

JOINT WASTE DISPOSAL BOARD

NOTICE OF MEETING

THURSDAY 25 APRIL 2019

TO: ALL MEMBERS OF THE JOINT WASTE DISPOSAL BOARD

You are invited to attend a meeting of the Joint Waste Disposal Board on **Thursday 25 April 2019 at 9.30 am** in the Boardroom, Time Square, Market Street, Bracknell RG12 1JD. An agenda for the meeting is set out overleaf.

Oliver Burt
re3 Strategic Waste Manager & Project Director

Members of the Joint Waste Disposal Board

Councillor Mrs Dorothy Hayes MBE, Bracknell Forest Council
Councillor Iain McCracken, Bracknell Forest Council
Councillor Sophia James, Reading Borough Council
Councillor Tony Page, Reading Borough Council
Councillor John Halsall, Wokingham Borough Council
Councillor Simon Weeks, Wokingham Borough Council

EMERGENCY EVACUATION INSTRUCTIONS

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- 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
Telephone 01344 352308
E-mail: hannah.stevenson@bracknell-forest.gov.uk



WOKINGHAM
BOROUGH COUNCIL



sewing in on waste **re**member **re**duce **re**use **re**cycle **re**cover **re**peat

7. **FINANCIAL MANAGEMENT REPORT** 29 - 34
To brief the re3 Joint Waste Disposal Board on the Partnership's current financial position.
8. **SHARED CONTRACT REPORT** 35 - 58
To provide an update to the re3 Board on the re3 Shared Waste PFI Contract.
9. **DATE OF THE NEXT BOARD MEETING**
The next Joint Waste Disposal Board is scheduled for the 4 July 2019, at Smallmead Recycling Centre.

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

- i. Members note the Partnership's financial position for the year to date.
- ii. 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

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TO: JOINT WASTE DISPOSAL BOARD
25th April 2019

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 endorse the Contractor Appraisal as detailed at 5.14 to 5.19 and in Appendix 2.**

2.3 **That Members endorse the recommendation at 5.39 for the re3 Waste Acceptance Policy to be amended to require that specific types of proof of address should not be more than three months old.**

2.4 **That Members endorse the re3 Communications Plan for 2019/20 as described between 6.9 and 6.15.**

3 ALTERNATIVE OPTIONS CONSIDERED

3.1 The changes in service contained within this report describe, and represent, alternative options to existing systems.

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 PROGRESS IN RELATION TO WASTE MANAGEMENT

re3 Waste Strategy Targets

5.1 Objective C of the re3 Strategy 2018-20 presents a series of indicators and targets to promote and record progress towards achieving a recycling rate of 50%. These include measurement of the overall rate of reuse and recycling and the contribution of the relevant kerbside recycling collection (mixed dry recycling). In addition, Objective D recognises the contribution of the Household Waste Recycling Centres in achieving the goals of the strategy.

5.2 At the Joint Waste Disposal Board in October 2018, Members requested that provisional information be reviewed in relation to these Objectives at each quarterly Board Meeting.

5.3 Cumulative, provisional data for the 2018/19 contract year is therefore presented in Appendix One. As per the statistics presented in January, a small number of estimates have been included where final data is still awaited. These estimates will be replaced with 'actual' data as soon as they are received, but due to the relatively small tonnages involved, it is expected that the final results for Quarter Four should

show little variance from those presented.

- 5.4 The provisional data indicates that each of the re3 Councils will have seen a slight increase in its recycling rate in 2018/19, when compared with performance in 2017/18. As expected, the recycling rates have improved following the introduction of wood recycling via the re3 Household Waste Recycling Centres (HWRCs), in quarter four of 2018/19. The data indicates that both HWRC sites have reached their targets for this Contract Year.
- 5.5 Appendix One shows that overall recycling rates of each of the three Councils are still below the 2020 targets, indicating that further improvement is needed in 2019/20.

