

**HNL Committee 18<sup>th</sup> March 2015. Waste Minimisation Strategy Consultation.**

**Appendix A : Responses received.**

<b>Question 1: Do you agree or disagree that the 4 aims of the Strategy are appropriate?</b>	
<b>Resident response</b>	<b>RBC response</b>
1. We should be aiming to reduce consumption and promote reuse of items through initiatives such as Freegle and the Repair Cafe not just look at recycling rubbish that has already been generated. I think the mantra goes Reduce, Reuse and Recycle and means we should reduce our levels of consumption and packaging, reuse items where at all possible, so for example try and items fixed or reused by somebody else and only when this is not possible should we recycle.	The Waste Minimisation Strategy recognises the importance of promoting the avoidance of generating waste in the first place as well as re-use of unwanted items and the Council will continue to work with local re-use organisations to achieve this. Links to re-use organisations are available on our website. The re3 partnership works closely with Sue Ryder and sends furniture and other items to shops for re-sale which generated £18,000 worth of sales in 2012. We will seek to expand the scope and increase the amount of re-use that happens in Reading.
2. The council isn't doing anything to increase what recyclable material can be collected at kerbside	The Council carries out assessments on the viability and cost effectiveness of additional kerbside collections, eg. food waste and glass recycling, and the Waste Minimisation Strategy will continue this process.
3. Don't actually agree or disagree, couldn't find out what they are, buried in verbiage	The Strategy document was intended to be concise and easy to follow, this will be reviewed.
4. The plan needs to be adaptable to change and new recycling techniques or demands within the borough.	The Strategy is intended to be a live document which will be reviewed annually allowing operations to be tailored to differing demands and changes in the market.
<b>Question 2. Do you agree or disagree that the Council should review its current waste minimisation practices in order to increase efficiency and value for money?</b>	
<b>Resident response</b>	<b>RBC response</b>
1. It's the wrong focus. The council should review it's current waste minimization practices to increase waste minimization.	The first priority of the Strategy is to review all the Council's current waste collection and disposal operations in conjunction with the re3 partnership.
2. Because the reality of your interpretation of 'increased efficiency' will in practise translate into a reduction in service not an improved service.	The purpose of the waste operations reviews are to look at how we can give a better service with the resources we have rather than reduce service levels.

<b>Question 3: Do you agree or disagree that the Council should find better ways to communicate information about Waste Minimisation to residents and businesses?</b>	
Resident response	RBC response
1. I am not convinced that the issue is one of education, but rather of ease of use. Make it easier for people to do the right thing rather than telling them what they are doing wrong.	This is a valid point, there is a body of research which has proven that encouraging with positive messages is more effective than using negative messages.
<b>Question 4: Do you agree or disagree that the introduction of an incentive scheme would encourage you to re-use and recycle more of your household waste?</b>	
Resident response	RBC response
1. It will be overly complicated, and unnecessary if you get your points across successfully	We will be looking at a number of incentive scheme models but one possibility will be to integrate it with existing RBC schemes such as Your Reading Passport. This may give an opportunity to link recycling performance to rewards such as trips to leisure centres and to community initiatives. Any incentive scheme would have to be easy to use and simple to understand.
2. I do not see how this can be fairly done. As most bins are left outside in a publicly accessible location, others can put rubbish in your bin. Also we should not be rewarding people for recycling packaging that should not have been required in the first place.	Security of bins left on the street is an issue for all residents and Councils.
3. Sounds expensive to administer.	Funding is available from a Government grant scheme to establish an incentive scheme.
4. I already recycle as much as the council will allow. Residents either care or not. It is not easy to recycle in Reading and other councils offer better services.	The service reviews in the Strategy will analyse how it may be possible to expand the type of material that can be recycled.
5. The incentive to recycle should be a legacy to future generations not a cash bribe from the council.	The incentive scheme could be linked to the Your Reading Passport or a similar scheme which will offer rewards such as free swims or gym trips and which would give the option to donate any points earned to good causes, schools or community projects in Reading.
6. I already do as much as possible, so an incentive would make no difference to me! But I do think it could be a good thing to do to encourage other people to take more interest in recycling	The incentive scheme could be linked to the Your Reading Passport or a similar scheme which will offer rewards such as free swims or gym trips and which would give the option to donate any points earned to good causes, schools or community projects in Reading.
7. Because I already recycle/re-use everything I can; incentives might work for people that don't	The incentive scheme could be linked to the Your Reading Passport or a similar scheme which will offer rewards such as free swims or gym trips and which would give the option

