



READING BOROUGH COUNCIL  
WASTE MINIMISATION STRATEGY 2015 - 2020.

Action Plan

This Action Plan describes the initiatives that the Council has identified as being important to improve waste minimisation in Reading over the next 5 years. The actions will be reviewed annually to record progress, re-assess priorities, make additions and ensure relevance.

ACTION PLAN 'PRIORITY' COLUMN

The second column, in the Action Plan below, describes the priority given to each action. A high priority action will be addressed before one with a low priority. Priorities change, however, and the Council will review these actions on an annual basis.

Key to Priority Column

- High Priority: addressed within years 1 and 2
- Medium Priority: addressed within years 3 and 4
- Low Priority: addressed within year 5

OBJECTIVE 1. To increase recycling and re-use rates.						
Action	Priority	Links to other objectives	Who	How	Barriers	Resources
<p>1a. Love Clean Reading</p> <p>Promote and embed Love Clean Reading as the waste minimisation and neighbourhood services campaign.</p>	H	2,3,4	Neighbourhood Support team. WMRO's (Waste Minimisation and Recycling Officers), NO's (Neighbourhood Officers), WO's (Waste Operations), Corporate M and Pr. Transport and Streetcare staff. Parks and cleansing teams.	<p>Agree look and feel and use on all equipment, clothing and promotional material.</p> <p>Use of Logo on all promotional material.</p> <p>Targeted PR campaigns.</p>	None	Officer time
<p>1b. Incentive Scheme</p> <p>Identify an appropriate waste minimisation incentive scheme for Reading, possibly linked with e passport to increase participation. Rewards could be in the form of credits to community groups and</p>	H	2,3,4	WMRO, WO'S, Neighbourhood Support team and Corporate M and Pr.	Identify and introduce most suitable incentive scheme. Work with RSL and M and Pr to create robust scheme.	Procurement route for incentive scheme. RBC procurement pressures.	Officer time, RBC procurement team. Possible additional resource required.

schools for recycling/environmental projects.				Introduce the Initiative.		
<p>1c. Review Communications</p> <p>Continually review and improve the Waste Minimisation Communications Plan. Develop communications channels which use mobile devices, Twitter, Facebook and other social media.</p> <p>Develop and expand use of the Love Clean Reading App.</p>	H	3	WMRO, WO'S, NO's, Neighbourhood Support team and corporate M and Pr.	<p>Review process and make improvements as necessary.</p> <p>Data collection from LCR campaigns.</p> <p>Social media traffic</p> <p>Waste composition, output statistics from MRF review. Information from bin crews on contamination</p>	None	Officer time.
<p>1d. Review current campaigns</p> <p>The Council will review its current waste minimisation campaigns in</p>	H	2,3,4	WO's, WMRO's, and Neighbourhood Support team.	Desk study based on current waste data and	Accurate and timely information on moving	Officer time

<p>the light of Neighbourhood working and available budgets.:</p> <ul style="list-style-type: none"> <li>• Providing Welcome Packs for Students, new council tax payers, and Council tenants.</li> <li>• The current Flats project</li> <li>• Roadshows</li> <li>• Educational talks</li> </ul> <p>And how we work with:</p> <ul style="list-style-type: none"> <li>• Management Agents and Housing Associations</li> <li>• HMO's (Houses in Multiple Occupation)</li> <li>• Schools</li> <li>• Universities and Colleges</li> </ul>				<p>experience.</p> <p>Identify new tenants, liaise with Housing and Council tax and deliver new packs.</p>	<p>dates for new tenants.</p>	
<p>1e. Reading University</p> <p>Strengthen the working relationship with the University of Reading's Environmental Science department. Possibly establish Gap Year student scheme.</p>	M	2	WMRO, WO'S, NO's and Neighbourhood Support team.	Approach Reading University, establish details of the scheme.	None	Officer time
<p>1f. Recycling and Re-use Organisations</p>	M	1	WO'S, WMRO'S and NO's and Neighbourhood	NO's and WO's will liaise with community	Officer time available.	Officer time.

<p>Strengthen existing links Create new links with recycling and re-use organisations. Look to introduce innovative ways of working.</p>			<p>Support team.</p>	<p>groups. Councils will seek to develop a 'dual booking' system to divert re-usable items to charity/voluntary sector partner(s).  Co-ordinated campaigns with re3 and their re-use partners.  Promotion of re-use websites eg. Freecycle and Reading Freegle.</p>		
<p>1g. WEEE Roadshows  Promote recycling of small electrical items</p>	<p>M</p>	<p>1</p>	<p>WMRO's, NO's and Neighbourhood Support team.</p>	<p>Identify suitable venues and events.  Promotion of WEEE collections by refuse</p>	<p>None</p>	<p>Officer time</p>

				freighters using freighter mounted decals and posters.		
<b>OBJECTIVE 2: To Minimise the amount of waste sent to landfill.</b>						
2a. Reduce Packaging  Encourage local reduction of packaging in waste stream.	M	1, 3	WO'S, WMRO'S and NO's and Neighbourhood Support team.	LCR targeted campaigns eg. at Christmas.  Links on website to useful junk mail reduction information sites eg. Royal Mail.  Promote bags for life.	Officer time available.	Officer time
2b. Community Groups  Establish strong working relationships with Neighbourhood and Community Groups and Associations via Neighbourhood Working and Love Clean Reading	H	1,3	WO'S, WMRO'S and NO's and Neighbourhood Support team.  Housing Officers	NO's participation and coordination of community groups and activities.	Officer time available.	Officer time

