

APSE Northern Ireland one day seminar Incorporating the APSE Northern Ireland AGM

Monday 15 June 2009



Waste and recycling services; Context and practice



www.apse.org.uk

Addressing Issues in Belfast

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Head of Waste Management
Belfast City Council.



Outline

- Belfast – the city
- Programme
- Plans
- Engaging the Public
- Results
- Post landfill – N4S
- Proposals
- Would the N4S be suitable?
- Internal Issues
- VCM
- IMS
- Next Steps

Belfast – the city

- 267,374 pop (15.4% of NI)
- Density = 2,439 persons/km²
- 44.9% under 30
- £511.20 gross weekly earnings
- 8/10 poorest wards in NI
- 2008/09 recycling rate = 26.5%
- The largest council in NI
- 6 political parties
- 51 Councillors
- 6 Committees
- Key services
 - building control
 - community development
 - economic initiatives
 - environmental health
 - leisure
 - parks
 - street cleansing & refuse collection
 - waste management

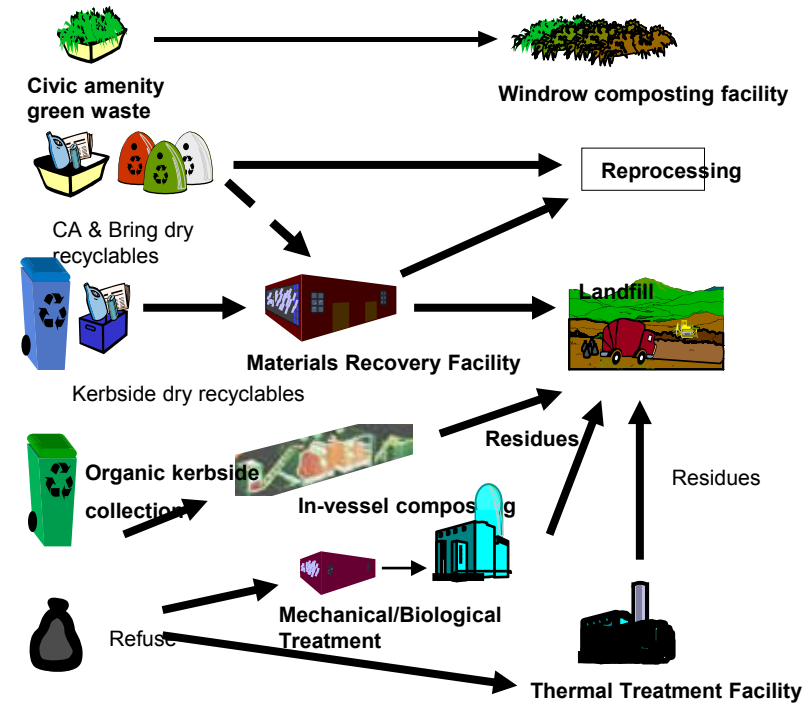


Programme

- 1st Waste Strategy published in 1992
- New Service established in 2003
- Work closely with arc21 councils
- Significant capital upgrade programme for older Council facilities
- 4 new Recycling Centres opened
- Close landfill site
- Recognised communication as key
- Dedicated resource – role of managers
- Appropriate budget (~£1 per person per annum)
- Broad awareness-raising campaigns
- Avoid cognitive poly-phase

