

# MRWA SERVICE DELIVERY PLAN 24/25

LESLEY WORSWICK  
CHIEF EXECUTIVE



MERSEYSIDE RECYCLING & WASTE AUTHORITY

MERSEYSIDE... A PLACE  
WHERE NOTHING IS WASTED

# Service Delivery Plan 24/25

## CORPORATE PLAN

### **AIM 1:**

- We deliver efficient and effective services

### **AIM 3:**

- We collaborate with partners to develop & deliver strategies and services.

### **AIM 2:**

- We continuously improve our services to meet changing demands.

### **AIM 4:**

- We develop a framework for environmental performance and social value.

## AIM 1: DELIVER EFFICIENT AND EFFECTIVE SERVICES

Our waste contracts deliver frontline services that meet expected standards and to agreed terms and conditions.



### RRC – MERL/SUEZ

- Signed 2013, operational 2017, 30 year lifespan
- Provides residual transfer, transport & treatment services for all of M&H's residual municipal waste
- RTLS in Kirkby, rail-linked to EfW facility at Wilton on Teesside
- Currently accepting c. 450k tonnes residual waste per annum



### WMRC – VEOLIA

- Signed 2009, runs to May 2029 (<5 years remaining) and provides:
  - 4 waste transfer stations
  - 2 materials recovery facilities (MRFs)
  - 16 HWRCs
  - Materials transport
  - Reprocessing of recyclable materials

# AIM 2: DELIVER EFFICIENT AND EFFECTIVE WASTE SERVICES

Our waste contracts deliver frontline services that meet expected standards and to agreed terms and conditions.

- RRC handled 459,645 tonnes in 2023/24 (latest available data)
- MRFs handled 106,676 tonnes in 2023/24
- HWRCs handled 162,629 tonnes in 2023/24, with the vast majority of the recyclable material sorted remaining within the UK and reprocessed into quality recycled products
- MRWA's overall recycling rate in 2023/24 – including kerbside collected waste, HWRCs was 34.3%
- Sefton recycling rate for 2023/24 was 33.2% (this is provisional and has not been fully verified by WDF)

