



# **Somerset Waste Partnership: Vision & Strategy**

**Somerset Waste Board  
29 June 2018**

# Our current vision (since 2013)

Drive material up the waste hierarchy and, where sustainable markets exist, into the circular economy\*.

Avoid landfill and encourage high participation in waste avoidance, reuse, recycling and food waste collection schemes.

Engage with local people, support economic wellbeing and use efficient, sustainable and affordable solutions at every stage of the process.

Encourage and facilitate innovation, joined up strategy, policy and operations across the county

\* A circular economy is one where resources once used are not disposed of, but become feedstock materials or energy for making new products, thus reducing reliance on raw materials and waste disposal. A “closed loop process” is a variation of this where recovered materials are recycled into the same product. The benefits of a circular economy include reduced energy consumption, resource security and lower environmental impacts. A circular economy works most effectively where there are clear incentives for all persons on the loop (manufacturers, retailers, consumers, local authorities, reprocessors) to move the material around the loop.

## Key stakeholders (defined in business plan)

Residents of Somerset

Kier MG CIC

Members & officers of partner authorities

Viridor Plc



# What do we want from our vision?

*Needs to be widely understood  
and collectively shared*

*Only matters if it shapes what we do*



**COMMUNICATING  
PURPOSE TO  
STAKEHOLDERS**

# Does our current vision work for us?

Our Vision	What does our current vision describe?		
	Who we are	What we value	Where we're going
Drive material up the waste hierarchy and, where sustainable markets exist, into the circular economy			Drive material up the waste hierarchy and, where sustainable markets exist, into the circular economy
Avoid landfill and encourage high participation in waste avoidance, reuse, recycling and food waste collection schemes			Avoid landfill and encourage high participation in waste avoidance, reuse, recycling and food waste collection schemes
Engage with local people, support economic wellbeing and use efficient, sustainable and affordable solutions at every stage of the process		Engage with local people, support economic wellbeing and use efficient, sustainable and affordable solutions at every stage of the process	
Encourage and facilitate innovation, joined up strategy, policy and operations across the county	Joined up strategy, policy and operations across the county	Encourage and facilitate innovation	

## Feedback on what our vision should describe

### *Who we are*

- We don't effectively promote who we are or what we do
- We don't work with crews as closely or effectively as we should

### *What we value*

- We should take a broader view of waste, continually review and reflect and focus on things we can influence
- We want to work with a wider set of partners (schools, social services)
- We need to work even more effectively as one team (underpinned by the right technology and better intelligence)
- We don't want any preventable mistakes to be made

### *What we want to become*

- We want to be seen (locally and nationally) as an innovator and leader in performance
- We want to drive an attitude shift amongst the public and amongst producers of waste
- We should build on our expertise and explore ways to make money

# A proposed refreshed vision

*Our reason for being:*

**We ensure our household waste is never wasted but given new life as a valuable resource. We deliver excellent customer service and value for money through our work to create a more sustainable Somerset.**

*Who we are:*

**Somerset's Local Authorities work together as the Somerset Waste Partnership to ensure our household waste is reduced, reused, collected, recycled and treated effectively**

*What we want to become:*

**Through the passion, care, insight and expertise we bring to everything we do we will be seen as an exemplar for how we manage waste, how we work with others, and how we support people to change their behaviour.**



# What do we want people to say about us?

- **Our residents say:**

*You collect when you say you will, you treat me courteously, you leave my environment tidy, you help me reduce waste and recycle more – and if things go wrong you sort it out promptly*

- **Our contractors' staff say:**

*We feel valued by SWP and respected by the public – we have the tools we need to do our job safely and effectively, and we understand the important role we play in achieving SWP's vision*

- **Our peers and national organisations say:**

*Somerset are at the forefront of resource management in the UK – successful and innovative. Whilst a high performer they are always keen to improve*

- **SWP staff feel about working here:**

*I feel able to make an impact, recognised when I do, and supported when I need it – I feel proud to work for an organisation recognised for innovation and success*

- **Our LA Partners say about working with us:**

*We understand that the Somerset Waste Partnership are our waste experts and not our contractors. They deliver excellent value for money and work closely with us to take advantage of our expertise in other areas, and they support us with our wider agenda. If they say they'll do something we know it will be done promptly and well.*

# SWP strategy: proposed approach

## Why:

- To respond to significant policy changes expected in National Government's 25 year Resources and Environment Strategy (due in the Autumn)
- To be clear how we will deliver our vision and measure our success
- A process to agree our shared ambition (and ensure it's both ambitious, realistic and embedded in/informed by partner plans)

## What:

- Set ambition for the future and key milestones
- Provide clarity as to whether we're on track to achieve our goals
- Shape what we and our partners do (and don't do)
- Is understood by staff and stakeholders
- Reflects how we expect Somerset and our sector to change

## When and how:

- Preparatory work ahead of national Resources and Waste strategy – but can only be concluded once we've fully understood that
- Strategic Management Group to act as Project Board
- Expert Advisory Panel (industry, green groups, local communities etc)