

VEOLIA ES SHROPSHIRE LTD
APRIL 2016 – MARCH 2017
SHROPSHIRE PFI WASTE CONTRACT
CORPORATE RESPONSIBILITY REPORT

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May 2017
Veolia ES Shropshire Limited

Report for
Shropshire Council
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Director's Statement

Veolia ES Shropshire Ltd (Veolia) has completed its ninth full contract year of collection and management of waste in the Shropshire Council area between April 2016 and March 2017.

This is the tenth 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. A notable example of this partnership was the reintroduction of the collection of cardboard from all households in Shropshire, which was introduced between October 2016 and March 2017. In May 2016, Veolia also introduced the collection of food waste to the former District of Shrewsbury and Atcham, as part of a mixed food and garden waste kerbside collection service. A full engagement plan was implemented to encourage residents to take part in both services.

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

- Introduction of a mixed paper and cardboard recycling collection service to all households in Shropshire. Communication activities to promote the new service took place throughout the year, with all households receiving a letter from the Leader of Shropshire Council introducing the service. This was followed by an individual leaflet delivered to all householders with the new mixed paper cardboard recycling bag. In addition to these written communications Veolia provided a series of face to face roadshow events across the County supported by other media activities including interviews on BBC Radio Shropshire, press coverage and social media activity.
- A Contract Recycling and Composting Rate of 53.17% was achieved, which is 0.87% above the 52.30% target set in the Contract and 2.35% above the unadjusted Contract Recycling and Composting Rate achieved in 2015/16. This represents a major improvement in performance and is due in part to the roll out of the new kerbside dry recycling collection service, which captured an additional 1,819 tonnes of kerbside collected dry recyclable material.
- In May 2016, Veolia also introduced the collection of food waste to the former District of Shrewsbury and Atcham, as part of a mixed food and garden waste kerbside collection service. This expanded the mixed food and garden waste kerbside collection service to include the former Districts of Shrewsbury and Atcham, South Shropshire and North Shropshire. All residents in the former District of Shrewsbury and Atcham received a kitchen caddy to help them recycle food, as did residents in South Shropshire; residents in North Shropshire had already received this receptacle. In addition to a comprehensive service introduction communications campaign, Veolia also worked with Shropshire Council on two engagement projects with external partners to gain an insight into the newly launched mixed food and garden waste collection service.
- 2016/17 represented the second full year of operation of Battlefield ERF. The facility performed significantly ahead of expectations with operational downtime limited to circa 5%. The facility exports electricity equivalent to that used by around 10,000 homes

- The official opening of Battlefield ERF took place on 10 January 2017, which was attended by HRH the Princess Royal. Those attending the opening included Veolia frontline operatives employed in all aspects of the Shropshire waste management service, representatives of community groups that work with Veolia and pupils from Harlescott Junior School who helped in the creation of the public artwork located on site entitled 'Archers Affray'.
- Commencement of a programme of public tours of Battlefield ERF. During the year we hosted over 100 visitors to the ERF which consisted of members of the public and community groups. Each attendee was invited to learn more about the history of the Battle of Shrewsbury by visiting the 1403 centre. The tour included providing visitors of a voucher for a free piece of cake at the 1403 café.
- The overall recycling rate for HRCs has increased significantly from 54.27% to over 57.42% in 2016/17. The main reason for this improvement is the continued focus on ensuring the maximum amount of material delivered by householders to HRC's is reused or composted/recycled.
- Over 850 tonnes of hazardous waste has been recycled during 2016/17. This increases the recycling performance significantly by an additional 0.5%, however this tonnage is excluded from the Contract Recycling and Composting figures
- 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 nine 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:

- Introduction of a mixed paper/cardboard waste collection service to all households in the Shropshire Council area
- Introduction of mixed food and green waste collection service to the former district of Shrewsbury and Atcham, as well as provision of food caddie to residents living in the former district of Shrewsbury and Atcham and South Shropshire
- Missed collections have reduced from 6,001 in 2009/10 to 2,233 in 2016/17. 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
- HRC facilities open 362 days of the year, with no unscheduled closures
- Provision of free compost bins to participating schools as part of a waste education support programme together with supplying bags of Veolia produced “Pro-grow” compost 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.

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 2016 emissions reduced by a further 260 carbon dioxide equivalent tonnes in comparison to 2015. The contract Services now show a net reduction in greenhouse gas emissions of 23,919 carbon dioxide equivalent tonnes and have shown a carbon benefit for five 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 2016 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
- During the year Veolia has continued to work with the Master Composter volunteers and have trained a new intake
- Veolia attendance and support of Battlefield Conservation Management Group that helps projects relating to the 1403 Battle of Shrewsbury including conservation of the Battlefield site and surrounding area.

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:

- Zero Waste in a Box. This project involved a programme of engagement with the residents in the Mount Pleasant area of Shrewsbury. A 3 month programme looked at how the mixed food and garden waste service was being used by the residents. A series of cooking workshops also took place so show residents how they can cook with leftover food
- Enventure. A series of face to face focus groups and telephone interviews were held with residents to find out whether they were participating in the food and garden waste collection service and whether there were any barriers to food recycling
- The collection crews continue to donate their Lost Time Incident Bonus awards to local charities
- Unveiling of a public art sculpture commissioned by Veolia from a local artist, which is sited at the entrance to the Energy Recovery Facility. Following a competition to name the piece of art, the sculpture is now known as “Archers Affray”. The winning name was suggested by Nelson Priest, a student from Ludlow
- 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 Battlefield ERF operations
- Veolia supported local community initiatives such as the Shrewsbury Flower Show, Ludlow Food Festivals, Carols in the Square and the local In-Bloom events across the county
- 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
- Our Treecycling campaign at Christmas resulted in £3,000 being donated to the Lingen Davies Cancer Unit
- An electronic advent calendar was produced. The calendar was hosted on the Veolia website and contained a different recycling fact behind each door
- Continuing to promote recycling and waste awareness on the Shropshire Waste social media channels to ensure continued engagement with these audiences.

