

VEOLIA ES SHROPSHIRE LTD
APRIL 2012 – MARCH 2013
SHROPSHIRE PFI WASTE CONTRACT
CORPORATE RESPONSIBILITY REPORT

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May 2013
Veolia ES Shropshire Limited

Report for
Shropshire Council
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Abbey Foregate
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Issued by

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Corporate Responsibility Report

Veolia ES Shropshire Limited
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A 080328 GHG Monitoring Protocol Shropshire

Managing Director's Statement

Veolia ES Shropshire Ltd (Veolia) has completed its fifth full contract year of collection and management of waste in the Shropshire Council area between April 2012 and March 2013.

This is the sixth 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 is working with Shropshire Council on finding a solution for the collection of cardboard. We 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 the 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, as part of a review of the collection services provided to householders.

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

- Achieving a contract recycling and composting rate of 50.31%, an increase of over 0.38% on 2011/12
- Recycling over 800 tonnes of household hazardous waste during 2012/13. This significantly increases the recycling performance to 50.83%, however this tonnage has to be excluded from the Contract Recycling and Composting figures
- Starting construction of the Battlefield Energy Recovery Facility
- Introducing a kerbside plastic pots tubs and trays collection service to the whole of the county.
- Provision of over 25,000 kitchen caddies to all properties in the former District of North Shropshire
- 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 1,563 carbon dioxide equivalent tonnes for 2012 in comparison to 2011 emissions. The contract Services now show a net reduction in greenhouse gas emissions of -173 carbon dioxide equivalent tonnes
- 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

- Continuing with the volunteering scheme open to all staff, which allows a 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 blue ink, appearing to read 'Donald Macphail', with a stylized flourish extending to the right.

Donald Macphail
Regional Director
Veolia ES Shropshire Limited

1 CUSTOMER SERVICE

Veolia have been operating the Shropshire Council waste contract for over five 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 (IWMFs). 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:

- The start of construction of the Energy Recovery Facility at Battlefield. During the first few months of construction Veolia reconvened the Community Liaison Group to ensure residents and the local community are well informed about progress on the facility. Information leaflets to local residents have also been issued on a regular basis.
- As part of our strategy to ensure that the local economy benefits from the Energy Recovery Facility, a “Meet the Buyer” event was held. Local businesses were invited to meet purchasers representing the principal contractor Clugstons to see if any joint working would be appropriate.
- Provision of over 25,000 kitchen caddies to the residents of North Shropshire as part of a trial to determine if the provision of such receptacles improves the rate of food capture for composting
- Opening the Bridgnorth IWMF, transferring the HRC service from Barnsley Lane to the new facility at Faraday Drive and relocating the collection depot to the same site
- Introduction of a new kerbside plastic pots, tubs and trays service to all households and an associated communications campaign including leaflets to all residents and a series of road shows around the County.
- Overall a reduction in the number of missed collections. Missed collections have reduced from 6,001 in 2009/10 to 2,118 in 2012/13. 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
- Continuation of a volunteering scheme open to all Veolia staff, which allows paid ½ day volunteering at an organization of their choice. This year our staff have contributed time to local organisations including the Cambrian Railway Project in Oswestry, the Dogs Trust, restoration work at Hanwood Village Hall and refurbishment of land on the Whixall Nature Reserve. We also provided volunteer stewards to the Olympic Torch parades
- A schools programme called “Crucial Crew” which enabled Veolia to promote recycling to over 1400 local school children

- Working with the local police to ensure bin collections didn't cause disruptions to the street activities around the Queens Jubilee and the Olympic Torch parades
- Hosting a Wonder Day at Bridgnorth IWMF that was attended by over 140 residents. This event saw Veolia collaborate with a number of local organisations such as the local church and the women's institute.
- Keith Richards, a driver from the Oswestry Depot was named front line employee of the year in the Veolia national awards. Keith was chosen out of more than 10,000 employees to receive the award
- Working with WRAP and Shropshire Council to re-vamp our customer collection calendars to ensure they are easy to understand
- Veolia staff donating their local depot Health and Safety bonuses to charity. Those charities benefiting this year included Shrewsbury Neo Natal Unit, Hope House Hospice and local Oswestry charity Evies Dream.

