of recycle by the UK-based manufacturing sector, which will include recycling of an additional 320 million plastic bottles in the UK (around 16,000 tonnes of plastics)</li> </ul>	<ul style="list-style-type: none"> <li>recycling and composting of Household waste to be at: <ul style="list-style-type: none"> <li>35% by 2010</li> <li>40% by 2015</li> <li>45% by 2020</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>WRAP</li> <li>Full Circle</li> <li>InvestNI</li> <li>Local Authorities</li> <li>Commercial waste collectors and recyclers</li> </ul>

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	Activity	WRAP NI Delivery 2006-8	NIWMS Target	Key Players
		<p>representing an increase of 30% in plastics recycling:</p> <ul style="list-style-type: none"> <li>- 10,000–20,000 tonnes recyclate will be either be processed by facilities in Northern Ireland or be recyclate sourced from Northern Ireland</li> </ul>	<ul style="list-style-type: none"> <li>• 60% Commercial and Industrial Waste to be recycled by 2010</li> </ul>	<ul style="list-style-type: none"> <li>• Main manufacturers (virgin product displacement)</li> <li>• reprocessors</li> <li>• recyclate suppliers</li> </ul>
3	<b>Organics</b>	<p>Operational delivery of at least an additional 30,000 tonnes annual processing capacity for source segregated biodegradable municipal waste</p> <p>delivery of at least 1 trailblazer project in NI UK demonstrating the technical and commercial case for use of compost in brownfield site regeneration, leading to the use of 5,000 tonnes of compost in the project</p> <p>Participate in projects where feasible that establish the most cost-effective and environmentally sustainable ways of diverting household food waste from landfill that lead to the production of a saleable product.</p>	<ul style="list-style-type: none"> <li>• recycling and composting of Household waste to be at: <ul style="list-style-type: none"> <li>- 35% by 2010</li> <li>- 40% by 2015</li> <li>- 45% by 2020</li> </ul> </li> <li>• 60% Commercial and Industrial Waste to be recycled by 2010</li> </ul>	<ul style="list-style-type: none"> <li>• WRAP</li> <li>• InvestNI</li> <li>• Local Authorities</li> <li>• Full Circle</li> <li>• composting businesses</li> <li>• Commercial Waste companies;</li> <li>• Constructing Excellence NI</li> <li>• Government Estate</li> <li>• Landscapers</li> <li>• growers</li> <li>• Food industry</li> </ul>
4	<b>Business Growth</b>	To support the delivery of sustainable growth in the recycling and reprocessing sector in the UK from its current size of £1.2 billion annually by	<ul style="list-style-type: none"> <li>• 75% Construction, Demolition and Excavation waste recycled or reused by 2020</li> </ul>	<p>WRAP</p> <ul style="list-style-type: none"> <li>• InvestNI</li> <li>• Local Authorities</li> <li>• Full Circle</li> </ul>

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	Activity	WRAP NI Delivery 2006-8	NIWMS Target	Key Players
		<p>an additional 10% over the next two years – representing a growth aim of double the current rate of forecast growth in GDP</p> <p>apply the full range of products and services of the business growth programme</p> <p>provide data on business support activity through reports</p> <p>develop case studies on businesses supported in Northern Ireland, for example covering products and services, sales growth, investment, recycling capacity, product development</p> <p>maintain awareness of the sector to WRAP capital grant opportunities</p>	<ul style="list-style-type: none"> <li>60% Commercial and Industrial Waste to be recycled by 2010</li> <li>Supporting development of Waste Prevention SMART target for C, D &amp; E by 2010</li> </ul>	<ul style="list-style-type: none"> <li>Business community</li> <li>commercial investors</li> </ul>

### Other WRAP Delivery Activities

- Recycling Services to SMEs** This programme does not have specific delivery target for the UK. In Northern Ireland participation in the programmes will be organised as described in Section 3.7
- WRAP Northern Ireland Web Space** WRAP will develop a Northern Ireland web portal to highlight information of direct relevance to Northern Ireland and to signpost routes to information and support.

## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

### Full Circle Delivery

	Activity	Full Circle Delivery 2003-to Date	NIWMS Target	Key Players
1	<b>Construction Sector</b>	<p>Activity around:</p> <ul style="list-style-type: none"> <li>Trailblazers Completion to reporting Dissemination of findings Work with Government(CPD), construction sector and WRAP increasing procurement of construction projects with recycled content</li> <li>Research and Development – Concrete/Rubber composite block; QUB/R4 project</li> <li>Use of gulley waste in road surfacing, University of Ulster and Lagan Group</li> </ul>	<ul style="list-style-type: none"> <li>75% Construction, Demolition and Excavation waste recycled or reused by 2020</li> <li>60% Commercial and Industrial Waste to be recycled by 2010</li> <li>Supporting development of Waste Prevention SMART target for C, D &amp; E by 2010</li> </ul>	<ul style="list-style-type: none"> <li>WRAP</li> <li>Full Circle</li> <li>Constructing Excellence NI</li> <li>InvestNI</li> <li>QPANI</li> <li>Government – CPD</li> <li>Strategic Investment Board</li> <li>construction businesses</li> <li>materials suppliers</li> <li>developers</li> <li>architects</li> <li>construction firms - materials use</li> <li>waste management companies</li> <li>commercial waste recyclers</li> <li>facilities managers</li> </ul>
2	<b>NI Economic Development</b>	<p>Activity around:</p> <ul style="list-style-type: none"> <li>Environmental Business Forum</li> <li>Investor recycling sector relationships</li> <li>Advice and investment support for emerging businesses</li> </ul>	<ul style="list-style-type: none"> <li>recycling and composting of Household waste to be at: <ul style="list-style-type: none"> <li>35%by 2010</li> <li>40% by 2015</li> <li>45% by 2020</li> </ul> </li> <li>75% Construction, Demolition and Excavation waste recycled or reused by</li> </ul>	<ul style="list-style-type: none"> <li>NI Business</li> <li>investment community</li> <li>public sector</li> </ul>



## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

	Activity	Full Circle Delivery 2003-to Date	NIWMS Target	Key Players
			2020 <ul style="list-style-type: none"> <li>60% Commercial and Industrial Waste to be recycled by 2010</li> </ul>	
3	<b>Research and Development</b>	Academic Business Challenge Fund <ul style="list-style-type: none"> <li>Linking university research and commercial business in the development of new products and technologies.</li> </ul> Successes included: <ul style="list-style-type: none"> <li>harvesting ethanol from municipal waste</li> <li>use of gulley waste in road surfacing</li> <li>use of tyre recyclate in concrete blocks</li> </ul>	<ul style="list-style-type: none"> <li>recycling and composting of Household waste to be at:               <ul style="list-style-type: none"> <li>35%by 2010</li> <li>40% by 2015</li> <li>45% by 2020</li> </ul> </li> <li>75% Construction, Demolition and Excavation waste recycled or reused by 2020</li> <li>60% Commercial and Industrial Waste to be recycled by 2010</li> <li>Supporting development of Waste Prevention SMART target for C, D &amp;E by 2010</li> </ul>	University and business/start-up business collaborations
4	<b>NEW SECTORS?</b>	WEEE; Food Sector; materials-specific programme Remade Network links	<ul style="list-style-type: none"> <li>recycling and composting of Household waste to be at:               <ul style="list-style-type: none"> <li>35%by 2010</li> <li>40% by 2015</li> <li>45% by 2020</li> </ul> </li> <li>60% Commercial and</li> </ul>	

## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

	Activity	Full Circle Delivery 2003-to Date	NIWMS Target	Key Players
			Industrial Waste to be recycled by 2010	

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### InvestNI Delivery

	Activity	InvestNI Delivery	NIWMS Target	Key Players
1				

Eg specific to environmental sector strategy; sme recycling; business development; FD investment

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Other?

