

# Flintshire Resource and Waste Strategy

2024 - 2030

Cymraeg

Mae'r ddogfen hon hefyd ar gael yn Gymraeg.  
Gweler y dudalen Gymraeg ar ein gwefan.

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## Glossary

**Carbon footprint** A carbon footprint is a measure of the total amount of greenhouse gases, specifically carbon dioxide (CO<sub>2</sub>) and other equivalents like methane (CH<sub>4</sub>) and nitrous oxide (N<sub>2</sub>O), emitted directly or indirectly by human activities.

**Circular economy** Extending the life cycle of products by reusing, regenerating, sharing, repairing, and recycling existing materials.

**Composting** The natural process of recycling organic matter, such as leaves and food scraps, into a valuable soil conditioner for soil and plants.

**Decarbonisation** The reduction or elimination of carbon emissions using low carbon sources.

**Food Waste** Food that is not consumed and discarded or by humans e.g. leftovers, peelings, expired products, inedible products.

**Household Recycling Centres (HRCs)** Waste disposal centres where residents can dispose of domestic waste and recycling items that are not collected at the Kerbside.

**Infrastructure** Structures and facilities needed for the operation of a service e.g., Waste transfer stations, depots.

**Net Zero** The balance between the amount of greenhouse gases being produced and the amount that are being removed from the atmosphere.

**NGO** Non-profit organisation that operates independently of a government.

**Parc Adfer** – Energy from waste facility set up by the North Wales residual waste treatment project to manage the residual waste generated by populations from five local authorities, Flintshire, Conwy, Denbighshire, Anglesey, and Gwynedd. Diverts waste from landfill and generates renewable energy.

**Recycling** The process of converting waste items into new products to prevent disposal, reduce the need for raw materials, reduce carbon emissions and decrease pollution.

**Repair** Fixing or restoring items that are damaged, faulty, broken to extend their life and avoid the need to recycle or dispose.

**Residual Waste** Materials that remain following efforts to reduce. Reuse, recycle or compost. Commonly known as 'general waste' or 'black bin waste'.

**Residual Waste Bin** Black bin provided for non-recyclable and non-compostable waste.

**Resources** Materials, such as glass, plastic, paper fibres, that can be utilised to produce new items.

**Reuse** Using items again for the same use instead of discarding them.

**Single Use** Items that are only used once before being recycled or thrown away.

**Third Sector** Charities, social enterprises and voluntary groups put in place to deliver essential services.

**Waste Duty of Care** A legal requirement for all those dealing with waste to take all reasonable steps to ensure its compliant disposal.

**Waste Composition** The types and volumes of materials found in a waste stream.

**Workplace recycling reforms** A law for all businesses, charities, and public sector organisations to sort their waste into separated recycling streams to maximise recovery of valuable resources.

**Waste minimisation** Reducing the amount of waste generated; therefore, preventing waste from being created rather than managing it after production and use.

**Ultra Low Emission Vehicles (ULEV)** Vehicles that produce low levels of harmful emissions.

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## Strategy Forward

In 2022 Flintshire Council released its climate strategy pledging to take urgent action to reduce carbon emissions to net zero by 2030 and committed to support and promote the Welsh Government's strategy to create a sustainable, circular economy in Flintshire.

Unsustainable consumption of precious resources has a significant impact on our environment and climate. Taking steps to reduce consumption and move away from traditional linear resource models of make, buy, dispose, to a circular model to preserve the environment for future generations is a must.

It will take a collective effort from residents, our workforce and the wider community to reduce consumption and our impact on the environment.

This Resource and Waste Strategy will set out our aims to enable and support residents living in Flintshire to make it easier for them to reduce their impact on the environment and their carbon footprint and move Flintshire towards a circular economy.

## Our Vision

*Our vision is to lead Flintshire towards a circular economy, maximise our resource efficiency, minimise waste and work collaboratively with our communities to take collective environmental responsibility.*

*Through an effective resource and waste strategy, we aim to safeguard the well-being of current and future generations, support the local economy, and reduce our impact on climate change.*

## Our strategic Objectives

1. To be a net carbon zero Council by 2030 and support wider decarbonisation actions across the County
2. Prioritise waste minimisation through proactive engagement with our communities
3. Increase reuse and repair through partnership with third sector organisations.
4. Achieve Welsh Government targets to reuse, recycle and compost over 70% of the waste we collect.
5. To provide efficient, innovative, and cost-effective services.
6. Meet budgetary requirements and avoid fines.
7. To invest in our infrastructure to future proof services to accommodate service growth.
8. Utilise proportionate and effective enforcement for non-conformance.

