For the Resource Cumbria waste partnership, 2009 has been another busy year helping Cumbria to reduce, reuse and recycle. Once again we have spent the year improving the county’s recycling facilities and all the while working tirelessly on new and exciting ways of encouraging more and more of us to use them.

Towards the end of last year the partnership was publicly recognised in both the waste and creative sectors for excellence in public awareness.

Resource Cumbria took top honours for our two main public awareness campaigns at two of this years most prestigious awards ceremonies. “Recycle for Barrow” scooped Best Communications Campaign at the LARAC Awards in October while “The R Factor” was recognised as the Best Green Public Sector Campaign at the Green Awards for Excellence in Creativity in Sustainability in November. There is a special feature on the awards and the winning campaigns on page 3.
How are we performing?

The chart below indicates the total household waste recycled and composted by district and by the county as a whole between July 2009 and September 2009. All figures include recycling collected via Kerbside Collection Services, Recycle Points (also known as bring sites) and Household Waste Recycling Centres. The figures are provided by Cumbria County Council’s Waste Management Performance Team and reported to the Department for Environment, Food and Rural Affairs (DEFRA).

<table>
<thead>
<tr>
<th>District</th>
<th>2008 Recycled Composted</th>
<th>2009 Recycled Composted</th>
<th>Percentage Recycled and Composted</th>
<th>Percentage Recycled and Composted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allerdale</td>
<td>47%</td>
<td>53%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Barrow</td>
<td>36%</td>
<td>64%</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Carlisle</td>
<td>52%</td>
<td>48%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Copeland</td>
<td>45%</td>
<td>55%</td>
<td>52%</td>
<td></td>
</tr>
<tr>
<td>Eden</td>
<td>49%</td>
<td>51%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>South Lakeland</td>
<td>51%</td>
<td>49%</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Cumbria</td>
<td>49%</td>
<td>51%</td>
<td>50%</td>
<td></td>
</tr>
</tbody>
</table>

The table below is your ready reckoner to waste statistics in Cumbria. The figures below relate to information gathered between July and Sept in both 2009 and 2008 to allow a like-for-like performance comparison.

<table>
<thead>
<tr>
<th>Description</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total household waste created</td>
<td>139,343 tonnes</td>
<td>139,774 tonnes</td>
</tr>
<tr>
<td>Total household waste landfilled</td>
<td>76,053 tonnes</td>
<td>71,886 tonnes</td>
</tr>
<tr>
<td>Percentage of waste recycled</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Percentage of waste composted</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Total percentage recycled and composted</td>
<td>48%</td>
<td>49%</td>
</tr>
<tr>
<td>Kilograms of waste generated per head in Cumbria</td>
<td>280 kg</td>
<td>279 kg</td>
</tr>
</tbody>
</table>
The recent ground breaking ceremony at the Hespin Wood Mechanical Biological Treatment (MBT) marked a major milestone in the partnership between Shanks and Cumbria County Council. REVIEW meets the Shanks team responsible for delivering the contract in Cumbria.

As many of us will be aware by now, Shanks Cumbria are the waste management company who will be managing the county’s waste for the next 25 years. The contract signed will provide two new resource parks that feature a 75,000 tonne mechanical biological treatment facility to treat all of Cumbria’s non-recyclable household waste. Looking to the future, by 2020 87% of this waste will be treated at these facilities and subsequently diverted from landfill. In addition Shanks will be managing Cumbria’s 14 HWRCs and aim to increase recycling levels to 60% overall.

Having signed in June 2009 construction of the Northern Resource Park at Hespin Wood has now begun. Pictured below are representatives from Cumbria County Council and Shanks Group Plc at the ground breaking ceremony at the site in September. The site is set to be up and running by 2012. The image to the right, taken in January, shows the progress that has been made on the site to date.

The Southern Resource Plant at the Sowerby Woods Industrial Estate, off Bouthwood Road, in Barrow is in the planning permission stages. Shanks hope to have this facility fully operational by 2012/2013.

Councillor Jim Buchanan, leader of Cumbria County Council, said: “Our contract with Shanks really will revolutionise the way we deal with waste in Cumbria and ensure we have a greener, more cost-effective system of managing rubbish for years to come.

“I’m delighted building work is now getting underway at Hespin Wood as this really marks a big step forward in our adoption of MBT technology.”

