

Appendix Two - New Policy Objectives

Policy objectives		
Headline	Policy	Actions
Towards zero growth	1. Preventing the growth of household waste by promoting waste reduction and reuse initiatives, with a long term aspirational aim towards zero net growth for residual waste	<ul style="list-style-type: none"> • To agree an annual target for household waste: <ul style="list-style-type: none"> - kg per household for total residual waste - kg per household for total household waste (excluding garden and commercial waste) • To undertake a comprehensive waste analysis programme to include a larger, more representative sample of all household waste • Waste prevention plan to include actions on the following: <ul style="list-style-type: none"> - Home composting - Love Food Hate Waste - Nappies - Reuse - Junk mail - Paperless home (i.e. more online activities) - Community engagement
Underpinning awareness and education	2. Promoting waste awareness through coordinated public education and awareness campaigns, and effective community engagement.	<ul style="list-style-type: none"> • All waste awareness/education campaign to be undertaken in line with the waste hierarchy • High profile and high impact 'Right Stuff, Right Bin' campaign <ul style="list-style-type: none"> - Overall generic county wide campaign to increase participation & correct use of the 'Recycle for Dorset' service - Material campaigns on food, paper, plastic and metal - Area campaigns in low performing locations • Targeted campaigns/efforts to improve the quality of recyclate by reducing contamination from both communal and individual households • Promoting other services such as the Household Recycling Centres and Bring Banks • Continuous monitoring of public satisfaction through appropriate surveys to enable constant improvements where required • Development of suitable street scene campaigns/initiatives to enhance the quality of the local environment

		<ul style="list-style-type: none"> • Development of an extensive schools programme/strategy to cover both primary and secondary schools • Monitoring of all campaigns to measure their effectiveness and contribution to overall performance
High recycling and optimised services	3. Achieving 65% recycling and composting by 2025 and ensuring the optimum and full use of the recycling and composting services provided.	<ul style="list-style-type: none"> • This recycling and composting target will be supported by the waste reduction target in policy objective 1 • Long term aspiration of 70% recycling and composting to be in line with the principles of the Circular Economy package (will be dependent on national policy) • All decisions regarding improvements to the recycling and composting rate will ascertain the financial implications of doing so and the possible impact on budget • Continuous use and improvement of current recycling & composting services: <ul style="list-style-type: none"> - Recycle for Dorset – review of materials collected & frequency of collections - Review of the vehicle fleet to support 'Recycle for Dorset' - Improvement in diversion rates at the Household Recycling Centres - Correct and increased use of all DWP recycling & composting services through the activities listed in Policy Objective 2
Minimise residual waste and maximise recovery of value	4. Ensuring that residual waste treatment takes into account the waste hierarchy and cost in maximising the value recovered from waste in terms of resources and energy.	<ul style="list-style-type: none"> • To progressively increase the recovery and diversion of waste from landfill through increases in recycling and composting (see above policies). • Development of a contract strategy to enable the most efficient and cost effective solution for Dorset • Implementation of suitable long and short term contracts which diverts waste from landfill • When choosing to use external facilities, the application of the waste hierarchy and cost implications will be considered
Infrastructure	5. Enhancing and developing a network of local waste facilities that enable the DWP to deliver, store, transport and treat waste efficiently.	<ul style="list-style-type: none"> • A cross organisation subgroup will be set up to review all the infrastructure requirements of the DWP and the links to the contract strategy (in policy objective 4). This will include depots, transfer stations, HRCs, treatment facilities and any other infrastructure requirements

		<ul style="list-style-type: none"> • The need to secure control over the DWPs waste streams to provide a strong, flexible strategic position and allow certainty for the future as current local third party facilities come to the end of their lives • The ability to deliver, store and transport materials from facilities wholly managed by the DWP will enable a wider, & more flexible choice of treatment options. (Please refer to the 'infrastructure' section below)
Cost efficient service	6. Delivering efficient and cost effective waste management services across Dorset that provide value for money.	<ul style="list-style-type: none"> • The delivery of efficient and cost effective waste management services will remain a priority for the DWP across all areas of the organisation • The identification of further budget savings and efficiencies will continue and will be pursued whenever the opportunity exists • Value for money and risk will be considered when strategic decisions are taken and benchmarking against the 'do nothing' costs will be undertaken
Enforcement and intervention	7. Adopting a proactive approach to enforcement involving awareness raising and education about environmental crime and the correct use of DWP services. Responding to issues/offences in the most appropriate manner.	<ul style="list-style-type: none"> • Respond to reported environmental crime incidences and follow up where appropriate • Monitor areas of known repeat offences and take enforcement action where appropriate • Undertake proactive enforcement campaign work to reduce incidences of environmental crime e.g. for littering, fly-tipping and of duty of care checks. • Raise awareness amongst staff within the DWP of all policies/processes to ensure they are consistently applied • Increased issue of FPNs through the recruitment of a third party organisation • Work in partnership with DWP partners and external agencies to deliver a coordinated enforcement service
Encourage sustainable management of commercial and local authority waste	8. Providing a countywide cost effective commercial waste services and recycling service supported by effective marketing and communications.	<ul style="list-style-type: none"> • To work towards the 'vision' in the Commercial Waste Strategy to become the leading waste provider for commercial waste collection in Dorset that: <ul style="list-style-type: none"> - Helps business apply the waste hierarchy and meet their legal obligations - Provides good value for money - Provides excellent customer service - Enhances the reputation of the DWP

		<ul style="list-style-type: none"> • Continue to optimise collection rounds (align with the household waste round optimisation programme where possible to create further efficiencies) • To ensure that the disposal/treatment arrangements for commercial waste and household waste operate in conjunction to avoid conflicts in terms of available capacity • Investigate and implement further recycling options for customers • Continually seek to increase the existing customer base • Keep up-to-date with market developments so the DWP can get best efficiency from its existing customer base
Working with others: listen, collaborate and influence	9. Listen to, work with and influence others to achieve sustainable waste management and meet the policy objectives, making use of national, regional and local frameworks.	<ul style="list-style-type: none"> • Maintain active participation in relevant regional and national forums and organisations to both keep well informed and seek to ensure our views are heard. • Collaborate with others as appropriate to pursue particular issues and seize opportunities to influence when these arise.