

















Re3 JOINT MUNICIPAL WASTE MANAGEMENT STRATEGY (2008 - 2013)























Review of progress for Joint Waste Disposal Board - December 10th 2009























- There are 10 numbered Objectives arranged within 6 broad categories of delivery. Each category was chosen to match the requirements of Waste Strategy 2007. For ease of identification, each category has a different colour which is used in the row containing its heading and also in the Action column.
- Within each Objective there are a number of specific Actions which, in combination, are intended to address the delivery of the Objective. Each Action has its own reference (e.g. 1A, 1B, 1C, 2A, etc).
- Below each Action are four rows in which progress is described by individual council (indicated by council logo) and/or by the council partnership with WRG (indicated by the councils' partnership logo). Some tasks will be delivered individually while others may be delivered at the partnership level and some may be delivered in all areas.























THE LOCAL COMMUNITY AND BUSINESSES






















OBJECTIVE 1: The re3 councils will build on current participation in recycling and composting and seek to further raise 'waste awareness' to effect positive behavioural change.






















Action	Priority	Linked objectives	How achieved?	How measured?	Responsibility
1A) Target new residents with important information on waste services	H	3, 9	Councils seek to involve estate agencies, landlords and other routes e.g. nurseries, schools and clinics	Number of information packs issued Councils	Councils
	13/10/09 - information packs published for new residents via show-homes and council 'welcome' pack. Working with Bracknell Forest Homes (H. Assoc) to provide info (via leaflets, newsletters, and communal notices and meetings with tenants).				
	13/10/09 - distribution of leaflets through Managing Agents to new tenants (in English and Polish)				
	13/10/09 - 'welcome' pack distributed through New Neighbours. Articles in Housing Dept Newsletters and Parish and Town Council magazine (which goes to every house).				
					
1B) Raise overall understanding of residents for the need and requirements of recycling services.	H	3, 9	Promotional activity - delivering information in important places e.g. the home, shops, work, school	Customer feedback	Councils and Contractor
	See below				
	See below				
	See below				
	'Green Pages' in free newspapers. Large amount of info via re3.org.uk website, linked to individual council websites. Roadshows in each Borough throughout year, supported by Education and Waste Min Officers. Council publications.				
1C) Targeting non-participants in kerbside recycling and composting services	H	3, 9	Identifying non-participants and addressing the barriers to participation.	Participation rates	Councils
	Currently no action. Will review following completion of compositional analysis Spring 2010.				
	Currently no action. Will review following completion of compositional analysis Spring 2010.				
	Currently no action. Will review following completion of compositional analysis Spring 2010.				
	Currently no action. Will review following completion of compositional analysis Spring 2010.				
1D) Improve efficiency of participation in recycling and composting services	H	3, 9	Messages targeted by relevant stakeholder group or by material type (e.g. if capture of plastic is low...)	Waste composition, output statistics from MRF Councils	
	13/10/09 - Waste Collection Manager monitors round data sheets compiled by collection crews and follows up to address overloaded bins or excess waste. Advice given and can change receptacle where appropriate. Promote green waste collections (inc on side of refuse vehicles).				
	13/10/09 - Waste Support Officers visit households identified as having a recycling 'problem' i.e. contamination, excess waste. They offer support and advice initially but are able to enforce if necessary. Promote green waste collections.				
	13/10/09 - Collection crews compile sheets on overloaded boxes and additional boxes are offered. Promote green waste collections.				
	13/10/09 - shared information on re3.org.uk website about contamination and quality of kerbside recycling. Sale of composted green waste, via HWRC's, from the partnership area (summer 2009).				
1E) Promote and sustain use of home composters	M	9, 10	Assess results of appropriate trials,	Number issued	Councils












