

5. Buy Better, Waste Nothing

Defining a Vision for 2030



We live in a wasteful, throw-away society. In 2017 waste accounted for 16.5 MtCO₂e (4% of UK emissions) with 14.7 MtCO₂e from landfill (nearly 90%)ⁱ. The Zero Carbon Britain (ZCB) target is to reduce emissions from waste by 75% to just over 5 MtCO₂e. However, this is just the greenhouse gas emissions associated with *disposing* of waste and takes no account of the *embedded carbon* in the products or the carbon emitted in getting the goods to market, particularly if they are brought in by ship or plane. So, first we must rethink what we buy as by the time we throw stuff away, our options for recovering the value of the product and the materials it is made from become limited. We need to treat waste as a valuable resource that can be reused or recycled, before being burnt with energy recovery. Putting waste in the ground must be a last resort.

This means moving from the traditional manufacturing approach of take, make and dispose, to a **circular economy** model where we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each service life. A circular economy is vital as it reduces waste, drives greater resource productivity, helps reduce the environmental impacts of production and consumption and contributes to a more competitive economy.

In 2030...

Dorset has embraced the circular economy, supporting innovative businesses to take advantage of waste materials in designing new products, thereby contributing to the green economy.

Dorset continues to deal with the majority (90%+) of waste within its boundaries. The amount of waste produced per person has been reduced. No waste is sent to landfill and the county has achieved a 100% recycling rate. As a result, waste GHG emissions have been reduced by at least 75%.

Dorset residents understand the value of buying better to reduce the amount of waste they produce and continue to be enthusiastic re-users and recyclers. Communities have achieved plastic-free status.

Assessment Framework

How are we performing currently?

The framework below sets out the criteria against which the current status can be assessed. Aspirational objectives are then set to encourage progress towards the vision.

Category	Assessment Criteria
1	At least 60% of waste is recycled. Zero waste (<1%) sent to landfill. Household waste per person has stabilised by encouraging people to buy better and efforts by business to reduce packaging.
2	At least 60% of waste is recycled. Household waste per person has reduced by at least 5%.
3	At least 65% of waste is recycled. Household waste per person has reduced by at least 10%.
4	At least 75% of waste is recycled. Household waste per person has reduced by at least 15%.
5	100% of waste is recycled. Household waste per person has reduced by at least 20%.

2021 Assessment

1	While the latest data is pending it is highly unlikely that any of the proposed criteria for reducing GHG emissions, waste sent to landfill and waste per person and increased recycling will be achieved. As such this area is rated "1".
---	--

2022 Assessment

1	We have not been made aware of any significant developments in this area during 2022.
---	---

2022 Observations

Most of the analysis in our original report remains valid at the end of 2022. However, we have noted the following developments during the year.

National stores efforts to reduce waste.

M&S and other supermarkets removed best before dates from a range of fresh produce to help reduce in-store and household food wasteⁱⁱ. M&S has also donated over 44 million meals to charities by partnering with Neighbourly since 2015, where store teams work closely with their local communities to ensure edible food surplus is redistributed.

Dorset household waste on the rise.

The amount of household waste collected in Dorset increased slightly by just under 2% between 2019/20 and 2020/21, whilst the recycling rate stayed almost the same at around 55%ⁱⁱⁱ. Household waste per person

increased from 448 kg to 455 kg. The average for England was 420.6 kg. The recycling rate is expected to rise once food waste recycling is introduced in Poole next year^{iv}. Dorset Council residents are some of the best recyclers in the UK (60%).

Going plastic free.

BCP Council worked with environmental charity City to Sea to launch a campaign to offer free drinking water at seafront locations^v. Thanks to the innovative new campaign, which coincides with the start of Plastic Free July, there were an additional 150 places to refill water bottles along Bournemouth, Christchurch and Poole's seafront. This will cut the need to buy single-use plastic bottles when visiting the beach.

Reusing redundant IT kit.

In February, DonateIT collected 238 of unwanted electrical equipment, including laptops, mobile phones and tablets from Wimborne Methodist Church for reuse^{vi}.

Slow Fashion.

