

## JOINT WASTE DISPOSAL BOARD

### NOTICE OF MEETING

FRIDAY 27 APRIL 2018

**TO: ALL MEMBERS OF THE JOINT WASTE DISPOSAL BOARD**

You are invited to attend a meeting of the Joint Waste Disposal Board on **Friday 27 April 2018 at 11.00 am** in the Meeting Room FF11, Wokingham Borough Council, Shute End, Wokingham, RG40. An agenda for the meeting is set out overleaf.

Oliver Burt  
Project Director

#### Members of the Joint Waste Disposal Board

Councillor Mrs Dorothy Hayes MBE, Bracknell Forest Council  
Councillor Iain McCracken, Bracknell Forest Council  
Councillor Tony Page, Reading Borough Council  
Councillor Liz Terry, Reading Borough Council  
Councillor Julian McGhee-Sumner, Wokingham Borough Council  
Councillor Norman Jorgensen, Wokingham Borough Council

#### EMERGENCY EVACUATION INSTRUCTIONS

**If you hear the alarm:**

- 1 Leave the building immediately**
- 2 Follow the green signs**
- 3 Use the stairs not the lifts**
- 4 Do not re-enter the building until told to do so**



If you require further information, please contact: Hannah Stevenson  
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| 7.  | <b>RE3 STRATEGY REPORT</b><br>To introduce and seek endorsement of the draft re3 Strategy.  | 15 - 48 |
| 8.  | <b>FOOD WASTE PROCESSING</b><br>To note information on Food Waste processing.   | 49 - 52 |
| 9.  | <b>FINANCIAL MANAGEMENT REPORT</b><br>To note the re3 Joint Waste Disposal Board on the Partnership's current financial position. | 53 - 58 |
| 10. | <b>ANY OTHER BUSINESS</b>   |         |
| 11. | <b>DATE OF THE NEXT BOARD MEETING</b><br>6 July 2018, 11am  |         |

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**JOINT WASTE DISPOSAL BOARD  
26 JANUARY 2018  
(11.00 am - 1.15 pm)**

Present: Bracknell Forest Borough Council  
Councillor Mrs Dorothy Hayes MBE  
Councillor Iain McCracken

Reading Borough Council  
Councillor Tony Page  
Councillor Liz Terry

Wokingham District Council  
Councillor Norman Jorgensen

Officers Steve Loudoun, Bracknell Forest Council  
Alison Bell, Reading Borough Council  
Josie Wragg, Wokingham Borough Council  
Grace Bradbrook, re3 Principal Finance Officer  
Oliver Burt, re3 Strategic Waste Manager  
Sarah Innes, Reading Borough Council  
Monika Bulmer, re3 Marketing and Communications Officer

**24. Declarations of Interest**

There were no declarations of interest.

**25. Minutes of the Meeting of the Joint Waste Disposal Board**

**RESOLVED** that the minutes of the meeting of the Board held on 13 October 2017 be approved as a correct record and signed by the Chairman.

Arising on the minutes, the Board noted that:

- Work was progressing on the formal change notice for food waste collections. It had been Agreed at Wokingham Borough Council's Executive on the 25 January that they would be going ahead with Food Waste collection and hoped to have this in place from April 2019.
- From Monday 12 February 2018 there would be a mail shot regarding the new plastic recycling, sent out to all residents in the Re3 partnership. These would take between 7 -10 days for all residents to receive and included a letter informing what the changes were, FAQs, a leaflet detailing what was recyclable and a leaflet setting out why recycling was important. Clear plastic takeaway containers would be recyclable.

Monica would provide all Members with the final version of the letter and leaflets electronically.

The changes would be implemented from the first collection after the letter had been received.

- Compost sales from the recycling centres would be going ahead in the early part of 2018. FCC were in discussions with legal surrounding setting the costs of the compost bags. Advice given had indicated that FCC should not make a

loss or a profit and nor were they allowed to undercut the market, a price of £3 per 40L bag had been suggested, which was inline with other local retailers. The bags would be branded as “Re3 Grow” and sold outside the front of the recycling facilities and there were no planning or licensing issues.

Members were supportive of the idea but wished for more detail to be provided around the haulage of the compost. Oliver Burt confirmed that a paper would be circulated to Members outside of the Board Meeting.

**26. Urgent Items of Business**

There were no urgent items of business.

