

DRAFT  
READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE		
DATE:	15 MARCH 2017	AGENDA ITEM:	10
TITLE:	WASTE MINIMISATION STRATEGY 2015-2020 - YEAR 2 UPDATE		
LEAD COUNCILLOR:	COUNCILLOR LIZ TERRY	PORTFOLIO:	NEIGHBOURHOODS
SERVICE:	TRANSPORTATION AND STREETCARE	WARDS:	BOROUGHWIDE
LEAD OFFICER:	DAVID MOORE	TEL:	(0118) 937 2676
JOB TITLE:	NEIGHBOURHOOD SERVICES MANAGER	E-MAIL:	<a href="mailto:David.moore2@reading.gov.uk">David.moore2@reading.gov.uk</a>

## 1 PURPOSE AND SUMMARY OF REPORT

- 1.1 This report updates Members on the progress achieved in the first two years of the Waste Minimisation Strategy 2015 - 2020 Action Plan and proposes a revision to the strategy. 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 24.7% of its municipal waste to landfill with 75.3% being recycled, composted or sent for Energy from Waste. The current recycling rate for Reading is 32.6% compared to the national rate of 43.9%.
- 1.3 The re3 Joint Waste Disposal Board adopted a new strategy for 2016/17 in response to changes in government funding as a result of the central government austerity programme and the requirement to reach the EU 50% recycling target by 2020.

The Reading Borough Council and re3 strategies have the same aims, and as RBC, re3 and its partners increasingly work more collaboratively the Committee resolved in November 2016 that the RBC strategy should be aligned and that RBC will report on the targets set by the re3 strategy.

## 2. RECOMMENDATION(S)

- 2.1 That Members note the progress to date of the Waste Minimisation Strategy Action Plan.

- |     |   |
|-----|---|
| 2.2 | That Members note and endorse the alignment of the re3 and RBC Waste Minimisation Strategies.   |
| 2.3 | That a half yearly update report is brought to the November Committee meeting and the third annual progress report is brought to the Committee in March 2018. |
| 2.4 | 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 adopted 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.
- 3.5 The re3 Joint Waste Disposal Board adopted its strategy in May 2016.

### 4. THE PROPOSAL

- 4.1 There is a growing recognition that waste minimisation cannot be tackled in isolation and the re3 partners, Reading, Bracknell and Wokingham Borough Councils are working more closely to achieve the 2 aims of the re3 strategy:
- To reduce the net cost of waste
  - To achieve the 50% re-use and recycling target by 2020.

The RBC and re3 strategies have been aligned to focus on these 2 fundamental goals of reducing costs in a time of austerity and improving re-use and recycling rates.

The revised RBC strategy has adopted a number of objectives directly from the current re3 strategy as well as including some of the targets from the first RBC action plan. The intention is to focus on the aims outlined above as well as on a number of local objectives which can be delivered with the existing resources available to the Council.

The revised RBC Strategy and Appendices are shown in Appendix B to this report.

#### 4.2 Strategy Progress Years 1 and 2.

Appendix A summarises the progress towards meeting the objectives set out in the Action Plan for the first 2 years of the waste minimisation strategy 2015 - 2020.

#### 4.3 Increasing Recycling and reducing contamination- Progress in Quarters 1,2 and 3 2016/17.

Section G2 of the re3 strategy and section F of the revised RBC strategy set 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.

**Table 1.**

	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%

#### 4.4 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 for Reading to reduce this contamination by 2020:

**Table 2.**

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

#### 4.5 Results for Quarters 1, 2 and 3 2016/17.

Table 3 below shows progress against these targets in Q1 and Q2 of 2016/17 compared to the baseline figure and the target figure.

Both indicators show some progress towards meeting the 2016/17 target, and the effects of the changes to the collection service standard will start to be seen in the 4th Quarter figures and into next year.

Table 3.

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	Increased kerbside collection	Not met	20%	21%	24%
	Reduce kerbside contamination	Not Met	25%	23%	20%
Q4					

#### 4.6 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. As well as collaboration at the Joint Waste Disposal Board, three Officer working groups were established to examine specific waste minimisation themes with the aim of sharing good practice and improving the use of the available resource.

The work has identified a number of areas of joint procurement and communications material sharing as well as using the combined resources of the 3 partners to carry out joint door stepping and promotional exercises.

The re3 Councils' Shared Marketing and Communications Strategy 2017-2018 will be the basis of communications over the coming year, supplemented by RBC social media campaigns.

#### 4.7. Introduction of Revised Service Standards.

The revised waste collection service standards were introduced on Monday 13<sup>th</sup> February at the same time as a revised collection round structure. All residents received information outlining the reason for the changes, a revised collection calendar, information about how to recycle better and details of the new chargeable green waste service through the post in early

January 2017. Information has been available on the website and via a social media campaign since before Christmas.

The effects of the changes on collection tonnages, recycling rates and contamination will be reported to future meetings.

## **5. CONTRIBUTION TO STRATEGIC AIMS**

- 5.1 The Waste Minimisation Strategy will contribute to the council's Corporate Plan 2016 -2019 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 is funded from existing budgets. One of the main aims of the RBC and re3 strategies is to reduce the cost of the collection and disposal of waste and to deliver savings. Every aspect of the revised strategy is focussed on reducing landfill and increasing recycling both of which reduce costs.

## **10. BACKGROUND PAPERS**

- 10.1 RBC Corporate Plan.  
10.2 HNL Committee November 2016  
10.3 HNL Committee July 2016

- 10.4 HNL Committee March 2015
- 10.5 HNL Committee November 2013