<p>2c. Food and compostable Waste</p> <p>Aim: To reduce putrescible waste in residual bins through behaviour change.</p> <p>Review options for increasing food waste recycling, possibly by kerbside collection.</p> <p>Promote 'Love Food Hate Waste' campaign</p> <p>Promote and sustain the use of home composters and food digesters.</p> <p>Re-launch of the Green Cones initiative.</p> <p>Establish a network of Home Composting champions</p> <p>Promote green waste collections</p>	M	1,3,4	WO'S, WMRO'S and NO's and Neighbourhood Support team.	<p>Promotion and education, campaigns such as 'Love Food, Hate Waste'.</p> <p>Review current good practice elsewhere. Discussions with re3.</p> <p>Assess results of appropriate trials, arrange sale/promotion /education, introduce measures to support users.</p> <p>Via face to face discussions with Neighbourhood and Community groups.</p>	None	Officer time
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Review the promotion of Real Nappy Information Service						
2d. SME'S (Small and Medium Enterprises)  Encourage and support SME's to recycling more	M	3	WO'S, WMRO'S and NO's and Neighbourhood Support team. Coordinate with the trade waste service.	Review current system. Coordinate targeted campaigns.	Officer time and funding availability.	Consultant
2e. Business Waste  Review the development of web based waste for businesses through Business link and re3.	M	1,3,4	WO'S, WMRO'S and NO's and Neighbourhood Support team.	Liaison with re3 and Business Link.	Availability of funding.	Consultant
2f. Cardboard Recycling  Investigate expansion of the current cardboard recycling scheme in the town centre to include other materials, working with Reading UK CiC.	M	1,3,4	WO'S, WMRO'S and NO's and Neighbourhood Support team.	Coordination and discussions with Reading UK CiC.	Reading UK CiC officer time. Participation by town centre businesses.  Funding.	Officer time
2g. Recycling (Bring) Sites  Aim to increase the number and quality of bring sites in existing	M	1,3,4	WO'S, WMRO'S and NO's and Neighbourhood Support team.	Analyse location and performance of existing sites.	Availability of funding	Officer time



<p>areas, the town centre, schools, colleges and new developments for materials not collected at kerbside.</p>				<p>Identify possible locations for new sites, including in new developments.</p> <p>Seek alternative sources of funding, eg. Sponsorship.</p>		
<p>2h. Alternative storage</p> <p>Investigate alternative on street waste storage and disposal facilities eg. Underground storage bins in new developments, permanent waste disposal facilities on areas of unused or under-utilised RBC land.</p>	M	1,3,4	<p>WO'S, WMRO'S and NO's and Neighbourhood Support team. Highways and Streetcare.</p>	<p>Identify areas of need eg. Densely populated areas with no front gardens.</p> <p>Identify suitable equipment and sites</p> <p>Liaise with Planning, with Highways, Housing, Education and</p>	<p>Availability of funding</p>	<p>Officer time</p>

				<p>Valuations departments. Carry out research on similar facilities elsewhere.</p> <p>Identify alternative sources of funding.</p>		
<p>2i. On the Go sites</p> <p>Increase the number of “on the go” recycling sites in the borough, especially in the town centre and in local shopping centres.</p>	M	1,4	WO’S, WMRO’S and NO’s and Neighbourhood Support team.	<p>Review of existing sites.</p> <p>Identify suitable bins.</p> <p>Liaison with Highways and Transport about siting requirements</p>	Availability of funding	Officer time
<p>2j. Tetra - pak</p> <p>Review the provision of Tetra-pak and foil bring banks with a view to increasing numbers.</p>	L	1,4	WO’S, WMRO’S and NO’s and Neighbourhood Support team.	<p>Analysis of need and economic viability of providing additional sites.</p> <p>Identify sites</p>	Availability of funding	Officer time

