

**TO: EXECUTIVE
21 JUNE 2022**

**GREENING WASTE COLLECTION PROGRESS UPDATE
Executive Director: Delivery**

1 Purpose of Report

- 1.1 The food waste recycling service for all houses in the borough started on 1 March 2021. The refuse collection frequency was changed to three weekly (from fortnightly) at the same time. The first thirteen months' worth of performance data exceeds all of the targets that were set.

2 Recommendation

- 2.1 That the Executive note and approve the report.**

3 Reasons for Recommendation

- 3.1 The greening waste and recycling collection service changes have exceeded all targets set.

4 Alternative Options Considered

- 4.1 None

5 Supporting Information

- 5.1 When the Executive made the decision to make the changes to the waste collection service there were clear targets. These were;
- Increasing the reuse, recycling and composting rate to over 50%
 - A reduction in landfill to less than 10%.
- 5.2 To achieve a 50% recycling rate a minimum of 4,000 tonnes of food waste needed to be collected for recycling in year 1. Year 1 ran from 1 March 2021 until 28 February 2022, in that time 6,031 tonnes of food waste was collected (34% above target). During the first full financial year 2021/22 5,983 tonnes of food waste was collected.

The graph in figure 1 shows the target tonnage for each month in blue and the collected tonnage for each month in the 2021/22 financial year in green. March 2021 is recorded in orange. The data for the graph is in table 1 in Appendix 1.

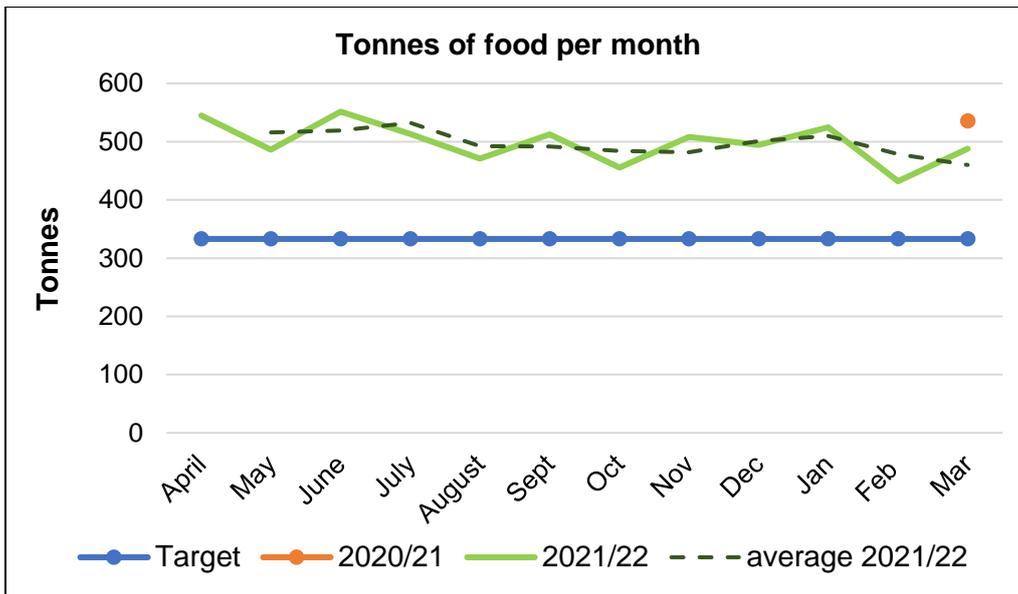


Figure 1: Tonnes of food collected by month against the target of 333 tonnes per month

5.3 The dashed line in the graph in figure 1 shows the average food waste collected through the financial year 2021/22 and there is a slightly reducing trend, the dips are in line with relaxing of government restrictions and subsequent change in residents' behaviour, for example people going out to eat at restaurants more and an increased return to the workplace. In recent months the rise in the cost of living may also be playing a part. The waste tonnages are monitored closely for these trends and this will continue. While the food waste has shown a slight drop the refuse tonnage has remained fairly static so there is an early indication that residents have reduced their overall food waste which is a positive trend.

5.4 The recycling rate for 2021/22 is expected to be 56% (pending validation by DEFRA), this is an increase of 13% compared to 2020/21 and 2019/20 when the recycling rate was 43%. This increase is huge, in comparison in 2020/21 the largest increase recorded by a local authority in England was 5.2%. The impact of food waste collections on the borough's reuse, recycling and composting rate can be seen in the graph in figure 2 below.

