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Waste Strategy, Carbon Management & Research Consultancy



## Waste Management Strategy for Solihull 2010 – 2020: Mid-point Update (2015)

SEA Screening Statement of Determination

8<sup>th</sup> May 2015

**Version:** *Final*

**Document Reference:** *SMBC001*

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# 1 Introduction

## 1.1 This document

This document forms the SEA screening statement of determination for the mid-point update (2015) of the Waste Management Strategy for Solihull 2010 – 2020 ('the Strategy').

## 1.2 The existing municipal waste management strategy for Solihull and SEA screening process

The screening process for the revised Strategy was undertaken by FRM on behalf of Solihull Metropolitan Borough Council. It involves a five week consultation period with statutory consultees Historic England (formerly English Heritage), Natural England & the Environment Agency, and the findings are included within this report.

The Strategy was originally published in 2010 and set out aims and objectives for managing waste across the Metropolitan Borough of Solihull for a 10 year period (2010 – 2020). It was accompanied at that time by a Strategic Environmental Assessment (SEA). A commitment was made by Solihull MBC to update the strategy in 2015 to review Solihull's position and progress in the waste strategy action plan. The refreshed strategy will be referred to as the updated strategy throughout this report.

It was felt that whilst the objectives within the existing 2010 Strategy remained relevant, in a contemporary context there would be benefit from a refresh/update to bring key aspects of the document up-to-date, to reflect the advances in performance with regards to waste management services by Solihull MBC.

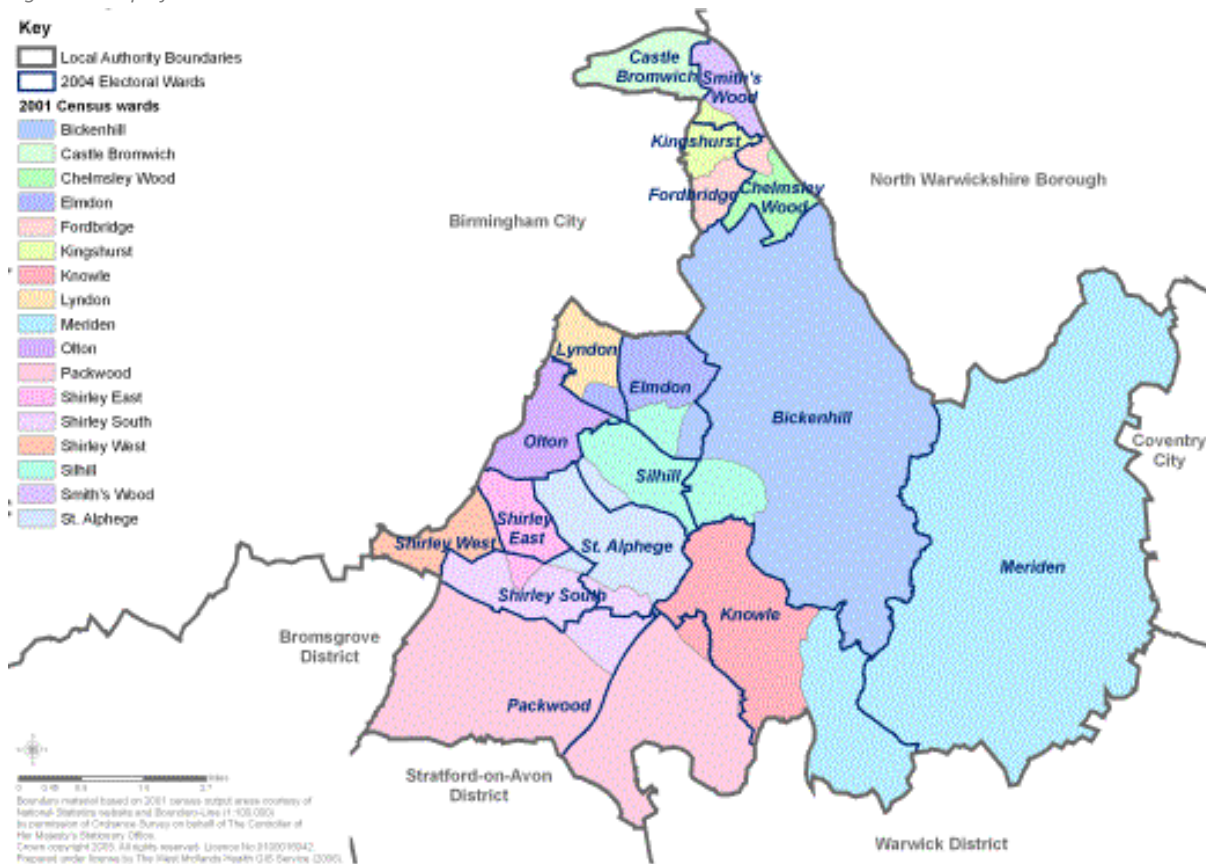
It is in the context of this update that this SEA screening and determination process has been undertaken and this report summarises that exercise, concluding that there is **no significant environmental impact** from the refresh to the Strategy and determining that a **full SEA is not required**. The updated strategy does not constitute a full review of the waste strategy and any modifications to the 2010 strategy are discussed in this report.

### 1.3 Description of strategy context

The latest census was carried out in 2011, providing updated information on the population and demographics for Solihull MBC. The borough covers 17,829 hectares of land with a population of 207,400 residents living in 89,250 properties. It has been estimated that by the end of the Strategy (2020), the population in Solihull will be 221,200, increasing by 6.9% between 2011 - 2021<sup>1</sup>.

The area covered by Solihull MBC is illustrated in Figure 1; demonstrating shared boundaries with Bromsgrove District, Birmingham City, North Warwickshire Borough, Coventry City, Warwick District and Stratford-on-Avon District.

Figure 1: Map of Solihull MBC



By 2013/14, Solihull MBC had achieved the 2020 annual maximum household waste generation target of 475kg, with 441.88kg of waste generated per household per year. Since the start of the Strategy, Solihull MBC has updated its kerbside recycling collection to increase the number of materials collected through making improvements to, and easing use of, the collection service. As of 2011 recycling is collected fortnightly; garden waste fortnightly (alternate to recycling); with refuse collected on a weekly basis. In September 2014, the dry recyclables service was altered whereby, for the majority of properties, all dry recyclables are collected together in 240 litre wheeled bins besides glass bottles and jars which are collected separately in a black recycling box. A limited number of residents are provided with plastic sacks for mixed recyclables and a black box for glass bottles and

<sup>1</sup> 'Waste Management Strategy for Solihull Mid-point Update – 2015', Solihull Metropolitan Borough Council, 2014.

jars. This service is provided due to spatial or access restrictions at these properties. A textile collection service was also added.

Solihull MBC operates one HWRC (Household Waste Recycling Centre) located in Bickenhill and a limited network of bring sites to supplement the HWRC. Recycling rates peaked for Solihull in 2012 at 46%. This has been followed by a decline to 39% in 2013/14. It is envisaged that the new recycling service will help stimulate an increase in recycling rates.

As of 2013/14, 11% of waste from Solihull MBC was sent to landfill at a site in Warwickshire. The 2010 Strategy set a landfill target of 10% of material by weight by 2020. This target is clearly eminently achievable in the foreseeable future through service improvements. Residual waste is sent to the Energy from Waste Facility (EfW) in Coventry, part owned by the Council, which recovers heat (connected in 2013) and electricity that are supplied to local premises.

A number of waste partnerships and bodies operate in the authorities surrounding Solihull, all of these have adopted waste strategies as indicated:

- The *Birmingham Municipal Waste Management Strategy* was adopted in 2008, and updated in 2012.
- The *Coventry Municipal Waste Strategy* was adopted in 2008.
- The *Warwickshire Waste Partnership Joint Waste Management Strategy (Stratford-upon-Avon, Warwick District Council, North Warwickshire Borough Council, Nuneaton and Bedworth Council and Rugby Borough Council)* was adopted in 2005, and updated in 2013.
- The *Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire* was adopted in 2004, and fully reviewed in 2011.

## 1.4 SEA Regulations and Requirements

A municipal waste strategy is usually subject to a Strategic Environmental Assessment (SEA), as prescribed by the SEA regulations<sup>2</sup>. A full SEA of the strategy is only required if the modification is likely to have ‘significant environmental effects’ as detailed in Regulation 9(3):

*“Where the responsible authority determines that the plan, programme or modification is unlikely to have significant environmental effects (and, accordingly, does not require an environmental assessment), it shall prepare a statement of its reasons for the determination.”*

After consideration of the draft changes to the current strategy and a five week consultation with the statutory consultees, it is believed by Solihull Metropolitan Borough Council that the Strategy does not result in ‘significant environmental effects’, and therefore has produced this statement outlining the reasons for such a determination. This approach would mean no SEA is considered necessary for the refreshed Strategy.