Waste Compositional Analysis

- 5.6 As Members will recall, the re3 Project Team commissioned a compositional analysis of kerbside residual waste on behalf of the Partnership.
- 5.7 This analysis was conducted in February and was designed to provide representative data for each individual authority and for re3 as a whole.
- 5.8 Data on the physical composition of our waste can be used to help understand the quantity of the waste which could have been recycled via existing Council services, and provide information on individual sectors of our communities which can be used to target the missed recyclables.
- 5.9 The analysis concluded that 18% of re3 kerbside residual waste from houses could have been recycled via the kerbside collection service or via local bring bank facilities. In flats, this figure was 37%.
- 5.10 Based on weight, the most predominant recyclables present within the residual waste from both property types were glass, textiles and plastics.
- 5.11 Of the waste that was not collected for recycling, either via the kerbside or the bring banks, at the time of the analysis, food waste made up the largest proportion. This waste represented 40% of residual waste in households and 32% of residual waste in flats. The majority of this had been prepared (i.e. removed from its packaging and made ready for consumption) and just over half was home-compostable.
- 5.12 Officers from the re3 Project Team and each of the individual Councils met to review and discuss the findings of the analysis. In particular it was agreed that there may still be a level of confusion about what can and cannot be recycled and that this may be linked to the high level of textiles and plastic pots, tubs and trays present in the residual waste, particularly from houses.
- 5.13 As noted at 6.11 and 6.12 below, Officers are planning to focus on these key items in the shared communications plan for 2019/20. In addition, and as noted below, Officers from each of the Councils have begun discussions on whether a kerbside collection of textiles could be delivered across the re3 area. With regards to glass, Officers are planning to review the data from the on-board vehicle weighing systems later in the year. This should help Officers to ensure that collections are optimised to ensure banks are available and well located.

Contractor Appraisal

- 5.14 The re3 PFI Contract was negotiated 13 years ago. Since that time, the operating environment for local government has changed significantly.

- 5.15 To reflect contemporary expectations and requirements, and the scale of this contract, the re3 Partnership developed a Contractor Support Appraisal.
- 5.16 The Appraisal recognises the considerable investment made by the re3 Councils, on behalf of re3 residents and reflects the extent to which the Contractor has been supportive of the current requirements of the re3 Partnership over the preceding year.
- 5.17 As in the previous appraisal, reported to the JWDB at the meeting of July 2017, the Contractor has again been supportive of the re3 Partnership in terms of strategic development in the 2018/19 year. They have also maintained high levels of customer care, provided support for communication activities and continued to operate the sites safely.
- 5.18 Areas which scored slightly lower included the accurate and timely reporting of financial and performance information. The Contract provides clear expectations in relation to these areas and Council Officers occasionally need to provide enhanced input in order to deliver expected outcomes.
- 5.19 The full Appraisal is included at Appendix Two.

HWRC Reuse

- 5.20 Objective A of the re3 Strategy 2018-19 sets out the Partnership's aim to promote waste reduction in line with the waste hierarchy. As Members will be aware, reuse is second in this hierarchy only to the prevention of waste.
- 5.21 The re3 Partnership has worked with Sue Ryder since 2011 to donate suitable items from the Recycling Centres which can be sold by the charity in its shops.
- 5.22 At the meeting of the JWDB in January 2019, Members requested that further information on the Sue Ryder Partnership be presented.
- 5.23 Officers are able to confirm that 45 tonnes of reusable items were donated to Sue Ryder from the re3 HWRCs in the 2018/19 contract year. This consisted mainly of furniture and items of bric a brac such as vases, pictures, ornaments, kitchen equipment and Vinyl records.
- 5.24 A total of £17,772 was raised in 2018/19 through this partnership and the money used to help provide hospice and neurological care.
- 5.25 In addition to our partnership with Sue Ryder, the re3 Recycling Centres have also been operating a reuse initiative with Precycle since early 2017. This company, based in Reading, receives items such as Books, CDs and DVDs, bicycles and crockery, as well as a proportion of small electrical appliances, which are sold for reuse either in the UK, or abroad.
- 5.26 Following the initial success of this project, and in order to increase the quantity of items diverted for reuse, Officers have recently agreed to increase the range of items provided to Precycle. Since March, site staff have also been setting aside items such as pushchairs, suitcases, pianos, tables, and a wider range of electricals.
- 5.27 Between April 2018 and February 2019, the re3 Partnership sent 138 tonnes of items to Precycle, averaging about 12.5 tonnes per month. In March, the total almost doubled, to more than 26 tonnes.

- 5.28 Officers will continue to monitor the success of the scheme and to keep Members informed.
- 5.29 In addition, and as referenced above, Officers at each of the three Councils have agreed to receive a presentation from Precycle on the potential value and operation of a kerbside collection of textiles.

Paint

- 5.30 At the meeting of the JWDB in October 2018, Officers reported that a review into the processing of waste paints had taken place.
- 5.31 In order to seek reductions in the cost of managing waste paint, Members will recall that a six month trial was agreed with the Environment Agency (EA), enabling the Contractor to harden any water based paints that are not suitable, or required, for reuse. The purpose of the trial was to allow FCC to establish the most effective way of hardening the paints.
- 5.32 Following the completion of the trial, and discussions with Council Officers, the Contractor has written to the EA confirming that they will prepare and submit a permit variation for the Smallmead site. If approved, this will enable the process of hardening paints within their individual tins to continue.
- 5.33 Due to the layout of the Longshot Lane site, the Contractor operated a slightly different method of hardening paint at this site. The EA has indicated its preference for the Smallmead method and FCC have requested a three month extension to the trial at Longshot Lane to enable reconfiguring of the transfer station layout. In the event that this trial is successful, the Contractor is likely to apply for a permit variation at this site also.

