

DRAFT
READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE		
DATE:	16th NOVEMBER 2016	AGENDA ITEM: 9	
TITLE:	WASTE MINIMISATION STRATEGY 2015-2020 - YEAR 2. HALF YEARLY UPDATE		
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 This report updates Members on the progress achieved in the first half of year 2 of the Waste Minimisation Strategy 2015 - 2020 Action Plan. This work has been carried out against a backdrop of stalling national recycling rates and reductions in government funding.
- 1.2 The Council adopted the Waste Minimisation Strategy 2015 - 2020 in March 2015 demonstrating its commitment to promoting waste minimisation through reuse, recycling and composting, to minimise disposal and to achieving the EU Directive target recycling rate of 50% by 2020. Reading currently sends 22.73% of its municipal waste to landfill with 77.12% being recycled, composted or sent for Energy from Waste. The current recycling rate for Reading is 35.16% compared to the national rate of 44%.
- 1.3 The re3 Joint Waste Disposal Board adopted a new strategy in 2016/17 in response to changes in government funding as a result of the central government austerity programme and the requirement of the Revised EU Waste Framework Directive (2008) which sets the 50% target for reuse and recycling to be reached by 2020.

In future the RBC Waste Minimisation Strategy and the re3 strategy will be more closely aligned, using a common format and reporting on the targets

set by the re3 strategy. Both organisations and the re3 partners are working towards the same goals, to save money and to reach the 50% target by 2020.

2. RECOMMENDATION(S)

- 2.1 That Members note the progress to date of the Waste Minimisation Strategy Action Plan.
- 2.2 That Members agree that the re3 and RBC Waste Minimisation Strategies are aligned and the second annual progress report is brought to the Committee in March 2017.
- 2.3 That Members delegate authority to the Head of Transport & Streetcare in consultation with the lead member to make amendments to the action plan as required.

3. POLICY CONTEXT

- 3.1 One of the service priorities of the Council's Corporate Plan 2016 -2019 is 'Keeping the town, clean safe green and active', to ensure we retain and attract residents and businesses and remain an attractive place to live, work and visit'. One means of delivering this priority is to reduce the volume of waste sent to landfill and improve recycling rates through implementation of the Waste Minimisation Strategy.
- 3.2 The EU Waste Framework Directive 2008 sets a new recycling and re-use target of 50% for certain waste materials from households and other origins similar to households to be achieved by 2020.
- 3.3 On 15th March 2015 HNL Committee approved the Waste Minimisation Strategy 2015 -2020, which set out an approach for working with residents, stakeholders and partners to improve the way waste is managed with a growing population and limited resources. The strategy was subject to a four week web based consultation.
- 3.4 The implementation of the Strategy Action Plan delivers the 4 objectives of the Waste Minimisation Strategy:
 - To increase recycling and re-use rates.
 - To minimise the amount of waste sent to landfill.
 - To increase understanding and engagement in waste and recycling for the local community and key stakeholders.
 - To ensure effective, efficient, value for money service delivery.
- 3.5 The re3 Joint Waste Disposal Board adopted its strategy in May 2016.

4. THE PROPOSAL

4.1 Increasing Recycling and reducing contamination- Progress in Quarters 1 and 2 2016/17.

Section G2 of the re3 strategy sets targets for the specific service areas in order to achieve 50% reuse and recycling by 2020. Table 1 sets out the annual targets that represent a pathway towards meeting the 2020 recycling target for Reading and progress against these targets will be reported going forward.

	2016/17	2017/18	2018/19	2019/2020
Reading	Target % Recycled by source			
HWRC	10%	11%	11%	12%
Council Collected	24%	28%	28%	32%
Bring Bank	5%	5%	5%	5%
Total Recycling Rate	39%	44%	48%	50%

Table 1.

4.2 Recyclate Contamination Reduction.

Waste sampling data suggests that there is recyclable material in the waste stream which can be diverted. Every tonne of recyclable material which remains in the residual waste stream represents a higher processing cost and lost income. Table 2 below shows the targets to reduce this contamination by 2020:

Reading	2015/16	2016/17	2017/18	2018/19	2019/20
	Current	Target contamination rate			
	27%	20%	15%	10%	10%

Table 2.

4.3 Results for Quarters 1 and 2 2016/17.

Table 3 below shows progress towards these targets in Q1 and Q2 of 2016/17 compared to the baseline figure and the target figure. Both targets have shown an improvement in Q1 of 2016/17.

Monitoring					
Period	Review of Activity	Target status	KPI (Baseline)	KPI (Actual)	Target
Q1	Increased kerbside collection	Not met	20%	21%	24%
	Reduce kerbside contamination	Not Met	25%	24%	20%
Q2	Increased kerbside collection	Not met	20%	21%	24%

	Reduce kerbside contamination	Not Met	25%	22%	20%
Q3					
Q4					

Table 3.

Both indicators show some progress towards meeting the 2016/17 target, particularly reducing kerbside recycle contamination. This may be the result of recent door stepping exercises in the Newtown and Baker Street areas where officers checked the contents of recycling bins and if the wrong material was found information was given to residents and where possible face to face conversations took place.

