

**VEOLIA ES SHROPSHIRE LTD**  
**APRIL 2013 – MARCH 2014**  
**SHROPSHIRE PFI WASTE CONTRACT**  
**CORPORATE RESPONSIBILITY REPORT**

# VEOLIA ES SHROPSHIRE LTD

## SHROPSHIRE PFI WASTE CONTRACT APRIL 2013 – MARCH 2014 CORPORATE RESPONSIBILITY REPORT

May 2014  
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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Donald Macphail

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Corporate Responsibility Report

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A 080328 GHG Monitoring Protocol Shropshire

## General Manager's Statement

Veolia ES Shropshire Ltd (Veolia) has completed its sixth full contract year of collection and management of waste in the Shropshire Council area between April 2013 and March 2014.

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

Veolia continues to work with Shropshire Council to develop and improve the Services provided to members of the public in Shropshire. In particular, we are continuing to review the collection service provided to households with the emphasis on finding a solution for the collection of cardboard, whilst at the same time seeking to provide savings to Shropshire Council.

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

- Achieving a Contract Recycling and Composting Rate of 52.84% (53.26% if potential recycling initiative improvements are also included), an increase of over 0.91% on 2012/13
- No employee lost time incidents (LTIs) occurred that were caused by an injury or occurrence at work. This represents an exceptional Health and Safety performance during 2013/14
- Recycling over 800 tonnes of household hazardous waste during 2013/14. This increases the recycling performance significantly by an additional 0.5%, however this tonnage is excluded from the Contract Recycling and Composting figures
- Continuing on schedule construction of the Battlefield Energy Recovery Facility
- Increasing the diversion of non-recyclable waste from landfill to Energy Recovery by over 6,000 tonnes, which has resulted in a saving of over £37,000 to Shropshire Council
- Greenhouse Gas Emissions reduced by 1,898 carbon dioxide equivalent tonnes for 2013 in comparison to 2012 emissions. The contract Services show a net reduction in greenhouse gas emissions of -1970 carbon dioxide equivalent tonnes, which have now shown a carbon benefit for two consecutive years
- 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
- Closure of Ludlow Coder Rd HRC at the end of February 2014 and relocation of services to Craven Arms HRC. This action will save Shropshire Council over £100,000 per year in avoided costs
- 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.

Jon Callaghan  
General Manager  
Veolia ES Shropshire Limited

# 1 CUSTOMER SERVICE

Veolia has been operating the Shropshire Council waste contract for over six and a half years with collection services provided across the entire Shropshire Council area. Veolia also manage five Household Recycling Centres (HRCs), which 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.

Improvements and achievements over the last 12 months have included:

- Continuing on schedule the construction of the Energy Recovery Facility at Battlefield. This has included quarterly meetings of a Community Liaison Group to ensure residents and the local community are well informed about progress on the facility. Information leaflets have also been issued to local residents 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.
- Overall a reduction in the number of missed collections. Missed collections have reduced from 6,001 in 2009/10 to 1,783 in 2013/14. This represents a small proportion of the 10 million kerbside collections completed by Veolia each year
- Provision of over 300,000 assisted collections per year to those households that require assistance with their bin collection
- 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, Shrewsbury Flower Show, Ditherington Flax Mill archaeological dig and Audlem volunteer Fire Service
- A schools programme called “Crucial Crew” which enabled Veolia to promote recycling to over 1,300 local school children
- 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.

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:

- Greenhouse Gas Emissions reduced by 1,898 carbon dioxide equivalent tonnes for 2013 in comparison to 2012 emissions. The contract Services show a net reduction in greenhouse gas emissions of -1970 carbon dioxide equivalent tonnes, which have now shown a carbon benefit for two consecutive years. 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:

