

This Action Plan describes, in broad terms, the initiatives that the councils and their PFI contractor have identified as being important to the improvement and advancement of waste management services within Bracknell Forest, Reading and Wokingham Borough's over the next 5 years. The Actions will be reviewed annually to record progress, re-assess priorities, make additions and ensure relevance.

ACTION PLAN 'PRIORITY' COLUMN

The second column, in the Action Plan below, describes the priority given to each action by the councils. The priorities are described in terms of the order in which they will be addressed. For example, an action which has been identified by the councils as being a high priority is likely to be addressed before one with a low priority. Priorities change, however, and the councils will review these actions on an annual basis.

Key to Priority Column

High Priority: addressed within 2 years = H

Medium Priority: addressed within 4 years = M

Low Priority: addressed within 5 years = L

Re3 JOINT MUNICIPAL WASTE MANAGEMENT STRATEGY (2008 - 2013)

| Action | Priority | Link to other Objectives | How will it be done? | How will it be measured? | Responsibility | Status |
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| 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. | | | | | | |
| 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 | |
| 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 | |
| Targeting non-participants in kerbside recycling and composting services | H | 3, 9 | Identifying non-participants and addressing the barriers to | Participation rates | Councils | |

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| | | | participation. | | | |
| 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 | |
| Promote and sustain use of home composters and food digesters | M | 9, 10 | Assess results of appropriate trials, arrange sale, promotion, and education. Introduce measures to support users | Number issued Feedback from users Waste statistics - reduction in landfill BMW | Councils Contractor | |
| 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 | |
| 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 | |
| Increase number of HWRC/waste/composting sites, including those for single | M | 3, 9, 10 | Assess local, licensed sites (3 rd Party/ Council) | Increase number of sites, reduction in | Councils Contractor | |

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| materials, to increase accessibility | | | | vehicle movements or miles travelled to sites for residents/council vehicles, reduce carbon footprint | 3 rd Parties | |
| OBJECTIVE 2: The councils will seek to support local businesses, particularly small to medium enterprises(SME's), in reducing their waste | | | | | | |
| 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 | |
| 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 | |
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| COUNCIL COLLECTION SERVICES | | | | | | |
| 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. | | | | | | |
| Investigate 'Pay as You Throw' schemes | M | 1, 9, 8 | Monitor results of trials carried out elsewhere, assess appropriateness for | - | Councils | |

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| | | | re3 councils | | | |
| 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 | |
| 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 | |
| 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 | |
| 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 | |
| Investigate feasibility and benefits of shared collection services | M | 1, 9, 10 | Feasibility and cost benefit analysis, | Report on feasibility | Councils | |

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| between re3 councils | | | | | | |
| 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 | |
| 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. | | | | | | |
| 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/Co uncils | |
| 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/Cont ractor | |
| 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/Cont ractor | |
| 'Dirty' MRF at Longshot Lane HWRC to further increase recycling | H | 8, 9, 10 | Assessment of PFI contractors | Analysis of proposals and | Contractor | |

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| | | | proposals for this element | impact on contract and contractual performance | Councils | |
| 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 | |
| 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. | | | | | | |
| Residents user satisfaction survey on Household Waste Recycling Centres | H | 1 | Annual User Satisfaction survey at HWRC's | Results of survey | Contractor Councils | |
| 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 | |
| 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 | |
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PRIVATE AND CHARITY SECTORS

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.

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| 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 | |
| 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 | |
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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.

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| 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 | |
| Encourage reduction in packaging on a national level | H | 1, 9, 10 | As a partnership, the councils lobby | - | Councils | |

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| | | | Gov't. Also via LGA, WRAP, NAWDO, CIWM | | Contractor | |
| 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. | | | | | | |
| 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 | |
| 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 | |
| OBJECTIVE 9: The councils will strive, in partnership with their PFI Contractor, to exceed all relevant waste related performance targets. | | | | | | |
| 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 | |
| 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.

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| 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 | |
| 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 | |
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