Waste Acceptance Protocol

- 5.34 Members will recall that the Waste Acceptance Protocol (WAP) for the re3 Recycling Centres was updated in 2016 when the policies for access were amended.
- 5.35 To ensure that access is only provided to residents of the re3 area, the Waste Acceptance Protocol advises that residents should bring their resident's permit or proof of address in the form of a photocard driving licence, recent council tax statement, bank statement or credit card bill. Bracknell e+ cards are also accepted.
- 5.36 The requirement for recent documentation minimises the likelihood that the sites will be used by residents of areas outside the re3 area.
- 5.37 To help ensure that our policies continue to be delivered effectively and that we deliver high standards of customer care, Officers meet with frontline staff on a quarterly basis as a means of seeking and providing feedback.
- 5.38 As part of this ongoing liaison, meet and greet staff have requested that the Councils clarify the period in which a document must have been issued, in order for it to be considered recent.
- 5.39 In order to minimise the potential for confusion or conflict on site, it is recommended that Members request that the WAP be updated. Officers propose that the WAP should specify that printed documents (e.g. council tax, utility bills or formal correspondence) used to demonstrate proof of address be issued no more than three

months prior to the date of visit.

6 COMMUNICATIONS

Communications Update

- 6.1 The conclusion of the re3 'Lotta Bottle' Campaign has been communicated to the local press and residents via social media. re3 arranged certificates and photos of Councillors with selected winners.
- 6.2 re3 adverts and articles were published in the Council magazines issued by Bracknell Forest and Wokingham Borough in March 2019.
- 6.3 re3 Marketing and Communications Officer promotes the re3recyclopedia app on the ongoing basis. The app was downloaded by 4,500 residents and on average they are 4,300 waste items searches each month. The search has been added to the re3 website as well as to the Reading and Wokingham council's websites.
- 6.4 re3grow compost is on sale as of mid-February. This year batch contains over 90% materials sourced in the re3 area. re3grow receives ongoing positive feedback from residents with 3266 bags being sold by the end of the first week of April. The sale of compost are advertised at the sites, website and on social media. The information was shared with Parishes and Residents Associations.
- 6.5 re3 completed a foil recycling campaign in cooperation with local takeaways. A total of 50,000 re3-branded lids were used on takeaway meals with a message that foil trays can be easily recycled from home. The evaluation of the campaign concluded that there is not wide spread awareness of recyclability of foil and foil trays. We are unable to compare the volume vs a similar period of the previous year as foil tonnages were not recorded separately from other types of aluminium prior to the introduction of the kerbside foil recycling service. However the composition analysis of the residual bins suggest that they are an appreciable part of foil left to be captured. The campaign included a social media competition that attracted 20 photo entries.
- 6.6 In March, the re3 Marketing and Communications Officer attended meeting with Cllr Dorothy Hayes and local residents who focus on plastic and waste reduction across re3. During the meeting, a Crowthorne community leader shared her achievement of naming Crowthorne the first Plastic Free Community recognition, awarded by Surfers Against Sewage. Other community leads in Bracknell are now focusing on following her footsteps and working towards similar status for Bracknell. The meeting was attended by Reading volunteers and communicated to Wokingham leads who are interested in this programme. The programme has clear objectives that include local governance: 1) to pass a resolution supporting the journey to Plastic Free Community status, 2) to lead by example to remove single-use plastic items from their premises, 3) to encourage plastic-free initiatives, promoting the campaign and supporting events, 4) to choose a council representative for the steering group. Other key objectives include working with local business, schools and mobilising community via events, clean-ups to raise awareness. re3 Board Members are invited to provide their insights into the scope of the Council's involvement in this project.
- 6.7 The re3 Marketing and Communications Officer and Contractor delivered changes to re3 website in March 2018. A new, refreshed, website received a positive feedback from residents and Councils Officers. Initial statistics are very welcoming, proving the importance of having a modern and informative website available to residents.

- 6.8 re3 has agreed a production of the video, featuring benefits of recycling and recycling materials journey from the kerbside, through to the Material Recycling Facility. The video will be used during educational visits to the MRF and will be part of the joint education resources available to schools.