## Overall Recycling Rate - Sefton

36.9%



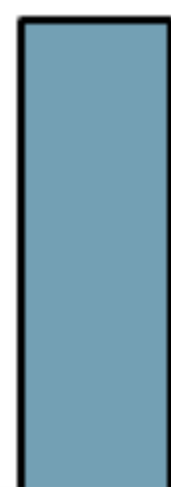
2017-18

35.0%



2018-19

33.7%



2019-20

34.8%



2020-21

33.2%



2021-22

33.0%



2022-23

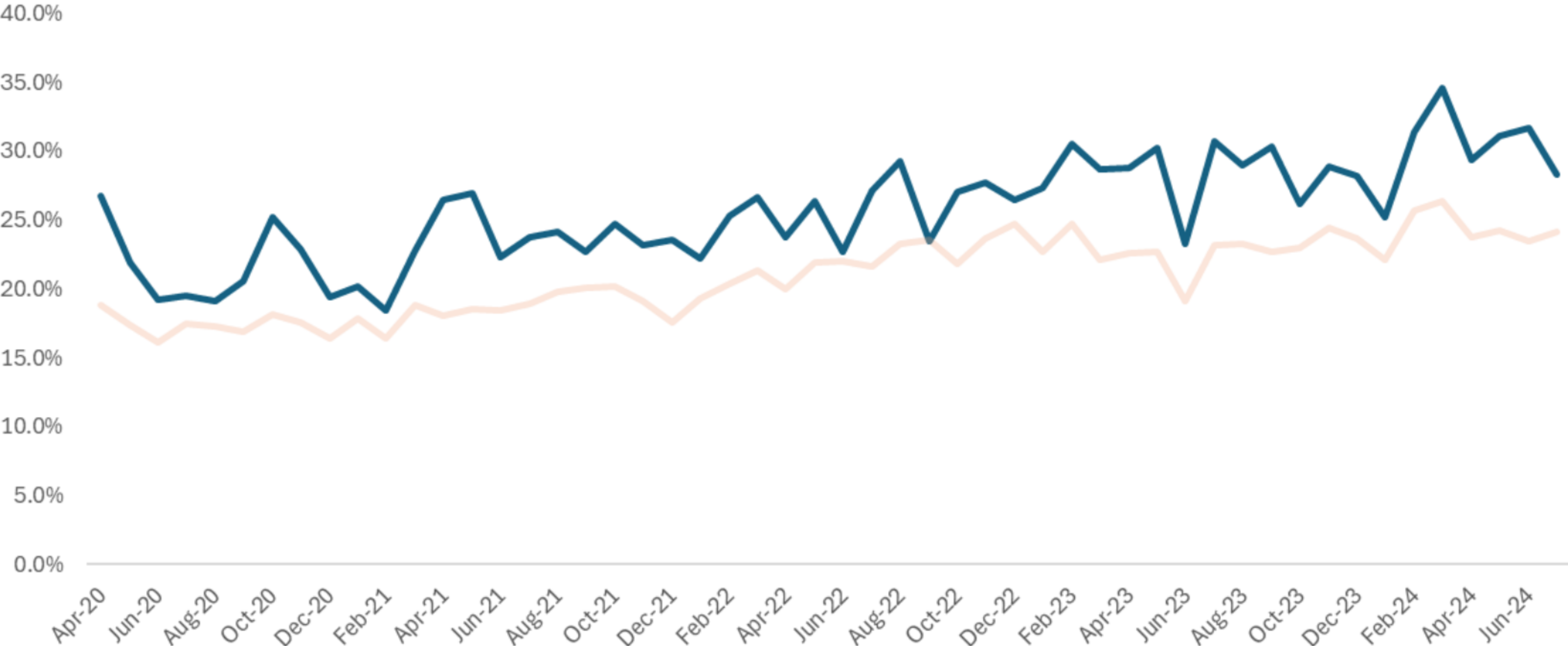
33.2%



2023-24

# SBC Contamination v Overall Contamination

Sefton MAF Contamination Overall MAF Contamination



# Food Waste Collection

- New legislation - separate household food collection by March 2026
- Veolia will provide transfer/transport/treatment service (to 2029)
- Proposals currently in discussion; new buildings at existing locations (Southport & Gillmoss)



# GOING FORWARD

## RESIDUAL WASTE REDUCTION

- Major source of carbon emissions from waste
- National Waste Prevention Programme
- HWRC Reuse Guidance
- Extended Single Use Plastics ban

## DEPOSIT RETURN SCHEME

- Reducing litter from drinks containers
- Incentivising consumers to return items (for recycling)





# GOING FORWARD

## SIMPLER RECYCLING

- Dry recyclables (except plastic film) must be collected by 31 March 2026 for households and 31 March 2025 for relevant non-domestic premises and industrial or commercial waste.
- Food waste collection deadline is 31 March 2026 (unless transitional arrangements are in place).
- Plastic film collection deadline is 31 March 2027.
- The remaining draft regulations (e.g. exemptions to the separate collection duty) to be confirmed after Ministerial review in “Autumn 2024”.
- Also includes exemption for businesses with less than 10 FTE employees which would delay their duty to start from 31.03.25 to 31.03.27.

**WHAT DOES THIS MEAN FOR  
LIVERPOOL CITY REGION?**



## AIM 1: DELIVER EFFICIENT AND EFFECTIVE SERVICES

Our Behavioural Change Programme promotes the waste hierarchy by supporting consistent messaging on waste avoidance, resource recovery and appropriate waste disposal behaviours.



### RECYCLING DISCOVERY CENTRE

Recycling Discovery Centre at Gillmoss is continuing to deliver education with all age groups.



### PRIMARY SCHOOL WASTE EDUCATION

We are excited to be working with the Southport Eco Centre again, this year they are running the first year of our Primary Waste Education project to schools across the city region.



### CIRCULAR ECONOMY

Phase 2 of our pilot project to delivery circular economy education to students across the LCR is underway. We're working with Farm Urban again, this year running sessions in Halton, Sefton and St Helens.



### COMPOSTING CHAMPIONS

We have entered the delivery phase of our Composting Champions project for young people across the LCR, teaching the science and importance behind composting.

# BEHAVIOUR CHANGE CAMPAIGNS



## LITHIUM BATTERIES

We continue to utilise Material Focus collateral to align with national messaging on the importance of recycling batteries correctly to avoid fire hazards and save resources from going to waste. Following on from our 2023/24 batteries campaign, we delivered the first of two planned phases of 2024/25 communications in April, **reaching 537,500 people via broadcast radio and garnering over 3.6mil impressions on social media**. Phase 2 ran throughout August and featured a mix of radio and digital advertising - campaign results TBC.



