

**VEOLIA ES SHROPSHIRE LTD**  
**APRIL 2011 – MARCH 2012**  
**SHROPSHIRE PFI WASTE CONTRACT**  
**CORPORATE RESPONSIBILITY REPORT**

# VEOLIA ES SHROPSHIRE LTD

## SHROPSHIRE PFI WASTE CONTRACT APRIL 2011 – MARCH 2012 CORPORATE RESPONSIBILITY REPORT

May 2012  
Veolia ES Shropshire Limited

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**Report for**  
Shropshire Council  
Shirehall  
Abbey Foregate  
Shrewsbury  
Shropshire  
SY2 6ND

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**Issued by**

**Approved by**

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Phil Lucas

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Donald Macphail

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Corporate Responsibility Report

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## Table of Contents

<b>MANAGING DIRECTOR'S STATEMENT .....</b>	<b>IV</b>
<b>1 CUSTOMER SERVICE .....</b>	<b>1</b>
<b>2 ENVIRONMENT AND SUSTAINABILITY .....</b>	<b>2</b>
<b>3 COMMUNITY ENGAGEMENT .....</b>	<b>3</b>
<b>4 THE FUTURE OF OUR WASTE .....</b>	<b>4</b>

## **APPENDICES**

A 080328 GHG Monitoring Protocol Shropshire

## Managing Director's Statement

Veolia ES Shropshire Ltd (Veolia) has completed its fourth full contract year of collection and management of waste in the Shropshire Council area between April 2011 and March 2012.

This is the fifth Corporate Responsibility Report (CRR), which covers the period above. As part of the UK's leading waste management organisation, Veolia Environmental Services UK (Plc), we have a commitment to delivering an environmentally sustainable solution to Shropshire Council and to engaging with stakeholders and the local community.

Veolia are aware of the difficulties the change in the cardboard collection service has caused to some members of the public in Shropshire and the negative impact this has had on the overall recycling and composting performance. This was brought about due to a change in composting quality standard known as PAS 100, which has prevented the continued composting of cardboard with green waste. Veolia are exploring with Shropshire Council options to maximise the recycling of cardboard for the long-term.

The key activities we have undertaken over the past contract year include:

- Achieving a contract recycling and composting rate of 49.93%. This figure increases to well in excess of 50% when hazardous waste (not counted towards the contract recycling and composting rate) recycled by Veolia is included
- Completion of construction and opening of the new Bridgnorth Integrated Waste Management Facility (IWMF) at Faraday Drive
- Planning permission secured for Battlefield Energy from Waste Facility
- Introduction of a kerbside plastic bottle collection service to the former district of Bridgnorth completing provision of this service to all contract areas
- Provision of a weekly mixed recycling collection for approximately 900 households located in the centre of Oswestry
- Maintaining a positive working partnership with Shropshire Council
- Further developing links with the community and voluntary sector including support for the development of Shropshire Furniture Scheme's Shrewsbury retail outlet
- Reducing Greenhouse Gas Emissions by 74%. This equates to a reduction of 3985 carbon dioxide equivalent tonnes for 2011 in comparison to 2010 emissions
- Raising awareness of the integrated waste management service across the Shropshire Council area through communication exercises
- Maintaining internationally recognised environmental and health and safety accreditation for all sites. This formally recognises Veolia's commitment to both the environment and a safe working culture for its operatives and general public
- Introduction of volunteering scheme open to all staff, which allows paid ½ day volunteering at an organization of their choice

Looking forward, we aim to deliver increased recycling along with significant increases in landfill diversion, whilst continuing to provide an efficient collection, treatment and disposal service. We will monitor and aim to reduce the carbon footprint associated with delivery of the services whilst also taking a prominent role in raising awareness of waste management issues within the local communities we serve.

A handwritten signature in black ink, appearing to read 'D Macphail', with a stylized flourish extending to the right.

