

## Household Waste Update on the introduction of kerbside food waste collections and 140l bins.

### APPENDIX 2: Early Adopters - Monitoring data

#### 1. Food waste collections.

Table 1 shows the tonnage of food waste collected in weeks 1 to 16 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	Week 7 16.11.20 Actual tonnes	Week 8 23.11.20 Actual tonnes	Week 9 30.11.20 Actual tonnes	Week 10 07.12.20 Actual tonnes	Week 11 14.12.20 Actual tonnes
Abbey	0.86	0.68	0.96	0.98	0.90	1.12	1.12	1.10	1.12	1.04	0.92	1.08
Caversham	0.64	2.40	1.96	1.84	1.82	2.00	2.30	1.86	2.20	1.86	1.90	1.88
Minster/Southcote	0.60	0.96	1.38	1.24	1.22	1.30	1.40	1.36	1.40	1.30	1.26	1.10
Norcot	0.58	1.74	1.76	1.66	1.82	1.82	1.84	1.84	1.80	1.68	1.68	1.52
Redlands	0.62	1.26	1.36	1.44	1.30	1.46	1.58	1.70	1.46	1.60	1.44	1.50
Total	3.30	7.04	7.42	7.16	7.06	7.70	8.24	7.86	7.98	7.48	7.20	7.08
Food waste yield (kg/hh/wk)	1.00	2.13	2.25	2.17	2.13	2.33	2.50	2.38	2.41	2.27	2.18	2.15

EA area	Week 12 21.12.20 Actual tonnes	Week 13 28.12.20 Actual tonnes	Week 14 04.01.21 Actual tonnes	Week 15 11.01.21 Actual tonnes	Week 16 18.01.21 Actual tonnes	Week 17 25.01.21 Actual tonnes
Abbey	1.10	1.50	1.14	0.96	0.96	1.10
Caversham	1.90	3.78	1.50	2.20	2.04	2.20
Minster/Southcote	1.42	2.06	1.34	1.18	1.28	1.30
Norcot	1.68	2.64	2.10	1.66	1.58	1.40
Redlands	1.10	1.48	1.10	1.04	1.26	1.30
Total	7.20	11.46	7.18	7.04	7.12	7.30
Food waste yield (kg/hh/wk)	2.18	3.47	2.18	2.13	2.16	2.21

Table 1

1.1 Participation rates - Table 2 shows the participation rates for weeks 3-16.

EA area	Week 3 (19/10)	Week 4 (26/10)	Week 5 (02/11/20)	Average participati on rate (%)	Week 6 (09/11)	Week 7 (16/11)	Week 8 (23.11)	Average participa tion rate (%)	Week 9 (30.11)	Week 10 (07.12)	Week 11 (14.12)
Abbey	58	69	65	64	73	81	54	69	84	85	86
Caversham	84	85	84	84	90	86	88	88	86	88	85
Minster/Southcote	68	67	75	70	65	70	81	72	75	78	77
Norcot	87	88	74	83	75	71	71	72	65	90	87
Redlands	71	63	76	70	68	67	70	68	87	83	86
Average (%)	74	74	75	74	74	75	73	74	79	85	84

EA area	Average participa tion rate (%)	Week 12 (21/12)	Week 13 (28/12)	Week 14 (04.01.21)	Average participation rate (%)	Week 15 (11/01)	Week 16 (18.11)	Week 17 (25.01)	Average participati on rate (%)
Abbey	85	81	No data	67		78	79	84	80
Caversham	86	89	No data	98		88	82	85	85
Minster/Southcote	77	74	No data	81		71	92	72	78
Norcot	81	75	No data	85		75	77	80	77
Redlands	85	77	No data	77		80	95	80	85
Average (%)	83	79	No data	82		78	85	80	81

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. The highlighted columns show the participation rate for the weeks 3-5 and 6-8.

1.2 Domestic waste and recycling tonnages collected. Table 2.1 gives a comparison of the tonnages of domestic waste and recycling collected on the rounds which include the early adopter areas, in the weeks immediately prior to the start of the new service and after.

