

TO: JOINT WASTE DISPOSAL BOARD
21st January 2021

PROGRESS REPORT
Report of the re3 Project Director

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.**
- 2.4 **That Members agree, subject to continued review at each re3 Board meeting, to provisionally retain a booking system, for access to the two re3 Household Waste Recycling Centres, until the end of June 2021, as described at 5.22.**
- 2.5 **That Members approve the changes to Non-Household Waste and Trade Waste Prices, as presented at 5.40**
- 2.6 **That Members note the review of the performance monitoring regime described from paragraph 5.86 to 5.91.**

3 ALTERNATIVE OPTIONS CONSIDERED

- 3.1 None for this report.

4 REASONS FOR RECOMMENDATION

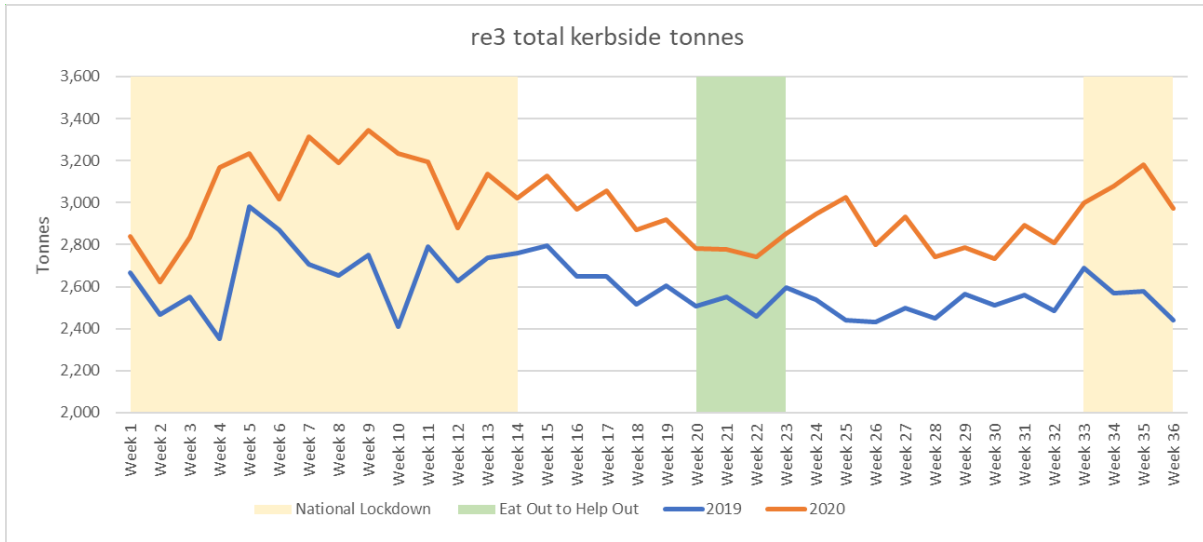
- 4.1 The purpose of this report is to brief Members in relation to progress in delivery of the re3 Joint Waste PFI Contract.

5 PROGRESS IN RELATION TO WASTE MANAGEMENT

Waste Flows (since commencement of virus Lockdown/beginning of 20/21)

- 5.1 The re3 area has a combined population of c460,000 residents. Their waste is managed through two busy facilities, either by council collections or visits to the two Household Waste Recycling Centre (HWRC).
- 5.2 Since the Covid-19 related lockdown commenced, on March 23rd, the re3 councils have seen some changes in the flow of waste. Waste flows have continued to be affected by the national lockdown in November and then the lockdown, similar in nature to March 2020, that was announced on 4th January 2021.
- 5.3 Figure 1, below, demonstrates the difference in kerbside tonnages brought in by the re3 councils from 2019 to 2020 over the course of the lockdown period, beginning in the last week of March 2020. As restrictions eased and re3 residents began, for example, taking advantage of the Eat Out to Help Out scheme, tonnage levels started to become more in line with the previous year. However, the difference between 2019 and 2020 appears to increase when national lockdowns are in place. Across the year, tonnages are on average 15% higher than would be expected.

Fig.1 – Covid Waste Comparison (2019 v 2020)



Note: The first national lockdown began on 23rd March and continued to 4th July when restaurants and pubs reopened. The Eat Out to Help Out Scheme occurred from 3rd August to 31st August. The second lockdown began on 5th November and ended on 2nd December.

- 5.4 The Household Waste Recycling Centres (HWRCs) have both seen a similar drop in tonnages in comparison to April – November last year. As you will be aware, at the beginning of the first lockdown the HWRCs had to close, meaning no tonnages were brought in by residents for the whole of April and part of May. Since the reopening of the sites, visitor numbers have been lower to ensure social distancing. Visitor numbers have been approximately 56% lower than usual, which reflects the complete closure of the sites during the first month and a half of the first lockdown. However, tonnages have only been approximately 20% lower than the previous year. This suggests that residents are making more effective use of their trips to the recycling centres.
- 5.5 During the National Lockdown in November when the HWRCs were open for the full month, tonnages were 22% higher than November 2019; this is in addition to the higher tonnages brought in at the kerbside in the same month.
- 5.6 As above, the impact of the current virus pandemic on society and the economy remains a factor in levels of household waste generation. Accordingly, it is likely to be difficult to accurately predict waste composition and tonnage for the remainder of the financial year. Officers will continue to liaise with the respective Finance teams in monitoring and tracking costs on a monthly basis.