Encouragingly the majority of residents were aware that recycling was a good thing to do but weren't necessarily aware of what was to be put in the recycling bin. Such educational exercises will continue as long as resource can be made available.

4.4 The re3 Partnership and collaborative working.

There is a growing recognition that waste minimisation cannot be tackled in isolation. One of the main aims of the Waste Minimisation Strategy is to work with our re3 partners, Bracknell and Wokingham Borough Councils. In the past 6 months, the re3 partner Councils have set up a number of working groups examining specific waste minimisation themes with the aim of sharing good practice and improving the use of the available resource. The work has focussed on 3 themes:

4.4.1. Recycling in flats/HMO's.

Lead by Reading this project has analysed the current collection methods of the three partners and made the following recommendations:

- To use common, simple communication materials.
- To develop clear consistent policies in relation to dealing with contamination and excess waste across the three Councils
- Investigating the feasibility of collecting other waste streams such as food, textiles and cartons.
- Investigate and trial the issue use of reusable bags for recycling and glass
- Investigate the use of mixed glass, WEEE and textile banks within or close to blocks of flats.

Partners are now working up detailed proposals to introduce some of these initiatives across the re3 area.

4.4.2. Increasing recycling rates.

Lead by Wokingham this project has examined joint working methods to increase recycling rates and will focus on delivering the following initiatives.

- Increase the number of bottle banks to capture more glass.
- Decide how best to offer kerbside food collection for the 3 partners.
- Agree joint promotional campaigns
- Agree joint schools and community group education programme, sharing resources and expertise.
- Align service standards and collection procedures.

4.4.3. Contamination issues in kerbside recycle.

Lead by Bracknell, this group looked at ways to reduce contamination of recycle and agreed to focus on the following joint initiatives.

- Align the collection and recycling services where possible across all three councils to ensure that the most effective methods are used for containment and recycling including reducing contamination
- Investigate feasibility of collecting other materials e.g. mixed plastics, cartons, textiles and food waste.
- Establish material amnesty's for example for textiles.

4.5 Action Plan - progress in the first 6 months of Year 2 (2017-2017).

The updated Action Plan is shown in **Appendix A** and the most significant successes and progress are summarised as follows;

4.5.1 Introduction of Revised Service Standards.

The revised waste collection service standards will be introduced in February 2017 at the same time as the new collection rounds. All residents will receive a revised collection calendar in the post in early January 2017 and they will also be sent details of the new service standard and why we are having to make the changes. Information will be on the website and a social media campaign will alert people to the changes well in advance.

4.5.2 WEEE Take Back Scheme funding and trial.

Following a successful bid to Central Government in March 2015 we received £30,000 of additional funding from the WEEE Distributor Takeback Scheme Local Project Fund. 4.9tonnes of WEEE material has been collected between the 3rd November 2015 and 4th August 2016.

4.5.3 Love Clean Reading App.

The aim was to increase the number of LCR App users by 10% in 2017/17. So far the number of LCR App users has increased by 148 from 685 to 833 since March 2016, an increase of 18%.

4.5.4 Flats recycling initiative.

Progress to date of the flats recycling project is shown below in Table 5.

No. of sites (households) where project implemented	55 (2850)	All sites now have the correct number of bins, residents have received a pack with a leaflet, reusable recycling bag and letter and signage has been installed in bin store areas.
No. of residents spoken to	868	During initial door-stepping visits
No. of 1100L landfill bins converted into recycling bins/additional recycling bins installed.	69	Equivalent to 305 tonnes of waste being diverted from landfill per annum. Equivalent to £21,800 per annum saving.
No. of sites (households) where recycling introduced	8 (131)	Sites previously had no recycling facilities.

Table 5.

The next phase of the flats project will include the following blocks:

- Charnwood Court - Basingstoke Road - Contamination (15 flats)
- Brayford House - Hartland Road - RBC Flats
- Royal Court - Kings Road (36 flats)
- Kielder Court - RBC Flats (23 flats)
- Denton Court - RBC Flats (23 flats)
- Bispham Court - Contamination (15 flats)

4.5.5 Recycling of Street sweepings

Street sweepings recycling began in 2015 and the tonnages recycled since then are summarised in table 6.

Year	Tonnage recycled (tonnes)
2015 - 2016	627
2016 - 2017 (April to August)	447

Table 6.

The projected yearly recycling tonnage for 2016-2017 is 900-1000 tonnes, and the actual % contribution this makes to the annual recycling rate will be reported in March 2017, but it is likely to be equivalent to 1%.

4.5.6 Schools Initiative.

Reading has not carried out waste minimisation promotions in primary and junior schools for the past 5 years but the programme was re-instated in April 2016. Engaging with children, and indirectly parents, is seen as an essential tool in creating the recyclers of tomorrow and the Table 7 below shows the take up to date of the free assemblies which we are offering.

