

TAMWORTH RECYCLES

A WASTE AND RECYCLING STRATEGY FOR TAMWORTH 2007 - 2012

1.0 EXECUTIVE SUMMARY

Both the European Union and the Government have indicated their desire to minimise the quantity of waste, which is being produced nationally. Tamworth Borough Council has given support to this aim; a fact reflected in one the Authorities key priorities, which is to become a cleaner, greener & more floral town.

The Council made significant progress in 2004/5 raising its recycling performance to 30.7%, an increase of 21.1% on the previous year. This was the biggest leap made by any local authority in the West Midlands and placed it in the top ten nationally. Further progress was been made since and in 2006/07 the Authority achieved a recycling rate of 38.3%

This level of achievement has exceeded the statutory targets and similarly the Council has exceeded its LPSA target, which contributed towards the success of the County, Stoke-on-Trent, and District Councils LPSA agreement and the resulting reward grant. The Council is a committed participant in the Staffordshire Joint Waste Management Board and strongly supports the Joint Municipal Waste Strategy. The Council is however not complacent in its achievements and is now committed to the development of a local waste management strategy which has the key objective of further improvements in recycling performance but with the imperative to reduce costs for residents. In particular the Council will look to maximize the opportunities and savings that may arise from collaborative working/procurement at a County/sub-regional level.

The strategy builds on current good practice, which the Council adopted in July 2004 when it introduced alternate weekly collections of residual and garden waste and an expanded weekly collection of dry recycle. A number of new initiatives are proposed in the Strategy, which has the ambitious aim of increasing the recycling rate to 40% in 2007/08 and 50% by 2011/12. The longer-term aim is to achieve a recycling rate of 55% by 2020 in accordance with the aims and objectives of the Joint Waste Board's Strategy. Closer working with the Councils service provider and a new Communication and Education strategy will support the new initiatives.

The Council recognises in the Strategy that it has a role to play in ensuring a greater integration between municipal and commercial waste streams in order to gain potential economies of scale on collection, management and recovery. The existing wide links, which the Council has with the voluntary and private sector, will assist this process.

This strategy has six key objectives to guide it over its five-year life as well as relevant targets to ensure its delivery. This strategy is strongly linked to the Staffordshire and Stoke-on-Trent Joint Municipal Waste Management Strategy (**Refer to Table 1**) and it shares its key principles with other authorities across the county. Tamworth does not operate in a vacuum; instead it sits within a two-tier waste collection and disposal system and consequently needs to work in partnership with neighbouring authorities. This partnership working ensures that best practice is shared and provides opportunities to improve value for residents.

This Strategy updates and replaces the Recycling Plan, which was prepared for Tamworth in September 2004.

The Key Objectives

- **Key Objective 1: To reduce the amount of waste produced in Tamworth;**
- **Key Objective 2: To consistently increase the rate of recycling and composting of household waste in the Borough;**
- **Key Objective 3: To significantly reduce the amount of waste that the Borough sends to landfill, particularly biodegradable waste by adopting a vision of zero waste to landfill by 2020;**
- **Key Objective 4: To reduce the adverse environmental impact of Tamworth's waste management activities;**
- **Key Objective 5: To develop the support and involvement of the community including the business sector in the delivery of Tamworth's Waste Management Strategy;**
- **Key Objective 6: To work with stakeholders to deliver a high quality waste management service that represents value for money.**

2.0 INTRODUCTION

This strategy sets out a framework for the management of household waste in Tamworth over the next five years. It provides an action plan for 2007-2012 focusing on waste minimization, recycling and composting and paves the way for future strategies and contracts that provide an alternative to using landfill sites to dispose of Tamworth's waste.

The waste strategy describes current arrangements, the targets that Tamworth has to meet and how it is planned to meet these. It is intended to keep the Plan under review, and to revise and update it as and when necessary. All reviews will take into consideration changes in guidance and law at national and local level; furthermore it will highlight best practice and will reflect changes in practice and technology available within the market place.

The strategy is required because the amount of waste we produce is increasing at a dramatic rate both nationally and in Tamworth. The amount of waste produced by households in England has been increasing by around 2-3% per annum and if this trend continues by 2020 the amount that we produce will have almost doubled.

In 1999 the EU Landfill Directive (99/31/EC) set out ambitious targets for the reduction of biodegradable waste disposed of in landfill sites. In response to this directive the government produced the Waste Strategy 2000. This gave a higher priority to waste minimisation, recycling, composting and recovery and sets out targets for local authorities. The government has recently revised its strategy and there is now a greater emphasis on decoupling waste growth from economic growth and the development of infrastructure to increase both the recycling of resources and the recovery of energy from residual waste.

Concerns about sustainable development at a global level, global warming (methane gas from landfill sites), natural resource depletion (the "throw away" society) and environmental pollution (emissions to land, water and air) have led to increasingly stringent EU-wide responses. These are then incorporated into UK legislation and regulations.

There is now a recognition at international, European and national levels that relying on disposing of waste in landfill sites is unsustainable and is a waste of scarce resources. The new agenda seeks to give much higher priority to waste minimisation, recycling, composting and recovery (such as energy from waste), making disposal in landfill sites the last resort.

3.0 LEGISLATIVE REQUIREMENTS

As the environmental impact of waste has increased and becomes better understood, much legislation and guidance has been issued at European, national and regional level. This legislation dictates how waste should be managed more sustainably and will change the way waste is dealt with in Tamworth. Waste management services will have to become more sophisticated, with separate collections of more materials to allow them to be treated differently. Stricter environmental standards along with increased taxation and other fiscal measures will mean that dealing with waste will cost more.

3.1 SUSTAINABILITY – SUSTAINABLE DEVELOPMENT

The concept of sustainability underpins the development of this strategy and the identification of waste management options. Sustainable development can be described as:

‘Development which meets the needs of the present without compromising the ability of future generations to meet their own needs.’

The UK has its own Strategy for Sustainable Development, which is based upon a set of five guiding principles. For a policy to be sustainable, it must respect all five principles. These include living within environmental limits and achieving a just society by means of sustainable economy, good governance, and sound science.

It is essential that the development of Tamworth’s waste strategy incorporates the principles of sustainable development to ensure that decisions taken now do not have a negative impact on future generations. It is essential that long term strategic planning is incorporated and that the social, economic and environmental impacts are considered together and not in isolation. It is also possible that decisions made will not only have an impact at a local level but also at a regional, national and even global level.