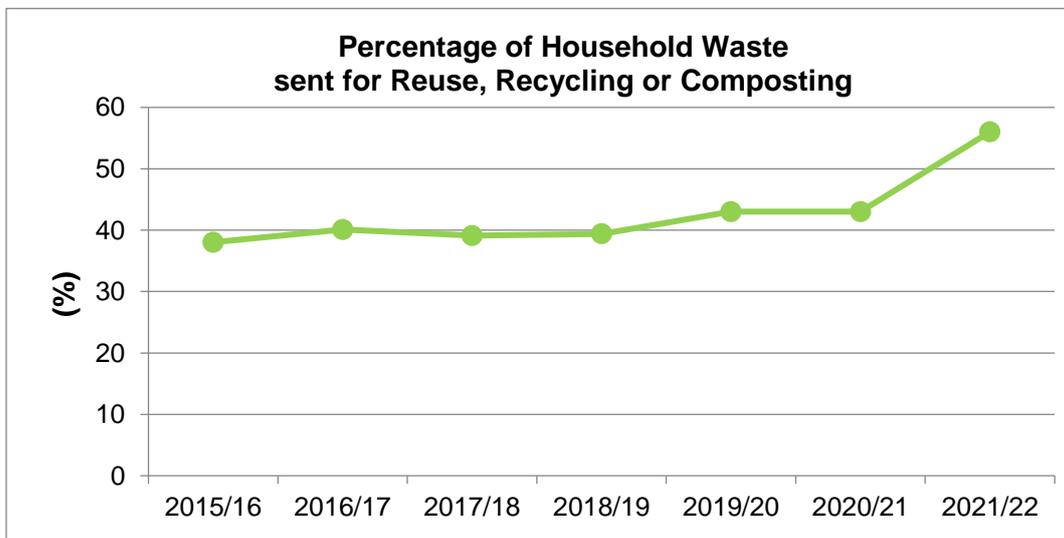


Figure 2: Reuse, recycling and composting rate for Bracknell Forest for the last 7 years

5.5 Our 56% recycling rate could see Bracknell Forest move 100 or more places up the 'recycling league table' for English local authorities, for 2020/21 we were 150th out of 338, 56% should push us into at least the top 40. The league table includes all local authorities but when compared to just the Unitary authorities Bracknell Forest could move into the top 10 for recycling, East Riding of Yorkshire Council were the highest performing Unitary last year with 60.8%.

Figure 3 below shows the reuse, recycling and composting rates for Bracknell Forest and our CIPFA 'nearest neighbour' Unitary local authorities. 2021/22 data is up until the end of quarter 3 for all the authorities shown because quarter 4 data is not yet reportable for other authorities. The graph shows that up until the end of December 2021 Bracknell Forest are now the third highest performing authority in that group having previously been ninth. The data for the last 3 years for the 13 Local Authorities is shown in table 5 in Appendix 1.