2019/20 Communications Plan

- 6.9 The 2019/20 re3 Marketing and Communications Plan builds on the activities commenced in the 2017/18 and driven by the two core principal themes of the re3 Strategy: 1) achieving 50% recycling and reuse rate by the 2020 and 2) reducing the net cost of waste.
- 6.10 The plan presented in appendix 3 is in line with objective 'M' of the re3 strategy 2018-2020, namely that 'Communication Activities for re3 will be coordinated by the shared Marketing and Communications Officer and will support the re3 partnership in speaking as one on relevant waste issues'. This plan also incorporates some themes indicated in the Resources and Waste Strategy (RWS) 2018 which is currently the subject of four Government consultations.
- 6.11 A number of key activities will form the basis of the 2019/20 plan. The plan builds upon the achievements of the previous plan such as: successful roll out of the expanded list of recyclates: plastic pots, tubs, trays, cartons; higher engagement with residents (MRF tours, social media); enhanced media presence and it will continue to use developed resources and tools such as re3cyclopedia app or refreshed website to provide advice on recycling to residents.
- 6.12 re3's marketing and communications activities for 2019/2020 will utilise the composition analysis data for residual bins to target specific materials and areas. It has been recognised that dry materials such as plastic, glass and textiles require enhanced focus.
- 6.13 The re3 Marketing and Communications Officer will continue to provide support in promoting food waste recycling or food minimisation activities (as appropriate).
- 6.14 In addition, the re3 Marketing and Communications Officer is planning activities that supports reuse initiatives available to residents.
- 6.15 The shared communications plan also includes further engagement with community groups and the public; this includes visits to the MRF and cooperating with a network of individuals and groups that focus on plastic and waste reduction across re3. Examples of the type of groups we hope to work with are Plastic Free Crowthorne, Bracknell Less Plastic, Reading Sustainability Centre whose induction meeting (discussed below) took place in March and was attended by Cllr Dorothy Hayes MBE.

7 ADVICE RECEIVED FROM ADMINISTERING AUTHORITY

Head of Legal Services

- 7.1 None for this report.

Corporate Finance Business Partner

- 7.2 None for this report.

Equalities Impact Assessment

7.3 None.

Strategic Risk Management Issues

None

8 CONSULTATION

8.1 Principal Groups Consulted
Not applicable.

8.2 Method of Consultation

Not applicable.

8.3 Representations Received

Not applicable.

Background Papers

None

Contacts for further information

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APPENDIX ONE – Objective C and D

Bracknell Forest

Category	Background	Cumulative Performance			
		Target/Indicator		Quarter 4	
C1A Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	Target: 43%		39.41%	
C1B Kerbside Recycling	Using the respective weekly council kerbside collections is an effective way to recycle. This indicator looks at this service alone.	Target: 23%		22.82%	
C1C <i>Including Incinerator Bottom Ash (IBA)</i>	<i>Despite displacing 'virgin' materials, the recycling of IBA into building blocks is not yet counted as 'recycling' by the Government. Nonetheless, re3 recognises the value of this activity.</i>	9%		8%	
C1E Contamination	<i>Contamination is the term used to describe items which are not supposed to be present within recyclables. The level of contamination is, therefore, an indicator of the effectiveness of waste collection arrangements. It also has an impact on recycling because at high levels of contamination it can become harder to separate 'good' recyclables from the unwanted items.</i>	Target	80.72%	Target	82.12%
		Non Target Paper and Card	3.10%	Non Target Paper and Card	2.86%
		Other Non-Target and Non-Recyclable Material	16.17%	Other Non-Target and Non-Recyclable Material	15.03%

Reading

Category	Background	Cumulative Performance			
		Target/Indicator		Quarter 4	
C2A Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	Target: 39%		31.66%	
C2B Kerbside Recycling	Using the respective weekly council kerbside collections is an effective way to recycle. This indicator looks at this service alone.	Target: 24%		18.24%	
C2C <i>Including Incinerator Bottom Ash (IBA)</i>	<i>Despite displacing 'virgin' materials, the recycling of IBA into building blocks is not yet counted as 'recycling' by the Government. Nonetheless, re3 recognises the value of this activity.</i>	11%		11%	
C1E Contamination	<i>Contamination is the term used to describe items which are not supposed to be present within recyclables. The level of contamination is, therefore, an indicator of the effectiveness of waste collection arrangements. It also has an impact on recycling because at high levels of contamination it can become harder to separate 'good' recyclables from the unwanted items.</i>	Target	79.42%	Target	83.21%
		Non Target Paper and Card	2.68%	Non Target Paper and Card	2.87%
		Other Non-Target and Non-Recyclable Material	17.90%	Other Non-Target and Non-Recyclable Material	13.92%