3.2 EUROPEAN REQUIREMENTS

The European Union has become the major source of environmental legislation and guidance about the management of waste. The main European Directives are detailed below:

3.2.1 The Framework Directive on Waste (75/442/EEC)

The directive established the fundamental principles for waste management in Europe, which must be reflected in national, regional and local strategies. The key principles are:

1. The Waste Hierarchy

The waste hierarchy provides a framework of how waste management can be made more sustainable. The aim is to move up the waste hierarchy by moving away from a reliance on disposal to increased recycling, composting, reuse, and recovery and ultimately waste reduction.

It suggests that reducing waste will normally be the best environmental option for waste management and should be considered before any other options. This principle has been employed in the development of Tamworth's waste strategy. However, when assessing waste management proposals, the waste hierarchy should be used as a guide rather than being applied rigidly. A certain amount of flexibility is needed to arrive at the most balanced environmental, social and economic solution. This solution is likely to involve a mix of options.

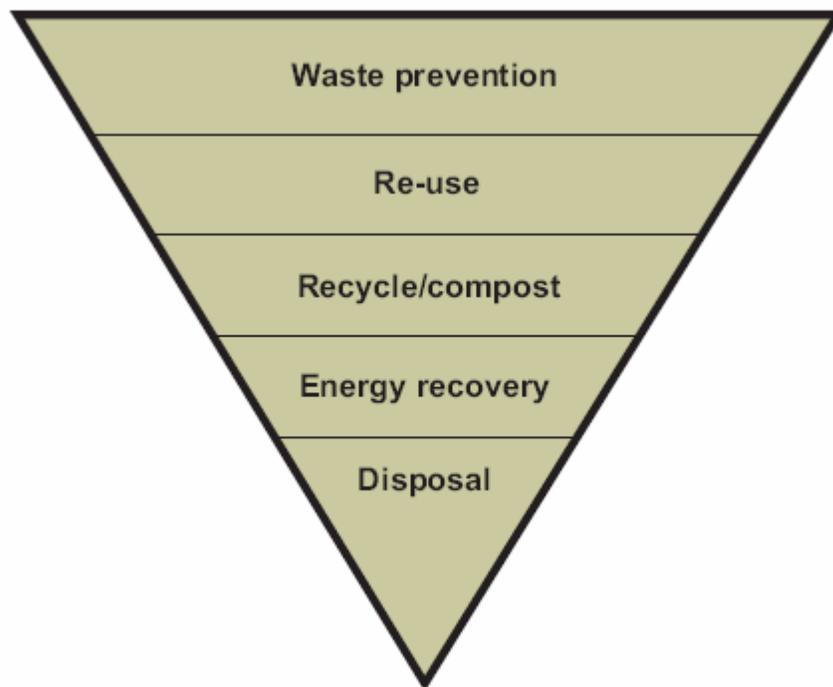


Figure 1: The Waste Hierarchy

2. Regional Self-Sufficiency

This principle states that most waste should be treated or disposed of within the region it is produced. Each region is expected to provide sufficient facilities and services to manage the amount of waste it is expected to produce over the next 10 years. It is recognised that the best solution for some waste may be to transport it to another region

where it can be dealt with more effectively. Not all regions have specialist recovery, recycling or treatment facilities in line with the regulations and self-sufficiency principle and economies of scale might apply in such cases.

3. The Proximity Principle

Waste should generally be managed as close as possible to where it is produced. This will limit the environmental impact of transporting waste and create a more responsible approach to waste generation.

3.2.2 The Landfill Directive (1999/31/EC)

The landfill Directive requires improvements to landfill management and bans specified hazardous, corrosive and clinical materials from being disposed of in landfill sites alongside other waste. The Landfill Directive provides the principal legal framework influencing waste management and strategy development in the UK. The most significant requirement of the Directive is to significantly reduce the quantity of biodegradable municipal waste (BMW) landfilled over future years as shown below:

- Reduce BMW landfilled to 75% (by weight) of that produced in 1995 by 2010;
- Reduce BMW landfilled to 50% (by weight) of that produced in 1995 by 2013;
- Reduce BMW landfilled to 35% (by weight) of that produced in 1995 by 2020.

The Landfill Directive is transposed into UK law through the Waste and Emissions Trading Bill and the Landfill Allowance Trading Scheme (LATS). Under the scheme, Staffordshire County Council has been allocated landfill allowances, which set the maximum quantity of BMW that the Councils can landfill in each year up to 2020. Within Staffordshire, there has been a heavy reliance on landfill as the principal disposal route for a high proportion of municipal waste. This situation has to change with the introduction of systems, which serve to increase recycling, composting and recovery of waste and therefore, over time, greatly reduce the proportion of the waste stream sent to landfill.

3.2.3 Waste Electrical and Electronic Equipment (WEEE) Directive (2002/96/EC)

This Directive will affect those organisations involved in manufacturing, selling, distributing, recycling or treating electrical and electronic equipment including household appliances, IT and telecommunications equipment, audiovisual equipment, lighting equipment, electrical and electronic tools, toys, leisure and sports equipment, medical devices and automatic dispensers.

The Directive aims to reduce the waste arising from electrical and electronic equipment as well as improve the environmental performance of all those involved in the life cycle of electrical and electronic equipment. The Directive covers WEEE used by consumers and for professional purposes.

3.3 NATIONAL REQUIREMENTS

3.3.1 Environmental Protection Act 1990 and Environment Act 1995

The requirements of the Framework Directive on Waste were implemented in the UK through the Environmental Protection Act 1990 (EPA). This was then amended by the Environment Act 1995. This controls how waste is managed. It defines the different categories of waste and how they should be controlled. The EPA 1990 defines the duties of waste collection, waste disposal and unitary authorities. It also sets out the duty of care that applies to all those handling, processing and disposing of waste.

The Environment Act 1995 also implements various elements of the Framework Directive on waste and is the enabling legislation for all producer responsibility legislation. The Environment Act also enabled the creation of the UK's environmental regulator – the Environment Agency.

3.3.2 National Strategy

On 24th May 2007 the Government set out its vision for sustainable waste management when it published 'Waste Strategy for England 2007'.

The Government's key objectives are to:

- decouple waste growth (in all sectors) from economic growth and put more emphasis on waste **prevention and re-use**;
- meet and exceed the **Landfill Directive diversion targets** for biodegradable municipal waste in 2010, 2013 and 2020;
- increase diversion from landfill of non-municipal waste and secure better integration of treatment for municipal and non-municipal waste;
- secure the **investment in infrastructure** needed to divert waste from landfill and for the management of hazardous waste; and
- get the most environmental benefit from that investment, though increased **recycling of resources and recovery of energy** from residual waste using a mix of technologies.