re3 Waste Statistics

- 5.7 At each of the meetings of the Joint Waste Disposal Board in 2019/20, Officers presented performance against key targets and indicators from the re3 Strategy 2018-20. The principal themes of this strategy were to: (i) reduce the net cost of waste, and (ii) recycle 50%.
- 5.8 The equivalent data for 2020/21 is presented in Appendix One. This reflects the provisional results for April to November 2020, but excludes the data for December as this is in the process of being collated at the time of writing the report.

5.9 The provisional headline results are as follows:

Recycling Rate

Council	2019/20 Full Year Recycling Rate	April-November 2020
Bracknell Forest	42.9%	43.2%
Reading	35.3%	34.0%
Wokingham	50.3%	51.2%

5.10 As Members will be aware, recycling rates tend to be highest at the start of the year, and consequently, a direct comparison of the first 3 quarters of 2020/21 is presented against the same period last year in Appendix 1.

5.11 As shown at Appendix 1, kerbside recycling rates have increased when compared to last year. Members will recall that the kerbside recycling rate presented, represents council waste, collected for recycling, as a proportion of total household waste. As discussed from 5.3 above, kerbside waste currently accounts for a greater proportion of the re3 waste than it did in 2019/20.

5.12 Members will observe that the overall recycling rates are lower in 2020/21 than for the equivalent period in 2019/20. This is linked to the lower quantities of waste being received through the recycling centres. Members will recall that the recycling centres divert a higher proportion of waste for recycling, than is possible via the kerbside services.

Ongoing Operation of re3 HWRCs as Covid-19 Measures Evolve

5.13 Members will recall that a booking system was introduced at the re3 recycling centres in May 2020. This was introduced to help prevent unnecessary queueing caused by the need to maintain social distancing on site and restrict the number of vehicles within the facilities at any one time.

5.14 Following arrangements agreed in May 2020, Officers transitioned bookings from a system called Reservio to a system called JRNI in the Autumn of 2020. Whilst Reservio was an effective system, Officers wanted to be able to assist residents in cancelling unwanted bookings so that these could be made available to other users. The JRNI system provides real time information to Meet and Greet staff at the recycling centres, allowing the partnership to maximise availability to residents.

5.15 The first bookings were taken on the JRNI system on 10th November 2020, with the transition period completed by the 17th of the same month. Officers liaised with the on-site Contractor and corporate communications and customer service teams during this period and residents remained able to book a visit to both recycling centres throughout.

5.16 Numbers of bookable slots have been kept under constant review since the booking system was introduced in May. This allows feedback from staff and the demand for bookings to be taken into account. When the JRNI system was introduced, a weekly total of 9,875 bookings was available. This compares to 6,440 weekly slots when the original booking system was introduced.

5.17 In order to allow staff to adjust to the new check in procedure, numbers of slots were decreased slightly in December and there were 9,348 slots available each week across the two re3 recycling centres during most of this month. With the provision of

a 'lighter app' from JRNI, Meet and Greet checks quickly became easier for staff and quicker for residents.

- 5.18 Whilst the transition has gone relatively smoothly, the number of slots has not yet been increased to previous levels. Due to the greater transmissibility of the new COVID-19 variant, the number of bookable slots has further been reduced in January to 8,238. This was implemented, as per previously agreed procedures and in agreement with the Contractor, to maintain safe conditions for residents and staff.
- 5.19 JRNI have been happy to work with re3 to make the new booking system as effective as possible and Officers continue to work with them to make minor adjustments. In particular, we understand that a postcode look-up function (which will validate whether a postcode falls within the re3 area) may shortly be available.
- 5.20 During December, 82% of available slots were booked across both re3 recycling centres. Residents were able to make a high number of 'same day' bookings and over 2,000 bookings were cancelled by residents, allowing them to be rebooked by others.
- 5.21 The 'no show' rate in December continued to be quite high; at 13.0% at Longshot Lane and 16.2% at Smallmead (based on Meet and Greet records). Officers will therefore continue to encourage residents to cancel their bookings where these are no longer needed.
- 5.22 At the Board Meeting in October 2020 it was agreed that the booking system and social distancing conditions would be retained until at least the end of March 2021. Whilst a vaccination programme has now commenced, it appears possible that social distancing measures may be required beyond the end of March. Officers therefore recommend that the booking system be retained until the end of June 2021, but that the system will continue to be reviewed at each meeting to take account of the latest Government guidelines and local conditions.
- 5.23 Members may also wish to consider a review of the booking system, independently from the current pandemic. This is in light of the apparent benefits to user experience and to neighbours of the re3 facilities, and the potential wider impacts on the environment from reductions in queueing.