## Our Current Services and Progress



Provide a weekly recycling service for **72,441** households



Spend over **£3.4M** on the disposal of residual (black bin) waste



Operate two closed landfill sites generating electricity for methane extraction



Produce soil conditioner from the composting of garden waste



Generate an income of **£750k** for the sale of recyclable materials



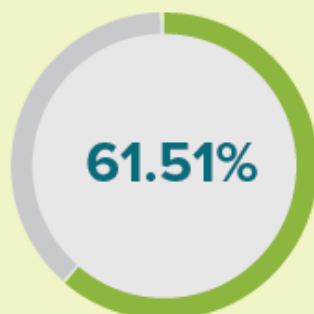
Operate five household recycling centres achieving **81%** recycling



Enforce against waste crimes such as fly tipping and side waste



2022/23  
recycling  
rate:



2025  
recycling  
target:

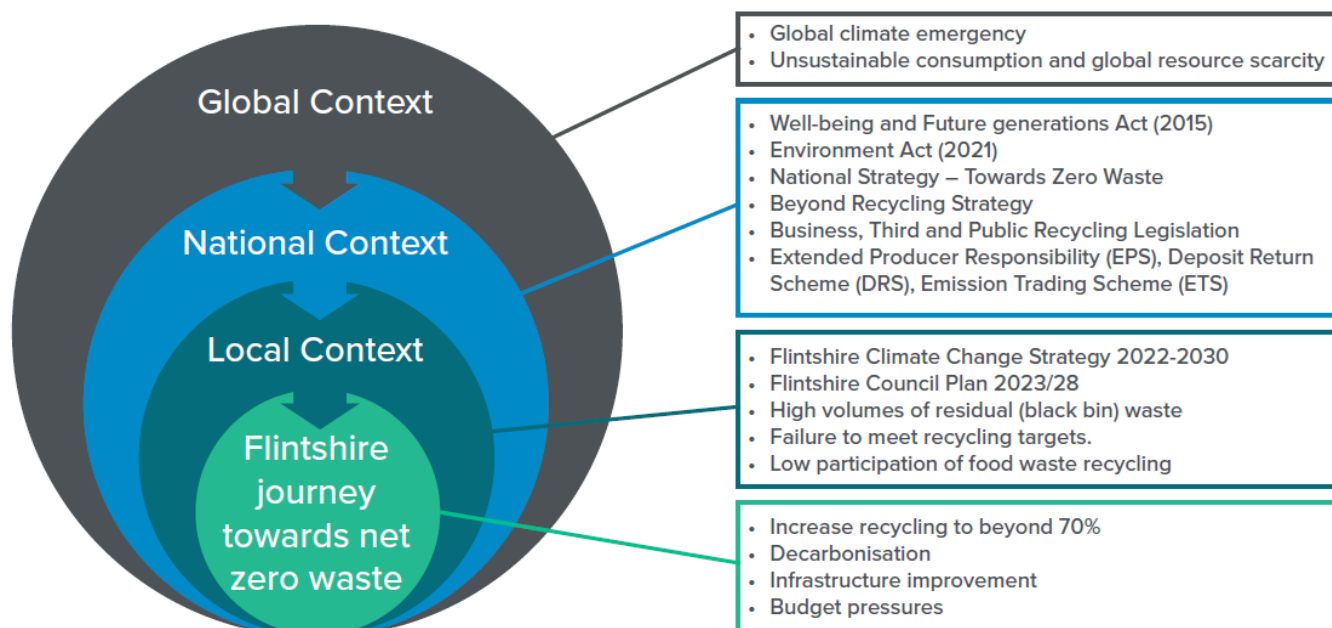


# The Case for Change

The climate emergency and our unsustainable consumption of resources has been recognised by the Welsh Government and Flintshire County Council.

