

Kent Resource Partnership

Annual Report – 2020/21





For general enquiries or if in doubt as to whom to contact for any of the 13 Kent councils:-

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[KRP on Kent.gov](#)

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Foreword



*Cllr Nicholas Kenton, Chairman of KRP &
Cabinet Member for Planning & Regulatory Services,
Dover DC*

The past year has been a challenging one for all not just for local government in the waste and recycling sector. The continued national lockdowns and change in citizens behaviours have impacted on the amount of waste and recycling being thrown away. The 13 Kent Councils as part of the Kent Resource partnership (KRP) have worked together to try and overcome some of the service issues experienced, which include, staff sickness due to COVID-19, increased tonnages, national HGV driver shortages and the 'pingdemic.' The joined up supportive approach between councils has been strengthen through these difficult times.

The joined-up approach has also been carried through to our joint communications. Kent councils have worked together to deliver several campaigns this year. These campaigns covered a variety of topics including, maximising recycling, waste minimisation, waste crime awareness, littering, food waste avoidance and appreciation for our collection crews & street cleansing operatives.

It is our ambition to process all of Kent's waste and recycling entirely in Kent. In 2019/20 we processed just over 75% of Kent's waste and recycling here in Kent. Reducing the distance our waste travels will reduce the emissions created and contribute to Kent reaching its goal of becoming carbon neutral. This year we have worked with Kent County Council to create a new webpage so residents can find out more about what happens to their waste and recycling. A link to this web page can be found on page 18.

The 13 Kent Councils are working together to target waste criminals across Kent and have built good working relationships with Kent Police, National Farmers Union and the Environment Agency. Kent Councils have also joined together with over 150 other local authorities across the UK to support and co-sign a letter to the sentencing council imploring tougher penalties are given to fly tipping offenders.

To keep up to date with the latest recycling and waste crime work undertaken by Kent Councils please follow your local council on social media and follow the hashtags, #KeepKentClean, #Kentrecycles and #KentDoes.

Background

The Kent Resource Partnership (KRP) is made up of the 13 Kent councils.

These are:- Ashford Borough Council, Canterbury City Council, Dartford Borough Council, Dover District Council, Folkestone & Hythe District Council, Gravesham Borough Council, Kent County Council, Maidstone Borough Council, Sevenoaks District Council, Swale Borough Council, Thanet District Council, Tonbridge & Malling Borough Council and Tunbridge Wells Borough Council.

The purpose of the KRP is to deliver the following three strategic objectives:-

1. Deliver the Kent Joint Municipal Waste Management Strategy (KJMWMS). This Strategy was first adopted in 2007 to manage Kent's municipal waste. It has since been refreshed in 2017/18 to cover the period up to 2021;
2. Deliver financial and performance benefits to Kent taxpayers and manage risks to finance and performance as appropriate; and
3. Contribute to, and set a national lead, in delivering projects that manage supply chain issues in the leanest and most effective ways, securing value from discarded materials and proactively identifying innovation and excellent practices.



Performance

Please see our performance figures for 2020/21. The figures will be validated by Defra once the official waste and recycling statistics are released at the end of 2021/early 2022. The residual waste per household figure was **554.4kg/h’hold** – this is a slight increase from the previous year. However, this was expected due to the national lockdowns with more citizens being at home.

Table 1: NPI 191 – Residual Household Waste per Household (kg/h’hold)

Council	2016/17	2017/18	2018/19	2019/20	2020/21	% Change (over five years)	Perf. (compared to previous year)
Ashford Borough Council	354.3	327.2	359.5	352.2	431.9	21.9%	79.6
Canterbury City Council	460.1	470.5	443.9	427.6	467.5	1.6%	39.9
Dartford Borough Council	634.3	619.2	605.4	607.9	679.4	7.1%	71.5
Dover District Council	374.8	343.6	354.4	356.5	419.1	11.8%	62.6
Folkestone & Hythe District Council	422.1	400.2	373.6	401.0	442.6	4.9%	41.6
Gravesham Borough Council	512.2	431.7	432.2	427.5	477.0	-6.9%	49.5
Maidstone Borough Council	420.7	403.6	403.3	410.0	449.8	6.9%	39.8
Sevenoaks District Council	567.4	558.9	553.2	554.3	624.7	10.1%	70.4
Swale Borough Council	498.6	490.3	489.9	512.3	537.7	7.8%	25.4
Thanet District Council	475.7	452.5	437.7	459.4	511.2	7.5%	51.8
Tonbridge and Malling Borough Council	563.1	548.3	548.6	487.0	483.7	-14.1%	-3.3
Tunbridge Wells Borough Council	479.2	471.2	456.2	430.0	443.7	-7.4%	13.7
KRP	567.0	540.9	535.3	528.6	554.4	-2.2%	25.8

