

**TO: JOINT WASTE DISPOSAL BOARD**  
**24<sup>th</sup> January 2019**

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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.**

**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 The re3 Strategy 2018-20 sets out a series of objectives designed to support the priority themes of reducing the net cost of waste and recycling 50% of household waste. Objective C presents a series of indicators and targets to promote and record progress towards the latter.
- 5.2 There are two principal targets included within Objective C. The first measures the overall rate of reuse and recycling whilst the second measures the contribution of the relevant kerbside recycling collection (mixed dry recycling). The Objective also includes a series of indicators which are intended to inform decision-making and detailed analysis of the efficiency of the waste collection service. Among these is information on the recycling of incinerator bottom ash which, whilst excluded from the overall measure of reuse and recycling, is of relevance in terms of general performance.
- 5.3 At the Joint Waste Disposal Board in October 2018, Officers presented a table for each of the re3 Councils setting out performance for Quarter One of 2018/19 (April – June).
- 5.4 Performance measurement arrangements, within the re3 contract, were configured to match the requirements of the statutory reporting platform, WasteDataFlow. Accordingly, data is not finalised three months after the end of a quarter.
- 5.5 However, Members requested that provisional information be reviewed at each subsequent Board Meeting to ensure that timely information is received. Accordingly, provisional data for Quarter Three (October – December 2018) is presented in Appendix One.

- 5.6 At the time of writing this report, some of the quarterly data required from third parties is still awaited. This includes data on the treatment of street sweepings, clinical waste tonnages and information on the material received at charity bring banks across the re3 area. As a result a number of estimates have been included for the purposes of the analysis. These estimates will be replaced with 'actual' data as soon as they are received. However, due to the relatively small tonnages involved, it is expected that the final results for Quarter Three should show little variance from those presented in Appendix One.
- 5.7 Appendix One indicates that the overall recycling rate of each of the three Councils is lower in the first nine months of 2018/19, than it was at the same time last year. Whilst wood recycling at the HWRC and food recycling in Wokingham will both have a positive impact, the data suggests that further improvements will be required in 2019/20 if all three Councils are to meet the targets that have been set.
- 5.8 Alongside performance against Objective C, Officers have also presented performance in relation to Objective D. This Objective recognises the contribution of the Household Waste Recycling Centres in achieving the goals of the strategy.
- 5.9 Appendix Two shows that the recycling rates of the two HWRCs are similar for the first nine months of 2018/19. Smallmead is currently performing above target, whilst Longshot Lane is marginally below the level of its target. However due to the impact of wood recycling from January 2019, performance at both sites should improve in the remainder of the current year.

## **6 COMMUNICATIONS**

- 6.1 The re3 Strategy objective to achieve 50% recycling and reuse rate, through raising awareness of recycling with a focus on improving recycling was reflected in a range of advertising campaigns directed at the re3 residents in the period since the last re3 Board meeting in October 2018.
- 6.2 re3 adverts and articles were published in the Council magazines issued by Bracknell Forest and Wokingham Borough in December 2018. The magazines are distributed and delivered free of charge to each household in the Boroughs.
- 6.3 The re3 Marketing and Communications Officer also established an advertising campaign on digital screens installed inside Reading buses; adverts with a focus on plastic recycling and promoting the re3cyclopedia app were displayed on 200+ screens across fleet of 100+ buses for two weeks in October.
- 6.4 re3 launched a new App called re3cyclopedia in September. Since the launch re3cyclopedia was downloaded by 3,100 residents and over 4,000 waste items searches were made in December alone. The search is now being added to the new re3 website as well as to the Reading and Wokingham council's websites. In the second half of December, the app was downloaded by 1400 residents (this peak coincides with issuing Councils magazines and adverts displayed on large screen outside the Reading station).
- 6.5 In addition, adverts were placed on the digital screens located within Reading Borough Councils' premises and the newly installed large digital screen outside Reading Station.
- 6.6 The re3 'Lotta Bottle' Campaign came to an end in October 2018. In total 49 registered groups took part, out of which 32 are children's groups such as schools

and 17 have a community interest focus. Bottle bank data shows 4.35% of glass tonnage collected from glass banks around the re3 area over the period of 12 months 2017/2018 vs 2016/2017, an equivalent to 290 tonnes. This is an increase in comparison to 2016/2017 vs 2015/2016 which was: 0.53%. The increased tonnage provided re3 partnership with financial benefits of £20,975 (estimated savings on disposal cost and income generated from the sales of this material). The campaign offered re3 an increased brand visibility on social media and raised the profile of re3 as a waste management service and brand through working with community groups.