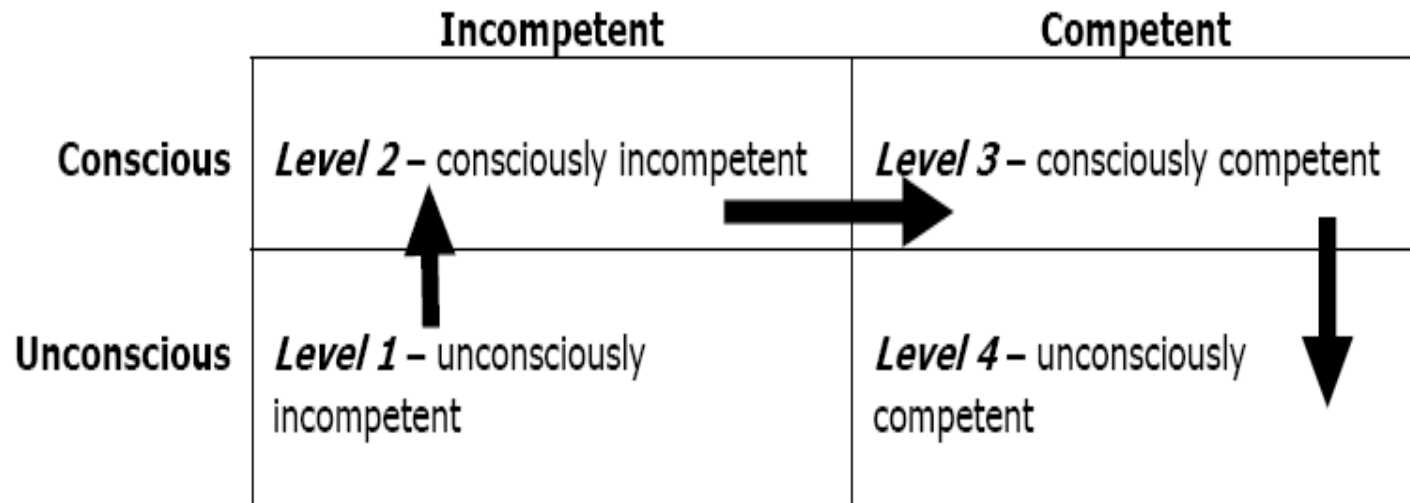


The Plans



Consciousness c/o Donald Rumsfeld

Figure 1: Competences learning model



Engaging the public

- Blue bin (70k) & brown bin (60k) introduced 2003/04 – 2007/08
- Each chipped
- AWC introduced same time
- In 2009, changed to grey & brown together on AWC
- Black box (55k) in city centre
- Food waste trial (7k) started
- Doorstep by doorstep
 - each household is visited by a member of the team who explains what type of wastes can be put into each bin & when it will be collected
 - changes supported on-line & with a helpdesk
 - assistance available on request
- Regular City Matters & InterCom articles



Web-based promotion



Desk side recycling bins

Yes please!

- ✓ **Tin cans**
soft drink cans, aerosols,
washed food cans
- ✓ **Plastic bottles**
water bottles, soft drinks
bottles
- ✓ **Paper**
scrap paper, office
paper, directories
- ✓ **Cardboard**
boxes, file covers

No thank you!

- ✗ **Aluminium foil**
baco foil, food trays
- ✗ **All other plastic**
plastic bags, polystyrene,
plastic containers
- ✗ **Envelopes**
- ✗ **Glass bottles**
- ✗ **Food**



Visibility



THE RETURNABLES
 RECYCLING FOR THE NEXT GENERATION



Map Belfast City Hall

INTERACTIVE ZONE

MAIN GATES
 09:00-17:00
 09:00-17:00

Demonstration Workshop Timings

Workshop	Day	Time	Cost
Plastic Bottles	Wed	10:00-11:30	Free
Paper	Thu	10:00-11:30	Free
Food Waste	Fri	10:00-11:30	Free
Glass	Sat	10:00-11:30	Free
Metal	Sun	10:00-11:30	Free

For more details on Belfast City Council's free glass and metal recycling visit us at www.belfast.gov.uk/wasteandrecycle

WHAT'S ON GUIDE

Waste - it's not rubbish

Contact

Waste Management
 Belfast City Council
 028 2632 0100
www.belfast.gov.uk/wasteandrecycle