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:

- 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
- A celebration of the 10th year of the contract. To mark the ten year partnership between Shropshire Council and Veolia, a one off Community Grant scheme will take place. A total of £15,000 will be available for individual community groups to apply for. Awards would be given to projects which promote the environment and which have a direct benefit to the community. 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
- An education campaign will be launched in the autumn of 2017. The campaign will aim to visit as many schools as possible to promote the message of how to recycle at home. Children will be encouraged to “Pass it on” and take the message home to their adult
- During 2017 we will expand of programme of talks and visits to the Energy Recovery Facility and our first “Open Day” will be held. The open day – entitled “Wonder Day” will see the ERF open its doors to members of the public
- A bin sticker, with the message “No recycling in this bin” will be stuck to all refuse bins across the county as part of our plan to encourage residents to think about recycling before they bin there 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.

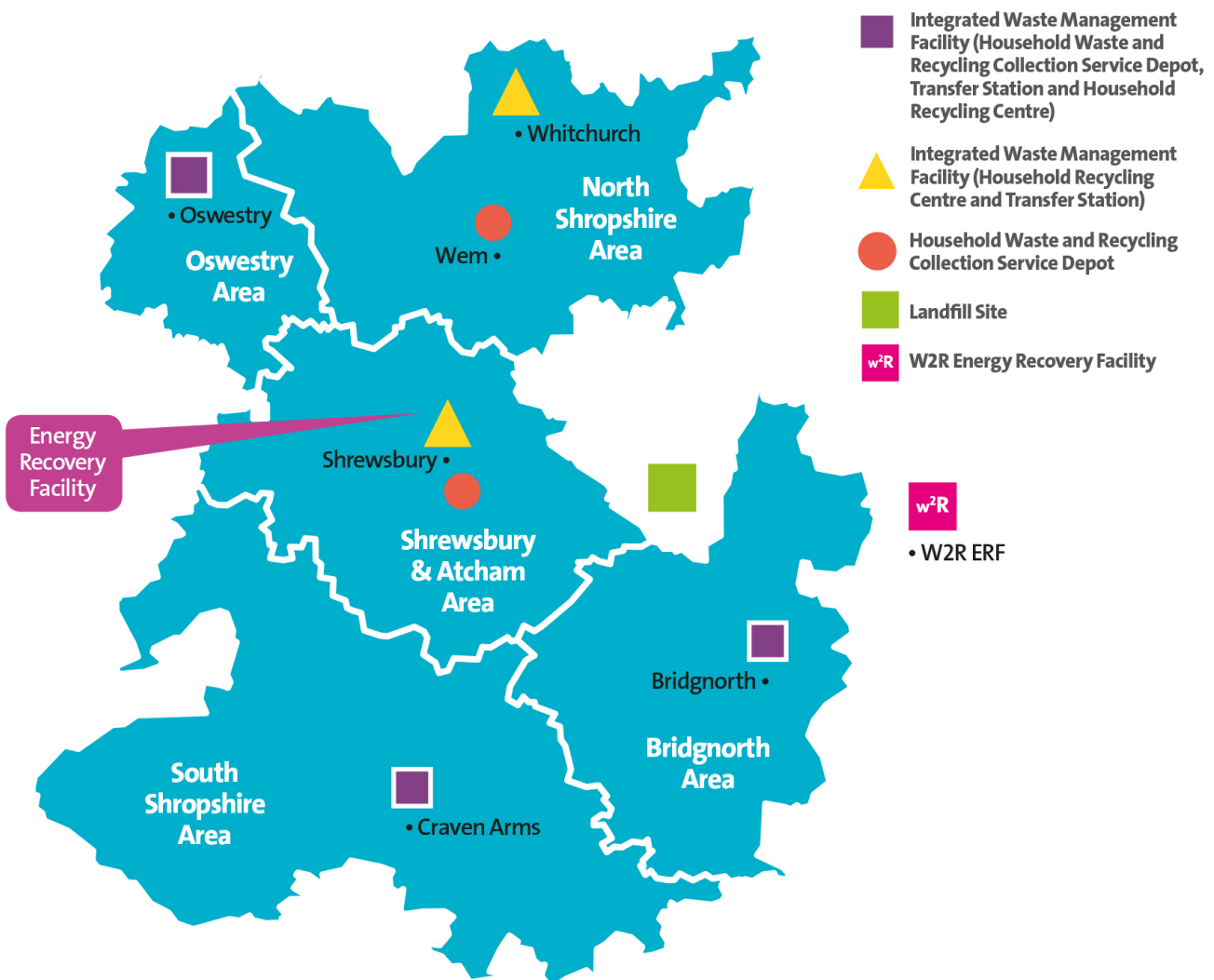


Figure 1 Shropshire Waste Management Facilities