<u>School Name</u>	<u>Date visited</u>	<u>What type of visit?</u>	<u>How many children?</u>
Alfred Sutton	14/09/2016	Assembly	Juniors
Thameside Primary	26/09/2016	Assembly	Whole School without foundation year
Coley Primary	28/09/2016	Assembly	Whole School, approximately 30 children per year
Meadow Park School	03/10/2016	Assembly + 4 class sessions, years 4, 5, 6	260 (whole school), approx. 30 in each class
Hemdean House	10/10/2016	Assembly	Approx. 100
Caversham Park Primary	20/10/16	Assembly	
Geoffrey Field Junior	09/11/16	Assembly	

Table 7.

We are also currently running a Recycling Mascot Design competition in schools to further increase awareness of recycling. The winning school will be given a prize and the winning design will be used in promotional material in future.

5. CONTRIBUTION TO STRATEGIC AIMS

- 5.1 The Waste Minimisation Strategy will contribute to the council's Corporate Plan 2015 -2018 objective of 'Keeping the Town Clean, Safe, Green and Active'.

6. COMMUNITY ENGAGEMENT AND INFORMATION

- 6.1 The Waste Minimisation Strategy was subject to a public consultation via the website and any further significant changes to the waste service will be subject to further web based consultation as required.

7. LEGAL IMPLICATIONS

- 7.1 The Council has duties under various UK and EU legislation to deliver waste collection and disposal services, 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 is not required at this stage. However, as individual elements of the action plan are developed individual equality impact assessments will be undertaken.

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.
- 10.2 HNL Committee July 2016
- 10.3 HNL Committee March 2015
- 10.4 HNL Committee 26th November 2013



READING BOROUGH COUNCIL
WASTE MINIMISATION STRATEGY 2015 - 2020.
YEAR 2 2016/17 ACTION PLAN UPDATE OCTOBER 2016 APPENDIX A

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. This Action Plan has been reviewed after Year 1 and some revisions and additions have been made.

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

The Action Plan will have to be reviewed in the light of the proposed resource changes in the NO, Waste Minimisation and Neighbourhood Support teams to reflect the resources that are available

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	<p>Neighbourhood Support team.</p> <p>WMRO's (Waste Minimisation and Recycling Officers), NO's (Neighbourhood Officers), WO's (Waste Operations), Corporate M and Pr.</p> <p>Transport and Streetcare staff.</p> <p>Parks and cleansing teams.</p>	<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>Year 1 Progress. This aim has been achieved.</p> <p>Love Clean Reading is now used as standard as the Waste Minimisation initiatives and the Neighbourhood Services brand. The Love Clean Reading campaign achieved National recognition by the award of a bronze in the Medium Local Authority category of the Chartered Institute of Waste Management (CIWM) Clean Britain Awards.</p>						

The Love Clean Reading 2 programme of deep cleans began in November 2015 and will finish in March 2016. 41 streets and open spaces will be cleaned and 4 community events are planned during the programme.

The Love Clean Reading App is used by staff, Members and residents to report a wide range of environmental issues.

<p>Year 2</p> <p>Increase the number of LCR App users by 10%.</p> <p>Continue to promote and embed Love Clean Reading as the waste minimisation and neighbourhood services campaign.</p> <p>PROGRESS</p> <p>The number of LCR App users has increased by 148 from 685 to 833 since March 2016.</p>	H	2,3,4	All staff	Targeted PR campaigns	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>Year 1 Progress. This aim has been achieved.</p> <p>Benchmarking work during year 1 of the strategy has been carried out with our re3 waste partners. The cost of introducing a stand-alone Boroughwide recycling incentive scheme is significant and the Council does not have the necessary administrative or systems resources available to introduce a scheme at present. This may be possible if the Your Reading Passport scheme is developed further in the future.</p> <p>We plan to introduce 2 small-scale community based recycling incentive trials in areas where established community groups or schools have active projects or are planning new projects which would benefit from additional resources. The trials would be based on pledges to recycle and the quality of the re-cyclate produced would be monitored by waste sampling to assess the performance of the trial. Contributions to the community project will then be awarded depending on performance. The aim is to make recycling relevant to the community and give tangeable benefits for improving recycling. The trials will be accompanied by education and awareness campaigns to ensure clarity.</p>						
<p>Year 2</p> <p>Introduce 2 community incentive schemes.</p> <p>Monitor and report on increase in recycling tonnages and quality in trial areas.</p> <p>PROGRESS</p>	H	2,3,4	All staff	Targeted PR campaigns	None	Officer time

<p>There has been no progress to date due to resource issues.</p> <p>PROGRESS</p> <p>Resources will now be refocused on waste minimisation staff and supporting round changes in February 2017.</p>						
<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.</p> <p>Information from bin crews on</p>	None	Officer time.

Year 1 progress. This aim has been partially achieved.

Re3 have produced an Overarching Waste Management Marketing and Communications Campaign based on the following 4 main communication themes for 2016. These are shown in Appendix B to this report:

1. Can you still use it?
2. Can you reuse it?
3. Can you recycle it?
4. Are you recycling right?

The campaign will be supported by additional promotional material produced by RBC such as the Waste Collections calendar which has been improved for 2016 and is shown in Appendix D, and the RBC communications plan for 2016/2017, shown in Appendix B.