Vintage Clobber in Christchurch Road, Pokesdown has seen an increase in demand as shoppers look for high-quality environmentally friendly clothing^{vii}. Another key draw of shopping vintage is the resale value of items - customers can buy an item at Clobber and when they get bored of it they can sell it back to the shop who then re-sell it. In May, Re_Threads^{viii}, a sustainable and versatile workwear provider launched its versatile and functional workwear, including tee-shirts, jumpsuits, shirts and trousers, are made from natural fibres, including organic cotton and bamboo. Garments are designed to be worn again, and again and again, with a free repairs policy for life.

Recycling by the seaside.

Five bins are available alongside Weymouth Harbour which is a popular location for people to use single-use disposable plastic kits to catch crabs^{ix}. The Weymouth & Portland Marine Litter Project collects the lines, string, nets and handles and arranges for them to be recycled.

Recycling Xmas trees.

Lewis-Manning Hospice Care's annual Christmas tree collection service raised more than £10,000 and gathered up in excess of 700 trees^x. That equates to seven tonnes of recycling, making it a double success for great causes.

Win on Waste.

A charity in Poole, Dorset has raised £6,000 to fund its community sustainability initiatives by collecting 'non-recyclable' products and packaging to be recycled by TerraCycle^{xi}.

Litter - still a problem.

In May, 177 Dorset residents took on the Litter Free Dorset^{xii} challenge and collected a whopping 34,000 pieces of litter weighing 1,200 kg (the equivalent of a giraffe). The litter was removed from Dorset's streets, greenspaces and beaches. During the year, many other organisations have completed street, river and beach cleans across the county. In West Moors the annual litter pick in April found that litter is on the increase in the town. Volunteers collected 35 bags of rubbish - the most collected in the last 7 years of council litter picks^{xiii}. Despite pleas from BCP Councillors, voluntary groups and environmental campaigner Oly Rush^{xiv}, for people to act responsibly, Bournemouth beach was again covered in litter during the summer^{xv}.

What do we need to focus on in 2023?

- Both Councils need to educate and encourage residents on the easy steps they can take to reduce the amount of waste they produce, focusing on fashion and food.
- Both Councils continue to educate and encourage residents to recycle more, both through their kerbside collection schemes and win on waste events across the county.
- Businesses embrace the circular economy model to reduce the amount of waste they produce and make it easier for consumers to extend the life of their products.

ⁱ Zero Carbon Britain “Rising to the Climate Emergency”

ⁱⁱ <https://corporate.marksandspencer.com/media/press-releases/6220d70a7880b2454cf64ab6/m-and-s-removes-best-before-dates-across-fruit-and-veg-in-bid-to-tackle-food-waste>

ⁱⁱⁱ <https://www.gov.uk/government/statistical-data-sets/env18-local-authority-collected-waste-annual-results-tables>

^{iv} <https://www.bournemouthcho.co.uk/news/19894389.poole-finally-get-food-waste-collections/>

^v <https://www.dorsetview.co.uk/bcp-free-refill-stations-cut-need-to-buy-water-in-plastic-bottles/#.YuKWBHZKi3A>

^{vi} <https://donateit.co.uk/>

^{vii} <https://www.dorsetcho.co.uk/news/19885090.clobber-vintage-sees-growing-demand-second-hand-fashion/>

^{viii} <https://www.dorsetbiznews.co.uk/the-fashion-industry-really-does-need-quite-a-stern-shake-up-says-workwear-challenger-liz/>

^{ix} <https://www.bbc.co.uk/news/av/uk-england-dorset-61256223>

^x https://ehospice.com/uk_posts/local-community-raises-enough-money-to-provide-100-hours-of-nursing-care-and-7-tonnes-of-recycling-thanks-to-lewis-manning-hospice-cares-christmas-tree-collection-service/

^{xi} <https://ukdaily.news/bournemouth/the-poole-charity-is-raising-thousands-by-recycling-the-unrecyclable-1376.html>

^{xii} <https://www.dorsetview.co.uk/are-you-having-a-giraffe-mountain-of-litter-picked-in-dorset/#.Y5yT-HbP23A>

^{xiii} <https://www.dorsetview.co.uk/littering-on-the-increase-in-west-moors/#.Y5yZ8XbP23A>

^{xiv} <https://www.dorset.live/news/dorset-news/bournemouth-beach-litter-campaigner-blasts-7316887>

^{xv} <https://www.dorset.live/news/dorset-news/bournemouth-beach-covered-litter-50000-7223190>