	Abbey		Caversham		Minster/Southcote		Norcot		Redlands	
	Domestic	Recycling	Domestic	Recycling	Domestic	Recycling	Domestic	Recycling	Domestic	Recycling
Tonnage (T)										
Pre trial	52.4	11.06	42.36	17.08	43.94	17.44	45.97	1180	48.86	14.06
Post trial	53.90	13.96	33.46	21.66	35.96	17.58	39.58	14.82	43.62	16.46
Change	2.78%	26.22%	-21.01%	26.81%	-18.16%	0.80%	-13.90%	25.59%	-10.72%	17.07%

Table 2.1

## 2. 140l domestic waste - collection issues

Table 3 shows the number of collection related issues recorded by collection crews for weeks 2-17 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)	Week 3 (19.10)	Week 4 (26.10)	Week 5 (02.11)	Week 6 (09.11)	Week 7 (16.11)	Week 8 (23.11)	Week 9 (30.11)	Week 10 (07.12)	Week 11 (14.12)
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	25 Bin not out / locked / blocked access, 4 contents stuck, 47 excess waste	No domestic collection	12 Bin not out, 1 Bin locked, 4 Blocked Access, 8 contents stuck, 57 excess waste	No domestic collection	8 Bin not out, 8 Blocked Access, 4 Excess Waste

Caversham	No domestic collection	No domestic collection	34 not out, 8 excess waste	No domestic collection	4 Bin not out	No domestic collection	7 Bin not out, 3 Excess Waste	No domestic collection	21 Bin not out, 5 Excess Waste, 2 Wrong Bin Presented	No domestic collection
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	No domestic collection	12 Bin not out, 6 contents stuck, 11 excess waste, 1 wrong bin	No domestic collection	17 Bin not out, 1 Contents Stuck, 14 Excess Waste	No domestic collection
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	No domestic collection	12 Bin not out, 7 contents stuck, 2 excess waste, 2 wrong bin	No domestic collection	4 Bin not out, 1 Blocked Access, 3 Contents Stuck, 3 Excess Waste	No domestic collection
Redlands	No domestic collection	38 excess waste, 1 contents stuck	No domestic collection	34 not out	No domestic collection	10 Bin not out, 2 contents stuck, 36 excess waste	No domestic collection	1 Blocked Access, 2 contents stuck, 56 excess waste	No domestic collection	7 Bin not out, 1 Contents Stuck, 3 Excess Waste

EA area	Week 12 (21.12)	Week13 (28.12)	Week 14 (04.01)	Week 15 (11.01)	Week16 (18.01)	Week 17 (19.01)				
Abbey	No domestic collection	Data to follow	No domestic collection	1 Bin locked, 11 Bin not out, 4 Blocked Access, 44 Excess Waste	No domestic collection	Data to follow				
Caversham	To follow		12 Bin not out, 16 Excess Waste	No domestic collection	59 Bin not out, 5 Excess Waste	No domestic collection				
Minster/Southcote	20 Bin not out, 3 Contents Stuck, 4 Excess Waste		21 Bin not out, 5 Excess Waste	No domestic collection	29 Bin not out, 1 Contents Stuck, 4 Excess Waste	No domestic collection				
Norcot	11 Bin not out, 5 Blocked Access, 1 Excess Waste		2 Bin not out. 3 Contents stuck, 1 Excess Waste	No domestic collection	55 Bin not out, 2 Blocked Access, 1 Contents Stuck, 1 Excess Waste	No domestic collection				
Redlands	No domestic collection		No domestic collection	To follow	No domestic collection	Data to follow				

Table 3

### 3. Recycling collections - collection issues

Table 4 shows the number of collection related issues recorded by crews for week 2-17 of the new service for recycling bins.

EA area	Week 2 12.10	Week 3 19.10	Week 4 26.10	Week 5 02.11	Week 6 09.11	Week 7 16.11	Week 8 23.11	Week 9 30.11.	Week 10 07.12	Week 11 14.12
Abbey	18 not presented , 18 contaminated	No recycling collection	6 not out/no access, 40 contaminated	No recycling collection	50 not out ; 41 Contaminated	No recycling collection	2 Blocked Access, 38 Contaminated	No recycling collection	12 Bin not out, 8 Blocked Access, 24 Contaminated	No recycling collection
Caversham	38 not presented , 13 excess waste	19 not out, 1 wrong bin	No recycling collection	13 not out	No recycling collection	20 not out	No recycling collection	1 Bin not out	No recycling collection	
Minster/South cote	No recycling collection	10 not out, 6 contaminated	No recycling collection	3 contaminated, 5 not out	No recycling collection	20 not out; 11 Contaminated	No recycling collection	18 Bin not out, 10 Contaminated, 1 Excess waste	No recycling collection	14 Bin not out , 3 Contaminated
Norcot	No recycling collection	3 not out, 63 contaminated	No recycling collection	3 not out or blocked, 15 contaminated.	No recycling collection	8 not out; 15 Contaminated	No recycling collection	5 Bin not out, 17 Contaminated	No recycling collection	11 Contaminated Bin, 2 Bin not out , 1 Blocked Access