	Activity	InvestNI Delivery	NIWMS Target	Key Players
1				

# NORTHERN IRELAND MARKET DEVELOPMENT FORUM

**Table 4.1 Key Areas - summary**

Activity and Materials		Markets/Sector
<b>WRAP Programmes in NI – 2006-08</b>		
Construction	Sustainable construction; C,D &E materials recycling/resource efficiency; tyres; plasterboard	
Manufacturing	post-consumer glass, PET and HDPE – displacement of virgin materials	Main manufacturing consumption; supply of quality recyclate to main manufacturing
Organics Market Development	Composting capacity building; source separated organic waste – municipal and commercial	Horticulture; landscaping; agriculture; brownfield regeneration
Local Authority Support	ROTATE; Training	Bulk materials – plastic containers, paper grades, card
Regional Economic Development	Region-specific market development – specific material – wood, glass, organics, paper, plastic; Recycling/reprocessing businesses; marketing (links to Business Growth)	Local, GB, all-island, international
SME Recycling	Commercial dry recyclables – all businesses	Commercial recyclate markets/trading <b>SUB DIVIDE</b>
Batteries Collection	Dry cell batteries – household	
Business Growth	Investment – debt, equity, leasing; business competency/skills; commercialisation; IPR support; interim managers; business advice	
<b>Other Areas</b>		
WEEE and ELV	Plastics; glass; collection, disassembly, transfer infrastructure; materials recovery and reprocessing	Export to reprocessors; local primary reprocessing
Farm Plastics	Collection infrastructure; reprocessing, eg diesel manufacture	Export for reprocessing; local/all-island
Other plastics	Films and rigid plastics eg drums, crates, pallets	Export for reprocessing
Aggregates		
InvestNI Business Services		



## **5 Opportunities for Development in Northern Ireland**

For recycling activities across the board, there are a number of potential areas where further development of markets could be addressed through a variety of mechanisms and interventions. For some, priorities exist where producer responsibility requirements are now in place or are imminent. In other areas or sectors, the development requirements are linked to Northern Ireland Waste Plans and the objectives of the BPEO Guidance, which relate to provision of recycling capacity and of specific waste streams.

Some of the aspects where there are no current (known of) specific market development delivery activities are outlined below:

**Table 5.1 Market Development Activity Gaps** (indicative, not exhaustive - to be agreed)

	<b>Activity</b>	<b>Possible Lead Organisations</b>	<b>Mechanism</b>
Manufacturing	<ul style="list-style-type: none"> <li>manufacturing and reprocessing opportunities for WEEE and ELV materials; farm plastics</li> <li>technology solutions, eg                             <ul style="list-style-type: none"> <li>plastics – solvent extraction of WEEE-derived resins</li> <li>production of diesel fuel from plastics</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>InvestNI</li> <li>Full circle</li> </ul>	<ul style="list-style-type: none"> <li>Directed research</li> <li>Research Competiton –eg ABC fund</li> </ul>
	<ul style="list-style-type: none"> <li>tyres – uses for tyre rubber other than in construction</li> </ul>	<ul style="list-style-type: none"> <li>WRAP</li> <li>InvestNI</li> <li>Full Circle</li> </ul>	<ul style="list-style-type: none"> <li>WRAP Tyres programme</li> <li>Directed research</li> <li>Demonstration projects</li> </ul>
Aggregates	stimulating growth of aggregates recycling infrastructure and capacity	<ul style="list-style-type: none"> <li>WRAP</li> <li>QPANI</li> <li>Full Circle</li> </ul>	
	manufacture of dense concrete blocks with recycle content and production of low strength concrete with high recycled content	<ul style="list-style-type: none"> <li>QPANI</li> <li>Full Circle</li> </ul>	<ul style="list-style-type: none"> <li>Directed research</li> <li>Demonstration projects</li> </ul>

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	Activity	Possible Lead Organisations	Mechanism
Materials - general	Updated study of NI/regional end-markets (all-island, GB) – mapping of end markets; publicity/awareness raising	<ul style="list-style-type: none"> <li>•WRAP</li> <li>•InvestNI</li> </ul>	
	batteries – collection/bulking facilities	<ul style="list-style-type: none"> <li>•WRAP</li> <li>•Waste Management Groups</li> </ul>	
	WEEE and ELV materials recycling and reprocessing	<ul style="list-style-type: none"> <li>•InvestNI</li> <li>•Full Circle</li> </ul>	
<b>Other materials and/or sectors...</b>	<i>Please add suggestions</i>		

## **NORTHERN IRELAND MARKET DEVELOPMENT FORUM**

**Appendices – TO BE COMPLETED**

## **NORTHERN IRELAND MARKET DEVELOPMENT FORUM**

### **Appendix 1 Northern Ireland Market Development Forum Terms of Reference and Membership**

#### **Northern Ireland Recycling Market Development Forum**

##### **Terms of Reference – October 2005**

### **1 Background**

The Northern Ireland Waste Management Strategy 2000 (NIWMS) placed a requirement on the Department of the Environment to lead a Market Development Programme for recycled materials in Northern Ireland, giving regard to local markets and also markets for bulk materials, such as paper, plastics and glass.

A new NIWMS will be published during 2006 and is likely to retain an important placement for market development, which would be contemporary to Northern Ireland developments since 2000.

The views of stakeholders are that recycling market development activity in Northern Ireland could be more dynamically progressed through establishing a Northern Ireland Market Development Forum. This would comprise membership from Northern Ireland organisations with remits that include aspects of market development.

The Forum would recognise the potentials for development of local and all-island markets and also that existing businesses engaged in the recycling sector are impacting on these markets.

As an overarching principle, the Forum would have no executive responsibilities for delivery and not challenge the autonomy of a member organisation. Overall, it would serve to inform members and influence market development activities that organisations are engaged in, guiding the delivery of the overall market development plan.

### **2 Objectives of the Forum**

The objectives of the Forum would include the following:

- 2.1 To provide a focus for information on activities in recycling market development in Northern Ireland.
- 2.2 To produce a market development programme for Northern Ireland (that would comprise the overview of key activities which would guide independent organisations' delivery through their own strategy and resources). The market development programme would be produced giving regard to quantitative targets for recycling in Northern Ireland.

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- 2.3 To produce a market development plan for Northern Ireland to deliver the market development programme in a co-ordinated manner.
- 2.4 To create an environment in which organisations with independent remits associated with market development can effectively utilise their resources and identify opportunities.
- 2.5 To monitor the relevance of the market development forum to the delivery of the Northern Ireland market development programme.

### 3 Delivery of Objectives

The objectives shall be delivered through the actions of the Forum. The scope of delivery actions against each of the objectives can be developed as required, but could include consideration of the following:

Objective	Delivery
To provide a focus for information on activities in recycling market development in NI.	Through inward and outward facing activities – eg as consultee, commentator or informer on Government Policy/waste management strategy related to recycling markets; assessment of recycling performance data; promotion of information to recycling sector and stakeholders
	By enabling organisations to be aware of the range of activities and plans for recycling market development – avoiding duplication and be relevant
To produce a market development programme for NI	Outlining the key activities which would guide independent organisations' delivery through their own strategy and resources (eg market development organisations; government procurement; waste management partnerships)
	Ensuring harmonisation with waste management strategy
	By giving regard to quantitative targets for recycling in NI.
To produce a market development plan for NI to deliver the market development programme in a co-ordinated manner.	Identification of key activities and assessment of NI resources required to deliver plan tasks
	Be relevant to the delivery of NI targets for recycling and for diversion of waste from landfill – and be appropriate to both municipal and commercial/industrial wastes (inc C, D +E)

## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

Objective	Delivery
	Identifying activities linked to quantitative NI targets for the recycling of materials  (eg in terms of tonnes of recycling capacity; conversion into added-value products; creation of demand for recycled products; encouraging investment into the recycling sector)
To create an environment in which organisations with independent remits associated with market development can effectively utilise their resources and identify opportunities for delivery of their own plans	By providing circumstances where an exchange of information can occur and be developed
To note the outputs of the market development forum and monitor its relevance in the to the delivery of the NI market development programme	Review of objectives and output against plan at agreed intervals
	Produce a summary report to stakeholders

### 4 Forum Membership

Formal agreement on membership is to be decided at subsequent working group meeting. The general composition of membership, the organisational attributes of a Chairman and of a Secretariat was outlined in the workshop notes. In summary, the Forum membership would comprise:

- Chairman – CBI Northern Ireland
- Secretariat – EHS
- Members: (including, but not limited to)
  - Sub-Regional Waste Management Groups – arc21, SWaMP, NWRWMG----
  - Full Circle
  - CBI
  - WRAP
  - InvestNI
  - DOE/EHS
  - CBI Northern Ireland
  - Central Procurement Directorate
  - Construction Sector



### Appendix 2 Strategy and Waste Plan References

- Northern Ireland Waste Management Strategy 2006-2020: Towards Resource Management  
[http://www.ehsni.gov.uk/environment/wasteManage/waste\\_management.shtml](http://www.ehsni.gov.uk/environment/wasteManage/waste_management.shtml)
- Sub-Regional Waste Plans
  - Arc21 <http://www.arc21.org.uk/cwmpcontents.asp>
  - SWaMP <http://www.swampni.org.uk/latestdocument.htm>
  - NWRWMG <http://www.northwestwasteplan.org.uk/>
- Northern Ireland Sustainable Development Strategy: First Steps Towards Sustainability  
<http://www.doeni.gov.uk/epd/sustainable%20development.asp>

?InvestNI sector strategy and BP targets?

## Appendix 3

### Policy and Strategy Drivers

- NIWMS – recycling targets; waste prevention; data requirements; new legislation to increase capture of materials for recycling
- Northern Ireland sustainable development strategy
- Waste Plans
- NILAS (BMW)

### QPS AND NEW QPS

List target numbers – NIWMS and NILAS

**Appendix 4 ARC21 STRATEGY AND CORPORATE PLAN 2006-2009**

**Located at:**

<http://www.arc21.org.uk/whooperations.asp>

Abstracted **Objective 5** from ARC21 Corporate Plan

**6.5 OBJECTIVE 5**

**To promote the development of processing capacity and market outlets for secondary resources.**

**Planned Outcome**

To achieve sustainability in arc21's collection, treatment and disposal activities by enhancing the opportunities for market outlets from materials produced.

**Actions For The Period Ahead 2006/09**

1. Contribute to the development of a Northern Ireland / All Island market development programme.
2. Continue to work with Waste and Resources Action Programme and the UK Market Development Forum to examine synergies and market opportunities.
3. Continue to structure contracts and specifications in a way which enhances the value of recyclates and incentivises end markets.
4. Continue to give advice to Member Councils on collection schemes which are appropriate to downstream market outlets and processing capacity.
5. Encourage Member Councils in the use of environmental management systems and green procurement policies.
6. Continue to work with government in creating green procurement opportunities across the public sector.

**Associated Business Objectives for 2006/07**

1. In the preparation of contracts, continue to specify the need for viable end markets fit for purpose.
2. In such contracts, continue to examine ways of sharing risk and reward via innovative partnership arrangements which incentivises market development.

## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

3. Ensure, through the arc21 procurement route, that there is a presumption in favour of diversity of markets.
4. Within contract documents continue to restrict contamination of input material by quality assuring input specifications for downstream treatment / recycling.
5. Address the issue of market development in the Waste Management Plan, to include both municipal and non-municipal waste streams.
6. Contribute to the workings of the newly created Market Development Forum with a view to the preparation of a Market Development Plan and Programme for Northern Ireland.
7. Raise within the Market Development Forum the possibility of cross-regional collaboration e.g. North/South and East/West.
8. Undertake, via the Market Development Forum, desktop datacapture to assess the currency and accuracy of data on recycle arisings and capacity in Northern Ireland.
9. Work to the benefit of arc21 through the Market Development Forum to engage with the Environmental sector, Invest Northern Ireland, and local businesses.
10. Continue to review the possibility of a specific arc21 or Northern Ireland Local Market Development Initiative similar to those (inter alia) in Scotland and London.
11. Continue to interface with Waste and Resources Action Programme within the context of market development across the UK and specifically to Northern Ireland.
12. Continue to promote further green procurement activity at local government, central government and Non Departmental Public Body levels via various public sector fora.
13. Promote and participate in relevant operational trials to undertake the viability of local market development initiatives.
14. Engage in local Waste and Resources Action Programme initiatives such as Product Trials, Landmark training courses, compost marketing events.
15. Engage with the work of the Sustainable Procurement Taskforce particularly in the context of disseminating market development information, attending workshops and contributing to publications.

## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

### Appendix 5 WRAP Business Plan Targets 2006-2008

Programme	UK-wide target
<b>Construction</b>	<ul style="list-style-type: none"> <li>1.7m tonnes of material to be diverted from landfill or avoided from being extracted from primary resources</li> <li>£10bn worth of construction projects to set requirements for waste minimisation, recycling and recycled content</li> <li>£50m savings to the construction sector from minimising site waste and recycling more</li> </ul>
<b>Manufacturing</b>	<ul style="list-style-type: none"> <li>to secure an additional 220,000 tonnes a year of increased use of recycle by the UK-based manufacturing sector</li> <li>which will include recycling of an additional 320 million plastic bottles in the UK (around 16,000 tonnes of plastics) representing an increase of 30% in plastics recycling</li> </ul>
<b>Organics</b>	<ul style="list-style-type: none"> <li>Operational delivery of an additional 450,000 tonnes annual processing capacity for source segregated biodegradable municipal waste</li> <li>delivery of at least 20 trailblazer projects throughout the UK demonstrating the technical and commercial case for use of compost in brownfield site regeneration, leading to the use of 100,000 tonnes of compost in these projects</li> <li>establish the most cost-effective and environmentally sustainable ways of diverting household food waste from landfill that lead to the production of a saleable product.</li> </ul>
<b>Business Growth</b>	<ul style="list-style-type: none"> <li>deliver sustainable growth in the recycling and reprocessing sector from its current size of £1.2 billion annually by an additional 10% over the next two years – representing a growth aim of double the current rate of forecast growth in GDP.</li> </ul>
<b>Local Authority Support:</b>	<ul style="list-style-type: none"> <li>assist 100 Local Authorities to improve the efficiency of their recycling services</li> <li>support 20 local authorities in introducing model separate food waste collections</li> </ul>
<b>Programmes not covering Northern Ireland</b>	
<b>Retail</b> (England, Scotland, Wales)	<ul style="list-style-type: none"> <li>To secure reductions in packaging waste of 80,000 tonnes a year to offset projected growth. This will directly address the first element of the Courtald Commitment, and is the first stage in a programme that will deliver an accumulated 340,000 tonnes a year minimised by 2010</li> <li>To deliver 100,000 tonnes of household food waste reduction</li> </ul>
<b>Behavioural Change</b> (England)	<ul style="list-style-type: none"> <li>A further substantial increase in the level of public commitment to recycling, delivering at least four million additional 'committed recyclers' representing a further 10% of the adult population</li> <li>A further 15% increase in households participating in local recycling schemes, where communications activities have been funded by WRAP</li> </ul>

## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

Programme	UK-wide target
<b>Local Authority Support</b> Home Composting and England-specific targets	<ul style="list-style-type: none"> <li>• reduce by 50% the number of local authorities in England not achieving statutory recycling targets</li> <li>• establish annual waste diversion of 400,000 tonnes through home composting and other minimisation activities</li> </ul>



### Appendix 6 Recycling and Northern Ireland Economic Development

#### A6.1 Development Areas

In Northern Ireland, market development can address the following aspects:

- investment opportunities – in recycling and reprocessing facilities; government infrastructure investment
- economic growth – increased sales, job creation, Northern Ireland consumption, exports
- stabilising markets – to assist local authorities; attract investment
- viability of emerging markets
- manufacturing/recycling/reprocessing capacity – currently available and/or forecast

National markets now exist for some materials, and as mentioned local authorities are able to achieve relatively stable prices. This is particularly the case for paper and plastics, which have become more stable in the past two years. The market for source-separated compostable waste is less established.