and food digesters			arrange sale, promotion, and education. Introduce measures to support users	Feedback from users Waste statistics - reduction in landfill BMW	Contractor
	13/10/09 - offered 2000 subsidised 'green cones' via two sale-days in 2009, sold 1200 to date. Survey undertaken Sept 09, results currently being analysed.				
	13/10/09 - offered 1500 subsidised green cones' via three sale days (one in 2008 and two in 2009), sold 1400 to date with additional 200 from previous trial.				
	13/10/09 - Green cones offered via the new promotional partnership.				
	13/10/09 - the councils have jointly promoted composting via the WRAP scheme. This has been replaced by Green Cone partnership (1/10/09)				
1F) Increase bring sites in existing areas and new developments for materials not collected at kerbside	M	9, 10	Assess potential sites (and materials) and liaise with PFI Contractor	Increases in number of bring sites and in tonnage collected	Councils/Contractor
	13/10/09 - have added 5 new bottle banks sites since start of PFI contract with 5 more planned.				
	13/10/09 - have added 19 new bottle bank sites since the start of the PFI contract and are planning 10 more.				
	13/10/09 - have added 4 new bottle banks sites since start of PFI contract and ongoing review of provision.				
	13/10/09 - 15 new Tetrapak (drink carton) sites provided since start of PFI contract.				
1G) Reduce putrescible waste in residual bins through behaviour change	H	3, 8, 10	Promotion and education, campaigns such as 'Love Food, Hate Waste', real nappy campaigns	Waste composition Reduction in landfill BMW	Councils/Contractor
	13/10/09 - 1200 green cones in use. Principal council campaign for 09/10 is food waste, in addition to partnership work in this area (promotion on sides of vehicles).				
	13/10/09 - 1600 green cones in use.				
	13/10/09 - have worked hard promoting home composting				
	13/10/09 - Real Nappy Campaigns across the partnership. Have jointly promoted WRAP Love Food Hate Waste campaign via local media and postcards (targeted to neighbourhoods with higher food waste, identified by waste composition 2007). <i>Anything else?</i>				
1H) Increase number of HWRC/waste/composting sites, including those for single materials, to increase accessibility	M	3, 9, 10	Assess local, licensed sites (3 rd Party/ Council)	Increase number of sites, reduction in vehicle movements or miles travelled to sites for residents/council vehicles, reduce carbon footprint	Councils Contractor 3 rd Parties
	See below				
	See below				
	See below				
	No action as yet.				
OBJECTIVE 2: The councils will seek to support local businesses, particularly small to medium enterprises(SME's), in reducing their waste					
Action	Priority	Linked objectives	How achieved?	How measured?	Responsibility
2A) Scoping exercise to ascertain needs and opportunities for supporting SME's	H	10	Apply for BREW funding, possibly undertake feasibility work	If it is completed or not	Councils
	See below				
	See below				
	See below				
	13/10/09 - Successful in securing funding through bid to BREW (Business Resource Efficiency and Waste) fund. Surveyed local SME's (600 responses - 30%). Developed and adopted joint business waste strategy (May 09). Action Plan developed and further info avail on re3.org.uk website, much rationalised from info pre-existing on the council websites. <i>Action Plan still live - until XXX.</i>				
2B) Encourage and support SME's in recycling more	M	10	Encourage co-operation between SME's, information, web-based resources	Increase in number of SME's recycling	Councils Contractor
					
	13/10/09 - Working in Partnership with Reading BID in establishing cardboard recycling in Town Centre.				

	13/10/09 - Working Groups on 'How To Beat The Recession' including info on waste.				
	13/10/09 - Councils negotiated for waste services, including recycling, to local businesses to be provided by the PFI contractor whilst capacity at the Transfer Stations allows. Lower minimum weight charge for recyclable waste.				
OBJECTIVE 3: The re3 councils will seek to improve the operational, environmental and performance efficiency of their collection services and maximise the opportunity to recycle and compost as many materials as possible.					
Action	Priority	Linked objectives	How achieved?	How measured?	Responsibility
3A) Investigate 'Pay as You Throw' schemes	M	1, 9, 8	Monitor results of trials carried out elsewhere, assess appropriateness for re3 councils	-	Councils
	See below				
	See below				
	See below				
	Adverse media coverage of this and related issues makes assessment difficult. Will continue to monitor.				
3B) Investigate use of incentives in increasing recycling and waste minimisation	M	1, 9, 8	Incentivise use of smaller bins or increasing recycling	Number of bins 'slimmed' and overall capture of recycling	Councils
	13/10/09 - 'Recyclebank' gave presentation to officers (Spring 09). Their incentive scheme involves loyalty points being awarded, by weight, for kerbside recycling (chip in bin). Points can be redeemed at local retailers. Decision taken to not proceed at this time and to monitor scheme progress elsewhere.				
					