## JOURNEY OF RECYCLING

The Journey of Recycling is a new campaign which has been created to build trust in the recycling process and boost domestic recycling rates across Liverpool City Region. The campaign features a suite of videos containing footage from the Materials Recovery Facility in Gillmoss, accompanied with voiceover and animation. Soft launched in July, a digital marketing campaign is planned to run over two phases - October 2024 (aligning with Recycle Week) and March 2025 (aligning with Global Recycling Day).



## RECYCLING CONTAMINATION

Following on from the widespread reach achieved through our 2023/24 Recycle Right campaign, a two-phased approach has been utilised in 2024/25. Messaging advises residents on how to recycle accepted materials in the correct manner and avoid recycling contamination. The campaign utilises a mix of large out of home advertising across Halton, Knowsley, Liverpool, Sefton and Wirral, as well as social media advertising. Phase 1 began in July and concluded in August. Phase 2 is planned to launch at the beginning of 2025.

# BEHAVIOUR CHANGE CAMPAIGNS (UPCOMING)



## CHOOSE TO REUSE

Following on from last year's digital Christmas campaign - **which made over 2.6mil impressions via social media and Google advertising whilst also reaching over 220,000 listeners on local radio** - we will once again be sharing a whole host of practical tips which can help residents to avoid waste, save money and protect our environment. Our plan is to launch the 2024/25 campaign early-mid November - more details to be announced nearer the time.



## WASTE HIERARCHY

Following on from Keep Britain Tidy's new waste hierarchy launched in February 2024, we will run a small behaviour change campaign. We will utilise official campaign collateral created by Keep Britain Tidy to advise residents how they can reduce and reuse more. More details to be announced.



## FOOD WASTE REDUCTION

During the last financial year, we marked #FoodWasteActionWeek (which occurred from 18 - 24 March 2024) by running a social media and Google advertising campaign directing residents towards WRAP's national campaign, whilst simultaneously promoting our free "Growing Food from Food" and "How to Reduce Food Waste" guides. **The campaign made over 4.8mil impressions via social media and Google advertising** - we will be hoping for similar success during Food Waste Action week 2025. More details to be announced.

# ZERO WASTE COMMUNITY FUND 2023/24



16,533 people engaged



14,547 volunteer hours



16 waste prevention, re-use and recycling projects



£165,000 investment in the environment



631 training sessions and events



Diverted 467 tonnes of materials

# AIM 1: DELIVER EFFICIENT AND EFFECTIVE SERVICES

Our business support functions are effective in supporting the Authority's aims and objectives.



## FINANCIAL SUPPORT

Invoice processing, budget setting & monitoring, transparency reporting and recycling credits



## HUMAN RESOURCES & RECRUITMENT

Support for all staff and Managers, corporate training, payroll & recruitment of new staff



## PA SUPPORT FOR CEX & LEADERSHIP TEAM

Diary management, attend meetings, minutes & correspondence



## CORPORATE GOVERNANCE

Internal policies, Authority meetings & Member support



## ONLINE BOOKING SYSTEM AND CUSTOMER SUPPORT

Support to residents & charities wanting to recycle waste & general enquiries via phone and email.

# AIM 1: DELIVER EFFICIENT AND EFFECTIVE SERVICES

Our estate and facilities for which the Authority has responsibility are managed effectively



Environmental monitoring - field work at 7 closed landfill sites to monitor gas emissions, and groundwater obligations, ensuring health and safety and legal obligations are met