Moving to a circular economy is key to significantly reducing our carbon emissions and our over-exploitation of natural resources, and to help reverse the decline in biodiversity. Crucially, it can also improve economic and social outcomes. The drivers, and legislative and strategic framework in place to support our move towards a more circular economy are summarised below:

Figure 2: Global, national, and local context



## Global Drivers

We are facing a global climate crisis, and it is now widely accepted that human activity is affecting the climate on a scale that is having detrimental effects on all living things. To avoid the worst impact of these effects we need to take urgent action to limit the increase in global temperatures by 1.5oC above preindustrial levels as outlined in the Paris Climate Change Agreement.

## National Drivers

The Welsh Government has set an overall zero waste target by 2050 and ambitious recycling targets for councils in the interim period.

These are statutory targets and an Authority can be fined if they are not achieved.

In addition to the above targets, we also need to ensure we work with our communities to protect the long-term impact of our decisions in line with the Well-Being and Future Generations Act (2015) and adapt to the reforms that have been included within the Environment Act (2021). The reforms are designed to increase the recyclability of packaging waste, improve recycling, reduce litter, and increase business recycling.

## Local Drivers

At a local level Flintshire Council has committed to tackle climate change and become carbon neutral by 2030 through its climate change strategy (2022/30)

There is a statutory obligation on Flintshire County Council to achieve a 70% recycling rate by 2024/25 or face significant financial penalties. Flintshire's current recycling rate of 61.51% for 2022/23 is significantly below the 70% target for 2024/25 and there is need, therefore, to take urgent action to increase our recycling rates and avoid being fined.

Flintshire is facing a budget gap of £32m in 2024/25 with potential solutions identified to bridge the gap at £18m, leaving a remaining shortfall of some £14m.

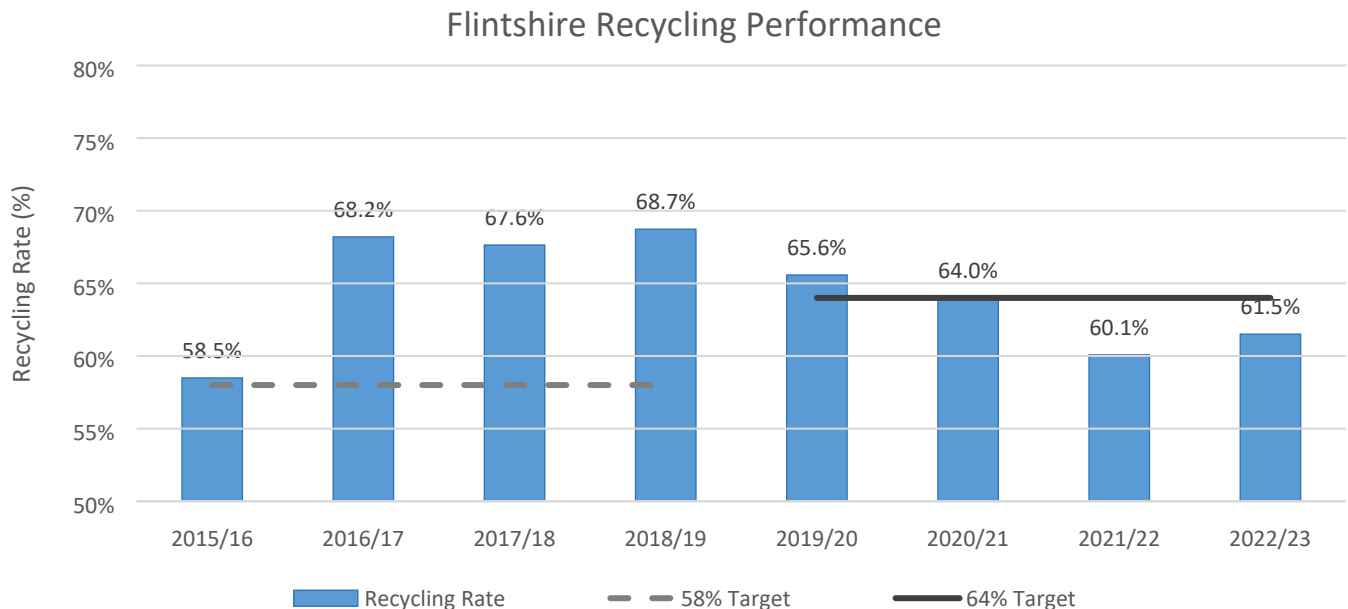
There is little left to cut and without more funding difficult decisions will need to be made to deliver a balanced budget.

