

# **Norfolk Waste Partnership**

## **Annual Report 2021 / 22**



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# Foreword



## Foreword - Cllr Nigel Lloyd, Chair of the Norfolk Waste Partnership

Firstly, I would like to record thanks from the Norfolk Waste Partnership and myself to Councillor Andy Grant for chairing the Partnership over several challenging years. I have been a member of the Partnership Board since 2019 and am proud to have been asked to Chair this important partnership of Norfolk's District, City, County and Borough Councils.

The past few years have been heavily influenced by Covid-19 and our response to it. Looking forward, the Partnership will shift its focus toward enhancements in our overall environmental performance. COP 26 acted as a wake-up call to the world; we all need to do our bit towards lowering the carbon footprint of our activities. If we all make small changes in our lifestyles and business practices, it becomes significant, and the Partnership will continue to play its own part in reducing the impact of dealing with your waste and recycling. In relation to this, Norfolk Councils have been reviewing their collection services which has led to the introduction in some areas of fully electric vehicles a continued shift to more efficient vehicles, and the use of plant-based fuels, all combined with refinements to collection routes to make them more cost and environmentally effective. Our strong focus on waste reduction and reuse will continue, including through collaborations with

organisations that work towards reducing waste, or repurposing or recycling waste items such as Freegle and Podback which have prevented large amounts of materials entering the waste disposal streams.

The waste composition analysis data included within this document show improvement in many areas but also show that there remains much to do. Overall levels of waste and recycling increased in recent years, and to help address this we will provide advice and support to residents and businesses to help them reduce their waste, increase the amount they recycle, and to reduce the amount of contamination in their recycling. As dealing with the wrong things that end up in recycling is costly to deal with and can be addressed by ensuring that all items for disposal go into the correct coloured bins.

By improving what we all do everyone can contribute to a more sustainable future for our children and grandchildren, by taking simple steps to minimise their waste and by recycling waste responsibly. Thank you for playing your part and for making the difference that you do.

# The Norfolk Waste Partnership

The Norfolk Waste Partnership is made up of the eight local authorities in Norfolk working together on waste management services, these are:

**Borough Council of King's Lynn and West Norfolk, Breckland Council, Broadland District Council, Great Yarmouth Borough Council, Norfolk County Council, North Norfolk District Council, Norwich City Council, South Norfolk Council.**

**In Norfolk**, we collected **63,997.50** tonnes of waste last year from **432,660** households.

We have 20 recycling centres and 15 reuse shops.

The Norfolk Waste Partnership works to reduce the amount of waste generated by households. We support residents to reduce their waste through education, introducing reuse initiatives and in some areas expanding our service to offer kerbside textile, WEE and battery collections. This year we have a further 2 reuse shops at our recycling centres across the county, diverting items from disposal to reuse. At the Norfolk Waste Partnership, we understand the importance of collaboration. This is why we are

working with organisations such as Freegle and Podback, to offer the residents of Norfolk more opportunities of repair, reuse and recycling within the county.

If you have any questions or would like further information about the Norfolk Waste Partnership, please contact Heidi Beaumont-Preston Marketing and Communications Officer at [heidi.beaumont-preston@great-yarmouth.gov.uk](mailto:heidi.beaumont-preston@great-yarmouth.gov.uk) or Taymer Mason, Development Officer at [taymer.mason@great-yarmouth.gov.uk](mailto:taymer.mason@great-yarmouth.gov.uk) who will be happy to help you with your queries.

## 2020/21 An overview



**79%**  
of all cardboard found in general waste could be recycled.

### Waste Composition Analysis.

This year Councils across Norfolk together carried out a waste composition analysis. Samples of general rubbish and recycling were taken and audited. Samples were taken across a four-week period in October 2021 and again in March 2022. From the results, we can understand what residents are throwing away, what rubbish is ending up in recycling bins and the items which can be recycled but are being thrown away as general rubbish. The findings will help us support residents to reduce their waste and recycle correctly.



Across Norfolk **25%-30%** of all plastics found in the rubbish bin could go in your recycling bin.