Source: Waste Data Flow (provisional figures for 2020/21 and are subject to slight change. Final figures, including national figures, to be published by Defra at the end of 2021).



Table 2: NPI 192 – Percentage of Household Waste Recycled & Composted

Council	2016/17	2017/18	2018/19	2019/20	2020/21	% Change (over five years)	Perf. (compared to previous year)
Ashford Borough Council	55.1%	56.6%	53.4%	54.2%	50.5%	-8.3%	-3.7%
Canterbury City Council	44.4%	43.5%	46.3%	45.7%	40.9%	-7.9%	-4.8%
Dartford Borough Council	25.2%	25.2%	25.9%	24.3%	24.5%	-2.8%	0.2%
Dover District Council	44.7%	47.3%	47.0%	47.1%	47.8%	6.9%	0.7%
Folkestone & Hythe District Council	42.5%	45.3%	48.0%	44.2%	48.1%	13.2%	3.9%
Gravesham Borough Council	34.5%	40.7%	42.2%	42.5%	43.7%	26.7%	1.2%
Maidstone Borough Council	49.9%	51.1%	51.4%	49.2%	49.7%	-0.4%	0.5%
Sevenoaks District Council	38.3%	38.1%	37.5%	38.0%	36.6%	-4.4%	-1.4%
Swale Borough Council	41.6%	41.2%	42.7%	40.5%	41.4%	-0.5%	0.9%
Thanet District Council	33.8%	34.9%	36.3%	34.8%	35.0%	3.6%	0.2%
Tonbridge and Malling Borough Council	42.5%	41.7%	41.9%	46.4%	51.6%	21.4%	5.2%
Tunbridge Wells Borough Council	49.1%	48.4%	47.8%	50.2%	47.5%	-3.3%	-2.7%
KRP	46.3%	46.7%	47.2%	46.7%	44.0%	-5.0%	-2.7%

Source: Waste Data Flow (provisional figures for 2020/21 and are subject to slight change. Final figures, including national figures, to be published by Defra at the end of 2021).

Table 2 (above) shows our recycling & composting performance over the last five years. For 2020/21 we recycled 44.0%.

With our overall recycling being 44.0% this year, it demonstrates performance is not guaranteed year on year. Therefore, we continue to work together with our residents to reduce, reuse and recycling as much as we can.