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<sup>2</sup> The Environmental Assessment of Plans and Programmes Regulations 2004 (SI 2004/1633)

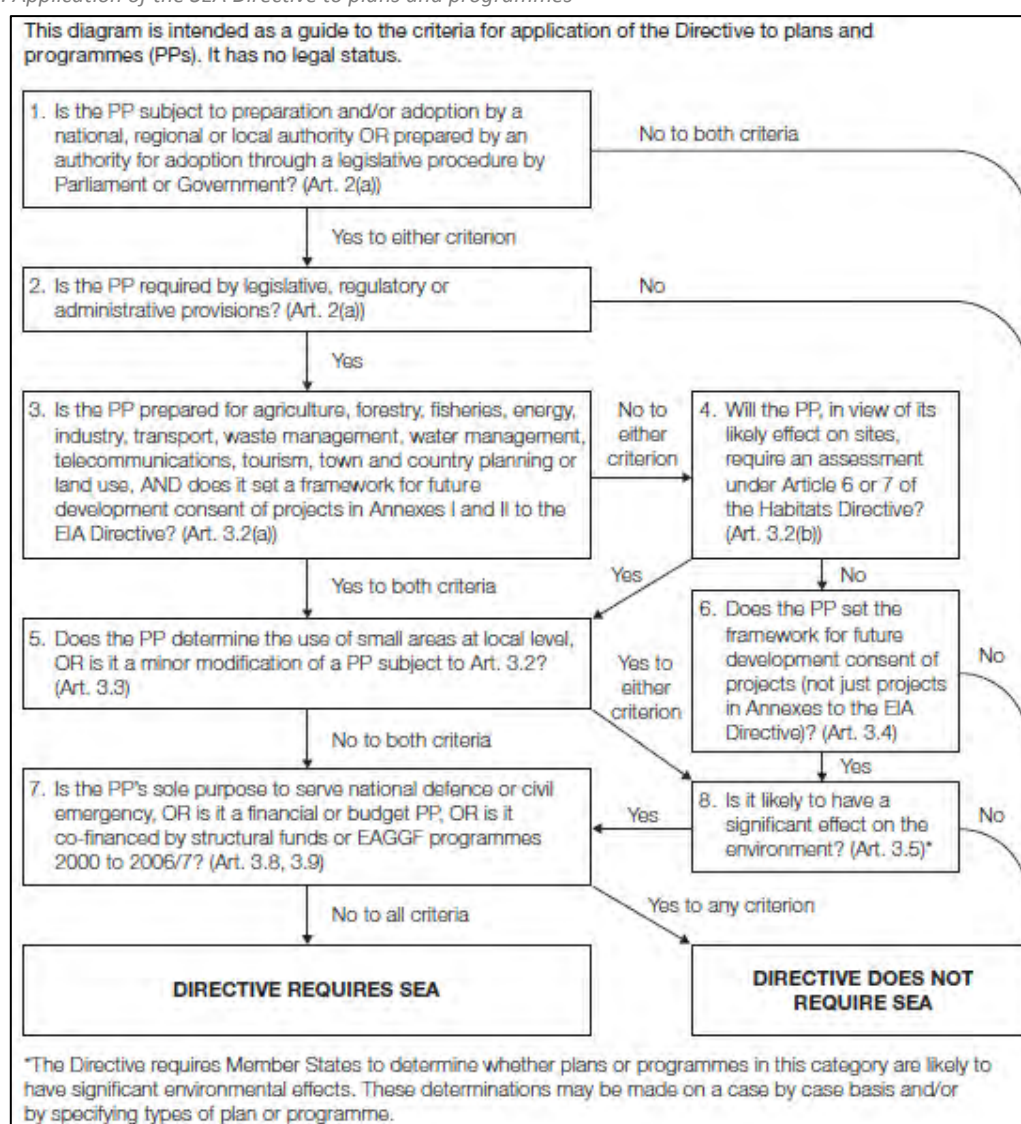


## 2 The SEA screening process

### 2.1 Description of the SEA screening process

The screening process forms the first stage of an SEA timeline. The screening task determines whether an SEA is required for a plan or programme. Practical guidance<sup>3</sup> on the SEA Directive from the UK Government provides a framework for determination of the requirement for SEA (the screening process) in a staged flow-diagram (see Figure 2).

Figure 2: Application of the SEA Directive to plans and programmes



<sup>3</sup> 'A Practical Guide to the Strategic Environmental Assessment Directive: Practical Guidance on Applying European Directive 2001/42/EC', Office of the Deputy Prime Minister, 2005.

## 2.2 Comparison of existing and refreshed strategies

The original strategy included a full SEA. In line with regulation 9(1) of the SEA Directive a new SEA will only be required if there are deemed significant environmental effects associated with modifications of the waste strategy. Therefore, the first stage of the screening process required a desk-based comparison of the existing (2010) Strategy, its accompanying Action Plan and the 'Mid-Point' updated (2015) strategy aims, objectives and targets to determine any significant differences. This comparison exercise highlighted where alterations had been made to the existing strategy (these are covered in more detail by Appendix A of this report).

No change to the 'Vision Statement' was enacted, suggesting that core principles and direction of the strategy are unaltered. Additionally, all of the objectives as set by the Strategy have remained the same with no changes in the updated version, again illustrating that the direction and goals of the service are unchanged. Individual commentary has been added to each objective to describe the continued relevance of each objective in Appendix A.

A number of alterations have been identified which reflect progress made within the Council. These all reflect temporal changes since adoption and are not material to the environmental effects of the strategy. These include accounting for changes in demographics, the economy, recycling and waste services. Successes already achieved within the strategy have been documented and updates have been made to take account for these and continue to improve the Council's environmental performance.

A more detailed summary of the comparison of objectives etc. between the 2010 and 2015 strategy editions is included in Appendix A.

## 2.3 Screening report and consultation process

Following a comparison exercise between the original strategy and draft refreshed strategy a screening report was produced as the next element of the SEA process. This was presented to the statutory consultees on 19<sup>th</sup> March 2015, and 5 weeks were allowed, as is standard practice, for responses to be received.

Receipt of responses from the statutory consultees (Historic England and Natural England - see Appendices B&C) indicated they believed there was no potential for a 'significant environmental effect' arising from the strategy amendments, which in turn required no further exploration through a full SEA. No response was received from the Environment Agency.

The final element of the SEA process, in this instance, is a statement of determination (this report) indicating that the SEA screening process has been conducted, in accordance with the SEA regulations and available guidance, and a determination has been made on the likely 'significant environmental effects' of changes made to the waste strategy.

### 3 Determination of significance

In accordance with Schedule 1 of the SEA Directive, the likely significance of all the changes have been considered against the relevant criteria; and are presented in Table 1.

Table 1: Consideration of significant environmental effects of strategy update using Schedule 1 of the SEA Directive

SEA Directive Schedule 1 Criteria	Details / Summary of Predicted Environmental Effects	Significant Environmental Effect Envisaged?
1. The characteristics of plans and programmes, having regard, in particular, to-		
(a) the degree to which the plan or programme sets a framework for projects and other activities, either with regard to the location, nature, size and operating conditions or by allocating resources;	<p>The current Waste Management Strategy for Solihull (2010) sets parameters for waste management projects up to 2020. The new strategy will maintain this timeframe, makes no alterations to the location or nature of potential facilities.</p> <p>The updated strategy prescribes no new preferred options for waste treatment, however continues the preference to continually monitor services and review best practice. Thus it is considered to not entail a significant environmental effect.</p>	NO

SEA Directive Schedule 1 Criteria	Details / Summary of Predicted Environmental Effects	Significant Environmental Effect Envisaged?
(b) the degree to which the plan or programme influences other plans and programmes including those in a hierarchy;	<p>The Strategy provides a framework to the Local Authority on waste management. The strategy works with partners at Coventry City Council and Warwickshire County Council however it is the lowest level of plan/programme in a hierarchy and therefore has a limited direct influence over other plans and programmes. The plan takes into consideration and is influenced by a number of plans and programmes in European Legislation and Government documents however provides a standalone document for Solihull MBC.</p> <p>Other plans will have due regard to the Municipal Waste Strategy (e.g. Development Plan documents), however the updated strategy retains the same strategic directions as the existing strategy, and is therefore considered not to alter its influence over other plans / programmes thus is not considered to entail a significant environmental effect.</p>	NO
(c) the relevance of the plan or programme for the integration of environmental considerations in particular with a view to promoting sustainable development;	The updated strategy retains the same relationships as the previous strategy and is therefore not considered to entail a significant environmental effect.	NO

SEA Directive Schedule 1 Criteria	Details / Summary of Predicted Environmental Effects	Significant Environmental Effect Envisaged?
(d) environmental problems relevant to the plan or programme;	<p>The updated strategy maintains all objectives relating to the minimisation and reduction of waste production, increasing of recycling and re-use, and treating waste in accordance with the waste hierarchy.</p> <p>Similarly, the strategy maintains scope for efficiency improvements, for example, through partnership working, as consideration of wider environmental problems. The objectives, targets and actions within the updated strategy were considered alongside the sustainability issues contained in other plans and programmes and are considered to be appropriate.</p> <p>The updated strategy is, for these reasons, not considered to entail a significant environmental effect.</p>	NO
(e) the relevance of the plan or programme for the implementation of Community legislation on the environment (for example, plans and programmes linked to waste management or water protection).	<p>The strategy contains targets and objectives for recycling and landfill diversion matching or exceeding national and international targets. The strategy also contains detailed objectives, targets and actions to facilitate treatment of waste in line with the waste hierarchy. The updated strategy retains consistency with the key aspects of the EU Waste Framework Directive, Landfill Directive and other waste management related Regulations and Directives.</p> <p>The updated strategy is, for these reasons, not considered to entail a significant environmental effect.</p>	NO