	13/10/09 - 'Recyclebank' gave presentation to officer (Spring 09).				
					
3C) Investigate the options, cost and necessity for food waste collections	L	1, 9, 10	Availability of processing capacity. Feasibility and analysis of positive impact (including LATS)	Cost benefit analysis	Councils Contractor
	See below				
	See below				
	See below				
	13/10/09 - Consultancy support from WRAP and Entec UK. Report on costs and implications to the councils for food waste collections completed Oct 09. Councils to consider the need for food waste processing.				
3D) Investigate performance requirement to increase frequency of recycling collections	M	1, 9, 10	Feasibility and cost benefit analysis based on needs of councils in achieving statutory targets	-	Councils
	No action so far.				
	No action so far.				
	No action so far.				
					
3F) Encourage residents to reduce side waste and contamination (e.g. green waste in residual, unwanted items in recyclables)	H	1	Education, communications, escalation to enforcement in persistent cases, investigation of best practice, working with collection crews	Reduction in side waste, collection crew records,	Councils
	13/10/09 - Where identified, crews place sticker on contaminated bin and record the same on round sheets. Residents are required to remove contamination from bin prior to rescheduled collection. Waste Collection Manager monitors round data sheets compiled by collection crews and follows up to address contamination and side waste. Advice given and can change receptacle where appropriate.				
	13/10/09 - Waste Support Officers visit households identified as having a recycling 'problem' i.e. contamination, excess waste. They offer support and advice initially but are able to enforce if necessary.				
	13/10/09 - Collection crews compile sheets on overloaded boxes and additional boxes are offered. No green waste is collected in residual waste.				
	13/10/09 - shared information on re3.org.uk website about contamination and quality of kerbside recycling.				
3G) Investigate feasibility and benefits	M	1, 9, 10	Feasibility and cost benefit analysis,	Report on feasibility	Councils

of shared collection services between re3 councils					
	See below				
	See below				
	See below				
	PFI Management Team has contacted colleagues at WRAP to assess potential for business case to be compiled. Councils interested in potential for savings and efficiencies on small or large scale where justified by business case.				
3H) Develop proposals for increasing efficiency in collection services prior to letting of next contract(s)	M	1, 9, 10,	Investigate best practice and new concepts for round scheduling	Proposals made prior to councils tendering process	Councils
	13/10/09 - Model contracts and best practice from elsewhere being compiled to inform creation of new service specification. Contract to be procured by August 2011.				
					
	13/10/09 - Options Appraisal being developed. Contract to be procured April 2012.				
					
WASTE MANAGEMENT FACILITIES					
OBJECTIVE 4: The re3 councils, in partnership with their PFI contractor, will strive to ensure continuous improvement in the effectiveness, efficiency and quality of the Contract Facilities.					
Action	Priority	Linked objectives	How achieved?	How measured?	Responsibility
4A) Seek to ensure that destination of council waste and recycling is known in accordance with prevailing legislation and best practice	H	8	Information provided on reprocessors used by councils and PFI contractor	By council checks that information is provided in accordance with PFI contract	Contractor/Councils
					
					
					