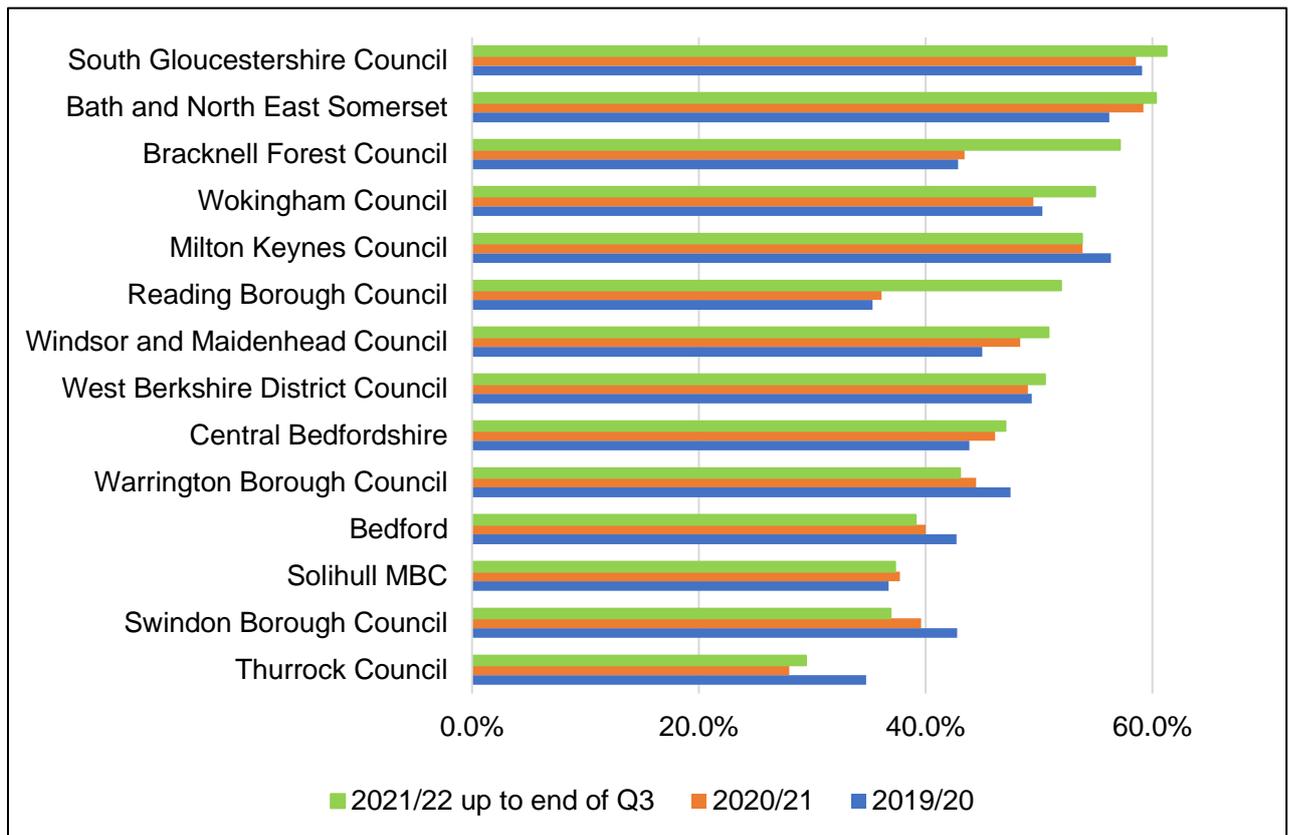


Figure 3: CIPFA nearest neighbour group of Unitary Authorities recycling performance for the last 3 years.

5.6 The landfill rate for 2021/22 is expected to be 7% (pending validation by DEFRA), this is reduced by more than half compared to 2020/21 when it was 16% and 2019/20 at 17%. The amount of waste landfilled was 3,630 tonnes for 2021/22 compared to 8,290 tonnes the year before. The graph shown below in figure 4 shows the landfill rate for the last seven financial years.

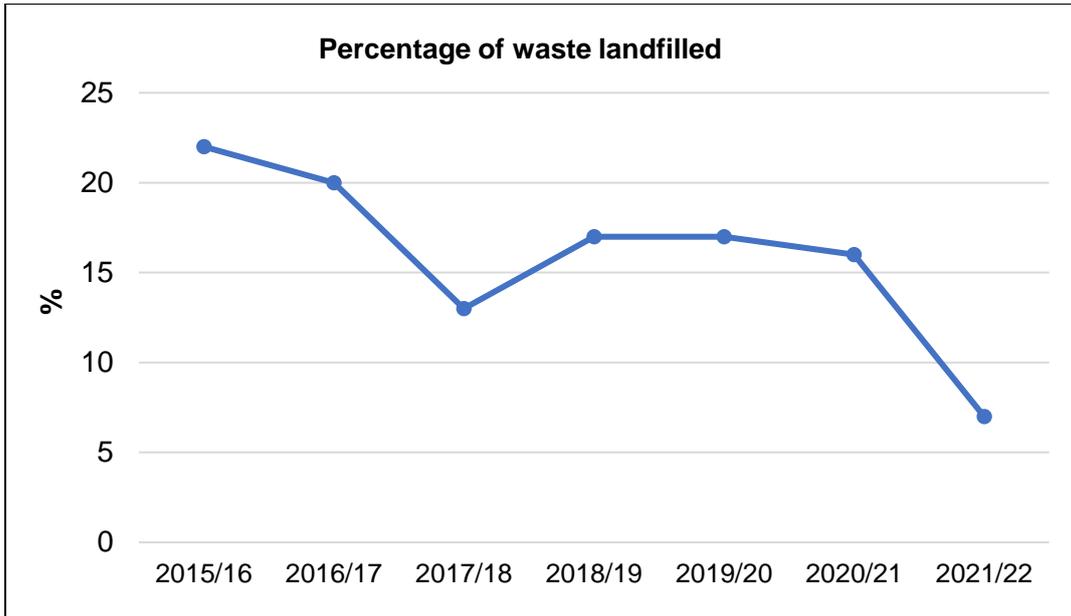


Figure 4: Landfill Rate for Bracknell Forest for the last 7 financial years

5.7 The graph in figure 5 shows the refuse tonnage collected at the kerbside for the last 3 years and the data is in table 2 in Appendix 1. The reduction in waste going to landfill is largely down to the changes to the kerbside collection service, there has been a 25% reduction in waste being put out as refuse in 2021/22 (blue line) compared to pre-covid levels in 2019/20 (green line).

2020/21 is in red on the graph and refuse was generally 10% higher than previous years due to Covid restrictions and large numbers of people being at home most of the time.

