

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE		
DATE:	14 MARCH 2018	AGENDA ITEM:	8
TITLE:	WASTE MINIMISATION 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 current position of the Waste Minimisation Strategy 2015 - 2020 Action Plan, most notably the introduction of the facility to recycle plastic pots, tubs and trays (PTT) in February 2018.
- 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 19.55% of its municipal waste to landfill with 80.45% being recycled, composted or sent for Energy from Waste. The current recycling rate for Reading is 31.46% compared to the national rate of 45.2%.

2. RECOMMENDATION(S)

- 2.1 That Members note the progress to date of the Waste Minimisation Strategy and the current work streams.
- 2.2 That subsequent Waste Strategy update reports are presented annually to the Committee at its July meeting rather than in March.
- 2.3 That Members delegate authority to the Head of Transportation & 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 the council retains and attracts residents and businesses and remains 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 the 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. This target has been transcribed into UK law and will remain after Brexit.
- 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.
- 3.4 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 were aligned in March 2017. The re3 Joint Waste Disposal Board adopted its strategy in May 2016.

4. THE PROPOSAL

The RBC Strategy and Appendices can be found at:

http://www.reading.gov.uk/media/4418/Waste-Minimisation-Strategy-2015---2020/pdf/HNL_15th_March_WMStrategy_Revision_Appendix_B.pdf

4.1 Strategy Position

The Council continues to recognise the vital importance of achieving the 50% recycling target in 2020 whilst controlling costs in waste collection and disposal. Achieving this target is a significant challenge, but the recent introduction of the recycling of pots tubs and trays (PTT) at the kerbside and the work to fully introduce all elements of the revised service standard, demonstrate the Council's commitment to reach the target.

re3 is currently updating its strategy and as a result the Council's Waste Minimisation Strategy and activities will be reviewed and updated to ensure work is focussed and co-ordinated in the short term. The revised Strategy for Reading will be reported to the HNL Committee at its meeting in July 2018.

4.2 The key themes of the revised RBC Waste Minimisation Strategy will be:

1. Full introduction of the Waste Service standard.

2. Waste collection service development.
3. Introduction of food waste collection.
4. Diversion of recyclable material from the residual bin to the recycling bin.
5. Communications campaigns.
6. Direct contact with residents, businesses and landlords.

The revised Strategy action plan will set out the actions related to each theme and performance will be monitored regularly.

4.3 New waste collection service standards

New waste collection service standards were introduced in February 2017 however there are 5 ongoing elements of work which are summarised below. All 5 are focussed on; improving the way waste is collected, increasing recycling rates, identifying means of changing behaviour and getting the right waste in the right bin:

- Houses of Multiple Occupation - Working to reduce the amount of waste collected from HMO's.
- Bagged Waste Trial - Changing the way bagged waste is presented and collected.
- One bin policy - removing excess unauthorised bins.
- Work with the Housing Department - improving the quality and volume of recycled material from flats.
- Continually Contaminated Recycling Bins

The results of the trial around continually contaminated recycling bins are significant and are highlighted below.

4.3.1 Continually Contaminated Recycling Bins

The trial results demonstrate the importance of direct contact with residents in order to change recycling behaviour. Initially 109 properties in the sample area had bins which were contaminated to such a degree that they would not be collected by crews. Following the issue of letters, information and a door-knocking exercise it was necessary to issue second warning letters to 43 of the original 109 properties. Of these 43 properties 17 had their bins removed due to continued contamination and 10 properties were issued with recycling boxes.

The work, whilst limited in scope, demonstrates the value of the door-knocking methodology and regular contact with residents. The next step is to apply this methodology Boroughwide and to use the same process to influence behaviour to divert recyclables from the grey bin to the red recycling bin. This will be a key aim of the revised Strategy.

4.4 Pots, Tubs and Trays Recycling.

The introduction of recycling of pots, tubs, trays, tetra-paks and foil from the 12th February 2018 is a major step towards increasing the recycling rate in the re3 area. The work has been promoted by the re3 Joint Waste Board and delivered by the re3 management team over the past 18 months. The changes will be monitored through the usual waste data flow statistical process and performance data will be reported going forward.

The project demonstrates the importance of co-ordination and working with re3 to introduce new waste collection streams at the kerbside. The Council has the capacity to review and develop its collection activities and liaison with re3 is essential to achieve this.

4.5 Waste Collection Service Development

The Waste Collection Service Development is a major on-going piece of work which began in December 2017 and is due to be completed by May 2018. It is re-evaluating every element of the waste operations service, including the domestic waste collection service, food waste collection, and commercial waste development. The results of the review will inform the new waste minimisation strategy and the direction of the waste service in the short and medium term.

4.6 Green Waste.

The chargeable green waste collection service was established in April 2017 and had 15,200 subscribers in its first year of operation compared to 16,700 subscribers prior to the introduction of the charge. The revenue for the first year to date is £710,000.

The renewals process for the second year started on the 1st February 2018 and by the 28th February 6300 subscribers had renewed their subscription.

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 Reading Borough Council 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 2017

10.3 HNL Committee July 2017

10.4 HNL Committee March 2017

10.5 HNL Committee November 2016

10.6 HNL Committee July 2016

10.7 HNL Committee March 2015

10.8 HNL Committee November 2013