WRAP developed a Materials Pricing Report<sup>12</sup> to provide weekly bulletins to subscribers on markets for the major bulk recyclables markets – paper, plastic and glass. This Report indicates there has for a while been a period of price stability in the markets for recycled paper, colour separated glass cullet and plastic bottles. Subscription is free to parties engaged in recycled materials buying and selling.

Producer Responsibility Packaging Recovery Notes adds a further dimension to the market as may the mechanisms for producer responsibility for WEEE and ELVs that Government will outline in due course.

For certain materials in the UK, notably for recovered paper and plastics, there is a considerable export market, which is also of growing importance to other materials such as glass. In Northern Ireland the situation for bulk materials mirrors this analysis. This is particularly the case for local authorities collecting increased tonnages of paper and card, plastic bottles and metals. Commercial markets for glass packaging are also being exploited.

Proven technologies utilised widely in countries with more established recycling infrastructure may present inward investment opportunities for the UK. ????

#### A6.2 Market Considerations

Some potential is already being realised on the following points, but there is further scope for recycling to go further in supporting the Northern Ireland economy:

- direct/indirect employment opportunities;

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<sup>12</sup> <http://www.wrap.org.uk/mp/>

## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

- the potential for improvements in business efficiency and competitiveness through waste minimisation and recycling;
- the contribution to achieving more sustainable development through resource efficiency;
- the role of the social enterprise sector in recycling and regeneration;
- the growth potential of the environmental technologies sector.

Hence, recycling has an important role to play in helping Northern Ireland to address economic, social and environmental objectives. Inevitably, this varies according to the significance of the recycling and manufacturing sector(s) in Northern Ireland and also through economic opportunities across the island and in relation to variations in policy emphasis.

### A6.3 Northern Ireland Dimension

There are a number of benefits in developing a strong regional dimension, namely:

- the ability to tackle constraints/opportunities facing the sector, many of which will require concerted efforts across a range of policy/strategy areas, including some not within the remit of WRAP;
- the potential to lever in additional resources through existing programmes and funding initiatives such as EU Funds;
- the potential to build on and develop existing organisational/delivery capacity within Northern Ireland in order to better promote the sector; and
- ensure that unnecessary duplication/overlap is minimised and added value achieved.

*??Progress to resource efficiency that NI has some direct engagement with, but can also use as models for shaping the MDP and to lever additional funds/resources ex government*

Appendix 7 Full Circle post-March 2006 Phase II Proposals

Investment Belfast

March 2006

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**Full Circle Phase II**

Investment Belfast, through its Full Circle initiative has sought to support the development of the recycling industries sector by delivering a number of tightly focused projects. These have:

- Led to the development of new secondary products from recycled materials
- Sought to encourage business development by celebrating and promoting business success through events such as the Goldin Waste Fair
- Promoted behavioural change and stimulated demand, for example in the Construction Sector

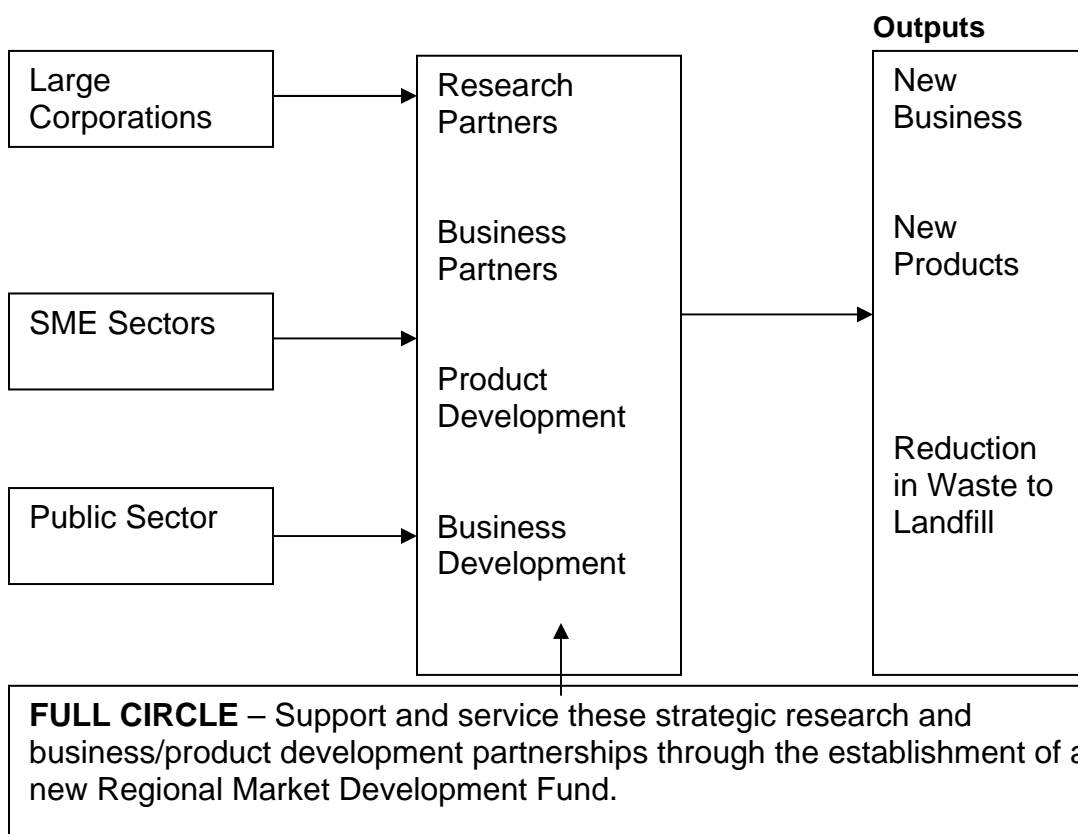
**Phase II**

In building on the solid foundations laid over the first two years, Full Circle will seek to support the Northern Ireland Waste Strategy by adding value in the key areas of:

- Encouraging the production of secondary materials and products
- Engaging with and supporting businesses in the recycling sector.

This will be achieved through:

- the establishment of a REGIONAL MARKET DEVELOPMENT FUND



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- SECTOR SPECIFIC WORK

Continue the work started with the construction sector .(including CEF, CIG and QPA) to encourage behavioural change particularly in the management of CD&E waste and the use of construction materials with high recycled content.

Target a new sector with a view to reducing the amount of waste arising from that sector. A sector that offers potential for future working may be the Food Sector. Organic waste is the largest area of concern for Local Authorities. This would encourage the development of materials for compost.

- ENVIRONMENTAL BUSINESS NETWORKING

Four tightly focused events will be held to debate topical market development issues.

Annual Conference & Showcase to profile national and local successes in the environmental sector and help to encourage entrepreneurs to take up the challenge.