Wokingham

Category	Background	Cumulative Performance			
		Target/Indicator		Quarter 4	
C3A Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	Target: 52%		40.52%	
C3B Kerbside Recycling	Using the respective weekly council kerbside collections is an effective way to recycle. This indicator looks at this service alone.	Target: 26%		21.86%	
C3C Including Incinerator Bottom Ash (IBA)	<i>Despite displacing 'virgin' materials, the recycling of IBA into building blocks is not yet counted as 'recycling' by the Government. Nonetheless, re3 recognises the value of this activity.</i>	9%		10%	
C1E Contamination	Contamination is the term used to describe items which are not supposed to be present within recyclables. The level of contamination is, therefore, an indicator of the effectiveness of waste collection arrangements. It also has an impact on recycling because at high levels of contamination it can become harder to separate 'good' recyclables from the unwanted items.	Target	77.53%	Target	84.27%
		Non Target Paper and Card	11.79%	Non Target Paper and Card	7.71%
		Other Non-Target and Non-Recyclable Material	10.68%	Other Non-Target and Non-Recyclable Material	8.02%

Recycling Centres

Category	Cumulative Performance	
	Target (2018/19)	Quarter 4
D Longshot Lane	Target: 55%	55.80%
D Smallmead	Target: 50%	56.23%

APPENDIX TWO – Contractor Support Appraisal

Scoring	
10	Exemplary support which has facilitated and/or delivered outcomes which exceed all expectations.
8 / 9	Demonstrating considerable commitment and support to delivered outcomes and notable added value.
6 / 7	Adequate or good support from the Contractor which facilitates and supports some added value outcomes.
4 / 5	Basic levels of support which require enhanced input from the re3 Partnership in order to deliver expectations.
2 / 3	Minimum levels of support which deliver an output which is less than expected.
1	The Contractor has prevented the delivery of expected outcomes.

	Category	Criteria	Detail	Rating (out of 10)
1	Contract Delivery	Knowledge of Contract	Has a practical, client conscious and accurate understanding of the contract been demonstrated in each circumstance where such understanding was required?	5
		Adherence to Contract	Default compliance with the terms of the contract is important. Where contractual interpretation is perceived to be necessary has it been undertaken with full involvement of the client team and at the earliest opportunity?	6
		Monitoring and Reporting	Has the Contractor accurately monitored and reported performance throughout the Contract Year?	5
		KPI's	Is performance against KPIs managed appropriately? Are performance deductions and default points accepted where evidenced?	7
		Contract Administration	Has the Contractor provided all contract documents required to be provided in the relevant Contract Year, complete according to specification or agreement, on time?	5
		Maintenance	Are the facilities and assets maintained according to relevant specifications and/or contractual requirements? Are accurate records held and available to the client?	5
		Operations	Are operational (working) visitors treated respectfully? Does the Contractor exemplify on-site behaviours which support high standards, safe working and the performance outcomes in keeping with our collective expectations of this Contract?	8
2	Financial Delivery	Accurate Reporting	Have invoices and reconciliations been submitted with a high degree of accuracy? Were errors obvious or avoidable? Have actual outputs been consistent with forecasts?	5
		Timely Reporting	Were invoices and reconciliations submitted on time? Were queries and information requests from the client given prompt attention?	6
		Transparency	Has supporting information been freely available to the client? Can operational decisions be supported with evidence of Best Value in accordance with the Contract?	7
		Delivering Value	Does the Contractor provide financial support and	7

			expertise as needed? Does the Contractor use their industry knowledge and resource to minimise costs and maximise returns to the client?	
3	Strategic Support	Support for re3 Strategy	Has the Contractor actively and purposefully supported the aims of the re3 Strategy?	8
		Collaboration	Has the Contractor supported and/or facilitated initiatives which are of importance to the re3 Partnership?	8
		Brand and Image	Does the Contractor adhere to the re3 and individual Council branding guidelines, like the correct usage of logos? Are staff aware of how they may be perceived by their words and actions when dealing with residents and other contractors, and when they are effectively representing the partnership Councils? Are staff aware that they can help in protecting the re3 brand and image by reporting any feedback they may have come across on social media?	8
		Marketing and Communications	Is the Contractor supportive of re3 marketing and communication campaigns? Does the Contractor update the website promptly and according to requirements? Are all media opportunities, visit or media requests to the Contractor shared with re3?	8
4	Customer Care	Residents (on site)	Does the Contractor interact with residents constructively about re3 facilities? Do staff at the re3 facilities exemplify the expectations of the re3 Partnership for residents to experience high quality services?	8
		Residents (in writing)	When replying to correspondence (as required and including emails), does the Contractor communicate in a manner which is constructive, open and appropriate?	8
		Residents (phone)	Does the Contractor manage phone communications appropriately so that residents are informed, supported and able to proceed correctly following a single call?	8
5	Industry Leadership	Service Development	Has the Contractor delivered continuous service development and improvement throughout the relevant year?	8
		Business Analysis	The Contract is a Partnership. Has the Contractor shared its analysis of the business environment in order that the re3 Partnership can support mutually beneficial performance improvements, commercial initiatives and safe working practices?	8
		Innovation	Has the Contractor incorporated innovations from within its own, wider corporate structure, or the waste industry in general, which facilitate the delivery of savings to the re3 Partnership, add value or improve efficiency?	N/A