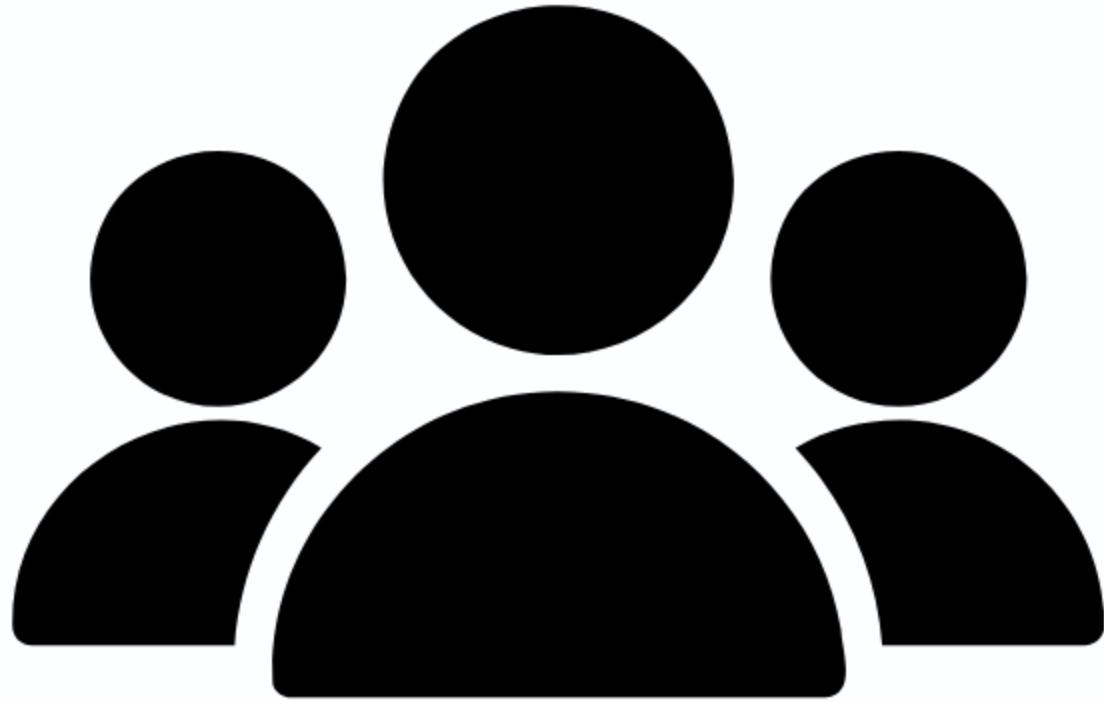


Gas field Management - management of gas field at CLFs, gas balance via flares, emissions surveys and flare maintenance



# AIM 1: DELIVER EFFICIENT AND EFFECTIVE SERVICES

Our staff are deployed effectively and have opportunities to develop the skills needed.



- Specialist staff working across all service areas (Business Services, Contracts, Data & Performance, Finance & Estates, Strategy & Development)
- Mandatory training updates in place (GDPR, Data Protection etc.)
- Role-specific development training in place for all staff

## Certified Carbon Literate



- Majority of staff are now certified carbon literate, with future course completion plans in place for remaining staff members
- Each staff member who has finished the course has received full accreditation and has made two pledges each (a team pledge and an individual pledge) - both pledges are an important step towards putting the carbon literacy training into practice

## AIM 2: CONTINUOUSLY IMPROVE SERVICES TO MEET CHANGING DEMANDS

Our Zero Waste Strategy and action plans are consistent with the LCR Zero Waste Framework and set the ambition for delivery of future services.

- Strategy team currently working on MRWA Zero Waste Strategy
- In addition to education, campaigns and the Zero Waste Community Fund, we run a number of community engagement projects across Liverpool City Region with a focus on reuse and waste minimisation
- Projects include community composting, food growing, textile reuse and community reuse and repair
- **LARAC Conference and Celebration Awards 2024:** Our secondary school circular economy pilot project (delivered in partnership with Farm Urban) has been nominated for 'Circular Economy Achievement', while our reusable period products project (delivered in partnership with Hey Girls!) is up for 'Best Waste Minimisation or Prevention Project'.