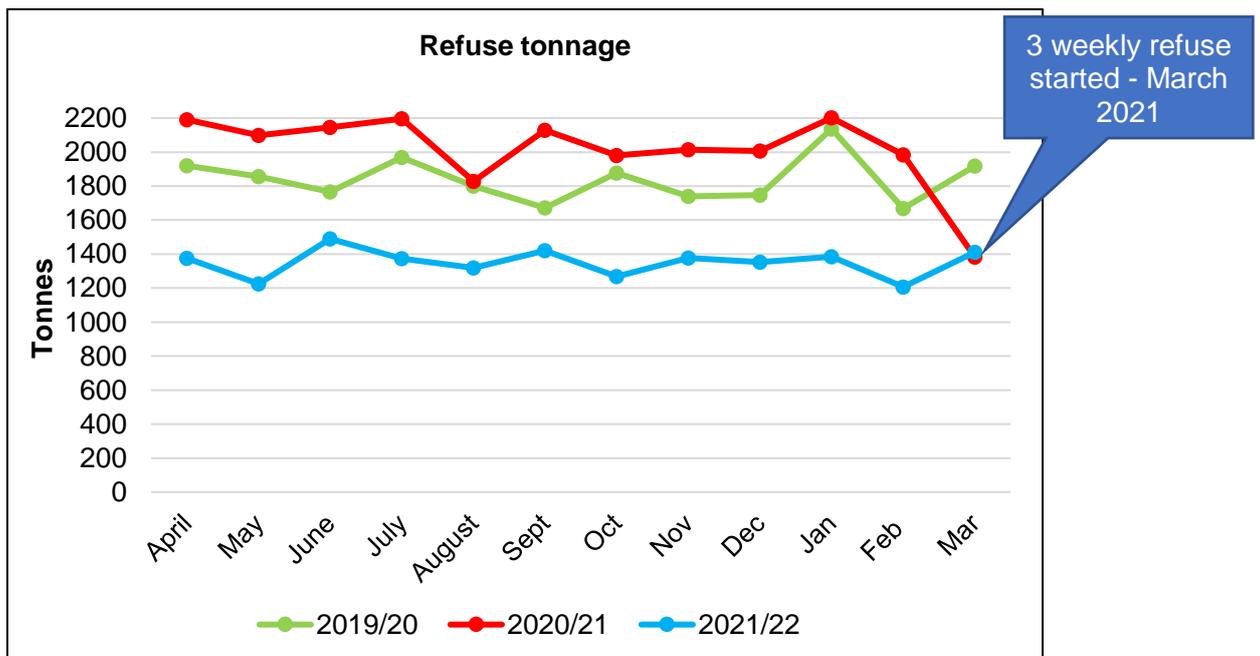


Figure 5: Tonnes of waste collected as refuse for the last 3 financial years

5.8 A fixed tonnage (16,600 tonnes) of refuse is sent to an Energy from Waste facility, this is a contractual obligation through the re3 partnership. This does mean that all

diversion of waste to composting or recycling rather than being in the refuse bins is a diversion from landfill.

- 5.9 Approximately 90% of houses across the borough are participating in the food waste recycling, this is one of the main reasons the amount of food collected has been so high. Many food waste recycling schemes run by local authorities have participation levels of less than 70%.
- 5.10 The dry recycling and garden waste services remain unchanged and are still collected fortnightly. It is more difficult to draw conclusions for both of these services, it was expected that the changes to the waste service would lead to an increase in recycling and composting at the kerbside, however most of the expected increase took place before the changes took effect because of the impact of covid and government restrictions.
- 5.11 Covid restrictions increased the use of the blue bins during 2020 as people's behaviour significantly changed. Increased use of home delivery services increased the packaging people had to recycle, people being at home more, preparing and eating meals at home would have also had an impact on the levels of recyclable packaging. Dry recycling amounts in the blue bins have increased by 17% compared to 2019/20. This can be seen in the graph in figure 6 below, the data is shown in table 3 in Appendix 1.