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	No recycling collection	14 Blocked Access, 1 Blocked Access. 5 Contaminated	No recycling collection	8 Bin not out, 20 Contaminated	No recycling collection
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EA area	Week 12 21.12	Week 13 28.12	Week 14 04.01	Week 15 11.01	Week 16 18.01	Week 17 25.01				
Abbey	4 Bin not out, 53 Contaminated, 2 Bin locked, 5 Blocked Access,	Data to follow	16 Contaminated	No recycling collection	11 Bin not out, 50 Contaminated 1 blocked access, 2 Bin locked, 1 Bin in back of lorry,	No recycling collection				
Caversham	No recycling collection		No recycling collection	28 Bin not out, 1 Contaminated	No recycling collection	21 Bin not out				
Minster/South cote	No recycling collection		No recycling collection	2 Bin not out, 27 Contaminated	No recycling collection	17 Bin not out, 8 Contaminated, 1 wrong				

						bin presented				
Norcot	No recycling collection		No recycling collection	27 Bin not out, 1 Blocked Access, 1 Contents Stuck, 3 Excess Waste	No recycling collection	1 Bin not out, 17 Contaminated				
Redlands	9 Bin not out, 1 Blocked Access, 9 Contaminated		31 Bin not out, 1 Blocked Access, 7 Contaminated Bin	No recycling collection	29 Bin not out, 4 Blocked Access, 12 Contaminated	No recycling collection				

Table 4



Not in Early Adopters	0	1	0	0	3	6									
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Table 5

4.1.1 Table 5.1 below shows the total number of contacts received about the project, as opposed to the Early Adopters, following the release of the new collections calendar and project information from the 7th December. This replaces Table 5 as communications have now reached all residents and contacts can be regarded as concerning food waste rather than early adopters.

Date	Flare enquiries	Online form enquiries
14th - 20th December	36	10
21st - 27th December	9	3
28th December - 3rd January 2021	0 (call centre closed)	4
04th January - 10th January 2021	71	30
11th January - 17th January	111	37

Table 5.1

## 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

#### 7. Early Adopters scheme feedback

As part of the evaluation of the early adopters scheme we pro-actively sought feedback from all service users on a number of elements of the scheme including communications channels in order to inform the communications for the main roll out and allow us to make changes. Leaflets were delivered to all 3300 participating properties and a form was available on the website for responses to be left. Table 10 below summarises the responses we received up until Wednesday 18<sup>th</sup> November. The closing date for responses was Friday 20<sup>th</sup> November. To that date 142 responses from a total of 3300 early adopter properties were received. As shown below the majority of responses were positive, most notably that the communications were clear, everyone who responded received the leaflet and were clear on what can and can't be put into the food waste bin. The respondents made it clear that the preferred means of receiving information is by written communications (leaflet, newsletter or letter).

The themes that came through and which will be incorporated into the main roll out leaflets, communications and FAQ's are shown in Table 10:

Theme	Revision
1. What food waste can go in the bin	Main roll out leaflet updated and FAQ's expanded
2. Confusion over biodegradable packaging	FAQ and include in leaflet
3. How to get more caddy liners	Website information and leaflets, FAQ's

4. Translations use of QR code	Will be put in place as soon as content is available on-line
5. Make clear food is collected separately by different truck	Included in all leaflets
6. Emphasise food is a weekly collection.	In all comms
7. Ensure environmental benefits are stressed	Profile in leaflets increased FAQ expanded
8. Promote the re3cyclopedia app	To be included in comms
9. Videos on social media	8 'How to' videos produced and will be available

Table 10

Question	Response		
	Yes	No	
1. Have you used the food waste service?	139	3	
2. Did you receive the food waste scheme introductory?	142	0	
3. Are you aware of the re3cyclopedia app? Y/N	32	110	
4. Would you like more information about the environmental benefits of the food waste collection scheme?	42	100	
Possible response	Agree or strongly agree	Neither agreed or disagree	Disagree or strongly disagree
5. The information I received on how to use the new food waste collection service was clear	141	1	
6. I understand what can and can't be recycled in my food waste caddy and bin	142	0	0

7. The information I received on what I can put in my recycling bin was clear	137	1	4
8. I understand what can and can't be recycled in my recycling bin	135	3	4
9. The outdoor food waste bin is easy to use	125	9	8
10. The indoor food waste caddy is easy to use	129	5	8
11. I know where to present my food waste bin every week	136	3	3
12. I know how to lock my food waste bin	132	7	3
13. Where did you see the information about the new food waste service?	1 Social media 3 Letter 138 Leaflet through door or in caddy		
14. How would you prefer to receive information and updates about recycling initiatives and changes to your waste service?	1 Council website 40 E mail 92 Leaflets through door 3 Social media 5 Newsletters  2 Other		

Table 11