*All of the above are subject to securing funding.*

## NORTHERN IRELAND MARKET DEVELOPMENT FORUM

### Appendix 8 Other Funded Market Development Activities

#### COMMUNITY WASTE INNOVATION FUND – SUCCESSFUL APPLICANTS - AWARDED 2005

APPLICANT	DESCRIPTION	FUNDING £
<b>Greater Shantallow Area Partnership</b>	Recycling initiative giving initially 5000 homes (increasing to 10,000), the opportunity to compost household-generated organic material.	266,867
<b>Bryson House, Rathlin Island</b>	Providing each Rathlin dwelling with a container to store and carry materials to a newly created multi – material bring site on the island.	9,858
<b>Homewrap Ltd</b>	A waste vegetable oil recycling and bio diesel refining plant which will refine 2 million litres per year.	100,000
<b>Conservation Volunteers NI</b>	A kerbside green waste collection facility in Coleraine Borough, with a processing yard and associated equipment.	126,548
<b>East Belfast Mission</b>	A new outlet for the resale of second-hand furniture and electrical appliances.	450,000
<b>Oxfam NI, Armagh</b>	A collection and processing service for unwanted furniture, household items and smaller electrical goods.	69,350
<b>Bryson House, Sort It Out</b>	'Sort It Out' waste minimisation educational programme for primary school children to promote and create awareness of waste management.	425,392
<b>Carnany Community Association</b>	A mini recycling centre within Carnany Estate, Ballymoney, Co. Antrim.	52,800
<b>Derg Valley Care Ltd</b>	Glass for Life project recycling glass to create meaningful employment for 20 adults with learning disabilities.	202,753

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<b>Limavady Community Development Initiative</b>	Home collection service for glass, textiles, furniture, garden waste and paper.	167,758
<b>Centre 4ARD</b>	Electrical components dis-assembly plant to extract end of life re-usable electrical materials.	450,000
<b>Envirocentre Ltd</b>	Northern Ireland Sustainability and Resources Institute as part of the Queens University Centre for Sustainability and Environmental Governance.	154,000
<b>Sustainable NI</b>	Major NI-wide conference in November 2005 on community waste issues and produce a Waste Guide highlighting best practice and offering practical help.	21,000
<b>Baglady Productions</b>	The NEEDabag 2 project to encourage alternatives to plastic bags, promote recycling, and reduce the number of non-biodegradable plastic bags to the environment.	58,480
<b>Voluntary Services Lisburn Ltd</b>	A collection service for unwanted domestic white goods and a 'drop off' area for the public to bring unwanted items for reuse or recycling.	450,000



**ANNEX G**

**SITE DIGEST**

**G SITE DIGEST****NORTH WEST REGION LICENSED WASTE MANAGEMENT FACILITIES**

The following represents a list of the licensed waste management facilities within the North West Region, as listed on the Environment and Heritage Service website in June 2006.

This list is regularly updated and can be found on the EHS website at the following address:

<http://www.ehsni.gov.uk/pubs/publications/LicencesMay06.pdf>

**Table G.1 Licensed Waste Management Facilities in the North West Region**

WML Ref	Licence Holder	Site Address	Use Of Site	Materials Accepted
WML 05/01	Ballymoney Borough Council	Knock Road, Civic Amenity Site	CA Site	Controlled Waste
WML 05/02	Ballymoney Borough Council	Crosstagherty Civic Amenity Site, Crosstagherty Waste Handling & Transfer Station, Ballymoney	CA Site	Controlled Waste
WML 10/01	W J Mc Cartney & Son Ltd	Ballyholme Road, Portrush	Landfill	Cat. A waste
WML 10/02	Coleraine Borough Council	Craighulliar Quarry, 45 Craighulliar Road, Portrush	Landfill	H/hold, C&I, CD&E, Old cars and trailers
WML 10/03	Coleraine Borough Council	Kilrea Civic Amenity Site, Lisnagrot Road, Kilrea	CA Site	Domestic, non-liquid, non-haz commercial waste & industrial waste – comprising soil, sub-soil, demolition & excavation material

WML Ref	Licence Holder	Site Address	Use Of Site	Materials Accepted
WML 10/04	Coleraine Borough Council	The Garvagh Civic Amenity Site, Limavady Road, Garvagh	CA Site	Domestic, non-liquid, non-haz commercial waste & industrial waste – comprising soil, sub-soil, demolition & excavation material
WML 10/05	Coleraine Borough Council	The Depot, Loughanhill Industrial Estate, Gateside Road, Coleraine	CA Site	Domestic, non-liquid, non-haz commercial waste & industrial waste – comprising soil, sub-soil, demolition & excavation material
WML 10/06	Coleraine Borough Council	Portstewart Civic Amenity Site, Roselick Road, Portstewart	CA Site	Domestic, non-liquid, non-haz commercial waste & industrial waste – comprising soil, sub-soil, demolition & excavation material
WML 10/08	Coleraine Borough Council	Castlerock Civic Amenity Site, Freeland Road, Castlerock	CA Site	Domestic, non-liquid, non-haz commercial waste & industrial waste – comprising soil, sub-soil, demolition & excavation material
WML 10/10	Coleraine Borough Council	Portballintrae Civic Amenity Site, Beach Road Carpark, Portballintrae	CA Site	Domestic, non-liquid, non-haz commercial waste & industrial waste – comprising soil, sub-soil, demolition & excavation material
WML 10/11	Coleraine Borough Council	Portrush Civic Amenity Site, Causeway Street, Portrush	CA Site	Domestic, non-liquid, non-haz commercial waste & industrial waste – comprising soil, sub-soil, demolition & excavation material
WML 13/01	Plastic Recycling Solutions	Unit 2 Plant 2, Blighs Lane, Derry	Recycling	Controlled waste
WML 13/02	Glassdon Wastes	Campsie Industrial Estate, Campsie, Derry	Recycling	Dry recyclables
WML 13/03	Blue Cross Hygiene	34 Templemore Business Park, Northland Road, Derry	Disposal of health care waste	Disposal of inert waste

WML Ref	Licence Holder	Site Address	Use Of Site	Materials Accepted
WML 13/04	Fuel Preparations Int. Ltd	Terminal 2000, Port Road, Lisahally	Transfer Station	Bottom boiler ash from coal burning. Bottom grate burners (green waste)
WML 13/05	James Corry & Sons (Campsie)	77 Clooney Road, Campsie, Derry	Recycling	Fuel oils, mineral oils, scrap vehicles, scrap metals, swarf, Battery Acid, c/board, paper, plastics, glass & putrescible wastes
WML 13/06	Altnagelvin Hospital	Altnagelvin Hospital, Glenshane Road, Altnagelvin	Transfer Station	Clinical waste
WML 13/07	Foyle Skip Hire	Newbuildings Ind Estate, Newbuildings, Derry	Transfer Station	Controlled waste
WML 13/08	Brickkiln Skip Hire	23A Heather Road, Creevagh, Derry	Transfer Station	Controlled waste
WML 13/09	PWP Waste Management	Foyleside Shopping Centre, Richmond Shopping Centre, Derry	Transfer Station	Controlled waste
WML 13/10	Eglinton Timber Products Ltd	Longfield Ind Est West, Eglinton	Recycling	Recycling timber products into garden mulch
WML 13/12	Robert Lynch	Carnmoney Road, Mobouy	Landfill	Clay, stone, concrete, brick, subsoil, topsoil, rubble, quarry soil, WTW sludge
WML 13/16	Derry City Council	Culmore Landfill Site, Coney Road, Culmore	Landfill	Household waste, commercial waste
WML 13/17	B Mullan & Sons Ltd	Clooney Road, Maydown, Derry	Landfill	Construction waste
WML 13/19	Du Pont UK Ltd	Maydown Works, Electra Road, Coolkeeragh	Landfill	Domestic & commercial waste, industrial waste, asbestos, construction wastes

