

**VEOLIA ES SHROPSHIRE LTD**  
**APRIL 2009 – MARCH 2010**  
**SHROPSHIRE PFI WASTE CONTRACT**  
**CORPORATE RESPONSIBILITY REPORT**

# VEOLIA ES SHROPSHIRE LTD

## SHROPSHIRE PFI WASTE CONTRACT APRIL 2009 – MARCH 2010 CORPORATE RESPONSIBILITY REPORT

May 2010  
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

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Phil Lucas

### Approved by

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Donald Macphail

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## Managing Director's Statement

Veolia ES Shropshire Ltd (Veolia) has completed its second full contract year of collection and management of waste in the Shropshire Council area between April 2009 and March 2010.

This is the third Corporate Responsibility Report (CRR), which covers the period above. As part of the UK's leading waste management organisation, Veolia Environment, we have a commitment to delivering an environmentally sustainable solution to Shropshire Council and to engaging with stakeholders and the local community.

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

- Completing the construction and opening the new Oswestry Integrated Waste Management Facility (IWMF)
- Maintaining a productive working partnership with Shropshire Council through the transition from District Councils to the new Unitary organisation
- Achieving a contract recycling and composting rate of 48.83%, an increase of over 0.8% on the previous contract year
- Further developing links with the community and voluntary sector
- Reducing Greenhouse Gas Emissions by over 800 carbon dioxide equivalent tonnes for 2009 in comparison to 2008 emissions
- Raising awareness of the integrated waste management service across the Shropshire Council area through communication exercises
- Introduction of a kerbside plastic bottle collection service to the former Oswestry Borough Council area. All other former districts will receive this service by March 2011
- Achievement of 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
- Investing over £2.5m in new collection vehicles this contract year
- Commencement of construction of a major extension to Craven Arms IWMF
- Introducing with Shropshire Council new acceptance criteria at Household Recycling Centres to prevent disposal of commercial waste

Looking forward, we aim to deliver increased recycling along with significant increases in landfill diversion, whilst continuing to provide an efficient collection, treatment and disposal service. We will monitor and aim to 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.



Donald Macphail  
Managing Director  
Veolia ES Shropshire Limited

# 1 CUSTOMER SERVICE

Veolia have been operating the Shropshire Council waste contract for over two and a half years with collection services provided across the entire Shropshire Council area. Veolia also manage six Household Recycling Centres (HRCs), of which four sites are located at modern Integrated Waste Management Facilities. These services are being delivered on a daily basis by more than 200 employees. Over the last year we have developed new services as well as improving existing ones

Improvements over the last 12 months have included:

- Commissioning the Oswestry IWMF, transferring the HRC service from Maesbury Road to the IWMF site at Mile Oak Industrial Estate
- Following extensive trials, introduction of a new kerbside plastic bottle collection service to the former Oswestry Borough Council area
- Provision of an additional street cleansing vehicle and crew for the South Shropshire area
- Maintaining green waste and cardboard collection in the Shrewsbury, Bridgnorth and Oswestry areas over the Christmas period and mixed food/green/cardboard collection service in North and South Shropshire areas
- Refurbishment of Bring Site receptacles across the Shropshire Council area
- Enhancement of existing Bring Sites through provision of additional materials and storage capacity
- Provision of free compost bins to participating schools as part of a waste education support programme
- Continued provision of staff training to maintain high levels of customer service

In the next year we will

- Complete the provision of a kerbside plastic bottle collection service to the whole of the Shropshire Council area
- Open the expanded Craven Arms IWMF, relocating the depot at Ludlow to the same site
- Submit a planning application and subject to planning permission develop an In Vessel Composting facility. This will enable residents in the former Districts of Oswestry, Shrewsbury and Bridgnorth to include food waste in their garden waste bin in line with the service already enjoyed in the former Districts of North and South Shropshire.
- Submit a planning application and subject to planning permission develop an IWMF in Bridgnorth

## 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. Veolia has reduced Greenhouse Gas Emissions by over 800 carbon dioxide equivalent tonnes for 2009 in comparison to 2008 emissions. A copy of the carbon footprint monitoring methodology developed by Veolia to measure Greenhouse Gas Emissions is included in Appendix A.
- Introducing a new fleet of 'greener' waste and recycling vehicles. Vehicles powered by the most efficient Euro 5 engines have been purchased this year for the Oswestry area. 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 2009 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. This standard was achieved for the construction of the Oswestry IWMF

### **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 commenced include:

- Providing free composting units to schools
- Supporting Master Composters to increase their number, particularly in areas with poor provision. Developing Master Composters to become environmental champions
- Development of Master Composters as a forum for discussion of how to develop customer facing services.
- Sub contracting the bulky household collection to SHOFUR furniture schemes in order to encourage greater reuse
- Providing financial and logistical support for waste education and awareness raising initiatives and events within the community
- Encouraging waste minimisation initiatives such as publicising the Mail Preference Service to reduce junk mail
- Supporting local initiatives through funding and publicity to reduce household waste and improve recycling

