



**Environmental Services  
Strategy  
2025 to 2030  
(Draft for Consultation)**

# 1. FOREWORD

Pembrokeshire County Council (Pembrokeshire) realises that core services of which recycling and waste is one, are those our residents think of as being quintessential Council services. This sets an expectation on service performance.

This Environmental Services Strategy will set out our aims to enable and support residents working and living in Pembrokeshire to make it easier for them to reduce their impact on the environment and their carbon footprint and move Pembrokeshire towards a circular economy.

## 2. PEMBROKESHIRE IN CONTEXT

Pembrokeshire has a population of 125,000 as in mid-2023. The total population is projected to grow to about 128,500 by 2033 and 130,200 by 2043 (ONS 2021 Census). Pembrokeshire covers an area of 1,618km<sup>2</sup> which is rural in nature with over 186 miles of coastline. The current household numbers stand at just over 64,000. The Authority has a thriving tourism industry with an influx of 1.2m staying visitors (2022) on average a visitor stays just over 4 nights, the majority of this during the summer months. Tourism is a vital part of the local economy, but it also presents challenges, particularly in terms of environmental impact and waste management.

## 3. OUR VISION

Pembrokeshire has a vision, and organisational strategic objectives are embedded in what teams across the Council do on a day-to-day basis. This alignment between hierarchical plans and delivery across all levels of the organisation is generally known as the 'Golden Thread'. This Environmental Services Strategy seeks to align with the overarching aims and ambitions of the Council.

Our vision and ambition are that:

**Pembrokeshire is a net zero carbon County by 2030 – we will promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency.**

## 4. OUR STRATEGIC OBJECTIVES

1. Minimise overall waste arisings and movement up the waste hierarchy.
2. Ensure we continue to meet current and future statutory recycling targets
3. Supporting circular economy projects and improvements in the reuse initiative.
4. Deliver sustainable model for street cleansing and green spaces.
5. Increase Commercial Waste compliance through Trade Waste and Recycling Service.
6. Collaboration with Tourism Service providers.
7. Decarbonise Environmental Services in line with council Net Zero objective by 2030.
8. Deliver Environmental Services 2024-25 – 2027-28 service plan actions and commitments.
9. Meet budgets set out in the Medium-Term Financial Plan.

## 5. OUR CURRENT SERVICE

Environmental Services is committed to delivering innovation and continuous improvement. The service is made up of Cleansing, Green Spaces and Waste and Recycling and a team focused on service improvement.

The Environmental Services Team is responsible for providing a range of front-line services for Pembrokeshire's residents, businesses and visitors, which is outlined below:

### 5.1 Recycling and Waste

In 2019 Pembrokeshire County Council rolled out a new Waste and Recycling Service following the Waste Service Review. This change was based on Welsh Government's "Towards Zero Waste" Strategy and the Collections Blueprint focusing on improving recycling performance and the quality of recycling through

kerbside sort segregated recycling collections and restrictions associated with residual waste. Collecting and disposing of waste and recycling in the most effective, efficient, and sustainable manner.

- PCC now undertakes approximately 5 million kerbside collections for households and businesses are undertaken each year across Pembrokeshire. This is made up of:

- **Weekly kerbside sort recycling collections**

- Food Waste via a 23litre caddy
    - Glass bottles and jars – 44litre box
    - Paper – 44 litre box with lid
    - Card and cardboard – 90litre reusable sack,
    - Plastic and Metal packaging & food and beverage cartons – 90litre reusable sack
    - Household batteries – household provided container.
    - Bespoke collection arrangements for flats and households in multiple occupation (HMOs) and those with mobility requirements.



- **3 Weekly Residual** – restricted to 3 bags per household in household provided black bags, with a larger household allowance in place for household with over 5 residents or with additional residual collection needs.

- **Free Fortnightly Absorbent Hygiene Products (AHP)/ Nappy Service** – using single use purple bags – currently subscribed to by approximately 8% of households.

- **Chargeable fortnightly Garden Waste** (20 weeks per year and chargeable) - selection of wheelie bins or reusable bags dependent on household requirements - currently subscribed to by approximately 15% of households.



- **Contracted Trade waste and recycling collections service** compliant with the Workplace Recycling Regulations, offering bespoke solutions for small and large businesses including holiday lets.

- **Household Bulky Waste Kerbside Collection Service** undertaken by a 3<sup>rd</sup> party contractor attracting a small fee

- A network of Waste and Recycling Centres (WRCs) & community recycling facilities.
- Waste transfer facilities and disposal management at the Pembrokeshire Eco Park.

## 5.2 Cleansing and Green Spaces

- Street and Beach Cleansing including a network of litter and “On the Go” recycling bins, street sweeping and litter picking in Pembrokeshire’s towns.
- Removal of fly tipping from public land.
- Fly grazing – dealing with unauthorised horses grazing on council owned land.
- Abandoned vehicles and non- motorised vehicles and structures.
- Grounds maintenance of parks, gardens, play areas, and open spaces.
- Service Level Agreements for green spaces with Schools and Town and Community Councils.
- Cemeteries- grave digging, grave and grounds maintenance in council run cemeteries
- Arborist Team – undertaking both internal and external tree services.
- Building Cleaning – ensuring that council owned buildings maintain a clean and safe working environment.



## 5.3 Service Improvement

- Legislation implementation including Environmental Protection Act & Welsh Government's Strategies "Towards Zero Waste" and "Beyond Recycling".
- Strategy & Policy Development.
- Contract Management.
- Education and communication including behaviour change and compliance through a team of Local Environment Advisors.
- Performance and Data Management.
- Project Management, implementation and delivery – including Pembrokeshire Eco Park.
- Collaborative working with contractor surrounding Service