	to donate any points earned to good causes, schools or community projects in Reading.
8. We already recycle all that RBC can handle	The Council will continue to examine the possibilities of recycling more materials as part of the re3 partnership.
9. Yes and no. I think the incentive is a good idea, but it will only work if the council starts recycling more types from the kerbside bin (tetra packs, more types of plastic)	<p>Because of the problems of sorting out different types of plastic, at the moment there is only a market for recycling plastic bottles in the UK. Reprocessors identify what types of plastic bottles are made from, making them easy to separate and recycle.</p> <p>The re3 partnership monitors markets and advances in technology and if the number of plastic products which can be recycled increases we will consider adding them to the range of waste that can be recycled. The Waste Minimisation Strategy commits the Council to review how it disposes of specific waste materials and to recommend changes if practical and affordable.</p> <p>Many Councils who collect mixed plastics such as yoghurt pots in recycling bins do not have the facility to separate it and it actually goes to energy from waste for disposal, as the plastic has a high energy content. Tetrapaks are currently only recycled in Sweden and we have to consider the environmental impacts of sending materials abroad.</p>
10. I already produce minimal waste, anyone that doesn't is just lazy and no incentives will help	The incentive scheme could be linked to the Your Reading Passport or a similar scheme which will offer rewards such as free swims or gym trips and which would give the option to donate any points earned to good causes, schools or community projects in Reading.
11. I don't need an incentive to recycle more, I need RBC to provide the tools and service to enable me to do this. Why do you not provide kerbside collection of glass? Why do you not provide separate food waste recycling? Why am I limited in the plastic waste I can put into the recycling bin. I estimate 60- 70% of the waste that goes into my grey bin and therefore to landfill is because RBC do not provide the service to recycle this.	<p>Because of the problems of sorting out different types of plastic, at the moment there is only a market for recycling plastic bottles in the UK. Reprocessors know what types of plastic bottles are made from, making them easy to separate and recycle. This means that the only type of plastic you can recycle is a plastic bottle.</p> <p>The re3 partnership monitors markets and advances in technology and if the number of plastic products which can be recycled increases we will consider adding them to the range of waste that can be recycled. The Waste Minimisation Strategy commits the</p>

	<p>Council to review how it disposes of specific waste materials and to recommend changes if practical and affordable.</p> <p>Many Councils who collect mixed plastics such as yoghurt pots in recycling bins do not have the facility to separate it and it actually goes to energy from waste for disposal, as the plastic has a high energy content.</p>
<p>12. I am already aware of the need to minimise household waste and recycle, re-use, compost and reduce use of packaging, etc. as much as possible. The incentive for others should be should be that they understand the benefits for the planet.</p>	<p>The incentive scheme could link to environmental issues, this will be investigated.</p>
<p>13. I want to be able to recycle more household waste and therefore do not need an incentive to do so. I also think if you have to "chip" the bins this could cause petty arguments in neighbourhoods and increase fly tipping.</p>	<p>Some incentive schemes involve adding bar codes or chips to bins, these will be investigated as part of the scheme set up. Any incentive scheme is likely to start as a trial and be tested before introduction.</p>
<p>14. This is not relevant to me personally since I am a keen and very active recycler and tend to facilitate better actions amongst my peers.</p>	<p>The Council recognises your help with recycling.</p>
<p><b>Question 5: Do you agree or disagree that you are given enough information about how to manage your household waste and how to recycle?</b></p>	
<p>Resident response</p>	<p>RBC response</p>
<p>1. I'm still unclear which plastics I can recycle.</p>	<p>This will be addressed through the communications plan, please see the answer to point 5 below.</p>
<p>2. I used to live in an area with a high turnover of rented accommodation and the information given to new residents is very poor. I saw many put bottles in their recycling which then was not collected. Many people try to recycle items that RBC do not recycle as it is not clear what can and cannot be recycled.</p>	<p>The Council will review how it communicates with landlords, housing associations and tenants with a view to improving the knowledge of HMO residents.</p>
<p>3. We don't even get a bin collection schedule any more.</p>	<p>Waste collection calendars are delivered to all properties on an annual basis and are available on the Council website.</p>
<p>4. When I moved from South Oxfordshire to Reading, I just assumed that what I could recycle only a few miles away (Shiplake) I could also recycle in Reading. Our bins had no labels so for ages I was putting the wrong things in the recycling bin. It wasn't until I saw a</p>	<p>Local Authorities develop their recycling collection schemes individually depending on prevailing local conditions. The attendance at roadshows will be reviewed in order to maximise their effect.</p>