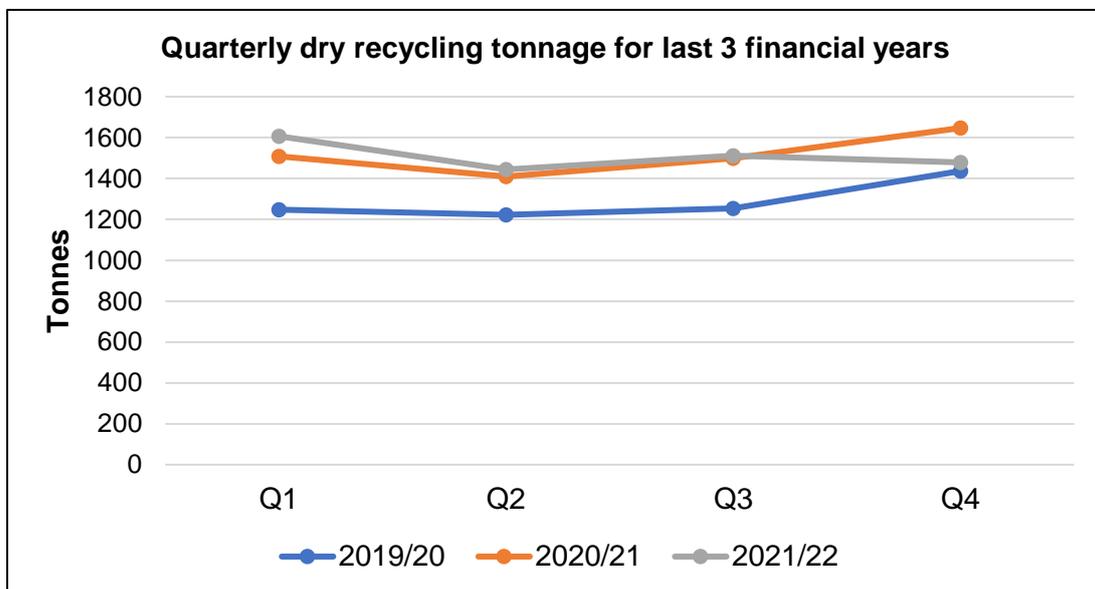


Figure 6: Tonnes recycled in the blue bins for the last 3 financial years

- 5.12 Gardening also became popular during lockdowns and whilst the Recycling Centres were closed many people did begin to use the kerbside service more than previously. Garden waste is also impacted by the weather and does fluctuate naturally from one year to the next. The garden waste tonnage is also affected through each year by the seasons and naturally decreases from a high point in quarter 1 down to a lower level in the winter months in quarter 4.

There has been an overall increase in the annual tonnage in the brown bin collections, garden waste collected in the brown bins increased by 19% compared to 2019/20. This can be seen in the graph in figure 7, the data for this graph is shown in table 4 in Appendix 1.

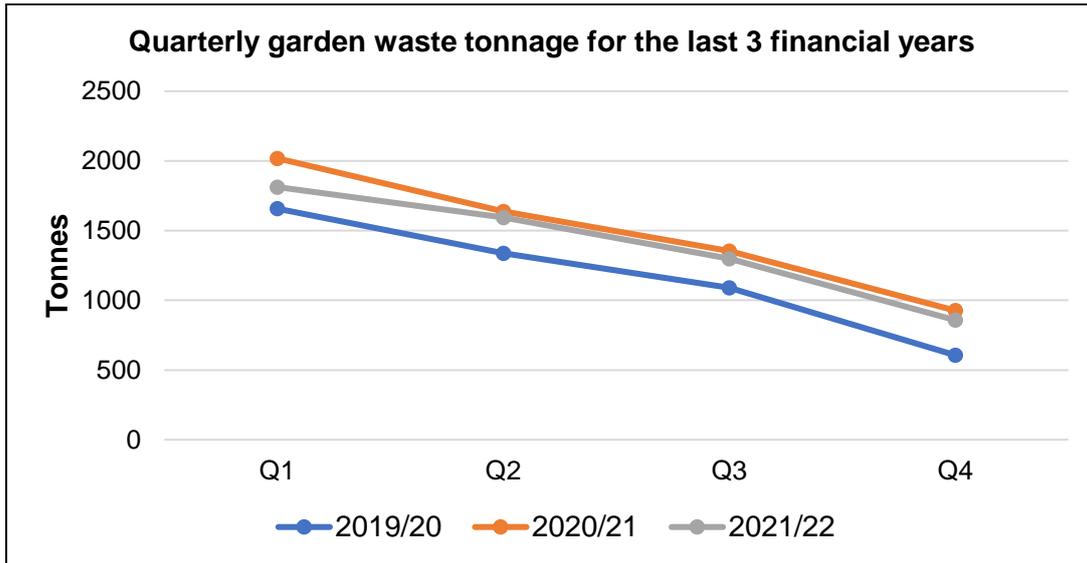


Figure 7: Tonnes collected for composting in the brown bins/sacks for the last 3 financial years

5.13 The collection changes have reduced the impact waste disposal has on climate change. Composting the food at an anaerobic digestion plant, rather than disposing of it in landfill, has meant that in the first full financial year 3.69 million kg of carbon dioxide equivalent (CO₂e) was avoided in disposal related emissions. This is because composting the food waste at the anaerobic digestion facility emits 616.7 kg less CO₂e per tonne than landfilling the food waste. This figure used comes from the Government Department for Business, Energy and Industrial Strategy’s Greenhouse gas reporting conversion factors.