**27. Commencement of meeting and presentation by Paul Taylor, Chief Executive of FCC Environment**

A presentation was given by Paul Taylor, Chief Executive of FCC Environment and Adrian Clarke, General Manager of re3 Ltd, which would be circulated to the Board Members.

This covered:

- An overview of the waste industry.
- The impact of Brexit.
- FCC thoughts on the Governments 25 year plan.
- The impact on Chinas decision to restrict recycling.

**28. Progress Report**

The Board received a progress report updating it on delivery of the re3 Joint Waste PFI Contract. The report covered:

- Review of Charging Structure for Non-Household Waste
- Green Machine Service Level Agreement
- Marketing and Communications Review

The Board was advised that:

- The review of charging had gone well and the feedback had been positive from residents.
- The SLA for paint sales had been agreed and marketing would begin. This would be publicised on the sites by the meet and great staff.
- The message of why glass is not part of the kerbside collection needed to be repeated and promoted throughout the three Boroughs.

**RESOLVED** that Members noted the contents of this report.

**29. Exclusion of Public and Press**

**RESOLVED** that pursuant to Regulation 4 of the Local Authorities (Executive Arrangements) (Access to Information) Regulations 2012 and having regard to the public interest, members of the public and press be excluded from the meeting for the consideration of items 8 and 9 which involve the likely disclosure of exempt

information under the following category of Schedule 12A of the Local Government Act 1972:

- (3) Information relating to the financial or business affairs of any particular person (including the authority holding that information)

30. **Contract Review Report**

The Joint Waste Disposal Board received a report briefing them on the contract savings project related to the re3 Joint Waste PFI Contract.

The re3 Board were familiar with the process as they had received reports in January & April 2017 on the project.

The PID described specifically how it proposed to approach the deliver of the target savings. A table breaking down the potential contract savings and options was included within the report.

**RESOLVED** that:

- i. Members noted the contents of the report.
- ii. Members approve the Project Initiation Document for the re3 Contract Savings Project.

31. **Financial Management Report**

The Members received a report briefing them on the Partnership's current financial position.

Arising from the report it was noted that:

- There had been a net underspend which was reflected in each Council's budget.
- The December tonnage had been lower than expected at Longshot Lane, but it was expected that this would balance out in January.
- The third draft of the 2018/19 budget had been included with the report, the re3 Principal Finance Officer had met with each Council's relevant accountant to approve the budget.
- Members decided against commencing with measures to accept trade waste (for a charge) at the Recycling Centres. Members requested that a desk top exercise be undertaken regarding housing growth verses recycling capacity.
- Four options were presented regarding the charges for non- household waste, with Members recommending to increase the charges inline with inflation but requested to look at it again in six months time.
- Members requested that a presentation be given at the next meeting regarding the recycling rate and how other Local Authorities were recording this.

**RESOLVED** that:

- i. Members noted the Partnership's financial position for the year to date.
- ii. Members recommended to increase charges for non- household waste inline with inflation.

32. **Date of the Next Board Meeting**

The Board noted that its next meeting would be held at 11am on Friday 27 April 2018 at Wokingham Borough Council.

**CHAIRMAN**

**TO: JOINT WASTE DISPOSAL BOARD**  
**27<sup>th</sup> April 2018**

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## **PROGRESS REPORT**

### **Report of the re3 Strategic Waste Manager**

#### **1 INTRODUCTION**

- 1.1 The purpose of this report is to brief the re3 Joint Waste Disposal Board on progress in the delivery of the re3 Joint Waste PFI Contract.

#### **2 RECOMMENDATION**

- 2.1 **That Members note the contents of this report.**
- 2.2 **That Members approve the recommendation at 6.4 to offer a multi-buy offer on re3grow compost.**

#### **3 ALTERNATIVE OPTIONS CONSIDERED**

- 3.1 None for this report.

#### **4 REASONS FOR RECOMMENDATION**

- 4.1 The purpose of this report is to brief Members in relation to progress in delivery of the re3 Joint Waste PFI Contract.