## Drivers for Change

In recent years we have achieved great success in increasing the amount we recycle in Flintshire to 61.51% in 2022/23. We would like to thank residents of Flintshire for engaging with our services to reach this target. Despite this progress we need to do more to increase our recycling rate to 70% and beyond, reduce our carbon impact and ensure that overall waste arisings reduce, increase reuse, and recycle as much as we can to promote a circular economy.

The table below shows our recycling performance since 2015/16 and whilst progress with recycling has kept pace with Welsh targets in previous years as an authority, we have failed to meet targets set in 2020/21, 2021/22 and 2022/23, and we are currently not on target to achieve a 70% recycling rate by 2024/25.

Figure 2: Recycling Performance and Targets





The Council faces significant fines for not achieving the statutory recycling targets. The fines for missing the targets over the two years 2020/21 and 2022/23 equate to circa £1M, and we are not set to meet the targets in 2023/24 resulting in the potential for additional fines.

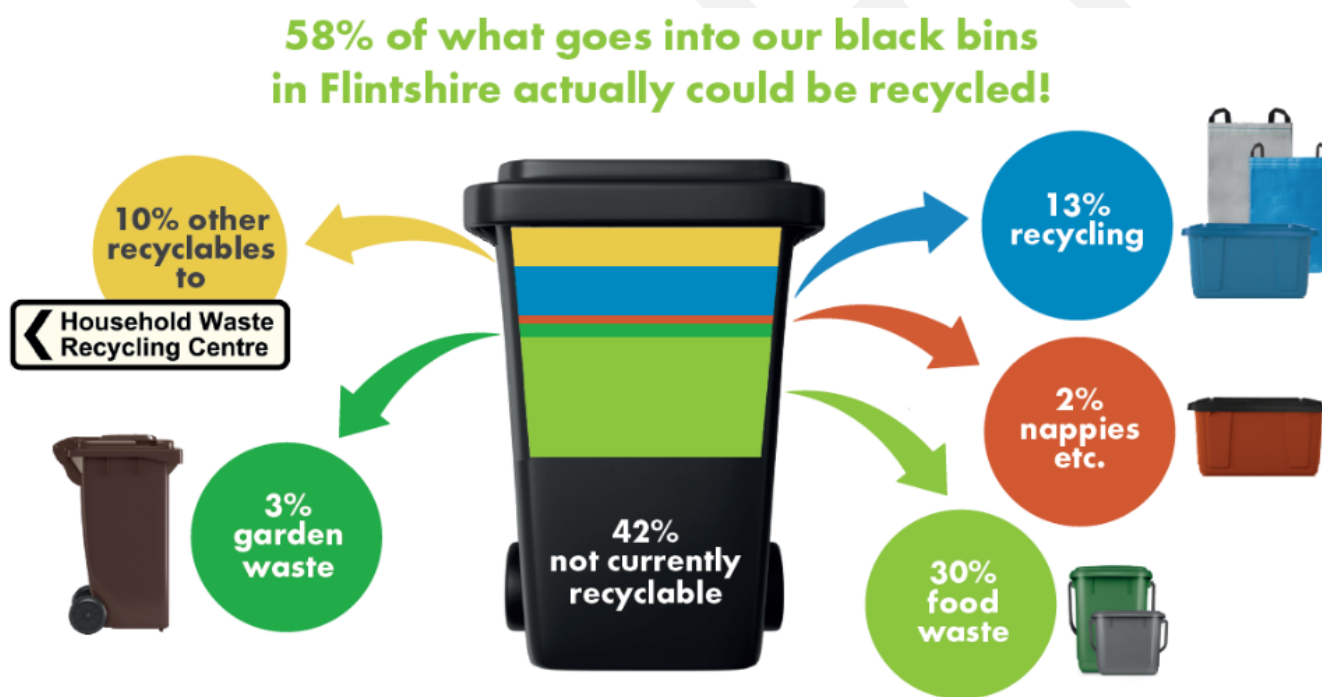
Furthermore, the targets increase again from 1 April 2024 and the Council will face higher fines of £1.2m per annum based on current recycling levels.

### Waste composition

In 2022 an analysis of our household residual waste took place, the results of which can be seen in the pictorial diagram below.