For the new service there was an increase in the number of waste collection vehicles on the road and although this has increased the fleet related CO₂e emissions by 72,000kg per annum, the reduction from the change in disposal far outweighs this and still gives an overall decrease of 3.62 million kg of CO₂e

The graph in figure 8 shows the monthly impact of the changes as a red line with the disposal and vehicle impacts as blue and orange bars:

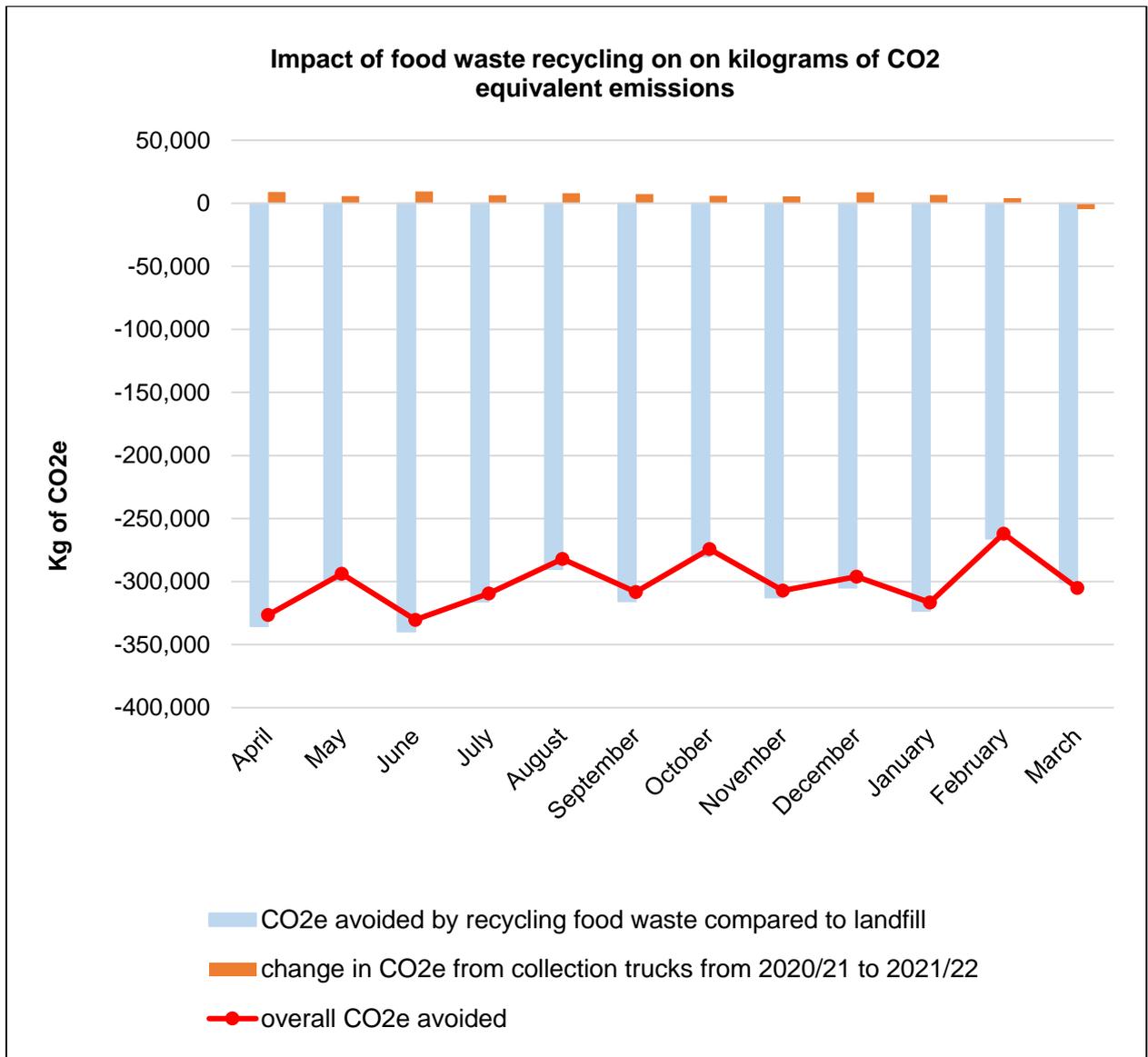


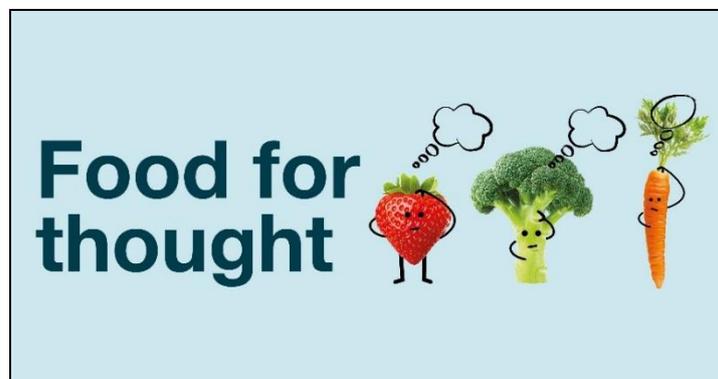
Figure 8: Climate Change impacts during 2021/22

