



READING BOROUGH COUNCIL
WASTE MINIMISATION STRATEGY 2015 - 2020.

YEAR 1 and 2 ACTION PLAN UPDATE
HNL Committee 15th March 2017

APPENDIX A

The progress in delivering each objective in the Strategy Action Plan over the first 2 years is summarised in the table below. The Action Plan format and content has been replaced by the revised Strategy which has been aligned with the re3 strategy in order to focus resources on 2 main aims, reducing the cost of waste and reaching the target of 50% recycling and re-use by 2020.

Some objectives which are strategic or beyond the capacity of the available RBC resource have been removed. Some of the objectives have been carried into the new strategy.

The Action Plan will be subject to continual review in the light of the proposed resource changes in the NO, Waste Minimisation and Neighbourhood Support teams and changes in legislation and operational procedures.

Action	Progress in Years 1 and 2
<p>1a. Love Clean Reading Promote and embed Love Clean Reading as the waste minimisation and neighbourhood services campaign.</p> <p>Increase the number of LCR App users by 10%.</p>	<p>This aim has been achieved. The LCR 3 project continues using a limited in house labour source and is being delivered on a reduced scale between October and March each year.</p> <p>This aim has been achieved. The number of LCR App users has increased by from 685 to 946 since March 2016 an increase of 27%.</p>
<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 schools for recycling/environmental projects.</p>	<p>This aim has been achieved. Recycling incentive schemes have been introduced in various local authorities with very mixed results. A report by SERCO in 2014 concluded that many of the schemes do not offer value for money or result in an increase in recycling rates. In some cases they have proven very expensive to administer and of limited value other than as a means of communicating with residents who are compelled to give the authority contact details as part of the scheme. Unfortunately Reading does not have the capital funding to set up a scheme, and pressures on the revenue budget mean that we would not be able to sustain a scheme in the future.</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>This aim has been achieved. The review again highlights the importance and difficulty of delivering the targeted, consistent communications activity required to affect behavioural change. Re3 social media and re-tweeting is ongoing built around the communications themes identified in the re3 Councils' Shared Marketing and Communications Strategy 2017-2018 Which aligns RBC communications with re3 campaigns as far as possible.</p> <p>As well as press releases, road shows and social media posts promoting both re3 and</p>

	<p>RBC initiatives, communications have been concentrated on the introduction of the new waste collection service standard and the introduction of a chargeable green waste collection service. In order to alert every resident to the changes and to give further information about how to recycle well, a direct mail shot was sent to every property in the Borough. This contained an explanatory letter, a revised bin calendar, information about how to recycle and information about the chargeable green waste service. The mail shot was backed up by adverts in the press, information on in-bus display screens, tweets and facebook posts.</p> <p>Re3</p> <p>RBC is working closely with the re3 Marketing and Communications Officer to co-ordinate communications campaigns, re3's marketing and communications activity for 2017 -2018 will focus on the following areas:</p> <ol style="list-style-type: none"> a. Using the results of the compositional waste analysis to shape communications to target specific issues b. Addressing the questions that residents ask on a regular basis as to what, where, why and how they should recycle c. Other campaigns that feed into the re3 strategy objectives of reducing contamination rates and building the re3 brand <p>All of the above will support re3 in achieving the shared 50% recycling and reuse target by 2020. A more detailed breakdown is provided in Appendix 4 of the RBC revised strategy.</p> <p>The campaign will be supported by additional promotional material produced by RBC most notably on social media and the website.</p> <p>Factsheets.</p> <p>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</p>
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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



1d. Review current campaigns

Reductions in staff resource, both now and in the future means communication activities will continue to be a challenge and continual review of how we