User Satisfaction

- 5.24 The annual User Satisfaction Survey for the re3 Recycling Centres was conducted in December 2020.
- 5.25 In previous years, this has been conducted with visitors via a face to face approach. However for 2020, it was decided that an alternative approach may be safer and an online survey was produced following liaison with colleagues.
- 5.26 The new JRNI booking system enables follow up emails to be sent to residents who have booked to visit the recycling centre. This function was utilised to invite residents to participate in a shortened survey, after their return home.
- 5.27 The survey was conducted between the 7th and 31st of December and 1,698 responses were received for Longshot Lane, whilst 1,406 responses were received for Smallmead.
- 5.28 At Smallmead the number of respondents rating their overall satisfaction levels as 4 or 5 out of 5 was 89%. At Longshot Lane, this figure was 88%.

- 5.29 A further comparison of the two sites is presented in Appendix 2. Members will notice that there are significant differences from the 2019 results across most categories and it is important to recognise that the method of surveying may have had an impact on how users responded.
- 5.30 Of the categories presented in Appendix 2, levels of queueing have seen the least change in satisfaction level. Alongside many of the written comments from the survey, this may be interpreted as a positive impact of the booking system.
- 5.31 Residents were asked to specify whether they use their waste services differently as a result of needing to book to access the recycling centres. The most common answer at both sites was that they make their journey to the centres more efficient. This was followed by residents saying that they come to the recycling centre less often.
- 5.32 Residents were asked to rate how safe they feel when using the recycling centres and 94% of respondents at both sites gave ratings of 4 or 5 out of 5. Of those who gave lower markings, a number made comments about social distancing and the use of face coverings. Since the start of 2021 the re3 Contractor is recommending that recycling centre staff wear masks where they are able and, whilst not mandatory, the same request is also being made of visitors.
- 5.33 Officers will review the full results of the survey with the Contractor to identify further areas for improvement.

Lakeside Energy from Waste and Heathrow

- 5.34 Officers have previously reported on the status of plans for expansion at Heathrow, because of the implications for waste management in the region. If the preferred expansion option for Heathrow goes ahead, in the form of a new North West Runway and associated developments, the Lakeside Energy from Waste (LEfW) facility will need to be dismantled.
- 5.35 The re3 Councils send up to 71,200 tonnes of waste per annum to LEfW.
- 5.36 Following earlier Court of Appeal rulings that the plans for expansion would materially conflict with binding climate change commitments, stakeholders in the planned expansion appealed to the Supreme Court.
- 5.37 Late in 2020, the Supreme Court ruled that the expansion, as part of the Government strategy to airport expansion, had actually been formulated under earlier, less demanding climate change commitments.
- 5.38 Officers will continue to monitor the situation and brief the re3 Board.

Chargeable Wastes at HWRC

- 5.39 Members will recall, from the October re3 Board meeting, the re3 Project Team's previous proposal to review the chargeable waste prices for re3 traders who have signed-up to the HWRC trade service (after the Trade Waste trial conducted during 2020).
- 5.40 The re3 Project Team, supported by the Contractor, have reviewed the costs of the materials and the average weights of a 25l bag, in relation to both the Non-Household Waste charges and the Trade Waste charges. This is to ensure the

councils are not making a profit but are recovering costs. The table, below, shows the current prices and those proposed following the review. They are as follows:

Material	Current Price	Proposed Price
Plasterboard	£3.00	£1.50
Rubble	£3.00	£2.50
Soil	£3.00	£2.50
Asbestos	£8.00	£8.00
Gas Canisters	£6.00	£6.00
Bagged General Waste	£1.50	£1.50
Garden Waste	£1.00	£0.50
Wood	£1.00	£0.50
Paper, Cardboard, Tins, Cans, Plastic Bottles, Pots, Tubs and Trays	£0	£0
Glass bottles and jars	£0	£0
Scrap Metal	£0	£0
Textiles	£0	£0
Bulky Residual Items	£6.00	£7.00
Small Electrical Items	£1.00	£0.50
Large Electrical Items (WEEE)	£2.00	£4.50
Computers/TVs	£2.00	£1.50
Fridge/Freezers	£2.00	£5.00
Ink Cartridges	£1.00	£1.00
Engine Oil	£1.00	£1.00

- 5.41 Any agreed changes to the charges will be implemented from April 2021. This aligns with the councils' fees and charges processes.

