

**VEOLIA ES SHROPSHIRE LTD**  
**APRIL 2020 – MARCH 2021**  
**SHROPSHIRE PFI WASTE CONTRACT**  
**CORPORATE RESPONSIBILITY REPORT**

# VEOLIA ES SHROPSHIRE LTD

## SHROPSHIRE PFI WASTE CONTRACT APRIL 2020 – MARCH 2021 CORPORATE RESPONSIBILITY REPORT

June 2021  
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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Phil Lucas

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Steve Mitchell

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**Copies to**  
Shropshire Council (digital & paper)  
Veolia ES Shropshire Ltd File (digital)

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### File Location

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Annual PFI Corporate Responsibility Report

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A 210616 GHG Monitoring Protocol Shropshire

## Director's Statement

Veolia ES Shropshire Limited (Veolia) has completed its thirteenth full contract year of collection and management of waste in the Shropshire Council area between April 2020 and March 2021.

This is the fourteenth 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. More than 91,000 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 97.5% 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.
- 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. More than 4,000 school children have received the talk so far. Plans are in place for this to resume in person as soon as the pandemic allows.
- Treecycle Campaign. Our Treecycle campaign at Christmas resulted in £5,000 being donated to the Midlands Air Ambulance to support the work that this charity does for maintaining this emergency service in Shropshire.
- Social Media Communication. Veolia in partnership with Shropshire Council continues to promote recycling and waste awareness on the Shropshire Waste social media channels to ensure continued engagement with these audiences.
- 2020/21 represented the sixth 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.

- Avoiding Greenhouse Gas Emissions. The contract Services now show 25,942 carbon dioxide equivalent tonnes of greenhouse gas emissions have been avoided. This is the ninth consecutive year of avoided emissions.
- More than 780 tonnes of household hazardous waste has been safely managed at our HRCs and recycled during 2020/21. 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 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 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 thirteen 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 1,505 in 2020/21. 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 327 days of the year, with the only closures caused by the Covid-19 Coronavirus pandemic. As a result of extensive planning work undertaken by Veolia and Shropshire Council HRCs reopened at the beginning of May, one of the first Councils in the country to do so.
- 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:

- Avoiding Greenhouse Gas Emissions. The contract Services now show 25,942 carbon dioxide equivalent tonnes of greenhouse gas emissions have been avoided. This is the ninth 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.
- Increasing the amount of waste recycled and composted.
- 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 2020 Annual Report will be included on Veolia's website once published.
- 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.
- Reorganisation of collection services in the former Bridgnorth District Council area resulting in improved collection efficiency reducing the mileage travelled by collection vehicles and thus reducing vehicle emissions

### 3 COMMUNITY ENGAGEMENT

Veolia is committed to engaging with and supporting local communities in tackling their own waste problems at a local level. We have adapted to the challenges of Covid-19 by making use of social media and communication technology to connect with as many people as possible.

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:

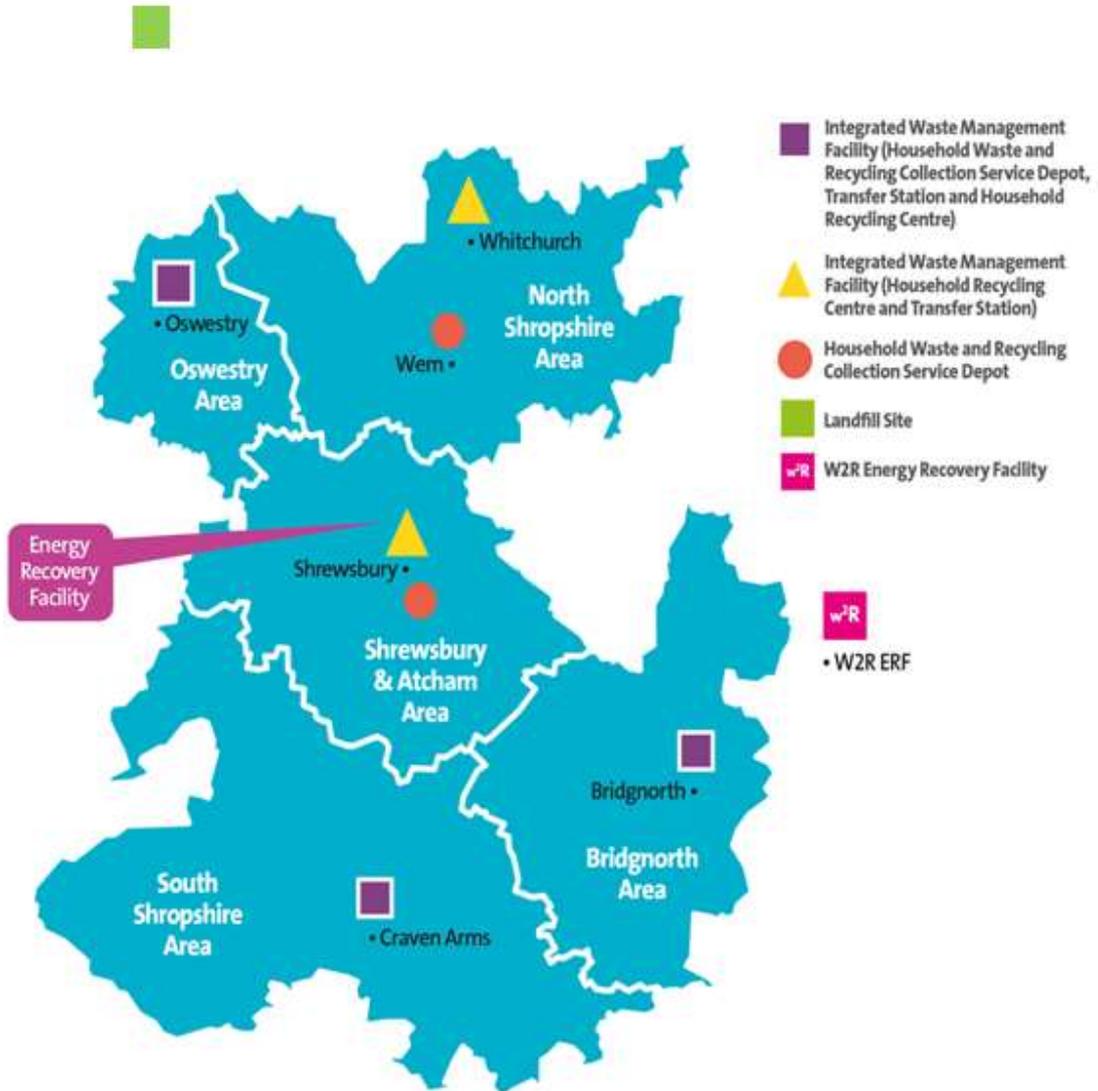
- **Pass It On Campaign.** This continues to be a main focus of our communications and engagement plan. Veolia staff give talks to schools about all aspects of recycling and to encourage children to take this message home and "pass it on" to the adults of the household. More than 4,000 school children have received the talk so far. Plans are in place for this to resume in person as soon as the pandemic allows.
- **3Rs:** A 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. Plans are in place for this to resume as soon as the pandemic allows.
- **Seasonal/themed (Christmas, Easter, Halloween, Recycle Week etc.)** communications designed to promote reduction, reuse and recycling of waste.
- **Workforce Charity Donations.** Collection crews and HRC staff continue to donate their Lost Time Incident Bonus awards to local charities and good causes.
  - **Charity Support.** Our staff supported charities including the Midlands Air Ambulance, the Royal British Legion Poppy Appeal and The Alzheimer's Society by raising money throughout the year.
- **Treecycling Campaign.** Our Treecycling campaign at Christmas resulted in £5,000 being donated to the Midlands Air Ambulance to support the work that this charity does for maintaining this emergency service in Shropshire.
- **Social Media Communication.** Veolia in partnership with Shropshire Council 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.

## 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.
- In 2021 we will seek to restart 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.

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**