<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 Occupation) • Schools • Universities and Colleges 	<p>communicate with the emphasis being on website content, social media posts and re3 communications activities is required.</p> <p>Resources will be concentrated on:</p> <ul style="list-style-type: none"> • Working with managing agents and landlords of HMO's. • Assisting the University with Student moving in and out times. • Enforcement Action <ul style="list-style-type: none"> • Working with re3 colleagues. • 4 Waste Road Shows per annum. <p>Student Moving In/Out Packs</p> <p>750 'Moving In' and 'Moving Out' packs were delivered annually to student households in conjunction with the University of Reading, Neighbourhood Action Group and Reading University Students' Union in 2016 and 2017. The packs encourage students to minimise and recycle their waste. This initiative will be supported if resource is available.</p> <p>Flats recycling initiative. This initiative will continue to be supported if resource is available.</p> <table border="1" data-bbox="728 1066 1863 1324"> <tr> <td data-bbox="728 1066 1261 1289">No. of sites (households) where project implemented</td> <td data-bbox="1265 1066 1384 1289">55 (2850)</td> <td data-bbox="1388 1066 1863 1289">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 data-bbox="728 1292 1261 1324">No. of residents spoken to</td> <td data-bbox="1265 1292 1384 1324">868</td> <td data-bbox="1388 1292 1863 1324">During initial door-stepping</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
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			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.
	<p>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 due to the high footfall and we will concentrate on Broad Street in the future.</p> <p>Educational talks. Educational talks were carried out at Geoffrey Field School, Norcot Nursery and also at the Older People's Working Group in 2015.</p>		
1e. Reading University Strengthen the working relationship with the University of Reading's Environmental Science department. Possibly establish Gap Year student scheme.	This aim has been partially achieved. Contact has been made with the relevant University contacts and discussions are ongoing to establish an ongoing reciprocal arrangement in the future. This project depends on the available staff resource.		
1f. Recycling and Re-use Organisations Strengthen existing links	Resource has not been available to progress this action. Work is ongoing with re3 and the partner Boroughs to identify joint working opportunities and to investigate alternative ways of re-using materials.		

<p>Create new links with recycling and re-use organisations. Look to introduce innovative ways of working.</p>	
<p>1g. WEEE Roadshows Promote recycling of small electrical items</p>	<p>4 Roadshows have been delivered per annum for the first 2 years of the strategy. Due to staff reductions this will have to be reviewed from March 2018.</p>
<p>1h. Monitor re3 collaborative working initiatives and communication campaigns monitoring.</p>	<p>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: Recycling in flats/HMO's. Increasing recycling rates. Contamination issues in kerbside recycle.</p> <p>The first phase of the work has produced the following recommendations which will now be progressed:</p> <ol style="list-style-type: none"> 1. Target worst areas of contamination and areas with low recycling rates (using MRF data and crew reports) using joint re3 communications materials. Consider joint Officer door-stepping initiatives to directly address low participation. 2. Further develop joint 'day to day' communications plan with re3 communications officer, focussing on contamination and increasing recycling. 3. Use joint communications materials and social media campaigns to address: What can I recycle? Why can't I recycle this?

	4. Cost joint food waste collection service options						
1i. Monitoring and reporting of the tonnage of small electrical items collected every year of the Strategy.	This aim has been achieved. 6.7 tonnes have been collected since March 2016 and a kerbside WEEE collection service is now available borough wide.						
1j. Monitoring and reporting of the tonnage of street sweepings recycled in every year of the Strategy.	<p>This aim has been achieved. Street sweepings recycling began in 2015 and the tonnages recycled since then are summarised in the table below.</p> <table border="1" data-bbox="826 635 1960 754"> <thead> <tr> <th>Year</th> <th>Tonnage recycled (tonnes)</th> </tr> </thead> <tbody> <tr> <td>2015 - 2016</td> <td>627</td> </tr> <tr> <td>2016 - 2017 (April to August)</td> <td>447</td> </tr> </tbody> </table> <p>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 0.75%.</p>	Year	Tonnage recycled (tonnes)	2015 - 2016	627	2016 - 2017 (April to August)	447
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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	This aim has been achieved. The new service standard was introduced on 13 th February 2017. The effect of the changes on recycling rates, tonnages and costs will be reported to Committee in November 2017. A suitable vehicle is being sourced.						