#### **5 GENERAL DATA PROTECTION REGULATIONS**

- 5.1 The General Data Protection Regulation (GDPR) places new obligations on public bodies when handling personal data, and will come into effect on 25 May 2018.
- 5.2 In order to ensure compliance with the new legislation, Council contracts are being amended to contain certain prescribed clauses relating to the nature of the processing.
- 5.3 As the re3 Contract is a shared agreement, the legal teams at Bracknell Forest, Reading and Wokingham Borough Councils have agreed to seek a single amendment in relation to the PFI Contract.
- 5.4 The amendment proposed by Wokingham Borough Council has been shared with colleagues in Bracknell Forest, Reading and FCC. Due to the workload on the respective legal teams, not least from pre-GDPR issues, we have been advised to engage our project legal advisors, Eversheds Sutherland, to support the councils in ensuring that the re3 PFI contract is suitably amended to support compliance.
- 5.5 Officers will keep Members informed on progress to agree a consensus.
- 5.6 In terms of specific requirements, officers have met with internal data protection officers at Reading Borough Council, in relation the Commercial and Commercial-Type Vehicle Permit Scheme. This scheme requires that personal data be submitted in order for the system to be administered. Updates have been made to the Data Privacy Notice and these will be shared with data protection colleagues in each of the three Councils.

- 5.7 Officers intended to draw up a protocol setting out how personal data should be shared between the Councils and with FCC. This is necessary to minimise the chances of personal data, such as that provided in relation to queries and complaints, being lost or mis-handled. It is expected that the protocol will cover measures such as the removal of personal data from correspondence in cases where this information is not necessary, and the use of secure email and encrypted memory sticks, where it is. A draft will be circulated to the waste officers and Customer Service Teams for comment, with the intention of having a final version agreed before regulations are implemented.

## 6 re3GROW COMPOST

- 6.1 Officers have previously reported on the subject of the plan to make compost, created from garden waste deposited by re3 residents, available for sale at the re3 Recycling Centres.
- 6.2 As required, officers have considered the full costs involved and calculated that each 40 litre bag should be available to purchase for a cost of £3.50 (inc VAT).
- 6.3 The re3 Partnership is engaging in this activity as a service for residents and to support the concepts of circularity and recycling. It is also doing so for the first time and so we expect to learn more about the market as we proceed. The re3 Partnership cannot (and does not set out to) compete with the larger, volume sellers such as garden centres and DIY superstores. Accordingly, it is quite important that we are able to sell our stock within the gardening season. Stock left over at the end of this period (e.g. October) is unlikely to be suitable for sale next Spring.
- 6.4 Accordingly, Officers are proposing to offer a small discount for residents who purchase 3 bags. If Members support a deal of this nature, Officers recommend that 3 bags be offered for £10. This would be a minor encouragement for sales whilst still not representing any distortion of the local market. The multi-buy offer would equate to a cost of 8p per litre. According to the benchmarking undertaken by officers, the cost per litre of re3grow would not fall below the lowest prices offered for similar products elsewhere.

## 7 MARKETING AND COMMUNICATIONS REVIEW

### Recycling of Pots, Tubs, Trays and Cartons

- 7.1 The enhanced kerbside recycling scheme was announced on 12 February 2018. Each household was informed about the expanded list of items via post. The residents pack included an explanatory letter with frequently asked questions, a leaflet indicating all items that can be currently recycled at home and also a leaflet with information about the importance of the recycling process.
- 7.2 The press release was issued to the local and trade press. The news was published by: [In Your Area](#), [Wokingham Newspaper](#), BBC Berkshire and the story was also reported twice in [Let's Recycle](#), [Let's Recycle](#). The new service was published in the available Councils magazines and in various local newsletters sent out by parishes.
- 7.3 The complete pack (letter, poster and leaflets) was shared with housing associations, agencies looking after multiple occupancy residential flats, parishes and environmental groups that are active across re3 area.
- 7.4 re3 website was updated with new items, alongside specific FAQ on new plastic recycling. Poster and leaflets are available for download from website.

- 7.5 The announcement video was shared on social media. The Facebook post (video) reached over 55,000 people, was viewed by 24,000 people and was shared over 400 times. The announcement was equally popular on the respective Council social pages. The Twitter post reached over 10,000 residents. Since the announcement, a variety of posts were published via social media on recycling new items and they are continuously perceived as one of the top performing posts, with some of them organically reaching 10k residents. The general sentiment is very positive, with a very minor comments mainly related to the urge to recycle even more.
- 7.6 Marketing and Communications Officers received a number of positive comments and compliments in regards to the widened list of recyclable items via social media and email. The Waste Officers have also shared their positive feedback received from residents. Some of them have noticed an increase in number of people that apply for the additional recycling bin/box.
- 7.7 Social media advertising has focused on reaching out to residents living in shared accommodation and flats. Further, continuing, activities to promote recycling plastic pots, tubs and trays includes: reaching out to hard to reach communities, print and outdoor advertising and campaign at schools.