SEA Directive Schedule 1 Criteria	Details / Summary of Predicted Environmental Effects	Significant Environmental Effect Envisaged?
2. Characteristics of the effects and of the area likely to be affected, having regard, in particular, to-		
(a) the probability, duration, frequency and reversibility of the effects;	<p>The changes to the strategy are designed to improve environmental performance. The updated strategy therefore represents an improvement on the existing strategy.</p> <p>A number of the actions and targets have been updated to improve performance or bring targets in line with wider national targets. Promotional activities are short-term programmes to improve and maintain high levels of participation. Using communication and engagement packs to inform groups. Potential environmental effects are likely to be on a limited scale, and may be comparatively reversible in nature if found to impact negatively in any regard, e.g. littering etc.</p> <p>Specific environmental control over development will be addressed through the planning and environmental permitting regimes.</p>	NO
(b) the cumulative nature of the effects;	<p>As previously mentioned, the changes to the Strategy are intended to improve environmental protection / performance, and therefore there are no negative cumulative environmental effects envisaged for the strategy. The strategy is consistent with the waste hierarchy and therefore will promote that waste is treated increasingly in a more sustainable and environmentally friendly manner, meaning pollution and other negative environmental impacts are reduced over the life of the strategy.</p> <p>Specific environmental control over development will be addressed through the planning and environmental permitting regimes.</p>	NO

SEA Directive Schedule 1 Criteria	Details / Summary of Predicted Environmental Effects	Significant Environmental Effect Envisaged?
(c) the transboundary nature of the effects;	<p>Waste management activities include those which emit pollutants, which can contribute to transboundary effects, for example climate change. The current strategy promotes improvements to the treatment of all waste streams covered by the strategy, and the updated strategy will continue to pursue this objective.</p> <p>Currently, the large majority of treatment processes for Solihull's waste are undertaken within or close to the authority's geographical boundaries. This is unlikely to change within the strategy life due to the amount of treatment capacity in place, and therefore no additional environmental effects are envisaged. The updated strategy stipulates that changes in waste treatment should move waste up the Waste Hierarchy where possible, and therefore any potential effects of service changes will entail an environmental performance improvement.</p> <p>Specific environmental control over development will be addressed through the planning and environmental permitting regimes.</p>	NO

SEA Directive Schedule 1 Criteria	Details / Summary of Predicted Environmental Effects	Significant Environmental Effect Envisaged?
(d) the risks to human health or the environment (for example, due to accidents);	There are no specific environmental problems identified from waste management activities currently under the existing strategy that have a significant impact on human health and the environment; however, waste management activities can contain polluting processes which could be considered environmentally damaging (e.g. emissions from transport) and include services which may have health and safety risks for operatives. Such uses are covered under environmental health, permitting and other legislation, and the modified strategy does not seek to introduce any further such environmental risks in service delivery or attainment of strategy objectives. One of the key strategy objectives is to reduce waste arisings overall, including that of the Councils own waste this reduces the materials handling that can give risk to potential health concerns.	NO
(e) the magnitude and spatial extent of the effects (geographical area and size of the population likely to be affected);	The updated strategy seeks to modify the existing strategy to ensure all elements are current and relevant, and will not seek to expand current waste management operations, only to account for any population growth within the geographical area of Solihull. Therefore, there are not considered to be any significant changes that will affect the spatial extent and magnitude of effects.	NO



SEA Directive Schedule 1 Criteria	Details / Summary of Predicted Environmental Effects	Significant Environmental Effect Envisaged?
<p>(f) the value and vulnerability of the area likely to be affected due to-</p> <ul style="list-style-type: none"> <li>(i) special natural characteristics or cultural heritage;</li> <li>(ii) exceeded environmental quality standards or limit values; or</li> <li>(iii) intensive land-use;</li> </ul>	<p>The existing strategy was produced in light of the specific geographical sensitivities and vulnerabilities of Solihull MBC. The strategy has been considered alongside sustainability issues as described previously in criteria (d). Furthermore, the strategy will not be altered to remove protection for any such areas, and therefore there are no significant environmental effects associated with the modified strategy.</p>	<p>NO</p>
<p>(g) the effects on areas or landscapes which have a recognised national, Community or international protection status.</p>	<p>As with criteria 2(f) the modified strategy will not remove any protection for areas with a recognised national, community or international protection status. The updated strategy will continue to encourage improved environmental performance, and it is therefore considered that any environmental effects of the strategy, if any, will be of a positive and moderate nature.</p>	<p>NO</p>

## 4 Summary of strategy changes and environmental effects.

This section provides a more detailed analysis of the main strategy changes, modifications and updates between the existing 2010 strategy and mid-point (2015) refreshed strategy.

### 4.1 Strategy Structure

The structure of the strategy has been altered slightly in order to increase its accessibility and readability. This has included updating background information about Solihull MBC and the current service provision. The structure reflects its 'update' focus and is clear and directed on describing the strategy's progress in a similar order to its predecessor; from context of the strategy, legislation, to recycling services. Updated performance figures are illustrated through detailed graphs and document how the strategy has changed since the 2010 publication with commentary throughout the update to provide clarity. This is considered to be a minor modification by the authority and therefore have no significant environmental effects, and is one of the functions of a factual update.

Similarly, as part of the restructure of the strategy document, each area of the Waste Hierarchy is discussed in order; firstly in terms of its progress, documenting the progress made on each target or action, also highlighting where actions have been selected to be updated. This is followed by the strategy objectives and new targets and actions for each. For the purpose of comparison, and to demonstrate that all objectives, targets and actions from the existing strategy are covered by the updated draft strategy, Appendix A illustrates how each of the new targets or actions are incorporated into the existing objectives and targets. This includes extracts of progress notes included in the updated strategy commentary which add context to the status of each target. For these reasons, it is considered that the restructuring of the strategy has no significant environmental effects and only constitutes minor modifications.

### 4.2 Quantitative target updates

A number of changes were identified relating to the updated targets which have been modified to reflect the near five year progression since the strategy was first implemented. The changes for the updated strategy all set higher or equivalent environmental performance thresholds in comparison with their predecessors.

In the case of the headline recycling target (R3.19), a minor alteration has been made to the target in recognition of Solihull MBC's recent performance. The Strategy still aspires to deliver the recycling target of 60% however reaching the EU/English recycling rate of 50% by 2020 has now been incorporated into the target. Solihull MBC has responded appropriately, through the implementation of additional actions to support achieving a 60% household recycling rate, in reflection of lower than anticipated performance to date. The ultimate recycling objective remains identical and the updated

target within the strategy still aspires to deliver its original goal however in recognition of the lower performance delivered in practice than modelled at the previous strategy, the update also includes actions to try and deliver further progress towards attainment of the target. Therefore, it is considered to have no significant environmental effects and only constitutes minor modifications to reflect acknowledgement of the council's current performance. The new kerbside collection systems aims to make substantial ground towards the recycling target but is only five months into operation, and a full set of performance data will only be available after twelve months of full service operation.

### 4.3 Additional targets / actions

Within the update of the Strategy, there has been the inclusion of some additional targets (see Appendix A). Each one of the new targets or actions have been added to reiterate objectives or support existing targets or actions; sitting within the scope of a strategy refresh. Therefore these are considered to be positive changes, representing the performance of Solihull MBC thus far and having no detrimental environmental significance.

### 4.4 Other updates

The tonnage of recycling collected through the bring bank service has decreased, alongside the introduction of a new kerbside service meaning more materials can be presented at the kerbside with easier convenience, meaning that the accessibility of bring banks is less important. This change does not reflect a reduction in service provision, however demonstrates a change in recycling behaviour and nature of waste collection service.

## 5 Record of responses received from screening consultation process

Solihull Metropolitan Borough Council considers that the Waste Management Strategy for Solihull mid-point (2015) update constitutes only ‘minor modifications’ to the existing 2010 strategy and therefore a full SEA is not required. As part of the SEA screening process and strategy updating views were sought from the statutory consultees; Historic England (formerly English Heritage), the Environment Agency and Natural England. Table 2 contains the comments raised in the responses received from statutory consultees and any relevant actions taken by Solihull MBC.

*Table 2. Comments raised by consultees and actions taken by Solihull MBC*

Consultee	Comment Raised	Solihull MBC Response / Action
Natural England	“Based on the information provided, Natural England is in agreement with the results of the screening report, which concludes that the update constitutes only minor modifications to the existing strategy, therefore a full SEA is not required.”	Solihull MBC welcomes this conclusion. No further action required.
Historic England (formerly English Heritage)	“Having considered the screening report we do not wish to challenge the local authority’s conclusion that a full SEA is not required.”	Solihull MBC welcomes this comment. No further action required.

A copy of the Natural England response is appended in Appendix B. A copy of the Historic England (formerly English Heritage) response is appended in Appendix C. No response was received from the Environment Agency.

## 6 SEA screening determination

After consideration of the scope of the refreshed Waste Management Strategy for Solihull 2010 – 2020 Mid-point (2015) update, and screening consultation with the statutory consultees, **Solihull Metropolitan Borough Council determines that no significant environmental effects** will result from the refreshed strategy. Solihull Metropolitan Borough Council considers that the changes constitute only ‘minor modifications’ to the existing 2010 Strategy, and therefore determines that there is **no requirement for a full Strategic Environmental Assessment**.

## Appendix A – Comparison of vision, objectives, actions and targets

The following tables provide a detailed comparison of the vision, aims and objectives from the existing 2010 strategy with those of the updated strategy.