<p>roadshow stand at Caversham festival that I realised I'd been putting the wrong stuff in. I've since become familiar with the website.</p>	
<p>5. Firstly, may I say what an awful survey this is. I've already completed it once and hoped that there would be an opportunity to add further comments/suggestions, which there is not. So I'm completing it for a second time to add comments in this box. 1) Have you compared waste figures from councils that recycle a wider variety of materials. E.g. South Oxfordshire? It's all good and well wanting residents and businesses to reduce waste, but if much of the waste we are disposing of COULD be recycled but RBC choose not to recycle it, then of course it WILL end up in landfill (I appreciate recycling some items is difficult and costly but surely longer term keeping landfill space is preferred?). I know for a fact having lived a few miles down the road in Shiplake (3 adults, 3 cats in property) that our small black bin was very rarely full; our larger recycling bin on the other hand was always full. Why? Because in South Oxon they recycle a wider variety of plastics (yoghurt pots, plastic tubs etc.), Tetra Paks, glass etc. kerbside, resulting in much less waste going into the black bin. 2) Following on from point one, I think introducing a food waste bin will be a good idea, again cutting down what goes in the black bin, so I am pleased this is being considered. 3) I think more public roadshows could be helpful: in The Oracle, Broad St, Broad St Mall, schools, community events (I know you already attend these). 4) Having lived in accommodation where bins are communal, I think RBC need to be tougher with both landlords and managing agents. Despite the majority of the 13 flats in our old building disposing of waste correctly, a small minority used to dump glass and larger items by the bins. Individual bins with locks would be good, that way persistent offenders</p>	<p>Reading Borough Council is part of the re3 waste partnership along with Wokingham Borough and Bracknell Forest Councils and FCC Environment. There are lots of different types of plastic that containers can be made out of. Plastic packaging is often made from more than one type of plastic mixed together, or mixed together with other chemical contaminants. This makes it very difficult to sort out plastic packaging to be recycled.</p> <p>Because of the problems of sorting out different types of plastic, at the moment there is only a market for recycling plastic bottles in the UK. Reprocessors know what types of plastic bottles are made from, making them easy to separate and recycle.</p> <p>The re3 partnership monitors markets and advances in technology and if the number of plastic products which can be recycled increases we will consider adding them to the range of waste that can be recycled. The Waste Minimisation Strategy commits the Council to review how it disposes of specific waste materials and to recommend changes if practical and affordable.</p> <p>Many Councils who collect mixed plastics such as yoghurt pots in recycling bins do not have the facility to separate it and it actually goes to energy from waste for disposal, as the plastic has a high energy content.</p> <p>Tetrapaks are currently only recycled in Sweden and we have to consider the environmental impacts of sending materials abroad.</p> <p>In 2012 a cost assessment of a Boroughwide kerbside glass collection service was carried out and it estimated the net cost at £550,000 (inc of savings from the removal of some bottle banks and the cost of capital for supplementary fleet and revenue for operating the collection).</p>