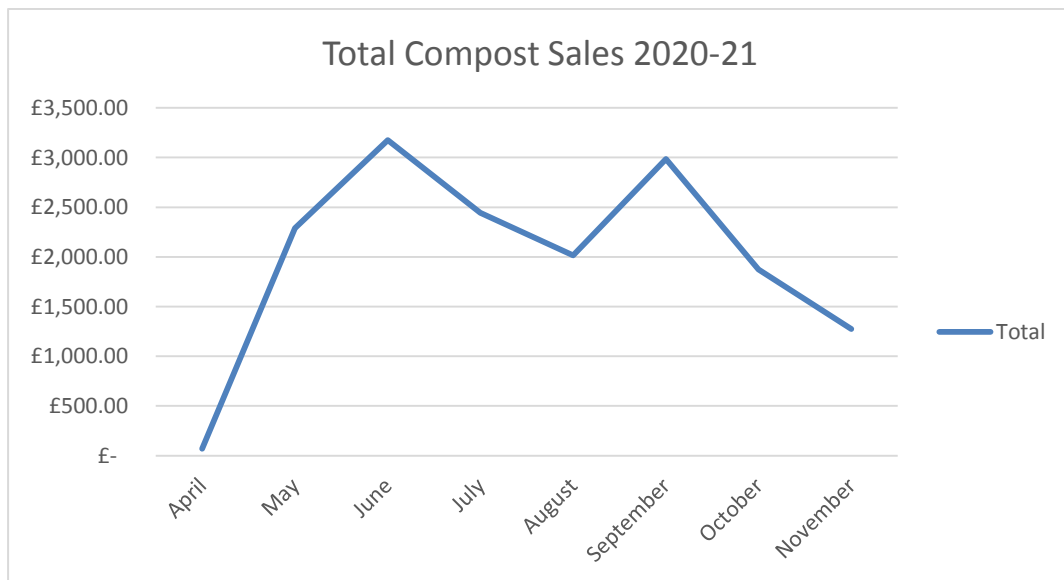
Trade Waste Service

- 5.42 At the Meeting of the Joint Waste Disposal Board in October 2020, Members agreed that the trade waste trial at the re3 recycling centres should become a permanent service.
- 5.43 The service at the recycling centres is designed to support local businesses, strengthen the Partnership's recycling ethos and discourage fly-tipping. It may also help to offset some of the costs incurred in fulfilling our statutory duties.
- 5.44 During the October meeting, Officers reported that there is a demand for this service, however the registered traders are not using the recycling centres on a frequent basis. It was therefore advised that Officers would continue to investigate options to improve the service further and liaise with traders to support their usage of the sites.
- 5.45 A link to an online survey was emailed to registered businesses at the start of December to seek feedback regarding the re3 service.
- 5.46 Of the 18 responses received (from across a range of business types), all of the users said they found the registration process straightforward and 17 had so far used the service to dispose of waste. The one who had not yet visited advised they had only recently registered and planned to use the service when they had more waste.
- 5.47 In relation to prices and payments, 15 of the respondents said that they are 'always' or 'usually' happy with the way staff apply the applicable charges and all of the respondents rated the service as at least 3 out of 5 for value for money.

- 5.48 Respondents were asked to specify the types of waste they produce and whether they normally dispose of each type at the re3 recycling centre. Of the items listed, only bulky residual waste and large electrical items were always disposed of via the re3 service. This may link back to the infrequent usage of the sites and further research into this aspect may be required. The majority of traders said that the service enabled them to dispose of all the items they would like to, with the only additional request being for paint cans.
- 5.49 A small number of users made comments about the need to book during the current COVID-19 pandemic. These ranged from difficulties knowing when they would need to arrive, trouble arriving for the slot booked or a preference to use a system more like that offered to residents. Officers will therefore review this requirement further.
- 5.50 On the whole, the service appeared to be viewed positively. 94% of respondents said they would continue to use the service whilst 82% said they would recommend the service.

re3Grow

- 5.51 In the current financial year, between April to November 2020, 4835 bags of re3grow compost were sold with total income of £16,121. The income received covers the cost of production and administration within the re3 Project Team and FCC. Sales ceased from December and throughout the winter months but will begin again on or around the middle of February, when the weather starts to warm, and residence commence gardening again. The sales have been accomplished despite the HWRC closure and low visitor numbers.



- 5.52 re3 currently has approximately 2000 bags remaining. An order has also been placed for 2021's stock of a further 6000 bags at a cost of £16,080, this will bring the stock level back up to the 8000 that we began 2020 with.

re3Paint

- 5.53 A cooperation with the Green Machine ended in October 2019. To enable residents' benefit from a reclaimed paint and reduce paint waste, a new *re3paint, a community paint reuse* scheme was launched at the two Recycling Centres in December 2020.

- 5.54 The re3paint – Community Paint Reuse initiative allow residents to collect free tins of full or partly used paint that were deposited at the Recycling Centres. Reclaimed paint can be used for their own projects or to help their local charity and community groups.
- 5.55 By doing so, residents and community groups can save money on purchasing paint and at the same time help to reduce unnecessary paint waste and its impact on the environment. Reducing paint waste also leads to savings in the disposal cost for the councils.
- 5.56 All tins are displayed in the designated cabinets and are restocked once a day. To comply with the Covid- 19 restrictions, tins of paint are sanitised before being made available to residents.
- 5.57 The press release has been issued to the local press with the interview at BBC Radio Berkshire arranged. The initiative is actively promoted via the social media channels and re3 newsletter.