WML Ref	Licence Holder	Site Address	Use Of Site	Materials Accepted
WML 13/20	Hugh Henry Carbreakers	19 Heather Road, Creevagh, Derry	Carbreakers	Car breakers, waste oil
WML 13/21	North West Carbreakers	44A Duncastle Road, Newbuildings, Derry	Carbreakers	Car breakers, waste oil
WML 13/22	Robert Mc Daid (Carbreakers)	26 Lenamore Road, Shantallow, Derry	Carbreakers	Car breakers, waste oil
WML 1323	Tullyally Carbreakers Ltd	15 Lower Tullyally Road, Waterside, Derry	Carbreakers	Car breakers, waste oil
WML 13/24	Derry City Council	Pennyburn Ind Estate, Pennyburn, Derry	CA Site	Controlled waste: paper, c/board, plastic bottles, cans; h/hold waste
WML 13/25	Derry City Council	Glendermott Road Civic Amenity Centre, Glendermott Road, Derry	CA Site	Controlled waste: paper, c/board, plastic bottles, cans; h/hold waste
WML 13/26	Derry City Council	Claudy Civic Amenity Centre, Learmount Road, Claudy	CA Site	Controlled waste: paper, c/board, plastic bottles, cans; h/hold waste
WML 13/27	Derry City Council	Brandywell Civic Amenity Centre, Brandywell, Derry	CA Site	Controlled waste: paper, c/board, plastic bottles, cans; h/hold waste
WML 13/28	Derry City Council	Eglinton Civic Amenity Centre, Killylane Road, Eglinton	CA Site	Controlled waste: paper, c/board, plastic bottles, cans; h/hold waste
WML 13/29	Personal Hygiene Services (NI) Ltd	Campsie Real Estate, McLean Road, Eglinton, BT47 3PC	Disposal of inert waste	Disposal of inert waste
WML 13/31	City Industrial Waste	Mobuoy Upper, Campsie, Derry	Landfill	Construction waste
WML 13/34	City Industrial Waste	Mobuoy Road, Campsie, Derry	Physical Treatment	EWC 19 12 04, EWC 19 12 12, paper & cardboard, scrap metal, inert C&D waste

WML Ref	Licence Holder	Site Address	Use Of Site	Materials Accepted
WML 13/36	Derry City Council	Temple Road, Strathfoyle	CA Site	Mixed municipal & Bulky wastes, non-haz metal wastes, haz wastes & biodegradable garden & parks wastes
WML 18/01	Limavady Borough Council	Ballyquin Road Civic Amenity Site, Ballyquin Road, Limavady	CA Site	Domestic, non-liquid, non-haz commercial uncontaminated C&D industrial waste
WML 18/02	Limavady Borough Council	Dungiven Civic Amenity Site, Chapel Road, Dungiven	CA Site	Domestic, non-liquid, non-haz commercial uncontaminated C&D industrial waste
WML 18/03	Limavady Borough Council	Drumaduff Civic Amenity Site, Drumaduff Road, Limavady	CA Site	Domestic, non-liquid, non-haz commercial uncontaminated C&D industrial waste
WML 20/01	Magherafelt District Council	Ballymacombs Landfill Site, Bellaghy	Landfill	H/hold waste, commercial waste, industrial waste
WML 20/02	Bridge Van Dismantlers	24 Macknagh Lane, Maghera	ELV	Storage of EWC 16 01 04 - 70 vehicles, EWC 16 01 06 - 2 vehicles, residual wastes 20t and treatment of EWC 16 01 04 - 30 vehicles/week, EWC 16 01 06 - 40 vehicles/week. Throughput 2000 vehicles/year
WML 20/03	Mr D Fulton	81 Bells Hill Road, Castledawson	Transfer Station	Mammalian protein
WML 20/04	Glassdon Wastes	Creagh Road, Toomebridge	Recycling	MDR (paper, c/board, glass, plastic, cans)
WML 20/05	Magherafelt District Council	Maghera Skip Site	CA Site	H/hold & C&I waste of non-specific nature
WML 20/06	Magherafelt District Council	Castledawson Skip Site	CA Site	H/hold & C&I waste of non-specific nature
WML 20/07	Magherafelt District Council	Draperstown Skip Site	CA Site	H/hold & C&I waste of non-specific nature



WML Ref	Licence Holder	Site Address	Use Of Site	Materials Accepted
WML 20/08	Magherafelt District Council	Magherafelt Skip Site	CA Site	H/hold & C&I waste of non-specific nature
WML 26/01	Mr G L Sharma	Park Road, Strabane	Landfill	Topsoil, subsoil, brick, concrete, stone, clay, plaster, sand, silica, coal, coke & clinker ash
WML 26/02	Strabane District Council	Civic Amenity Site, Carricklee, Strabane	CA Site	H/hold & controlled wastes
WML 26/03	Strabane District Council	Civic Amenity Site, Killen, Strabane	CA Site	Controlled wastes
WML 26/04	Strabane District Council	Civic Amenity Site, Newtownstewart	CA Site	Controlled wastes
WML 26/05	Strabane District Council	Civic Amenity Site, Plumbridge, Strabane	CA Site	Controlled wastes
WML 26/06	Strabane District Council	Civic Amenity Site, Donemana, Strabane	CA Site	Controlled wastes
WML 26/07	Strabane District Council	Civic Amenity Site, Carricklee and Killen	CA Site	Controlled wastes
WML 26/08	Simpro Ireland Ltd	1 Davies Road, Newtownstewart	Composting Facility	Green wastes, Wood, Gully waste

**NORTH WEST WASTE MANAGEMENT FACILITIES WITH EXEMPTIONS**

The following represents a list of exempted waste management facilities within the North West Region, as listed on the Environment and Heritage Service website in June 2006.

This list is regularly updated and can be found on the EHS website at the following address:

<http://www.ehsni.gov.uk/pubs/publications/ExemptionsMay06.pdf>

**Table G.2 Exempted Waste Management Facilities in the North West Region**

WML Ref	Licence Holder	Site Address	Use Of Site
<b>BALLYMONEY</b>			
WMEX 05/03	Portcullis Developments Ltd	Altarichard Plantation, By Blackhill, Magherahoney	Spreading of sludge on land which is not agricultural land
WMEX 05/06	Causeway Health & Social Services Trust	36 Kirk Road, Ballymoney	Composting
WMEX 05/09	M Logan & Sons	46 Drumadoon Road, Cloughmills.	Baling cardboard, newspapers & plastic
WMEX 05/10	Waste Not	Unit 5 Ballybrakes Ind Estate, Ballybrakes Road, Ballymoney	Bailing/sorting waste paper, cardboard & plastic
WMEX 05/13	T O'Connell & Sons	Ballymoney Showgrounds, Model School Road, Town Parks, Ballymoney	Infilling
WMEX 05/13	Thomas O'Connell	Opposite 104 Bravallen Road, Ballymoney	Infilling for new build
WMEX 05/16	Mr Sean Campbell	Adjacent from 17 Lisheeghan Lane, Ballymoney	Infilling for new build

WML Ref	Licence Holder	Site Address	Use Of Site
WMEX 05/17	Can Can Recycling	16-17 Castlecroft, Ballymoney	The storage & recovery of waste textiles and waste cans
<b>COLERAINE</b>			
WMEX 10/01	Spanboard Products Ltd	10 Curragh Road, Castleroe, Coleraine	Manufacture Burning as a fuel of wood or oil
WMEX 10/05	Patrick Bradley	Craighill Quarry, Kilrea	Storage of waste generated from construction/civil engineering work
WMEX 10/06	Coleraine Borough Council	Craigahulliar Landfill Site, Ballymacrea Road, Portrush	Transfer of dry recyclables
WMEX 10/08	R J Maxwell & Son Ltd	Croaghan Quarry, Shinny Road, Macosquin, Coleraine	Importation storage of road planning & breakout
WMEX 10/09	R J Maxwell & Son Ltd	Spital Hill Quarry, 209 Bushmills Road, Coleraine	Importation & storage of road planning & breakout
WMEX 10/10	Conservation Volunteers Northern Ireland	Letterloan Road, Macosquin, Coleraine	Recycling & composting of green/garden waste
WMEX 10/11		9 Dramaquill Road, Coleraine	Storage of waste tyres
WMEX 10/12	T-Met	The Harbour, Riversdale Road, Coleraine	Scrap Metal treating & storage
WMEX 10/13	Vivian Church	Edenbane Road, Kilrea	Infilling around dwelling & garage
WMEX 10/15	Patrick Bradley Ltd	Craigall Quarry, Cullrammer Road, Kilrea	Storage of waste generated from construction/civil
WMEX 10/16	McCloskey & O'Kane Building CO Ltd	Site between Apollo Road & Meadow Park, Station Road, Portstewart	Infilling to raise levels during construction