its potential contribution to increasing collection efficiency.	
2a. Reduce Packaging Encourage local reduction of packaging in waste stream.	Resource has not been available to progress this action. Work is ongoing with re3 and the partner Boroughs to identify joint working opportunities and to monitor changes in national trends in packaging reduction and its effects on material resale revenue.
2b. Community Groups Establish strong working relationships with Neighbourhood and Community Groups and Associations via Neighbourhood Working and Love Clean Reading	This aim has been achieved. Community events have continued successfully and will continue with the support of Neighbourhood Services and Streetcare staff when they are available.
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.	This aim has been partially achieved. 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 that 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. Re3 are carrying out a joint education and awareness campaign with Love Food Hate Waste who are facilitating free workshop sessions in all 3 Boroughs to create a group of food waste champions who can explain to community groups the cost of food waste and how to avoid it.

<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>Further details can be found at https://youtu.be/iUaTwy0u-bl</p> <p>Re3 have also produced a number of short films, one of which included infant age children, which explain the importance of portion control and how to avoid wasting food. These will be distributed via social media, Youtube and via websites.</p> <p>Myth busters will also be produced and distributed via social media which will scotch some of the assumed wisdom around recycling and what can and can't be recycled.</p>
<p>2d. SME'S (Small and Medium Enterprises)</p> <p>Encourage and support SME's to recycling more</p>	<p>Resource has not been available to progress this action</p>
<p>2e. Business Waste</p> <p>Review the development of web based waste for businesses through Business link and re3.</p>	<p>Resource has not been available to progress this action</p>
<p>2f. Cardboard Recycling</p> <p>Investigate expansion of the current cardboard recycling scheme in the town centre to include other materials, working with Reading UK CiC.</p>	<p>Resource has not been available to progress this action. However the cardboard recycling service continues and I to the expanded BiD area.</p>

<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>	<p>The introduction of additional bring banks in both flats communal areas and on street was identified as a target for all 3 re3 boroughs and work is under way with the re3 contract provider to expand the bring bank service to include for materials like Tetra -Paks and foil.</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>	<p>1100L communal bins have been introduced in Amity Street and Anstey Road replacing bag and bin collections. Both schemes have proven to be resource intensive to manage, unpopular with some residents and to be attractors for fly-tipping. Consideration will be given to the suitability of these installations and if a suitable alternative can be found.</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>	<p>50 new On the Go recycling bins have been introduced in the Town Centre.</p> <p>A month long bag sorting trial on waste from On the Go bins was carried out. Over the period from 13/6/16 13/7/16 - 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.</p>
<p>2j. Tetra - pak</p> <p>Review the provision of Tetra-pak and foil bring banks with a view to</p>	<p>The introduction of additional bring banks in both flats communal areas and on street was identified as a target for all 3 re3 boroughs and work is under way with the re3 contract provider to expand the bring bank service to include for materials like Tetra</p>

increasing numbers.	-Paks and foil.
2k. Waste storage - New Housing and Commercial Developments.	Resource has not been available to progress this action but it remains a strategy ambition.
2k. WEEE sites Investigate trialling on street WEEE banks	<p>WEEE bin trial.</p> <p>A trial was introduced in December 2015 in 4 blocks of flats in the borough where 360L wheelie bins for recycling small electrical items (see attached photo) were provided. Explanatory leaflets were delivered to households in the four blocks:</p> <p>Branagh Court - (In Bin store outside 126-142 & in the smaller bin store between blocks 28-94 & 95-110)</p> <p>Lulworth Road - (In the central bin store between Pentridge House & Abbotsbury House)</p> <p>Riversley Court, 205 Wensley Road - (next to green 1100L recycling bins)</p> <p>Trafalgar Court - (By the binstore outside block 32-37)</p> <p>As a result of the trial and following joint working with re3 partners we will be introducing 6 larger 1100L WEEE collection bins at various sites in spring 2017. These bins and their enclosures will be moved periodically as the frequency at which items are disposed of drops.</p>



<p>3a. Neighbourhood Engagement</p> <p>Introduce an outreach/publicity campaign for the 5 year life of the strategy. Use Love Clean Reading and cost comparisons to promote waste minimisation.</p>	<p>Please refer to the response in 1c above.</p>
<p>3b. A-Z Waste Minimisation Guide</p> <p>Update and regularly update an A-Z guide to waste minimisation in Reading.</p>	<p>This aim has been achieved. The guide is available on the RBC website at www.reading.gov.</p>

3d. Work with schools and colleges.