### What's in Norfolk's rubbish bins

Results from 2021/22\*

**36%** of the contents of general waste across Norfolk was organic catering, this is the food waste and liquids put into bins. **48%** of this was package food. Such as leftover hummus, uneaten ham or surplus bread.



In some areas of Norfolk **99%** of glass found in general waste could be recycled in your recycling bin. **56%** of glass in general waste across Norfolk was glass bottles.



## What's in Norfolk's recycling bins

Results from 2021/22\*



## What is contamination?

Contamination is all the items which can't be recycled but are found in recycling bins.



# Changes to the Waste Landscape

In 2022 Government gave us more detail about its future plans for funding the services we provide for dealing with all the packaging in the recycling and waste we collect, which is to make producers pay for this, an approach which is currently expected to start in 2024.

Alongside this we're awaiting more detail on how Government wants to make recycling services across the country consistent, but from the early indications of what might be required we know that the Partnership's Councils are all well ahead of these plans with the recyclables they collect already (ie the plastics, glass, cans, paper and card), but that at some point in coming years food waste collections will be required in all areas.

A lot of focus in recent years has been given to a Government proposal to introduce a deposit return scheme for containers, and helpfully this year Government clarified that any such scheme would be for a large range of bottles and cans but that it wouldn't include glass, which would be an approach that would fit well with the services the Partnership's Councils already provide.

The Partnership continues to be involved in national policy development and lobbying for change, for example by working with Councils and Partnerships across the country to lobby the Sentencing Council for greater penalties in relation to fly-tipping, so that Councils could take even stronger action on their combined agenda to drive out this crime from our countryside and communities. Government also consulted on issues around how recycling centre services are provided, for example exploring issues about what can be charged for and whether booking systems are a good thing. We now await a Government response to that consultation, and further information about the other wider changes Government wants to introduce in relation to its waste policy agenda, so that the Partnership's Councils can continue to refine and step change services in the right direction.

## Individual Council Projects

### Christmas 2021

The NWP Christmas 'Scrunch it' campaign had a new look for 2021. The campaign included a video demonstrating the 'Scrunch Test' and how residents know which wrapping paper goes into which bin at Christmas. The campaign ran across social media, in print including a full-page editorial and 8 waste-related pages on the Norfolk Recycles Website. This main messaging was joined by information on waste-free alternatives, a reduced waste gift guide and how to dispose of the waste we see more of over the festive period.



### Recycle Right

Contamination is an ongoing issue and as such Recycle Right has been a rolling campaign. This year we refreshed the campaign with insight from the waste composition analysis. In past years this campaign has been very much online, due to the pandemic making events unsafe. But this year we have taken Recycle Right across the county, educating residents of Norfolk to help them put the right thing in the right bin. Through events such as local fetes and attending the Royal Norfolk Show, to talks and visiting member groups.

We have continued to support this campaign online, through our social media channels. The online campaign has used a theme of 'Thank you for recycling' and 'oops that's not quite right.' We understand the confusion around recycling and hope through this gentle approach we can work with residents to put the right thing in the right bin.





### **Broadland District Council launches kerbside WEEE, textiles and batteries service to all households.**

From April 2022 all resident in Broadland can recycle their small electricals, batteries and textiles at the kerbside. So far, the council has collected over 41 tonnes of materials since April.

### **Great Yarmouth Borough Council works with Keep Britain Tidy to tackle Contamination.**

Great Yarmouth Borough Council was chosen by Keep Britain Tidy to trial a new approach to address contamination within recycling. Working with the team from our Material Sorting Facility, who sort our recycling by hand. The trial aims to use their experiences to highlight to residents the impact when the wrong thing goes into the wrong bin. Results from the trial will be available later in the year. The findings will also inform future contamination projects which are planned across the borough, starting later in the year.

### **North Norfolk District Council install BBQ disposal bins.**

North Norfolk district Council have installed ten BBQ disposal bins at their Blue Flag beaches and around the district. These bins are made from galvanised steel and provide a safe way to dispose of takeaway BBQs, reducing the risk of fire and to safely contain hot ash.