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Marketing and Communications Plan 2019-2020

The 2019/20 re3 Marketing and Communications Plan builds on the activities commenced in the 2017/18 and driven by the two core principal themes of the re3 Strategy: 1) achieving 50% recycling and reuse rate by the 2020 and 2) reducing the net cost of waste. The plan is in line with objective 'M' of the re3 strategy 2018-2020, namely that 'Communication Activities for re3 will be coordinated by the shared Marketing and Communications Officer and will support the re3 partnership in speaking as one on relevant waste issues'. This plan also incorporates some themes indicated in the Resources and Waste Strategy (RWS) 2018 which is currently the subject of four Government consultations.

The re3 Strategy 2018-2020 had indicated the need to support residents with information which can help them to recycle more and avoid waste. This should include prevention - using less material in design and manufacture and promoting re-use. Whilst this plan is primarily concerned with recycling it is important to consider all stages of the waste hierarchy in order to look at how the recycling and composting elements fit within the whole of waste management.

Current Status of Recycling in re3

All three councils currently collect mixed dry recyclables including paper, card, tins, cans, plastic bottles, plastic pots, tubs, trays, foils and tetrapaks. Residents can recycle garden waste at the kerbside (paid service) or at the Recycling Centres. In April 2019 Wokingham Borough introduced food waste collections for the kerbside residents. All residents are also able to recycle glass and textiles via recycling banks and have access to two Recycling Centres. In the recent user satisfaction survey, re3 recycling centres received a high satisfaction rate from its users - 98%. In addition, Recycling Centres offers reuse scheme to residents. This initiative allow residents to drop off unwanted items that are then donated to charity (Sue Ryder) or to the local organisation (Precycle) who then redistribute goods to other charities or developing countries.

Since 2018, re3grow compost is on sale at the Recycling Centres. This high quality product is made from 90% re3 recycled garden waste and it is offered to residents for a purchase. This initiative proves to be very successful and appreciated by the residents.

In 2018/19, the provisional recycling rates were: Bracknell Forest - 39.36%; Reading Borough – 31.43% and Wokingham Borough – 40.08%.

Compositional Analysis

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In February 2019, re3 commissioned a compositional analysis of the residual waste. Results shows that overall, 9.6% of the residual waste collected at the kerbside could have been recycled by regular household collections. This equates to 7, 015 tonnes per annum or 0.8kg/hh/wk. An additional 5, 815 tonnes per annum consists of textiles and glasses that residents could easily recycle at either bring banks, HWRC's or charity shops.

Table 3 – Major residual waste materials (% by weight)

WASTE MATERIALS % BY WEIGHT	READING		BRACKNELL		WOKINGHAM		re3	
	KERBSIDE	FLATS	KERBSIDE	FLATS	KERBSIDE	FLATS	KERBSIDE	FLATS
RECYCLABLE PAPER	1.11%	1.46%	1.68%	2.42%	2.10%	2.80%	1.68%	1.93%
RECYCLABLE CARD & CARDBOARD	1.90%	2.97%	1.46%	5.71%	2.28%	2.72%	1.96%	3.85%
RECYCLABLE METALS	1.56%	6.14%	1.46%	3.76%	1.33%	1.97%	1.43%	4.87%
PLASTIC BOTTLES & CLEAR CONTAINERS	3.45%	7.91%	3.44%	4.77%	3.07%	3.59%	3.28%	6.37%
GARDEN WASTE	0.70%	2.02%	3.31%	0.71%	0.57%	0.92%	1.27%	1.46%
TEXTILES	4.43%	15.48%	4.12%	2.21%	2.62%	8.85%	3.56%	10.31%
GLASS BOTTLES & JARS	5.12%	9.81%	3.93%	5.84%	4.19%	3.83%	4.42%	7.80%
NAPPIES	4.65%	2.90%	5.51%	4.86%	7.41%	3.75%	6.07%	3.65%
FOOD WASTE	41.39%	29.92%	41.78%	34.69%	38.84%	35.89%	40.37%	32.19%
OTHER RESIDUAL WASTE	35.69%	21.39%	33.32%	35.02%	37.60%	35.67%	35.95%	27.56%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

Key Activities for 2019/20

A number of key activities will form the basis of the 2019/20 plan. The plan builds up on the achievements of the previous plan and continues to use developed resources and tools.