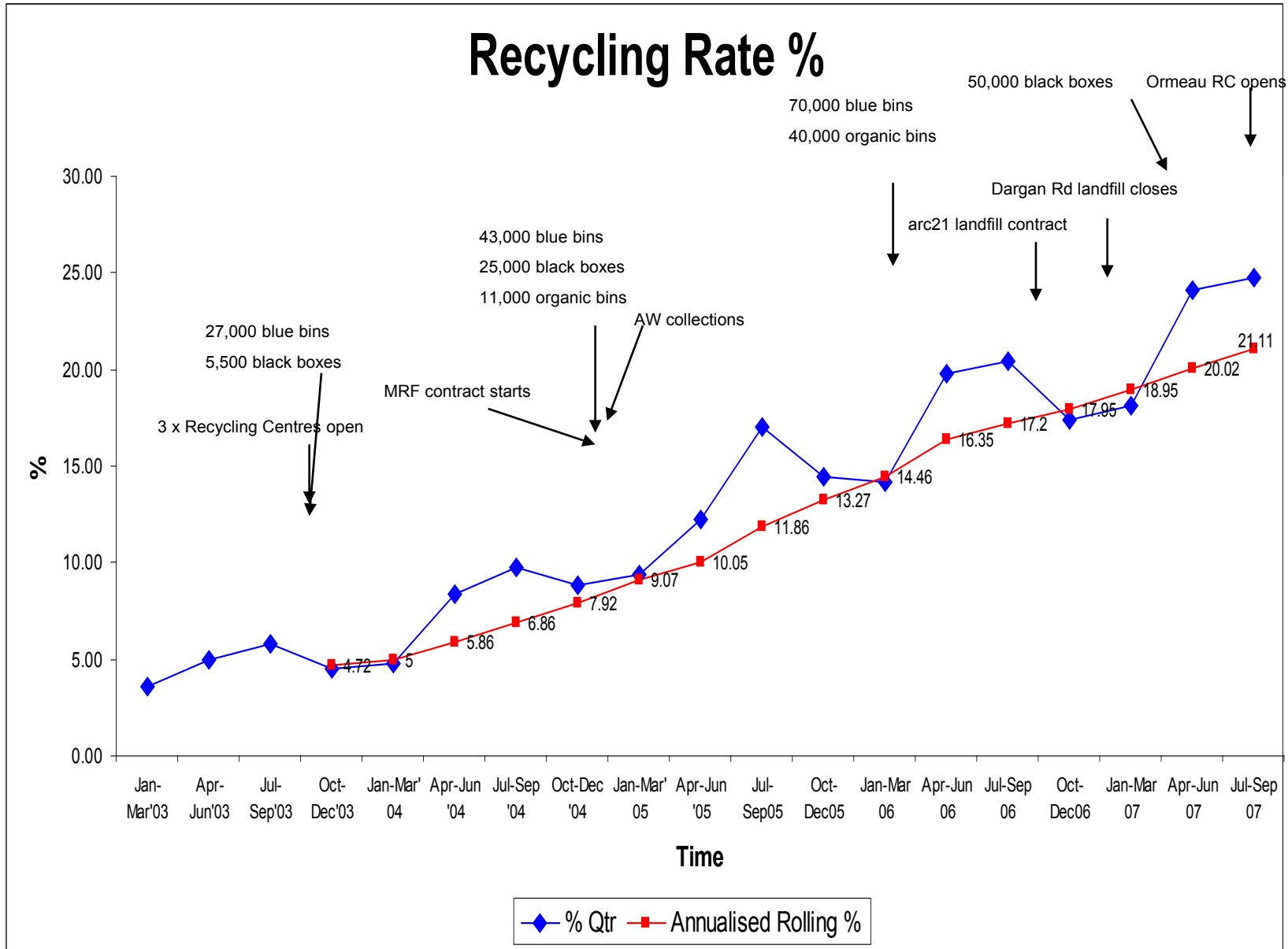
Recycling Centres

Where can they go? What do they need? When can they go?