### **Breckland Council supports residents to recycle right.**

Breckland Council has been working with the local community in an area of Thetford to help them correctly dispose of their waste. This has included working with local school children with litter picking the local area, installing more litter bins and a new textile bank while also educating residents on how to dispose of their waste to reduce fly-tipping.

### **Norwich City Council - Reducing contamination in our neighbourhoods**

Norwich City Council along with Biffa are in the process of changing over 60+ bin lids on communal recycling bins to 'reverse lids' in the Heathgate area of Norwich. These lids have the aperture on the front as normal but the bracket for the bin is also on the front making it more difficult for them to be forced open. Previously the standard aperture lids on communal recycling bins were frequently forced open resulting in mass contamination of bins. Hackney Borough Council have used these and it has shown there to be a 4% reduction in contamination since they have been in place.



BBQ disposal bins in North Norfolk

# NEW electrical, battery and textile collection service

Starting week commencing 4 April



Broadland  
recycles

Collected weekly on your rubbish and recycling bin collection day

 **Broadland**  
District Council  
*Community at heart*

## Podback – recycling coffee pods in Norfolk

Podback is a recycling service for used coffee pods. Coffee pods are not recyclable through our local service because they are made up of mixed materials, previously pods would be disposed of as general waste and sent to our energy from waste facility. Podback, the collaboration of leading coffee companies, currently gives residents the opportunity to compile their pods and send it back to a recycling service by dropping them off at participating collection locations. However, The Norfolk Waste Partnership are working with Podback to offer a kerbside recycling scheme. All members of the NWP are working with Podback and hope to have this service in place soon. In the interim you can log on to [www.podback.org](http://www.podback.org) and start recycling.

## Freegle and the Norfolk Waste Partnership

This year the Norfolk Waste Partnership partnered with Freegle. The NWP are looking at ways to support residents of Norfolk to reduce their waste, and initiatives such a Freegle help residents to give away items which might otherwise be binned. These items which may no longer be useful to one person, can be reused or repurposed by someone else.

Across Norfolk we have 20 different Freegle communities, where items can be offered for free as well as residents advertising for items they are looking for, saving items from going into waste and reusing before buying something new.



tonnes have been reused



tonnes of CO2 saved

## Norfolk growing Reuse Shop Network

Two brand new bespoke Reuse Shops opened in 2021/22 bringing the network to 15 shops across the recycling centre service. Norwich North and Norwich South shops are both bright, spacious, purpose-built spaces with dedicated staff and are set to save quality second-hand items from being thrown away each year.

Last year the reuse shops were recovering from a difficult period of closures during the pandemic, however they managed to reuse over 1,000 tonnes of materials; typically items such as books, furniture, ornaments and bikes but also more unusual items including a wedding dress and precious stone globe.

Norfolk's reuse shops welcome donations of good quality second-hand pieces and sell these on at car boot prices. Helping to give things a new home reduces the amount of unwanted items going to waste and income from sales in the shops helps to offset the cost of providing the recycling centre service.

The reuse shops are proud to support a local charity and have so far raised over £35,000. Most recently this went towards the East Anglian Air Ambulance until March 2022. The new charity chosen for 2022/23 is Big C. [www.norfolk.gov.uk/reushops](http://www.norfolk.gov.uk/reushops)



# Fighting Waste Crime Together

## Scrap fly-tipping

The Norfolk Waste Partnership work together to end waste crime and protect our beautiful countryside. Households in Norfolk contributed to 76% of fly-tipping incidents. The fly-tipped items ranged from black bagged waste, white goods, electrical waste and garden waste, these items could have gone to the recycling centre for free. Alongside individual projects, all councils support the SCRAP campaign which aims to educate the public on their responsibility and potential repercussions of fly-tipping.

## North Norfolk District Council

North Norfolk has worked to address a growing issue of the waste left by campervans. Coordinating with the National Trust, The Wash and North Norfolk Marine Partnership they have developed a campaign to remind campervan users to be more responsible with their waste, so the area can be enjoyed by all visitors

## Great Yarmouth Borough Council

Following several incidents of oil being fly tipped into communal bins, 17 different food businesses were inspected to investigate their waste disposal documents. Two of the businesses we visited were found to not have the appropriate documentation and consequently were issued a fixed penalty notice. We have recently had several successful prosecutions for fly-tipping, a double prosecutions for fly-tipping in service roads and another after a resident fly-tipped their general waste in the street.