Enviro-crime

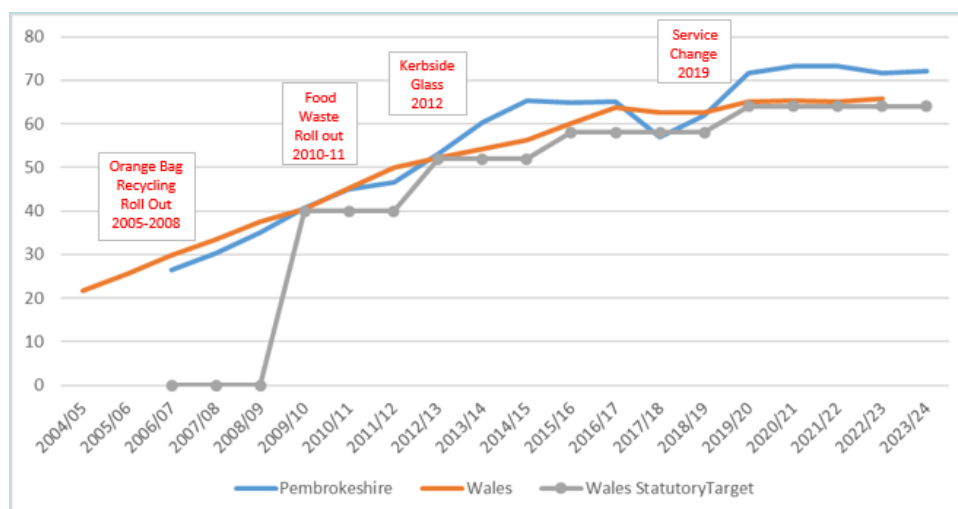
## 6. OUR PROGRESS SO FAR

Over the last 20 years there has been several changes to our waste and recycling services in Pembrokeshire, starting with the introduction of kerbside recycling through the "Orange Bag" scheme in 2005 and more recently the changes to Kerbside Sort in 2019, with an array of waste minimisation, reuse and composting initiatives during this time. We have also introduced recycling "On the Go" and event recycling facilities in addition to Trade Waste Recycling Services to support recycling at home, at work and when visiting Pembrokeshire.

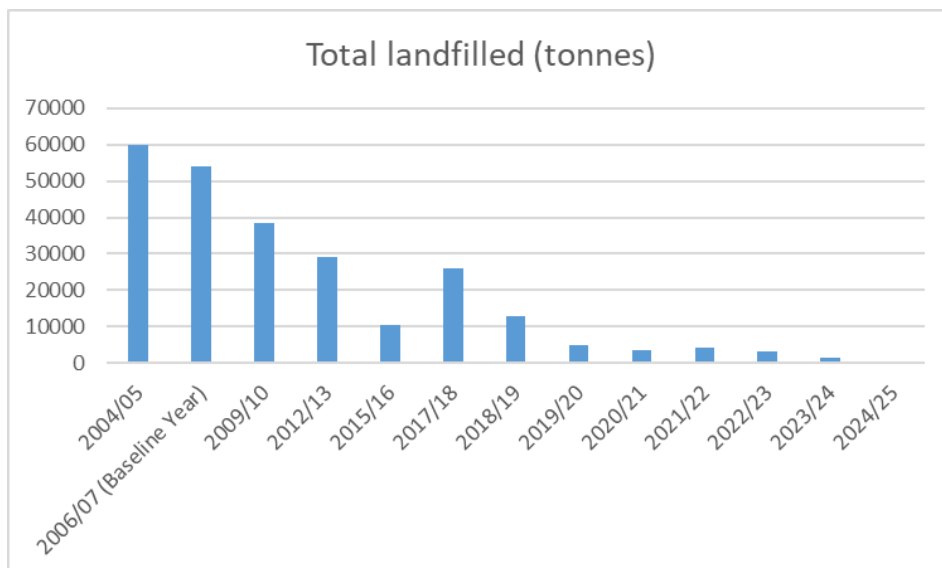
As part of Welsh Government's Strategy "Toward Zero Waste" and associated legislation there has been a requirement for Local Authority's in Wales to meet statutory recycling targets, these commenced in 2009-10 with a 40% target until 2024-25 with a 70% target. It is expected that WG will raise these targets within the next few years in order to meet the required policy goal of zero waste by 2050.

The image below shows Pembrokeshire's performance over the last 2 decades in line with the statutory targets set by Welsh Government. During this time there has also been significant changes to our residual waste and its' disposal method, with a significant reduction in waste sent direct to landfill from just under 60,000 tonnes in 2004-05 to zero since May 2024.

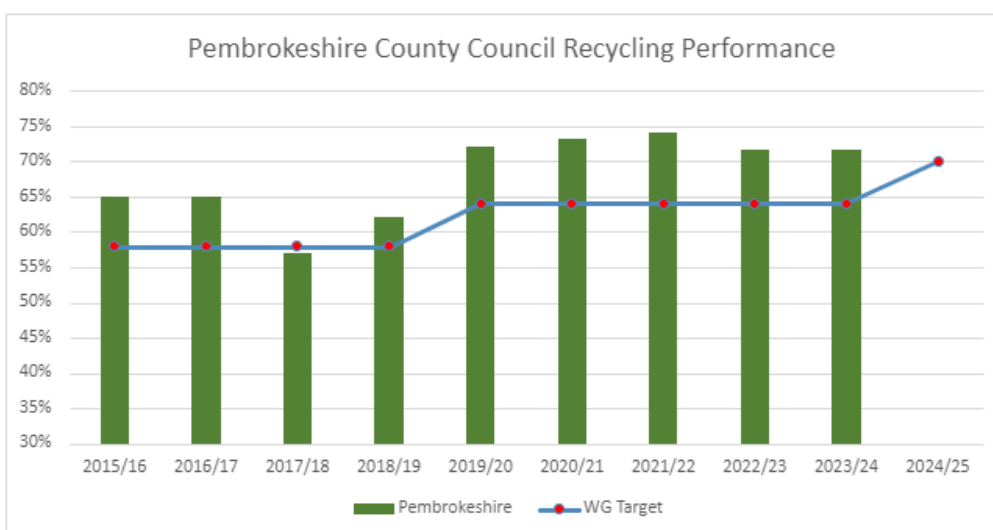
**Figure 1: Pembrokeshire historic reuse, recycling and composting performance.**



**Figure 2: Pembrokeshire total landfill tonnage**



**Figure 3: Pembrokeshire recycling performance**



For the last 5 years Pembrokeshire has been one of the top performing authorities in Wales, a fantastic achievement as a result of the dedication of our residents, businesses and visitors. Whilst the 2024/25 statutory recycling rate of 70% has been met early, the upward trajectory has stalled. Our performance for 2023/24 continues to exceed the target at a level of 72%, but there is a long way to go to meet the 100% reused, recycled or composted by 2050.