The analysis shows that despite Flintshire's comprehensive weekly recycling service 58% of the contents of the residual waste bin (black bin) are materials that could be recycled either at the kerbside or at the household recycling centres. The remaining 42% are items that are not currently recyclable and should be placed in the residual waste stream.

Figure 3: Waste compositional Analysis



To help us reach a recycling target of 70% we need to divert recyclable materials from the residual waste stream (black bin) to the existing kerbside recycling services. The compositional analysis shows that 13,410 tonnes of material in the residual black bin, of which 6,940 tonnes was food waste, could have been recycled using our current service.

Taking into consideration the need to divert recycling from the residual waste stream to increase recycling rates and avoid financial penalties it is imperative that we take prompt corrective actions to meet statutory targets.

Within this strategy we have outlined our priorities that seek to address this risk to reduce our waste, increase recycling and decarbonise our activities so that we meet our strategic objectives.

## Priority 1 – Waste Minimisation and Reuse

Our priority is to reduce overall waste arisings within Flintshire and increase the amount we reuse to avoid disposal. Our approach will be focused on helping residents, business schools and third sector reduce the amount of waste they produce and enabling better reuse of items.

### What We Want to Achieve

- Raise awareness of waste minimisation and reuse in households, businesses, schools and third sector
- Encourage positive behavioural change towards waste prevention, minimisation and reuse.
- Reduce the overall amount of waste generated per household.
- Make it easier for residents to reuse and repair items.

### How we will achieve this:

#### Communicating and Engagement

Consistent and clear messages are essential to support wider behavioural change. We recognise that the council needs to support residents across Flintshire to make the right decisions on how to minimise their impact on the environment. We want to improve our engagement with residents seeking more effective ways in which to communicate and raise awareness in ways that suits their needs including door knocking campaigns, roadshows, social media, mailshots and letter drops to households.

We will do this by:

- Setting out a communications plan for each year outlining key activities, promotional themes and how they will be delivered to residents.
- Promoting how residents can reuse and repair their items through targeted campaigns and collaboration.
- We will promote alternative places to donate/sell reusable items, such as online platforms or charities.
- Make minimising food waste a continuous targeted communication campaign.
- Promote how residents can avoid single use items, while supporting national drivers to prevent single use items being sold in the market place.
- Use data to identify households with high amount of waste to provide targeted messaging on reducing and reusing their waste.
- Ensure our communications literature is available in multilingual languages and readily available.
- Provide educational visits to Parc Adfer energy from waste facility to local students and community interest group.
- Promote alternative places to donate/sell reusable items, such as online platforms, charities or household recycling centres (HRCs)
- Work with schools within the county to create long term educational campaigns. Explore opportunities to work with eco groups and school councils.
- Work with local and national business to minimise waste at source and encourage less packaging, reuse and refill

## Collaboration

- We will develop collaborative working with businesses, NGOs, schools and third sector including charities and social enterprise to achieve our goals.
- We will make it easier for residents to repair broken items by supporting community repair cafés.
- We will promote and make it easier for residents to borrow items, rather than buying new, through increased collaboration with the borrow bus and developing a 'library of things'.

## Household Kerbside Collections

- Continue to provide vouchers towards the cost of reusable nappies to reduce the number of disposal nappies in the residual bin.
- We will ensure that collected bulky items from homes are segregated for reuse where possible.
- Promote home composting to minimise waste out of the home

## Household Recycling Centres (HRCs)

- We will make it easier for residents to donate items for reuse at our HRCs and expand our relationship with local charities to recover reusable items.
- We will continue to promote our deconstruction facility at the Rockliffe (Oakenholt) HRC site, to deconstruct bulky items into their component parts in order to minimise waste.

## Priority 2 – Increase Recycling

We need to increase our recycling rate to 70% and beyond by 2024/25 to ensure that we meet targets set out by Welsh government, avoid materials from being needlessly discarded, promote a circular economy, meet net zero carbon targets and avoid financial penalties for not conforming.

### What We Want To Achieve

- To reduce food waste volumes in the residual waste bins
- To increase our recycling rate to 70% and beyond as set by Welsh Government
- To make it easy for residents to recycle their household waste.
- To provide all flats with a comprehensive recycling service
- Ensure businesses are compliant with workplace recycling reforms and legislative change.
- Divert recycling from the residual waste (black bin) into the correct recycling streams.
- Collect additional recyclable items at the kerbside.
- Reduce missed collections and provide real time service information.
- Restrict the amount of residual waste collected at the kerbside.