## Vision statement update

Table 3: MWMS Vision Statement 2010 & Updated Vision Statement

2010 Strategy Vision Statement		2015 Strategy Vision Statement		Comment / Justification
<b>A</b>	Our vision is to manage Solihull’s municipal waste as a resource that can be utilised for environmental benefit through a service that contributes to a cleaner, greener Borough. To provide a high quality, inclusive service that encourages residents of Solihull to fully engage in the opportunities to reduce, reuse and recycle wastes to help reduce the carbon footprint of the Borough and to minimise the amount of residual waste left over. To recover energy and materials from the residual waste and minimise disposal to landfill. To work in partnership with other authorities, community groups and the private sector where there are demonstrable benefits in doing so. To deliver an efficient waste management service that represents best value and provides a sustainable and customer focussed operation.	<b>R</b>	Our vision is to manage Solihull’s municipal waste as a resource that can be utilised for environmental benefit through a service that contributes to a cleaner, greener Borough. To provide a high quality, inclusive service that encourages residents of Solihull to fully engage in the opportunities to reduce, reuse and recycle wastes, to help reduce the carbon footprint of the Borough and to minimise the amount of residual waste left over. To recover energy and materials from the residual waste and minimise disposal to landfill. To work in partnership with other authorities, community groups and the private sector where there are demonstrable benefits in doing so. To deliver an efficient waste management service that represents best value and provides a sustainable and customer focussed operation.	No change.

## Update of objectives

Table 4: MWMS objectives 2010 & updated objectives

2010 Strategic Objectives		2015 Strategic Objectives		Comment / Justification
<b>A1.1</b>	Set in place initiatives to reduce the amount of waste arising in Solihull through prevention and reuse activity and continue to raise awareness to encourage behaviour change and participation in these schemes.	<b>R1.1</b>	Set in place initiatives to reduce the amount of waste arising in Solihull through prevention and reuse activity and continue to raise awareness to encourage behavioral change and participation in these schemes.  <i>It is paramount that we develop initiatives to enable us to move the management of waste up the waste hierarchy – this is a key objective.</i>	No change.  Additional commentary to document the ongoing relevancy of the objective.
<b>A1.2</b>	Expand the range of materials collected for reuse and recycling across the Borough to ensure all households have the opportunity to make sustainable choices for the management of their wastes.	<b>R1.2</b>	Expand the range of materials collected for reuse and recycling across the Borough to ensure all households have the opportunity to make sustainable choices for the management of their wastes.  <i>We now collect the majority of readily recyclable materials from the kerbside. We will continue to review the service and identify other potential materials to collect.</i>	No change.  Additional commentary to document the ongoing relevancy of the objective.



2010 Strategic Objectives		2015 Strategic Objectives		Comment / Justification
<b>A1.3</b>	Improve recycling services and engage with the residents of Solihull to fully participate in the recycle collections, with the aim of delivering a minimum target of 60% household waste recycling rate by 2020, but aspiring to deliver this level of performance by 2015 if practicable.	<b>R1.3</b>	<p>Improve recycling services and engage with the residents of Solihull to fully participate in the recycle collections, with the aim of delivering a minimum target of 60% household waste recycling rate by 2020, but aspiring to deliver this level of performance by 2015 if practicable.</p> <p><i>The changes to the recycling service and improvements to recycling at flats has provided access to recycling for more residents. Continuing to reduce waste and increased recycling is a key objective. Attaining 60% recycling by 2020 will be extremely challenging, however the aspiration should be retained.</i></p>	<p>No change.</p> <p>Additional commentary to document the ongoing relevancy of the objective and likelihood that it will not be achieved.</p>
<b>A1.4</b>	Minimise the need for landfilling of wastes by continuing Solihull's high performance in residual waste treatment beyond the life the existing Energy from Waste plant, with the aim of delivering no more than 15% of household waste to landfill by 2015 and a maximum of 10% by 2020.	<b>R1.4</b>	<p>Minimise the need for landfilling of wastes by continuing Solihull's high performance in residual waste treatment beyond the life the existing Energy from Waste plant, with the aim of delivering no more than 15% of household waste to landfill by 2015 and a maximum of 10% by 2020.</p> <p><i>Our aim is to continue to reduce the amount of waste landfilled, diverting waste to reuse, recycling and recovery. This is a key objective.</i></p>	<p>No change.</p> <p>Additional commentary to document the ongoing relevancy of the objective.</p>
<b>A1.5</b>	Seek to recover both energy and materials from residual waste in the most efficient manner, to conserve resources, gain maximum value and contribute to carbon reduction,	<b>R1.5</b>	<p>Seek to recover both energy and materials from residual waste in the most efficient manner, to conserve resources, gain maximum value and contribute to carbon reduction, and recycling targets.</p> <p><i>Reducing the amount of waste sent to landfill is a key objective –</i></p>	<p>No change.</p> <p>Additional commentary to document the ongoing relevancy of the</p>

2010 Strategic Objectives		2015 Strategic Objectives		Comment / Justification
	renewable energy and recycling targets.		<i>identifying viable, sustainable alternatives is necessary to further reduce levels of landfill.</i>	objective.
<b>A1.6</b>	Continue to support existing partnerships and actively explore new partnering arrangements with organisations that can support the vision and objectives of this Strategy.	<b>R1.6</b>	Continue to support existing partnerships and actively explore new partnering arrangements with organisations that can support the vision and objectives of this Strategy.  <i>Solihull continues to work closely with Coventry City Council and will continue to pursue opportunities for joint working where they are beneficial to Solihull.</i>	No change.  Additional commentary to document the ongoing relevancy of the objective.
<b>A1.7</b>	Use good practice methods in communication, education and enforcement to support the delivery of a cleaner, greener Borough for the benefit of all.	<b>R1.7</b>	Use good practice methods in communication, education and enforcement to support the delivery of a cleaner, greener Borough for the benefit of all.  <i>Clarity of communication and encouraging participation and engagement in recycling and reuse is essential to achieve our Strategy targets – this is a key objective.</i>	No change.  Additional commentary to document the ongoing relevancy of the objective.
<b>A1.8</b>	Demonstrate continued improvement in reducing the levels of carbon emissions of the municipal waste management service throughout the life of this Strategy, as a measure to	<b>R1.8</b>	Demonstrate continued improvement in reducing the levels of carbon emissions of the municipal waste management service throughout the life of this Strategy, as a measure to tackle climate change.  <i>Since the Strategy was adopted we have reduced our carbon</i>	No change.  Additional commentary to document the ongoing relevancy of the objective.

2010 Strategic Objectives		2015 Strategic Objectives		Comment / Justification
	tackle climate change.		<i>impact and will continue to identify ways to further reduce the impact of delivering the service.</i>	
<b>A1.9</b>	Provide a service that is affordable and demonstrates best value for Solihull through seeking efficiencies wherever practicable, considering other waste streams in addition to municipal waste, managing risks appropriately and delivering a sustained high quality service.	<b>R1.9</b>	Provide a service that is affordable and demonstrates best value for Solihull through seeking efficiencies wherever practicable, considering other waste streams in addition to municipal waste, managing risks appropriately and delivering a sustained high quality service.  <i>This is a key objective – which is essential when delivering a service in an increasingly challenging financial climate.</i>	No change.  Additional commentary to document the ongoing relevancy of the objective.
<b>A1.10</b>	Solihull Metropolitan Borough Council to lead by example and improve the environmental performance of its offices, depots and staff activities through more sustainable use of resources and adopting practices that reduce carbon emissions.	<b>R1.10</b>	Solihull Metropolitan Borough Council to lead by example and improve the environmental performance of its offices, depots and staff activities through more sustainable use of resources and adopting practices that reduce carbon emissions.  <i>Solihull has put in place measures to reduce its overall carbon impact and will continue to seek areas for improvement.</i>	No change.  Additional commentary to document the ongoing relevancy of the objective.

## Update of targets and actions

Table 5: Waste Prevention and Re-use Targets & Actions

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A2.1</b>	Solihull Council to employ a Waste Prevention / Education Officer (WPEO) to co-ordinate Waste Prevention & Reuse initiatives.	<b>R2.1</b>	Solihull Council to employ a Waste Prevention / Education Officer (WPEO) to co-ordinate Waste Prevention & Reuse initiatives.	No change. Progress update shows that a Community Engagement Officer role has been developed to promote reuse activities. A role which will be active from November 2014.
<b>A2.2</b>	Solihull Council to subscribe to the scheme/s that replaces the WRAP subsidised home composter deal to ensure subsidised units are available to householders.	<b>R2.2</b>	Solihull Council to subscribe to the scheme/s that replaces the WRAP subsidised home composter deal to ensure subsidised units are available to householders.	No change. WRAP's subsidised scheme came to an end. Solihull MBC have teamed up with getcomposting.com, which is promoted on the council's website offering exclusive deals on home compost bins and other green products.
<b>A2.3</b>	Solihull Council to continue to encourage and provide free uptake of home composters at schools that sign up to a talk on waste management and the recycling collection.	<b>R2.3</b>	Solihull Council to continue to encourage and provide free uptake of home composters at schools that sign up to a talk on waste management and the recycling collection.	No change. Schools were offered free composters. Support also provided through the Eco-schools scheme – an international award scheme which helps schools to embed sustainability principles into school life. Operating in both primary and secondary schools across Solihull.