**Image 1: Pembrokeshire Eco Park – Waste Transfer Facility.**





Within Environmental Service we have also seen a reduction in fly tipping and the introduction of a robust abandoned vehicles procedure across the County which has resulted in a reduction in the number of abandoned vehicles requiring disposal by PCC.

Street Cleansing indicators through independent LEAMS (Local Environmental Audit and Management System) are also higher than the Welsh average in recent years, a significant achievement taking into account the high levels of tourism which have been experienced by the County. The methodology for the LEAMS surveys reflects the Code of Practice for Litter and Refuse and Associated Guidance 2007, which relates to Part IV of the Environmental Protection Act 1990.

## 7. THE CASE FOR CHANGE

The vision of our Corporate Plan is “working together, improving lives’. The Cabinet strives for Pembrokeshire to be a great place to live, work and visit. We will lead by example by reducing our carbon emissions and increase environmental resilience to deal with the impacts of Climate Change and therefore improve the quality of life for our residents.

### 7.1 Waste hierarchy

The waste hierarchy is a globally recognised schematic illustrating how service operators should be prioritising waste flows, focussing on the prevention of waste and then working down towards the worst option of disposal. Currently our service is setup to manage waste through recycling, recovery and disposal. We need to transition our service towards less disposal and more reuse and reduction, working towards prevention and minimisation. Our strategy provides the delivery framework to enable this service evolution.

**Image 2: Waste Hierarchy**



**Prevention** – the prevention of waste centres on minimising the amount of waste we create as a society, purchasing less and using fewer materials during design and manufacturing processes.

**Reuse** – reusing materials and products extends their lifecycle and prevents them from being disposed of unnecessarily, or potentially downcycled into a less sustainable product.

**Recycling** – recycling focuses on the conversion of waste materials into new materials and products.

**Other recovery** – the process of recovering some value from waste materials, for example food waste being turned into compost.

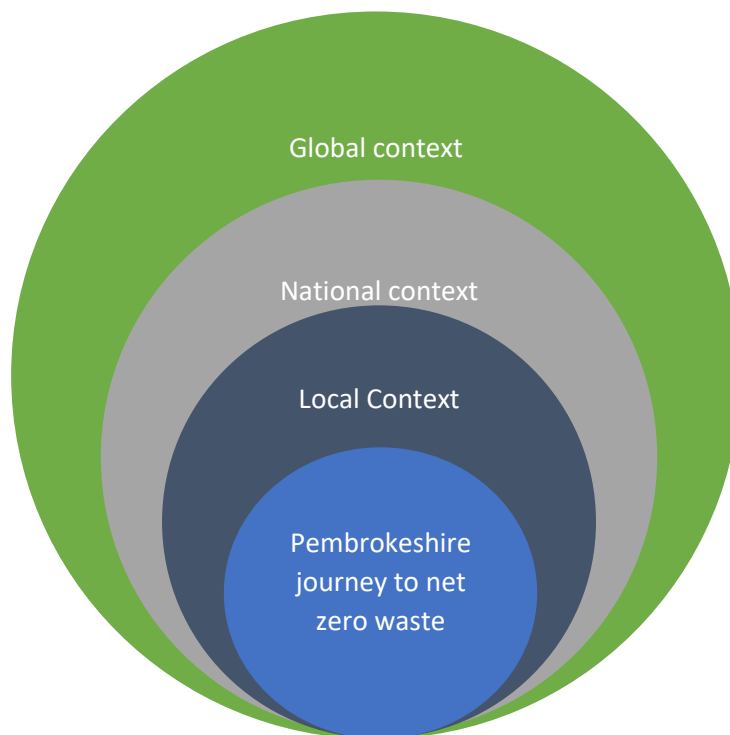
**Disposal** – the last resort, where waste is either landfilled or incinerated.

Moving to a circular economy is key to significantly reducing our carbon emissions and it can also improve economic and social outcomes. The drivers, and legislative and strategic framework in place to support our move towards a more circular economy are summarised below:

## 7.2 Global national and local context

The provision of environmental services waste and recycling collections are driven by constantly evolving legislation and targets set globally, nationally and locally within Pembrokeshire.

**Figure 4: Global, national, and local context**



### Global Drivers

Climate Change is the defining issue of our time and the greatest threat to our well-being, globally and locally. It will put pressure on ecosystems, infrastructure and landscape and threaten the well-being of both current and future generations. To avoid the worst impact of these effects we need to take urgent action.

The disposal markets associated with Waste and Recycling are also impacted by global factors which can have a significant impact on the demand and supply of materials requiring disposal and recycling.

### National Drivers

Legislation surrounding Waste and Recycling has been set by a number of bodies, European Union, UK Government, Welsh Government. This is in addition to regulations from Natural Resources Wales and Environment Agency.

### UK Government

Over the years a number of Acts, regulations and legislation have been introduced surrounding Waste and Recycling requirements across the UK.

- **Environmental Protection Act 1990**  
Provides legislation and guidance regarding waste disposal. The Duty of Care is part of this legislation, and states that it is the legal duty of those dealing with certain types of waste to ensure that it is safely managed. The act outlines the obligations of businesses and individuals to protect the environment, as well as enforcement processes and penalties for non-compliance.
- **EU Waste Framework Directive.**  
The Waste Framework Directive lays down some basic waste management principles. It requires that waste be managed without endangering human health and harming the environment

- **The Waste (England and Wales) Regulations 2011**

These regulations implement the revised EU Waste Framework Directive 2008/98 which sets requirements for the collection, transport, recovery and disposal of waste.

- **Controlled Waste (England and Wales) Regulations 2012.**
- **Waste (Circular economy) (Amendment) Regulations 2020.**
- **Environment Act 2021**

The Environment Act 2021 is a UK law that sets out environmental targets, improvement plans, monitoring, enforcement and other measures.

## Welsh Government

There have been a number of key policy initiatives and legislation surrounding Waste and Recycling which has been introduced by Welsh Government since 2002.

- **WG Strategy 2002: Wise About Waste.**

Welsh Government first strategy to deliver a model for sustainable waste management and set out a series of target. Set all local authorities in Wales a minimum target of 40% combined recycling and composting for municipal waste by 2009/10.