2k. Waste storage - New Housing and Commercial Developments  Discuss the possible links between Planning requirements and the provision of internal waste storage facilities in new developments. Use planning gain contributions to fund bring sites.	M	1,4	WO'S, WMRO'S and NO's and Neighbourhood Support team.	Discussions with Planning and Regulatory Services to establish Planning Gain funding stream.	Availability of funding from Planning Gain	Officer time
2k. WEEE sites  Investigate trialling on street WEEE banks	M		WMRO's Waste Op's	Analysis of need and economic viability of providing additional sites.  Identify sites	Availability of funding	Officer time
<b>OBJECTIVE 3. The council will seek to increase understanding and engagement in waste and recycling for the local community and stakeholders.</b>						
3a. Neighbourhood Engagement  Introduce an outreach/publicity campaign for the 5 year life of the strategy. Use Love Clean Reading and cost comparisons to promote waste minimisation  Continually review the strategy and campaign content to respond to	H	1,2,4	Neighbourhood Support team. WMRO's NO's (Corporate M and Pr. All Transport and Streetcare staff.	Review available resources and expertise.  Identify funding and available resource.  Regular Officer	Availability of funding for consultant.  Availability of Corporate M and Pr. budget and Officer time.	Officer time Investigate using external resource.

changing situations.				coordination and review meetings  Committee update reports		
3b. A-Z Waste Minimisation Guide  Update and regularly update an A-Z guide to waste minimisation in Reading.	H	1,2	Neighbourhood Support team. WMRO's NO's (Corporate M and Pr. All Transport and Streetcare staff.	Review successful documents.	None	Officer time
3d. Schools and Colleges  Continue and develop links with schools to promote Love Clean Reading and the Reduce, Re-use, Recycle and Compost message by promoting term long projects for school children.	M	1,2	Neighbourhood Support team. WMRO's NO's	Direct links with Education Department and Schools	Officer time available.  Funding	Officer time
3e. Review roadshow events through Neighbourhood Working and Community groups and tailor events in areas to specific issues	H	1,2	Neighbourhood Support team. WMRO's NO's  Housing Officers	Use the MRF review, WO refuse crew and information from	Officer time available. Education and involvement of Refuse	Officer time

				patchworking groups to identify the areas of greatest need.	crews	
3f. Kerbside Stickers  Review and develop kerbside yellow /green stickers and develop a communications strategy as part of LCR.	M	1,2	Neighbourhood Support team. WMRO's and NO's M & PR	Review existing practice and develop a campaign.	None	Officer time
3g. External advertising  Review all current external advertising eg. Green Pages.	H	1,3	Neighbourhood Support team. WMRO's and NO's	Continue current practice	None	Officer time
3h. Enforcement  Review our enforcements practices in relation to current legislation	H	1,2	Neighbourhood Support team. WMRO's NO's	Identification of persistant offenders	None	Officer time
<b>OBJECTIVE 4: The council will ensure that the waste collection and disposal service is effective, efficient and value for money.</b>						
4a. RBC housekeeping  Review RBC internal waste disposal and waste minimisation	M	1,2	Neighbourhood Support team. WO's, WMRO's and NO's	Officer collaboration and review of current waste	None	Officer time

practices with a view to maximising re-use and recycling.				operations at 19 Bennet Road		
4b. Reduce contamination in residual waste  More effective identification of contaminators by Waste Operations staff.	H	1,2	WO'S, WMRO's, NO's and Neighbourhood Support team.	Involvement of Neighbourhood Officers  Coordination of inspections  Establish 'tool box talks' for crews to reinforce reduction of contamination message.  Establish 'Crew of the Month' scheme to reward crew with least contamination.  Encourage self - monitoring and reporting systems	None	Officer time.

4c. Shared collection service  Investigate feasibility and benefits of shared collection services between re3 councils.	M	1,2,3	Joint Waste Disposal Board (JWDB).  All Officers and Members  Legal and procurement	Consultation with re3 partners and Members	None	Officer Time and Council processes.
4d. Bulky Waste  Review bulky waste collection service and investigate ways of reusing or recycling bulky waste items (especially furniture and Weee items) collected.	H	1,2,3	WO'S, WMRO'S and Neighbourhood Support team.	Review current costs and operation.	None	Officer time
4e. One Bin Policy Review one bin policy	H	1,2,3	WO'S, WMRO'S and Neighbourhood Support team.  Members  Senior Management	Analysis of waste disposal costs and volumes.	None	Officer time
4f. 180l Bins  Investigate introduction of 180l bins instead of 240l bins for lost/stolen and new bins from April 2016.	M	1,2,3	WO'S, WMRO'S and Neighbourhood Support team.  Members	Analysis of waste disposal costs and volumes.	Public acceptance.	Officer time

			Senior Management			
<p>4g. Waste Transfer Station and Weighbridge</p> <p>Carry out a review of the waste transfer station at 19 Bennet Road, including the weighbridge and staff resource, with a view to improved sorting and recycling of valuable materials. Monitor and reduce the amount of residual waste coming into the WTS.</p>	H	1,2	Cleansing, and Neighbourhood Support team.	<p>Officer review</p> <p>Analysis of the waste streams and identification of recycling opportunities.</p> <p>Identifying possible capital expenditure.</p>	None	Officer time
<p>4h. WEEE collections</p> <p>Introduce WEEE collection and recycling by use of purpose built cages on the new freighter fleet.</p>	H	1,2	WO'S, WMRO's, and Neighbourhood Support team.	Publicise WEEE collection via LCR campaign	None	Officer time