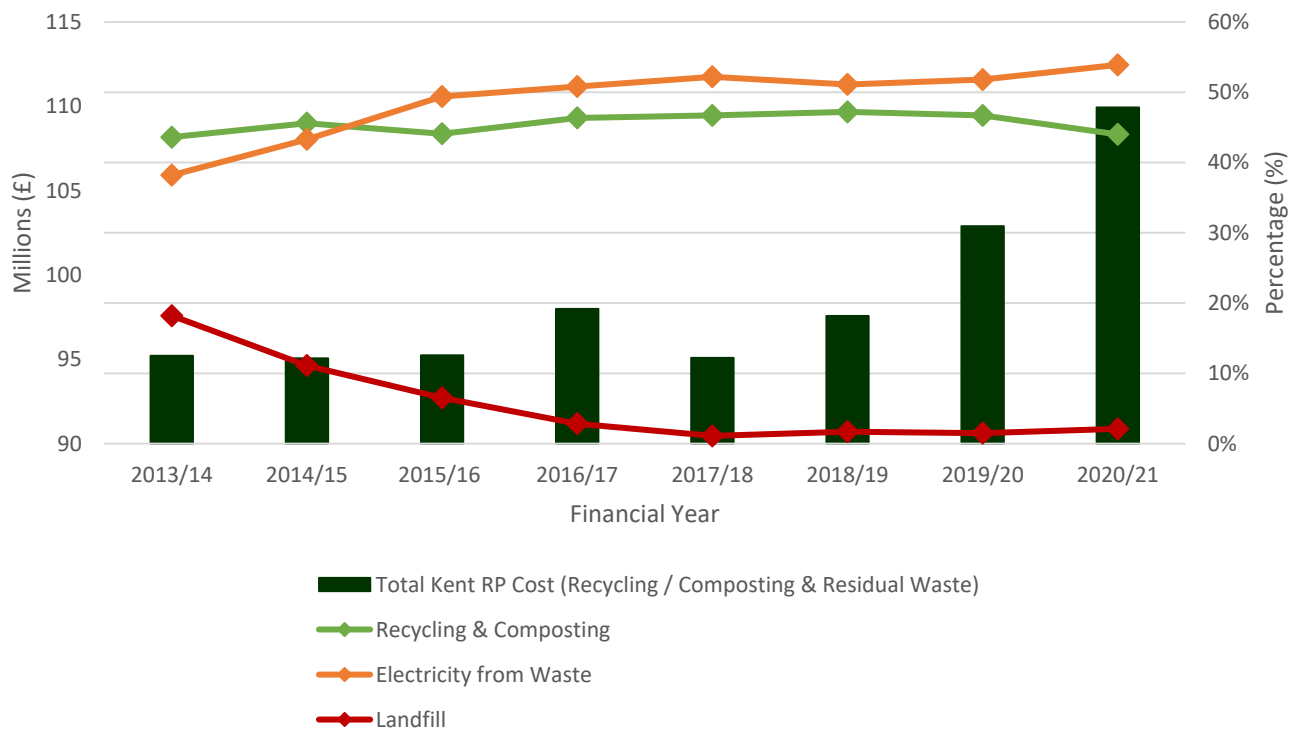
Table 3: NPI 193 – Percentage of Municipal Waste sent to Landfill

Council	2016/17	2017/18	2018/19	2019/20	2020/21	% Decrease (over five years)	Perf. (compared to previous year)
Kent County Wide Total	2.8%	1.1%	1.7%	1.5%	2.1%	-25.0%	0.6%

Source: Waste Data Flow (provisional figures for 2020/21 and are subject to slight change. Final figures, including national figures, to be published by Defra at the end of 2020).

Table 3 (above) shows the amount of household waste sent to landfill over the last five years. For 2020/21, we achieved a 97.9% landfill diversion rate. We continue to aim to maintain these high levels of performance for the good of our environment.

Table 4: Overall KRP Performance vs Cost – 2013/14 to 2020/21



Source: Waste Data Flow & the 13 Kent councils

*Thanet DC & Tunbridge Wells BC the costs were taken from 2019/20

Table 4 (above) shows our total cost of waste resource against performance over the last eight years. It can be seen that the total cost of waste resource managed for 2020/21 was over £109 million. For 2020/21, on average this equates to £160 per household, per year. Breaking this down further, that’s an average cost of £3.10 per household, per week.

Just over £16 million was also invested in keeping Kent clean.

COVID-19

The 13 Kent Councils saw many challenges this year not only with continuing to deliver key waste and recycling services throughout several lockdowns but towards the end of the year with national HGV driver shortages and the ‘pingdemic’. The amount of waste being collected by councils across Kent has increased due to changes in citizens behaviour with many now working from home. This increase in waste and recycling tonnages has put pressure on council's services. The additional waste has meant many councils have been continently working a Saturday to collect the extra waste being thrown away at kerbside.

Kent Councils have built good working relationships and have kept each other up to date with any disruption experienced with services. These updates allowed councils to share ideas and see what others are doing to overcome any issues. The updates consisted of daily round ups via email and fortnightly MS teams meetings to discuss issues and successes in greater detail. This sharing of information is now becoming common practice between Kent Councils.



Government Consultations

In 2018 the Government published its Resources and Waste Strategy. ‘The strategy sets out how we will preserve material resources by minimising waste, promoting resource efficiency and moving towards a circular economy.’ In 2019 the KRP worked together to answer the first round of consultations on Deposit Return Scheme (DRS), Extended Producer Responsibility (EPR) and Consistency.