- **Landfill Allowance Scheme 2004 – LAS (Wales) Regulations**

Sets maximum quantities of biodegradable municipal waste (BMW – such as food, garden waste, paper and cardboard). If a Local Authority exceeds the target amount it is liable to a £200/tonne financial penalty.

- **WG Strategy 2010: One Wales One Planet – Towards Zero Waste**

WG waste strategy for Wales; describes at a high level how we will deal with waste in Wales to produce benefits not only for the environment but also for our economy and social wellbeing.

- **Waste (Wales) Measure 2010**

This Measure makes provision to reduce the amount of waste and litter in Wales and to contribute to the development of a more effective and sustainable approach to waste management arrangements. Imposes statutory targets for the percentage of local authority municipal waste which must be recycled, prepared for reuse or composted, incremental statutory targets up to 70% by 2024-25. The amount by which a local authority is liable is £200/tonne by which it falls short of the target amount.

- **Municipal Sector Plan & Collection blueprint 2011**

Statutory guidance on separate collection (regulation 13 of the Waste (England and Wales) Regulations 2011). Sets targets for waste prevention, reuse, recycling & composting and sustainable treatment and disposal of waste.

The Collections Blueprint is currently under review.

- **Well-being of Future Generations (Wales) Act 2015**

The Wellbeing and Future generations Act aims to ensure that future generations in Wales have at least the same quality of life as we do now. This strategy aims to focus on managing waste in line with the highest principles of the waste hierarchy which include waste prevention, reuse and recycling and moving materials towards a circular approach rather than linear. This is being done to preserve natural resources, reduce or eliminate the harmful release of greenhouse gases and protect the environment and nature for future generations to come.

- **Environment (Wales) Act 2016**

Promoting sustainable management of natural resources and biodiversity in Wales, section 6 requires a public authority to maintain and enhance biodiversity.

The Act also introduced new arrangements in relation to waste segregation and collection. The aims of the provisions are a requirement for businesses and other waste producers to segregate recycling materials, to require local authorities to undertake separate collection service for segregated recycling materials and a ban on recycling materials to EfW and Landfill.

- **WG Strategy 2021: Beyond Recycling Circular Economy.**

In 2021 Welsh Government published Beyond Recycling – a strategy to make a circular economy in Wales a reality which has set an overall zero waste target by 2050 and ambitious recycling targets for councils in the interim period.

- **The Environmental Protection (Single-use Plastic Products) (Wales) Act 2023**





Makes it a criminal offence to supply or offer to supply (including for free) certain single-use plastic products to consumers in Wales, unless an exemption applies.

- **Climate Adaption Strategy for Wales 2024.**

This current strategy sets out what the Welsh Government is doing already, and what we will do in the future, to respond to the changing climate. This covers a number of industries and sectors but also includes circular economy and decarbonisation.

- **Workplace Recycling Regulations (WRR)**

In 2024, a legal requirement for all business, charities, and public sector organisations to sort their waste for recycling to improve the quality and quantity of recycling from workplaces became law in Wales. Materials for recycling include food, paper, card, glass, metals, plastic, cartons, unsold textiles and unsold small electrical equipment. The regulations also impose a ban on food waste to sewer. The next stages of the Workplace Recycling Regulations will seek to collect additional materials from commercial properties including all textiles and small electrical items. We need to therefore ensure that we have suitable capacity to cope with future demand in materials

There is currently a statutory obligation for councils to achieve the following key targets, set against a 2006/07 baseline measurement:

**By 2025:**

- 26% reduction in waste • Zero waste to landfill • 50% reduction in avoidable food waste • 70% recycling

**By 2030**

- 33% reduction in waste • 60% reduction in avoidable food waste

**By 2050**

- One planet resource use • 62% reduction in the waste • Zero waste • Net zero carbon

### **7.3 Regulatory Body.**

Natural Resources Wales (NRW) ensures the environment and natural resources of Wales are sustainably maintained and used, now and in the future. Along with a range of roles and responsibilities focused on tackling the climate, nature and pollution emergencies. They are responsible for the issuing and regulation of Environmental Permits associated with the Waste and Recycling Infrastructure across Wales, for which they also issue regulations and procedures which have operators have to adhere to in order to remain compliant.

### **7.4 Future Legislation**

#### **Extended Producer Responsibility (EPR)**

Extended Producer Responsibility (EPR) will place the responsibility for managing the lifecycle of packaging back onto packaging manufactures including the costs associated with the collection, recycling, and disposal of their products. Manufacturers will be driven towards designing and producing packaging with recyclability in mind.

The composition of the packaging we collect in the future may change as manufacturers adapt to this change and create packaging that is more readily recyclable. Pembrokeshire may see an increase in the types of packaging that can be recycled and in turn see a rise in material volumes through our kerbside recycling collections and Waste and Recycling Centres. This includes the requirement for plastic film collections from households and businesses by 2027.

This will shift the financial implications for waste management from taxpayers to producers, freeing up public funds for other environmental or infrastructure projects.

We need to ensure that our collection fleet and waste infrastructure can cope with an increase in new materials and volumes in future years.

### **Deposit Return Scheme (DRS)**

The Welsh Government, is commitment to 'delivering a Deposit Return Scheme for Wales, supporting the country's transition to a circular economy. In recent weeks Welsh Government have announced they will develop a DRS that will deliver benefit to Wales necessitates an approach which looks Beyond Recycling; one that will support Wales to build on the progress to date and take the next step by supporting the transition to reuse. Recognising the effort that everyone across Wales has put into Wales' progress on recycling and that the introduction of a DRS will build upon and not detract from the progress everyone has worked so hard to deliver.

Information surrounding the Welsh DRS scheme is awaited but based on the information which has been received surrounding the previously proposed National DRS scheme, this could help reduce the amount of recyclable materials in the residual waste stream and the amount of litter in Pembrokeshire as in-scope materials would have value and therefore less likely to be discarded. This in turn may also help to lower litter clean-up costs.

However, there is also a risk that there could be a reduction of in-scope drinks containers being presented at the kerbside to be recycled and adversely affect the council recycling rate and income levels achieved to support the service.

It is therefore important that we aim to recycle as much of our waste as possible and continue to increase our recycling rate to beyond 70%.