WRAP Contamination Project

- 5.58 At the meeting of the Joint Waste Disposal Board in January 2020, Officers reported that a match-funding agreement had been signed with WRAP to support the implementation of a joint contamination policy in a number of trial areas across the re3 Partnership.
- 5.59 Significant levels of contamination can affect the ability of the MRF to process the good recyclables. In addition, keeping levels of contamination low is important in ensuring that the re3 material can continue to be recycled, particularly as the quality requirements of reprocessors continue to become tighter.
- 5.60 Members will recall that baseline data for this project was collected for 6 weeks, from the 3rd of August. As Bracknell Forest and Reading Borough Councils both operate fortnightly collections of Mixed Dry Recyclables, this effectively resulted in three collection cycles of pre-monitoring data. However as the project was initially commenced prior to the first lockdown, additional baseline data was also available for reference. Wokingham Borough Council decided not to participate in the project to enable them to focus on delivery of their recycling bags.
- 5.61 During the pre-implementation phase, re3 and Council Officers undertook a visual inspection of a sample of bins in each of the Bracknell and Reading areas. This exercise indicated that 10.7% of bins in the Bracknell area and 38.8% of bins in the Reading area were contaminated, based on the criteria of the joint contamination policy.
- 5.62 In addition, targeted sampling of the waste from the trial areas took place in the MRF. Unlike the visual assessments of the top of the bins, this assessment is based on the weight of different fractions of waste and can assess the full contents of the bins. This showed the level of target material to be 87.8% in Bracknell and 78.6% in Reading. (Please note that non-target paper and card has been excluded from this assessment as this is usually wet material. This fraction cannot be influenced to a great extent by residents or crews but is able to skew the results based on weather conditions).
- 5.63 During the implementation phase of the project, the collection crews servicing the trial areas were asked to identify contaminated bins using the joint contamination policy. Each of the bins identified was tagged, logged and left unemptied. During this period

the re3 Partnership also employed a temporary Recycling Quality Officer to monitor policy implementation and help support the crews.

- 5.64 This implementation phase ran for 10 weeks from 14th September to 20th November. These timescales allowed Officers to ensure that the project was completed in advance of significant changes to kerbside collection schemes being implemented across all three re3 Councils. This would allow there to be a focus on the relevant changes, but also put the councils in a strong position to help ensure that any impacts on MDR contamination rates, which may result from these changes, be minimised.
- 5.65 At the time of writing this report, most of the data from the implementation phase has been gathered and compared with the baseline results. As a result, Officers can report that visual bin checks in Bracknell showed a reduction in the number of contaminated bins to 8.4% after the completion of this phase. In Reading the level of contaminated bins fell significantly to 18.1%. In regards to MRF sampling data, there was also an improvement in the Reading data (to 83.1% target material). However this was not also seen in Bracknell; where levels of target material dropped slightly to 84.2%.
- 5.66 Further discussion is required with WRAP in order to assess the factors behind the results and the key points to take away. In particular, WRAP will be interested in the benefits of the Recycling Quality Officer role. Officers will keep members informed as the discussions progress, with a future and detailed review to be shared at a later re3 Board meeting.

Clinical Waste

- 5.67 Step have been taken to support the councils' service offering to residents who require a clinical waste collection service.
- 5.68 Over the course of the second half of 2020, officers have worked with the Contractor to change the site Permit at Smallmead, and to create a safe storage area, so that clinical waste (collected in orange bags, tiger bags and sharps boxes) can be received and stored before treatment.
- 5.69 This arrangement was requested by Bracknell Forest Council, and Officers are pleased to report that the new arrangements become operational in December 2020.

Climate Change

- 5.70 Each of the re3 partner councils has made purposeful commitments on the issue of Climate Change.
- 5.71 The graphs at Appendix 3 illustrate estimates, using Government maintained conversion factors, of the direct impact of waste treatment over a period of three years. The data shows, for each council, tonnes of waste broken-down into principal treatment categories in a left-hand column and the calculated equivalent CO₂ emissions resulting from each treatment (in kg).
- 5.72 Graph A was reported to the re3 Board in July 2019 and estimates the treatment impact of waste for the 2018/19 year.
- 5.73 Graph B updates the same information, modelling for the 2020/21.
- 5.74 Since 2018/19 some service changes have been introduced, notably processing of

food waste collected in Wokingham. To ensure clarity and simplicity, two categories from the original Graph A (Beneficial Use (soil and rubble) and Street Sweepings) have been combined into a new category entitled 'SRS' in Graph B. Food waste is now shown separately in Graph B, in bright yellow.

- 5.75 It seems clear, from the graphs, that re3 partnership improvements in recycling, not least food waste processing, and greater avoidance of landfill, have helped the councils to reduce the impact of waste treatment in relation to climate change. Some changes in the method of calculation, by Government, have also had an impact. Further commitments to the waste hierarchy - improving participation in, and quality of, recycling and food collections – must be among our next steps. In that regard, the planned changes to waste collection across all three Borough's, in early 2021, are to be welcomed.
- 5.76 The councils will also be keen to address the, arguably less obvious, direct impacts from waste treatment. The impacts of transport, to and from the re3 facilities, are an obvious example.
- 5.77 The improvements that appear to have been prompted by the introduction of a booking system for HWRC access (queue and 'idling' reductions, more efficient trips by residents) should continue to be monitored and, if possible, quantified.
- 5.78 Also relevant in relation to indirect impacts, are plans by Reading Borough Council to purchase an electric refuse freighter. A trial was conducted in 2020 and the first vehicle will arrive in the summer of 2021 and operate alongside the existing fleet. Subject to the success of the 'pilot' vehicle, the existing diesel-powered fleet will be replaced with electric from 2021 onwards.

