

**JOINT WASTE DISPOSAL BOARD**  
**4 JULY 2019**  
**(9.36 am - 12.19 pm)**

Present: Bracknell Forest Borough Council  
Councillor Mrs Dorothy Hayes MBE  
Councillor John Harrison

Reading Borough Council  
Councillor Sophia James  
Councillor Tony Page

Wokingham District Council  
Councillor Parry Batth

Officers Peter Baveystock, Wokingham Borough Council  
Grace Bradbrook, Re3 Principal Finance Officer  
Monika Bulmer, re3 Marketing and Communications Officer  
Oliver Burt, re3 Strategic Waste Manager  
Kevin Gibbs, Bracknell Forest Council  
Sarah Innes, re3 Monitoring and Performance Officer  
Damian James, Bracknell Forest Council  
Gareth Jones, Bracknell Forest Council  
Pam Rowe Jones, Reading Borough Council  
Claire Lawrence, Wokingham Borough Council

Apologies for absence were received from:

Councillor John Halsall, Wokingham Borough Council

**1. Election of Chairman**

**RESOLVED** that Councillor Mrs Hayes MBE be elected Chairman of the Joint Waste Board for the municipal year 2019/20.

**2. Nomination of Vice Chairman**

**RESOLVED** that Councillor Page be appointed Vice-Chairman of the Joint Waste Disposal Board Management Committee for the 2019/20 Municipal Year.

Councillor Batth nominated Councillor Halsall as Vice- Chairman but the nomination was not seconded.

**3. Declarations of Interest**

There were no declarations of interest.

**4. Minutes of the Meeting of the Joint Waste Disposal Board**

**RESOLVED** that the minutes of the meeting of the Joint Waste Disposal Board held on the 4 July 2019, be approved as a correct record and signed by the Chairman.

**5. Urgent Items of Business**

There were no urgent items of minutes.

## 6. Progress Report

The Board received a report briefing them on the progress in the delivery of the re3 Joint Waste PFI Contract. The report covered:

- Background of re3
- Performance
- Communications
- Plastic Campaign
- Re3cyclopedia
- Newsletter
- Social Media

In view of the fact that some new Members of the Board had been introduced, the Board received a short briefing on the background to the re3 partnership:

- The re3 partnership was originally formed to deliver the statutory disposal function of the three Councils.
- By working together, the three Councils were able to procure a significant contract and operate at a scale which would have been difficult as individual authorities. This is one reason why the facilities available to re3 residents are so well appreciated.
- The shared strategic approach directed by the re3 partnership is apparent in recent developments such as plastic recycling and the implementation of food waste recycling in Wokingham.
- The re3 contract had proven flexible in addressing changes in legislation.
- The re3 partnership exercises regional and national influence.

In relation to the existing re3 Strategy:

- Progress in Objective C (Part A) for each of the Council's was as follows:  
Bracknell Forest Council – Target 43% Actual 45.97%  
Reading Borough Council – Target 39% Actual 37.36%  
Wokingham Borough Council – Target 53% Actual 54.13%
- Available data covered April and May only.
- Recycling rates tended to be higher at the start of the year than at the end of the year.
- Recycling rates had increased from the same time last year. It was asked that, in future, the previous year's figures be included on the graph as a comparison.
- Wood recycling had increased recycling rates by c5%.
- The introduction of food recycling had increased Wokingham's recycling rates by c6%.
- Progress in Objective C (Part B) for each of the Council's was as follows:  
Bracknell Forest Council – Target 23% Actual 24.86%  
Reading Borough Council – Target 24% Actual 19.92%  
Wokingham Borough Council – Target 26% Actual 29.90%
- The HWRC recycling rate was 20% higher than last year, this had been helped by the introduction of wood recycling and improvements in reuse. This was a good news story.
- It was explained that the performance targets were set by the individual councils themselves and were in their final year. Conversations would be held over the course of the year in regard to setting new targets.