### **Emissions Trading Scheme (ETS)**

The UK ETS will be expanded to include the burning of fossil-based materials by waste incinerators in 2028 and will set a national cap on the total emissions that will reduce over time. The intentions of the trading scheme are to reduce emissions and carbon footprint, encourage movement away from fossil-based fuels and promote cleaner and renewable technologies.

If current recycling levels are maintained with no waste minimisation the modelled cost would be between £700k to £1m by 2035. However, there is an opportunity to reduce to £400k if we meet recycling and waste minimisation targets.

We therefore need to limit the impact of ETS by reducing the amount of residual waste produced and sent to energy from waste facilities and fossil-based materials such as plastics through avoidance, reduction or recycling minimising the environmental and financial impacts of this scheme.

## **7.5 Local Drivers**

In 2023 Pembrokeshire County Council released its' five-year corporate strategy and its' Well Being Objectives stating as one of its ambitions to promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency.

Pembrokeshire recognises that Climate Change is one of the defining issues of our time and the biggest threat to our well-being – globally and locally and has committed to its' 2030 target of being a net zero carbon Council and manage our land and assets to ensure the natural environment is enhanced and protected.

Furthermore, the Council will focus resources on delivering core services such as highways, recycling and waste, public protection and leisure and culture that contribute to all communities' quality of life, ensuring residents live in neighbourhoods that are clean, green, safe and active and contribute to the national well-being goals.

This strategy will align to the Council's corporate strategy commitments to:

- Continue to improve and maintain in Recycling and Reuse in line with WG strategy including "Towards Zero Waste" and "Beyond Recycling" and associated legislation.
- Maintain and seek to improve local environmental quality (on streets, public realm, parks, countryside and beaches) through, for example, a focus on reducing enviro-crime, such as fly tipping and littering.

One of our corporate Golden Threads that underpin everything we do is that of **Climate Change** and several objectives supported by this strategy are included in our Programme of Administration as they relate to this:

- Promote the importance of environmental sustainability, winning hearts and minds so that everyone in our communities is inspired to play their part
- Continue to be a leading local authority in Wales in terms of recycling performance.
- Maintain our performance as one of the best recycling authorities in the UK by, for example, investing in a state-of-the-art Eco Park and supporting circular economy projects.
- Remove carbon from the Council's operations from the emissions from our vehicle fleet exhausts.
- Invest in public transport and infrastructure to support the transition to electric/hydrogen fuelled vehicles.
- Maintain and seek to enhance biodiversity and ecology across Pembrokeshire in line with our duties under the Environment Act.
- Manage our land and assets to ensure the natural environment is enhanced and protected.
- Maximise the potential of our assets (land and buildings) to enhance community well-being and place-making through, for example, the use of community asset transfers.
- Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency.
- Support communities, maintaining positive relationships to help build active, resourceful, connected, sustainable and creative communities.

## 7.6 Budget Challenges

Pembrokeshire is currently facing an extremely challenging financial climate. This means as an Authority we have to focus our attention upon savings options that do not impact upon our statutory responsibilities, in light of this there are some extremely difficult decisions that will have to be made.

The MTFP currently identifies a 'most likely' projected funding gap of £64m over the period 2025-26 to 2028-29.

As such all services are required to provide a number of saving options and Pembrokeshire Environmental Services are required to provide future services under increasingly challenging budget pressures. The priorities outlined in this strategy have taken into account elements of change which are required to support this financial climate. The key financial targets and challenges are:

- Ensuring that all chargeable services must be full cost recovery.
- Ensure annual saving options are delivered
- Understanding the Legislation/Policy changes impact on budgets, in line with this Climate Change and Sustainability Initiatives impact on costs – Emissions Trading Scheme could levy additional charges of between £700k and £1000k

There are also a number of priorities and deliverable actions outlined in this strategy which will require capital investment. The Environmental Services team will continue to explore funding opportunities through Welsh Government and other funding bodies to support any future business cases to the PCC Capital Board.

## 7.7 Tourism

Pembrokeshire, a picturesque rural region is renowned for its stunning coastline and natural beauty. Tourism attracts 5.4m visitors annually (2022). With the seasonal influx of visitors both on a day and

staycation basis the county faces several tourism related challenges. Waste management and street and beach cleansing becomes a significant issue. We therefore need to focus on:

- Management of seasonal waste surge.
- Improvements to the “on the go” recycling public bins.
- Work with businesses to promote local recycling practices.
- Promote sustainable tourism that promotes responsible travel to natural areas that conserves the environment, sustains the well-being of the local people.
- Working with town and community councils to provide facilities and support the local environment.
- Work with PCNPA to support and enhance sustainability for our natural environment.
- Work with Welsh Government surrounding options associated with the tourism levee.

## 8. FURTHER DRIVERS FOR CHANGE

We have achieved great success in increasing the amount of waste we recycle in Pembrokeshire, and we would like to thank our residents for engaging with our services to achieve this success. We want to strengthen our relationship with residents so that we can continue to **work together** to improve the county.

In Pembrokeshire we have the highest food waste capture at 129kg/hhld/yr (2022/23) and generate the lowest residual waste per household at 166kg/hhld/yr (2022/23). Despite this success there is more we can do to further increase our recycling rate beyond 70%, reduce our carbon impact, ensure that overall waste arisings reduce and increase reuse to promote a circular economy.

### Waste composition

In 2022, Welsh Government undertook an analysis of our household residual waste at the kerbside and Waste and Recycling Centres for all local authorities in Wales. Pembrokeshire’s results can be seen in the pictorial diagram below.

Figure 5: What more can be recycled?



The analysis shows that despite Pembrokeshire’s comprehensive weekly recycling service, 48% of the contents of the residual bags are materials that could be recycled either at the kerbside or at the waste and recycling centres. The remaining 52% are items that are not currently recyclable and should be placed in residual bags. The 48% recyclable materials in the residual waste stream represents a potential lost income value of approximately £196k and costs Pembrokeshire an estimated disposal cost, that could be avoided, of £406k per year (Based on 2023-24 tonnages and prices).

It is therefore important that we continue to look at ways to reduce the amount of recyclable material being placed into the residual waste bags.