re3 Strategy and Partnership

- 5.79 In 2016, a performance and development pathway was presented to the re3 Board. Since then a series of developments have been delivered. These included improvements in plastic recycling and an aspiration to collect and process food waste.
- 5.80 The 2016 developments have been pursued and, with a positive track-record of progress in the immediate past, the re3 Board requested, early in 2020, a new pathway.
- 5.81 Throughout 2020, at re3 Board meetings, officers have shared a series of short presentations on matters of strategic importance to the councils, and the continuous improvement of waste management in the partnership. The purpose of the presentations has been to ensure that briefing on strategic matters could continue - in the background, recognising that the myriad new and urgent demands of the Covid virus pandemic had to remain the operational focus of the councils.
- 5.82 2021 is likely to see further consultations on changes to waste management, via the Environment Bill. The consultations are likely to focus on how change is introduced, rather than if change is introduced. Alongside changing legislation, the councils will want to address the existing secondary materials market challenges (and council status in the supply chain, public engagement, the continuing need for savings to support other core services and, not least, the local delivery of climate change mitigations and adaptations.
- 5.83 At the October 2020 re3 Board meeting, Members proposed that they should engage in a workshop on strategic and partnership issues.

- 5.84 In support of that request, the re3 Project Team have prepared a further presentation, which will be given at the end of this meeting. Following the presentation, each council (Members and Officers) will hold their own, separate, sessions – gathering the thoughts and aspirations of key operational and policy stakeholders.
- 5.85 The data from those sessions will be collated in the form of a draft re3 strategy and performance pathway.

Review of Performance Monitoring

- 5.86 The services provided through the re3 Waste PFI are well utilised, handling over 175,000 tonnes of contractual waste in 2019/20. To ensure that the facilities are operated effectively, continuous monitoring is required. The performance of the Contractor in the provision of the Services is measured in accordance with Schedule 25; the Performance Mechanism.
- 5.87 Schedule 25 sets out 71 Performance Standards under nine service outputs:
- Waste management and disposal
 - Waste reception and transfer
 - HWRC and Bring Banks
 - Markets for recovered products
 - Interface with the public
 - Contingency plans
 - Contract commencement and expiry plans
 - Service management
 - Health and safety
- 5.88 In accordance with the Contract, the Contractor sets out any failures to meet the Performance Standards in a Monthly Performance Report. For purposes of completeness and accuracy, these reports are cross examined by the re3 Monitoring & Performance Officer, who maintains independent records to verify the 'default points' and 'performance deductions' required. Any failures to achieve the Performance Standards are reviewed and, where necessary, changes to operational procedures are introduced.
- 5.89 In January 2017, the Board endorsed an amended monitoring schedule. This was designed to ensure the focus remained appropriate to operational needs and to recognise the relative risk associated with each of the Performance Standards. The impact score was based on the impact of Performance Failures and was calculated based on the 'Service Failure Category' and 'Rectification Period' set out in the Performance Mechanism. This was multiplied by a likelihood score based on actual the frequency of Performance Failures experienced over the last few years. The Performance Standards were ranked based on their final score and the proposed frequency of monitoring was scheduled accordingly. Ad hoc monitoring was also proposed to allow the Councils to respond to emergent issues and to validate the Performance Report on a monthly basis.
- 5.90 It is appropriate for this to be kept under review and so the monitoring schedule has been updated ahead of the start of the 2021/22 contract year, using the principles followed in the 2017 amendment. In addition to the review of the 'likelihood' score, Bracknell's Council Plan (2019-23), Reading's Corporate Plan (2018-21) and Wokingham's Vision (2020-24) were reviewed to identify links with the individual Performance Standards.

- 5.91 The monitoring schedule represents the minimum monitoring activity that is deemed to be appropriate. One of the main changes from the schedule approved in 2017 relates to the bring banks. Where the emptying of the glass banks was previously recorded manually, a digital system is now in place.

6 COMMUNICATIONS

Glass Recycling Translations

- 6.1 To reach out to a wider community, with advice on glass recycling and to help address fly-tipping at bottle bank sites, some new stickers are being applied to bottle banks. The stickers feature a QR code, which can be scanned by many smartphones for access to a web-page containing information about the appropriate use of the bottle banks. The information is available in several locally important languages: English, Arabic, Mandarin, Nepali, Polish, Romanian and Urdu.
- 6.2 Stickers are still being applied but, within the first month the translated information page was accessed 1,300 times.

Online webinars

- 6.3 A range of educational webinars covering topics of recycling and waste management were offered to re3 residents via Zoom in November and December 2020.
- 6.4 During that time, re3 Officers, with support from the Contractor, delivered six sessions to residents. Four sessions: "Tips, reasons and benefits of recycling" focused on improving knowledge of available services and provided insights as to what happens to the recycling. The session: "The Twelve Days of Christmas Recycling" was dedicated to the festive recycling tips and statistics. The sixth session: "Benefits of Food Waste Recycling" explained all details related to the new food waste service and was delivered with a representative from the Severn Trent Green Power. Each session included presentation and Q&A time.
- 6.5 All sessions were very popular and resulted in a great feedback from attendees. In total over 350 participants attended all sessions. All registered participants (~500) received a follow up email with the link to the relevant recording. Recordings of all sessions are available on the re3 You Tube channel as well as on the re3 website.
- 6.6 Based on the above feedback and participation rate, re3 Marketing and Communications Officer will continue utilising this form of communications tactic with residents to seek further engagement with residents.