<p>could be spoken to. Or letters could be sent out to each individual flat resident (unaddressed letters/leaflets through the door very rarely get looked at). 5) That said, if you move from an area which used to recycle.</p>	<p>The assessment estimated that a 60% capture of glass would be a likely outcome of any kerbside collection service. In 2012 Reading collected 59.34% of glass for recycling from its bring-banks indicating that RBC is already operating at, or close to, the expected level of performance of a new glass collection service.</p> <p>In view of the current financial constraints upon councils, the cost of a new collection and the benefit it would confer on the performance of the council would appear not to be viable in the current climate.</p> <p>We will be looking at the viability of a separate food waste collection service as part of the Waste Minimisation Strategy.</p> <p>Our strategy for the type and frequency of road shows that we attend will be reviewed as part of the Strategy, in relation to visibility and profile.</p> <p>Our Neighbourhood and Waste Minimisation Officers and Refuse collection crews identify areas of contamination and will contact landlords and residents directly to pass on information and give advice about how to recycle and what can be put in the grey bin.</p>
<p>6. Not enough info is given on what can and cannot be recycled - this leads to people just putting it into the non-recycle bin if they are unsure</p>	<p>This will be addressed through the communications plan, please see the answer to point 5 below.</p>
<p>7. I live in a house share and am the only one who took the time to look up on the website what can be recycled. I have now lived there a year and have not received any information from the council about what we can recycle</p>	<p>This will be addressed through the communications plan, please see the answer to point 5 below.</p>
<p>8. Information on which types of plastic we can currently recycle is limited.</p>	<p>This will be addressed through the communications plan, please see the answer to point 5 below.</p>
<p>9. Many residents in my neighbourhood don't know about the bring sites, or bulky goods collection, given by the amount of flytipping in my neighbourhood. My neighbours either i) don't recycle full stop ii) put recyclables into their grey</p>	<p>This will be addressed through the communications plan, please see the answer to point 5 below.</p>

wheelie bin iii) put recyclables into a black bin bag and then into their red wheelie bin	
10. Not always clear what can and cannot be recycled.	This will be addressed through the communications plan, please see the answer to point 5 below.
11. Some of the information is contradictory e.g. I remember getting a leaflet maybe last year which said you could put foil in the recycling bin if it's rolled into a ball, but the current information doesn't include this - so can you, or not? Also with plastics - ALL plastic bottles, but no other plastics, even if they're the same type of plastic as the bottles? Though I notice the new council website does have an explanation for this	This will be addressed through the communications plan, please see the answer to point 5 below.
12. I agree, but I am an English-speaker. I am not sure if that information trickles down to the new immigrant population (ie. Eastern European).	This will be addressed through the communications plan, please see the answer to point 5 below.
13. Information is there but you have to go looking for it, could be easier to find.	This will be addressed through the communications plan, please see the answer to point 5 below.
14. Not always clear what is recyclable - grey areas which can be confused if talking to someone whose waste comes under W. Berks.	This will be addressed through the communications plan, please see the answer to point 5 below.
15. I find it frustrating that a lot of what I put in my normal rubbish bin is recyclable but not by the council recycling collections. Where can I recycle plastics that I'm not allowed to put in my red bin, are there any local facilities to recycle them?	This will be addressed through the communications plan, please see the answer to point 5 below.
16. Not clear which plastics can be recycled. What about tin foil?	This will be addressed through the communications plan, please see the answer to point 5 below.
17. Any changes in what come be recycled aren't communicated very well.	This will be addressed through the communications plan, please see the answer to point 5 below.
18. The only communication we have received in the last year is the calendar with the bin dates. This doesn't even highlight where there are changes to what can or cannot be recycled!	This will be addressed through the communications plan, please see the answer to point 5 below.
19. Everyone should be given a comprehensive list of items, material and products with the recommended way of disposing of them	This will be addressed through the communications plan, please see the answer to point 5 below.