Within this strategy we have outlined our 3 priorities that seek to support residents and businesses to reduce their waste, increase reuse and recycling and decarbonise our activities so that we meet our corporate and

strategic objectives. We recognise that we will need to engage with residents and local businesses to be able to achieve these objectives.

## 9. VISION FOR STRATEGY

Despite our progress in Pembrokeshire, we recognise that we must continue to develop our services to respond to the challenges and drivers outlined above.

We are also faced with a rapidly changing world and need to ensure we have the resources and workforce to consider the required options to move the service through these challenging times.

As a result, this strategy focuses on four key priorities to set out a vision for a sustainable, efficient and effective Environmental Services Division to continue to meet our statutory duties for Pembrokeshire County Council.

The 4 top priorities

1. Improving prevention and reuse of our resources.
2. Building on our recycling performance in line with the circular economy and Net Zero.
3. Enhancing sustainability of our streets, beaches and green spaces.
4. Engagement and compliance through behaviour change.



## Priority 1 – Improving prevention and reuse of our resources

Our priority is to further reduce overall waste arisings within Pembrokeshire and increase the amount we reuse to avoid disposal to support the circular economy, keep materials in use for longer and protect our resources.

Waste reduction is at the heart of this Environmental Services strategy. Our approach will be focused on helping residents and businesses to reduce their waste and enabling better reuse.

### What we currently do:

- Keeping up with the Joneses Campaign.
- Provide a reusable nappy cashback scheme.
- Bulky waste collection service working with Pembrokeshire Frame, providing reuse solutions for suitable items.
- Working with charities in the County including Norman Industries and Paul Satori on reuse and refurbishment-based projects.
- We have set up several reuse workshops through circular economy grant funding and Norman Industries.
- E-Bikes – an electric bike loan – trial scheme 2024-25.
- Provided a “Repair directory” which lists businesses, contractors and technicians offering repair services.
- Support the a “Library of Things”. A place where residents can borrow things they need but don't own, donate things they own but don't need and meet people to share knowledge and skills in the community.
- Trade waste and recycling collections in line with Workplace Recycling Regulations
- County events – have a range of recycling facilities available as part of waste and recycling agreement for event organisers in line with Workplace Recycling Regulations.

### What we want to achieve:

- Reduce the overall waste generated per household.
- Encourage positive behavioural change and education towards waste prevention, minimisations and reuse for households and businesses.
- Improvements and expansion of reuse services in Pembrokeshire.

### How we will deliver this:

#### Communicating and Engagement

Consistent and clear messages are essential to support wider behavioural change. We recognise that residents across Pembrokeshire want to be able to make the right decisions on how to minimise their impact on the environment. We want to improve our engagement with residents seeking more effective ways in which to communicate and raise awareness.

We will work towards this goal by:

- Promoting how residents can reuse and repair their items through targeted campaigns and promote how residents can access these types of services.
- Setting out a communications plan outlining key activities, promotional themes and how they will be delivered.
- Encourage greater use of My Account to improve customer support and experience.
- Continuing to promote and support national campaigns such as *Be Mighty, Recycle and Love Food, Hate Waste*.
- Working together with local organisations, business groups and business leaders to promote reuse and minimise waste.
- Work with Welsh Government on securing Circular Economy funding.
- Host school and community reuse and recycling educational events at the Visitor Centre, Pembrokeshire Eco Park.
- Events commercial recycling – supporting organisers and organisations to reduce waste, reduce contamination and recycle more, resulting in a more cost-efficient service for all parties.

## **Collaboration - Working Together**

Work with local third sector reuse companies and community groups. We will continue to collaborate with and promote the work of partner organisations to encourage reuse and repurposing, including repair workshops and repair cafes.

## **Kerbside - Improved Bulky Waste Collection Service, with increased focus on reuse.**

As part of the new bulky waste collection contract, we will review the collection arrangements to expand the range of options available to the public, increase reuse potential, improve sustainability of the service and the booking system for users.

## **Waste and Recycling Centres and Reuse Shops**

Subject to available funding for future developments of our sites:

- Work with Welsh Government to deliver reuse and repair programme in conjunction with the circular economy.
- We will make it easier for residents to reuse and donate items for reuse through the development of a reuse and reclamation centre at Winsel, linking in with community groups and charities (Subject to funding).
- We will enable the capture of reuse items at all sites for feedstock for the new reuse and reclamation centre and work with community partners to improve access for residents across the County.
- We will provide enhanced reuse facilities in WRCs to reduce waste and increase resource efficiency and economic activity

## Priority 2 – Building on our recycling performance in line with Net Zero.

Our ambition is to ensure that our recycling rate continues to meet current and future statutory recycling targets to avoid materials from being needlessly discarded, promote a circular economy and meet net zero carbon targets.

Currently 48% of materials in the residual bin could be recycled using existing services and therefore we need to ensure these items are not needlessly discarded.

Pembrokeshire has committed to be net carbon zero Council by 2030 and supporting wider decarbonisation actions across the County. We consider that our decarbonisation priority will make a particular contribution to the following national well-being goals:

- A resilient Wales.
- A globally responsible Wales.

### What we currently do:

- A comprehensive weekly recycling service achieving 72% recycling - source separated into a blue sack for cardboard, a red sack for plastics cans and cartons, a blue box for paper and a green box for glass. Householders are asked to utilise small plastic bags for batteries.
- A weekly food waste collections with kitchen (with free caddy liners) and outside caddies being provided.
- For residual waste - 3 bags every three weeks. Seagull proof bags can be purchased if required.
- A chargeable fortnightly garden waste service between February and November, available to both households and businesses.
- Option to purchase a trolley box instead of the standard box and bag option.
- Absorbent Hygiene Products service with collections every 2 weeks, households can subscribe free of charge.
- Quad bags available for assisted collections or those with mobility-based requirements.
- Pembrokeshire Eco Park has water and energy saving measures designed and built in.
- Solar panels on many of our buildings.
- 2 EV vans with plans to expand to 4 more in 2024.
- Report our waste carbon footprint to National Resources Wales and Welsh Government on a quarterly basis.

### What we want to achieve:

Environmental Services will focus on delivering front line services with improved resilience, sustainability and efficiency of service.