Refresh of re3 house style

To accompany the quarterly theme-based marketing copy, re3 will also work on a refresh of the re3 house style with the assistance of Reading University graphic design and typography students. A series of templates will be created using a house style that can be adapted to a variety of uses e.g. leaflets, banners, adverts, social media content etc. by the individual council teams for use in the quarterly campaigns. The refreshed design will use the existing re3 logo and branding guidelines e.g. pantone colours. The aim is to have the refreshed house style ready for use in quarterly campaigns starting in Q1 2016.

Factsheets.

As part of the unified marketing and communications approach, a series of 46 recycling and waste process factsheets are also being produced by re3 for use across the partnership. They are being designed to be shared in a variety of formats, including for use online, printed in council publications or used at roadshows. They provide clear messaging on what can be recycled and where, how it is recycled, and tips for people to produce less waste at home.

Example Factsheet - Plastic Bottles



HOW FANTASTIC IS PLASTIC?

1

WHAT IS IT MADE FROM?
The most common types of plastic bottles are High Density Polyethylene (HDPE) and Polyethylene Terephthalate (PET, PETE or polyester). HDPE is used for bottled products including fruit juice, milk, water and cleaning products, while PET is used to bottle water and in food packaging.



2



WHERE CAN IT BE RECYCLED?

- Household Waste Recycling Centre
- Home recycling bins and boxes
- Litter bins

3

HOW IS IT RECYCLED?
Empty plastic bottles are collected and taken to the Materials Recycling Facility (MRF) where they are separated from other items, separated and sent for reprocessing. The bottles are then cleaned and separated by type of plastic, ground into flakes and washed and sorted again. The plastic beads and flakes made from the bottles are melted down to make new products.



4



WHAT IS MADE FROM IT?
A variety of new products including garden furniture, compost bins, fleece jackets and more plastic bottles.

5

HOW YOU CAN HELP
Recycle your plastic bottles at home in your recycling bin or bin. Reusable water bottles can save you money and help to cut down waste.



<p>Year 2</p> <p>Implement the communications activities shown in the 2016 Overarching Waste Management Marketing and Communications Campaigns</p> <p>Continue to work closely with re3 partners to develop and co-ordinate branding, messages, communication media and pool resources.</p> <p>Set up an re3 communication officers group</p> <p>PROGRESS</p> <p>Re3 social media and re-tweeting is ongoing built around the 4 communications themes identified in the re3 plan. RBC</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.
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<p>comms are aligned as far as possible.</p> <p>PROGRESS</p> <p>Efforts are now centered around the round changes and service standard introduction and green waste charging comms.</p>						
<p>1d. Review current campaigns</p> <p>The Council will review its current waste minimisation campaigns in the light of Neighbourhood working and available budgets.</p> <ul style="list-style-type: none"> • Providing Welcome Packs for Students, new council tax payers, and Council tenants. • The current Flats project • Roadshows • Educational talks <p>And how we work with:</p> <ul style="list-style-type: none"> • Management Agents and Housing Associations • HMO's (Houses in Multiple 	H	2,3,4	WO's, WMRO's, and Neighbourhood Support team.	<p>Desk study based on current waste data and experience.</p> <p>Identify new tenants, liaise with Housing and Council tax and deliver new packs.</p>	Accurate and timely information on moving dates for new tenants.	Officer time

Occupation) • Schools • Universities and Colleges																		
<p>Year 1 Progress. This aim has been partially achieved.</p> <p>Student Moving In/Out Packs</p> <p>750 'Moving In' and 'Moving Out' packs were delivered to student households in conjunction with the University of Reading, Neighbourhood Action Group and Reading University Students' Union. The packs encouraged students to minimise and recycle their waste.</p> <p>Flats recycling initiative.</p> <table border="1"> <tr> <td>No. of sites (households) where project implemented</td> <td>55 (2850)</td> <td>All sites now have the correct number of bins, residents have received a pack with a leaflet, reusable recycling bag and letter and signage has been installed in bin store areas.</td> </tr> <tr> <td>No. of residents spoken to</td> <td>868</td> <td>During initial door-stepping visits</td> </tr> <tr> <td>No. of 1100L landfill bins converted into recycling bins/additional recycling bins installed.</td> <td>69</td> <td>Equivalent to 305 tonnes of waste being diverted from landfill per annum. Equivalent to £21,800 per annum saving.</td> </tr> <tr> <td>No. of sites (households) where recycling introduced</td> <td>8 (131)</td> <td>Sites previously had no recycling facilities.</td> </tr> </table>							No. of sites (households) where project implemented	55 (2850)	All sites now have the correct number of bins, residents have received a pack with a leaflet, reusable recycling bag and letter and signage has been installed in bin store areas.	No. of residents spoken to	868	During initial door-stepping visits	No. of 1100L landfill bins converted into recycling bins/additional recycling bins installed.	69	Equivalent to 305 tonnes of waste being diverted from landfill per annum. Equivalent to £21,800 per annum saving.	No. of sites (households) where recycling introduced	8 (131)	Sites previously had no recycling facilities.
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Roadshows. Roadshows were held in Broad Street and Morrisons, Basingstoke Road during Recycle Week in June. Officers spoke to approximately 350 people. Officers also carried out four smaller scale roadshows and attended 6 external events. The most successful roadshows we have carried out in 2016 have been in Broad Street we will concentrate on Broad Street due to high footfall.