The Government expects that the overall impact of the Strategy will be an annual net reduction in global greenhouse gas emissions from waste management of at least 9.3 million tonnes of carbon dioxide equivalent per year compared to 2006. The additional greenhouse gas emissions reductions result from an increase in diversion of waste from landfill of around 25 million tonnes of waste per annum.

The Strategy sets higher national targets for:

- **recycling and composting of household waste** – at least 40% by 2010, 45% by 2015 and 50% by 2020; and
- **recovery of municipal waste** – 53% by 2010, 67% by 2015 and 75% by 2020

The main elements of the new strategy are to:

- Incentivise efforts to reduce, reuse, recycle waste and recover energy from waste;
- Reform regulation to drive the reduction of waste and diversion from landfill while reducing costs to compliant businesses and the regulator;
- Target action on materials, products and sectors with the greatest scope for improving environmental and economic outcomes;
- Stimulate investment in collection, recycling and recovery infrastructure and markets for recovered materials that will maximize the value of materials
- Improve national, regional and local governance with a clearer performance and institutional framework to deliver better coordinated action and resources on the ground.

3.3.4 Local Government Act 1999 - Best Value Regime

All authorities are required by the Local Government Act 1999 to provide “Best Value” services and to secure continuous improvement by regularly reviewing the economics, efficiency and effectiveness of their work. The development of this strategy forms part of that review process for Tamworth. Best Value challenges existing services, compares performance with other authorities, reviews the overall management competitiveness of waste services, develops co-operation between partner authorities and involves consultation with stakeholders to determine opinions. Authorities have been set Best Value Performance Indicators (BVPIs) for their services. Tamworth Borough Council reports these BVPIs annually. In addition statutory BVPIs have been set for each local authority to ensure that the national recycling targets are met. The BVPI recycling targets for Tamworth Borough were 18% per cent by 2005/06.

The other BVPIs relating to waste are “amount of waste collected per head” and “cost of waste collection and disposal”. There is no performance indicator for “reuse of waste” although the government is currently consulting on adding a BVPI for reuse, and is amending the guidance on third party recycling to include reuse.

The best value indicators are:

BV82a	Total tonnage of household waste sent for recycling (per cent).
BV82b	Total tonnage of household waste sent for composting (per cent).
BV82c	Total tonnage of household waste used to recover heat, power and other energy sources (per cent).
BV82d	Total tonnage of household waste landfilled (per cent).
BV84	Number of kilograms of household waste collected per head (kg/head).
BV86	Cost of waste collection per household (£/household).
BV87	Cost of waste disposal per tonne (£/tonne).
BV91	Percentage of residents served by kerbside recycling (per cent).
BV199	Local street and environmental cleanliness (per cent).

3.4 REGIONAL WASTE STRATEGY

As previously indicated, the Council is a full member of and contributor to the Staffordshire and Stoke-on-Trent Joint Waste Management Board which is a consortium of the waste collection and disposal authorities in Staffordshire and Stoke-on-Trent. The Board meets regularly and all partners work co-operatively to achieve strategic aims, co-ordinate activities and funding bids and share resources and best practice. Officers also attend the Staffordshire Waste Officers Group and the Staffordshire Recycling Group.

The Joint Waste Board has recently issued a revised Waste Strategy for consultation, which sets out a vision for future waste management within Staffordshire and Stoke –on Trent to the year 2020 and beyond. It has been prepared as an update to the existing strategy and is in line with the government’s new waste strategy guidance documents. The overarching principles are consistent with earlier work and include;

- **Increased recycling:** Delivering on a combined household recycling and composting targets of 55% (and 50% of all Municipal Solid Waste)
- **Zero waste to Landfill:** Minimising all forms of waste to landfill though increased recycling followed by maximum recovery of all remaining residual waste, thus placing landfill as the last and final option
- **Recovering benefit from all remaining Municipal Solid Waste:** Sending approximately 50% of all Municipal Solid waste for recovery

The principle driver for the targets and objectives contained in the Joint Waste Board’s Strategy is derived from the European Landfill Directive which places a duty on member states to decrease the quantities of biodegradable municipal waste sent to landfill.

Whilst the strategy is centered on the need to meet the Landfill Directive targets its wider remit has the intention of;

- **Sustainability:** Achieving **sustainable management** of all waste arising in Staffordshire and Stoke –on-Trent through emphasis on the **reduction, reuse, recycling and recovery of waste**;
- **Resource management:** Wherever practicable, **managing waste as a potential resource** and as close as possible to its point of origin;
- **Working together:** Developing effective **co-operation and joint working** between local authorities, businesses and residents on the benefits of waste minimisation and increased recycling and recovery

Table 1 attached to this document shows the linkage between the Staffordshire and Stoke-on-Trent Joint Waste Management Strategy and Tamworth Borough Council's Waste Management Strategy.

4.0 TAMWORTH – THE CURRENT SITUATION

The Borough is located in South-East Staffordshire and is approximately 12.5 square miles in area. The population is 74,518 and is predicted to grow by 2% per annum over the next 5 years.

There are 31,305 domestic properties and the Authority's waste and recycling service is currently provided by Veolia Environmental Services. The commercial and industrial establishments in the Borough are served by a number of private refuse collection companies.

The Waste Disposal Authority is Staffordshire County Council, and the County Council operates the civic amenity sites in the county. Currently such facilities do not exist in Tamworth with the nearest being located in Lichfield and Grendon (in neighbouring Warwickshire).

4.1 Waste Inventory

During the year 2006/07 the Authority collected 31,543 tonnes of household waste from 30,680 properties in the Borough. The Authority recycled 12,074 tonnes (38.28%) of this waste with the remaining 19,467 tonnes being sent to landfill.

Standard waste analysis models indicate the following rough composition of waste from households:

Waste Material	Percentage
Paper and card	23.0
Glass	5.0
Metal	3.0
Plastics	8.5
Textiles	4.7
Putrescibles and garden waste	35.5
Miscellaneous	20.3

In addition the Council collects bulky items and refrigerators/freezers from households. Currently this is a free service. In the year 2006/07 a total of 112 tonnes of fridges and other white goods were collected. Prior to recycling the fridges and freezers are de-gassed and then sent to the appropriate treatment facilities. Additionally, the Council collects abandoned cars, which are also recycled.