Waste - it's not rubbish

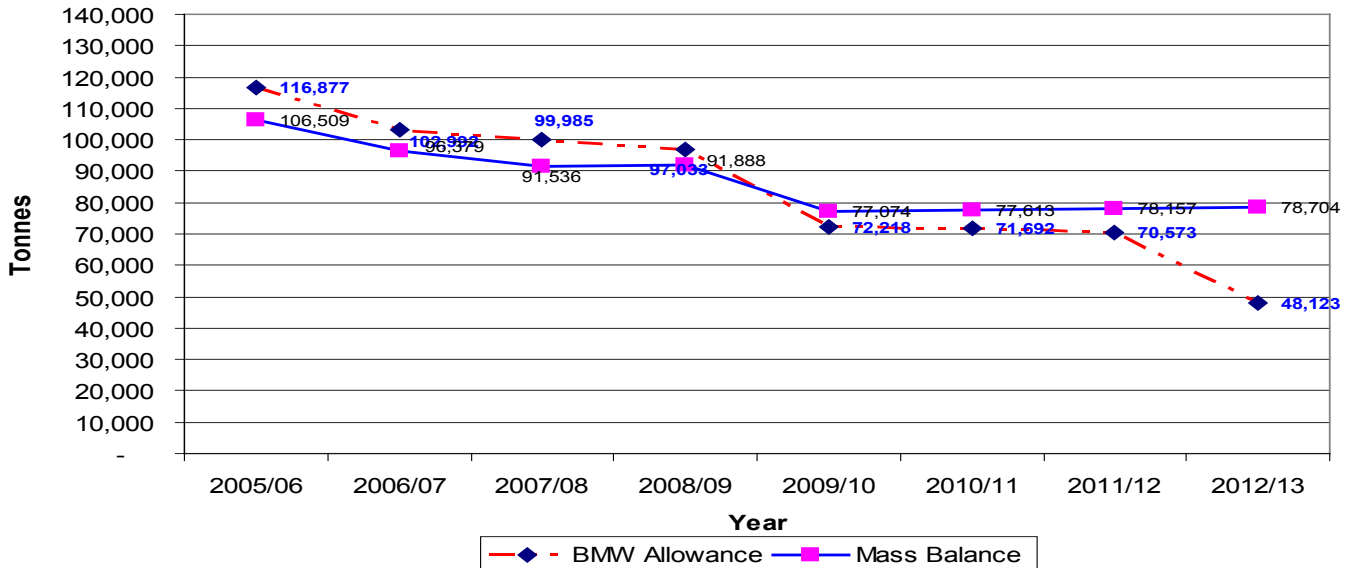


Impact

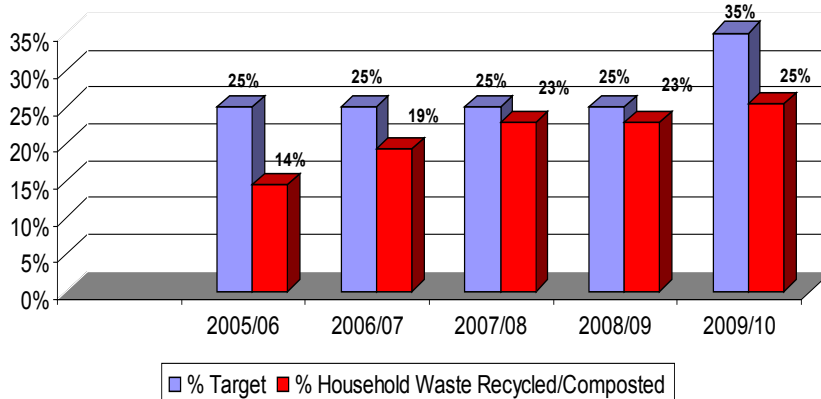


Results

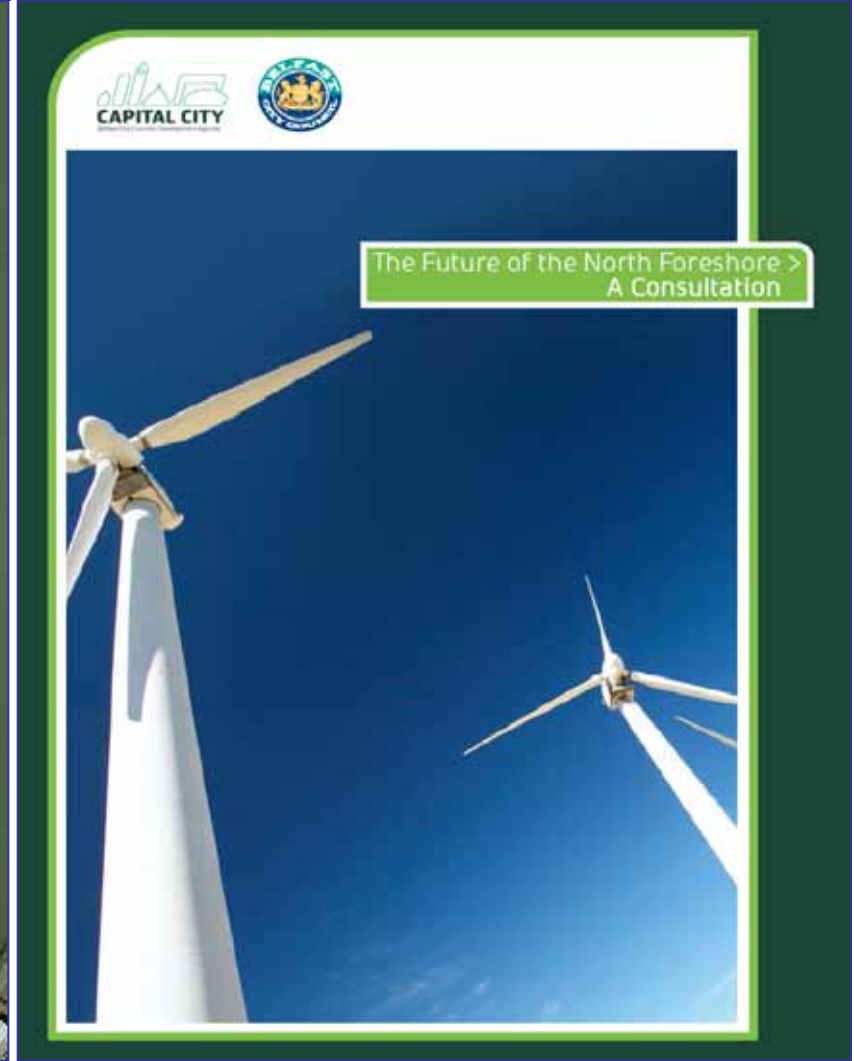
NILAS Projections v Allowances



Projected Recycling Rates



Consultation – North Foreshore (N4S)



N4S proposals



- Brownfield European Regeneration Initiative (BERI) part funded by EU Interreg IIC

- N4S as a case study – biggest brownfield regeneration site in Belfast

- Results

- *“The Council has developed a Giant’s Park Master Plan providing a clear framework for the development of the site, which will be used as a tool to change public perceptions and promote confidence to attract investment*
- *A pioneering concept is being developed to create an innovative environmental resource recovery park focussing on waste processing, recycling, environmental technologies and research, renewable energies. In combining the different activities opportunities to create business synergies where resources can be shared*
- *A major public open space is to be developed that will enhance the emerging biodiversity of the site & protect the environmental designations (RAMSAR, ASSI & SPA). Also new recreational*