WML Ref	Licence Holder	Site Address	Use Of Site
<b>LONDONDERRY</b>			
WMEX 13/04	Mr Adrian Lyle	Upper Kilrea Road, Londonderry	Inert infill for land reclamation intended for agricultural use
WMEX 13/05	Moore Construction	Land next to Sandale Park, Skeoge Road, Londonderry	Infilling for agricultural benefit
WMEX 13/06	Fergal & Eleanor Coyle	86 Bigwood Road, Ardmore, Londonderry	Infilling around replacement dwelling
WMEX 13/15	Brook Hall Estate	65-67 Culmore Road, Londonderry	Land spreading with sludge cake
WMEX 13/16	Thomas Moore	Junction of Vale Road & Dunlade Road, Greysteel	Infilling for the purpose of construction
<b>LIMAVADY</b>			
<b>None Stated</b>			
<b>MAGHERAFELT</b>			
WMEX 20/04	Mr John Kealey	850m East Creagh Road, Toomebridge	Agricultural & ecological improvement & recycling of concrete, brick
WMEX 20/11	Mr Robert Woods	39 Desertmartin Road, Moneymore	Area on site map to be landfilled to 2ft above present level to avoid flooding
WMEX 20/12	FP McCann	Knockloughrim Quarry, 3 Drumard Road, Magherafelt	Transfer of inert waste
WMEX 20/14	Magherafelt District Council	Council Depot, 50 Ballyronan Road, Magherafelt	Composting
WMEX 20/17	William Garvin	Field at rear of Hillview Terrace, Castledawson	Infilling

WML Ref	Licence Holder	Site Address	Use Of Site
<b>MOYLE</b>			
WMEX 21/04	Mr Gordon Ross	Ballycastle Quarry, 33 Magheramore Road, Ballycastle	Mobile crushing plant
<b>STRABANE</b>			
WMEX 26/05	Portcullis Developments Ltd	Compartment 336a, Baronscourt Woodlands, Abercorn Estate, Co Tyrone	Spreading of sludge
WMEX 26/06	Thomas O'Neil	64a Derry Road, Strabane	Infilling around a new dwelling
WMEX 26/07	Lowry Brothers Limited	500m South East of 91 Drumquin Road, Castlederg	Infilling for agricultural improvement
WMEX 26/10	Portcullis Developments Ltd	Compartment 336a, Baronscourt Woodlands, Abercorn Estate, Co Tyrone	Spreading of sludge
WMEX 26/17	TMC Dairies (NI) Ltd	82A Curleyhill Road, Strabane	Spreading of sludge on agricultural land
WMEX 26/18	Portcullis Developments Ltd	Compartment 336a, Baronscourt Woodlands, Abercorn Estate, Co Tyrone	Spreading of sludge on land which is not agricultural

**NORTH WEST REGION WASTE RE-PROCESSORS AND EXPORTERS**

The following represents a list of accredited re-processors and exporters within the North West Region, as listed on the Environment and Heritage Service website in June 2006.

This list is regularly updated and can be found on the EHS website at the following address:

<http://www.ehsni.gov.uk/pubs/publications/List-of-Accredited-Reprocessors-and-Exporters-2006.pdf>

**Table G.3 Accredited Re-Processors in the North West Region**

EHS NI Region	Material	2006 Accreditation Number	EHS NI Re-processor's Number	Address 1	Address 2	Address 3	Accreditation Status	Size of Re-Processor 400 tonnes or less is defined here as "small". Over 400t is defined here as "large"
EHS NI	Wood- Energy Recovery	NR062005565	Spanboard Products Ltd	10 Curragh Road	Coleraine	Co. Londonderry	Active	Large
EHS NI	Wood	NR062005568	Spanboard Products Ltd	10 Curragh Road	Coleraine	Co. Londonderry	Active	Small
EHS NI	Wood- mulch, animal bedding	NR062005566	Eglinton (Timber Products) Ltd.	Longfield Industrial Estate	Eglinton	Co. Londonderry	Active	Small
EHS NI	Wood- Energy Recovery	NR062005567	Eglinton (Timber Products) Ltd	Longfield Industrial Estate	Eglinton	Co. Londonderry	Active	Small
EHS NI	Plastic	NR062005569	Plastic Recycling Solutions	Unit 2, Plant 2	Bligh's Lane	Londonderry	Active	Small



**Table G.4 Accredited Exporters in the North West Region**

EHS NI Region	Material	2006 Accreditation Number	EHS NI Exporter's Number	Address 1	Address 2	Address 3	Accreditation Status	Size of Re-Processor 400 tonnes or less is defined here as "small". Over 400t is defined here as "large"
EHS NI	Plastic	NX062005147	Plastic Recycling Solutions	Unit 2, Plant 2	Bligh's Lane	Londonderry	Active	Small

**ANNEX H**

**IMPLEMENTATION ACTION PLAN (GROUP IAP)**

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## **H IMPLEMENTATION ACTION PLAN (Group IAP)**

### **MUNICIPAL INFRASTRUCTURE**

The implementation action plan (IAP) for the group includes the key deliverables necessary to ensure that the waste diversion and recovery targets are met over the life of the waste management plan. The IAP is focussed on the infrastructure and service delivery requirements in relation to recovery and disposal needs.

The group IAP has been drawn from the detailed assessments and requirements as set out in the waste management plan and is further augmented with actions and outputs in order that transparent monitoring and review can be undertaken.

Central to the philosophy of the group IAP is the need to identify clear and isolated tasks that can be progressed in a rational manner and as such should reduce the risk of non infrastructure / service delivery.

The group IAP, through the identification of tasks, will enable continuous monitoring of the completion of the various elements, each of which can be considered as trigger dates in the overall programme.

Critical to the success of the plan and delivery of the infrastructure / services will be the requirement for ongoing and annual review of the group IAP. As with any major capital project there is risk of programme slippage and this is further emphasised given the uncertainty associated with the Review of Public Administration. Therefore the commencement of each element of the IAP will require the preparation of detailed work programme and the development of a risk register. For the purposes of reinforcing the need for a formal risk assessment approach, some of the key risks have been identified.

To ensure that monitoring and review for an essential aspect of the IAP, it is proposed that a formal annual review be undertaken by a selected panel and will be reported to the group structures and to DoE by the end of January in each year of the waste management plan. The review process may require or recommend amendments and modifications as may be appropriate to ensure timely implementation of the plan.

Associated with the group IAP as detailed will be the need to identify potential contingency plans, some of which have in essence have been incorporated into the IAP and others which will need to be developed as the various actions are commenced and progressed.