We will:

- Continue to meet our statutory recycling targets.
- Maintain the quality of recyclable materials to maximise the income value for the Council.
- Expand the kerbside recycling service to make it easier to recycle more materials at home, increase recycling, and promote material circularity.
- Reduce the amount of residual waste, through a review of residual collections frequency and capacity, to increase recycling income and reduce disposal costs.
- Continually look for service enhancements and efficiencies providing – more for less.
- Make changes to the service, facilities and contracts in line with the Council corporate priorities of Net Zero by 2030.

### How we will deliver this:

Providing a comprehensive recycling service which increases opportunities for residents, visitors and businesses to reuse and recycle more.

## Environmental Services Operations

- Implement changes to promote carbon reduction from Environmental Services operations be that lighting, generating energy to power our offices and buildings at the Pembrokeshire Eco Park, or from the emissions from our vehicle fleet exhausts.
- Operate our long-term Pembrokeshire owned and managed Waste Transfer Station and Depot, the Pembrokeshire Eco Park with focus on sustainability and efficiencies.
- In conjunction with the Integrated Transport Team, develop a Transport Plan that sees the transition to a low emissions fleet.
- Review and seek funding for infrastructure to support the transition to electric/hydrogen fuelled vehicles.
- Secure funding to install the required infrastructure to charge ULEV vehicles and work together with National Grid Infrastructure to enable this.
- Promote carbon objectives through the procurement of goods and services.

### **Household Kerbside Collections**

We will work towards this goal by:

- Introducing new materials at the kerbside with a focus on small electrical items and flexible plastics.
- Review the residual frequency and residual capacity to encourage increased recycling and reduce fossil-based materials in the residual waste to limit the impact of ETS, a range of options will be considered including a move to a four-weekly collection and a reduction in capacity i.e. 3 bags over 4 weeks.
- Carrying out a re-routing exercise following the move to Eco Park – ensuring efficient and sustainable waste collections.
- Improving support services such as Garage, I.T. and Business Unit support to ensure the smooth and efficient running of the front-line services.
- Reviewing current systems surrounding services requests to simplify the customer experience/feedback.

### **Waste and Recycling Centres (WRC)**

We will work towards this goal by:

- Modernising our Waste and Recycling Centres to ensure they are compliant with new modern permitting requirements.
- Continue to review WRC provision in line with our statutory duties and demand for facilities.
- Progress with the long-term objective to deliver a new WRC at the Eco Park to replace the existing Winsel centre and develop Winsel site as a reuse and reclamation facility with links with third sector and community.
- Increasing segregation of materials such as rigid plastics to increase recycling, reduce disposal costs and generate income wherever possible.
- Continue to make improvements to the booking system for residents to make it easier for them to access the service.
- Continue to seek markets for difficult to recycle materials.

### **Trade Waste and Recycling Services**

We will continue to work with local businesses and business groups to ensure they have all the information needed so that they are legally compliant and working in line with their duty of care requirements and workplace recycling regulations.

We will seek to collect additional materials from commercial properties including all textiles and small electrical items and ensure businesses are prepared for the next phase of the Workplace Recycling Regulations.

Through active engagement with businesses, we aim to ensure that they have the information they need to reduce their waste and promote waste minimisation and reuse in the delivery of their services. We will develop and grow the trade waste and recycling service and promote the transfer of recycling behaviours from home to businesses and schools.

## **Tourism**

Pembrokeshire is increasingly focusing on sustainable tourism. This includes initiatives to reduce waste, promote recycling and education on the importance of preserving the local environment. We will work with businesses, holiday let letting agents, management companies and cleaning companies to ensure compliance primarily through information and advice. We will continue to assist holiday lets and businesses alike to ensure that they meet their legal obligations, focus on prevention method for behaviour change and deterrence of future non-compliance.

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## Priority 3 – Enhance sustainability of our streets, beaches and green spaces

Maintain spaces that meets the needs of the present and future generations, balancing ecological preservation with community enjoyment and accessibility.

### What we currently do:

- The grounds team with the support of external contracts currently maintain 383 parks and open spaces in addition to numerous schools, public and community amenity assets through service level agreements (SLA).
- The Environmental services team also inspect and manage 45 Council play areas and an additional 63 play areas on behalf of Town and Community Councils through SLAs. Facilitate Community Asset Transfers of community facilities.
- Enable the delivery of biodiversity projects in conjunction with Pembrokeshire Nature Partnership, wildlife /grassland management.
- Maintain communal gardens across the County.
- Service 1084 street and beach litter and recycling bins across Pembrokeshire.
- Undertake street and beach cleansing across Pembrokeshire to a standard above the Welsh Average as per LEAMS (Local Environment Audit and Management System)
- Community Involvement: Local communities and businesses are often engaged in efforts to keep the area clean and manage waste effectively This includes beach clean-ups, campaigns to reduce single use plastics and community run public toilets.
- Infrastructure Improvements: There have been investments in improving waste management infrastructure in increasing the amount of recycling bins, however these present high contamination levels.

### What we want to achieve:

- Providing sustainable and cost-effective solutions to maintain and improve the local environment quality of the public realm and its facilities.
- Improvements in ecological resilience through projects surrounding biodiversity preservation, improve ecosystem and adaptation to climate change through habitat protection.

### How we will deliver this:

#### Street Cleansing

- Provision of street and beach litter facilities in line with statutory duties and appropriate usage by the public and businesses.
- Review of public realm cleansing services i.e. “On the Go” litter bin provision and street sweeping operation, to ensure sustainable and efficient service. Considering location, usage, recycling options, frequency of collections and seek to minimise inappropriate usage i.e. domestic and commercial waste.
- Looking at alternative smart waste management tools, fill level sensors and wireless communications
- With improved technology, looking at route optimisation, based on real time data, linking with season hotspots.
- Continue to support ‘Big Clean’ operations thorough volunteering, which is a spring clean for your local community; Environmental Services operatives, residents and businesses working together to make Pembrokeshire shine.
- We will improve our communications and engagement with residents, businesses and visitors to Pembrokeshire to keep our streets clean and recyclable more material from litter pickings
- Working with partners to support enviro-crime initiatives.
- Support Service Level Agreements with Town and Community Councils.