- 5.14 The Executive wanted the option of additional refuse collections available for those residents that really required them. Out of 42,500 households covered by the new service there are currently only 21 that have extra collections of waste that would typically go into the green refuse bins. These collections are for circumstances when it would not be appropriate to wait three weeks for waste to be collected. Incontinence related waste and households with multiple children in nappies make up the majority of the households that currently use this service. Applications for this service are assessed by the waste and recycling officers who then offer support and advice to make sure the household is provided with a service that meets their genuine needs.
- 5.15 The communications campaign was an essential part of the service changes. Covid hit the UK just after the Council had announced that the new food waste recycling service had been approved. This caused us to alter our communications significantly, with a lack of face-to-face communication options that have typically been used for service change in the past, we had to use different ways to reach people to educate and support them on the changes.

5.16 Through a wide range of communications, creative design, resident involvement, and a little input from a Hollywood actress, we were able to engage residents in the planning and implementation of the new service. The main communication channels that were used were:

- Social media (over 31,000 followers across Facebook, Instagram, and Twitter)
- E-newsletter (over 8,500 subscribers)
- Press releases
- Leaflets to all households
- Internal staff intranet and Forest Views
- Local radio
- Local newspaper
- Town and Country

5.17 We created a targeted campaign in the lead up to the launch that tackled our most frequently asked questions, informed residents on the benefits of the changes, kept them updated on the progress of the roll out and provided information on how the new service would operate. The campaign had a common theme that ran throughout, our food related characters that were created by Bracknell Forest's Communications team:



5.18 Our truck naming competition proved extremely popular and even caught the attention of Dame Judi Dench, a resident put forward the name 'Dame Foodie Dench' for one of the new food trucks, this proved to be the most popular name when the names were put to the public vote:

Bracknell Forest Council
Published by Agorapulse [?] · 19 January · 🌐

Thank you to everyone for voting in our food waste vehicle naming competition! 🎉

You have had your say and the winners are:

- 👤 Dame Foodie Dench
- 👤 The Food Dude
- 👤 Binderella
- 👤 Truck Norris
- 👤 Hank Marvin

These names will now be printed on the front of five of our new food waste vehicles.

Read more here 📄 <https://bit.ly/2XQD2jn>

The winners are...

- ♻️ **Dame Foodie Dench**
- ♻️ **The Food Dude**
- ♻️ **Binderella**
- ♻️ **Truck Norris**
- ♻️ **Hank Marvin**

8,019 People Reached

344 Reactions, comments & shares ⓘ

161 👍 Like	113 👍 On post	48 👍 On shares
25 ❤️ Love	7 👍 On post	18 👍 On shares
80 😂 Haha	51 👍 On post	29 👍 On shares
4 😲 Wow	0 👍 On post	4 👍 On shares
60 Comments	26 👍 On Post	34 👍 On Shares
14 Shares	14 👍 On Post	0 👍 On Shares

1,068 Post Clicks

11 Photo views	40 👍 Link clicks ⓘ	1,017 👍 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

5.19 Appendix 2 shows some examples of the communications used and some information on the reactions our social media posts received.

5.20 Once the new service had begun and became established, the team continued to inform the public on progress, offer hints and tips on how to make the most of the recycling services and also remind people that the waste and recycling team were there if support was required.

2021, like 2020 was limited in terms of face to face engagement as many of the local events and fetes that we have attended in the past were cancelled. As we head towards summer 2022 we do have some events in the diary so the team will once again begin more face to face communication.

5.21 The project has had a lot of Member involvement and support from the start. Following the Executive approval in January 2020 a Food Waste Members Steering Group was formed, this cross-party working group helped to shape the delivery of the service change and spread the word on how the new service would work and benefit the residents. Members were very active on social media and also in public meetings in getting the positive messages across, pointing residents that needed support in the right direction and also challenging some of the negative opinions in online forums. The Executive Member for the Environment also dealt with some of the complaints in person by visiting residents' homes to resolve any issues.

5.22 In 2021 The Environment and Communities Overview and Scrutiny Panel both validated the waste collection service for houses and assessed the next steps of the food waste recycling service roll out to flats and properties with communal bins. The Executive approved the Panel's recommendations and the planning for the roll out of food waste collections to around 1,800 flats began towards the end of 2021. All of the

flats in the borough are being assessed for suitability. The flats are being added to the collection service in phases, the first blocks joined the food service at the beginning of May 2022.