Communications support

- 6.7 In the run-up to Christmas, festive themed social media content was provided to the council communications teams and used on re3 channels during December.
- 6.8 The re3 Marketing and Communications Officer also provided social media content covering food waste recycling frequently asked questions (FAQs). This content was provided to the councils' teams that are currently working on a roll out of food waste recycling for their use as appropriate.

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

October 2020 re3 Board

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

Grace Bradbrook, re3 Principal Finance Officer
0118 937 2941
Grace.bradbrook@reading.gov.uk

Oliver Burt, re3 Project Director
0118 937 3990
oliver.burt@reading.gov.uk

APPENDIX 1 – WASTE STATISTICS

Bracknell Forest

Category	Background	April-Nov		Equivalent Period 2019/20	
C1A Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	43.15%		44.21%	
C1B Kerbside Recycling	Using the respective weekly council kerbside collections is an effective way to recycle. This indicator looks at this service alone.	26.84%		23.80%	
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>	7%		8%	
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	83.81%	Target	86.26%
		Non Target Paper and Card	2.50%	Non Target Paper and Card	2.52%
		Other Non-Target and Non-Recyclable Material	13.69%	Other Non-Target and Non-Recyclable Material	11.22%

Reading

Category	Background	April - Nov		Equivalent Period 2019/20	
C2A Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	34.04%		36.59%	
C2B Kerbside Recycling	Using the respective weekly council kerbside collections is an effective way to recycle. This indicator looks at this service alone.	22.30%		20.44%	
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>	10%		10%	
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	79.54%	Target	81.75%
		Non Target Paper and Card	3.83%	Non Target Paper and Card	3.78%
		Other Non-Target and Non-Recyclable Material	16.63%	Other Non-Target and Non-Recyclable Material	14.48%

Wokingham

Category	Background				
		April - Nov		Equivalent Period 2019/20	
C3A Statutory Recycling Target	This target is the traditional 'recycling rate' target that should be comparable with other councils in the UK.	51.17%		53.30%	
C3B Kerbside Recycling	Using the respective weekly council kerbside collections is an effective way to recycle. This indicator looks at this service alone.	34.43%		30.66%	
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>	8%		8%	
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>	<i>Target</i>	75.31%	<i>Target</i>	76.54%
		<i>Non Target Paper and Card</i>	12.82%	<i>Non Target Paper and Card</i>	12.60%
		<i>Other Non-Target and Non-Recyclable Material</i>	11.87%	<i>Other Non-Target and Non-Recyclable Material</i>	10.86%

Recycling Centres

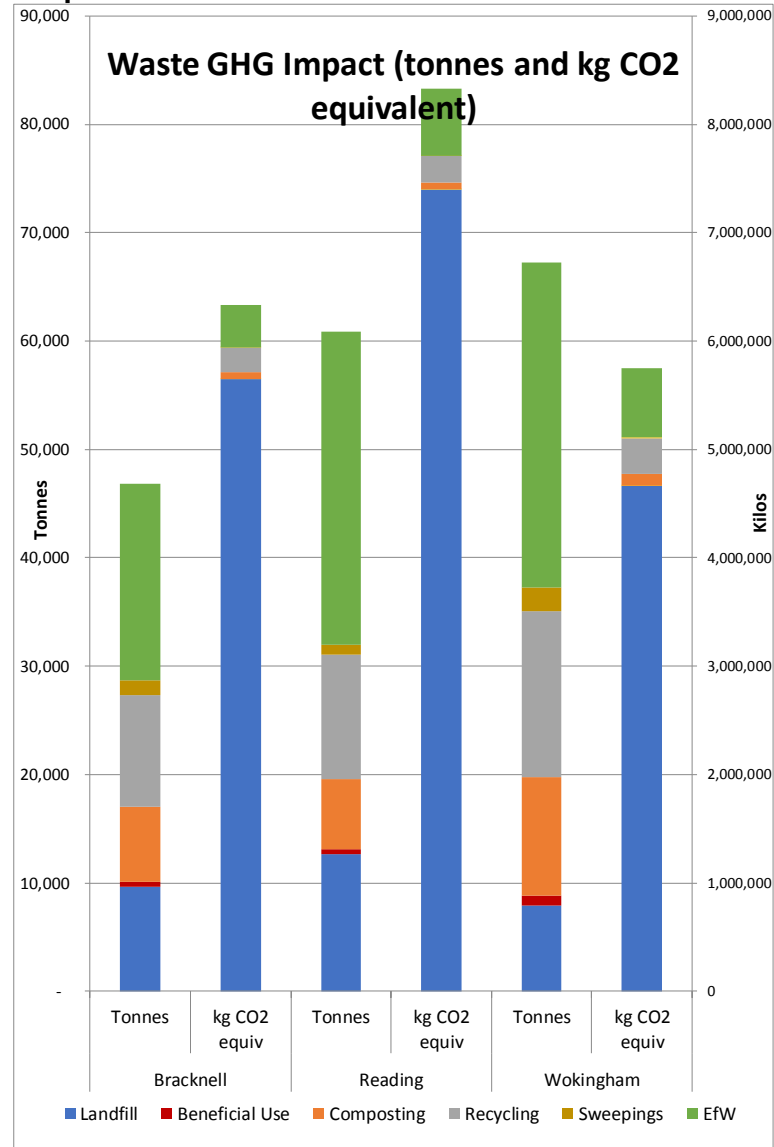
Category	April - Nov	Equivalent Period 2019/20
D Longshot Lane	73.75%	73.57%
D Smallmead	83.66%	77.85%