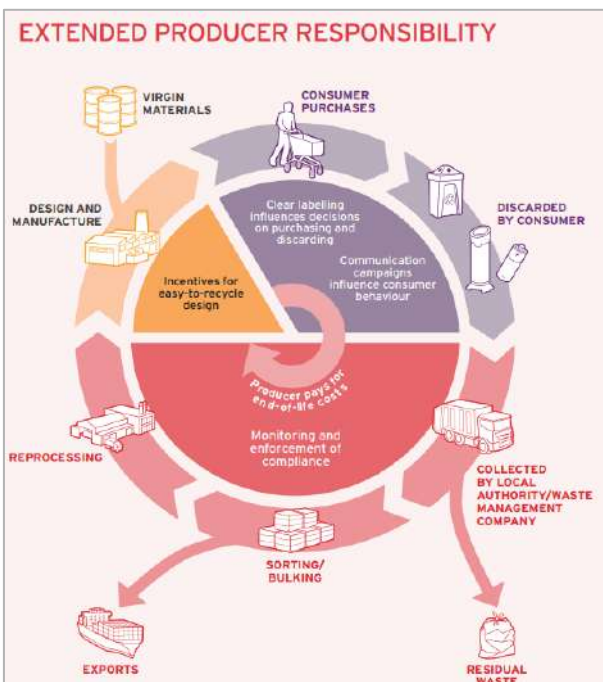
In early 2021 the Government published the next round of consultations on the 3 above topics. The KRP worked jointly with all Kent Councils and industry to form responses to the 3 consultations. The waste and recycling sector are currently eagerly awaiting the government responses to these consultations. This will help form local authorities waste strategies and shape the future of our waste and recycling services.



The Deposit Return Scheme (DRS) consultation considered how introducing a deposit on, for example, drink bottles and returning to a deposit return machine could impact on recycling and littering.

The Extended Producer Responsibility (EPR) consultation looked at a set of proposals to ensure the full net cost of collecting, recycling and reprocessing packaging products are covered by producers. It also looked at incentives for producers to design products that can be easily recycled.

The consistency consultation looked at policy for how recycling collected from households and businesses could become more consistent.



Engaging with Kent Residents

Each year the Kent Resource Partnership (KRP) develops and delivers a communications calendar for joint campaigns across Kent. This year the communications calendar needed to be adaptive and flexible because of the demands on waste and recycling services due to the impact of COVID-19. That being the case many of our larger planned campaigns which involved community engagement were postponed to 2021/22. Therefore, our communications calendar this year focused on, joint covid-19 messages, appreciation for collection & street cleansing operatives, how to dispose of items correctly, environmental waste crime, and tips on recycling.

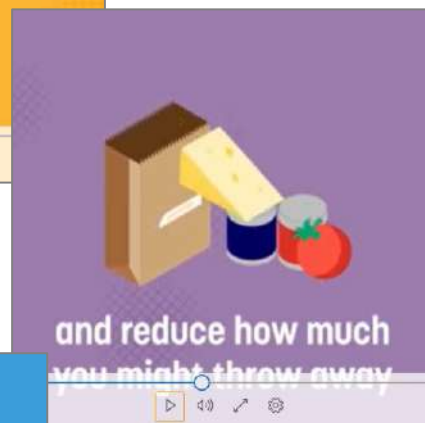
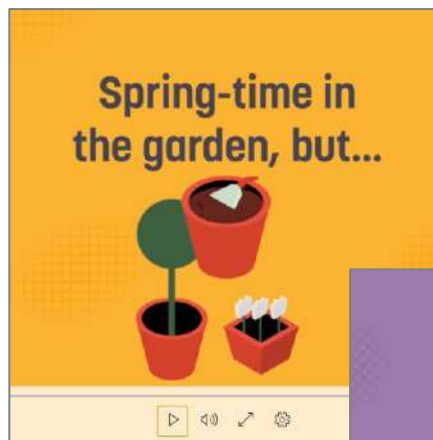
Below is a snapshot of the Kent-wide campaigns delivered and key outcomes from each campaign:

COVID-19 Safety Messaging:

Spring 2020 Kent Councils worked together to agree a set of animations that focused on safety messages to residents for how to dispose of their waste during lockdown. The animations focused on, garden waste, online purchasing, parking, food waste, household spring cleans, fly tipping, PPE littering & recycling, bonfires, and waste safety when self-isolating.