## Borough Council of King's Lynn and West Norfolk

Work is underway to identify and apply interventions to known fly-tip hot spots. Interventions include signage, partnership working, door-to-door enquiries, education and letter drops. A longer-term project is underway to help us identify unknown fly-tip hotspots. We want to be able to recognise trends in waste types, timings and geographical areas to aid us in addressing waste crime. We are also looking into the use of temporary CCTV for hot spot areas, and reviewing signage so they remain current and effective.

## YOUR DUTY OF CARE

- S**uspect ALL waste carriers
- C**heck with the Environment Agency on 03708 506 506 that the provider taking your waste away is registered
- R**efuse unexpected offers to have waste taken away
- A**sk what will happen to your waste
- P**aperwork should be obtained – get a full receipt

Let's **S.C.R.A.P.** fly-tipping  
[norfolkrecycles.com/scrapflytipping](http://norfolkrecycles.com/scrapflytipping)

Norfolk Waste Partnership  
NORFOLK





### Norwich City Council

The Scrutiny Committee on 24 June 2021 decided that a Task and Finish Group would be formed to investigate the council's approach to managing fly-tipping, particularly within its own housing estates. Subsequently, an online survey was published to gather residents' opinions on the group's recommendations. A report was collated to provide the outcome of the Task and Finish Group's work, and the high-level outcomes of the online survey.

#### Recommendations:

- To review the council decision in 2007 to discontinue waste amnesty collections in areas of highest fly-tipping.
- The number, locations and types of bins in communal areas are reviewed in fly-tipping hotspots, and develop designs for storage areas that prevent and deter fly-tipping.
- Pre-Covid enforcement arrangements for fly-tipping are re-established.
- Arrangements for engaging with residents regards to fly-tipping are reviewed and improved, This should include improved partnership working between citywide services and housing estate management.

- Local facilities for upcycling and reuse of unwanted items are considered in partnership with the County Council as Waste Disposal Authority.
- The workflow and processes for managing fly-tipping between Norwich City Services Ltd (NCSL), Biffa and the council are reviewed and streamlined.
- The charging structure for the bulky uplift service is reviewed to make accessing the service easier for residents on low incomes and Universal Credit.
- The service considers the use of an app for reporting fly-tipping.
- Review the manner in which the council records and analyses environmental antisocial behaviour.
- The service continues to review best practice elsewhere.
- That the council reviews current enforcement arrangements to ensure that the full range of sanctions available to the council are used more effectively.

### City centre trade waste enforcement

We will shortly be engaging with businesses in 59 streets and alleyways within the city centre to improve the general cleanliness of the city centre, this will include putting conditions in place as to when businesses can present their trade waste on the public highway for collection. As part of this we will also engage with all trade waste collection providers at the same time.

## What happens to Norfolk's Recycling





All household mixed dry recycling in Norfolk is sent to the same material sorting facility. Materials are separated, bailed and sent for reprocessing, to be recycling into new materials.

90% of recycling from household bins in Norfolk is sent to reprocessing plants in the UK, the remaining 10% is sent abroad.

This 10% is predominantly cardboard, which is sent to reprocessing plants in other countries. There are no recycling facilities in the UK with enough capacity to deal with the amount of cardboard we throw away. Most aluminium cans are recycled in the UK, though there is a need to send some to Germany when demand dictates. Similarly, mixed paper is occasionally sent to paper mills in India and Malaysia.

% Household Waste Recycled, Composted and Reused

Local Authority	Norfolk
2016/17	46.70%
2017/18	45.80%
2018/19	43.40%
2019/ 20	44.40%
2020 / 21	42.10%
2021/22 *	44.20%

All seven Waste Collection Authorities in Norfolk have kerbside collections for general waste, recycling and garden waste, which is available to all households but incurs an additional charge. The Borough Council of King’s Lynn and West Norfolk, Norwich City Council and Broadland District Council all offer food waste collections.