N4S as an Eco-park

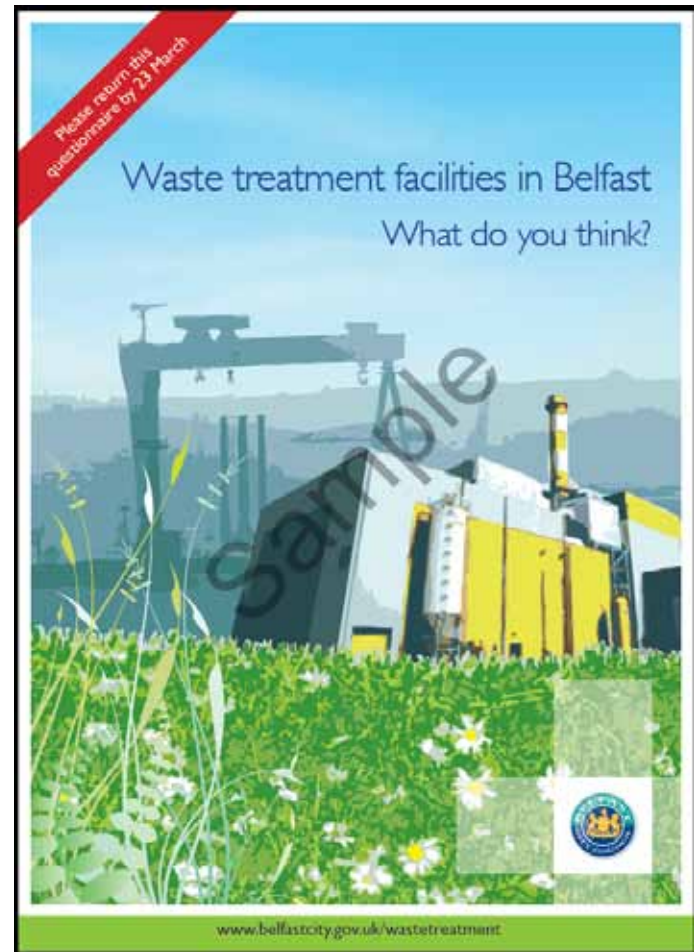
- Few environmental businesses so an environmental business park was viewed as a good opportunity & something new to Northern Ireland
- Planned to create a business park with serviced development plots for this type of industry
- The capture & control landfill of gases for energy use is happening (e.g. lfg electricity)
- Could link well with any developments for waste treatment or disposal



Belfast 23 & 24 November 2006

The N4S suitable for a Waste Facility?

- Consultation exercise starting in late Feb 2009 on whether to make a portion of the N4S available to arc21 for waste management purposes
- Would the Council permit an MBT or EfW facility to be sited there
- If so, should it be a landmark facility?



● www.belfastcity.gov.uk/wast

Specific consultation





“The time has come” the Walrus said, “to talk of many things

Of shoes & ships & sealing wax

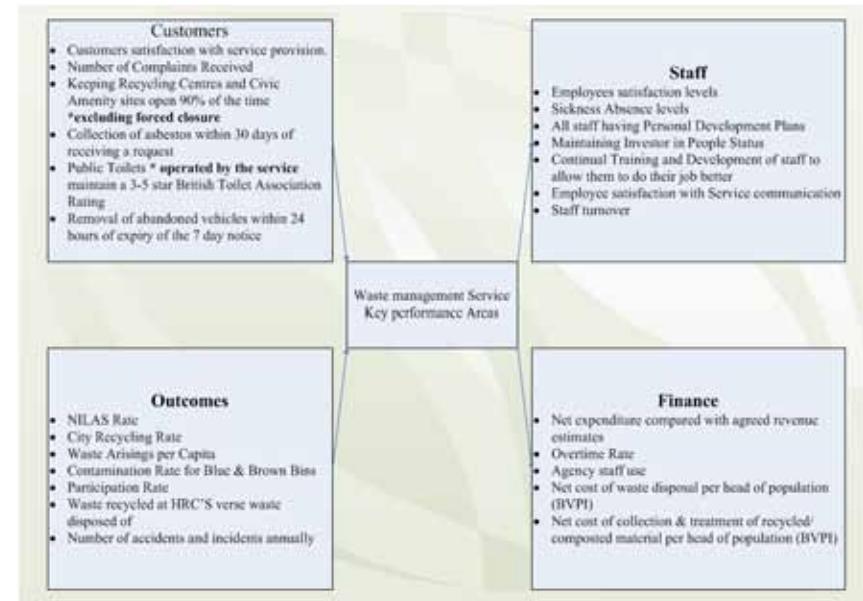
Of cabbages & kings

& why the sea is boiling

& whether pigs have wings...”