Educational talks. Educational talks were carried out at Geoffrey Field School, Norcot Nursery and also at the Older People's Working Group. See Year 2 below.

Management Agents and Housing Associations

HMO's (Houses in Multiple Occupation)

Schools. See Year 2 below.

Universities and Colleges. See 1e below

<p>Year 2</p> <p>Flats project. Introduce the project in the following blocks:</p> <ul style="list-style-type: none"> • Charnwood Court - Basingstoke Road - Contamination (15 flats) • Brayford House - Hartland Road - RBC Flats • Royal Court - Kings Road (36 flats) • Kielder Court - RBC Flats (23 flats) • Denton Court - RBC Flats (23 flats) • Bispham Court - Contamination (15 flats) 	<p>H</p>	<p>2,3,4</p>	<p>WO's, WMRO's, and Neighbourhood Support team.</p>	<p>Desk study based on current waste data and experience.</p> <p>Identify new tenants, liaise with Housing and Council tax and deliver new packs.</p>	<p>Accurate and timely information on moving dates for new tenants.</p>	<p>Officer time</p>
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<p>Roadshows. 4 roadshows will be carried out in Broad Street to support the 4 main communication campaigns as set out in the Year 2 Communications planner.</p> <p>We will appoint an additional grant funded Waste Minimisation Officer to focus on roadshows and school and community educational visits and initiatives in March 2016.</p>								
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Year 2				
PROGRESS				
<p>Alice Layzell is in post and working on the Schools Project as well as carrying out door stepping and supporting the waste minimisation team during a period of long term sickness absence. The flats project has suffered due to resource issues but work will be back on track by the end of the year.</p> <p>Road shows carried out to date 2016</p>				
May	31/05/16	Fire Station Open Day	Wokingham Rd	10am-4pm
June			Victoria Rec, Tilehurst	
	04/06/16	League of Friends of RBH	Victoria Rec, Tilehurst	11am-4pm

	11/06/16	Water Fest	Forbury Gardens	11am-5pm																																		
	30/06/16	Town Centre Roadshow	Broad Street	10.30am-3pm																																		
July	02/07/16	Oxford Road Fun Day	Oxford Road	12-4pm																																		
August	12/08/16	Fire Station Open Day	Dee Road	10.30am-3pm																																		
September	12th - 16th	Recycle Week																																				
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<p>Contact has been made with the Environmental Sciences department and discussions will take place with a view to introducing a joint working arrangement in September 2016 for the 2016 - 2017 academic year.</p>																																						

<p>Year 2</p> <p>Introduce collaborative working arrangement with Reading University for academic year 2016/17.</p> <p>Revise and agree end of Academic term arrangements for 2016 with RU.</p> <p>No progress</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> <p>Strengthen existing links Create new links with recycling and re-use organisations. Look to introduce innovative ways of working.</p>	M	1	WO'S, WMRO'S and NO's and Neighbourhood Support team.	<p>NO's and WO's will liaise with community groups. Councils will seek to develop a 'dual booking' system to divert re-usable items to charity/voluntary sector partner(s).</p> <p>Co-ordinated campaigns with re3 and their</p>	Officer time available.	Officer time.

				re-use partners. Promotion of re-use websites eg. Freecycle and Reading Freegle.		
1g. WEEE Roadshows Promote recycling of small electrical items	M	1	WMRO's, NO's and Neighbourhood Support team.	Identify suitable venues and events. Promotion of WEEE collections by refuse freighters using freighter mounted decals and posters.	None	Officer time
Year 1 Progress. This aim has been achieved.						
WEEE roadshows were held in February 2016 at the Academy Sports Centre. Resources will be re-allocated to the 4 Broad Street roadshows and WEEE recycling will be promoted in a combined roadshow.						
Year 2						
Resources will be re-allocated to the 4 Broad Street roadshows and WEEE recycling will be promoted in a combined roadshow. A small number of WEEE 'Bring' events with a 'Give & Take' re-use section will be organised as part of the WEEE project funded by the DTS WEEE Local Project Fund.						

