

HNL Committee - December 2020 - APPENDIX 2

Food Waste and 140l bin project

Weekly Update 3 - Collection Weeks 1 - 6 (5th October to 13th November 2020)

1. Food waste collections.

Table 1 shows the tonnage of food waste collected in weeks 1 to 6 and the amount of food waste collected from each household in kg/household/week compared to target.

EA area	Target (tonnes)	Week 1 (5.10.20) Actual (tonnes)	Week 2 (12.10.20) Actual (tonnes)	Week 3 (19.10.20) Actual tonnes	Week 4 (26.10.20) Actual tonnes	Week 5 (02.11.20) Actual tonnes	Week 6 (09.11.20) Actual tonnes
Abbey	0.86	0.68	0.96	0.98	0.90	1.12	1.12
Caversham	0.64	2.40	1.96	1.84	1.82	2.00	2.30
Minster/Southcote	0.60	0.96	1.38	1.24	1.22	1.30	1.40
Norcot	0.58	1.74	1.76	1.66	1.82	1.82	1.84
Redlands	0.62	1.26	1.36	1.44	1.30	1.46	1.58
Total	3.30	7.04	7.42	7.16	7.06	7.70	8.24
Food waste yield (kg/hh/wk)	1.00	2.13	2.25	2.17	2.13	2.33	2.50

Table 1

1.1 Participation rates - Table 2 shows the participation rates for weeks 3-5.

EA area	Week 3 (19.10.20)	Week 4 (26.10.20)	Week 5 (02/11/20)	Week 6 (09/11/20)
Abbey	58	69	65	73
Caversham	84	85	84	90
Minster/Southcote	68	67	75	65
Norcot	87	88	74	75
Redlands	71	63	76	68
Average	74	74	75	74

Table 2

Participation rate is based on presentation of a food waste bin over a 3 week cycle. Bins are not necessarily presented every week by every household.

2. 140l domestic waste - collection issues

Table 3 shows the number of collection related issues recorded by collection crews for weeks 2-5 of the service for domestic bins ('no domestic collection' means these EA areas were scheduled for recycling that week.)

EA area	Week 2 (12.10.20)	Week 3 (19.10.20)	Week 4 (26.10.20)	Week 5 (02.11.20)	Week 6 (09.11.20)
Abbey	No domestic collection	52 excess waste, 6 not out, 2 contents stuck	No domestic collection	15 not out, 6 contents stuck, 50 excess waste	No domestic collection
Caversham	No domestic collection	No domestic collection	34 not out, 8 excess waste	No domestic collection	4 Bin not out
Minster/Southcote	30 not presented or wrong bin, 6 excess waste	No domestic collection	No data	No domestic collection	12 not out ; Excess waste 10 ; 3 contents stuck
Norcot	38 excess waste, 10 not presented	No domestic collection	No data	No domestic collection	12 not out, 5 contents stuck, 16

					excess waste, 2 wrong bin
Redlands	No domestic collection	38 excess waste, 1 contents stuck	No domestic collection	34 not out	No domestic collection

Table 3

3. Recycling collections - collection issues

Table 4 shows the number of collection related issues recorded by crews for week 2-5 of the new service for recycling bins.

EA area	Week 2 (12.10.20)	Week 3 (19.10.20)	Week 4 (26.10.20)	Week 5 (02.11.20)	Week 6 (09.11.20)
Abbey	18 not presented, 18 contaminated	No recycling collection	6 not out/no access, 40 contaminated	No recycling collection	50 not out ; 41 Contaminated
Caversham	38 not presented, 13 excess waste	19 not out, 1 wrong bin	No recycling collection	13 not out	No recycling collection
Minster/Southcote	No recycling collection	10 not out, 6 contaminated	No recycling collection	3 contaminated, 5 not out	No recycling collection
Norcot	No recycling collection	3 not out, 63 contaminated	No recycling collection	3 not out or blocked, 15 contaminated.	No recycling collection
Redlands	26 contaminated, 16 not presented.	No recycling collection	20 contaminated, 8 not out	No recycling collection	12 not out, 26 contaminated, 1 contents stuck, 2 wrong bin, 1 blocked access

Table 4

4. Customer Contacts

4.1 Early adopter contacts

Table 5 shows the number of enquiries and queries received in weeks 1-4 of the new service. (Week 6 data will be available next week).

Area	Week 1 (5.10.20)		Week 2 (12.10.20)		Week 3 (19.10.20)		Week 4 (26.10.20)		Week 5 (02.11.20)	
	Online queries	Via call centre and to officers	Online queries	Via call centre and to officers	Online queries	Via call centre and to officers	Online queries	Via call centre and to officers	Online queries	Via call centre and to officers
Abbey	10	19	0	5	0	3	1	3	2	2
Minster/Southcote	12	20	1	5	1	2	0	2	0	0
Redlands	7	15	3	4	1	1	0	1	1	2
Norcot	4	21	1	6	1	3	1	2	1	2
Caversham	15	29	5	7	0	1	3	1	0	2
Not in Early Adopters	4	4	1	0	0	1	3	1	1	0

Table 5

4.2. Social Media activity and contacts.

4.2.1 The Nextdoor App. This is a recent addition to the available social media channels and creates groups in wards where local information can be circulated in small areas. We are using it for the EA areas but it covers the ward rather than just the EA areas.