### How we will achieve this:

Working with our communities we will provide a clear and comprehensive service to residents and business in Flintshire. Making it easy to recycle is key to engaging with residents and changing long term behaviours.

### Communicating and Engagement

We will consistently promote how residents, businesses, schools and the third sector can easily recycle their waste, making it clear what can and cannot be recycled.

Using data, we will proactively engage with low performing areas and businesses in Flintshire to address barriers to recycling and monitor participation to inform targeted activity for engagement.

We will engage in a variety of ways including:

- Site visits and door knocking campaigns.
- Increased roadshows at high footfall locations including Connect Centres, household recycling centres, community events and fetes and local markets.
- Increase the use of social media, Council website and informative videos.
- Engage in National recycling campaigns and promote Recycle Week
- Continue to door drop leaflets and engage through council tax notices, annual calendars and targeted campaigns.
- Work closely with landlords/housing associations/FCC housing officers to provide joint solutions to improve recycling.
- Work with schools within the county to create long term educational campaigns to support our objectives. Explore opportunities with eco groups and school councils.

### **Household kerbside Collections**

We will:

- Encourage residents to use the existing kerbside collection services already provided by the Council, including absorbent hygiene products, such as nappies and incontinence waste products, and clinical waste.
- Introduce new materials for collection at the kerbside with a focus on flexible plastics, small electricals, textiles.
- Introduce measures to increase resident participation in our food waste recycling collections service and promote home composting where possible.
- Find outlets for recyclable items we cannot currently recycle.
- Implement efficient and effective recycling and waste collection rounds, minimising their impact on the environment.
- Review suitability of our recycling containers.
- Provide a comprehensive recycling service to all flats within Flintshire, including food waste collections.
- Utilise technology to provide real time service information on collection rounds.
- Review our assisted collections policy and utilise technology to minimise missed collections and provide real time service information where possible.
- We will restrict the amount of residual waste that residents can dispose of in the black bin to encourage greater recycling by all residents either by reducing the frequency of collections or the capacity of the bin.

### **Household Recycling Centres (HRCs)**

We will review our HRC provision with a view to providing an effective and efficient service to maximise recycling.

We will:

- Continue to seek sustainable markets for hard to recycle items.

- Do not allow mixed bags of waste into the residual (general) waste skip to ensure recycling is placed in the correct container.
- Introduce a clear bag policy so that recycling can be identified and removed prior to disposal.
- Deconstruct bulky household items that cannot be reused to recover recyclable material and avoid disposal.
- Ensure HRCs are accessible, efficient and clearly marked to improve customer experience.

### **Street Cleansing**

We will explore sustainable methods for our street cleaning operatives and community litter picking groups to segregate recyclable littered items.

### **Commercial Waste**

We will work with local business, business groups and leads to ensure they are compliant with forthcoming legislative changes to workplace recycling through active engagement and promote waste minimisation and reuse.

## **Priority 3 - Decarbonisation**

We have committed to be net carbon zero Council by 2030 and supporting wider decarbonisation actions across the County.

### **What We Want to Achieve**

- Meet Net Zero by 2030 in line with the council climate strategy.
- Ensure services are procured in line with carbon neutral objectives.
- Ensure our future infrastructure is carbon neutral.
- Enable residents to reduce their carbon footprint by minimising waste production.

### **How we will achieve this:**

#### **Communicating and Engagement**

Communicate with residents, businesses, schools and third sector on how they can reduce their carbon footprint through waste reduction, reuse and recycling. This will be delivered using targeted campaigns using social media, the council website roadshows, door knocking.

Working collaboratively with internal colleagues, Welsh Government and NGOs we will educate residents on the importance of wider climate change issues such as Decarbonisation and net zero.

#### **Fleet review and transition plan**

A large proportion of the carbon emissions from waste activities are through the use of diesel collection vehicles. We are committed to reducing the environmental impact of our fleet by transitioning to ultra-low emission vehicles (ULEV).

We will develop a fleet transition plan that is linked to our strategic infrastructure plans and decarbonisation objectives while considering the natural replacement of vehicles.

#### **Infrastructure**

Develop waste infrastructure that meets net zero targets and enables our operations to decarbonise.