Additions to the Action Plan. Year 1.						
1h. Monitor re3 collaborative working initiatives and communication campaigns monitoring.	1,2,3,and 4	H	All Officers, Members	Re3 co-ordination meetings, re3 board.	Officer time available	Officer time.
1i. Monitoring and reporting of the tonnage of small electrical items collected every year of the Strategy.	1,2	H	WMRO'S and re3 Officers	Small electrical tonnage capture	Officer time available	Officer time.
Year 2						
PROGRESS						
Tonnages per month						
03/11/2015	460					
26/12/2015	300					
11/01/2016	280					
10/02/2016	400					
31/03/2016	480					
14/04/2016	280					
25/04/2016	380					
10/05/2016	400					
24/05/2016	580					
03/06/2016	360					

20/06/2016	480						
04/08/2016	520						
Total	4920kg						
1j. Monitoring and reporting of the tonnage of street sweepings recycled in every year of the Strategy.	1,2	H	WMRO'S and re3 Officers. MRF data.	Street sweepings recycling tonnages	Officer time available	Officer time.	
<p>Year 2</p> <p>PROGRESS</p> <p>1/4/15 - 31/3/16 = 627 tonnes</p> <p>This year 1/4/16 - 2/9/16 = 447 tonnes.</p> <p>Projected year tonnage of 900-1000 tonnes.</p>							
1k. Service redesign - investigate means of reducing residual bin capacity by: Reducing side waste Closed lid policy Bin audit and possible removal of unauthorised wheelie bins Trial a 7.5 tonne RCV to assess its performance in narrow streets and its potential contribution to increasing collection efficiency.	1,2,3,and 4	H	WO'S, WMRO'S and NO's and Neighbourhood Support team.	Monitor recycling and landfill tonnages from MRF compositional analysis. Monitor costs and round frequency.	Officer time available	Officer time.	

Year 2

PROGRESS
 Revised service standards agreed at HNL in July.
 Rounds successfully rescheduled using Webaspx software
 Communications plan prepared.
 Implimentation date February 2017.

PROGRESS
 Round changes to be introduced in February 2017 as well as the implementation of the new service standard.
 See Comms Plan.

OBJECTIVE 2: To Minimise the amount of waste sent to landfill.

<p>2a. Reduce Packaging</p> <p>Encourage local reduction of packaging in waste stream.</p>	<p>M</p>	<p>1, 3</p>	<p>WO'S, WMRO'S and NO's and Neighbourhood Support team.</p>	<p>LCR targeted campaigns eg. at Christmas.</p> <p>Links on website to useful junk mail reduction information sites eg. Royal Mail.</p> <p>Promote bags for life.</p>	<p>Officer time available.</p>	<p>Officer time</p>
<p>2b. Community Groups</p>	<p>H</p>	<p>1,3</p>	<p>WO'S, WMRO'S and NO's and</p>	<p>NO's participation</p>	<p>Officer time available.</p>	<p>Officer time</p>

Establish strong working relationships with Neighbourhood and Community Groups and Associations via Neighbourhood Working and Love Clean Reading			Neighbourhood Support team. Housing Officers	and coordination of community groups and activities.		
Year 1 Progress. This aim has been achieved.						
2c. Food and compostable Waste Aim: To reduce putrescible waste in residual bins through behaviour change. Review options for increasing food waste recycling, possibly by kerbside collection. Promote 'Love Food Hate Waste' campaign Promote and sustain the use of home composters and food digesters. Re-launch of the Green Cones initiative.	M	1,3,4	WO'S, WMRO'S and NO's and Neighbourhood Support team.	Promotion and education, campaigns such as 'Love Food, Hate Waste'. Review current good practice elsewhere. Discussions with re3. Assess results of appropriate trials, arrange sale/promotion /education, introduce measures to	None	Officer time

<p>Establish a network of Home Composting champions</p> <p>Promote green waste collections</p> <p>Review the promotion of Real Nappy Information Service</p>				<p>support users.</p> <p>Via face to face discussions with Neighbourhood and Community groups.</p>		
<p>Year 1 Progress. This aim has been partially achieved.</p> <p>A review of the current business case for the introduction of kerbside food waste collections was carried out as a High Priority action, the results of which were reported to HNL Committee in November 2015. The report concluded that the introduction of a stand- alone food waste collection service for Reading was not affordable at the current time considering the potential yield, disposal costs and the single bodied configuration of the current collection fleet, but that further discussions with re3 partners should examine the possibility of a joint collection and disposal arrangement between the 3 Boroughs.</p>						
<p>Year 2</p> <p>Continue work with re3 waste partners to investigate the production of a joint food waste collection and disposal business case and to progress the following initiatives as part of the Waste Minimisation Education Officers work programme.</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>						

Establish a network of Home Composting champions
 Review the promotion of Real Nappy Information Service

PROGRESS

Joint re3 working group preparing re3 food waste collection strategy.

Meeting with Reading FOE held on Tuesday 12th April, actions agreed and possible collaborative working:

<p>2d. SME'S (Small and Medium Enterprises) Encourage and support SME's to recycling more</p>	<p>M</p>	<p>3</p>	<p>WO'S, WMRO'S and NO's and Neighbourhood Support team. Coordinate with the trade waste service.</p>	<p>Review current system. Coordinate targeted campaigns.</p>	<p>Officer time and funding availability.</p>	<p>Consultant</p>
<p>2e. Business Waste Review the development of web based waste for businesses through Business link and re3.</p>	<p>M</p>	<p>1,3,4</p>	<p>WO'S, WMRO'S and NO's and Neighbourhood Support team.</p>	<p>Liaison with re3 and Business Link.</p>	<p>Availability of funding.</p>	<p>Consultant</p>
<p>2f. Cardboard Recycling Investigate expansion of the current cardboard recycling scheme in the town centre to include other materials, working</p>	<p>M</p>	<p>1,3,4</p>	<p>WO'S, WMRO'S and NO's and Neighbourhood Support team.</p>	<p>Coordination and discussions with Reading UK CiC.</p>	<p>Reading UK CiC officer time. Participation by town centre</p>	<p>Officer time</p>

with Reading UK CiC.					businesses. Funding.	
<p>2g. Recycling (Bring) Sites</p> <p>Aim to increase the number and quality of bring sites in existing areas, the town centre, schools, colleges and new developments for materials not collected at kerbside.</p>	M	1,3,4	WO'S, WMRO'S and NO's and Neighbourhood Support team.	<p>Analyse location and performance of existing sites.</p> <p>Identify possible locations for new sites, including in new developments.</p> <p>Seek alternative sources of funding, eg. Sponsorship.</p>	Availability of funding	Officer time
<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	WO'S, WMRO'S and NO's and Neighbourhood Support team. Highways and Streetcare.	<p>Identify areas of need eg. Densely populated areas with no front gardens.</p> <p>Identify suitable equipment and</p>	Availability of funding	Officer time

				<p>sites</p> <p>Liaise with Planning, with Highways, Housing, Education and 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

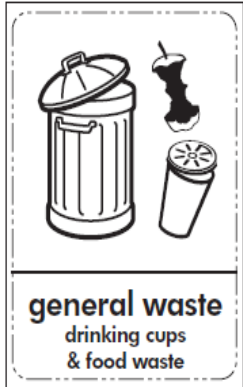
Year 1 Progress. This aim has been achieved.

50 new 'On the Go' dual waste and recycling bins have been installed in the Town Centre. The recycling is sorted and added to the recycling waste stream.

<p>Year 2</p> <p>Provide additional 'On the Go' bins in district shopping centres if funding can be identified.</p>	<p>M</p>	<p>1,4</p>	<p>WO'S, WMRO'S and NO's and Neighbourhood Support team.</p>	<p>Review of existing sites.</p> <p>Liaison with Highways and Transport about siting requirements</p>	<p>Availability of funding</p>	<p>Officer time</p>
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PROGRESS

A month long bag sorting trial has been carried out on On the Go bins with the following results. Over this period from 13/6/16 - 4325kg were delivered to Bennet Road Transfer Station to be hand sorted and analysed. In order to try and increase the recycling rate a new information graphic will be fixed to the bin to encourage users to dispose of coffee cups and food waste in the 'general waste' side of the litter bin.



Findings

PRODUCT	WEIGHT Kg
PLASTIC BOTTLES	730
CANS	220
CARDBOARD	535
PAPER	600
TOTAL RECYCLED	2085
TOTAL NON RECYLABLES	2240
FOOD	(335)
GLASS	(110)
HOUSEHOLD	(450)

TEXTILES COFFEE CUPS OTHER PLASTIC		(55) (720) (570)				
2j. Tetra - pak Review the provision of Tetra-pak and foil bring banks with a view to increasing numbers.	L	1,4	WO'S, WMRO'S and NO's and Neighbourhood Support team.	Analysis of need and economic viability of providing additional sites. Identify sites	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
Year 1 Progress. This aim has been achieved. The increase in the number of flats and the conversion of town centre offices to student and short term let flats has highlighted the need for clear guidance on waste minimisation and management for developers which should be provided early in the planning process. To address this issue the 'Waste Management Guidelines for Architects, Property Developers and Managing Agents' guidance document, as shown in Appendix 4, has been produced and will be adopted as supplementary planning guidance.						
2k. WEEE sites Investigate trialling on street WEEE	M		WMRO's Waste Op's	Analysis of need and economic viability of	Availability of funding	Officer time

banks				providing additional sites. Identify sites		
Year 1 Progress. This aim has been achieved.						
360L WEEE (small electrical) recycling bins were introduced on a trial basis in December 2015 at 2 sites.						
OBJECTIVE 3. The council will seek to increase understanding and engagement in waste and recycling for the local community and stakeholders.						
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 changing situations.	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 coordination and review meetings Committee update reports	Availability of funding for consultant. Availability of Corporate M and Pr. budget and Officer time.	Officer time Investigate using external resource.
Year 1 Progress. This aim has been achieved.						

The communications strategy for 2016 -17 is described in section 1c above and in Appendix B of this report.						
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
Year 1 Progress. This aim has been achieved. The A-Z guide has been completed and is available on the Council website.						
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
Year 1 Progress. This aim has been achieved. We will appoint an additional grant funded Waste Minimisation Education Officer in March 2016 to focus on roadshows and school and community educational visits and initiatives.						

PROGRESS						
Logo competition and assemblies initiative ongoing. Good start but will be a gradual build up of interest.						
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 patch-working groups to identify the areas of greatest need.	Officer time available. Education and involvement of Refuse crews	Officer time
Year 1 Progress. This aim has been achieved.						
The plans for roadshows for 2016/17 is described in sections 1d and 1g above.						
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
Year 1 Progress. This aim has been partially achieved.						
The use of stickers on bins forms part of the recycling contamination trial as described in section 4b of the action plan.						