- The communication plan for the plastic campaign had been presented at the last meeting. It was proposed that communications would be targeted in areas with the highest concentration of plastic material. The mapping (which determined areas to target) had been put together using the composition analysis that had been undertaken a few months back, this data was overlaid with demographic factors to target different groups. The information on plastic, on the re3 website, would be developed in accordance with the targeting and there would be a social media campaign. The target audience would be families with children at home who would recycle staple items but may sometimes be confused about other items. Finally, to address confusion, alongside the re3cyclopedia App, promotional material would be created, such as a 'recycling wheel' fully relating to plastic, with motivation and information on the back. This would be delivered to households in the targeted areas. Reading university were promoting the re3 app as part of their fresher's week in September.
- The campaign would be launched in September.
- The re3cyclopedia App would be continuing for the next year. There had been 6k users and 5.5k search's in May and 5.6K search's in June. There was potential for improvement. The app couldn't tell the area, just what was being searched. There was 10k items in the apps database.
- A re3 newsletter was a new area that was being explored. 1 newsletter a month would be sent to the members of a database (to be developed over time). The database was being built from scratch due to GDPR. The first newsletter covered refill day, Sue Ryder and re3 grow compost.
- Social Media insight statistics had been included within the report for the first time. The engagement rate was 8%. Generally anything between 3%-5% was considered good. The average reach of top performing posts was to 10k residents. Over 90% of the social media reach was within re3 borough, with the majority being female.
- Members would look at their diaries to see if there were any events that the re3 Communications and Marketing Officer could attend to promote re3. Some members were also willing to attend events with the officer and provide support and help wherever they could.

## 7. **Climate Change Report**

The Board received a report briefing them on work aimed at helping to reduce the impact on climate change from the treatment of waste within the re3 area.

Climate change was being brought to the Board's attention as there had been a declaration of climate crisis in Reading and Wokingham (and interest in action across the entire partnership area). Requests from members for progress on the specific issue. This was a high profile issue both locally and nationally and the government were being proactive on the issue.

re3 were currently talking to Reading University about potential work on climate change. This would help to support decision making in relation to waste, and would offer a different perspective, as well as identifying new means of assessing operational choices.

The Board were provided with a graph that showed the composition and content of waste for each Council and the indicative CO2 equivalent per kg. Waste going to landfill was a key area to focus on and address. For Wokingham, the key different in their CO2 output was due to the introduction of food waste collection and recycling.

It was very early days, and progress would be reported back through council officers and at next board. It was fortunate that the University was so close and willing to help.

The re3 Project Director was not sure whether similar work was being done elsewhere, but re3 intended to find out. If there was research already available then this would be helpful, if not then re3 would be leading the way

Peter Baveystock was happy to provide briefings to both Reading and Bracknell before the next Board meeting regarding Wokingham's food waste implementation. He also provided a verbal update:

- The implementation of food waste had been very challenging.
- The response from the public had been very positive. Very few food bins had been handed back.
- Food bins had been delivered after the blue bags with many residents calling to ask where their bins were.
- The communications employed by Wokingham and developed with the assistance of WRAP and re3 had been effective.
- Wokingham's Members were encouraged by how much the public had embraced the food waste bins.
- It was key to provide the bin liners, if a resident wished to have more bags, these were available for free at all libraries.
- The food waste went through a pipe then the bag was extracted and sent to energy from waste (EfW), so they didn't end up in landfill. This was because the biodegradable bags tended to turn into a sponge type consistency and block the pipe system.
- Home composting was still ok to do.
- Residents were particularly pleased that cooking oil could be put into the food waste boxes.
- Promotion of the service in flats was just starting, some flats had already approached the Council to introduce the food waste recycling.

It was suggested that the bags could be made available at small local small corner shops or in Reading's case somewhere near the train station to be of help to commuters.

Councillor Mrs Hayes asked if she could have an example food waste box and caddy to take to Bracknell's next Full Council.

**RESOLVED** that Members note the contents of the report.

#### 8. **Exclusion of Public and Press**

That pursuant to Regulation 21 of the Local Authorities (Executive Arrangements) (Access to Information) Regulations 2000 and having regard to the public interest, members of the public and press be excluded from the meeting for the consideration of item 10 on the agenda which involves the likely disclosure of exempt information under the following category of Schedule 12A of the Local Government Act 1972:

(3) Information relating to the financial or business affairs of any particular

#### 9. **Finance Report**

The Board received a report briefing them re3 on the Partnership's financial position and re3 plans to fully utilise the HWRCs.

It was requested that a proposal for the Green Machine and the Reuse shop proposal be brought to the next Board meeting in October.

**RESOLVED** that:

- i. Members note the Partnership's financial position for the year to date.
- ii. Members approve the proposal to share any capacity of Grundons Energy from Waste (EfW) within the contractual limit equally between the councils.
- iii. Members approve Non-Household Waste charging to remain the same.
- iv. Members approve the proposal for a trial of trade waste acceptance at the re3 HWRCs.
- v. Members delegate the re3 Project Director and an appropriate officer from each re3 council, to engage in initial negotiations with Defra on the subject of the Resources and Waste Strategy (RWS).

10. **Date of the Next Board Meeting**

The next Joint Waste Disposal Board was scheduled for the 10 October 2019, at Wokingham Borough Council.

**CHAIRMAN**

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