5.0 WASTE COLLECTION, RECYCLING AND DISPOSAL PRACTICES

Tamworth Borough Council provides a service, which recognises the need for the materials collected to be seen as a resource rather than a waste. The service is diverse and comprises of a number of different collection arrangements and it is also being expanded to offer greater service. The current system and improvements include:

- A fortnightly garden waste service which at present covers 29,000 of the 31,305 properties in the district. The service is provided throughout the year even though the quantity of garden waste decreases during the winter months. The garden waste service commenced in April 2004.
- The Council is keen to increase its collection of biodegradable waste and is proposing to expand the service to include the collection of kitchen waste. However this will only take place when a local In-vessel composting facility becomes available.
- The Council also fully supports home composting with approximately 27% of all households in the district owning a home composter. During a single promotion in 2005 the Council gave away 4,000 composters to local residents in a bid to increase participation and decrease biodegradable waste going to landfill. There are plans to increase ownership of home composters to 33% of households by 2010.
- A fortnightly collection of residual waste alternating with the garden waste collection. This service commenced in July 2004.
- An expanded weekly kerbside collection of dry recyclables. Using the two recycling boxes residents can recycle paper, plastic bottles, cans, card and glass. This service commenced in July 2004.
- Communal recycling facilities are currently being provided to all the multi occupancy properties in the Borough.
- Door to door collections of dry recyclate are provided to the six high-rise tower blocks in the town centre.
- A nappy collection service for qualifying households.
- The Authority has 32 bring Sites in the Borough, which can accommodate a range of materials including paper, card, glass and textiles.
- Residual and recycling collections are provided to all the schools in the Borough.
- The Authority handles all the dry recyclate it collects in its own Bulking and Baling Store prior to it being transported to the reprocessors.

The service continues to build on the success of existing provisions and has significantly increased the recycling rate for a number of reasons.

- First, the ability to recycle more waste without leaving the house has had a big impact upon recycling levels.
- Second, a wider range of recyclables are collected from the kerbside and the boxes are emptied each week and on the same day as the alternate bin collections. This has improved participation, as residents are less likely to miss the collection day.
- Third, the effective 50% reduction in the capacity of the black bin means that most households in the Borough have to use both the garden waste and the kerbside recycling services in order to manage their waste disposal requirements. This is likely to increase with bin capacities being assessed on a more specific basis.

6.0 EDUCATION, ENFORCEMENT AND POLICIES

The Authority has already implemented a number of initiatives as part of its approach for ensuring that both the statutory targets and the challenging targets contained within the strategy are achieved. These include:

- The employment of two recycling wardens to work directly with the householders to give advice, promote and monitor the service.
- The launch of the 'Sort it out' campaign, which is the main component of the communication strategy for informing residents about the new service. This has included the employment of the Sort it out team whose role is to help with delivering the communications strategy through a telephone help line, door knocking, participation surveys, box management surveys, community visits and other promotional activities.
- Tackling the problem of low participation in multi occupancy properties by consulting with all stakeholders, identifying the barriers to recycling, improving the storage facilities for materials and tailoring the service to meet the needs of the individual block. More stringent enforcement and monitoring will also be undertaken to tackle this problem.
- Participation monitoring of the kerbside recycling service on a daily basis. This information will then be used to target the poorer performing areas of the Borough.
- The Authority is investing in a vehicle tracking and data transfer system in order to improve both service delivery and contract monitoring. The crews will be able to immediately report incidents of contaminated bins and boxes to the Council using GPS data transfer. This information will be relayed to the Recycling Wardens for a prompt response to each incident.

However it is already clear that these initiatives on their own will not be sufficient to ensure that the Authority meets its medium and long-term targets. There has been considerable debate both in the national and local press concerning the measures Local Authorities are proposing to adopt to improve recycling performance and landfill diversion. This Authority is totally opposed both to the principle of charging residents for the amount of waste they produce and to the introduction of incentives for recycling. Such schemes would be extremely difficult to administer and they would also increase the risk of residents adopting inappropriate methods for the disposal of their waste. Instead the Authority's view is that it should concentrate its resources on the residents that do not regularly participate in the recycling service or abuse the scheme rather than penalising the majority of residents that are making an effort.

Education will always be the cornerstone of the Authority's approach and as a rule persuasion should be the first option in trying to change residents' attitude and behaviour towards recycling. However where education fails then the Authority needs to have a range of formal policies and sanctions at its disposal. Therefore in July 2007

Tamworth's Cabinet approved the implementation of a revised set of policies and procedures specifically designed to increase recycling performance and ensure that the waste management and recycling service delivers value for money. The policies and procedures are summarised as follows:

- Larger families with six or more members are currently entitled to a second 240 litre residual waste bin, however the Council has started to replace the two bins with a single 340 litre bin. Recipients of the 340-litre bin have to agree to recycle and they will be prohibited from putting any dry recyclate into the bin. Failure to adhere to this requirement could result in the 340-litre bin being withdrawn and replaced with a single 240-litre bin. Where it is unsafe or impractical to use a 340-litre bin the property will be provided with an additional 140-litre bin.
- A single 340 litre or an additional 140 litre residual waste bin will be provided where a household contains a member who has a medical condition, which generates excess waste. The household will be expected to recycle where practicable.
- Lost or stolen residual waste bins will not be replaced unless the reporter can provide a lost property number issued by the Police. Replacements will also be subject to the payment of a fee to cover the cost of micro chipping and delivering the bin. The purpose of this policy is to deter residents from trying to by pass the impact of fortnightly residual waste collections by falsely claiming that their original bin has been stolen.
- The Authority will provide a nappy collection service for families of four with two children in nappies or a family of five with a single child in nappies. The service is provided using a 140-litre bin, which has a yellow lid. The nappy bin can only be used for nappies contained in bags and is emptied every fortnight alongside the existing residual waste bin. The bin will not be emptied if it contains any other waste and entitlement is subject to the occupiers of the property fully participating in the Blue Box Recycling scheme. Households that have six or more members are already entitled to additional bin capacity and therefore will be excluded from the nappy collections.
- The Council enforces a closed lid policy for all residual waste bins and prohibits all residual side waste except for the first collection after Christmas. Persistent offenders will either be issued with a fixed penalty fine or prosecuted for fly tipping.
- Smaller residual waste bins will be issued to households, which do not regularly recycle, and to all new properties with an occupancy level of two or less persons. Replacement bins for existing properties will also have a smaller capacity if the occupancy level is two or less persons.
- The Authority reserves the right to serve a notice under Section 46 of The Environmental Protection Act 1990 on the occupier of any property, which persistently and deliberately fails to participate in the Blue Box Recycling Scheme, Communal Recycling Scheme or Garden Waste Collection Service (If applicable).

Failure to comply with the notice will result in the issuing of a fixed penalty fine or prosecution. This sanction known as the Non Participation Policy will only be used where all other approaches have failed including the issuing of a smaller residual waste bins, warning letters and visits from the Recycling Wardens.

