

VEOLIA ES SHROPSHIRE LTD
APRIL 2015 – MARCH 2016
SHROPSHIRE PFI WASTE CONTRACT
CORPORATE RESPONSIBILITY REPORT

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May 2016
Veolia ES Shropshire Limited

Report for
Shropshire Council
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A 080328 GHG Monitoring Protocol Shropshire

Director's Statement

Veolia ES Shropshire Ltd (Veolia) has completed its eighth full contract year of collection and management of waste in the Shropshire Council area between April 2015 and March 2016.

This is the ninth 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. This year, an agreement was reached with Shropshire Council on how to reintroduce the kerbside collection of cardboard. The agreement also sees the introduction of a food waste collection in Shrewsbury and further promotion of the food collection services in both North and South Shropshire. Promotion and roll out of the new services will take place in 2016/17.

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

- Achieving a Contract Recycling and Composting Rate of 52.95% (if potential recycling initiative improvements are also included), which is 0.65% above the Contract Target. Overall Contract recycling rates did fall by 0.68%. Plans are in place to reverse this trend through the provision of the kerbside collection of cardboard and other collection service improvements that will be implemented in the forthcoming year
- Full operational handover of Battlefield Energy Recovery Facility (ERF) to Veolia on 14 May 2015. The facility now exports electricity equivalent to that used by around 10,000 homes
- Early commencement of operations at Battlefield ERF has allowed Veolia to treat circa 22,000 tonnes of additional Shropshire Council waste. This has saved Shropshire Council circa £500,000 in disposal costs
- Recycling over 800 tonnes of household hazardous waste during 2015/16. This increases the recycling performance significantly by an additional 0.5%, however this tonnage is excluded from the Contract Recycling and Composting figures
- Battlefield Household Recycling Centre (HRC) expanded to help ease congestion experienced by users
- Maintaining a positive working partnership with Shropshire Council with greater emphasis on communications activities
- Taking on the Shropshire Waste social media channels to ensure continued engagement with these audiences
- Raising awareness of the integrated waste management service across the Shropshire Council area through communication exercises
- Developing greater links with the local community by launching the Recycling prize pot campaign. The campaign rewards residents for recycling in the right way
- 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

In the next year we will:

- Introduce the fortnightly kerbside collection of cardboard to all householders by March 2017
- Introduce a fortnightly food waste collection in Shrewsbury by May 2016 and further promote the existing food collection services in both North and South Shropshire
- Continue to deliver our Communications and Engagement plan. The main focus for the coming year is to ensure that residents are aware of and participate in the new recycling service across the county
- As 2017 will be the 10th anniversary of Veolia's contract in Shropshire, to mark the ten year partnership between Shropshire Council and Veolia, a one off EnviroGrant scheme will take place. Each of the five districts will award six awards each of up to £500 per project. Awards would be given to projects which promote the environment, the local community or recycling/ reuse projects in the area. The total award fund would therefore be £15,000, which would be funded by Veolia. The project will be launched in the summer of 2017 with awards to be issued in November 2017. Individual awards ceremonies will be held in each area
- Hold the official opening of Battlefield ERF
- Unveil a public art sculpture commissioned by Veolia from a local artist, which will be sited at the entrance to the Energy Recovery Facility
- Begin a programme of tours is scheduled of Battlefield ERF for 2016 and 2017. Initially these tours will be provided to members of the public that expressed an interest in visiting the site whilst it was being constructed and will be expanded to include schools and other groups
- Explore opportunities to provide electricity and heat directly to customers from Battlefield ERF

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 eight 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 300 employees with over 10 million kerbside collections completed every year.

Improvements and achievements over the last 12 months have included:

- Full operational handover of Battlefield ERF to Veolia on 14 May 2015. The facility was commissioned some four months ahead of schedule
- We have recruited a team of 24 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 1,504 in 2015/16. 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 2,500 local school children
- Launched the “One More Thing” campaign to encourage residents to think about one more thing that they could recycle. The campaign included roadshows around the county and a leaflet detailing what can be recycled was distributed to each household
- Introduced and promoted a kerbside household battery collection as part of the existing recycling collection service, including information on collection calendars
- Continued to support the Master Composters programme and held an annual get together event for the group
- Tours of our facilities continued around various Veolia locations in 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. In 2015 emissions reduced by a further 4,075 carbon dioxide equivalent tonnes in comparison to 2014. The contract Services now show a net reduction in greenhouse gas emissions of 23,662 carbon dioxide equivalent tonnes and have shown a carbon benefit for four 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 6 engines will be purchased in the forthcoming 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 2015 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. The construction of Battlefield ERF achieved the good BREEAM standard