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A2.4</b>	Solihull Council will plan a communications campaign, centred on 'Love Food, Hate Waste', but with a linked promotion of subsidised home composters. Solihull Council to seek the support of WRAP to add value and expertise to the planning and resource available. The plan should include appropriate monitoring and evaluation methods.	<b>R2.4</b>	Solihull Council will plan a communications campaign, centred on 'Love Food, Hate Waste', but with a linked promotion of subsidised home composters. Solihull Council to seek the support of WRAP to add value and expertise to the planning and resource available. The plan should include appropriate monitoring and evaluation methods.	No change.  Solihull MBC continue to promote the national Love Food Hate Waste Themes at a local level. Advertised on Council Website, also teamed up with getcomposting.com to promote home composting.
<b>A2.5</b>	Solihull Council to populate the Council website with information on waste prevention and reuse, including relevant links and contact information as regards at least:-  <ul style="list-style-type: none"> <li>- Love Food, Hate Waste (see below)</li> <li>- Freecycle</li> <li>- Real Nappy initiatives</li> <li>- Mail Preference Service</li> <li>- Reuse services</li> </ul>	<b>R2.5</b>	Solihull Council to populate the Council website with information on waste prevention and reuse, including relevant links and contact information as regards at least:-  <ul style="list-style-type: none"> <li>- Love Food, Hate Waste (see below)</li> <li>- Freecycle</li> <li>- Real Nappy initiatives</li> <li>- Mail Preference Service</li> <li>- Reuse services</li> </ul>	No change.  Relevant links on waste prevention and reuse can be accessed on the Council website. Additional links and information can be found on the website for residents.
<b>A2.6</b>	Solihull Council to contact the Solihull branch of Freecycle and use existing media channels (e.g. the Council	<b>R2.6</b>	Solihull Council to contact the Solihull branch of Freecycle and use existing media channels (e.g. the Council	No change.  Freecycle is advertised on the Council website.

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
	magazine 'Your Solihull'), the website and promotional literature at events to raise the profile of the network.		magazine 'Your Solihull'), the website and promotional literature at events to raise the profile of the network.	
<b>A2.7</b>	Solihull MBC to seek to partner with a third sector organisation to provide home composting support to households 'Master Composter scheme' and 'Master Recycler', with training provided by the Waste section of Solihull Council, supported by WRAP.	<b>R2.7</b>	Solihull MBC to seek to partner with a third sector organisation to provide home composting support to households 'Master Composter scheme' and 'Master Recycler', with training provided by the Waste section of Solihull Council, supported by WRAP.	No change. The action has been progressing as Garden Organic has been supporting a Master Composter scheme aimed at allotment holders.
<b>A2.8</b>	Solihull Council to launch and run a dedicated campaign centred around 'Love Food, Hate Waste' to promote food waste prevention, linked to a home composter promotion.	<b>R2.8</b>	Solihull Council to launch and run a dedicated campaign centred around 'Love Food, Hate Waste' to promote food waste prevention, linked to a home composter promotion.	No change. Solihull MBC use the national Love Food Hate Waste Themes to promote Love Food Hate Waste at a local level. Home composting is promoted as discussed in R2.2
<b>A2.9</b>	Solihull Council to procure replacement Composting capacity for green waste	<b>R2.9</b>	N/A	Action completed – contract for processing garden waste in place.

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A2.1 0</b>	<p>Solihull Council to utilise its influence to seek to deliver the following household waste arisings targets:</p> <ul style="list-style-type: none"> <li>- To reduce the amount of household waste arisings to 490kg / person / year by 2013</li> <li>- To reduce the amount of household waste arisings to 480kg / person / year by 2017</li> <li>- To reduce the amount of household waste arisings to 475kg / person / year by 2020.</li> </ul>	<b>R2.1 0</b>	<p>We have reached our 2020 target of 275kg of household waste produced per person per year. However this has been achieved during a period of economic downturn. Taking this into consideration we have the revised targets:</p> <ul style="list-style-type: none"> <li>- To reduce the amount of household waste arisings to 450kg / person / year by 2017</li> <li>- To reduce the amount of household waste arisings to 440g / person / year by 2020.</li> </ul>	<p>This target has been updated to reflect the success of the Council's household waste arisings. This update is a positive change as the original target of 475kg for 2020 has been reached. Therefore the new target should be considered as an update to the strategy to reflect current best practice. Any impact of this change will be a positive environmental effect.</p>
<b>A2.1 1</b>	<p>Solihull Council to review prevention &amp; reuse performance and action plan at the 2015 review of the WMS</p>			<p>Refer to all sections of R2.12</p>

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A2.1 2</b>	Solihull Council to assess success of waste prevention & reuse initiatives to date and develop appropriate new initiatives in the light of priorities and proximity to waste prevention target.	<b>R2.1 2</b>	<p>Development of a long-term, resourced engagement and awareness campaign including specific campaigns on the following:</p> <ul style="list-style-type: none"> <li>- Prevention of food waste – Love Food Hate Waste</li> <li>- Promotion of reuse opportunities in the Borough</li> <li>- Home Composting</li> <li>- Promoting Junk mail prevention initiatives.</li> </ul>	<p>Additional actions and targets have been included to address the prevention and reuse performance of the MWS. Each action relates or reiterates objectives and targets previously set out in the Strategy update. These new actions constitutes an update to reflect the current position and is therefore within the scope of a strategy refresh.</p> <p>This action (R2.12) is an extension of R2.2, R2.4, R2.5, and R2.6 relating to the overarching themes of Objectives 1, 3 and 7 (R1.1, R1.3 and R1.7). These actions are to be indicated by:</p> <ul style="list-style-type: none"> <li>- Amount of waste generated</li> <li>- Amount of household waste generated per head</li> <li>- Results of waste composition studies</li> <li>- Increase in take up of compost bins.</li> </ul>
		<b>R2.1 3</b>	<p>Review opportunities for reuse of items collected via the council's bulky waste collection service.</p>	<p>This action has been implemented to further support objectives 2 and 3 (R1.2 and R1.3). Indicated by a reduction in the amount of bulky waste sent for treatment or disposal. This change therefore remains within the scope of the strategy refresh.</p>



2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
		<b>R2.1 4</b>	Review opportunities for reuse of materials deposited at the Household Waste Recycling Centre at Bickenhill.	This action has been included to ensure best practice and reiterates objective 3(R1.3) in the aim to reduce the amount of waste sent for waste treatment or disposal at the HWRC at Bickenhill.
		<b>R2.1 5</b>	Targeted promotion of 'No side waste policy' with education and support.	This target has been implemented to support R1.1 and is to be represented by: <ul style="list-style-type: none"> <li>- Reduction in the amount of side waste presented and therefore requiring disposal</li> <li>- Reduction in the amount of litter in the targeted areas.</li> </ul>

Table 6: Recycling and Composting Targets & Actions

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A3.1</b>	<p>Solihull Council to seek to identify potential opportunities to expand the range of recyclate types collected via the kerbside collection or through recycling centres / bring banks, and therefore to retain a proactive dialogue with:</p> <ul style="list-style-type: none"> <li>- The collection contractor as regards innovation in the dry recycling system,</li> <li>- WRAP as regards secondary materials markets</li> <li>- The third sector as regards potential partnering over collections.</li> </ul>	<b>R3.1</b>	<p>Solihull Council to seek to identify potential opportunities to expand the range of recyclate types collected via the kerbside collection or through recycling centres / bring banks, and therefore to retain a proactive dialogue with:</p> <ul style="list-style-type: none"> <li>- The collection contractor as regards innovation in the dry recycling system,</li> <li>- WRAP as regards secondary materials markets</li> <li>- The third sector as regards potential partnering over collections.</li> </ul>	<p>No change.</p> <p>Target remains the same. Progress indicates that recycling collection service changed from weekly to fortnightly in 2011. In 2014 a co-mingled brown bin provided to the majority of properties with a separate 55 litre recycling box for glass. Cartons, aerosols and foil were also added to the kerbside collection service.</p>
<b>A3.2</b>	<p>Solihull Council to evaluate the success of the new dry recycling system. To identify areas of improvement (e.g. capture rates, participation and contamination) Baseline to be provided by 'before' survey.</p>	<b>R3.2</b>	<p>Solihull Council to evaluate the success of the new dry recycling system. To identify areas of improvement (e.g. capture rates, participation and contamination). Baseline to be provided by 'before' survey.</p>	<p>No change.</p> <p>Participation surveys are carried out annually and as of 2014, overall participation of the service was 80%. Surveys are also carried out before any major service changes.</p>

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A3.3</b>	<p>Solihull Council to develop a campaign plan to improve areas of weakness in the kerbside recycling collection, anticipated to include elements such as:-</p> <ul style="list-style-type: none"> <li>- Monitoring and evaluation methods</li> <li>- Door knocking activities</li> <li>- Stickers / leaflets</li> </ul>	<b>R3.3</b>	<p>Solihull Council to develop a campaign plan to improve areas of weakness in the kerbside recycling collection, anticipated to include elements such as:-</p> <ul style="list-style-type: none"> <li>- Monitoring and evaluation methods</li> <li>- Door knocking activities</li> <li>- Stickers / leaflets</li> </ul>	<p>No change.</p> <p>See A5.5 and A5.6 more updated actions relating to this action.</p>
<b>A3.4</b>	<p>Solihull Council to evaluate the recycling performance of the new layout and operation of the Household Waste Recycling Centre (HWRC) and agree a baseline of recycling performance against which to set targets for improvement.</p>	<b>R3.4</b>	<p>Solihull Council to evaluate the recycling performance of the new layout and operation of the Household Waste Recycling Centre (HWRC) and agree a baseline of recycling performance against which to set targets for improvement.</p>	<p>No change.</p> <p>This task has been completed and annual recycling targets have been set for the Household Waste Recycling Centre.</p>
<b>A3.5</b>	<p>Solihull Council to explore partnering arrangements with adjacent local authorities as regards food waste treatment. The business case / procurement plan should also consider third party wastes where economies may be realised. Anaerobic Digestion based systems should be preferred.</p>	<b>R3.5</b>	<p>Solihull Council to explore partnering arrangements with adjacent local authorities as regards food waste treatment. The business case / procurement plan should also consider third party wastes where economies may be realised. Anaerobic Digestion based systems should be preferred.</p>	<p>No change.</p> <p>Progress has been documented through an increase in the number of regional facilities which are processing food waste.</p>