Internal issues

- Value Creation Map
- Internal Promotion
- Draft Zero Waste Policy
- Internal Waste Plan
- Waste Characterisation Study – 2000, 2006, 2009?
- Dedicated resource?
- Monthly Service



Service Value Creation Map

(1.1) The Waste Management Service contributes to creating a more sustainable city by providing leadership and services to minimise and manage waste generated in Belfast.

(2.1) Lead and provide strategic direction for minimising and managing waste in Belfast.

(2.2) Educate and influence people's behaviours and attitudes to improve prevention, minimisation, reuse and disposal of waste.

(2.3) Deliver Waste management services that comply with legislation and are safe effective, professional and friendly.

(3.1) Develop and maintain relationships with key stakeholders

(3.2) Develop and Promote a positive image and reputation

(3.3) Ensure continuous Improvement & innovation in service delivery

(3.4) Engage and Communicate externally and internally

(3.5) Provide quality advice and evidence based decision making

(3.6) Create an open & performance driven culture

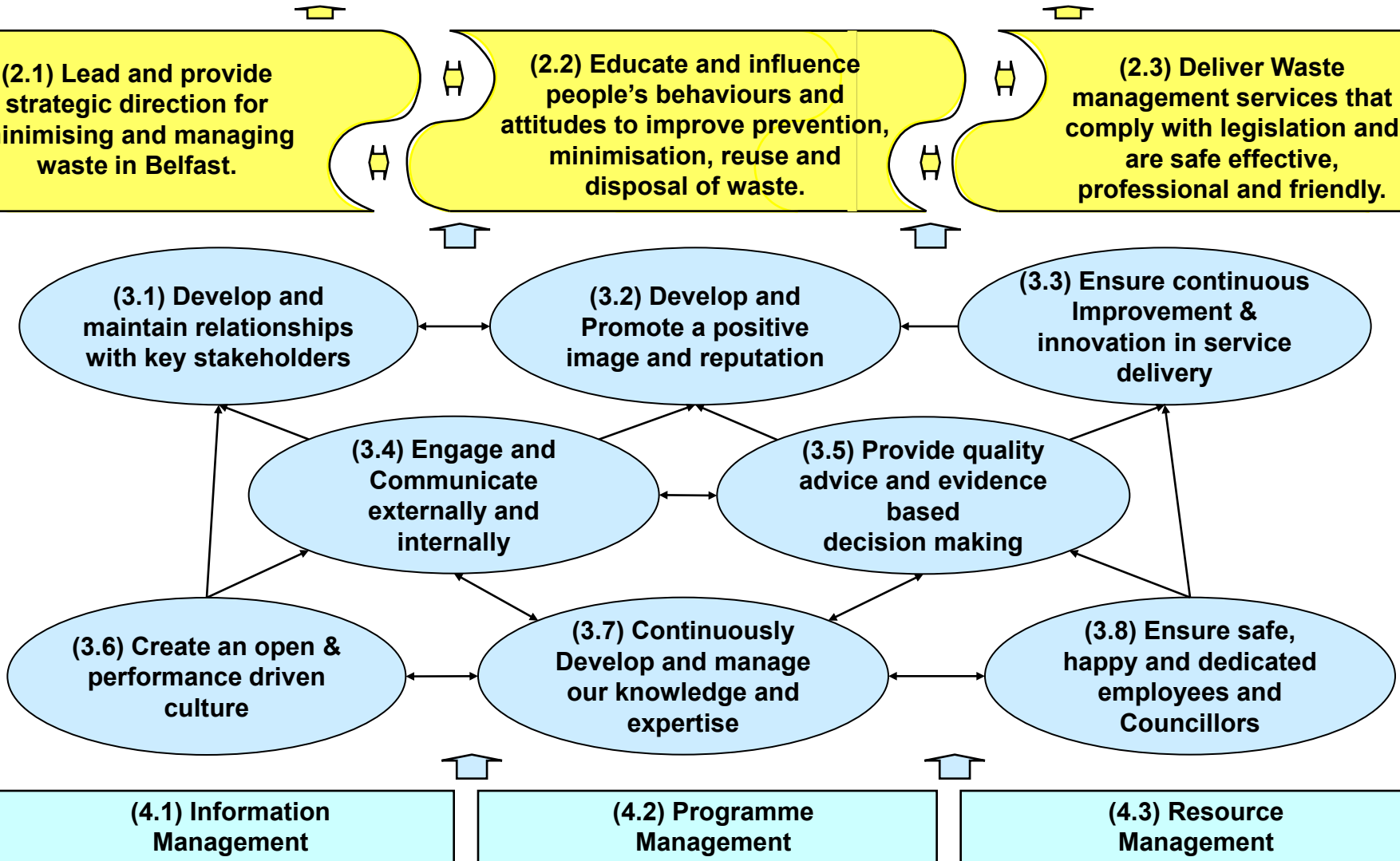
(3.7) Continuously Develop and manage our knowledge and expertise