2021/22 has seen a marginal increase in general waste rising to 228,217 tonnes, a 0.5% increase from the previous year. This reflects an opening up of society after previous years of restrictions and lockdowns. As residents return to offices, and children return to school, more waste will be generated outside of the home.

Recycling for 2021/22 is 162,568 tonnes, a 2.1% increase from the previous year. This is a positive increase and reflects the work of Councils and the Partnership to support residents to recycle more at home, through education and enforcement. As well as extending services such as additional collections for electricals, batteries or textiles and food waste collections. As routines return post-pandemic, the waste coming into households will have reduced. Along with routine, residents will be dealing with similar waste each week, and become familiar with how to correctly recycle familiar items.

Food waste increased by 15.5% as food waste services resumed and returned to pre-pandemic levels. Garden waste saw the largest increase to 8%.

In the past year across Norfolk, household waste recycling centres saw a recycling rate of 62.98% and a diversion rate of 72.8%. Diversion rate is the percentage of waste that has been stopped from going for disposal, this includes recycling, but also items such as wood sent for biofuel.

As recycling rates increase the NWP will continue to support households to continue this trajectory. Using the insight from our waste compositional analysis and our reuse initiatives, we will continue to work to reduce general waste from households in Norfolk.



The amount of recycling continues to increase year on year

# The Journey to New Zero

Across Norfolk we strive to reduce the impact waste has on the environment. One area we can have a positive effect on CO2 emissions is our fleet of vehicles, the trucks which navigate Norfolk roads to move waste from collection to disposal.

Broadland District Council - All vehicles are now running on HVO fuel which reduces CO2 by c90%. As other vehicles in our fleet age, we will review options to replace with electric or hydrogen.

Great Yarmouth Borough Council are in the process of developing a fleet strategy looking at the opportunities to make use of alternative technology and fuels with the aim of reducing the carbon footprint of our fleet.

South Norfolk Council are currently trialling a number of the vehicle fleet on HVO fuels. We are exploring electric or hydrogen options for our vehicles as part of a depot replacement.

Norwich City Council are exploring solutions towards a carbon neutral fleet in the future

North Norfolk District Council last year introduced a fleet of fully electric cleansing vehicles, which are used to empty litter bins across the district. We installed EVPC stations in our market towns to charge the new fleet and have received positive feedback from our contractor.

In September 2022, we reviewed our waste collections rounds. The new rounds make more efficient use of vehicles, their crews and make savings on our carbon emissions

We have recently installed new HVO fuel tanks for our waste collection vehicles.



# Looking Forward

In anticipation of the changes to the waste landscape in the coming years, the Norfolk Waste Partnership is ready and looking forward to adapting to the changes in national policy.

The recent waste composition analysis has provided great insight into what is in the bins of Norfolk residents. This will allow us to support behaviour changes to reduce waste and understand areas of confusion when it comes to recycling.

We will be continuing the Recycle Right campaign to educate the residents of Norfolk to put the right thing in the right bin as well as activity around Christmas and Easter when waste increases.

The SCRAP campaign will continue and grow as we continue to fight waste crime across Norfolk. We have had several successful prosecutions across Norfolk and have completed targeted work in specific areas to reduce incidents of fly-tipping. This will be continued to carry on the message that waste crime will not be tolerated in Norfolk.

Together we will look to support more reuse initiatives, such as our recent partnership with Freegle and Podback. Providing solutions for residents to reduce, reuse and recycle their waste.

**In Norfolk we're working together to combat fly-tipping**

Norfolk Waste Partnership

NORFOLK CONSTABULARY  
Our Priority is You

Environment Agency

NFU

CLA

Broads Authority

Let's **S.C.R.A.P.** fly-tipping  
[norfolkrecycles.com/scrapflytipping](https://www.norfolkrecycles.com/scrapflytipping)



**Recycling Right really does make a difference.**

It enables us to collect good clean recycling that can be turned into something new. It can boost Norfolk's recycling rate. Householders in Norfolk already recycled almost half the waste they produced last year. With your help we can recycle even more.

[www.norfolkrecycles.com](https://www.norfolkrecycles.com)



**[www.norfolkrecycles.com](http://www.norfolkrecycles.com)**

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