

**JOINT WASTE DISPOSAL BOARD**  
**24 JANUARY 2019**  
**(9.35 - 11.47 am)**

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

Reading Borough Council  
Councillor Sophia James  
Councillor Tony Page

Wokingham District Council  
Councillor John Halsall  
Councillor Simon Weeks

Officers Peter Baveystock, Wokingham Borough Council  
Grace Bradbrook, Re3 Principal Finance Officer  
Monika Bulmer, re3 Marketing and Communications Officer  
Oliver Burt, re3 Strategic Waste Manager  
Damian James, Bracknell Forest Council  
Dave Moore, Reading Borough Council

**19. Nomination of Vice Chairman**

**RESOLVED** that Councillor Halsall be appointed Vice-Chairman of the Joint Waste Disposal Board Management Committee for the 2018/19 Municipal Year.

**20. Declarations of Interest**

There were no declarations of interest.

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

**RESOLVED** that the minutes of the meeting of the Joint Waste Disposal Board held on the 12 October 2018 be approved as a correct record and signed by the Chairman.

Arising on the minutes it was noted:

Minute 18 - It was explained that if the Board were to have substitutes this would have to be agreed by the Board. The substitutes could only be Executive or Lead Members and would have to be elected as substitute members in the same way that members were elected to sit on the Board.

The Chair emphasised the need for the Board meetings to be quorate.

**22. Urgent Items of Business**

There were no urgent items of business.

It was raised that some Members had not received their agendas until the day before the meeting.

It was agreed that Hannah would circulate the agenda electronically as soon as it was published.

### 23. **Progress Report**

The Board received a report briefing them on the progress in the delivery of the re3 Joint Waste PFI Contract. The report covered:

- re3 Waste Strategy Targets
- Communications

The Board was advised that:

- Given the timings of the JWDB, going forward provisional performance data for the re3 Waste Strategy targets would be provided.
- Bracknell Forest's current recycling rate was 38.9%.
- Waste from incinerators could not be counted towards the recycling rate.
- The Welsh Assembly had decided locally in Wales to include incineration in their recycling rate and they had set their national target on that basis. The government had resisted repeated calls to review across England. Hampshire County Council for example and had been active in lobbying the Government but had always been turned down as the Government's view was that this was waste and not intended to be recycled.
- Reading Council's recycling rate was at 31.91%.
- Wokingham Borough Councils recycling rate was 40.46%.
- The two HWRC had different targets but both were performing at a similar recycling rate.
- The re3 partnership had been engaged in a range of different communication campaigns across the three Borough's over the preceding months.
- The main focus had been on plastic recycling. With adverts in Council magazines, on Reading buses, in Civic Offices and a large screen outside Reading train station.
- There had been an increase in the downloads of the re3 app, re3cyclopedia, reaching a peak of downloads in December. So far there were over three thousand users.
- The app search function would also be added to Wokingham website which should increase popularity of the app.
- The Lottabottle campaign had increased the brand' visibility of re3 and also increased glass recycling tonnage by 4.35%.
- There had been good engagement from schools, who were the biggest group of contributors to Lotta Bottle, and good social media coverage.
- Festive communications had been carried out through press releases, adverts on social media and through an re3 social media advent calendar.
- Over the festive period there had been high profile media exposure in regard to glass recycling, This had been reported at a national level, in outlets such as Sky News, BBC, ITV, The Daily Mail and the Mirror. The re3 Communications and Marketing Officer, expressed her thanks to all the Councillors for the help that they had given over this busy period. As a result of the coverage there had been a higher amount of media queries and interest.
- The Board congratulated the team on their handling of the Christmas bottle bank issue and how it had been recognised as a good story.

- External funding from Alupro had been received to advertise foil recycling. Fifty thousand promotional foil takeaway lids had been distributed to fourteen outlets across the three Boroughs.
- There was currently a social media campaign for re3 residents to take a photo of themselves, recycling their foil takeaway containers to win a takeaway voucher. The reach of the hashtag would be reviewed once the campaign had finished and would be reported at the next meeting.
- A new re3 website was currently being developed as the current website was not robust. The draft would be ready at the end of January and the link would be shared with the Board Members. The content would be similar to the current website.
- re3 grow compost bags would be for sale from the start of March. Over 90% of the compost would be re3 material. A 40 litre bag will cost £3.50, with a multi buy offer of three bags for £10. A communication campaign to promote the compost would be starting in the coming weeks.
- Due to the popularity of the compost last year, there would be six thousand bags available. This would be sold on stalls outside of the two HWRC sites.
- The re3 Communications and Marketing Officer was keen to strengthen communication with community groups. Lead Officers said that would share the contact details with Monika of the Officers across the three Councils that already communicated regularly with these groups.