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
Year 1 Progress. This aim has been achieved. Funding is not available at present. If funding becomes available then the benefits of external advertising will be reviewed.						
Year 2 PROGRESS						
External advertisements will be used in the green waste and service change initiatives.						
3h. Enforcement Review our enforcements practices in relation to current legislation	H	1,2	Neighbourhood Support team. WMRO's NO's	Identification of persistent offenders	None	Officer time
Year 1 Progress. This aim has been achieved. The issue of PCN's is ongoing and carried out by the Neighbourhoods Team.						
OBJECTIVE 4: The council will ensure that the waste collection and disposal service is effective, efficient and value for money.						
4a. RBC housekeeping	M	1,2	Neighbourhood Support team.	Officer collaboration	None	Officer time

Review RBC internal waste disposal and waste minimisation practices with a view to maximising re-use and recycling.			WO's, WMRO's and NO's	and review of current waste 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	None	Officer time.

				reporting systems		
<p>Year 1 Progress. This aim has been partially achieved.</p> <p>Recycling Contamination Trial</p> <p>A key aim of the Waste Minimisation Strategy is to inform residents about what materials can be presented in recycling bins and boxes and what should be put into residual waste bins ie, "Right Waste, Right Bin" message and to educate about why it is essential to recycle. It is important that we can identify and quantify the areas of the borough where recycling contamination is a problem and we plan to introduce a contamination trial in April 2016 in selected areas as follows:</p> <p>Residents will receive a bin hanger with a reminder of what can be recycled in red bins or boxes. The hangers will be delivered to residents w/c 4th April 2016</p> <p>Bin tags and recycling information bin stickers will be used by collection crews to alert residents that they need to make sure they are recycling correctly and to give advice.</p> <p>Monitoring & Evaluation</p> <p>The number and location of contaminated bins in the trial areas will reported by the crews and before and after compositional sampling of both recycling and residual bins will be carried out to identify the main contaminants. This information will then help inform future communications strategies and identify where resources can be targeted in the form of door-stepping and direct face to face contact discussions with residents.</p>						
4c. Shared collection service	M	1,2,3	Joint Waste Disposal Board (JWDB).	Consultation with re3 partners and Members	None	Officer Time and Council processes.
Investigate feasibility and benefits of shared collection services between re3 councils.			All Officers and			

			Members Legal and procurement			
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
Year 1 Progress. This aim has been achieved. This is the subject of a separate report to Committee.						
Year 2 Progress. Revised bulky waste collection service introduced in July 2016, half yearly results will be reported to HNL Committee in March 2017.						
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
Year 1 Progress. This aim has not been achieved. This will be considered as part of the service review options to be put together in Year 2						

Year 2						
PROGRESS						
This is included in the new service standards to be introduced in 2016/17.						
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 Senior Management	Analysis of waste disposal costs and volumes.	Public acceptance.	Officer time
4g. Waste Transfer Station and Weighbridge 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.	H	1,2	Cleansing, and Neighbourhood Support team.	Officer review Analysis of the waste streams and identification of recycling opportunities. Identifying possible capital expenditure.	None	Officer time
Year 1 Progress. This aim has been achieved. The weighbridge operation has been reviewed and all vehicles are now weighing in and out of the yard to give an accurate picture of materials movements and tonnages of individual materials and their ultimate destination. The weighing software has been upgraded and a new contingency plan is being introduced with re3 partners and FCCE.						

4h. WEEE collections Introduce WEEE collection and recycling by use of purpose built cages on the new freighter fleet.	H	1,2	WO'S, WMRO's, and Neighbourhood Support team.	Publicise WEEE collection via LCR campaign	None	Officer time
<p>Year 1 Progress. This aim has been achieved.</p> <p>Following a successful bid in March 2015 we received £30,000 of additional funding from the WEEE Distributor Takeback Scheme Local Project Fund. The funding is being used to set up and promote the collection of small electrical items from all households in the borough that receive a kerbside recycling collection. It will also be used to fund four WEEE reuse/recycling events at least one of which will be combined with the planned roadshows in Broad Street. The scheme began on the 5th October 2015 with a trial collection from 17,000 households in the east and west of the borough which had been given instructions on what to present and how to get involved from bin hangers which had been distributed in the preceding weeks. The scheme was also publicised by a press release, twitter and facebook updates and the Council's website. Residents were asked to present items on their recycling collection day which were collected in the purpose built cages on the freighters and taken to the Council depot for bulking and onward transfer to the HWRC where they were recycled. Provision for mop up collections were put in place but these have not been necessary. Items collected: irons, toasters, kettles, hair styling appliances.</p> <p>Monitoring & Evaluation</p> <p>Since its introduction 2.5 tonnes of WEEE items have been collected and sent for reuse and recycling diverting material from landfill. The feedback on the trial from the collection crews has been positive As the trial has been a success kerbside WEEE collection will be introduced boroughwide in April 2016</p>						