Donald Macphail  
Managing Director  
Veolia ES Shropshire Limited

# 1 CUSTOMER SERVICE

Veolia have been operating the Shropshire Council waste contract for over four and a half years with collection services provided across the entire Shropshire Council area. Veolia also manage six Household Recycling Centres (HRCs), of which five sites are located at modern Integrated Waste Management Facilities. These services are being delivered on a daily basis by more than 200 employees with over 10 million kerbside collections completed every year. Over the last year we have developed new services as well as improving existing ones

Improvements and achievements over the last 12 months have included:

- Commissioning Bridgnorth IWMF, transferring the HRC service from Barnsley Lane to the new facility at Faraday Drive and transferring depot
- Introduction of a new kerbside plastic bottle collection service to the former district of Bridgnorth
- In partnership with Shropshire Council, received Britain's Tidiest Town award for Cleobury Mortimer
- Provision of a weekly mixed recycling collection for approximately 900 households located in the centre of Oswestry
- Overall a reduction in the number of missed collections. Missed collections have reduced from 6,001 in 2009/10 to 2,001 in 2011/12. This represents a small proportion of the 10 million kerbside collections completed by Veolia each year
- Provision of free compost bins to participating schools as part of a waste education support programme
- Continued provision of staff training to maintain high levels of customer service
- Introduction of volunteering scheme open to all staff, which allows paid ½ day volunteering at an organization of their choice
- Working in partnership with Shropshire Council to provide a web based customer collection day finder service

In the next year we will

- Commence construction of Battlefield Energy from Waste Facility
- Subject to planning permission, begin development of an In Vessel Composting facility on the border between Telford and Wrekin and the former District of Bridgnorth. This will enable residents in the former Districts of Oswestry, Shrewsbury and Bridgnorth to include food waste in their garden waste bin in line with the service already enjoyed in the former Districts of North and South Shropshire.

## 2 ENVIRONMENT AND SUSTAINABILITY

Veolia intend to deliver waste management services across the Shropshire Council area in an environmentally sustainable way, whilst also supporting environmental projects both locally and through the Veolia Environmental Trust. Initiatives include:

- Reducing Greenhouse Gas Emissions. Veolia has reduced Greenhouse Gas Emissions by 3985 carbon dioxide equivalent tonnes for 2011 in comparison to 2010 emissions, a reduction of 74%. A copy of the carbon footprint monitoring methodology developed by Veolia to measure Greenhouse Gas Emissions is included in Appendix A.
- Continuing to upgrade to a new fleet of 'greener' waste and recycling vehicles. Vehicles powered by the most efficient Euro 5 engines have been purchased this year. Veolia will continue to closely monitor developments in engine and fuel technology in particular with regard to alternative fuels and hybrid vehicles.
- Supporting environmental projects through the Veolia Environmental Trust. The Trust's 2011 Annual Report will be included on Veolia's website once published.
- Constructing Project Facilities in a sustainable manner, which shall achieve a Building Research Establishment Environmental Assessment Method (BREEAM) good standard or equivalent as a minimum.



### 3 COMMUNITY ENGAGEMENT

Veolia is committed to engaging with and supporting local communities in tackling their own waste problems at a local level.

Engaging communities and creating partnerships with local organisations and groups has great benefit in developing a strong foundation for any local waste reduction, reuse and recycling activity.

Veolia and Shropshire Council will work in partnership to reduce household waste arisings and improve reuse and recycling with communities across the Contract Area by implementing various initiatives. Initiatives commenced include:

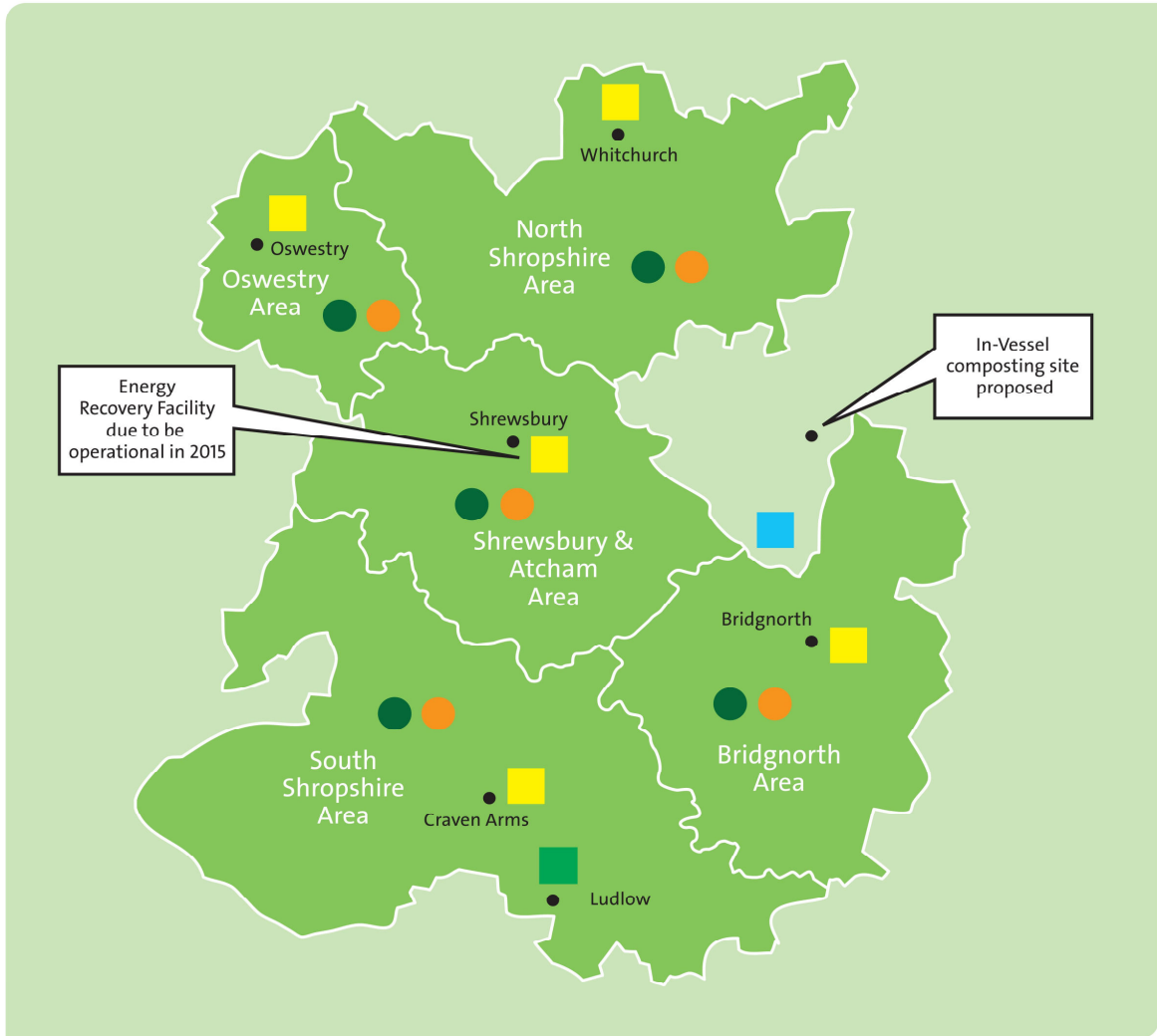
- Providing free composting units to schools
- Supporting Master Composters to increase their number, particularly in areas with poor provision. Developing Master Composters to become environmental champions
- Development of Master Composters as a forum for discussion of how to develop customer facing services.
- Sub contracting the bulky household collection to SHOFUR furniture schemes in order to encourage greater reuse
- Support for the development of Shropshire Furniture Scheme's Shrewsbury retail outlet
- Providing financial and logistical support for waste education and awareness raising initiatives and events within the community
- Encouraging waste minimisation initiatives such as publicising the Mail Preference Service to reduce junk mail
- Supporting local initiatives through funding and publicity to reduce household waste and improve recycling
- Inviting members of the community to visit our facility at Bridgnorth to provide a better insight into the operation of such facilities

## 4 THE FUTURE OF OUR WASTE

Veolia are committed to a range of key developments to improve the waste management infrastructure of Shropshire as part of the 27 year Integrated Waste Management Contract. Future projects include:

- Increasing the recycling and landfill diversion performance of Shropshire Council area
- Developing a modern, safe Energy from Waste Facility at Battlefield, Shrewsbury providing electricity for around 10,000 homes
- Expanding the existing HRC at Battlefield and providing a dedicated education and visitor centre as part of the development of the Energy from Waste Facility
- Developing a new in-vessel composting facility to handle biodegradable waste including food waste
- Continuing to introduce new 'greener' waste and recycling collection vehicles

Figure 1 on the next page summarises the waste management facilities and services currently operating in Shropshire along with the future developments outlined above.



There are a range of recycling banks across the county in supermarket carpark and outside council facilities, etc.

**Figure 1 Shropshire Waste Management Facilities**