Selected activities and achievements of 2017/2018

- Information campaign following introduction of plastic pots, tubs and trays in 2018. The activities undertaken included distribution of leaflets to each households, advertising, social media and increased public relations activities. All has proven to be successful in reaching a large number of residents and resulted in 42% increase of plastic recycling across the re3.
- In March 2017, re3 commenced sales of re3grow compost. The product was advertised via re3 and the Councils channels and received a very good coverage and feedback of residents with all available bags sold within the 8 weeks.
- The 'Lotta Bottle' glass campaign has been completed with 4% increase of tonnages collected. Winning groups received a shared fund allowing many of them invest in the projects that contributes to the increase in recycling or greener environment. re3 held competition to name glass recycling trucks that are being used to promote glass recycling; names were incorporated with the vehicle livery design. The competition received a well spread coverage in the media.

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- To increase awareness re3 featured on a number of media outlets including BBC Breakfast/BBC News and regional outlets ITV News Meridian/BBC Radio Berkshire/Get Reading/ Bracknell News/Wokingham Paper. There was a triple increase of mentions of re3, enabling the local community to further understand what was recyclable in their area and gaining further recognition for re3.
- In September 2018, re3 engaged in the National Recycle Week campaign, providing set of templates materials to be used by the councils' comms teams. During the Recycle Week, public tours to the MRF were introduced. The tours were fully reserved prior the event and were followed by exceptionally positive feedback from the attendees.
- In October 2018, re3 introduced re3cyclopedia app that aims to help residents to recycle more and better. The app has been downloaded by 4,500 residents and its popularity is growing.
- In December re3 launched a campaign on foil in cooperation with the local takeaways. 50,000 lids were attached to the meals with a message that foil trays can be easily recycled from home. The campaign was launched with photocall with Councillors and promoted on social media and in local press. The campaign also included social media competition where ~20 entries were noted. We are unable to compare the volume vs similar period of previous year as foil tonnages were not recorded separately from other types of aluminium prior to the introduction of the kerbside foil recycling service, however the composition analysis of the residual bins suggest that they are still a fair amount of foil left to be captured.
- re3 Marketing and Communications Officer put a great effort in expanding reach of re3 social media channels. Regular and engaging content allowed for significant increase in followers (~250% on Facebook alone).
- re3 website has been redesigned to provide greater user-friendly content and information. The content is being cross-promoted on the social media on a regular basis.

Key activities for 2018/2019

1. Boosting plastic recycling in targeted areas.

Plastic remains a material that many residents find confusing when it comes to what can and cannot be placed in the mixed dry recycling bin. According to the compositional analysis, there is a considerable potential to divert significant amounts of recyclable plastic waste at the kerbside (0.29kg/wk/hh) out of the residual waste stream that equates to approx. 2,900 tonnes per annum. Capturing additional plastic materials has also financial benefits to the Partnership.

In addition, non-recyclable plastic (film, black plastic) represent the second major stream of items (after food) in the residual bins (0.92kg/wk/hh), that equals to 7,300 tonnes per annum. Reducing single use plastic (especially non-recyclable) can have significant impact on the residual tonnages. There is currently a very favourable environment and social responsibility to promote plastic reduction initiatives which on one hand reduce the waste, at the same time improve recycling habits.

This data suggests that, although we can see considerable amounts of extra plastic coming through the system, we have not reached all residents yet. There is also an urgent need to produce more [A waste management partnership between Bracknell Forest, Reading and Wokingham Borough Councils.](#)

targeted information for the occupants of flats. With this in mind a focussed campaign will be undertaken to target these materials in specific locations (and flats) in order to boost recycling. This may include following activities:

- Developing awareness via an advertising campaign across Boroughs and in targeted areas in cooperation with the Waste Officers;
- Using consistent messages and developing recycling guide to clear confusion of plastic items. The leaflets drops and activities to be handled in the targeted areas.
- Providing practical tips or means to store recycling (flats).
- Producing two articles on plastic recycling journey and tips.
- Social media campaigns (ie. quiz, competitions)
- Overseeing production of the MRF video that illustrates the high quality processes at the heart of the re3 partnership and focuses on the benefits of recycling
- Promoting re3yclopedia app as a handy means of avoiding recycling confusion and as a portal to services.
- Promoting non-re3 recycling drop off points across the area ie. TerraCycle schemes, reusable cups, refill stations, reusable nappies schemes to support local waste self-sufficiency

2. Promoting glass and textiles recycling in targeted areas

The amount of textiles and glass discarded in the residual bins has increased across the re3. These two materials are of the highest volume of currently recyclable materials, especially amongst occupants of flats.