- The Authority will tackle misuses of the Waste Management and Recycling service such as contamination of bins and boxes using a series of verbal and written warnings. Households, which continue to ignore the warnings, will be subject to three stages of enforcement. Initially a letter will be sent explaining to the residents the reason why their waste has been rejected or advising them that in future their waste will be rejected and the reasoning behind this. A second offence in a 12-month period will result in a visit from a Recycling Warden and a letter explaining the issues. For individuals who offend on a third occasion during a 12 month period then the Council reserve the right to issue a notice served under Section 46 of the Environmental Protection Act 1990. Failure to comply with the notice may result in prosecution or the issuing of a fixed penalty fine.
- The powers contained within The Management of Houses in Multiple Occupation Regulations 2006 will be used where landlords fail to provide adequate waste disposal facilities within shared properties.

The revised education and enforcement policies were implemented on 1st September 2007 and are being administered by a dedicated Enforcement Officer.

7.0 FUTURE DEVELOPMENTS

The current waste management contract expires in April 2009 and this will provide the authority with an opportunity to review and further improve its service in order to take advantage of recent technological advances in both collection methodology and recycle reprocessing. The authority's Cabinet is due to consider an options paper on the future of waste collection in autumn 2007, which will address the following:

- Frequency of collections
- Materials to be collected
- Recycle collection containers
- Co mingled collections
- Food waste collections
- Residual bin size
- Outlets for materials
- Options for joint working and management of the service

Expanding the range of materials that can be collected from the kerbside is essential if the Authority is going to meet the recycling targets contained within the strategy. However the expansion is dependant on the availability of sufficient local facilities for the disposal of the material such as Material Recycling Facilities and In-vessel composters and that there are no significant adverse impacts for collection authorities in respect of waste management finances.

8.0 LINKS WITH THE VOLUNTARY AND PRIVATE SECTORS

The Council has links with a number of voluntary organisations that have collection banks on their recycling sites including the Salvation Army and TRAIID (Textile Recycling for Aid and International Development). A number of other charities also have banks on the sites including Oxfam and Briers who operate can banks on behalf of a local hospice.

A number of private companies also have banks on the bring sites including Berrymans, who operate all the bottle banks, Cheshire Recycling and Smurfit who operate paper banks.

Tamworth Borough Council actively promotes the furniture re-use project, which has recently been set up in the Borough by the Turntable organization. The Authority is also looking to work with a clothing charity in order to establish a regular kerbside collection of textiles.

In terms of links with the private sector, Tamworth's refuse and recycling collection service is carried out by a private contractor Veolia Environmental Services and the Authority has worked closely with them to develop the new service.

The dry recyclate that is collected from the kerbside is initially taken to the Council's depot where a bulking and baling facility has been built. From there it is taken to various companies to be reprocessed, the paper to Shotton, the glass to Midlands Glass, the cans to ERM and the card and plastic bottles to Casepak. The garden waste that is collected is taken to a windrows composting facility located on a farm at Wall near Lichfield.

Tamworth also recognizes the lost potential in commercial waste, with very few businesses participating in any form of recycling. As a result the Council will explore the potential to provide facilities and/or services to local businesses for recycling their waste. This will not only divert waste away from landfill and disposal but it may also potentially generate revenue to further invest in the services provided.

As part of this the authority is proposing to contact all businesses in the Borough to identify opportunities for waste reduction, waste recycling and even raw material substitution. The resulting database will be updated annually in order to track trends in waste generation, recycling, reuse and substitution. There are a number of funded initiatives such as the National Industrial Symbiosis Programme and Groundwork's Bridge-it-2 that provide waste substitution and measurement services at no financial cost to businesses in the Borough. The Council will promote these initiatives to local businesses in order to reduce commercial waste arisings and will proactively work with these organizations to ensure that Tamworth businesses are able to access such proactive services.

Furthermore, Tamworth Borough Council supports and assists in the promotion of the Staffordshire Environment Fund and BREW funded Designing-out Waste initiative, which engages with industry in order to reduce commercial waste by re-designing

production processes and product/packaging. This initiative is groundbreaking as it tackles waste production at the design stage rather than at the end-of-production. For the Council to have a significant impact on reducing commercial waste it will have to work in partnership on such initiatives.

The Council is also keen to establish practical partnerships in order to improve the recycling performance of local businesses. In particular the Council is looking to allow local businesses to dispose of their recyclable waste free of charge at the Bulking and Baling store. The Council also wants to work with businesses to identify markets for recycle through the Council's current contractors.

The current communications campaign is funded by WRAP (Waste and Resources Action Programme) up until March 2008. In return the Authority's waste and recycling service has been used as a case study by WRAP and officers have given presentations at regional conferences.

9.0 LOCAL PARTICIPATION IN THE STRATEGIC PROCESS

Prior to changing the service in 2004 the Council carried out a two-stage consultation process using independent market researchers BMG. Initially questionnaires were completed on the doorstep across each of the ten council wards. The residents were asked a series of questions on their behaviour and attitude in respect of the waste problem.

The second stage involved inviting a small number of the residents who had completed the doorstep questionnaire to participate in two focus groups. The groups worked on potential solutions and options for changing the service.

The Council realises the importance of its residents in the strategic process, and will therefore consult widely on this action plan and strategy.

It is intended to hold focus group meetings in the future to appraise residents on action being taken by the Council both in respect of recycling and refuse collection issues and to consult further on the success or otherwise of measures implemented. The Council will also act on any criticisms or complaints received, discuss further proposed recycling measures, and listen to any suggestions from the group for improvements.

In May 2007 the Authority carried out a door to door survey of all the multi occupancies in the Borough in order to raise awareness and participation in the recycling service provided to these properties.

10.0 THE WASTE STRATEGY: AN ACTION PLAN.

The Borough Council, despite having significantly improved recycling performance, will set the following action plan to assist in meeting the broad objectives of this strategy.

10.1 OBJECTIVES, POLICIES AND TARGETS

The key objectives that will guide this Action Plan over the five-year life are:

- 1) To reduce the amount of waste produced in Tamworth.**
- 2) To consistently increase the reuse and recycling of household waste in Tamworth.**
- 3) To significantly reduce the amount of waste, which Tamworth sends to landfill, particularly biodegradable waste, by adopting a vision of zero waste to landfill by 2020.**
- 4) To reduce the adverse environmental impact of Tamworth's waste management activities.**
- 5) To develop the support and involvement of the community including the business sector in the delivery of Tamworth's Waste Management Strategy.**
- 6) To work with stakeholders to deliver a high quality waste management service that represents value for money.**

Each of these objectives has been broken down further into policies and targets in order to effectively chart progress. These are discussed in turn.