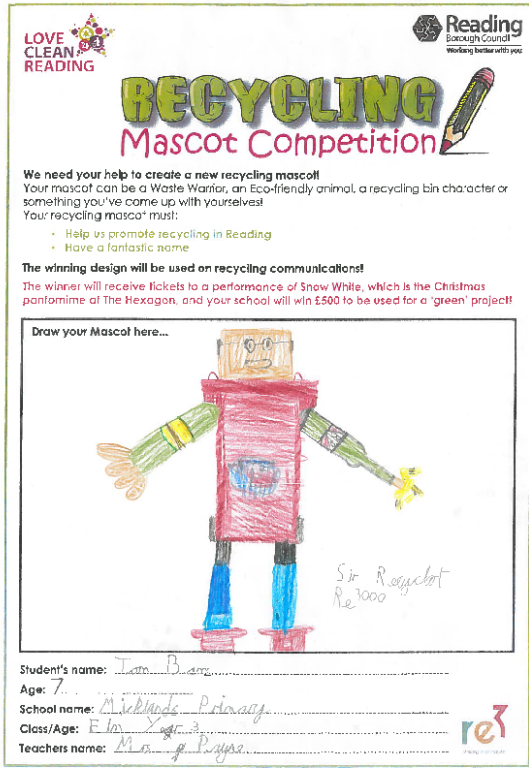
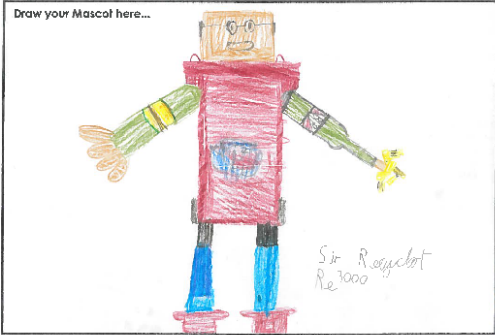

Continue and develop links with schools to promote Love Clean Reading and the Reduce, Re-use, Recycle and Compost message by promoting term long projects for school children.

This aim has been achieved. We appointed a grant funded Waste Minimisation Officer in March 2016 and part of their work has been to re-establish contact with schools and to raise the profile of recycling and re-use with children, parents and staff.

Schools are very busy and it is often difficult to gain a foothold in the curriculum but despite that a good start has been made. The table below shows the number of school visits carried out in 2016.

<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	20/10/2016		
Geoffrey Field Junior	Meeting held, and in January I will be working with the eco-group. An assembly will be held on 9 th November also.		

	<p>Recycling Mascot Competition.</p> <p>As part of the engagement with schools we ran a competition in the Autumn term of 2016 to design a recycling mascot that could be used to identify and promote recycling initiatives in the future. We received 270 entries and the judging panel of Councillor Terry, Kate Powell from Jelly Arts Studio and Debi Daniels chose 7 year Tom's entry "Sir Recyclelot" as the winner. Tom received Panto tickets as his prize and Micklands School received a £500 prize which they are using to provide a living willow structure in the school grounds.</p>
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	<div data-bbox="745 261 1272 1031" data-label="Complex-Block">  <p>LOVE CLEAN READING</p> <p>Reading Borough Council Working better with you</p> <h1>RECYCLING Mascot Competition</h1> <p>We need your help to create a new recycling mascot! Your mascot can be a Waste Warrior, an Eco-friendly animal, a recycling bin character or something you've come up with yourselves! Your recycling mascot must:</p> <ul style="list-style-type: none"> • Help us promote recycling in Reading • Have a fantastic name <p>The winning design will be used on recycling communications! The winner will receive tickets to a performance of Snow White, which is the Christmas pantomime at The Hexagon, and your school will win £500 to be used for a 'green' project!</p> <p>Draw your Mascot here...</p>  <p>Sir Recyclelot Re 1000</p> <p>Student's name: <u>Tom B...</u> Age: <u>7</u> School name: <u>Michelle's Primary</u> Class/Age: <u>Elm Year 2</u> Teachers name: <u>Mrs J. P...</u></p>  </div> <div data-bbox="1339 368 1832 935" data-label="Image"> </div> <div data-bbox="728 1062 1191 1098" data-label="Text"> <p>This is the original entry design.</p> </div> <div data-bbox="1326 1062 1854 1098" data-label="Text"> <p>This is how Sir Recyclelot may look!!</p> </div> <div data-bbox="728 1137 1951 1246" data-label="Text"> <p>Sir Recyclelot will be used as the focus for waste and recycling initiatives in schools and other ways of using him to spread the 50% recycling message such as on vehicles and in social media communications will be developed.</p> </div>
<p>3e. Review roadshow events</p>	<p>Please refer to section 1d above.</p>

