

TO: JOINT WASTE DISPOSAL BOARD
4th July 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.**

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 PROGRESS IN RELATION TO WASTE MANAGEMENT

re3 Waste Strategy Targets

- 5.1 At the Joint Waste Disposal Board in October 2018, Members requested that provisional recycling information be reviewed in relation to Objectives C and D of the re3 Strategy 2018-19 at each quarterly Board Meeting.
- 5.2 Due to the scheduling of the July meeting, data for Quarter 1 2019/20 is incomplete at the time of writing this report. However indicative data for April and May has been presented in Appendix one. Where data is usually received on a quarterly basis estimates have been based on the same period in 2018/19 and these will be replaced with 'actual' data as soon as they are received.
- 5.3 The provisional data indicates that each of the re3 Councils will have seen an increase in its recycling rate in quarter 1, when compared with performance in the same period in 2018/19. As expected, the recycling rates have improved following the introduction of wood recycling via the re3 Household Waste Recycling Centres (HWRCs) and the largest increase has been seen in Wokingham, where the recycling of food waste has also had a positive effect.

6 COMMUNICATIONS

- 6.1 The 2019/20 re3 Marketing and Communications Plan proposed using findings from the compositional analysis in campaigns that aim to boost plastic recycling. Further to the compositional analysis, the re3 Monitoring and Performance Officer is commissioning maps which show areas across each Borough that have a high concentration of recyclable plastic material in the residual bins and that match specific demographic criteria. This combination of factors enables a targeted campaign.

- 6.2 Households, in targeted areas, will receive promotional material with a call to action to recycle more plastics. Residents will be able to access more detailed information and plastic recycling guide via re3 website.
- 6.3 Simultaneous and targeted social media content, based on the same demographic and location criteria, will be published to support the delivered promotional material.
- 6.4 Finally, the re3 Marketing and Communications Officer is investigating the potential costs and practicality of adding other channels such as outdoor advertising.
- 6.5 It is proposed that the evaluation of the campaign will be undertaken through sampling of specific rounds prior, during and after the activities. To receive a better understanding on the activities similar monitoring will be undertaken in the control area (where no activities take place).
- 6.6 re3 will continue subscription of the re3cyclopedia tool as analysis shows continued growth of number of users and waste item searches. To date, the app was downloaded by 5,500 residents and over the course of May we recorded the highest amount of searches per month – over 5,300.
- 6.7 Results indicate that re3 residents are seeking reassurance on what can be recycled and find this tool helpful and educational. In addition, a high number of searches are likely to have impact on the amount of direct queries related to recyclability of items received by the customer service teams, re3 admin team or re3 Marketing Communications Officer.
- 6.8 To further increase the number of downloads; a poster promoting the app has been displayed at the Recycling Centres.
- 6.9 The re3 Marketing and Communications Officer recently partnered with the University of Reading and OLIO, a food sharing and social media app, to jointly promote food waste reduction and increase of recycling. The Students Engagement Team produced branded heavy duty bags that promote the re3 app and OLIO apps. The re3 Marketing and Communications Officer attended a promotional event in June to reach out to students that are leaving university this year and the efforts will be repeated in September to reach new wave of students arriving to the area.
- 6.10 Further engagement with residents is being developed via digital newsletter sent to subscribers. The re3 Marketing and Communications Officer will produce regular updates that fit the themes of Reduce, Reuse and Recycle and will use this channel to promote relevant news and initiatives to residents.
- 6.11 At the Board meeting of April 2019, Members requested an update on social media activity undertaken by re3 Marketing and Communications Officer. The purpose of this update is to show importance of nurturing engagement with residents that are present online and using it to further impact behavioural change towards waste and recycling across Boroughs.
- 6.12 Key metrics that are critical in showing the importance of the tool are engagement rate, reach and followers growth.
- 6.13 Based on last 6 months data, the average Facebook post is reaching approx. 1,500 users, with the top performing post achieving over 10k. Engagement rate (the amount of people engaged with a story divided by reach of the post) is proving to be consistently high, with an average of 8%. Top performing posts are achieving a rate

of ~25% and every third of posts had engaged over 10% of audience. Results are appearing to be highly satisfying when compared with the industry standards guidelines of: <1% = low engagement rate, 1%-3.5% = average/good engagement rate, 3.5%-6% = high engagement rate.

- 6.14 Since January 2018, the number of Facebook users has increased by 320%, Instagram followers by 600% and Twitter followers by 30%. Facebook user's growth rate is approx. 15% each quarter.
- 6.15 Demographic data provides insights into the audience and shows that a great majority of followers are females. Almost a half of users are of age 35-44 and over 90% are living within boundaries of three boroughs.
- 6.16 At the Board meeting of April 2019, Members were updated on the successful performance of the Reuse Scheme. This news was communicated to the public and local press and advertised on the social media.
- 6.17 At the Board meeting of April 2019, Members requested a joint presentation on each council's communications plans, for waste and recycling. This activity is rescheduled to the next meetings.

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

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

APPENDIX ONE – Objective C and D

Bracknell Forest

Category	Background	Cumulative Performance			
		Target/Indicator		April and May	
C1A Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	Target: 43%		45.97%	
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%		24.86%	
C1C 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%		6%	
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	85.79%
		Non Target Paper and Card	3.10%	Non Target Paper and Card	5.40%
		Other Non-Target and Non-Recyclable Material	16.17%	Other Non-Target and Non-Recyclable Material	8.81%

Reading

Category	Background	Cumulative Performance			
		Target/Indicator		April and May	
C2A Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	Target: 39%		37.36%	
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%		19.92%	
C2C 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%		7%	
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	83.33%
		Non Target Paper and Card	2.68%	Non Target Paper and Card	0.60%
		Other Non-Target and Non-Recyclable Material	17.90%	Other Non-Target and Non-Recyclable Material	16.07%

Wokingham

Category	Background	Cumulative Performance			
		Target/Indicator		April and May	
C3A Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	Target: 52%		54.13%	
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%		29.90%	
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%		6%	
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	85.27%
		Non Target Paper and Card	11.79%	Non Target Paper and Card	4.82%
		Other Non-Target and Non-Recyclable Material	10.68%	Other Non-Target and Non-Recyclable Material	9.92%

Recycling Centres

Category	Cumulative Performance	
	Target (2019/20)	April and May
D Longshot Lane	Target: 60%	71.96%
D Smallmead	Target: 55%	73.76%