	PFI contract requires the annual compilation of Spot Market Audit Reports for each reprocessor in receipt of material from the re3 contract. Action recorded as 'being delivered' rather than 'complete' because, by nature, it requires annual updating.				
4B) Maximise number of materials that re3 MRF can process	M	1, 3, 8, 9	Feasibility study, impact assessment, negotiation with PFI Contractor	Increase in type and amount of material collected and processed	Councils/Contractor
	See below				
	See below				
	See below				
	MRF commissioned early 2009. No action as yet.				
4C) Investigate options for alternative waste treatment technologies for that waste which remains being sent to landfill	L	9, 10	Feasibility study and assessment of available processing capacity, negotiations with contractor	Reduction in tonnage to landfill via alternative technologies	Councils/Contractor
	See below				
	See below				
	See below				
	13/11/09 - discussions initiated between PFI Management Team and WRG to explore options in this area.				
4D) 'Dirty' MRF at Longshot Lane HWRC to further increase recycling	H	8, 9, 10	Assessment of PFI contractors proposals for this element	Analysis of proposals and impact on contract and contractual performance	Contractor Councils
	See below				
	See below				

	See below				
	13/10/09 - Contractor in process of carrying out compositional analysis of waste within the HWRC at Longshot Lane to inform alternative proposal for increasing recycling.				
4E) Controls at HWRC's on waste inputs	H	1, 10	Assess impact of wastes, cost, best practice elsewhere, develop appropriate limits, approve, negotiate with contractor	Composition of waste at HWRC's, costs	Councils/Contractor
	See below				
	See below				
	See below				
	13/10/09 - guidelines for waste amounts accepted in a single trip approved by JWDB (22/09/09). Guidelines coming into force 1 Dec 09.				
OBJECTIVE 5: The council, in partnership with their PFI Contractor, will seek to ensure that Contract Facilities are user friendly, provide excellent customer service and are responsive to users needs.					
Action	Priority	Linked objectives	How achieved?	How measured?	Responsibility
5A) Residents user satisfaction survey on Household Waste Recycling Centres	H	1	Annual User Satisfaction survey at HWRC's	Results of survey	Contractor Councils
	See below				
	See below				
	See below				
	13/10/09 - Annual resident satisfaction survey carried out by contractor. Currently analysing results. Results due Nov 09. 13/11/09 - Results for both sites impressive. Communicated to Members/Officers				
5B) Council staff user satisfaction survey on Contract Facilities	H	3	Annual user satisfaction survey for council staff using Contract Facilities	Results of survey	Councils Contractor
	See below				
	See below				
	See below				
	No action as yet. Council waste teams to address early in 2010. Results to be shared with WRG				
5C) Encourage and maintain safe and responsible behaviour by staff using Contract Facilities	H	3	Education, 'crew of the month/year' style awards to best users, self monitoring and reporting systems	No of incidents/accidents	Councils/Contractor
	See below				
	See below				
	See below				
	13/10/09 - H&S is a clear priority for WRG and there appear to be no obvious indications that they are negligent in any way. PFI Management Team and Council waste teams have been involved in stressing need for initiatives to reinforce workplace H&S regulation. Some difficulty in arranging council client presence at meetings between WRG and council collection contractors - this felt important so councils are able to reinforce the messages to their staff/contractors.				
OBJECTIVE 6: The councils will develop policies and approaches for managing recyclable and reusable waste in partnership with the 'charity' and voluntary sector where it is appropriate.					
Action	Priority	Linked objectives	How achieved?	How measured?	Responsibility
6A) Increasing re-use of bulky items (especially furniture)	H	3, 9	Councils will seek to develop a 'dual booking' system to divert re-usable items to charity/voluntary sector partner(s)	Number of dual bookings Increase in re-use	Councils Contractor
	See below				
	See below				
	See below				

	13/10/09 - Original contractual obligation difficult to deliver and may be contrary to operational and H&S needs of the principal site. Councils vision for this project being put into action via PFI contractor - namely to address the obligation via existing charitable, volunteer and or SME concerns who have a direct link to the waste objectives of the PFI contract.				
6B) Working with voluntary and charity sector to explore treatment of items not easily recycled or re-used.	M	1, 9	Discussions with appropriate partners, feasibility and impact assessments	Number of partnership agreements in place	Councils/Contractor
	13/10/09 - potential avenues of partnership working with third sector being considered.				
					