So just who are the people tasked with delivering this important contract in Cumbria? REVIEW caught up with them recently to find out.

The team at Shanks have a varied and versatile skills base that represent the needs of the contract. They are committed to not only delivering the 25 year contract but also helping build upon the successes we have enjoyed as a partnership over the past few years.

Meet the Shanks Cumbria team

Your cut out and keep guide to who’s who in the Shanks Cumbria team

Sam Grant
Operations Director (Northern PFI)
Sam will lead a specialist team to deliver the Council’s present and future obligations in resource management and service provision in Cumbria while allowing both contract and stakeholders to develop.

John Hodder
Construction and Development manager
John’s role is to oversee the construction, maintenance and facility development of Shanks facilities within the Shanks PFI Company.

Darren Harris
Financial Planning Analyst
Darren’s main responsibilities are to look after the financial aspects of the Cumbrian contract and to liaise with the authority on financial issues. He is also responsible for managing the relationship with the project’s funders.

Tom Hall
Works Delivery and Compliance Manager
Tom’s job is two-fold. He is responsible for delivering the new waste management facilities on time and through to operation. Tom also acts as the direct point of contact between Cumbria County Council and Shanks.

Geoff McCormick
Senior Operations Manager
Geoff has operational control and management of the 14 Household Waste Recycling Centres, 2 Intelligent Transfer Stations, the 2 sub-contractor operated Waste Transfer Stations and all non construction sub-contractors.

Derek Matthews
HWRC Manager
Derek’s role is to manage Cumbria’s 14 HWRCs and to carry out site audits and inspections, to monitor compliance against legislation and contractual requirements, and identify opportunities for improvement.

Julie Pepper
Administration Manager
Julie is responsible for managing all personnel issues and reporting all operational data required for the contract. She controls data relating to performance management and purchasing requirements.

Debra Penrice
Administration Assistant
Debra is responsible for the manual input of all waste data received on a daily basis. This includes all movements from the HWRC network, uploading, checking and completing the information from landfill.

Joanne Eglleston
Community Education Liaison Officer
Joanne liaises on all public relation activities ranging from dealing with enquiries through to promotional work. Her focus is to liaise with external bodies and to help promote the ‘Recycle for Cumbria’ message.

Nadia Bidzinska
Recycling Ranger
Nadia’s role within Shanks is to focus on increasing awareness of recycling and to inform local residents on any changes that are happening in their area relating to waste issues. She liaises frequently with Cumbrian householders.

If you have any enquiries about Shanks or would like to talk to any member of the Shanks team then you can call the office on 01228 581000 or email shankscumbria@shanks.co.uk.
Last November, Cumbria experienced torrential downpours which resulted in devastating floods in many areas of the county. Immediately Resource Cumbria partnership members mobilised to support those affected and help Cumbria on the road to recovery.

The weekend of the 21 - 22 November witnessed scenes of devastation in many areas of Cumbria - particularly those in the worst hit areas of Keswick, Cockermouth, Ulverston and Workington. As rivers throughout the county reached record water levels and burst their banks, infrastructure was devastated, main streets were overrun and 1300 homes and business were flooded.

As the waters receded and the resulting damage became apparent, both Allerdale Borough Council and South Lakeland District Council worked through the night as part of a major cleanup operation. The many tonnes of gravel, silt and debris were dug out of affected streets to make them safe for the public to access the once flooded areas.

A few days after the flooding, Cumbria County Council was named the lead organisation as the emphasis moved from emergency to recovery. A huge support network for those affected was formed made up of over 50 organisations.

Many of our partnership organisation staff volunteered to work evenings and weekends to enable the recovery effort to dispose of the vast amount of flood damaged rubbish.

General use skips were provided free of charge for general household and commercial waste in flood affected areas in the main streets of Cockermouth, Keswick and Workington - just over a fortnight after the waters hit, these skips had collected 291 tonnes of flood-damaged waste. In a single 4 day period, South Lakeland District Council also shifted in the region of 19 tonnes of flood-damaged belongings and helped to clear around 40 tonnes of debris from the roads.

Cumbria County Council immediately took steps to ensure disposal facilities were up to the task. The commercial waste exclusion permit scheme was suspended and HWRC opening hours increased in affected areas. An emergency temporary waste facility was opened at Sullart Street in Cockermouth to deal with the influx of flood waste - a total of 85 tonnes of rubbish was deposited here in its first 9 days.