- 6.7 As part of the promotion, including funding from our Contractor FCC, 15 winners were selected from the groups who registered for 'Lottabottle'. They will now be featured in communications alongside representatives of the re3 Board and the Contractor.
- 6.8 re3 ran a festive communications campaign that focused on recycling during and after Christmas. Activities included tailored re3 Advent Calendar, press release and variety of seasonal messages including those provided by supporting organisations ie. WRAP and Alupro. Christmas-themed adverts were used on the digital screen outside Reading station, within premises of Reading Borough Council and in social media advertising across the re3 area.
- 6.9 In January, re3 gained significant, and positive, media exposure in regards to management of post-Christmas waste. The topics of recycling glass after Christmas and Christmas tree recycling were covered by a wide range of media outlets including TV channels: BBC South, ITV Meridian, That's TV Thames Valley as well as online articles in Daily Mail, Mirror, Yahoo, Sky, Bracknell News.
- 6.10 re3 is delivering a new style of promotional campaign focusing on foil recycling. The recycling message has been added onto takeaway lids that are used to cover meals served in foil trays. Over the course of the campaign 50,000 promotional lids will be distributed to residents across three boroughs through 12 takeaway outlets. In addition, re3 has been running a social media promotion to encourage foil recycling, involving asking resident to post photo of them recycling foil trays. The campaign started in mid-December and is planned to be completed by mid-February. The campaign has been delivered in cooperation with the aluminium recycling organisation, Alupro, who provided 80% funding for the campaign.
- 6.11 re3 has provided design support to Wokingham Borough Council in preparing promotional materials to help effectively introduce the forthcoming food waste collection in Wokingham Borough. This includes assets such as vehicle livery, posters, leaflets and pull up banners.
- 6.12 The re3 Marketing and Communications Officer and Contractor are working together to deliver changes to the re3 website. A new, refreshed, website should be completed by the end of March of 2019.
- 6.13 In the upcoming months, re3 will be working towards establishing the foundations for more structured cooperation with local environmental groups and individuals that are well recognised within the community. Whilst the format is yet to be finalised, this project could include setting up regular meetings for the exchange of information which is relevant to the community and offering volunteering opportunities to residents. The scope of the project will be established via consultation, which will include with Councillors and Officers, in due course.
- 6.14 The re3 Strategy objective to achieve 50% recycling and reuse rate, through promoting the re3 Material Recycling Facility is reflected in the production of a new

video.. The video will be used during educational visits to the MRF and will be part of the joint education resources available to schools. The video, which will promote what the re3 partnership does with recycling and the continuing importance of re3 residents participating, will also be used on the re3 website, with excerpts used in social media posts.

- 6.15 re3grow will be available on sale at the recycling centres as of early March 2019. The sale of compost will be advertised at the site, website and on social media. This year, the compost will be over 90% re3 material, allowing us to strengthen positive messaging about the circularity of this product. re3Grow will be available at the same price as in 2018 (£3.50 per 40litre bag or three bags for £10).

## **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

Sarah Innes, re3 Monitoring and Performance Officer  
0118 937 3459  
sarah.innes@reading.gov.uk

Monika Bulmer, re3 Marketing and Communications Officer  
0118 937 3460  
monika.bulmer@reading.gov.uk

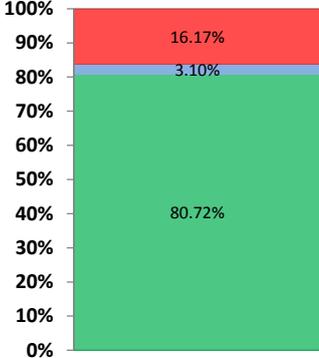
Classification: UNCLASSIFIED

Oliver Burt, re3 Strategic Waste Manager  
0118 937 3990  
oliver.burt@reading.gov.uk

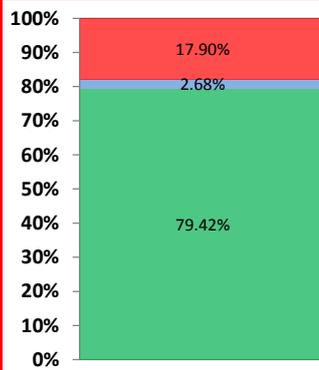
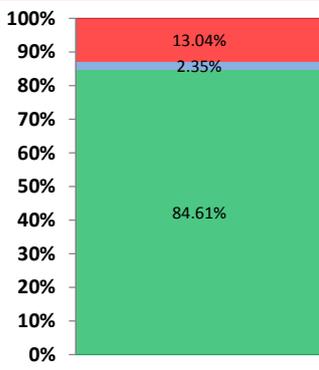
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**APPENDIX ONE – Objective C**