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
- Sub-contracting the bulky household collection to SHOFUR furniture schemes in order to encourage greater reuse
- 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
- 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
- Our main focus of the year was the Recycling Prize Pot campaign. The campaign rewarded residents who were recycling in the right way by giving them a voucher for £100, which they could donate to a Shropshire charity of their choice. During the year £6,000 was donated to local Shropshire charities through this campaign
- We also continued our 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 £3,000 to the Caring for God’s Acre charity
- Our staff supported charities such as the Breast Cancer Campaign by raising money during Wear it Pink Day and by supporting the British Legion through the Poppy Appeal
- As part of our engagement programme on social media, Veolia produced a video at Christmas highlighting the fact that the collection dates at Christmas would be changing. Our social media pages at Christmas reached a record 21,000 people
- We held our first sustainable Christmas Fayre in Bridgnorth which was attended by over 600 people

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
- Explore opportunities to provide electricity and heat directly to customers from Battlefield ERF
- 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.

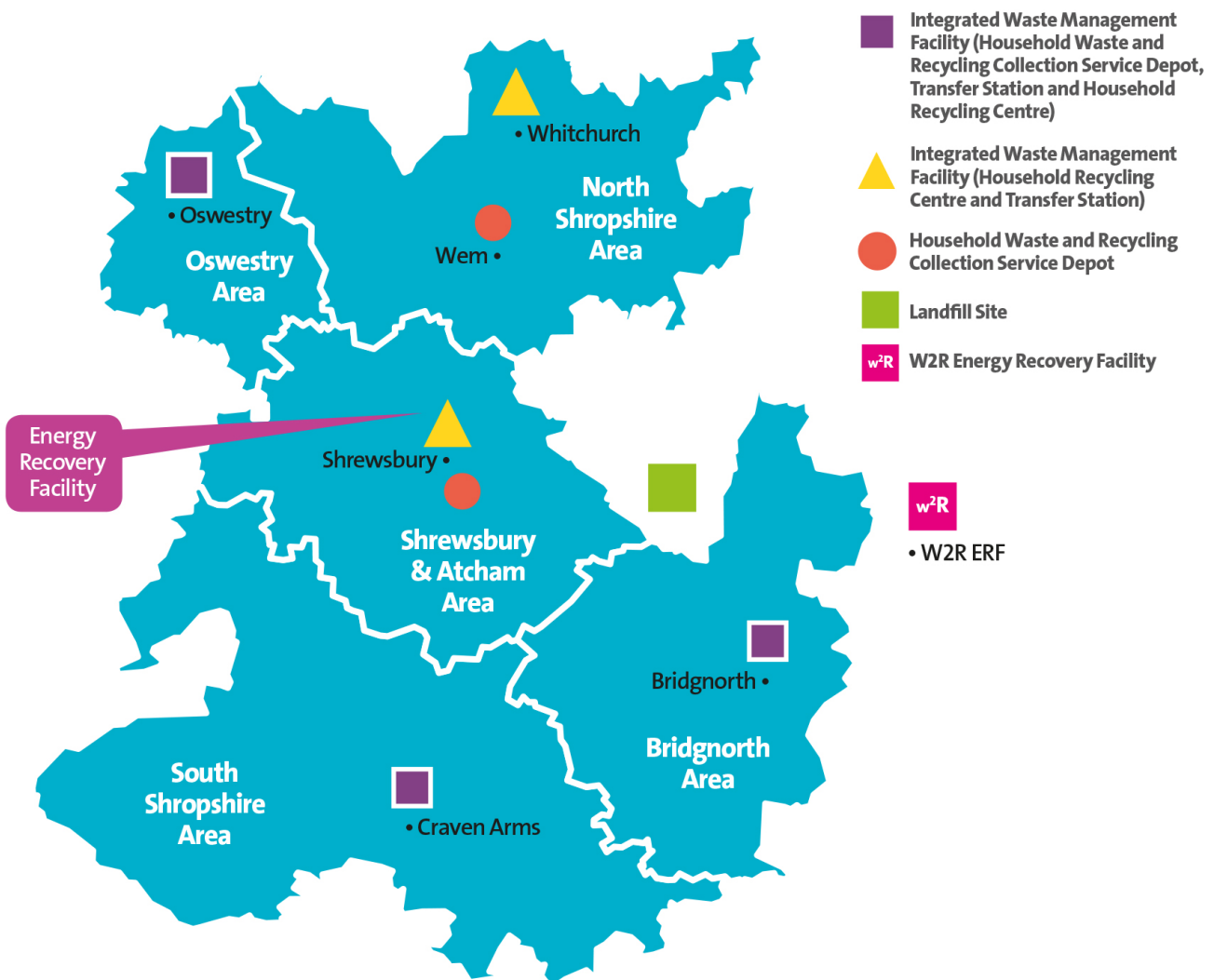


Figure 1 Shropshire Waste Management Facilities