## Priority 4 - Infrastructure

Delivering effective and efficient recycling services, that maintain the quality of the materials collected and ensure the capability of accommodating increases in future growth requires robust infrastructure to be in place.

### What We Want to Achieve

- To ensure the authority has full control of recyclable materials collected from households and businesses.
- Improve operational efficiencies of collection and transfer of materials.
- Ensure our infrastructure has the capacity for future growth in tonnages and new materials.
- Ensure the infrastructure meets and enable our carbon net zero targets.

### How we will achieve this:

#### Infrastructure review

We want to ensure that we have full control of the materials that we collect and ensure operational efficiencies for our services. We will therefore undertake an infrastructure review with a view to reviewing the business case for our own Recycling Waste Transfer Station for the deposit and processing of recyclable materials, to enable us to meet decarbonisation and net zero targets. We will also review the Council's current HRC provision to determine whether the current service provision should be maintained.

The review will take into consideration:

- Decarbonisation and net zero targets
- Future capacity for increased volume of materials and new materials
- Operational efficiencies
- Review the Councils infrastructure requirements.
- Compliance with new permitting requirements
- Set realistic, achievable targets

## Priority 5 - Enforcement

We want to ensure that we make reducing, reusing, and recycling household waste as easy and as accessible as possible for all Flintshire residents.

We will continue to educate and support residents on their recycling journey, but we will also deliver fair and robust enforcement of waste policies and illegal activities such fly tipping, where necessary.

### What We Want to Achieve

- Support residents that struggle to recycle and identify barriers.
- Signpost residents to the most effective way of managing their waste and recycling.
- Ensure that households participate and recycle their waste.
- Prevent fly tipping, littering and side waste presentation.
- Educate on household and business Duty of Care

## How we will achieve this:

### **Communicating and Engagement**

We will proactively engage with residents that may be struggling to manage their waste and encounter barriers to participation with the recycling service. This may include including visiting their property, to offer support through advice and practical measures to resolve issues.

We will regularly communicate waste Duty of Care requirements so both residents and businesses are aware of their responsibilities.

We will make it clear through regular communication that the authority will enforce against fly tipping, littering and side waste presentation and that action that will be taken and what those consequences are. We will publish details of enforcement action taken that result in Fixed Penalty Notices (FPNs) or prosecution to act as a deterrent.

### **Household Kerbside Collections**

We will empower operational collection crews to identify households that could be struggling to manage their waste so that early intervention and support can be provided to avoid escalation.

### **Household Recycling Centres (HRCs)**

- Continue to challenge and reject commercial waste from entering sites.
- Review the potential to introduce a resident booking system to prevent cross border tipping.
- Take action against those who display any verbal or physical aggression towards our staff who challenge our policies and procedures.

### **Enforcement**

We seek to:

- Take a fair and reasonable three stage process to tackle service issues which includes issuing an informative/warning letter, use of Section 46 Notices and FPNs.
- Introduce the use of community protection warnings, community protection notices and/or Public Space Protection Orders for waste crimes that have a detrimental impact on the local community.
- Work collaboratively with our enforcement team to identify problematic areas in the community and facilitate educational sessions to prevent environmental crime occurrences.
- Undertake a zero-tolerance approach on significant waste related crime such as fly tipping.
- Take action against those who display any verbal or physical aggression towards our enforcement team.

## Monitoring & Evaluating

We will measure our performance against our Strategic aims using performance indicators to track our outcomes to our objectives and ensure we are meeting targets and offering value for money.

Throughout the year we will report progress against a set of key indicators of performance (KPIs) that relate to the delivery of our priorities. This will be reported via including Programme Boards, Environment and Economy Overview and Scrutiny Committee, Cabinet committee and our Council Plan.

We will also regularly update residents and the community on our performance against targets.

Strategic Aim	Measurement	Unit	
Minimise overall waste	Kilogram of resident waste generated per year per person	Kg /person/ yr	Annually
Reduce food waste in residual waste stream	Increase in Food waste yield. Reduction in residual waste tonnages and composition Increase in food Waste Participation Numbers	tonnes/yr	Annually
Reuse / Recycling	Municipal Waste Collected and Prepared for Re-use/Recycling	Kg/hh/yr	Quarterly
Increase Recycling	Proportion of materials recycled	%	Annually
Satisfaction with services	Public Opinion Survey	Qualitative	Annually