

VEOLIA ES SHROPSHIRE LTD
APRIL 2022 – MARCH 2023
SHROPSHIRE PFI WASTE CONTRACT
CORPORATE RESPONSIBILITY REPORT

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May 2023
Veolia ES Shropshire Limited

Report for

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Annual PFI Corporate Responsibility Report

Veolia ES Shropshire Limited

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- A 210616 GHG Monitoring Protocol Shropshire

DIRECTOR'S STATEMENT

Veolia ES Shropshire Limited (Veolia) has completed its fifteenth full contract year of collection and management of waste in the Shropshire Council area between April 2022 and March 2023.

This is the fifteenth 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:

- More than 81,000 tonnes of material was either reused, recycled or composted. This resulted in a contract recycling rate of 52.47%. This couldn't have been achieved without the efforts and support of the people of Shropshire working with Veolia's operational team.
- Diversion of over 98.5% of waste from landfill. The 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.
- Envirogrant scheme successfully rolled out with £14,993 shared (January 2023) with 19 schemes selected out of a total of 103 applications.
- In November 2022, the collection day was changed for over 75,000 properties located in North Shropshire, South Shropshire and Shrewsbury & Atcham. This was the first day change we have made in these areas since the Contract started over fifteen years ago. The change was required to take account of the property growth that has occurred over this time and will result in fuel efficiency savings reducing the waste collection carbon footprint. An extensive communication programme ensured that residents were kept fully informed of the changes.
- Pass It On Campaign. This continues to be a main focus of our communications and engagement plan. Veolia staff give talks to schools and groups about all aspects of recycling and to encourage children to take this message home and 'pass it on' to the adults of the household. This year 4,130 school children have received the workshop.
- Treecycling Campaign. Our Treecycling campaign at Christmas resulted in £5,000 being donated to Shropshire CPRE Countryside Charity to support the valuable work that this charity does in Shropshire.
- Social Media Communication. Veolia provides graphics, animations and key messages for Shropshire Council in the promotion of recycling and waste awareness through their social media channels.
- 2022/23 represented the eighth full year of operation of Battlefield ERF. The facility performed well with less than 8% operational downtime. The facility exports electricity equivalent to that used by around 10,000 homes.
- Veolia and Shropshire Council's partnership with Garden Organic has had an extremely positive year. Events have regularly been attended in particular promoting National Compost Week and National Food Waste Action Week. Master Composter volunteers have regularly provided talks on home composting as well as how to reduce, reuse and recycle waste. In 2022/23

Garden Organic has taken over the administration and running of the scheme to make it more efficient and more cost effective.

- Avoiding Greenhouse Gas Emissions. The contract Services now show 21,127 carbon dioxide equivalent tonnes of greenhouse gas emissions have been avoided. This is the eleventh consecutive year of avoided emissions.
- Just under 750 tonnes of household hazardous waste has been safely managed at our Household Recycling Centres (HRCs) and recycled during 2022/23. Veolia considers 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 will continue to rise and adapt to any challenges posed by an uncertain future. We will continue to endeavour to increase recycling along with maximising diversion of waste from landfill, while providing an efficient collection, treatment and disposal service. We will work with Shropshire Council to implement any service changes that may arise from the government's Resource and Waste Strategy review. We will monitor and aim to further reduce the carbon footprint associated with delivery of the services while 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 fifteen and a half years with collection services provided across the entire Shropshire Council area. Veolia also manages 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 11 million kerbside collections completed every year.

Improvements and achievements over the last 12 months have included:

- 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.
- Supporting Shropshire Council with the launch of the purple lidded recycling bin for plastics, cans and glass. Communications were developed to support the announcement and encourage use of the new container to help residents to recycle more with ease. Veolia has now taken on provision of purple lidded bins.
- Face to face engagement resumed this year with Veolia staff reconnecting with residents in various ways including at our HRCs, within schools and clubs and at community groups. Tours of the ERF also resumed this year for community groups after they were suspended due to the Covid-19 pandemic.
- Missed collections have reduced from 6,001 in 2009/10 to 2,551 in 2022/23. This represents a tiny proportion of the 11 million kerbside collections completed by Veolia each year.
- In November 2022, the collection day was changed for over 75,000 properties located in North Shropshire, South Shropshire and Shrewsbury & Atcham. The change was required to take account of the property growth that has occurred since Veolia took on the Shropshire Council waste contract. Some teething problems were incurred, causing the number of missed collections to rise. Veolia has worked hard to resolve any issues and we are glad to confirm that the number of missed collections have now returned to the very low levels seen before this necessary change took place.

2 ENVIRONMENT AND SUSTAINABILITY

Veolia intends 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:

- Avoiding Greenhouse Gas Emissions. The contract Services now show 21,127 carbon dioxide equivalent tonnes of greenhouse gas emissions have been avoided. This is the eleventh consecutive year of avoided emissions. A copy of the carbon footprint monitoring methodology developed by Veolia to measure Greenhouse Gas Emissions is included in Appendix A.
- Achieving a contract recycling rate of 52.47% and diverting over 98.5% of waste from landfill.
- 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 2022 Annual Report will be included on Veolia's website once published.
- Seasonal and national campaign communications, including Christmas collection calendars, radio and digital advertising, Halloween, Valentine's and Recycle Week to name a few.
- Supporting the introduction of the purple lidded recycling bin for plastics, cans and glass. It is hoped this will help to further increase recycling rates, as residents use their new container provided by Shropshire Council.