The assets were used across councils Facebook and twitter pages. Key outcomes were:

- Over 84,000 views;
- 204 comments;
- Over 750 likes; and
- Over 200 retweets/shares.



Appreciation campaign:

During the first lockdown we experienced an overwhelming amount of appreciation from residents to our frontline staff. As we came out of lockdown Kent councils were conscious that we wanted this new found respect to continue for waste and recycling operatives. In summer 2020 the KRP worked with an external communications company to create the 'Appreciation' campaign.

This campaign was made up of 4 parts which were delivered in succession. The first was an animation highlighting how hard collection crews and street cleansing operatives work throughout the year, to keep district and boroughs clean.

The second was a fly on the wall short film to show a day in the life of a collection crew and street cleaning operative. The footage was shot by the operatives themselves.

The third was a poetry film that was produced by Laurie Bolger a poet from London. Laurie interviewed refuse team members from across the county to learn about their jobs, their experiences and their challenges to gain an insight into their worlds and create an emotive poem.

The fourth was thank you posters that residents could download, colour in and stick in their windows.

The image shows a screenshot of a website and social media posts. At the top is the 'Circular' website header with a search bar and navigation links: HOME, NEWS, INSIGHTS, KNOWLEDGE CENTRE, CATEGORIES, MAGAZINE. Below the header is a news article titled 'Appreciation campaign for waste and recycling crews across Kent' from 'Collection and Transport, Resource Management' dated 9th September 2020. The article features a photo of a recycling truck and workers in orange high-visibility gear. Below the article are three social media posts:

- Gravesham Borough Council** (3 d): 'Whatever the weather, even on wet and gloomy days like today, crews are working hard to keep our towns and villages clean. For them, it's all in a day's work. #KeepKentClean #Gravesham #OneCommunity' with a video thumbnail titled 'Keeping Kent Clean'.
- Thanet District Council** (6 October at 17:54): 'We're so pleased to see some of Thanet's street cleaners and beach cleaners featured in this video. A huge thank you to them for their hard work and dedication... We're also delighted to say that the poem/words in the film were created after short conversations with the staff featured. We're told the words of one of our street cleaners in particular had quite an affect on the poem!... Next time you see any of our staff, a smile or a simple hello will really go a long way! See more' with a video thumbnail showing a 'DENNIS' truck.
- ashfordcouncil** (@AshfordCouncil - 3h): 'Our appreciation campaign aims to highlight the work our waste and street cleaning teams do to #KeepKentClean. If you'd like to join in why not start by colouring in one of our posters and displaying them somewhere our teams can see them? Download here orlo.uk/y20jH' with a video thumbnail showing a 'THANK YOU FOR KEEPING OUR COMMUNITY CLEAN' poster.

Recycle Week September 2020:

Kent councils participate in WRAP’s national recycle week campaign each year in September. This year’s theme was ‘together we recycle,’ and the main message was to thank residents for continuing to recycle during lockdown.

Key outcomes of #Kentrecycles on twitter, 43,745 accounts reached with over 118,000 impressions!

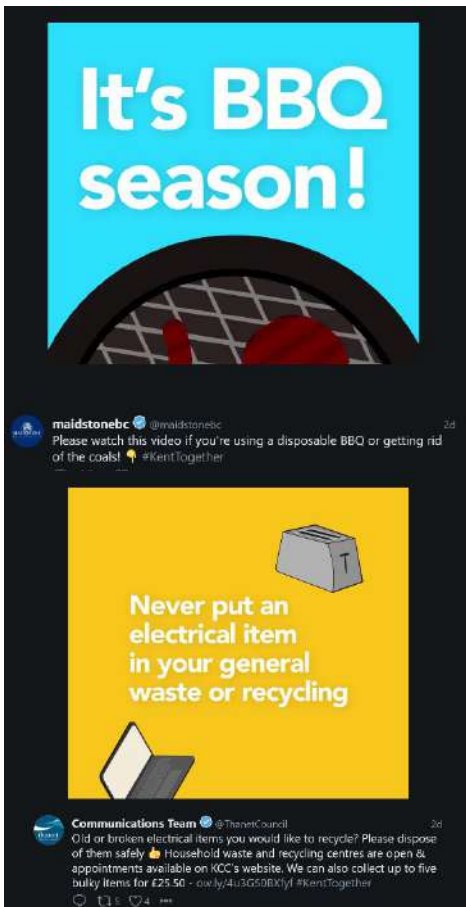


Great British September Clean 2020:

The national Keep Britain Tidy campaign, the Great British Spring Clean was postponed this year due to the national lockdown. Instead of in spring residents participated in community engagement with litter picking and clean ups during 2 weeks in September!