## AIM 2: CONTINUOUSLY IMPROVE SERVICES TO MEET CHANGING DEMANDS

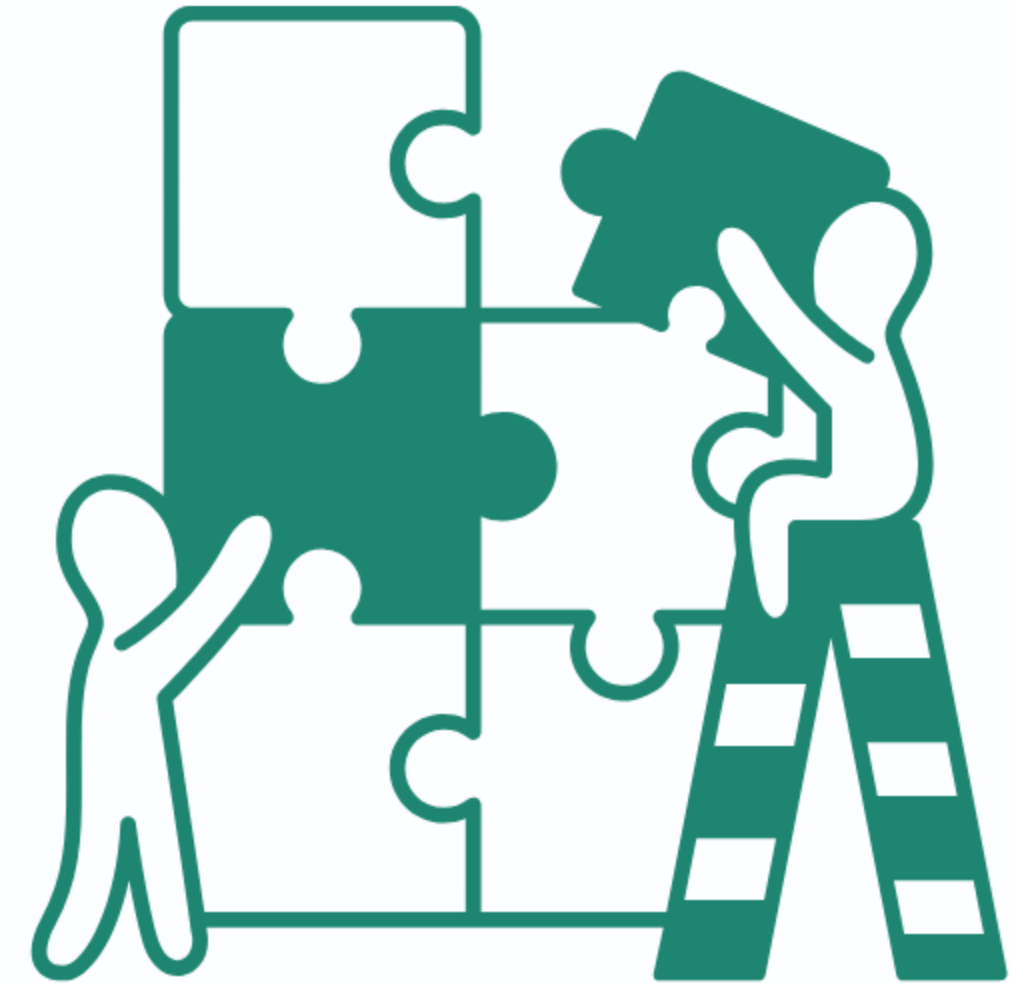
- **Our Corporate Planning and Performance Management Frameworks ensure a consistent, streamlined and joined-up approach to delivery and performance across the Authority**
- **We support efficient delivery through robust processes and procedures backed up by effective IT infrastructure and services.**
- **We are adequately resourced and prepared to deliver on the changing statutory and future service provision demands.**



## AIM 3: COLLABORATE WITH PARTNERS TO DEVELOP & DELIVER STRATEGIES AND SERVICES

We lead and support the LCR Waste Partnership, including development and delivery of the Liverpool City Region Zero Waste Strategy.

- Detailed strategic roadmap
- Clear & accountable work programme
- Share the load
- Joint procurements
- One strong voice
- LCR Zero Waste Strategy in development
- WRM Circular Food Waste Report



## AIM 3: COLLABORATE WITH PARTNERS TO DEVELOP & DELIVER STRATEGIES AND SERVICES WE MAXIMISE JOINT WORKING WITH OUR STAKEHOLDERS THROUGH EFFECTIVE COMMUNICATION, CONSULTATION, AND ENGAGEMENT.

**We regularly work and engage with a variety of stakeholders across the City Region, including:**

- Liverpool City Region Combined Authority
- North West Net Zero Hub
- University of Liverpool
- MEAS (Merseyside Environmental Advisory Service)
- Community sector



## AIM 3: COLLABORATE WITH PARTNERS TO DEVELOP & DELIVER STRATEGIES AND SERVICES

- **Key stakeholders are fully engaged in the planning and delivery of future waste services**
- **We develop an Inter Authority Agreement (s) that underpin(s) our procurement objectives.**
- **We facilitate the development of levy mechanism options that drive improved behaviours.**



## AIM 4: DEVELOP A FRAMEWORK FOR ENVIRONMENTAL PERFORMANCE AND SOCIAL VALUE



### SUSTAINABLE DEVELOPMENT GOALS

We have identified five priority goals and will monitor the Authority's progress against them.



### CARBON FOOTPRINT

Continuing to measure our carbon footprint based on the Greenhouse Gas Protocols and emissions.



### BIODIVERSITY

Undertaken Phase 1 Habitat Surveys on 7 of our closed landfill sites to aid nature conservation and recovery.



### SOCIAL VALUE

We are currently developing a social value framework with a view to measuring social value impact across the organisation.

**THANK YOU.  
ANY QUESTIONS?**



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