

**VEOLIA ES SHROPSHIRE LTD**  
**APRIL 2019 – MARCH 2020**  
**SHROPSHIRE PFI WASTE CONTRACT**  
**CORPORATE RESPONSIBILITY REPORT**

# VEOLIA ES SHROPSHIRE LTD

## SHROPSHIRE PFI WASTE CONTRACT APRIL 2019 – MARCH 2020 CORPORATE RESPONSIBILITY REPORT

May 2020  
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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Steve Mitchell

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**Copies to**  
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A 080328 GHG Monitoring Protocol Shropshire

## Director's Statement

Veolia ES Shropshire Limited (Veolia) has completed its eleventh full contract year of collection and management of waste in the Shropshire Council area between April 2019 and March 2020.

This is the thirteenth 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.

Key activities and achievements during the past contract year include:

- Maintaining waste collections to all households in Shropshire during the Coronavirus pandemic. The Covid-19 Coronavirus pandemic has impacted on all aspects of society including waste services. I am therefore immensely proud of our staff that have continued to provide waste services to the public in Shropshire during this difficult time for all. Veolia and Shropshire Council are working collaboratively on a daily basis to keep these essential waste services functioning.
- Recycling and composting more material than ever before. Over 86,000 tonnes of material was either reused, recycled or composted. This is more than any previous reporting year and couldn't have been achieved without the efforts and support of the people of Shropshire working with Veolia's operational team.
- Diversion of over 98% of waste from landfill. The increase in recycling and composting waste, coupled with operation of the Battlefield Energy Recovery Facility (ERF) has ensured that all but a small fraction of Shropshire Council waste has been diverted from landfill.
- 2019/20 represented the fifth full year of operation of Battlefield ERF. The facility performed significantly ahead of expectations with less than 5% operational downtime. The facility exports electricity equivalent to that used by around 10,000 homes. Visits to Battlefield ERF are conducted every Wednesday during operations with all age groups observing first-hand the cutting edge technology used to produce energy from waste. During the year we hosted 37 visits attended by over 380 visitors including members of the public and community groups.
- Reducing Greenhouse Gas Emissions. The contract Services now show a net reduction in greenhouse gas emissions of 22,730 carbon dioxide equivalent tonnes and have now shown a carbon benefit for eight consecutive years.
- Household Recycling Centres (HRCs) remained open as scheduled for 355 of the scheduled 362 days of the year, in all weathers. On 24<sup>th</sup> March 2020, in response to the Covid-19 Coronavirus pandemic, the decision was made by Shropshire Council and Veolia to close all Shropshire HRC's. This decision was made to ensure the safety of both employees and members of the public in accordance with the government instruction for members of the public to only leave their homes for essential journeys. I am pleased to confirm that following changes to government advice and extensive planning by Veolia and Shropshire Council to maintain the safety of all, HRCs were reopened on 5<sup>th</sup> May 2020.

- Significant commercial benefit was delivered to the Council by removing the bring bank sites across the County. After a comprehensive review, it was found that this service was adding to the cost burden of the County and often the standard of material collected from these sites was of such inferior quality as to render it unsuitable for recycling.
- More than 760 tonnes of household hazardous waste has been safely managed at our HRCs and recycled during 2019/20. Veolia consider management of such materials delivered by members of the public to our HRCs forms an essential part of waste management services, complementing the comprehensive waste and recycling collections provided to all households.
- 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 maintain waste services throughout the Covid-19 Coronavirus pandemic, adapting to challenges that are likely to arise in an uncertain future. We will continue to endeavour to increase recycling along with maximising diversion of waste from landfill, 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 more than twelve and a half years with collection services provided across the entire Shropshire Council area. Veolia also manage five 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 in excess of 10 million kerbside collections completed every year.

Improvements and achievements over the last 12 months have included:

- Increasing the amount of waste recycled and composted.
- Reducing the number of missed collection. Missed collections have reduced from 6,001 in 2009/10 to 1,902 in 2019/20. This represents a tiny 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 355 days of the year, with the only closures caused by the Covid-19 Coronavirus pandemic. These closures have been limited to 41 days between the 25<sup>th</sup> March and 4<sup>th</sup> May with sites reopening on 5<sup>th</sup> May in an adapted format to maintain the safety of the public and staff.
- Provision of free compost bins to participating schools and community groups as part of a waste education support programme. Veolia has also supplied compost produced in Shropshire to schools and community groups to encourage children and adults 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. The contract Services now show a net reduction in greenhouse gas emissions of 22,730 carbon dioxide equivalent tonnes and have shown a carbon benefit for eight 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 have been purchased and now make up over 95% of the collection vehicle fleet. 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 2019 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 continued to fund and support their ongoing training needs.
- 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 are working in partnership to reduce household waste while striving to improve reuse and recycling with communities across the Contract Area by implementing various initiatives. Initiatives have included:

- **Pass It On Campaign.** This continues to be a main focus of our communications and engagement plan. Veolia staff regularly go into schools to talk about all aspects of recycling and to encourage children to take this message home and "pass it on" to the adults of the household. More than 4,000 school children have received the talk so far.
- **3Rs: A new campaign featuring partnership working between Shropshire Council staff and Veolia staff.** Together we go into supermarkets to promote the values and benefits of recycling to shoppers, as a means of spreading awareness about the importance and value to Shropshire of our recycling services. This campaign is in its early stages but has already interacted with more than 600 shoppers at varied supermarkets across the county.
- **Workforce Charity Donations.** Collection crews and HRC staff continue to donate their Lost Time Incident Bonus awards to local charities and good causes.
- **Supporting Community Events.** Veolia has supported various local community events such as the Shrewsbury Cartoon Festival, Market Drayton Ginger and Spice Festival, Shrewsbury Food Festival, Ludlow Food Festival, Shrewsbury 10k road race and is the main sponsor of Shrewsbury's annual Carol Concert.
- **Charity Support.** Our staff supported charities including the Midlands Air Ambulance, the Royal British Legion Poppy Appeal and the Breast Cancer Campaign by raising money at various events throughout the year.
- **Treecycling Campaign.** Our Treecycling campaign at Christmas resulted in £5,000 being donated to the Shrewsbury Ark to raise awareness of the work that this charity does for the homeless in Shrewsbury.
- **Social Media Communication.** Veolia continues to promote recycling and waste awareness on the Shropshire Waste social media channels to ensure continued engagement with these audiences.
- **Our Master Composter scheme has been revamped and is now more formally and efficiently run so that our team can make best use of their skills to showcase the benefits of home composting across Shropshire.**
- **Partnership Working.** Veolia works alongside the council, engaging with the public to assess the impact of any service changes. An example of this is the agreed removal of Bring Bank sites across the county which realised savings for Shropshire Council.

## 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 31 year Integrated Waste Management Contract. Future projects include:

- Exploring opportunities to provide electricity and heat directly to customers from Battlefield ERF.
- During 2020 we will continue to provide talks and visits to the Energy Recovery Facility.
- Developing a new in-vessel composting facility to handle biodegradable waste including food waste.
- Continuing to explore opportunities to enhance the number of materials that can be recycled by the public of Shropshire.
- Continue a household waste campaign based on the four R's Reduce, Reuse, Recycle, Recover in particular focusing on 18-65 year olds in supermarkets.
- Working with Shropshire council to implement any changes that may arise from the government's consultation on the Resources and Waste Strategy for England.
- Continuing to introduce new 'greener' waste and recycling collection vehicles.
- Introduce new messages on Veolia vehicles highlighting different aspects of recycling.

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**