- Social media campaign promoting recycling textiles (Love Your Clothes resources)
- Social media advertising on glass recycling, especially targeted residents living in flats
- Competition on social media involving glass recycling trucks

3. Reducing food waste and supporting the introduction of food waste where appropriate across the re3 area

Consumable food and drink waste were seen to be the major, singular, constituent of the residual waste across re3 Partnership. Ranges seen were from 38.8% from Wokingham households to 41.8% in Bracknell households. Across re3 as a whole around 40.4% of all residual waste (3.5kg/hh/wk) is classified as food waste. Currently, only residents in Wokingham Borough can recycle food waste.

- Supporting Wokingham Borough in promoting benefits of food recycling (including advertising, ie. Lidvertise if agreed)
- Supporting introduction of food waste recycling across re3 when appropriate

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- Article and social media posts that provide the opportunities to reduce waste by meal planning, portioning, and labelling, freezing, cooking from leftovers as well as food sharing (OLIO app), donating;
- Distributing Love Food Waste Hate merchandise to promote food waste reduction
- Adding resources onto re3 website to help start composting at schools

4. Promoting reduce and reuse behaviours including re-use scheme at Recycling Centres

Government's Waste and Resources strategy highlights the benefits of reuse initiatives available through Recycling Centres. Residents currently can benefit from dropping off their unwanted items at the recycling centres to aid charity (Sue Ryder) or local organisation (Precycle), Green Machine as well as can use bag splitting to allow further recover their waste. In addition, Recycling Centres is used to promote circularity of garden waste through sells of re3grow compost. These initiatives have potential to become even more popular amongst residents, allowing us further divert our waste for reuse.

- Article and social media campaign promoting re3 reuse initiatives and partnership with Precycle, Green Machine, Sue Ryder;
- Poster promoting reuse initiatives at the Recycling Centres;
- Promoting the circular economy projects ie re3grow compost

5. Engagement with community groups and high performing recyclers

- Producing a digital news roundup (newsletter) focusing on reduce/reuse/recycling and growing the mailing list of individuals interested in receiving re3 newsletter
- Promoting alternatives to plastic at local events and working with plastic free community groups (ie. hiring reusable cups)
- Organising yearly public tours of the MRF during the Recycle Week and supporting ad hoc trips requested by the local groups.
- Making efforts in building a regional network of community groups that promote Plastic Free/ Zero Waste lifestyle that is supported and led by examples of the re3 Councils
- Exploring possibility of facilitating workshops dedicated to the waste reduction and recycling led by the local community groups leaders

6. Reaching out to ethnic communities and supporting the respective waste teams in doing so.

Following discussion with the Waste Officer, it has been decided to translate recycling leaflet into following languages: Polish, Urdu and Arabic. Non-English leaflets are used primarily by the Reading Waste Officers. In addition Polish leaflets were delivered to the ethnic shops and these resources are available on re3 website.

- Leaflets hand out near ethnic shops;

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- Social media advertising (non-English);
- 7. **Expanding reach of social media by effective use of topical news and campaigns initiated by partnering organisations**
 - Growing social media reach by producing regular and engaging content (responding to queries)
 - Developing social media content for each council and the re3 partnership that focuses on practical recycling tips
 - Develop seasonal communications campaigns (according to the environmental dates calendar and festive seasons);
 - Ongoing monitoring of topical issues;
 - Actively promoting campaigns developed by WRAP, Recycle Now, Love Food Hate Waste, Love Your Clothes, Alupro, Hubbub etc on the social media to accelerate campaigns and generate interest

8. **Internal Marketing and Communications**

- Building re3 brand and regional leadership and effectively using internal communications channels to promote recycling and stakeholder engagement;
- Creating media opportunities for Councillors;
- Collaborating with the Comms team and providing them with regular social media content in line with the re3 activities calendar
- Overseeing production of the MRF video that illustrates the high quality processes at the heart of the re3 partnership and focuses on the benefits of recycling
- Keeping the new re3 website up to date and populating it with relevant content and educational resources especially for schools
- Effectively using council own channels to communicate with residents ie (community centres/libraries/newsletter) and populating Council notice boards and digital screens with recycling-themed adverts
- Promoting relevant information and messages at the Recycling Centres (display of leaflets and posters);
- Working with the FCC Environment to grow recognition of the re3 within the trade industry;
- Promote the corporate benefits (savings, performance improvements) of recycling at home to colleagues/employees.
- Prepare and deliver, with colleagues, promotional information for office/depot noticeboards etc.
- Identify internal links between waste performance and other services

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