

## MRWA Corporate Plan 2025-2030

This plan sets out how we will deliver against our MRWA Zero Waste strategy over the next 5 years. It will necessarily evolve during its lifetime, particularly in the way we measure our performance and achieve our 5 year aims. This will allow us to be flexible to the changing context within which we operate and to be responsive to future challenges and opportunities.

The plan sets out 5 priority focus areas. These priorities will drive everything we do. They champion sustainability, the move to a more circular Liverpool City Region and support our work to manage the resources of the City Region and do our bit to tackle the climate emergency.

To be successful we will need to think and work differently. We will need to invest in our people and in improving how we do things including taking a whole system approach to managing resources and waste and collaborating with our partners across the Liverpool City Region and beyond.

### Our Vision

To lead the way towards zero waste across the Liverpool City Region

### Our Mission

We have a passion for the environment. Working together, we will transform resource management and help our communities reduce, reuse and recycle, to protect our planet from climate change.

### Our Values

We will do this in a way which is Respectful, Socially responsible, Collaborative, Transparent, Innovative, and we will operate with Integrity

### Our 5 Priority Focus Areas:

Priority Focus Area 1
<b>Deliver our statutory and contractual duties</b>
<ul style="list-style-type: none"><li>• Our waste contracts deliver frontline services that meet expected standards and to agreed terms and conditions</li><li>• Our business support functions are effective in supporting the Authority's aims and objectives</li><li>• Our estate and facilities for which the Authority has responsibility are managed effectively</li></ul>

- Our staff are deployed effectively and have opportunities to develop the skills needed
- We facilitate the development of levy mechanism options that drive improved behaviours

## **Priority Focus Area 2**

### **Develop new and improved services**

- We are adequately resourced and prepared to deliver on the changing statutory and future service provision demands.
- We support efficient delivery through robust processes and procedures backed up by effective IT infrastructure and services.
- We review the provision of waste services and implement agreed changes Key stakeholders are fully engaged in the planning and delivery of future waste services.

## **Priority Focus Area 3**

### **Ensure the highest standards of governance and performance**

- Our Corporate Planning and Performance Management Frameworks ensure a consistent, streamlined and joined-up approach to delivery and performance across the Authority.
- Our governance framework and processes are agile and robust and we continuously seek to improve how we do things
- We effectively manage our corporate risks
- Decision making is fully informed by a comprehensive and detailed suite of data and information; and we use waste data to identify the potential for improvements in whole system performance.

## **Priority Focus Area 4**

### **Implement our Zero Waste Strategy 2040**

- We lead and support the LCR Waste Partnership, including development and delivery of the Liverpool City Region Zero Waste Strategy.

- We develop a programme of data and evidence to inform the Zero Waste Strategy 2040
- We maximise joint working with our partners and stakeholders through effective communication, consultation, and engagement.
- We develop and implement Social Value Metrics
- Our activities and practices are delivered in a way that results in continuous improvement of our environmental performance and social impacts
- We measure and report our progress on the achievement of social value, meeting our Sustainable Development Goals and our carbon footprint.
- We promote and support circular economy in LCR

## Priority Focus Area 5

### Educate and influence behaviour change

- Our Behavioural Change Programme promotes the waste hierarchy by supporting consistent messaging on waste avoidance, resource recovery and appropriate waste disposal behaviours
- We build and nurture our relationships with community organisations so that they can help us deliver our objectives
- We develop and implement metrics to measure the success of the Behavioural change and Education programmes
- We work with LCR Partnership to deliver LCR wide communications promoting reuse and recycling
- We develop our understanding of residents' attitudes, challenges and barriers to waste prevention, reuse and repair

### How We Will Know We Are Succeeding?

#### PEOPLE

#### By 2030 we will: -

- Be working with the LCR Strategic Waste Partnership to deliver joint zero waste action and increased recycling rates
- Have an established social value framework, and be measuring our impact against relevant social value metrics
- Considered social value principles in all our procurement processes
- Have further developed our Zero Waste Community Fund and increased our work with LCR community groups

- Have trialled a range of education projects and offer a comprehensive education resource across LCR
- Making better use of our data and systems to inform decision making and track performance
- Have a Cyber Essentials Plus Accredited, ICT System

## PLANET

### By 2030 we will: -

- Updated our carbon reporting and developed an MRWA net zero pathway with targets and commitments
- Have identified sustainability improvements for our estate, including renewable energy generation, increased biodiversity and nature recovery
- Offering a range of behaviour change initiatives to encourage a positive change in attitudes and help residents move towards zero waste through participation in waste prevention, reuse, repair and composting.
- Be delivering campaigns across LCR to improve zero waste action which are informed by data analysis and research on residents attitudes and behaviours
- Have increased our reuse activities and be implementing plans to embed reuse hubs and networks across the LCR

## ECONOMY

### By 2030 we will: -

- Have reviewed and redesigned services currently provided through our WMRC, enabling improvements in efficiency and effectiveness in the waste system
- Have maximised resource use through our contract services and operations
- Have improved our services and their value for money resulting in better performance and fewer complaints
- Be working with wider LCR partners to promote the benefits of circularity and shift LCR towards a circular economy