Key outcomes of #KeepKentClean on twitter, 56,017 accounts reached with over 191,000 impressions! Across Kent over 1, 600 bags of litter were collected by over 600 volunteers!





Correct Disposal Animations:

A suite of animations were created which stemmed from discussions at our KRP Health and Safety Project Group. These animations targeted specific problem items that if disposed of in the wrong way could cause harm to collection crews and even fires at sorting facilities.

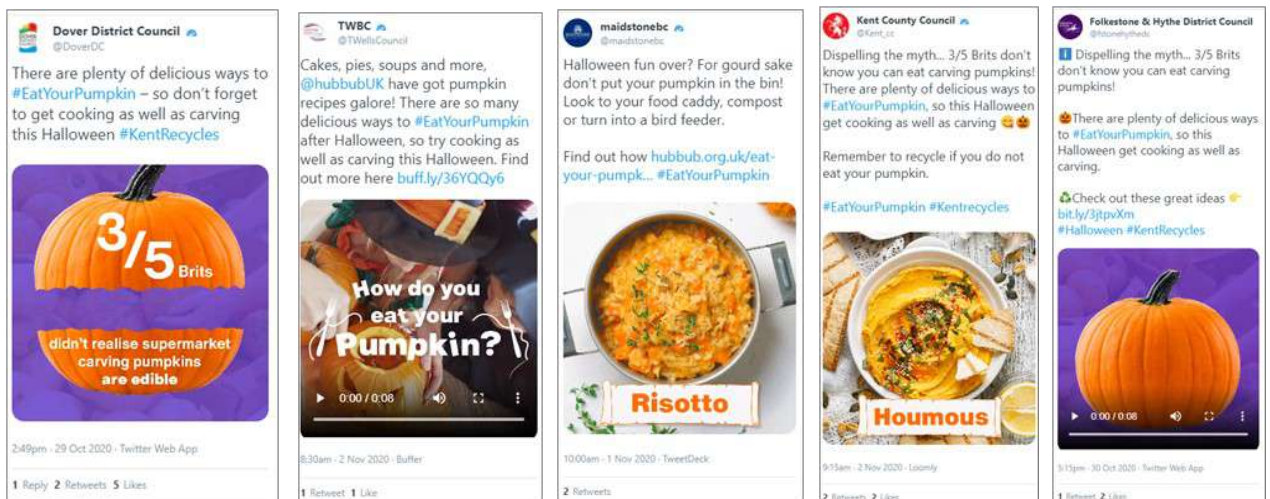
The items targeted included, fireworks, batteries, needles & sharps, knives, BBQ's, and small electricals.

The key outcomes on social media posts were:

- 84 likes;
- 74 shares/retweets;
- 7,216 views;
- 29 comments; and
- #KentTogether reached 375,407 accounts with 682,709 impressions.

Pumpkin Rescue October 2020:

A staple on the KRP communications calendar is the national campaign #PumpkinRescue. This campaign is developed by Hubbub and provided for local authorities to use. It is a seasonal campaign that focuses on reducing the amount of pumpkin waste being thrown away each year at Halloween. Additional collection bins were put out to collect pumpkins for food waste recycling. Pumpkin farms were provided with information to give to residents for how to cook and eat their pumpkins. Key outcomes, #EatYourPumpkin, reached 376,960 accounts with 602,129 impressions!



Keep Kent Clean, Duty of Care campaign January-February 2021:

With additional financial support from Kent County Council, Kent Councils targeted waste crime across the county by educating residents on their ‘duty of care’. This is the third time in as many years Kent councils have delivered this campaign.

The #KeepKentClean campaign has been refreshed each year it has been delivered. This year's campaign focus was to raise awareness that there is no excuse for fly tipping. It provided information to residents on what they should check for when hiring someone to dispose of their waste.