In the next year we will

- Continue the construction of Battlefield Energy Recovery Facility
- Subject to an appropriate site being found and the granting of planning permission, begin development of an In Vessel Composting facility. Such a facility would enable residents in the former Districts of Oswestry, Shrewsbury and Bridgnorth to include food waste in their garden waste bin, a service already enjoyed in the former Districts of North and South Shropshire.
- Introduce a mixed food and garden waste collection service to the former District of Shrewsbury and Atcham (subject to the commissioning of an alternative composting facility to the one listed above)

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 by 1,563 carbon dioxide equivalent tonnes for 2012 in comparison to 2011 emissions. The contract Services now show a net reduction in greenhouse gas emissions of -173 carbon dioxide equivalent tonnes. This is a particularly significant achievement, as overall the contract Services now show a carbon benefit. 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 2012 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:

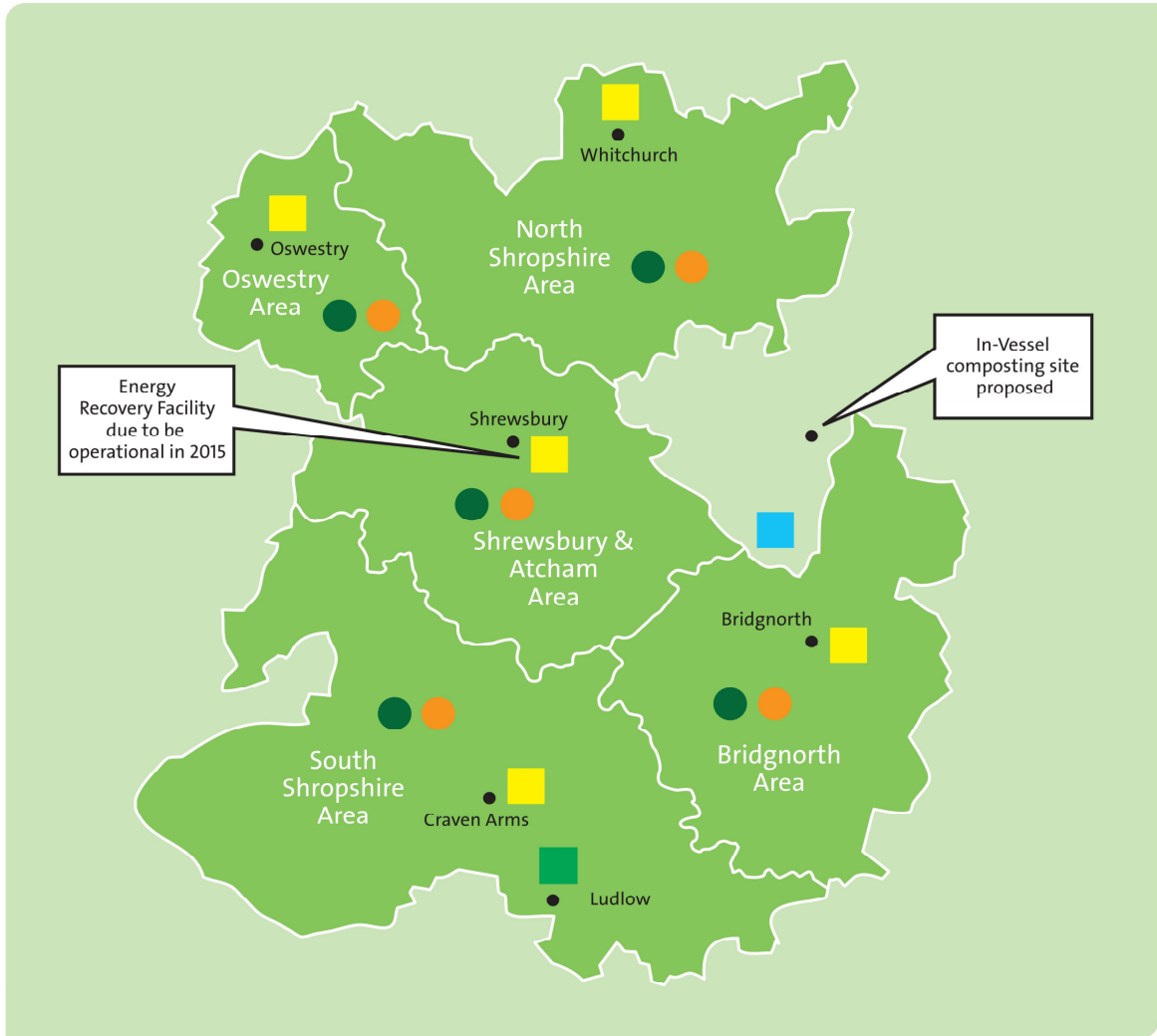
- Providing free composting units to schools
- Supporting Master Composters to increase their number, particularly in areas with poor provision. Developing Master Composters to become environmental champions
- Development of Master Composters as a forum for discussion of how to develop customer facing 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 facilities 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 Recover 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 Recovery 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