Area	Nextdoor App 2.10.20, Message: Collections start next week.		
	Subscribers	Post Reach	Comments
Abbey	825	509	2
Minster/Southcote	379	139	0
Redlands	126	55	0
Norcot	378	51	1
Caversham	234	91	4
Not in Early Adopters			

Table 6

4.2.2 Table 7 shows the social media messages sent out prior to and at the time of the launch of the new service. Reach being the total number of people who saw the content.

Date	Subject	Additional content	Facebook reach	Facebook engagement	Twitter impressions	Twitter engagements
22/09/2020	Binfographic	Image	4,090	552	3,169	139

23/09/2020	Food waste recycling press release	Image & link	3,968	551	2,267	88
27/09/2020	Food waste recycling press release	Image & link	1,450	46	1,951	67
30/09/2020	Food waste process - re3 film	Video	2,855	273	1,801	66
07/10/2020	Food waste truck livery	Video & link	1,418	107	2,554	141
15/10/2020	Recycle your electricals	Image & link	1,556	34	1,445	25
21/10/2020	Re3 recycling webinar	Image & link	2,041	65	1,834	32
26/10/2020	Garden waste collections	Image & link	1,001	16	1,863	54
31/10/2020	Recycle your pumpkins - inc. food waste bins	Image & link	1,808	109	2,088	58

Table 7

5. Customer Feedback

Table 8 shows the detailed comments received from residents in the 2 weeks before and to date.

EA Area	Road	Comment	Status
Abbey			
Caversham	Kidmore Rd	Says the recycling part of the leaflet is confusing as the icons have different coloured backgrounds. Thinks they should all have red coloured backgrounds.	Being considered for main roll out.
	Buxton Ave	advised they wouldn't be able to cope with the swop over, causing them distress	Resolved
Minster/Southcote	Parkside Rd	concerned about how she would manage 4 adults + 13 year old. has a green cone that she puts her food waste in.	Resolved
	Parkside Rd	Happy about food waste being introduced but uses a compost heap	Resolved
	Beacon Court	concerns about reduction of domestic bins. thinks its not enough and can lead to rats etc	Resolved
	Westcote Rd	concerned not enough bin left for the 8 flats and also only received 2 caddies for 8 properties	Resolved
	Northcourt - Parkhouse Lane	Doesn't feel the capacity provided was enough for 4 people, food bin was missed on the first collection	Resolved

	Penroath Ave	had two 240 l and 5 adults in the property. also concerned about foxes breaking the sacks	Resolved
	Penroath Ave	additional food waste container	Resolved
	Penroath Ave	Received no liners	Resolved
	Parkside Rd	informing us that the property is a hmo and given a 140 l bin	Resolved
	Parkside Rd	querying compostable packaging and wraps	Resolved
	Inglewood Ct	can cut flowers be put into the food waste bin	Resolved
Norcot	Gairn Close	'Before you send out to the whole of the town you need to give clearer instructions as to how receiving. plus not easy to speak to someone by phone, what if elderly person with no internet contact'	Resolved
	Unknown	Was unhappy that he knew the food waste scheme was starting on 5th October, but that residents had not been given a date when the black bins were going to be changed. Didn't know they were changing before 5th.	Resolved
Redlands	Blenheim Rd	Concerned about excess waste and bins not being pulled back in to properties after collection day. Also worried about student houses not recycling and we should consider enforcement.	Resolved

Table 8

6. Learning Outcomes

Table 9 shows the main learning outcomes to date.

Learning Outcome	Target change	Week added
1. Engage early with residents who will need extra capacity in order to reduce contacts and help organise deliveries more efficiently.	Main roll out comms, FAQ's and social media.	Pre - roll out
2. Ensure 140l bins are delivered on the same day that 240l bins are removed.	Training for delivery crews.	Delivery week
3. When delivering food bins and caddies leave at the property boundary ie. In the presentation place rather than deliver to the front door, as some residents are leaving full bins in that position rather than at the kerbside despite instructions.	Training for delivery crews.	Delivery week
4. Add in clearer comms in leaflets about bin presentation places.	Main roll out comms, FAQ's and social media.	Week 1
5. Deliver food waste bins, caddies and liners to flats within communal blocks if access can be gained.	Consider adding to pre- roll-out communications	Delivery week
6. Add FAQ to explain that food waste will be collected in a different vehicle and not in the large RCV truck.	FAQ	Week 2
7. Add FAQ that food waste bins may be collected at a different time of day to other waste bins and they should be presented by 6am as the other bins do.	FAQ	Week 4
8. Ensure residents know that they can request additional recycling bins and boxes free of charge if required.	All communications	Week 5 and 6

Table 9