**RESOLVED** that Members note the contents of the report.

**24. Presentation on Wokingham Borough Council Food Waste Roll-out.**

Peter Baveystock, Lead Specialist at Wokingham Borough Council gave a presentation on the upcoming implementation of food waste collection in Wokingham.

Key points on the presentation included:

- The issues that WBC had considered, such as the current contract with Veolia.
- Ensuring there was a customer complaints system to ensure that the customer service was appropriately addressed.
- All food would be taken to Smallmead,
- The vehicles would be single pass with three compartments.
- There would be twenty new trucks and thirteen new members of staff.
- There would be advertising and logos on the sides on the new trucks.
- The business case had originally been built on 1.46kg/property/per week equalling c5,000 tonnes per annum.
- It was expected that the cost of the service would break even.
- Each resident would be provided with a 23 litre lockable bin and a silver kitchen caddy.
- A years worth of Caddy bags would be provided with the bin and caddy delivery, however residents were expected to collect the bags the following years.
- Flats were not being considered in the first phase.
- Blue bags were being delivered to residents in February and the food bins and caddy's in March.
- A practical "how too" leaflet had been developed and would be provided to residents. There would also be advertisements at bus stops and Road Shows across the Borough. This would cover what could and couldn't be recycled.
- The system was designed to minimise smells and would be easy to clean.

- The system was also designed to control pests and keep them to a minimum.
- The larger outdoor caddy would have a lockable lid which would prevent foxes, birds and rats from getting in.
- The new vehicles would be delivered in late March 2019.

Arising from the Board Members questions, the following points were made:

- Houses would be targeted first, however if flats came to WBC and were interesting in having the food waste collection then WBC would hold discussions with them. Communication with flats had proved difficult.
- HMOs were easier to target and caddy's would be delivered during first phase.
- Board Members were keen that flats were engaged with.
- The food compartments in the trucks would be washed each day after the final empty, with special attention given to the compartment.
- Pet waste was not to be included in food waste collections, this would need to be in the blue bags.

The presentation would be circulated to the Board Members.

#### 25. **Exclusion of Public and Press**

That pursuant to Regulation 21 of the Local Authorities (Executive Arrangements) (Access to Information) Regulations 2000 and having regard to the public interest, members of the public and press be excluded from the meeting for the consideration of items 9,10 and 11 which involves 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.

#### 26. **Financial Management Report**

The Board received the Financial Management Report briefing them on the Partnership's current financial position.

**RESOLVED** that

- Members note the Partnership's financial position for the year to date.
- Members note the contents of this report.

#### 27. **HWRC Report**

The Board received a report updating them on the outcomes of the HWRC Project approved in July 2018.

It was requested by the Board that further information be brought to the Board in relation to the Sue Ryder initiative.

It was agreed that the implementation of recommendation 2.2 would be moved back to the first second quarter of 2019/20

**RESOLVED** that

- 2.1 Members note the contents of this report.
- 2.2 Members endorse the recommendation at 6.38 to reduce the cost per tonne of paint paid to Green Machine.
- 2.3 Members request a business case in relation to one or more of the HWRC opening hour options presented at 6.51 and 6.57 for the Board meeting scheduled for July 2019.
- 2.4 Members agree to receive a further report on the concept of a re3 reuse shop as described at 6.69 for the Board meeting scheduled for July 2019.
- 2.5 Members endorse the recommendation at 6.79 for annual monitoring of commercial and commercial-type vehicle permits.

28. **Strategic Waste Management Report**

The Board received a report is to reviewing the outlook and options for strategic waste management within the re3 partnership.

It was agreed that some elements would be proposed as a pilot and that the lead Officers would get together and bring response to the Board Members.

**RESOLVED** that

- 2.1 Members note the review of the Government Resources and Waste Strategy and agree to respond to the forthcoming consultations as a partnership (either directly or via other fora).
- 2.2 Members note the potential cost reductions identified at Appendix 1 and support measures, to be determined within each council, to improve capture of, or reduce contamination within, collected (kerbside) recycling.
- 2.3 Members support the planned exploratory discussions between authorities identified at 5.30 and receive a future briefing on the potential for post-contract, regional collaboration.

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

The next board meeting would be held on Thursday 25 April 2019 at 9:30am. The meeting would be moved from Longshot Lane, Bracknell to Time Square, Bracknell.

**CHAIRMAN**