through Neighbourhood Working and Community groups and tailor events in areas to specific issues	
3f. Kerbside Stickers Review and develop kerbside yellow /green stickers and develop a communications strategy as part of LCR.	This aim has been achieved. Stickers are being applied to excess waste to alert residents that they will no longer be collected as part of the regular waste collections. Tags will also be attached to recycling bins to help residents to recycle better.
3g. External advertising Review all current external advertising eg. Green Pages.	This aim has been achieved. External advertising will only be used when major service changes are planned.
3h. Enforcement Review our enforcements practices in relation to current legislation	The issue of Community Protection Notices (CPN's) is an ongoing process for fly-tipping and other contraventions of Sections 34, 46 and 47 of the Environmental Protection Act 1990 and the Unauthorised Deposit of Waste (Fixed Penalties) Regulations 2016. Two 2 year fixed term Environmental Enforcement Officers posts have been created from 1 st April 2017 to enhance our capacity to issue the relevant sanctions, but no resource has yet been identified from March 2019.
4a. RBC housekeeping Review RBC internal waste disposal and waste minimisation practices with a view to maximising re-use and recycling.	Resource has not been available to progress this action.
4b. Reduce contamination in	Please refer to sections 1h, 1k and 2c.

residual waste. More effective identification of contaminators by Waste Operations staff.	
4c. Shared collection service Investigate feasibility and benefits of shared collection services between re3 councils.	Objective C of the re3 waste strategy states that "The re3 partnership will investigate the business case for optimised additional sharing and collaboration between re3 councils". Modelling work has been carried out and a preliminary options report is due by the end of March 2017.
4d. Bulky Waste Review bulky waste collection service and investigate ways of reusing or recycling bulky waste items (especially furniture and WEEE items) collected.	This aim has been achieved. The system was subject to review in 2015 and a revised charging and collections schedule was introduced in July 2016. The service remains cost neutral but the number of collections has increased by 209 pa from 1687 in 14/15 to 1896 in 16/17.
4e. One Bin Policy Review one bin policy	This aim has been achieved. As part of its revised service standard the Council will collect one standard 240l grey bin from domestic properties and at least one recycling bin/box on a fortnightly frequency. Households with 5 or more adults permanently residing in the property, or with 2 children in nappies may be eligible for a larger 360l bin. This policy will be enforced in the 6 months following the 13 th February.
4f. 180l Bins Investigate introduction of 180l bins instead of 240l bins for lost/stolen and new bins from April 2016.	The reduction in waste capacity for households remains a focus of joint re3 working and national trends will be monitored and assessed in relation to cost, future budgets and the results of the revised waste collection service standard.

<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>	<p>This aim has been achieved.</p> <p>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.</p>
<p>4h. WEEE collections</p> <p>Introduce WEEE collection and recycling by use of purpose built cages on the new freighter fleet.</p>	<p>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 was 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 was also used to fund four WEEE reuse/recycling events 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>The feedback on the trial from the collection crews was positive and a kerbside WEEE</p>

	collection was introduced boroughwide in April 2016.
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