Key Objective 1

To reduce the amount of waste produced in Tamworth

By operating in partnership with the Joint Waste Management Board we will promote waste reduction.

The targets for achievement contained in the 2004 Recycling Plan set a restriction in waste arisings per household of 1% per annum by 2008, by 2010 the growth in waste arisings per household should be no more than 0% per annum and by 2013 there was a target reduction in waste arisings per household of 1% per annum. This downward trend in waste production has already started. Figures for 2005/06 show that the total waste arisings per household fell by a remarkable 5.5% compared to the previous year. This reduction may prove to be a blip however the Council is keen that this downward trend continues over the life of the Strategy.

The Authority will pro-actively seek to slow the growth in waste arisings within Tamworth and it will place awareness at the forefront of its priorities. However it has been recognised that larger families with young children in nappies do need some additional residual waste capacity even if they are committed recyclers.

Contributing policies include:

Policy 1a – The Authority will pro-actively seek to slow the growth in waste arisings within Tamworth and it will place awareness at the forefront of its priorities by:

- Working with neighbouring Boroughs to promote the Staffordshire and Stoke-on-Trent's "Waste-Away" waste reduction website.
- Continuation of the 'Sort it Out Campaign' and the implementation of a new communication strategy in 2008.

Policy 1b – Implementation of the second-bin policy. A single 340 litre residual waste bin will be provided for households with six or more members rather than providing two 240-litre bins. Where it is unsafe or impractical to use a 340-litre bin the property will be provided with an additional 140-litre bin. This policy will restrict the amount of space for residual waste in larger households whilst still providing enough space for average waste arisings. Larger families will need to prove that they have 6 people living at the same address.

Policy 1c - Closed lid policy for residual waste bins. If lids are not closed or if bins are too heavy for handling they will not be emptied or excess waste will be taken out and left with explanatory notes.

Policy 1d - Smaller residual bin policy. For many households the current 240-litre bin is too large and consequently does not encourage the effective use of the recycling service. A smaller residual waste bin will therefore be provided to those households, which do not regularly recycle, and all new properties where the household consists of two or less members. Replacement bins for existing properties will also have a smaller capacity if the occupancy level is two or less persons.

Policy 1e - Multi-occupancy policy. Problems encountered with the misuse of communal waste and recycling facilities at multi-occupancy dwellings will be dealt with using a series of verbal and written warnings. Tenants who persistently fail to segregate their waste correctly will be issued with a notice served under Section 46 of the Environmental Protection Act 1990. Failure to comply with the requirements of the notice may result in prosecution or the issuing of a fixed penalty notice.

Policy 1f – A fortnightly nappy collection service using a 140-litre bin will be provided to families of four with two children in nappies or a family of five with a single child in nappies.

Targets

- By 2008 the growth in waste arisings per household will be restricted to 1% per annum;
- By 2010 the growth in waste arisings per household will be 0% per annum;
- By 2013 the reduction in waste arisings per household will be 1% per annum

Key Objective 2

To consistently increase the reuse and recycling of household waste in Tamworth

This will be achieved by continuing to provide the existing service, widening collections to include multi-occupancy dwellings and through the implementation of the education and enforcement policies. By December 2007 every household in the Borough will have the opportunity to recycle using the kerbside collection scheme.

The range of materials collected from the kerbside will be expanded to include food waste and other dry recyclates including plastics and Tetra-Paks when local reprocessing facilities become available.

Contributing policies include:

Policy 2a - The Authority will aim to consistently increase the rate of recycling and composting of household waste in Tamworth.

This policy will be initiated by:

- Continuing with the fortnightly collections of residual waste.
- Expanding the weekly kerbside collection of dry recyclables to all properties in the Borough by adding the remaining multi-occupancy dwellings to the service by December 2007.
- Expanding the range of dry recyclate materials collected from the kerbside by April 2009. This is subject to the cost of expansion and the availability of local processing facilities.
- Continuing to provide a door-to-door recycling collection to the high-rise flats.
- Continuing the 'Sort it Out' campaign to increase awareness of the scheme
- Continuing the fortnightly collections of garden waste.
- Introducing kerbside collections of food waste by April 2010. This is subject to the cost of collection and the availability of a local In-vessel composting facility.
- Introducing smaller bin capacities and enforcing a closed lid policy to further encourage residents to recycle.
- Enforcing the Non Participation Policy for households, which deliberately fail to recycle.
- Exploring the potential for segregated litterbins to allow on street recycling.
- Working with the Councils Street Scene team to assess potential for recycling street cleansing detritus particularly from environmental litter picks.

Also see policies 1b-1e.

Targets

- To recycle or compost a minimum of 40% of household waste by 2007/08
- To recycle or compost a minimum of 45% of household waste by 2009/10
- To recycle or compost a minimum of 50% of household waste by 2011/12
- The Authority will also adopt the target contained within Joint Waste Board's Strategy, which is to achieve a recycling and composting rate of 55% by 2020 (This is subject to the Authority being able to expand the service to include food waste and other dry recyclate).

Key Objective 3

To significantly reduce the amount of waste, which Tamworth sends to Landfill, particularly biodegradable waste by adopting a vision of 'Zero waste to landfill by 2020.'

This will be achieved by working in partnership with colleagues in the Joint Waste Management Board to recover the maximum resource from residual waste. In particular the Authority wants to take advantage of In-vessel composting; however this depends upon the availability of a local In-vessel composting facility. In-vessel techniques involve heat treatment, which allows both kitchen and garden biodegradable waste to be collected for municipal composting. At present the Council can only collect garden waste because the existing outlet is an on farm Windrows composting facility. The Animal Bi Products Order prevents food waste from being used on farmland as an untreated waste because of the risk of spreading foot and mouth.

The Council will continue with the collection of plastics, paper, card, glass and cans using the blue box service and the scheme will be expanded to include other materials once local processing facilities become available. Residual household waste will also continue to be collected fortnightly, but a review will be made to reduce the size of containers issued to households with stringent rules on over-loading to be enforced. This will reduce the overall capacity available for residual waste and force residents into being more aware of the requirement to segregate waste.

Contributing policies include:

Policy 3a – The Authority will adopt the vision contained in Staffordshire's Municipal Waste Management Strategy of zero waste to landfill for the County by 2020.

This policy will be initiated by working in partnership with the County and the other District Councils to recover maximum resource from residual waste.

Policy 3b – The Authority will significantly reduce the amount of biodegradable waste sent to landfill in order to meet the targets set by the Landfill Directive. In particular the

Authority will lobby for the provision of a local In-vessel composting facility so as to enable the introduction of a food waste collection service.

