

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE		
DATE:	19 NOVEMBER 2014	AGENDA ITEM:	10
TITLE:	DEVELOPMENT OF A WASTE MINIMISATION STRATEGY FOR READING		
LEAD COUNCILLOR:	COUNCILLOR LIZ TERRY	PORTFOLIO:	NEIGHBOURHOODS
SERVICE:	TRANSPORTATION AND STREETCARE	WARDS:	BOROUGHWIDE
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1 PURPOSE AND SUMMARY OF REPORT

- 1.1 To identify the need, and support for, a comprehensive Waste Minimisation Strategy for Reading.
- 1.2 To update Members on the development work carried out to date on the Waste Minimisation Strategy.
- 1.3 To provide Members with a preliminary timetable for the consultation and implementation of the strategy, subject to it being adopted at a future meeting of the Housing, Neighbourhoods and Leisure Committee.

2. RECOMMENDATION

- 2.1 That the Housing, neighbourhoods and Leisure Committee acknowledges the need for a comprehensive Waste Minimisation Strategy and support the proposed timetable for consultation and adoption at a future Committee.
- 2.2 That the Head of Transportation and Streetcare, in discussion with the Lead Councillor for Neighbourhoods, is authorised to develop and make changes to the Waste Minimisation Strategy throughout the consultation and development process as required.
- 2.3 Consultation feedback and the final version of the Waste Minimisation Strategy will be reported to a future meeting of the Housing, Neighbourhoods and Leisure Committee in early 2015.

3. POLICY CONTEXT

- 3.1 The Corporate Plan states as an objective: to 'Protect and manage the cleanliness and safety of the streets, open spaces and the green environment'.
- 3.2 A key Council priority is 'To keep Reading clean with a crack down on fly tipping and graffiti'.
- 3.3 Priority 3 of the Corporate Plan commits the Council to 'Increase the amount we recycle and reduce the amount we send to landfill through education on recycling, reuse and waste prevention including the implementation of weekly collections in flats, improve recycling and introduce a recycling incentive scheme using funding from the DCLG (Department, Communities & Local Government) Weekly Collection Support Scheme'.

4. THE PROPOSAL

- 4.1 The Council is committed to reduce the growth of waste by promoting waste minimisation through reuse, recycling and composting and to minimise disposal.
- 4.2 As the Council services will soon be delivered on a Neighbourhood basis, there is a real opportunity to consult and engage within Neighbourhoods to promote waste minimisation on the doorstep and within communities and Neighbourhood Centres.
- 4.3 Doorstep collections are carried out by the Council for general waste, recycling and green waste. Additional recycling is available at bring-banks for recycling of glass, textiles, tetra-packs, foil, batteries, books and shoes. These waste streams are then recycled or disposed of at the re3 Materials Recycling Facility (MRF) at Island Road.
- 4.4 There are obvious environmental benefits of reuse and recycling, however, it is essential that the Council continues to promote reuse and recycling with a corresponding reduction in general waste which will be disposed of at a landfill site. A combination of housing growth, increasing landfill costs and increased levels of waste being disposed of (as the economy recovers) means that the cost to the Council will increase unless we are able to convert general waste in to recycling.
- 4.5 As a result of these challenges, the proposal is to produce a comprehensive Waste Minimisation Strategy. This will set out how the Council is going to achieve this for the period 2015 - 2020 and it will form the basis for the future strategy beyond 2020. The draft strategy will have 4 key objectives:
 - Objective 1. Increase recycling and re-use rates.
 - Objective 2. Minimise the amount of waste sent to landfill
 - Objective 3. Increase understanding and engagement in waste & recycling for the local community and key stakeholders.

- Objective 4. Effective, efficient value for money service delivery.

4.6 The Waste Minimisation Strategy will be supplemented by a suite of 3 supporting documents which effectively expand on how the Strategy will be delivered. The 4 documents are listed below:

- **Waste Minimisation Strategy.** This is the overarching strategy document and it states the aims and objectives of the strategy, describes current practice and sets out the challenges ahead.
- **Implementation Plan.** The Implementation Plan responds to the waste strategy and sets out the activities and measures to achieve the waste strategy's 4 key aims. Developing such a plan will allow the Council to clearly set out the activities it is currently undertaking, the activities it is planning and the timescales for their development during the lifetime of the strategy.
- **Action Plan.** The action plan is the day to day live working document and is the means by which the implementation plan is applied in practice and then monitored. It will be subject to a formal annual review, but as with all live documents it will be subject to change and revision in response to changes in resourcing, legislation and council priorities.
- **Neighbourhood Engagement Plan.** Sets out the communications strategy for waste minimisation, establishing Love Clean Reading as the key waste minimisation brand, identifying target audiences and messages and defining the media channels to be used.

4.7 The Strategy and supporting documents are currently being developed with internal stakeholders and these discussions will take place throughout November with the aim of having a first draft of the Strategy during December. Once the draft has been completed it will be subject to an online consultation in order to gain wider feedback from key stakeholders and from Neighbourhood communities.

5. CONTRIBUTION TO STRATEGIC AIMS

5.1 To promote equality, social inclusion and a safe and healthy environment for all.

6. COMMUNITY ENGAGEMENT AND INFORMATION

6.1 The waste minimisation strategy will be subject to consultation via the approved Council online channels and through Neighbourhoods.

7. LEGAL IMPLICATIONS

7.1 The Council has duties under a number of pieces of UK and EU legislation to deliver waste services, both collection and disposal, principally the Environmental Protection Act 1990 and the revised EU waste framework directive 2008.

8. EQUALITY IMPACT ASSESSMENT

8.1 In addition to the Human Rights Act 1998 the Council is required to comply with the Equalities Act 2010. Section 149 of the Equalities Act 2010 requires the Council to have due regard to the need to:-

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

8.2 An equality impact assessment has not been carried out at this stage.

9. FINANCIAL IMPLICATIONS

9.1 The development of the Waste Minimisation Strategy will be funded from existing budgets.

10. BACKGROUND PAPERS

10.1 RBC Corporate Plan.