

TO: JOINT WASTE DISPOSAL BOARD
27th April 2018

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

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