This policy will be initiated by

- Continuing to provide the fortnightly garden waste service.
- Promotion of home composting.
- Continuing to provide the Blue Box recycling service.
- Continuing to provide the fortnightly collection of residual waste.
- Tailoring the size of the residual waste bin more directly to the number of residents.
- Introducing kerbside collections of food waste by April 2010. This is subject to the cost of collection and availability of a local In-vessel composting facility.
- Enforcing the Non Participation Policy for households, which deliberately fail to recycle.
- Expanding the kerbside collection of dry recycle to include other biodegradable materials subject to the cost of expansion and the availability of local reprocessing facilities.

Targets

- By 2010 to reduce biodegradable household waste landfilled by Tamworth to 75% of that produced in 1995.
- By 2013 to reduce biodegradable household waste landfilled by Tamworth to 50% of that produced in 1995.
- By 2020 to reduce biodegradable household waste landfilled by Tamworth to zero in line with the 2020 Vision Strategy. However, the County vision is aspirational and hence Tamworth will at the very least reduce the amount of biodegradable household waste landfilled to 35% of that produced in 1995 (in line with Government policy).

Key Objective 4

To reduce the adverse environmental impact of Tamworth's waste management activities

The Authority aims to meet this Objective by complying with all relevant legislation and being committed to the principles of Best Value.

Additionally, the Authority aims to reduce the environmental impact of its services by selecting the most effective treatment processes available. Further supporting policies include the enforcement of the fly tipping and side waste policies to penalize those who illegally dump waste.

Contributing policies include:

Policy 4a – The Authority will strive to lessen the environmental impact of household waste arising in Tamworth.

This policy will be implemented through:

- Adhering to the Proximity principal, the Waste Hierarchy and the Best Practicable Environmental Option;
- Applying Tamworth's commitment to Best Value and public service when delivering the waste management function;
- To comply with all relevant waste legislation.
- Continue to provide and operate a Bulking and Baling Store within the Borough to handle dry recycle.

Policy 4b – The Authority will implement a fly-tipping and side waste policy to penalise those residents leaving non-recyclable waste by other resident's bins, and those residents fly-tipping residual waste. A dedicated Enforcement Officer will be employed to tackle misuses of the Waste Management and Recycling Service.

Targets

- By 2013 60% of Tamworth's household waste arisings will be dealt within 50 miles of the Borough boundary.

Key Objective 5

To develop the support and involvement of the community including the business sector in the delivery of Tamworth's Waste Management Strategy

This will be achieved by delivering appropriate educational and awareness campaigns, keeping residents informed on recycling performance and by consulting the community on all issues and policies relating to the Waste Management service. The Authority has been awarded substantial funding from the Waste and Resources Action Programme (WRAP), which will sustain an intensive campaign until March 2008. In particular two Recycling Wardens and the 'Sort it Out' team will continue to be employed to assist residents and a new communications strategy developed in 2008.

All businesses in the Borough will be approached by April 2009 to identify opportunities for waste reduction, waste recycling and even raw material substitution.

Contributing policies include:

Policy 5a – Provide the residents and businesses of Tamworth with sufficient information so as to improve their awareness of waste management and recycling issues

This policy will be implemented through,

- Ensuring that the educational and promotional campaigns specified in Tamworth's communication strategy 'Sort it Out!' are delivered in accordance with the programme.
- Informing residents on the Borough's recycling and waste minimisation performance using appropriate media.
- The employment of two dedicated Recycling Wardens to promote and assist resident's participation in the recycling service.
- Continued employment of members in the 'Sort it Out' team
- Writing to every business in the Borough by April 2009 to make them aware of recycling opportunities for commercial waste.

Policy 5b – The residents of Tamworth will be consulted prior to making any significant changes to the Waste Management and Recycling service

This policy will be implemented through the use of appropriate research methodologies including focus groups, door stepping and customer satisfaction surveys. Tamworth residents have responded positively to the enhanced recycling service introduced by the Council. The Council has also responded to genuine concerns from residents and is developing a number of policies to gain further community support and involvement. One example is the policy to provide an additional residual waste bin for families, which have two or more children in nappies (Policy 1f).

Policy 5c- Provide assistance and support to Local Businesses in order to improve commercial recycling participation in the Borough.

This policy will be implemented by:

- Providing preliminary waste audits for local businesses.
- Facilitate recycling infrastructure within the Borough by working closely with the collection companies and key stakeholders including the Local Chamber of Commerce and Staffordshire Business Environment.
- To investigate the potential of joint contract arrangements for recycling and recovering waste.

Targets

- To achieve a participation rate of 80% in the dry recycle kerbside collection scheme by the end of 2007/08.
- To achieve a participation rate of 85% in the dry recycle kerbside collection scheme by the end of 2009/10.
- To achieve a participation rate of 90% in the dry recycle kerbside collection scheme by the end of 2011/12.
- To increase commercial recycling participation in the Borough by 50% by the end of 2008/09.
- To produce a new Communication and Education Strategy by April 2008.

Key Objective 6

To work with stakeholders to deliver a high quality waste management service that represents value for money.

The Authority will adhere to the principles of Best Value and provide high quality services by working in partnership working with its waste management contractor, Veolia Environmental Services. Through membership of the Joint Waste Management Board, we will liaise and learn from other Authorities. By partnership working with both public and private sectors we will seek to gain best practice and development opportunities. The service will take every opportunity to explore external funding for the benefit of the residents of the Borough. In particular waste will be managed as a potential resource and income maximised through the sale of the recyclate and the use of the Bulking and Baling facility by third parties.

The Authority shall aim to achieve the median quartile status within its family group for the cost of the Waste Management and Recycling service by 2009/10. The number of complaints about the waste management service will be reduced to 1 per 500 households by the end of 2009/10. External funding opportunities will be targeted and bids will be submitted in order to maximise resources.

Contributing policies include:

Policy 6a - The waste management service will be delivered in accordance with the principles of best value and good public service.

This policy will be implemented by Working in partnership with Veolia Environmental Services so as to ensure that the service complies with the requirements of the waste management contract and minimises the number of resident's complaints.

Policy 6b – The Authority will work in partnership with both public and private enterprises so as to keep abreast of good practice and opportunities to develop the service.

This policy will be implemented by

- Retaining membership of Staffordshire's Joint Waste Management Board and liaising with the other Local Authorities in the County.
- Retaining membership of the Institute of Wastes Management.
- Ensuring that the Authority is represented at all relevant seminars and conferences
- Use of focus groups
- Working in the partnership with the South Staffordshire Bulking and Baling Consortium
- Taking advantage of new technologies and practices in order to improve both efficiency and service delivery

Policy 6c- Opportunities for reducing costs via the joint procurement of facilities and services will be identified and implemented where practicable.