Cllr Jim Buchanan, Leader of Cumbria County Council, said: “Everywhere you look there’s dedicated people beavering away efficiently, coming up with solutions to the problems that our communities face, going at it with a ‘can-do’ attitude and steadily restoring life back to normal. People have selflessly worked long hours in difficult conditions. It’s been an inspiration to see how well everyone has clubbed together and I’d like to thank everyone for their efforts so far.”

Cumbria County Council has paid recycling and reuse credits to third parties for several years. These credits are financial incentives for charities, community groups and other organisations who collect household waste in their local area and recycle it thus diverting it from landfill.

The scheme gives a valuable source of income to charities and so far this year has kept 8553 tonnes of waste from going into landfill.

A wide range of organisations claim for recycling and reuse credits for an equally wide range of activities. They can be small independent Charity Shops, such as the Hospital Equipment Fund for Furness who sell on unusable clothing for recycling to rag merchants. They can be large charities such as the Great North Air Ambulance doing the same thing. There are also not-for-profit companies who undertake kerbside collections of recyclable materials like glass or plastic such as Eden Recycling in Kirkby Stephen. Credits are paid for the collection of larger items such as furniture and appliances from companies such as Impact Furniture Services. We are even looking into the possibility of paying credits for the collection and reuse of paint.

This year the scheme is being updated. From April there will be a common tonnage payment throughout the county - until now the price has differed depending on the cost of landfill in that district. This more equitable system will make it easier for claimants, especially where they are claiming for operations across different districts.

There will also be a new more comprehensive registration pack asking for more information from the third parties about exactly what happens to their recycling and reused items.

Any organisation looking for more information about the scheme should contact Louise Woods, Waste Prevention Officer, on 01228 227769.

The recycling scheme that’s helping to save lives

The Great North Air Ambulance claim recycling and reuse credits for the old unwanted clothing they collect from households in Cumbria. So far they have earned more than £21,600 from the scheme - enough to pay for 8 of its life-saving rescues.

Spokeswoman Sarah Booth said that each time the air ambulance is sent out it can cost as much as £2,500 - covering the lease of the helicopter, its fuel and insurance, paying pilots and paramedics and all the drugs and equipment inside.

“We don’t get any funding from the NHS,” Sarah said. “Even the oxygen and blankets on the patients’ stretchers we have to pay for ourselves. We are very lucky that the public gives us so much material to recycle. It goes a long way in supporting us. Without people’s donations of old clothes and textiles we would be in a very different situation”
During the run up to the festive season, Resource Cumbria once again asked the county to love food, hate waste and have a stress free Christmas and New Year for less.

Resource Cumbria officers took to the streets of Cumbria recently to encourage people to be less wasteful with the food that they love over the Christmas period providing tips on how to turn leftovers into festive dishes and make frugal use of their freezers.

Officers once again braved the cold, and a few choice glances, to spread the food waste message dressed as fruits and vegetables, to ask people to make a pledge to try something new to reduce food waste.

Kate Burrows, Waste Prevention Officer for Cumbria County Council said, “We asked people to make a pledge to either take the freezer challenge and use up what’s in the freezer for a week, try a special ‘Glamour from Nothing’ recipe, freeze something that they’ve never frozen before, measure out portions of rice and pasta, plan the meals for a week or take a list when they go food shopping. Those who took the challenge were given a special leftover recipe book and entered into a special prize draw to win a pair of recycled wine glasses”

Launched in 2007, the national Love Food Hate Waste campaign helps homes cut back on the food they throw away and has reported that two million households in the UK are making savings of £164 each. This has helped lead to a saving nationwide of nearly £300 million.

This reduction in waste is also great for the environment with a saving of 137,000 tonnes of rubbish and a reduction in 600,000 tonnes of greenhouse gases being emitted. This is the carbon impact equivalent of taking 100,000 return flights to Australia out of the skies.

The Resource Cumbria campaign also involved bus and radio advertising to engage local people with the food waste message while out shopping. Lakeland Radio and The Bay FM broadcast live from roadshows in Kendal and Ulverston.

“We’ll be out and about again soon” said Kate “So if you want to save up to £50 on your food bill and see a Resource Cumbria officer dressed as a piece of fruit then keep checking recycleforcumbria.org for more details.