<p>20. I typically receive little information. I used to attend the RE3 stakeholders board meetings however, since the meetings were permanently moved to midday on a weekday I can not longer attend. RBC should push to move this meeting time/day so that more people from Reading can represent the public as individuals/groups/organisations. Since most people are employed it seems negligent that these meetings are held at a time which excludes most employed people.</p>	<p>This will be addressed through the communications plan, please see the answer to point 5 below. The timing of the re3 stakeholders meetings will be discussed with re3.</p>
<p><b>Question 6: Do you agree or disagree that it is easy to find the information you need about re-use, recycling and composting on the Reading Borough Council website?</b></p>	
<p>1. Because the website is terribly designed.</p>	<p>Your feedback will be sent to the web team for consideration.</p>
<p>2. RBC website is not that clear full stop. I am often telling people about the fact you can buy cheap compost bins etc. but it is not easy to find this information on the website, and most do not know this.</p>	<p>Your feedback will be sent to the web team for consideration.</p>
<p>3. worst laid out web site in the world - everything is hidden</p>	<p>Your feedback will be sent to the web team for consideration.</p>
<p>4. The information on the website is very fragmented (but perhaps this reflects current difficulties in recycling).</p>	<p>Your feedback will be sent to the web team for consideration.</p>
<p>5. the website design is terrible, finding anything is a challenge not to mention the use of a beta site ...</p>	<p>Your feedback will be sent to the web team for consideration.</p>
<p>6. Could be more summarised and direct</p>	<p>Your feedback will be considered and consideration given to a summary being prepared in future years.</p>
<p>7. I find the council website very hard to navigate</p>	<p>Your feedback will be sent to the web team for consideration.</p>
<p>8. Nothing on the reading borough council website is easy to find. yes I mean the new one.</p>	<p>Your feedback will be sent to the web team for consideration.</p>
<p>9. website poorly organised / difficult to navigate</p>	<p>Your feedback will be sent to the web team for consideration.</p>
<p>10. I would like to know why little effort has been spent with regard to establishing household food waste collection and generally the means to divert food waste from landfill/incineration to anaerobic digestion (AD). The government guidance on applying the waste hierarchy and their anaerobic digestion strategy should be more strongly</p>	<p>The Strategy Action Plan commits the Council to reviewing the case for kerbside household waste collection. The Council will continue to liaise with re3 in relation to a re-examination of the application of AD in Reading and if appropriate preparation of a business case may be considered.</p>



<p>considered. The information I have interpreted from the government documents is effectively just one step away from obligating councils to collect food waste and treat it via AD. The topic of AD has been raised in RE3 stakeholders meetings a few times over the past 4 years and little progress has been observed.</p>	
<p><b>General Comments</b></p>	
<p>1. I have raised the matter of the council's restriction on the types of plastics which may be recycled previously, through Councillor Ballsdon, regrettably without a satisfactory resolution. The RBC's proposed new strategy for a "Five Year Plan to Reduce Waste and Increase Recycling" offers an opportunity to reconsider the types of material which may be collected without them ending up in landfill. At present the only plastics which may be put in the red bins are milk containers and bottles, apparently because commercial considerations dictate that only these are reusable. All other plastic, of which there is a lot, - some semi rigid of similar type to milk containers, - goes in the grey bins and is destined for landfill. The Council Strategy makes no mention of any effort to widen the range of plastics which may be recycled and I think this is a major omission. I should be grateful if in the interests of improved recycling you would pursue this matter, if necessary widening the scope of the Strategy. On another point the Strategy refers to EfW without being specific about what waste may be used for energy or how this waste is sourced. Perhaps this might be explained</p>	<p>The council is committed to working with our re3 partners to identify viable opportunities for recycling a wider range of materials.</p> <p>In order to comply with current legislation, councils need to ensure the recycling collections they carry out are financially viable and that the recycling collected is 'high quality recycling' in order to meet the 'necessary quality standards for the relevant recycling sectors'.</p> <p>Unfortunately, whilst, a good end market exists for the reprocessing of plastic bottles, there isn't the same viable and sustainable market at present for other 'mixed' plastics. As a result, 'mixed plastics' collected from households in other areas of the UK aren't always sent for reprocessing and often end up being sent for energy recovery via EfW.</p> <p>Currently, a significant proportion of the 'black bagged' general household waste collected in Reading is sent for energy recovery via EfW. Contained within the 'black bagged' waste will be 'mixed plastics'. Given the current market conditions, to collect and separate 'mixed plastics' from households as part of the kerbside recycling scheme, only for them ultimately be sent to the same destination (EfW) as they are currently, would be, at this time both unnecessary and uneconomical</p>