(3.8) Ensure safe, happy and dedicated employees and Councillors

(4.1) Information Management

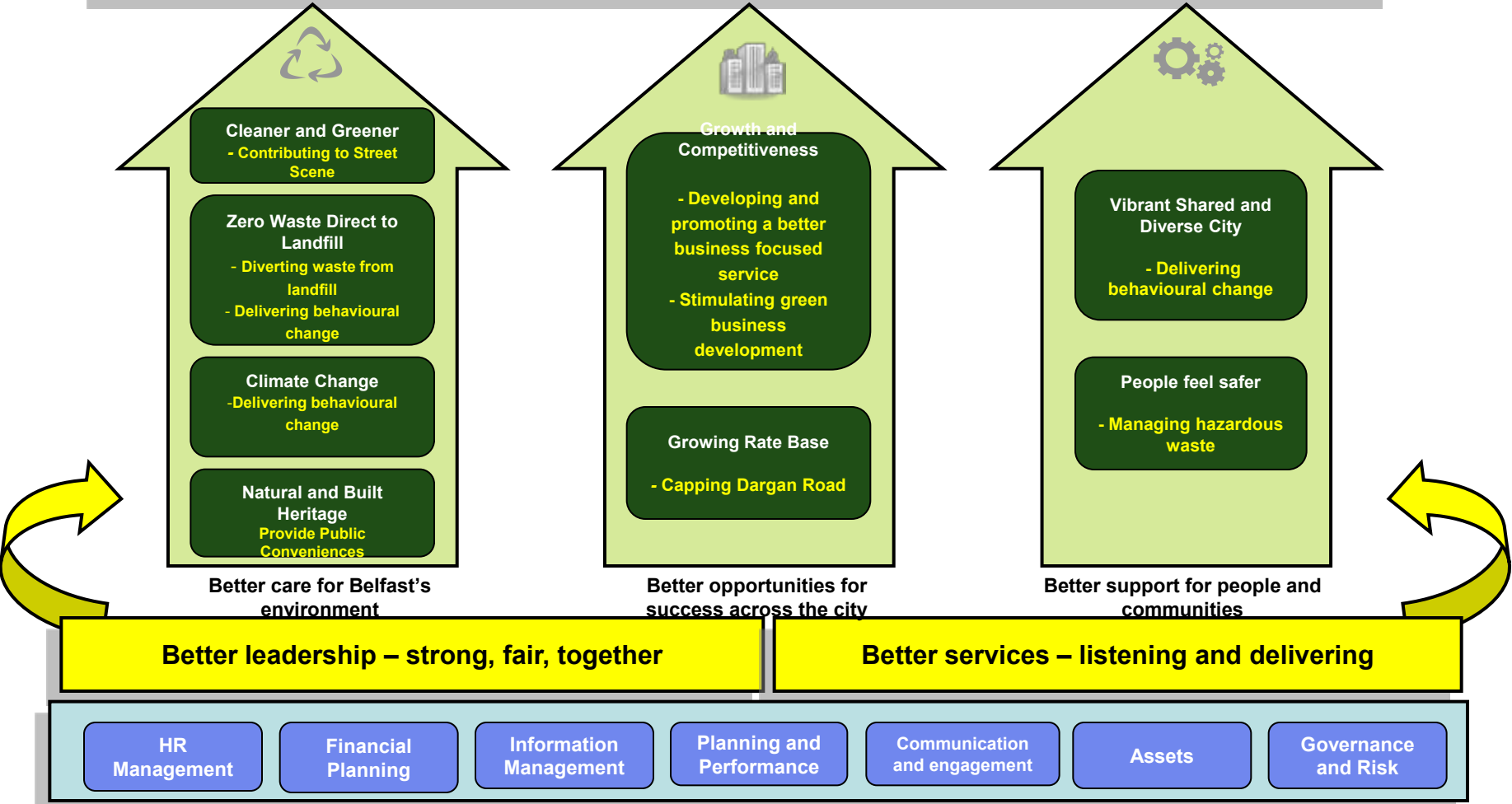
(4.2) Programme Management

(4.3) Resource Management



Waste Management VCM

The Waste Management Service contributes to creating a more sustainable city by providing leadership and services to minimise and manage waste generated in Belfast.