	13/10/09 - furniture re-use being considered by Strategies and Partnerships section.				
	13/10/09 - Councils vision for this project being put into action via PFI contractor. See 6A. Should try to ensure that individual areas of council work do not conflict with those of the PFI contractor.				
OBJECTIVE 7: The councils will engage with the private sector, particularly those in the retail industry, to deliver improvements in waste minimisation and recycling performance.					
Action	Priority	Linked objectives	How achieved?	How measured?	Responsibility
7A) Encourage local reduction of packaging in waste stream	H	1, 9, 10	Carrier bag reduction areas, working with local retailers (including independent retailers), education and promotion campaigns	Waste analysis Number of carrier bag reduction areas Number of retailers partnered with	Councils Contractor
	No action as yet. To be informed by compositional analysis (results Dec 09).				
	No action as yet. To be informed by compositional analysis (results Dec 09).				
	No action as yet. To be informed by compositional analysis (results Dec 09).				
					
7B) Encourage reduction in packaging on a national level	H	1, 9, 10	As a partnership, the councils lobby Gov't. Also via LGA, WRAP, NAWDO, CIWM	-	Councils Contractor
	No action as yet.				
	No action as yet.				
	No action as yet.				
					
GOVERNMENT AND LEGISLATION					
OBJECTIVE 8: The councils will ensure that compliance with new and emerging legislation is achieved and that the implications (e.g. environmental, economic) are managed.					
Action	Priority	Linked objectives	How achieved?	How measured?	Responsibility
8A) Implement systems to comply with the new waste National Indicators for 2008/9 and LAA indicators if applicable	H	9	Update statistical reports	Reporting of statistical information	Councils
	See below				
	See below				
	See below				
	13/10/09 - partnership councils worked together in agreeing LAA targets for 2008 - 2011.				
8B) Investigate the implication of the forthcoming legislation and take appropriate measures to ensure compliance e.g The Battery directive September 2008	H	9	Measures implemented as appropriate to ensure compliance	Information from Contractor	Councils Contractor
	See below				
	See below				
	See below				
	13/10/09 - partnership councils discussing content and detail of operational implications of battery directive with our current WEEE Producer Compliance Scheme. Directive must be implemented by Jan 2010.				

OBJECTIVE 9: The councils will strive, in partnership with their PFI Contractor, to exceed all relevant waste related performance targets.					
Action	Priority	Linked objectives	How achieved?	How measured?	Responsibility
9A) Modelling of councils waste performance to assess performance against statutory and contractual targets	H	1,3,10	Development of existing work on modelling, analysis of performance, proposals of areas for action/improvement	Comparison of actual performance v necessary performance	Councils Contractor
	See below				
	See below				
	See below				
	13/10/09 - PFI Management Team preparing performance monitoring info for Councils waste teams.				
ENVIRONMENTAL COMMITMENT					
OBJECTIVE 10: The re3 councils will work with their contractors and other partners to ensure that sustainability and efficiency is considered, in all aspects of their waste management activities, and that they minimise the carbon footprint of waste operations.					
Action	Priority	Linked objectives	How achieved?	How measured?	Responsibility
10A) Waste from council offices to be recycled and minimised	H		Reducing capacity for residual waste, assessing costs by source, layout of bins in offices, procurement	Overall waste Composition	Councils
	13/10/09 - recycling bins installed in council offices and schools. Office Waste Strategy approved by CMT Summer 2009.				
	13/10/09 - residual waste bins removed from main council offices and recycling implemented (2008). Most schools have recycling collections.				
	13/10/09 - recycling bins installed in council offices and schools.				
					
10B) Develop methods to assess Carbon efficiency in waste services	M		Investigate available measures, assess efficiency of current services, propose changes where necessary or appropriate	Measures in place	Councils/Contractor
	13/10/09 - Council have provided mileage info for environmental services vehicles for NI185.				
	Unknown.				
	13/10/09 - Council have provided mileage info for environmental services vehicles for NI185.				