The campaign included, a programme of Facebook, instagram and twitter posts, paid social media adverts, radio adverts, bus adverts, KM digital takeover, large boards placed at HWRC's, and CCTV signage used in hotspot areas.

Key outcomes on social media;

- 3,504 likes;
- 1,404 shares/ retweets;
- 844 comments;
- 26,908 views;
- 4,998 clicks;
- 2,290,721 accounts reached;
- 31,795,631 impressions.



A vertical poster for the 'Keep Kent Clean' campaign. At the top right, it says 'KEEP KENT CLEAN' in white text on a black background. Below this, on a red background, is the text 'YOUR WASTE, YOUR RESPONSIBILITY' and 'FLY TIPPER GET FINED'. In the center, there is a white line-art illustration of a kitchen with a stove, oven, and various items like a toaster, coffee maker, and a bag of rubbish. Below the illustration, on a red background, is the text 'NO EXCUSES. YOU COULD GET AN UNLIMITED FINE.' At the bottom, on a red background, is the text 'BEFORE YOU HIRE A WASTE DISPOSAL SERVICE ASK:' followed by a list of three items: '- for their Waste Carrier Licence', '- where they dispose of their waste', and '- for a receipt or invoice'. To the right of this list are social media icons for Twitter, Instagram, and Facebook, and the hashtag '#KeepKentClean'. At the bottom right, there are two logos: 'Kent Councils Working Together' and 'Keep Kent Clean'.

Working together against waste crime

As a partnership Kent Councils continue their battle against fly tipping. With additional financial support from Kent County Council, we have managed to develop joint actions to target fly tipping offenders. For example, the additional fund has provided more CCTV equipment which is distributed across Kent in hot spot areas. Days of action with Kent police to help target prolific fly tippers, conduct checks on paperwork and carry out vehicle checks.

The KRP Dedicated Intelligence Analyst has also been supporting Kent Councils and assisting with fly tipping investigations. For example, some successes this year were;

- A driver was wanted in connection with a fly-tip in Maidstone. After carrying out intelligence checks to identify who the vehicle was being used by and producing briefing documents on the suspected male and the vehicle. He was successfully targeted and stopped on the Op Assist day. The male was issued with a fixed penalty notice and his vehicle was seized by Maidstone BC;
- Swale BC successfully prosecuted a male for carrying controlled waste without a waste carrier licence, a scrap dealer licence, or waste transfer notes. The male was found guilty of all charges, and ordered to pay 3 fines, a court levy and prosecution costs totalling over £7,000;
- Dover DC prosecuted a male from Ashford for fly-tipping with an additional charge of failing to prevent the escape of waste. The male was found guilty of fly-tipping and was fined £200, ordered to pay £700 in costs, and a £30 victim surcharge.





Operation Assists

An Operation Assist is a ‘day of action’ to target the most prolific offenders of waste crime. It’s led by councils’ enforcement officers, supported by Kent Police and underpinned by the latest intelligence picture. The national lockdowns did impact how many days of action took place this year.

Key outcomes from 2020/21 are:

- **24 Operation Assists took place;**
- **167 vehicles were stopped & searched;**
- **33 fixed penalty notices issued;**
- **18 producer notices created; and**
- **22 vehicles seized for waste and other police offences.**

Educating local businesses:

The E-learning package designed for local businesses to learn how to dispose of their waste has been in development this year. This will be followed up with the Environment Agency with the aim for businesses to complete this before they register as waste carriers.

Joint Letter to the Sentencing Council:

Kent Councils together with over 150 local authorities across the UK and 10 professional bodies sent a letter to the sentencing council calling for tougher fines and sentences for fly tipping offenders. This follows the letter sent to the magistrates association last year.

An interim response has been received from the sentencing council which recognises the importance of the issues raised in our letter. A full response is expected in early 2022.