The following components will form the group IAP as outlined below and as detailed in the associated tables:

**COLLECTION – KERBSIDE AND RECYCLING CENTRES**

C1 - New / Improvements to Recycling Centres

**MATERIALS RECOVERY**

MRF 1 - Increase in range of materials separated

**COMPOSTING**

COM 1 - Contract for Compost

**MECHANICAL BIOLOGICAL TREATMENT**

Deliverables:

MBT 1 - MBT Facilities – Long Term

MBT 2 - MBT Facilities - Interim

**LANDFILL**

L1 - Landfill Capacity

**C1: NEW / IMPROVEMENT TO RECYCLING CENTRES  
REVIEW OF NEED FOR NEW AND PERFORMANCE OF EXISTING SITES**

<b>ACTION</b>	<b>OUTPUT</b>	<b>COMMENCE</b>	<b>COMPLETION</b>	<b>COMMENTS</b>
New Sites / Refurbishments – Identify Case of Need	Proposed new sites	Ongoing	Ongoing	New and replacement sites are progressing for Learmount Park (Derry), Pennyburn (Derry), Skeoge (Derry) and Newbuildings (Derry), Portstewart (Coleraine) and Cookstown.
Site Audits	Identification of potential improvements	Feb 2007	Jun 2007	Audit to focus both compliance issues and improvement of recycling / diversion. Target recycling to be set for each site depending on location, catchment, land availability, etc.
Site Improvements	Increased recycling performance	Jul 2007	As required	To undertake capital, service or staffing changes as identified in audit. To be detailed in Local / Council IAP.
<b>Contingency Arrangements: Not applicable</b>				
<b>Risks: Planning and other statutory consents, site availability, funding for significant works</b>				

**MRF 1: EXTENDED RANGE OF MATERIALS**  
eg JUNK MAIL, TETRAPAKS, ENVELOPES, ETC

<b>ACTION</b>	<b>OUTPUT</b>	<b>COMMENCE</b>	<b>COMPLETION</b>	<b>COMMENTS</b>
Identify current range of materials collected	Materials collected	Jan 2007	Mar 2007	Given that each Council has individual contracts (Armagh & Banbridge have joint contract) the range of materials collected is likely to be variable.
Identify gaps and potential additional materials required	Potential additional materials	Apr 2007	Jun 2007	Materials to be targeting will be dependent on market outlets and cost implications.
Negotiate with Contractors	Agreement on additional materials	Jul 2007	Oct 2007	Will depend of capacity of existing service providers.
Implement additional collections	New materials processed	Early 2008		
<b>Contingency Arrangements: None</b>				
<b>Risks: Contractors willingness and capacity, end markets, financial costs</b>				

**COM 1: CONTRACT FOR COMPOSTING**

<b>ACTION</b>	<b>OUTPUT</b>	<b>COMMENCE</b>	<b>COMPLETION</b>	<b>COMMENTS</b>
Review Current Tender Process	Determine if current procedure will continue	Sep 2006	Jan 2007	To review the potential to progress the current tender procedure.
Identify Alternative Options	Determine preferred option for delivery of composting services	Jan 2007	Feb 2007	
Secure outlet for compost materials	Contractor identified for material processing	Mar 2007	To be determined	
<b>Contingency Arrangements: Short term contracts, garden waste only</b>				
<b>Risks: Site availability, procurement timescales, market outlets</b>				



<b>MBT 1: MBT FACILITIES (LONG TERM)</b> <b>2 x 70,000 – 80,000 tonne facilities</b>				
<b>ACTION</b>	<b>OUTPUT</b>	<b>COMMENCE</b>	<b>COMPLETION</b>	<b>COMMENTS</b>
Procure Business Case Team	Consultancy Support Team for SOC and OBC	End 2006	Jan 2007	Full team to support business case and delivery including technical, finance and legal. To be procured through SWaMP / NW joint framework.
Procure Delivery Team	Delivery Team	Mar 2007	May 2007	Full delivery team to prepare contracts and specifications and to manage the contract procedure through to appointment of preferred bidder.
Strategic Outline Case	Guidance on Council structures and identification of preferred outlets from MBT plant	Jan 2007	Feb 2007	Review of strategic objectives specifically focussing on market outlets (landfilling and energy recovery balance) and group structures.
Outline Business Case	Business case supporting the procurement of MBT facilities	Mar 2007	May 2007	OBC to set out objectives, deliverables, timescales, procurement, finance and funding for the project.
Site Identification	Council sites to be identified	Early 2006	Mid 2006	Potential Sites Identified – this work is complete.
Planning Aspects	Engagement with Planning Service to assess potential for Council sites and identify preferences	Mid 2006	Dec 2006	
Pre Planning Enquiry	Formal feedback from Planning Service on preferred sites	Jan 2007	Mar 2007	Formal feedback from key statutory consultees.
Prepare Performance Specifications and Contracts	Contract Documentation	June 2007	Dec 2007	Contract documentation and supporting information.
Procurement Tender Stage	Appointment of Contractor	Jan 2008	Dec 2008	Tendering procedures through to recommendation for appointment of Contractor.

<b>MBT 1: MBT FACILITIES (LONG TERM) - Continued</b> <b>2 x 70,000 – 80,000 tonne facilities</b>				
Technology Design and Environmental Assessments	Environmental Impact Assessments and supporting information	Jan 2009	Jun 2009	Traffic, Noise, Odour, Ecology, hydrogeology, waste, etc.
Planning Applications	Planning Permission	Jul 2009	Jul 2010	Assumes 1 year decision period.
Other Statutory Consents	Water Discharge / Waste Management Licence or PPC Permit	Jul 2009	Jul 2010	To be prepared and advanced in parallel to planning applications.
Construction	MBT Plant – partial operations	Aug 2010	Jul 2011	Construction of plant and delivery of waste for commissioning and demonstration of fit for purpose.
Commissioning	Commissioning phase leading to full operation of plant	Jul 2011	Dec 2011	Commissioning of plant and demonstration of diversion capability and statutory compliance.
<b>Contingency Arrangements: Interim MBT Contract with potential for extension, Landfill</b>				
<b>Risks: Establishing business case and value for money, agreement on final end markets, securing funding support, affordability, asset transfer, procurement timeframe slippage, development planning, contractor delivery slippage, end market reliability, plant performance, Failure to meet NILAS targets, Potential for NILAS fines, risk transfer on penalties</b>				

MBT 2: MBT FACILITY (INTERIM) 3 YEAR CONTRACT WITH POTENTIAL FOR EXTENSION				
ACTION	OUTPUT	COMMENCE	COMPLETION	COMMENTS
Procure Consultancy Team	Team to prepare contract documentation	Jan 2007	Mar 2007	To be procured through SWaMP / NW framework.
Define Scope of Contract	To specify outline performance criteria for contract	Apr 2007	Jun 2007	To include contract period, input quantities, potential outlets, diversion, participation of Councils, procurement method, etc.
Contract Preparation	Contract Documents	Jul 2007	Dec 2007	Including agreement and approvals through NW.
Tender Procedure	Preferred bidder identified	Jan 2008	Mar 2008	OJ procedure – type to be determined at scoping stage.
Award of Contract	Engagement of Contractor	Apr 2008	Jun 2008	To formally award contract to preferred bidder including approvals by NW.
Commencement of Contract	Receipt of waste	Apr 2009 (at the latest)	To be determined	Latest start date of receipt of wastes.
<b>Contingency Arrangements: Interim capacity is the contingency arrangement for long term contract, Landfill</b>				
<b>Risks: Value for money, competition in the market, biodegradability reduction, procurement timeframe slippage, contractor delivery slippage, Failure to meet NILAS targets, Potential for NILAS fines</b>				

L1: LANDFILL CAPACITY				
ACTION	OUTPUT	COMMENCE	COMPLETION	COMMENTS
Prepare Tender Report	Preferred Bidder	2006	Jan 2007	Tender process complete – tender analysis currently underway.
Appoint Contractor	Award of contract	Apr 2007	May 2007	Preferred bidder to be approved by Councils and award made.
Planning applications and EIS	Concept Design and support documents	Jun 2007	Dec 2007	Preparation of application and environmental assessments.
Submit application	Permission	Jan 2008	Jan 2009	Assumes 1 year determination period.
PPC Permit application	Permit	Jun 2008	Feb 2009	
Construction	Completed site	Mar 2009	Oct 2009	
Site Operational	Site available	End 2009		
<b>Contingency Arrangements: None identified at present, adequate short to medium term capacity</b>				
<b>Risks: Planning permission, PPC permit, construction and planning timeframe, objections.</b>				