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A3.6</b>	<p>Solihull Council to review the tonnages captured via mini recycling centres / bring sites and plan a strategic review of the locations, materials and capacity of:-</p> <ul style="list-style-type: none"> <li>- Mini Recycling Centres</li> <li>- On street recycling bins</li> </ul> <p>With consideration to the following principles guide to planning:</p> <ul style="list-style-type: none"> <li>- Maximising accessibility by residents and visitors to recycling services (i.e. a focus on areas not served by kerbside collections)</li> <li>- Increasing the range of materials available for recycling by the public</li> <li>- Increasing recycling tonnages</li> <li>- Increasing carbon benefit</li> <li>- Enhancing the efficiency of the recycling service as a whole supporting a cleaner, greener Borough.</li> </ul>	<b>R3.6</b>	<p>Solihull Council to review the tonnages captured via mini recycling centres / bring sites and plan a strategic review of the locations, materials and capacity of:-</p> <ul style="list-style-type: none"> <li>- Mini Recycling Centres</li> <li>- On street recycling bins</li> </ul> <p>With consideration to the following principles guide to planning:</p> <ul style="list-style-type: none"> <li>- Maximising accessibility by residents and visitors to recycling services (i.e. a focus on areas not served by kerbside collections)</li> <li>- Increasing the range of materials available for recycling by the public</li> <li>- Increasing recycling tonnages</li> <li>- Increasing carbon benefit</li> <li>- Enhancing the efficiency of the recycling service as a whole supporting a clear, greener Borough.</li> </ul>	<p>No change.</p> <p>Trials have been carried out in the Borough on street recycling units. Disappointingly high levels of contamination and low levels of separation were recorded with the units being used similarly to that of a standard litter bin. As a result, on-street recycling units have not been located in the borough.</p> <p>7 mini-recycling centres were removed in 2013, and 2 in 2014, due to a reduction in their use as a result of increased kerbside provision.</p> <p>In 2014 both our can and plastic contractor withdrew their collection services due to them no longer being financially viable. This is due to an increasing number of local authorities reducing or removing their mini recycling provision.</p>

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A3.7</b>	Solihull Council to identify any future capital improvements (in discussion with the operator) for the HWRC to enhance recycling rates further.	<b>R3.7</b>	Solihull Council to identify any future capital improvements (in discussion with the operator) for the HWRC to enhance recycling rates further.	No change.  Annual reviews of HWRC operations. Signage has been improved and installation of mirrors for visibility. Restrained by the size and capacity of the site – Solihull Council strive to optimise the use of the available space.
<b>A3.8</b>	Solihull Council to seek to expand the range of materials collected for recycling from schools in line with the kerbside collection service, and increase the numbers of schools participating in the scheme.	<b>R3.8</b>	Solihull Council to seek to expand the range of materials collected for recycling from schools, in line with the kerbside collection service and increase the number of schools participating in the scheme.	No change.  See Table 7.
<b>A3.9</b>	Solihull Council to assess the performance of the kerbside dry recyclate collection system in the light of costs, expectations, participation and feedback from residents.	<b>R3.9</b>	Solihull Council to assess the performance of the kerbside dry recyclate collection system in the light of costs, expectations, participation and feedback from residents.	No change.  Regular reviews of the recycling system are carried out with close monitoring of the performance of the service in light of the changes implemented in September 2014.
<b>A3.10</b>	Solihull Council to implement the campaign to optimise the performance of the kerbside dry recycling collection, through the initiatives identified in the previous planning exercise.	<b>R3.10</b>	Solihull Council to implement the campaign to optimise the performance of the kerbside dry recycling collection, through the initiatives identified in the previous planning exercise.	No change.  The monitoring and engagement activities as discussed above will support the changes made in September 2014.

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A3.1 1</b>	Solihull Council to consider procurement options and implement procurement strategy for kerbside dry recycling / organics / trade waste in the light of the evaluation of the service and availability of markets for recycle.	<b>R3.1 1</b>	Solihull Council to consider procurement options and implement procurement strategy for kerbside dry recycling / organics / trade waste in the light of the evaluation of the service and availability of markets for recycle.	No change.  Results from a survey carried out to Solihull Town Centre business in 2013 indicated little desire within the town, as many large retailers have long term corporate contracts in place.
<b>A3.1 2</b>	Solihull Council to implement infrastructure changes arising from the recycling centre / bring site review and any capital improvement to the HWRC.	<b>R3.1 2</b>	Solihull Council to implement infrastructure changes arising from the recycling centre / bring site review and any capital improvement to the HWRC.	No change.  Annual reviews as discussed earlier (R3.7).
<b>A3.1 3</b>	Solihull Council to implement a food waste collection to increase recycling performance in line with medium and long term targets.	<b>R3.1 3</b>	Solihull Council to implement a food waste collection to increase recycling performance in line with medium and long term targets.	No change.
<b>A3.1 4</b>	Solihull Council to review overall recycling performance and action plan at the 2015 review of the WMS.	<b>R3.1 4</b>	N/A	See R3.18 and R3.19 for the updates targets as a result to the review.
<b>A3.1 5</b>	Solihull Council will carry out a review of collection methods to identify areas for performance optimisation.	<b>R3.1 5</b>	N/A	See R3.1, R3.2, R3.9 – Highlights the progress being taken to monitor and improve performance.

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A3.1 6</b>	To maintain residual waste treatment and recovery capacity, extending contractual arrangements.	<b>R3.1 6</b>	To maintain residual waste treatment and recovery capacity, extending contractual arrangements.	No change.  A long term Service Level Agreement is in place with the Coventry and Solihull Waste Disposal Company.
<b>A3.1 7</b>	Solihull Council will seek to deliver the following targets through the actions identified: <ul style="list-style-type: none"> <li>- 80% of schools participating in the recycling service by 2012</li> <li>- 95% of school participating in the recycling service by 2014.</li> </ul>	<b>R3.1 7</b>	100% of schools having access to recycling services by 2020  Action: <ul style="list-style-type: none"> <li>- We will continue to provide a recycling service to schools. However increasingly schools are making their own arrangements for recycling through their own waste disposal contracts.</li> </ul>	This target has amended its participation figure and has taken the target date to the end of the Strategy (2020). Solihull Council state that currently 71% of schools use the provided recycling service and this target has been updated to improve performance and access to recycling for school, holding no significant environmental effect. The updated target reflects that other service providers are available and it is unrealistic for Solihull MBC to improve on this figure to the extent required to achieve the previous target.  Achieving the new target would surpass achieving the original targets, and therefore any environmental effect of this change will be positive.

2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A3.1 8</b>	<p>Agree interim recycling rate targets for Household Waste Recycling Centre (HWRC).</p> <ul style="list-style-type: none"> <li>- Minimum 60% recycling rate (excluding rubble) for the HWRC at Bickenhill by 2020, aspirational 70% target</li> </ul>	<b>R3.1 8</b>	<p>Minimum 60% recycling rate (excluding rubble) for the HWRC at Bickenhill by 2020, aspirational 70% target. Optimising the amount of waste diverted from landfill.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>- Review operations at the HWRC – considering practicality of increasing the range of materials that can be reused and recycled</li> <li>- Research and review examples of best practice regarding operations and performance of Household Waste Recycling Centres – identifying approaches to increase diversion from landfill</li> <li>- Proactive engagement of site staff with sites users assisting them to recycle and not dispose of material taken to the site.</li> </ul>	<p>This target is to be maintained by Solihull Council. Upon review, new actions have been implemented to support the target of achieving a minimum 60% recycling rate for the HWRC. These actions promote and encourage best practice and increase diversion from landfill. In 2013/14 61% of waste was diverted from landfill. Therefore these changes have no environmental concerns.</p> <p>This approach is consistent with achieving best practice management of HWRCs and it is therefore considered that the changes are not significant.</p>



2010 Strategy Target / Action		Updated Target / Action 2015		Comments / Justifications
<b>A3.1 9</b>	Minimum 60% household waste recycling rate for Solihull by 2020, aspiring to reach this by 2015 if practicable.	<b>R3.1 9</b>	<p>Reach the EU/English recycling target of 50% recycling by 2020, using best endeavours to exceed this target and reach 60% by 2020.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>- Development of a resourced engagement and awareness campaign to encourage and sustain participation in the recycling service. Providing targeted support and communications where necessary. Use a wide variety of communication media to ensure wide coverage.</li> <li>- Review the method of collections including: <ul style="list-style-type: none"> <li>- Range of recycling collected at the kerbside</li> <li>- Frequency of collections</li> <li>- Food waste collections</li> <li>- Review examples of best practice</li> <li>- What do residents want?</li> </ul> </li> <li>- Review the cost and efficacy of reward and recognition schemes for recycling.</li> </ul>	<p>Solihull MBC has experienced a reduction in their recycling rate, with 39% being recorded in 2013/14. However, the Strategy update still aspires to deliver this target, aiming to achieve the EU/English recycling rate (50%) whilst using best effects to reach 60% by 2020. Solihull MBC has implemented measures to reverse the decline through the implementation of a campaign to encourage participation primarily through communication and a review process to increase recycling rate beyond the EU/English recycling target.</p> <p>In September 2014, Solihull Council introduced a new collection service to increase the recycling capacity for households and ultimately increase levels of recycling collected at the kerbside.</p> <p>Although a reduction in the current recycling rate has been experienced, the recent range of actions of Solihull Council in response to this (and those contained as further actions within the Strategy update) provide confidence in attainment of high recycling levels. In view of retaining the objective and aspiring to deliver the same target this it is deemed to have no significant environmental effects.</p>