Policy 6d –The Authority will explore external funding opportunities both on its own and in partnership in order to minimise the cost of the service on council taxpayers

Policy 6e -The Authority will explore opportunities for income generation in order to minimise the cost of the service on council taxpayers.

This policy will be implemented by:

- Increasing the number of public and commercial customers, which use the Authority's Bulking and Baling facility.
- Sourcing the most financially advantageous and reliable outlets for the disposal of the dry recyclate handled by the Bulking and Baling facility.

Targets

- The Authority shall achieve middle quartile status within its family group for the cost of providing the Waste Management and Recycling service by 2009/10.
- The number of justified complaints about the waste management service shall be reduced to 1 per 500 households each year by the end of 2009/10.
- Increase income from the sale of dry recyclate.
- Increase income from the use of the Bulking and Baling facility by other Local Authority and commercial customers.
- To survey all business in the Borough by the end of 2008/09 in order to identify opportunities for waste reduction, waste recycling and raw material substitution.

11.0 MONITORING OF THE RECYCLING STRATEGY

Tamworth Borough Council will monitor actions against the recycling plan on a monthly basis. This is the frequency that data has to be provided to the County Council and Councillors responsible for the waste service. Additionally, progress reports will be given to the quarterly meetings of the Joint Waste Management Board and to other councillors. Additionally, the council reports performance on an annual basis to Central Government within the Best Value process.

Previous recycling strategy targets have been met. These include:

- To introduce the new Waste Management and Recycling Service by 26th July 2004.
- To achieve the second statutory recycling target of 18% by 31st March 2006.
- To endorse the Staffordshire and Stoke on Trent Joint Municipal Waste Management Strategy by 24th April 2006.
- To achieve the LPSA 1 target of 15.4% by 2004/05.
- The development of a recycling directory to provide information on the various forms of recycling in the Borough, and to have provided this to all residents in the Borough.
- To review the effectiveness of the Waste Management Communication Strategy and associated publicity campaign by 31st March 2006.
- To undertake a public consultation exercise to assess the quality of the Waste Management and Recycling Service by May 2006.
- To implement a range of policies and procedures designed to improve the delivery of the Waste Management and Recycling Service and in particular increase both the recycling rate and the number of residents participating in the scheme.
- To produce a new Waste Management Communication and Education Strategy by October 2006
- To provide a response to the new Staffordshire and Stoke Joint Municipal Waste Strategy which was issued for consultation in July 2007.
- To review and implement the revised policies and procedures designed to improve the service and increase the recycling and participation rates by 1st September 2007.

Additional future targets have also been established. These include:

- Review the provision of the recycling bring sites throughout the Borough by April 2008.
- To review the provision of the Waste and Recycling service by autumn 2007.
- To produce a new Communication and Education Strategy by April 2008

12.0 CONCLUSIONS

The recent step-change in service has provided a near four-fold improvement in recycling performance. This is set to improve as the high-density areas come on-board, as awareness improves further, and as the actions and policies detailed in this plan come into force. Tamworth Borough Council will not only achieve its statutory responsibilities, but it will also become one of the best performing authorities in the UK.

In addition the Authority will take advantage of the opportunities that arise in respect of new technologies and partnership working in order to provide a high quality Waste Management Service that represents good value for money.

Table 1 - Linkage between the Staffordshire and Stoke –on- Trent Joint Waste Management Strategy and Tamworth Borough Council’s Municipal Waste Management Strategy

Joint Waste Board Strategy	Tamworth Borough Council Strategy	Tamworth Policies	Actions	Targets
Principle 1	Key Objectives 1,2,3 and 5	1a-1e, 2a, 3a-3c and 5a	<ul style="list-style-type: none"> • Continue with the Sort It Out Campaign. • Introduction of policies and procedures designed to increase participation. • Expansion of dry recycle scheme • Co-mingled collections of kitchen and garden waste. • Promotion of home composting. 	<ul style="list-style-type: none"> • Reduction in waste arising per household by 2008, 2010 and 2013. • To provide recycling collections to all multi occupancy dwellings by December 2007. • To introduce kerbside collections of kitchen waste recycling by April 2010. • Increased recycling and composting rates • Reduce the amount of biodegradable waste sent to landfill to zero by 2020. • Increased participation in the dry recycle kerbside collection scheme
Principle 2	Key Objectives 4 and 6	4a, and 6e	<ul style="list-style-type: none"> • Adhere to the proximity principal, the Waste Hierarchy and the Best Practicable Environmental Option. • To comply with all relevant waste legislation • Continue to provide and operate a bulking and baling Store within the Borough to handle dry recycle. 	<ul style="list-style-type: none"> • 60% of Tamworth’s household waste arisings to be dealt within 50 miles of the Borough boundary by 2013 • Increase income from the sale of dry recycle
Principle 3	Key Objective 5 and 6	5a, 5b, 5d, 6a and 6b	<ul style="list-style-type: none"> • Provide the residents and businesses with sufficient information so as to improve their awareness of waste management and recycling issues. • To consult stakeholders prior to making any significant changes to the 	<ul style="list-style-type: none"> • To complete the waste survey of all businesses by the end of 2008/09. • To increase commercial recycling participation in the Borough by 50% by the end of 2008/09.

Appendix 1

			<p>service.</p> <ul style="list-style-type: none"> • To survey all business in the Borough in order to identify opportunities for waste reduction, waste recycling and raw material substitution. 	
Principle 4	Key Objective 6	6b, 6c and 6e	<ul style="list-style-type: none"> • Opportunities for reducing costs via the joint procurement of facilities and services will be identified and implemented where practicable. • Working in the partnership with the South Staffordshire Bulking and Baling Consortium. • Continue to provide and operate a bulking and baling Store within the Borough to handle dry recycle. 	<ul style="list-style-type: none"> • The Authority shall achieve middle quartile status within its family group for the cost of providing the Waste Management and Recycling service by 2009/010. • Increase income from the use of the Bulking and Baling facility by other Local Authority and commercial customers.
Principle 5	Key Objective 6	6b – 6d	<ul style="list-style-type: none"> • Continue to retain membership of the Staffordshire and Stoke-on-Trent Joint Waste Management Board. • Attend Waste Officers meeting and regularly liaise with the other Local Authorities in Staffordshire. • Learn from other authorities and share best practice. • Work closely with the County and other Authorities in order to maximize the potential for grant aid and other external funding. 	<ul style="list-style-type: none"> • To provide an input into the new Staffordshire and Stoke Joint Municipal Waste Strategy which is due to be issued for consultation in July 2007.