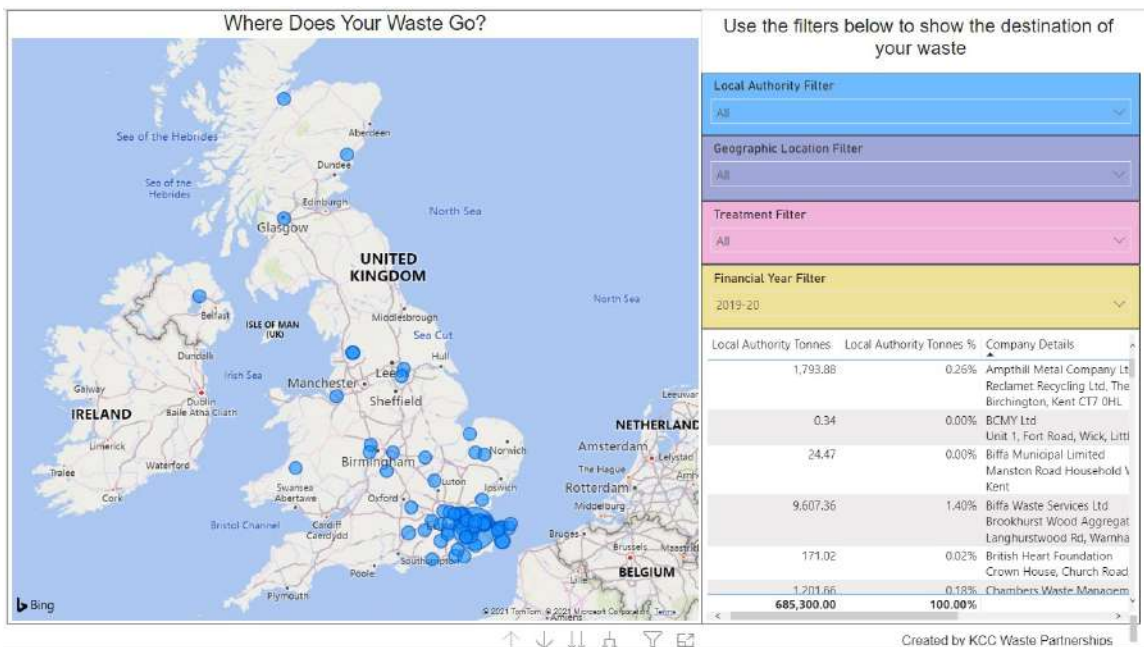
Where does our recycling & waste go?

Each year the Kent Resource Partnership (KRP) shares its Materials End Destination Publication. This publication provides details to Kent residents as to what happens to their waste and recycling once it has been collected at kerbside. The latest publication shows where materials were reprocessed in 2019/20.

Key headlines from this report are;

- Just over 75% of all waste and recycling collected stayed in Kent for processing. This is great news as it also reduces carbon emissions on transport.
- Landfill avoidance is our top priority and only used as a last resort. Just 1.5% went to landfill. The average landfill rate in England was 8.5%, so we are ahead of most other counties.
- In Kent we recycled or composted 46.7% of our waste, this is higher than the average of 43.8% for the country.

The full report can be found on Kent.gov. This year Kent County Council added an additional page to their website using the details from the Materials End Destination Publication. The aim of the additional web page is to make it easier for residents to find out what happens to their waste and recycling. Below is an example of the interactive location map showing where each material is taken for reprocessing. Please go to Kent.gov to find out more about where your waste and recycling goes.



Further information & contact details

KRP Members Board and senior managers (as at time of print);

Ashford Borough Council	Cllr Andrew Buchanan	Tracey Butler
Canterbury City Council	Cllr Andrew Cook	Sarah Randall
Dartford Borough Council	Cllr Steve Brown	Dave Thomas
Dover District Council	Cllr Nicholas Kenton	Roger Walton
Folkestone & Hythe District Council	Cllr Stuart Peall	Roger Walton
Gravesham Borough Council	Cllr Lee Croxton	Stuart Alford
Kent County Council	Cllr Susan Carey	David Beaver
Maidstone Borough Council	Cllr Jonathan Purle	Jennifer Stevens
Sevenoaks District Council	Cllr Margot McArthur	Adrian Rowbotham
Swale Borough Council	Cllr Julian Saunders	Martyn Cassell
Thanet District Council	Cllr Robert Bayford	Gavin Waite
Tonbridge & Malling Borough Council	Cllr Piers Montague	Robert Styles
Tunbridge Wells Borough Council	Cllr Matthew Bailey	Gary Stevenson

Website: [KRP on Kent.gov](https://www.kent.gov.uk)

For general enquiries or if in doubt as to whom to contact for any of the 13 councils:

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Published by the Kent Resource Partnership on behalf of the following KRP constituent councils:-

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