APPENDIX 2 – USER SATISFACTION STATISTICS

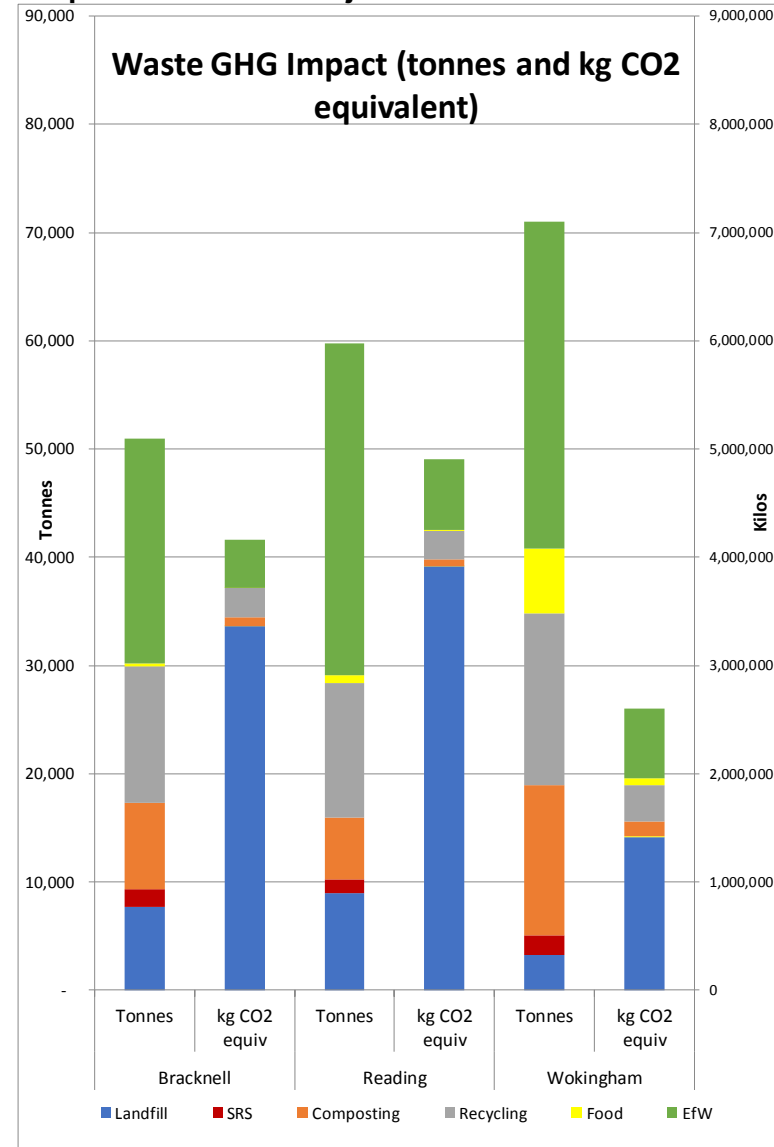
	Smallmead		Longshot Lane	
	2019	2020	2019	2020
Overall Rating	99%	89%	98%	88%
Queuing	85%	84%	81%	80%
Cleanliness	97%	85%	98%	87%
Meet and Greet	93%	83%	96%	86%
Customer Care	97%	81%	96%	83%

Appendix 3 (see narrative within report and notes, right, for further detail)

Graph A – Estimate 2018/19



Graph B – Estimate Projection for 2020/21



Please Note

1. The categories of Beneficial Use (soil and rubble) and Street Sweepings in the 2018/19 graph have been combined into a single category 'SRS' in the second graph.
2. Food waste is now represented in the second graph.
3. The re3 partnership has moved some waste types higher-up the waste hierarchy (Most of all food, but also further reductions in waste to landfill).
4. The Government factor for calculating CO2 equivalent per tonne of waste sent to landfill has changed. In the 2018/19 graph, the factor was 586kg CO2e per tonne of landfill. In the 2020/21 graph the factor has changed to 437kg CO2e per tonne of landfill.
5. The factor for calculating the CO2 equivalent for food waste processing has also been reduced between the two graphs, from 21kg CO2e per tonne to 10kg CO2e per tonne. This means the Anaerobic Digestion of food waste is assessed as even better, in climate change terms, than previously.