

**VEOLIA ES SHROPSHIRE LTD**  
**APRIL 2014 – MARCH 2015**  
**SHROPSHIRE PFI WASTE CONTRACT**  
**CORPORATE RESPONSIBILITY REPORT**

# VEOLIA ES SHROPSHIRE LTD

## SHROPSHIRE PFI WASTE CONTRACT APRIL 2014 – MARCH 2015 CORPORATE RESPONSIBILITY REPORT

May 2015  
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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Steve Mitchell

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**Copies to**  
Shropshire Council (digital & paper)  
Veolia ES Shropshire Ltd File (digital)

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### File Location

Skp on 'Uklonfap01\Reports\Annual Reports\yr 14-15 SC Annual Report\2014 – 15  
Annual PFI Corporate Responsibility Report

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**Veolia ES Shropshire Limited**  
Bolingbroke House  
Vanguard Way  
Battlefield Enterprise Park  
Shrewsbury  
Shropshire  
SY1 3TG

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A 080328 GHG Monitoring Protocol Shropshire

## Director's Statement

Veolia ES Shropshire Ltd (Veolia) has completed its seventh full contract year of collection and management of waste in the Shropshire Council area between April 2014 and March 2015.

This is the eighth 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 52.65% (53.63% if potential recycling initiative improvements are also included), which is 0.45% above the Contract Target
- 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 2014/15
- Recycling over 800 tonnes of household hazardous waste during 2014/15. This increases the recycling performance significantly by an additional 0.5%, however this tonnage is excluded from the Contract Recycling and Composting figures
- Acceptance and burning of waste at Battlefield Energy Recovery Facility (ERF) began in December 2014. Commissioning of the ERF by the technology provider CNIM continued during the 1<sup>st</sup> quarter of 2015 with full operational handover to Veolia Scheduled for May 2015
- Increasing the diversion of non-recyclable waste from landfill to Energy Recovery by over 38,000 tonnes through the use of Battlefield ERF and Veolia Staffordshire ERF. This has resulted in a saving of circa £550,000 to Shropshire Council
- Greenhouse Gas Emissions reduced by 17,622 carbon dioxide equivalent tonnes for 2014 in comparison to 2013 emissions. The contract Services show a net reduction in greenhouse gas emissions of 19,587 carbon dioxide equivalent tonnes. The Contract has now shown a carbon benefit for three 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
- 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

Looking forward, we aim to deliver increased recycling along with further increases in landfill diversion, whilst continuing to provide an efficient collection, treatment and disposal service. We will monitor and aim to further 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.

Steve Mitchell  
Director  
Veolia ES Shropshire Limited

# 1 CUSTOMER SERVICE

Veolia has been operating the Shropshire Council waste contract for over seven 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:

- Construction of Battlefield ERF continued ahead of schedule during 2014 resulting in the first acceptance and burning of waste in December 2014. Commissioning of the ERF by the technology provider CNIM continued during the 1<sup>st</sup> quarter of 2015 with full operational handover to Veolia Scheduled for May 2015.
- We have recruited a team of 22 people to work at the ERF. All are from the local area, fulfilling our promise to recruit locally.
- Overall a reduction in the number of missed collections. Missed collections have reduced from 6,001 in 2009/10 to 1,646 in 2014/15. 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 together with supplying bags of “Pro-grow” to schools to encourage children to grow plants and engage in nature activities
- Continued provision of staff training to maintain high levels of customer service
- A schools programme called “Crucial Crew” which enabled Veolia to promote recycling to over 1,500 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. This reflects no employee lost time incidents (LTIs) caused by an injury or occurrence at work, which is an exceptional Health and Safety performance during 2014/15
- Launched the “Metal Matters” campaign with the Rt Hon Owen Patterson MP. The campaign encouraged residents to recycle more metals
- A training session for new Master Composters was held with 10 new Master Composters joiningg the group of volunteers
- Tours of our facilities continued with a total of 253 people shown around various Veolia facilities
- We attended 47 events speaking to over 5,500 people during the year to promote recycling

In the next year we will

- Complete the commissioning of Battlefield ERF and hold the official opening
- Continue to deliver our Communications and Engagement plan. The main campaigns for the coming year are the “Before you bin it – can you recycle it” campaign which will ask residents to think about what they are throwing away. And the “Golden Ticket” campaign, where local residents will be rewarded for recycling.
- Continue to support the Shropshire Council collection service reconfiguration review and implement any agreed service change.
- Introduce and promote a kerbside household battery collection as part of the existing recycling collection service, including information on collection calendars



## 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. In 2014 emissions reduced by 17,622 carbon dioxide equivalent tonnes in comparison to 2013. The contract Services now show a net reduction in greenhouse gas emissions of 19,587 carbon dioxide equivalent tonnes and have shown a carbon benefit for three 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 2014 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 have included:

- 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
- Quarterly meetings of a Community Liaison Group have been held to ensure the local community and other interested parties are kept well informed about progress on the facility. Information leaflets have also been issued to local residents on a regular basis.
- As part of several Health and Safety initiatives implemented as part of the Battlefield ERF construction project, three local charities received a donation following 200,000 hours of on-site working without accident.
- During the year we have engaged the services of a local artist to commission a piece of public art which will be sited at the entrance to the Energy Recovery Facility
- Our main focus of the year was our campaign called "Can you recycle One More Thing"

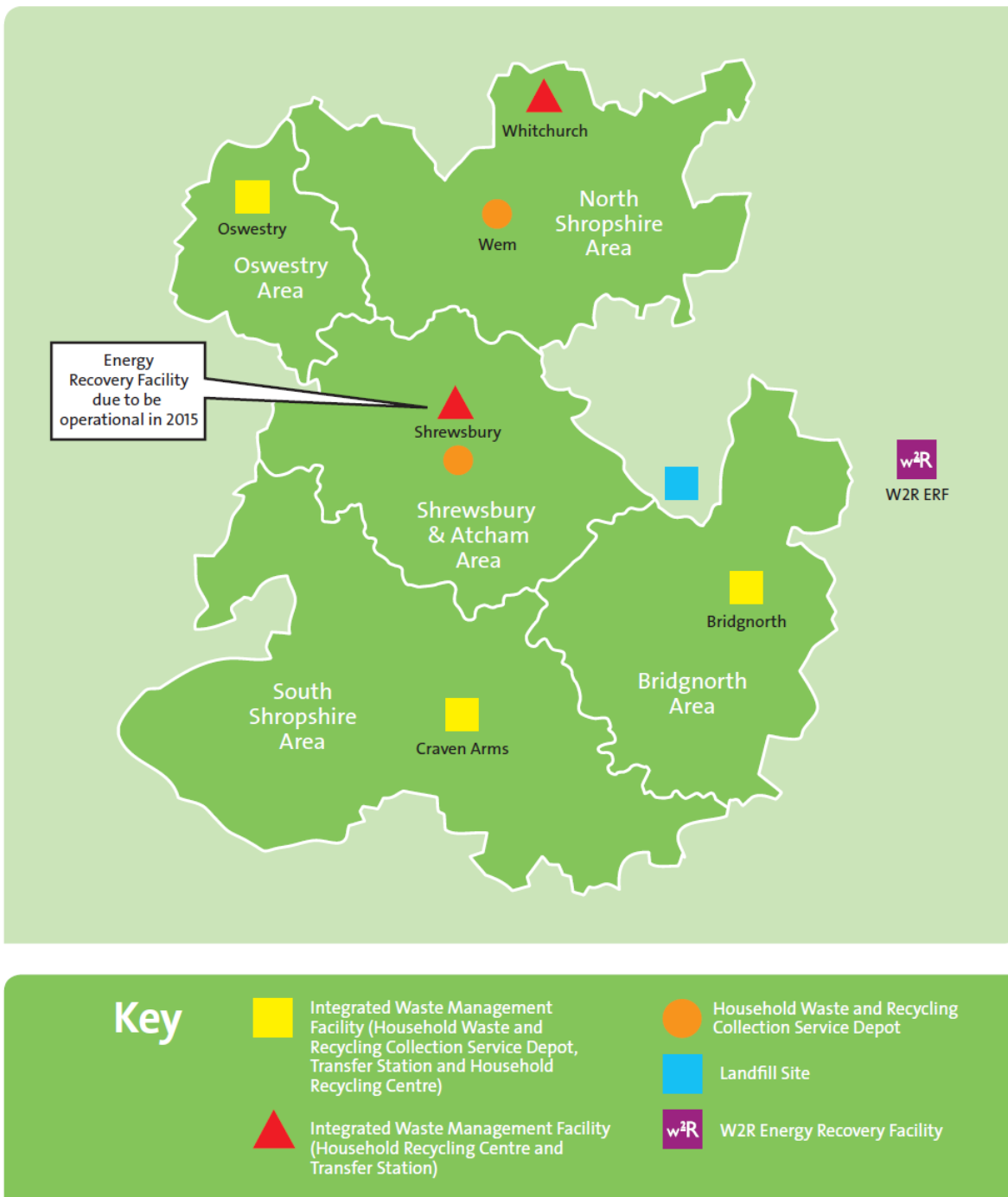
- We also launched the “Recycle Around the Home” campaign by giving cotton recycling bags to members of the public, to collect recycling from around the home
- Veolia supported local community initiatives such as the Shrewsbury Flower Show, Carols in the Square and the local In-Bloom events across the county.
- At Christmas, our Tree recycling campaign, resulted in a donation of £5,000 to the Shropshire Wildlife Trust
- Our staff supported charities such as the Breast Cancer Campaign by raising money during Wear it Pink Day
- For the first time, Veolia produced a video at Christmas highlighting the fact that the collection dates at Christmas would be changing. The video was launched via social media and received coverage on the local BBC radio station.
- 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
- Continue to support the Shropshire Council collection service reconfiguration review and implement any agreed service change
- Commissioning Battlefield ERF, which has started to export electricity to the National Grid. Once fully commissioned, the facility will export electricity equivalent to that used by 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 Battlefield ERF development
- 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**