Table 7: Resource and Waste Treatment Targets & Actions

2010 Strategy Target / Action		Updated Target / Action		Comment / Justification
<b>A4.1</b>	Solihull Council will seek to derive environmental benefit from the residual waste management treatment by recovering both materials and energy value from the waste.	<b>R4.1</b>	Seek to derive environmental benefit from waste that cannot be recycled by recovering materials, energy and heat from the materials processed.	Target remains the same despite rewording.  Solihull Council have a long-term Service Level Agreement with the Coventry and Solihull Waste Disposal Company.
<b>A4.2</b>	Procure appropriate replacement landfill capacity.	<b>R4.2</b>	Procure appropriate replacement landfill capacity.	No Change.  See R4.5
<b>A4.3</b>	Solihull Council will apply the actions of this MWMS, available technology and procurement to seek to reduce the amount of household waste sent to landfill to 10% of Solihull waste by 2020.	<b>R4.3</b>	Reduce the amount of household waste sent for disposal to landfill to 10% by 2020.	Target remains the same despite rewording.  Figures presented for 2013/14 showed 11% of waste generated in Solihull was landfilled, the majority of which arises from the HWRC. Additional actions have been implemented to further reduce the amount of waste being sent to landfill (see Table 4).
<b>A4.4</b>	Solihull Council will review its process for assessing reprocessor compliance with relevant waste legislation particularly regarding the onward processing of recyclable material (following the reprocessing audit trail).	<b>R4.4</b>	Solihull Council will review its process for assessing reprocessor compliance with relevant waste legislation particularly regarding the onward processing of recyclable material (following the reprocessing audit trail).	No change.  Solihull has signed up to the End of Destinations Charter and has pledged to publish annual logs of where the county's materials are being reprocessed. Destination list and reprocessing maps are available on the council's website with end processor information being included in all new contracts.

2010 Strategy Target / Action		Updated Target / Action		Comment / Justification
		<b>R4.5</b>	While having in place proactive mechanisms to reduce waste to landfill – ensure that the council has long-term landfill security for waste that cannot currently be treated by any other means.	This action has been included to supplement R4.2 to ensure landfill security. No minimum tonnage and long term landfill contracts.  This addition has no significant environmental effect and is consistent with only using landfill capacity as a last resort for residual waste.
		<b>R4.6</b>	In conjunction with partners at Coventry City Council and Warwickshire County Council – consider the feasibility of pre-separation of material to recover potential recyclables prior to being processed at the Energy from Waste Facility (Economic and practical feasibility to be considered.)	This action has been included into the new strategy to achieve targets R4.1, R4.3 and Objective 2, 4 and 5 (R1.2, R1.4 and R1.5).  Any effect of this target will be positive.
		<b>R4.7</b>	Continue to seek detailed information regarding the treatment and end destination of materials from reprocessors and update this material annually on the council's website.	This information is currently available on the Council's website and is an addition within the scope of the strategy update. This target is a reporting mechanism and will not have an effect on performance.

Table 8: Education and Engagement Targets & Actions

2010 Strategy Target / Action		Updated Target / Action		Comment / Justification
<b>A5.1</b>	Communications actions as explained in 'Prevention & Reuse' and 'Recycling and Composting'.	<b>R5.1</b>	N/A	See sections R5.5 onwards for replacement education and engagement actions. These additions reflect more focused approach consistent with progression and application of the strategy.
<b>A5.2</b>	<p>Solihull Council to increase the number of talks in schools and ensure that the following aspects are covered (as appropriate to the age group concerned):</p> <ul style="list-style-type: none"> <li>- The link with climate change</li> <li>- The link with renewable energy</li> <li>- The issue of resource management</li> <li>- What you can do: <ul style="list-style-type: none"> <li>- Prevention</li> <li>- Reuse</li> <li>- Recycling</li> <li>- Composting</li> <li>- Cleaner / Greener (littering issues)</li> </ul> </li> </ul>	<b>R5.2</b>	<p>Solihull Council to increase the number of talks in schools and ensure that the following aspects are covered (as appropriate to the age group concerned):</p> <ul style="list-style-type: none"> <li>- The link with climate change</li> <li>- The link with renewable energy</li> <li>- The issue of resource management</li> <li>- What you can do: <ul style="list-style-type: none"> <li>- Prevention</li> <li>- Reuse</li> <li>- Recycling</li> <li>- Composting</li> <li>- Cleaner / Greener (littering issues)</li> </ul> </li> </ul>	<p>No change.</p> <p>Since the Strategy was adopted, Solihull has developed 'Love Solihull' - a borough wide campaign to increase awareness and participation in civic pride – including education on littering, recycling, dog fouling and sustainability. Campaign audience includes schools, communities and businesses throughout the borough.</p>

2010 Strategy Target / Action		Updated Target / Action		Comment / Justification
<b>A5.3</b>	Investigate what reward and recognition schemes could be implemented in Solihull e.g. Recyclebank, positive feedback schemes.	<b>R5.3</b>	See R5.5	After a review of the communications and engagement, targets R5.5 and R5.6 have been implemented to improve the performance of the Strategy and is therefore within the scope of a strategy refresh.
<b>A5.4</b>	Solihull Council staff to make at least 25 presentations to schools in the Borough per year covering the issues identified above.	<b>R5.4</b>	Solihull Council staff to make at least 25 presentations to schools in the Borough per year covering the issues identified above.	No change. This is delivered through the Eco-schools campaign and through Love Solihull (see R2.4 and R5.2).
		<b>R5.5</b>	Engage with schools, community groups and other interested groups, providing information about waste and recycling and the wider issues of littering. This will be achieved in conjunction with colleagues through the Eco school campaign and love Solihull as well as targeted activities.  Action: - Development of engagement packs for schools and community groups	This target and action has been included as a result of a refresh of A5.4 to supplement R2.4 and R5.2. With the overall aim to achieve Objectives 1, 3, and 7 (R1.1, R1.3 and R1.7) through the delivery of informed and engaged groups.

2010 Strategy Target / Action		Updated Target / Action		Comment / Justification
		<b>R5.6</b>	<p>Use a variety of media to inform residents regarding the waste and recycling service, using clear and positive language to convey key messages and information.</p> <p>Actions:</p> <ul style="list-style-type: none"> <li>- Establish a group of 'critical friends' to provide feedback on proposed future communications and information.</li> <li>- Investigate cost effective ways of reaching as many residents as possible by using different methods of communication – taking into consideration the demographics of the borough.</li> </ul>	<p>This target and action has been developed to supplement, and ultimately achieve, objectives 1, 3 and 7 (R1.1, R1.3 and R1.7). This is considered a positive addition and poses no significant environmental effect.</p>

Table 9: Wider Waste Management Targets & Actions

2010 Strategy Target / Action		Updated Target / Action		Comment / Justification
<b>A6.1</b>	<p>Solihull Council to provide a signposting service for producers of non-municipal waste to appropriate waste facilities, services and infrastructure for improving management of waste and use of resources.</p> <ul style="list-style-type: none"> <li>- Solihull Council identify a post with responsibility for responding to queries on wider wastes and assembling materials, references and contacts in this regard. The post to liaise with and brief other council officers with direct contact with the commercial / industrial sector (e.g. Environmental Health Officers, Trading Standards etc).</li> </ul>	<b>R6.1</b>	N/A	<p>Not referred to in the Strategy update.</p> <p>Solihull Council's website has information for producers of trade / commercial waste, identifying local disposal points and detailing responsibilities of producers. This signposting service fulfils the requirements of the original strategy target.</p>
<b>A6.2</b>	<p>Solihull Council will seek to engender improvements in the management of non-municipal waste by supporting and promoting developments such as waste exchanges, the work of Government bodies such as NISP / WRAP</p> <ul style="list-style-type: none"> <li>- Solihull Council to develop and maintain an area of the Council website with links to tools, toolkits, case studies, sources of information and websites for the sustainable management of non-municipal waste. Keep the information up to date with a 6 monthly review of links and ass new information where and when appropriate.</li> </ul>	<b>R6.2</b>	N/A	<p>Not referred to in the Strategy update.</p> <p>See A6.1/R6.1 comment.</p>