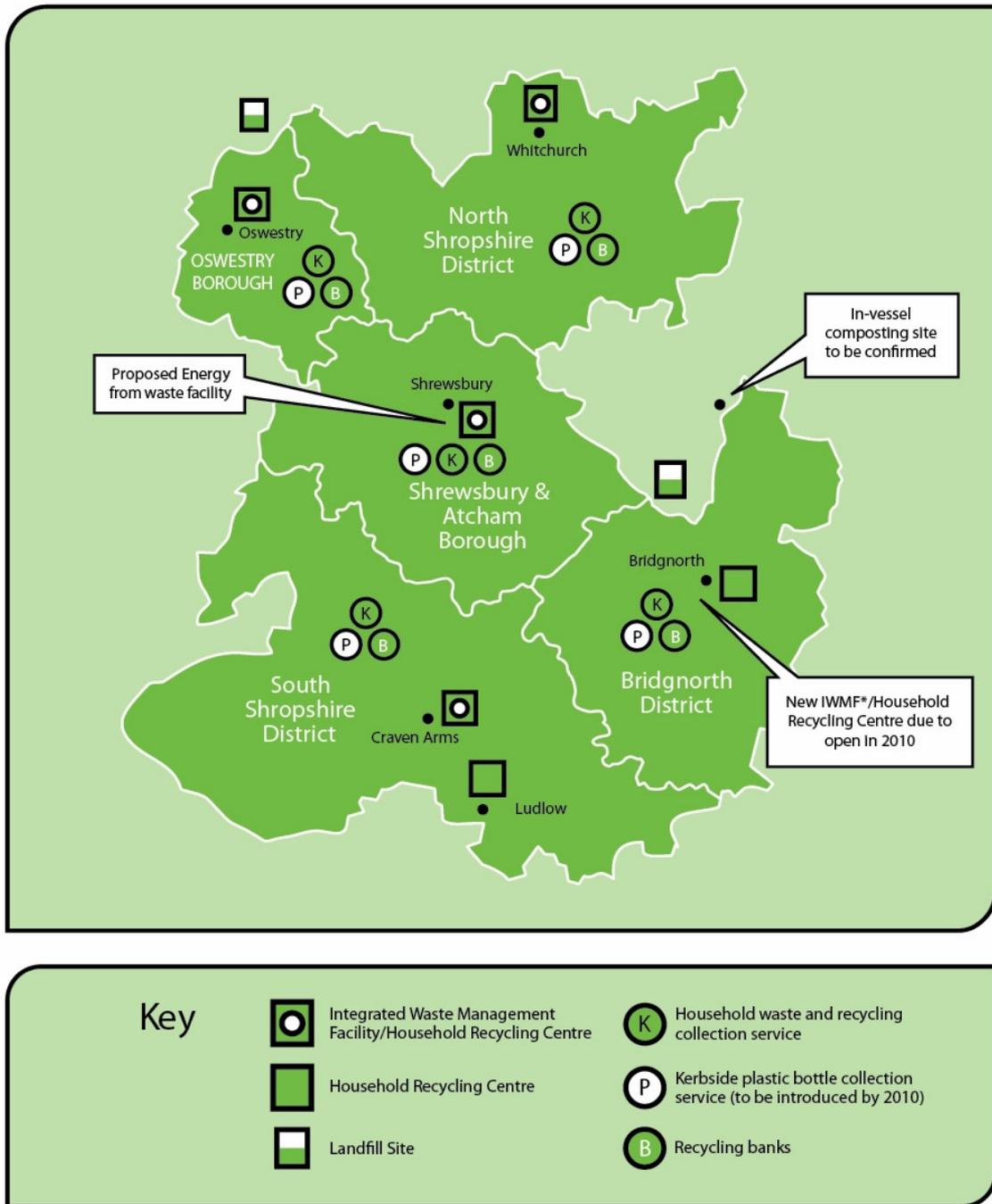
## 4 THE FUTURE OF OUR WASTE

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:

- Introducing the kerbside collection of plastic bottles by 2011
- Opening a new IWMF in Bridgnorth and expanding the existing Craven Arms IWMF
- Developing a modern, safe Energy from Waste facility at Battlefield, Shrewsbury providing electricity for around 10,000 homes
- Increasing the recycling and landfill diversion performance of Shropshire Council area
- Developing a new in-vessel composting facility to handle biodegradable waste including food waste
- Continuing to introduce new 'greener' waste and recycling collection vehicles

It should be noted that the introduction of kerbside collection of plastic bottles can only commence when facilities are available and that all developments are subject to the normal planning process including public consultation.

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**