**Bracknell Forest**

Category	Background	Cumulative Performance																									
		Target/Indicator	Quarter 3																								
<b>C1A</b> Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	Target: 43%	39.76%																								
<b>C1B</b> Kerbside Recycling	Using the respective weekly council kerbside collections is an effective way to recycle. This indicator looks at this service alone.	Target: 23%	23.92%																								
<b>C1C</b> 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%	8%																								
<b>C1E Contamination</b>	<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>																										
		<table border="1"> <tr> <td style="background-color: #008000;"></td> <td>Target Materials</td> <td style="background-color: #008000;"></td> <td>Target Materials</td> </tr> <tr> <td style="background-color: #0000FF;"></td> <td>Non-Target Paper and Card</td> <td style="background-color: #0000FF;"></td> <td>Non-Target Paper and Card</td> </tr> <tr> <td style="background-color: #FF0000;"></td> <td>Other Non-Target and Non-Recyclable Materials</td> <td style="background-color: #FF0000;"></td> <td>Other Non-Target and Non-Recyclable Materials</td> </tr> </table>		Target Materials		Target Materials		Non-Target Paper and Card		Non-Target Paper and Card		Other Non-Target and Non-Recyclable Materials		Other Non-Target and Non-Recyclable Materials	<table border="1"> <tr> <td style="background-color: #008000;"></td> <td>Target Materials</td> <td style="background-color: #008000;"></td> <td>Target Materials</td> </tr> <tr> <td style="background-color: #0000FF;"></td> <td>Non-Target Paper and Card</td> <td style="background-color: #0000FF;"></td> <td>Non-Target Paper and Card</td> </tr> <tr> <td style="background-color: #FF0000;"></td> <td>Other Non-Target and Non-Recyclable Materials</td> <td style="background-color: #FF0000;"></td> <td>Other Non-Target and Non-Recyclable Materials</td> </tr> </table>		Target Materials		Target Materials		Non-Target Paper and Card		Non-Target Paper and Card		Other Non-Target and Non-Recyclable Materials		Other Non-Target and Non-Recyclable Materials
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Reading

Category	Background	Cumulative Performance													
		Target/Indicator	Quarter 3												
<b>C2A</b> Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	Target: 39%	31.91%												
<b>C2B</b> Kerbside Recycling	Using the respective weekly council kerbside collections is an effective way to recycle. This indicator looks at this service alone.	Target: 24%	18.91%												
<b>C2C</b> 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>	11%	11%												
<b>C2E Contamination</b>	<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>	 <table border="1"> <tr> <td>Target Materials</td> <td>79.42%</td> </tr> <tr> <td>Non-Target Paper and Card</td> <td>2.68%</td> </tr> <tr> <td>Other Non-Target and Non-Recyclable Materials</td> <td>17.90%</td> </tr> </table>	Target Materials	79.42%	Non-Target Paper and Card	2.68%	Other Non-Target and Non-Recyclable Materials	17.90%	 <table border="1"> <tr> <td>Target Materials</td> <td>84.61%</td> </tr> <tr> <td>Non-Target Paper and Card</td> <td>2.35%</td> </tr> <tr> <td>Other Non-Target and Non-Recyclable Materials</td> <td>13.04%</td> </tr> </table>	Target Materials	84.61%	Non-Target Paper and Card	2.35%	Other Non-Target and Non-Recyclable Materials	13.04%
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Wokingham

Category	Background	Cumulative Performance																							
		Target/Indicator	Quarter 3																						
<b>C3A</b> Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	Target: 52%	40.46%																						
<b>C3B</b> Kerbside Recycling	Using the respective weekly council kerbside collections is an effective way to recycle. This indicator looks at this service alone.	Target: 26%	22.80%																						
<b>C3C</b> 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%	9%																						
<b>C3E Contamination</b>	<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>	<table border="1"> <tr><td>100%</td></tr> <tr><td>90%</td></tr> <tr><td>80%</td></tr> <tr><td>70%</td></tr> <tr><td>60%</td></tr> <tr><td>50%</td></tr> <tr><td>40%</td></tr> <tr><td>30%</td></tr> <tr><td>20%</td></tr> <tr><td>10%</td></tr> <tr><td>0%</td></tr> </table>	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%	<table border="1"> <tr><td>100%</td></tr> <tr><td>90%</td></tr> <tr><td>80%</td></tr> <tr><td>70%</td></tr> <tr><td>60%</td></tr> <tr><td>50%</td></tr> <tr><td>40%</td></tr> <tr><td>30%</td></tr> <tr><td>20%</td></tr> <tr><td>10%</td></tr> <tr><td>0%</td></tr> </table>	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
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**APPENDIX TWO – Objective D**

Recycling Centres

Category	Cumulative Performance	
	Target (2018/19)	Quarter 3
<b>D</b> Longshot Lane	Target: 55%	53.01%
<b>D</b> Smallmead	Target: 50%	52.24%