Better Value for Money – a can do, accountable, efficient Council

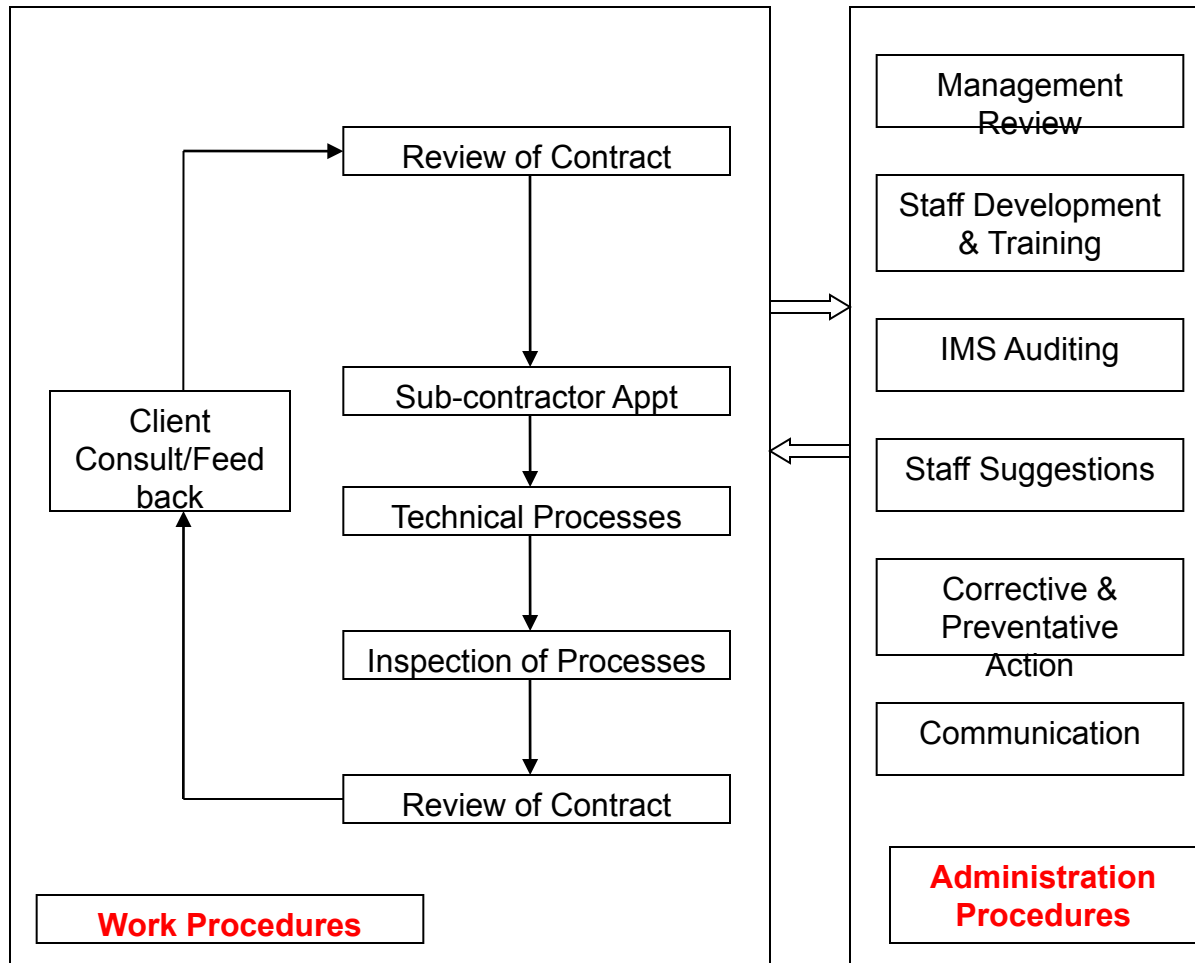
Integrated Management Systems

- *2000 EFQM assessed Service providing scores*
- *2005 liP awarded to the Service (again 2008)*
- *2007 the Council introduced VCM process*
- *2008 the Service awarded OHSAS18001*
- *2009 the Service awarded ISO14001*

The IMS seeks to assist the service by:

- *Reducing risks (Environment, Health & Safety)*

ISO + OHSAS Integration



Next Steps

- Complete consideration of land availability at N4S
- Conduct ISO9000 assessment @ Waste Transfer Station
- Complete penultimate phase of capping at N4S & install gas wells
- Review Food Waste Trial
- Develop targeted communications campaigns
 - *Contaminators* ~ “Save more, waste less”
 - *Poor Participants* ~ “Don’t be a waster”
 - *Students* ~ “Time to take action”
 - *Recyclers* ~ “Waste – it’s not rubbish”

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