2010 Strategy Target / Action		Updated Target / Action		Comment / Justification
<b>A6.3</b>	<p>Solihull Council will participate on Environmental Fora (e.g. CBI, Business Link, WRAP / NISP) and provide presentations on Council activities. Key initiatives will also be reported to the Solihull Partnership.</p> <ul style="list-style-type: none"> <li>- Solihull Council post, to actively participate in regional / sub-regional business environment fora, and deliver at least two presentations each year to interested groups covering activities on waste prevention, reuse, recycling, treatment and other activities.</li> </ul>	<b>R6.3</b>	N/A	<p>Not referred to in the Strategy update.</p> <p>The Council has direct links with local businesses and provides support through its Economic and Regeneration Group.</p>
<b>A6.4</b>	<p>Where the Council is seeking to procure municipal waste management infrastructure, to proactively consider the benefits of also accepting third party wastes.</p> <ul style="list-style-type: none"> <li>- During procurement of future municipal waste infrastructure, the Council should consider incorporating third party wastes in the appraisal of options in order to inform the business case for the procurement.</li> </ul>	<b>R6.4</b>	N/A	<p>Not referred to in the Strategy update.</p> <p>When carrying out procurement for treatment infrastructure, opportunities to improve the efficiency of the procurement process are considered which can include the provision of feedstock from other sources – including other local authorities.</p>



2010 Strategy Target / Action		Updated Target / Action		Comment / Justification
<b>A6.5</b>	<p>An evaluation of purchasing and specifications of Solihull Council procurements, to seek to 'buy recycled' and specify recycled content / use of secondary raw materials.</p> <ul style="list-style-type: none"> <li>- The waste management section &amp; the Sustainable Development section of the Council will liaise over procurement.</li> </ul>	<b>R6.5</b>	N/A	<p>Not referred to in the Strategy update.</p> <p>The authority has adopted an internal 'Sustainability Strategy 2012' which enacts the requirements of this action. This stipulates that the waste management procurements will be conducted in line with the original strategies requirements. Therefore this action is complete and will be undertaken for any future procurement exercises.</p>

2010 Strategy Target / Action		Updated Target / Action		Comment / Justification
<b>A6.6</b>	<p>To provide a sustainable waste management collection and recycling service for commercial businesses in the Borough.</p> <ul style="list-style-type: none"> <li>- To review options for a trade waste collection service and develop a business case</li> <li>- To develop a trade waste recycling pilot collection at a town centre / retail park / industrial estate or similar location</li> <li>- To promote and offer a 'recycling led' trade waste collection service, subject to the findings of the Options Review and Business Case.</li> <li>- To set challenging recycling targets for the service in 2012, leading to a minimum of 50% recycling rate.</li> </ul>	<b>R6.6</b>	N/A	<p>Not referred to in the Strategy update.</p> <p>A review of options has been conducted in line with the first action accompanying this target. This concluded that a commercial waste service was not feasible for the authority. As such the other trade waste actions are not deliverable and no longer applicable to the strategy update.</p> <p>This omission does not constitute a significant environmental effect as the service has been considered and deemed non-workable as a business case. The other actions were dependent upon a successful business case being developed.</p> <p>The Council continues to sign-post business to appropriate service providers.</p>

Table 10: Carbon Reduction Targets & Actions

2010 Strategy Target / Action		Updated Target / Action		Comments / Justification
<b>A7.1</b>	<p>Conducting a waste audit of the main Council offices / premises to establish a baseline of waste arising and obtain / use appropriate data to estimate waste composition.</p> <ul style="list-style-type: none"> <li>- Solihull Council to identify a post with responsibility for in-house waste management and the resource to undertake the in-house audit in the year 2010/11.</li> </ul>	<b>R7.1</b>	N/A	This action has been completed.
<b>A7.2</b>	<p>Solihull Council will partner with the collection contractor to identify separate recycling collections from the council premises and establish in-house collection systems.</p> <p>Solihull Council post responsible for developing the in-house initiatives to work with communications team and Sustainable Development department of the Council to prepare good office practice communications materials to seek to reduce, reuse and recycle where practicable</p> <ul style="list-style-type: none"> <li>- Solihull Council to lead discussions with collection contractor, procure in-house containers and develop in-house communications materials for sustainable waste management, including prevention, reuse and use of the recycling collection systems during 2010/11, with a view to implementing the systems in 2011/12 across all key sites.</li> </ul>	<b>R7.2</b>	N/A	This action has been completed.

2010 Strategy Target / Action		Updated Target / Action		Comments / Justification
<b>A7.3</b>	<p>Solihull Council to adopt Sustainable Procurement principles and practice for in-house procurement.</p> <ul style="list-style-type: none"> <li>- Solihull Council post to work with in-house procurement team as regards adopting the IDEA / LGA guidance on Sustainable Procurement. To request the environmental credentials of suppliers and other strategic partners with the Council to encourage and incentivise improved environmental performance from SMBC stakeholders</li> </ul>	<b>R7.3</b>	N/A	This action has been completed. Refer to R6.5 for further details.
<b>A7.4</b>	<p>Annually audit waste arisings and recycling performance. An initial target of 25% recycling should be considered as an initial challenging target, with an aim of delivering this level of performance within three years of implementing the collection system. Beyond attainment of this target further recycling targets should be implemented with the ultimate aim of reaching 60% recycling by 2020.</p> <ul style="list-style-type: none"> <li>- Solihull Council post, to manage and facilitate the waste audit and publicise progress in terms of waste targets on an annual basis, reported in June of each year based on the previous financial year performance.</li> </ul>	<b>R7.4</b>	N/A	<p>Not referred to in the Strategy update.</p> <p>Waste Audit completed and recycling put in place.</p>

2010 Strategy Target / Action		Updated Target / Action		Comments / Justification
<b>A7.5</b>	<p>An initial target of zero growth in the waste arisings of the Council within two years of the baseline audit, and further targets around reduction of arisings (or reduction in growth if appropriate) at 0.5% per annum thereafter.</p> <ul style="list-style-type: none"> <li>- The Head of Waste Management should be responsible for setting future 'in-house' recycling targets and facilitating delivery of those targets, including waste growth targets in liaison with the Sustainable Development team and the Council waste post responsible for developing internal waste management improvements.</li> </ul>	<b>R7.5</b>	N/A	<p>Not referred to in the Strategy update.</p> <p>The Councils Property Services Group has taken on responsibility for this activity and for improving sustainable waste management within the council buildings and activities.</p>

2010 Strategy Target / Action	Updated Target / Action	Comments / Justification
	<p><b>R7.6</b> The performance based targets in the Strategy, which strive to manage waste up to the waste hierarchy will have a positive carbon impact.</p> <ul style="list-style-type: none"> <li>- Reducing the amount of waste produced</li> <li>- Increasing reuse</li> <li>- Increase recycling</li> <li>- Reducing waste treatment but improving the efficiency of the treatment</li> <li>- Reducing landfill</li> </ul> <p>These will all have a positive impact on the council's carbon position.</p> <p>We will also work with our respective contract partners to move to more fuel efficient vehicles and adopt optimal driving techniques to reduce fuel use.</p> <ul style="list-style-type: none"> <li>- Assess carbon performance of new vehicles and equipment before purchasing to minimise carbon impact</li> </ul>	<p>Links directly to objective 8 (R1.8). Additional target added in to supplement objective 8. Positive aspect to reduce the carbon burden. Any environmental effect will be positive.</p>

# Appendix B – Consultation response from Natural England

Date: 01 May 2015  
Our ref: 149135  
Your ref: SEA screening Mid-point, Waste Management Strategy

**[REDACTED]**  
Solihull Council  
Environmental Services  
kwood@solihull.gov.uk

**BY EMAIL ONLY**

**NATURAL ENGLAND**

Customer Services  
Hornton House  
Crewe Business Park  
Electra Way  
Crewe  
Cheshire  
CW1 5GL  
T 0300 060 3900

Dear **[REDACTED]**

**Planning consultation: SEA Screening Consultation for Solihull Metropolitan Borough Council's mid-point (2015) update of the Municipal Waste Management Strategy.**

Thank you for your consultation on the above dated and received by Natural England on 25 March 2015.

Natural England is a non-departmental public body. Our statutory purpose is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.

We acknowledge receipt of the Screening report regarding the determination for the need of a Strategic Environmental Assessment (SEA) in respect of the changes made to the Waste Management Strategy at the mid-point update.

Based on the information provided, Natural England is in agreement with the results of the screening report, which concludes that the update constitutes only minor modifications to the existing strategy, therefore a full SEA is not required.

For any queries relating to the specific advice in this letter only please contact Kayleigh Cheese on 0300 060 1411. For any new consultations, or to provide further information on this consultation please send your correspondences to [consultations@naturalengland.org.uk](mailto:consultations@naturalengland.org.uk).

We really value your feedback to help us improve the service we offer. We have attached a feedback form to this letter and welcome any comments you might have about our service.

Yours sincerely

Miss Kayleigh Cheese  
Sustainable Development Team  
South Merca Team

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**CUSTOMER SERVICE EXCELLENCE**

Natural England is accredited to the Cabinet Office Service Excellence Standard.

## Appendix C – Consultation response from Historic England (formerly English Heritage)

From: [NAME REMOVED]

Date: 14/04/2015

Subject: SEA Screening Consultation – Solihull Municipal Waste Management Strategy

To: [EMAIL REMOVED]

Dear [NAME REMOVED]

**SEA Screening Consultation for Solihull Metropolitan Borough Councils mid-point (2015) update of the Municipal Waste Management Strategy.**

Thank you for your letter of 25 March consulting Historic England (formerly English Heritage) on the above. Having considered the screening report we do not wish to challenge the local authority's conclusion that a full SEA is not required.

Yours sincerely,

[NAME REMOVED]

National Planning and Conservation Department

Direct Dial: 0121 625 6873

Historic England | The Axis

10 Holliday Street | Birmingham | B1 1TG