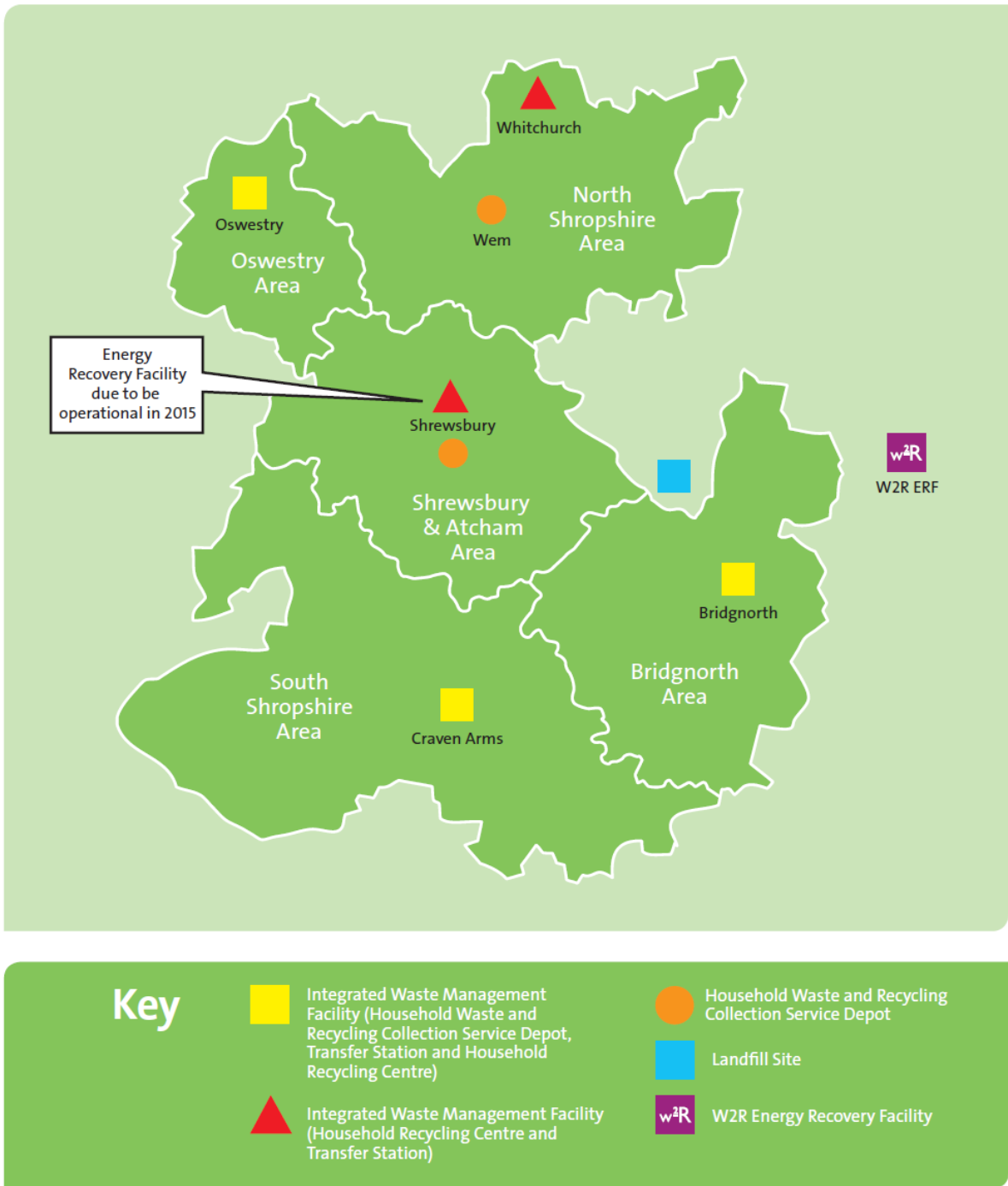
- Providing free composting units to schools
- Supporting Master Composters to increase their number, particularly in areas with poor provision. Developing Master Composters to become environmental champions
- Development of Master Composters as a forum for discussion of how to develop customer facing 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. Examples include the Metal Matters campaign launched by Owen Patterson MP in March 2014.
- 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 car parks and outside council facilities, etc.

**Figure 1 Shropshire Waste Management Facilities**