#### Grounds Maintenance, Parks and Open Spaces.

- Continue to support community asset transfer and community initiatives through working with town and community councils, communities and the third sector.
- Further protection and enhancement of biodiversity; Review bio-diversity options across our amenity assets to increase ecology resilience through the provision of sustainable options such as wildflower areas, to promote biodiversity, supporting local wildlife such as pollinators and birds, minimisation of pesticide use and enhance soil health.
- Work towards the Edinburgh declaration, 30x30 land and Sea protection whereby at least 30% of land and sea is protected for nature by 2030.
- Environmental Education and Engagement encouraging community groups to participate in maintenance and stewardship of green spaces.
- Resilience to Climate Change with more use of wetlands and parks to absorb excess water, increasing vegetation.
- Ensure that green spaces can adapt over time to accommodate new uses, population growth and evolving Environmental challenges.

## Priority 4 – Engagement and compliance through behaviour change.

We want to ensure that we make reducing, reusing, and recycling household waste as easy and as accessible as possible.

We will continue to support residents on their recycling journey, but we will also deliver fair and robust enforcement of waste policies and illegal activities such as fly tipping, where necessary.

### What we currently do:

- We have a team of environmental advisors who engage with residents to ensure that they have every opportunity to fully participate in the service we provide to maximise recycling and minimise waste.
- We utilise the national campaigns such as “Be Mighty” and “Keeping up with the Joneses” for engagement to encourage reduction in waste produced by households and businesses, and improve recycling at the kerbside.
- We support the Pembrokeshire contract with WISE to deal with enviro-crime such as dog fouling, littering and fly tipping.

### What we want to achieve

- Provide an effective communication and engagement programme
- Ensure that households participate and recycle all their recyclable waste through supporting residents and businesses who struggle to recycle and manage their waste.
- Encourage householders, businesses and visitors of Pembrokeshire to recycle at home, in work and “on the go”
- Prevent Enviro-Crime across Pembrokeshire, including fly tipping and littering.

### How we will deliver this:

We will proactively engage with residents that may be struggling to manage their waste, including visiting their property, to offer support through advice and practical measures to resolve issues.

We will consistently promote how residents, visitors and business can dispose of their waste correctly in line with the waste hierarchy.

We will make it clear through regular communication that the authority will enforce against fly tipping and littering and that it will not accept side waste presented at the kerbside for collection, and that action will be taken and what those consequences may be.

This will be delivered through a range of measures including;

- Promote the importance of environmental sustainability, winning hearts and minds so that everyone in our communities is inspired to do their bit.
- Engaging with households and businesses surrounding barriers to recycling and how to make it easier to inform future decisions through our Trade Waste team, Education Advisors, Enforcement Team and general communications
- We will empower operational collection crews to identify households that could be struggling to manage their waste so that early intervention and support can be provided to avoid escalation.
- Continue targeted campaigns to encourage recycling, particularly for low participating households.
- Promoting educational visits at our Eco Park to improve transparency of how we collect and manage waste to be recycled.
- Communicate with residents and business on how they can reduce their carbon footprint and continue to link in with messages on reduction, reuse and recycling. This will be delivered using targeted campaigns using social media, roadshows, and door knocking.
- Engaging with residents and continue with us of national and local campaigns including “Keeping Up with The Joneses” to continue to promote recycling.
- Encourage repair and reuse through PCC and third sector partners
- Promote correct usage of “On the Go” recycling through reviewed signage and information.

## 10. DELIVERY OUR OBJECTIVES AND MONITORING PROGRESS

The focus of the Environmental Services team will be aligned to the Corporate Strategy and legislative/regulatory duties in the face of the challenges and opportunities which have been outlined in this strategy. The overarching objective is to deliver an efficient and effective service, meeting savings requirements to enable a balanced budget for the authority.

We will measure our performance against our Strategic aims and strategy priorities using performance indicators to track our outcomes to our objectives and ensure we are meeting targets and offering value for money.

Throughout the year we will report progress against a set of key indicators of performance (KPIs) that relate to the delivery of our priorities.

We will also regularly update residents and the community on our performance against targets.

**Table 1: How we are currently performing:**

Service	Measurement	Unit	Welsh Median	Rank out of 22 Welsh LA's
Kerbside*	Dry Yield (Gross) - kg/hh/yr	178	181	15
	Food Yield - Kg/hh/yr	129	91	1
	Garden Waste Yield - kg/hh/yr	46	73	14
	Residual Yield – Kg/hh/yr	166	282	22
Flytipping**	Number of incidents	2022-23 – 579 2023-24 - 683	2022-23 – 1812 2023-24 - TBC	
Street Cleanliness	Cleanliness of Pembrokeshire's streets measured using LEAMS (Local Environmental Audit and Management System) methodology	Overall Cleanliness 70.6  % of streets grade B or above 98	All Wales Cleanliness 69.4  % of streets grade B or above 95.1	

\*Source – WRAP Data Dashboard 2022/23

\*\* The statistics are based on the returns made by local authorities to the Waste Data Flow database. The statistics do not cover fly-tipping incidents on private land, and not all incidents of fly-tipping will be reported to the local authority.

**Table 2: What we will measure:**

Strategic Priority	Measurement	Unit	Frequency
<b>Improvements in Reuse and Recycling and impact of engagement and behaviour change</b>			
Meeting Recycling Targets	Proportion recycled. Waste Data Flow.	%	Quarterly
Minimise overall waste	Kilogram of residual waste generated per year per household	Kg/hh/yr	6 monthly
Improvements in recycling	Kilogram of recycling generated per year per household	Kg/hh/yr	6 monthly
Increase Reuse	Volumes diverted to reuse.	Kg/hh/yr	6 monthly
<b>Move to Net Zero</b>			

Reduce Carbon	% year on year reduction in carbon emissions from our activities compared to base year of 2021.	%	Annually
Provision of ULEV	No. of ULEV used by the service	No.	Annually
<b>Improvements in ecological resilience</b>			
No. of ecological projects		No of projects.	Annual
<b>Local Environment Quality.</b>			
Number of Fly-tipping instances	The statistics are based on the returns made by local authorities to the Waste Data Flow database. The statistics do not cover fly-tipping incidents on private land, and not all incidents of fly-tipping will be reported to the local authority	No of incidents	Quarterly
Street Cleanliness	Cleanliness of Pembrokeshire's streets measured using LEAMS (Local Environmental Audit and Management System) methodology	Cleanliness Indicator  % of streets grade B or above	