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:

- Envirogrant scheme successfully rolled out with £14,993 shared (January 2023) with 19 schemes selected out of a total of 103 applications.
- Seasonal/themed (Christmas, Food Waste Action Week, Easter, Halloween, Recycle Week etc.) communications designed to promote reduction, reuse and recycling of waste.
- Our Master Composter scheme continues to go from strength to strength with a strong presence across the county, online and in person at events.
- Over 2,300 school children got a chance to hear how recycling is collected and treated in Shropshire at Crucial Crew events, which took place during June.
- Restarting talks and visits to the Energy Recovery Facility at Battlefield.
- Pass It On Campaign. This continues to be a main focus of our communications and engagement plan. Veolia staff give talks to schools about all aspects of recycling and to encourage children to take this message home and 'pass it on' to the adults of the household. Almost 4,130 school children have received the talk so far.
- Workforce Charity Donations. Collection crews and HRC staff continue to donate their Lost Time Incident Bonus awards to local charities and good causes.
- Treecycling Campaign. Our Treecycling campaign at Christmas resulted in £5,000 being donated to Shropshire CPRE Countryside Charity to support the valuable work that this charity does in Shropshire.
- Social Media Communication. Veolia provides graphics, animations and key messages for Shropshire Council in the promotion of recycling and waste awareness through their social media channels.
- Partnership Working. Veolia works alongside the council, engaging with the public to assess the impact of any service changes.

4 THE FUTURE OF OUR WASTE

Veolia is 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:

- Working with Shropshire Council to implement any changes that may arise from the government's consultation on the Resources and Waste Strategy for England.
- Exploring 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 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.
- 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.

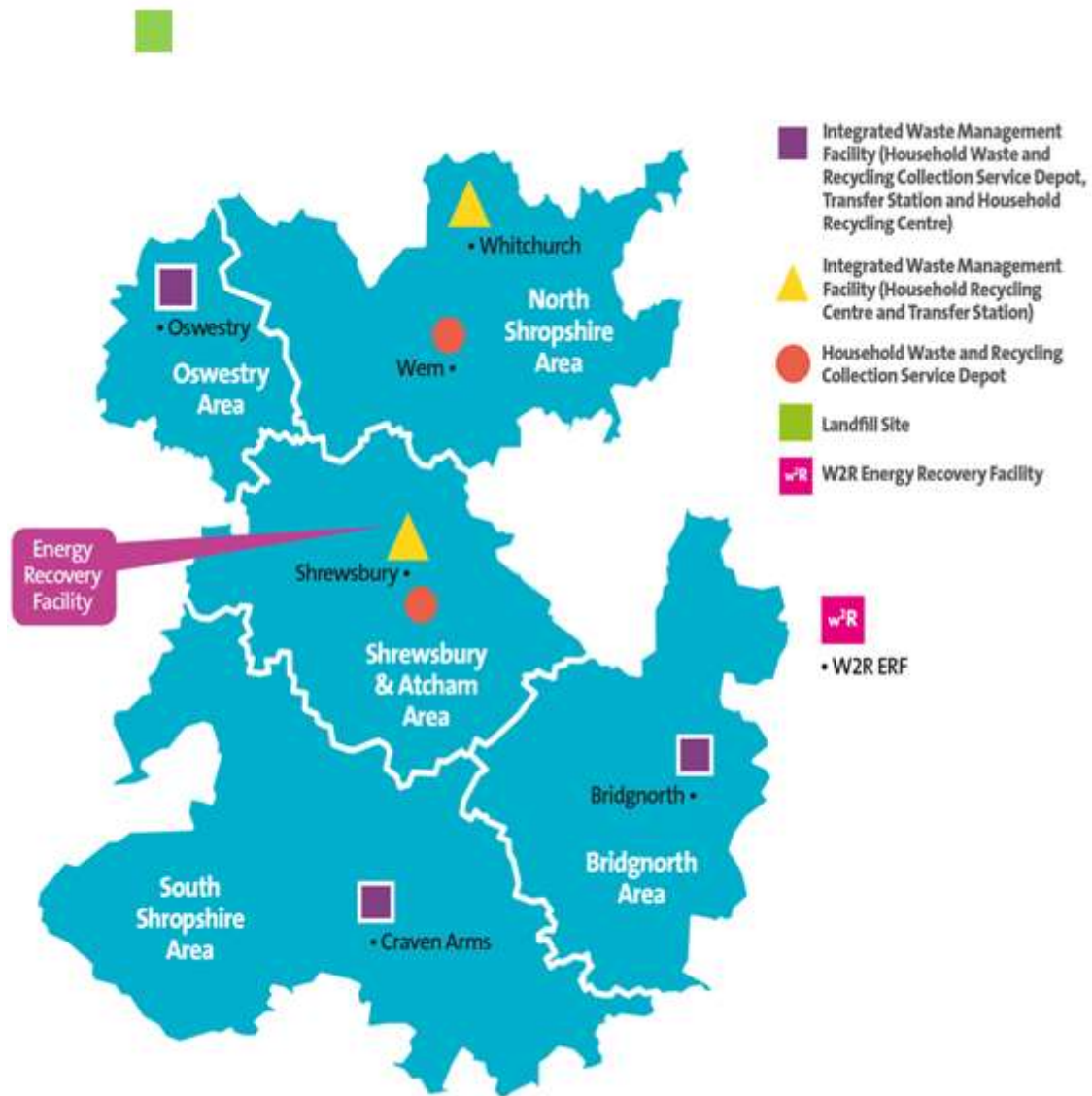


Figure 1 Shropshire Waste Management Facilities