### **re3 Communications Activities for 2018**

- 7.8 re3's marketing and communications activity for 2018 will focus on simplifying recycling habits to residents, allowing them to understand the recycling processes and on inspiring them to do more at home or school. The activities will be tied by specific national themes which are at the same time supportive of the re3 Strategy 2018-2020.
- 7.9 The scope of the proposed activities and objectives have been discussed with the waste teams at each of the re3 councils. They are described in the Marketing and Communications Plan which is appended to this report.

### **Glass Recycling Campaign**

- 7.10 To date, 50 groups have registered, out of which 32 are children's groups, such as schools, and 17 of them have a community interest focus. Altogether, the registered groups connect 8,800 people and their reach approx. 46,500 people (this includes direct relatives of children and indicated number of subscribers to individual newsletters). The re3 Marketing and Communications Officer will further promote the campaign to encourage continued participation.
- 7.11 The re3 Marketing and Communications Officer attended a school assembly during which the glass campaign was launched and promoted. Other groups have committed to collect glass at the nearest bottle banks and promote the initiative through their own communications channels. A monthly newsletter to the registered groups is sent out, to encourage recycling glass bottles and jars at bottle bank.
- 7.12 A competition is being run to suggest names for the new glass recycling trucks. The shortlisted names have been put to the public vote and we hope to build on interest in this competition to support glass recycling.

## **8 ADVICE RECEIVED FROM ADMINISTERING AUTHORITY**

Head of Legal Services

- 8.1 The request for an amendment to the re3 Contract by Wokingham Borough Council, to reflect GDPR, was received. As the re3 Contract is a shared agreement, it is advised that the councils work with shared legal advisors in order to agree consensus on the form of words to be added and to liaise with the Contractor to ensure timely incorporation.

Corporate Finance Business Partner

- 8.2 None for this report.

Equalities Impact Assessment

- 8.3 None.

Strategic Risk Management Issues

- 8.4 None

**9 CONSULTATION**

Principal Groups Consulted

- 9.1 Not applicable.

Method of Consultation

- 9.2 Not applicable.

Representations Received

- 9.3 Not applicable.

Background Papers

None

Contacts for further information

Oliver Burt, re3 Strategic Waste Manager  
0118 937 3990  
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## Marketing and Communications Plan 2018

### Planned Activity

re3's marketing and communications activity for 2018 -2019 will focus on simplifying recycling habits to residents, allowing them to understand the recycling processes and on inspiring to do something differently at home or school. The activities will be tied by specific national themes which are at the same time prioritised in re3 Strategy 2018-2020.

#### **Achieving 50% recycling and reuse rate**

- a) Raising awareness of the importance of recycling, educating/informing residents on items that can be recycled at home.
- b) Focus on improving recycling of plastic materials and taking advantage of the mainstream efforts on reducing plastic usage.
- c) Promoting usage of bottle banks.
- d) Addressing contamination problem.
- e) Establishing more structured cooperation with local environmental groups that are well recognised within the community.
- f) Bringing to the residents' attention recycling process

#### Sample of tactics

- Media relations, social media, print advertising, outdoor advertising, educational visits at MRF, engagement during community events.
- Building a business case for developing Community Recycling Champion programme.
- Working towards establishing stakeholders working groups consist of representatives of groups that focus on waste minimisation across re3.

#### **Reducing food waste and developing joint plan to introduce food collection service across re3.**

- a) Using data to highlight the scale of food currently being wasted by re3 households
- b) Provide the opportunities to reduce waste by meal planning, portioning, and labelling, freezing, cooking from leftovers as well as food sharing, donating
- c) Promoting composting at home and community composting

A waste management partnership between Bracknell Forest, Reading and Wokingham Borough Councils.

- d) Developing joint plan to successfully introduce food collection service across re3

Sample of tactics:

- Media relations, social media, print advertising, outdoor advertising
- Building a business case for developing a community composting programme across re3

**Promoting reduce and reuse behaviours at home including re-use scheme at HWRC**

- a) Promoting the use of HWRC and partnership with Precycle, Green Machine, Sue Ryder.
- b) Looking into the possibility of organising an Open Day at MRF.
- c) Promoting the circular economy projects

**Cooperating with schools and building a joint educational resources to further generate interest in recycling.**

- a) Developing a specific campaigns on plastic recycling and composting
- b) Working towards developing a joint resource pack accessible from re3 websie that focus on environment and recycling.

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