- 5.23 Residents in flats that are having food waste collections will receive information about the service before the bins are delivered. The waste and recycling team will door knock the blocks of flats to explain the new service and answer any questions that residents may have.
- 5.24 Before the service changes took place a waste analysis was carried out to find out how much food waste was in the average refuse bin. Follow up analysis is being carried out in May 2022, it is hoped there will be results from this by early June. In 2019 refuse bins contained 42% food waste by weight on average and 19% recyclables as shown in the diagram below:



- 5.25 The changes were forecast to deliver a small saving of around £185k through to the end of the waste collection contract in March 2027. The amount of food collected far exceeded the original estimates and this has meant that the disposal savings for the first full financial year were £230k more than estimated. However, £130k of this saving has been invested back into the service to increase the food waste collection rounds from four to five to accommodate the high participation level.
- 5.26 The changes made have been recognised as a huge success by external organisations and other local authorities. We have received lots of requests for advice from other local authorities that are planning on changing their refuse services to three weekly alongside introducing food.

The Waste and Recycling Manager has also presented at a number of seminars and events that have a nationwide audience from other local authorities and representatives from the private waste sector:

- 7 October 2021 – LARAC conference in Birmingham
- 10 March 2022 - National Food Waste Conference in London

- 27 April 2022 – Anaerobic Digestion and Bioresources Association’s report launch webinar
- 15 June 2022 – Local Authorities Lunch at the World Biogas Expo in Birmingham

5.27 An iESE Certificate of Excellence has been awarded for the waste and recycling service and a second Certificate of Excellence for the communications campaign. We were also short listed as finalists at the 2021 National Recycling Awards and are finalists for this year’s LGC Awards.

Next Steps

5.28 The impact of the Environment Bill on local authorities is not yet confirmed, however there have been some indications of what we can expect in terms of waste management and the main ones that will likely impact Bracknell Forest so far are:

- Kerbside glass collections will become mandatory
- A deposit return scheme (DRS) for metal and plastic drink containers between 50ml and 3 litres is being introduced and this will remove a proportion of these items from our waste stream

5.29 Further announcements on the rest of the waste impacts including changes to legislation around charging for garden waste and how the government would like local authorities to be more consistent in their approach to waste management are expected this year.

6 Consultation and Other Considerations

Legal Advice

6.1 There are no specific legal implications arising from the recommendations in this report. The contents do however reflect the progress made by the Council in support of its climate change strategy objectives and the broader governmental obligations under the Climate Change Act 2008.

Financial Advice

6.2 As stated within the report the improving recycling rates (including the newly introduced food waste) have had a positive impact on the Council’s budgets, with 2021-22 reporting an underspend position of £0.760m against the waste contract budget.

Other Consultation Responses

6.3 None

Equalities Impact Assessment

6.4 Assisted collections are available for residents who are not able to take their own bins out and as detailed in 2.14 additional support is offered to those residents in genuine need.

Strategic Risk Management Issues

- 6.5 The waste service is starting to experience some cost increases; price rises in fuel are already being seen. In addition to the fuel, the prices of collection containers are also increasing. These increases are being monitored as part of the usual budget monitoring process.

The Environment Bill will dramatically change the waste industry in both collection and disposal. The team are monitoring the situation closely to ensure the Borough is ready and prepared for future changes.

Climate Change Implications

- 6.6 The changes that have been made to the waste collection service have reduced emissions from landfill considerably as outlined in 5.13. The introduction of food waste to flats will continue to reduce the amount of food waste going to landfill and avoid further CO2e emissions.

Health & Wellbeing Considerations

- 6.7 The waste and recycling collection service is utilised by all households in the borough. Support, advice and additional waste services are available to those that require assistance with their waste for any medical related reasons.

Reducing waste and improving recycling are positive ways that all residents can influence climate change, knowing that their actions are contributing to improving the environment can be empowering and enhance wellbeing.

Background Papers

Not applicable

Contacts for further information

Damian James

Assistant Director: Contract Services

01344 351325

Damian.james@bracknell-forest.gov.uk

Claire Pike

Head of Environmental Services

01344 352520

Claire.pike@bracknell-forest.gov.uk

Appendix 1

Table 1: Tonnes of food collected from kerbside caddies

	Target	2020/21	2021/22
April	333		545
May	333		486
June	333		552
July	333		513
August	333		471
Sept	333		513
Oct	333		455
Nov	333		508
Dec	333		495
Jan	333		525
Feb	333		432
Mar	333	536	488
Total	4000	536	5983

Table 2: Tonnes of refuse collected in green bins

	2019/20	2020/21	2021/22
April	1921	2191	1374
May	1857	2099	1225
June	1766	2146	1490
July	1968	2196	1374
August	1800	1829	1319
Sept	1672	2130	1420
Oct	1878	1981	1267
Nov	1740	2014	1376
Dec	1748	2006	1352
Jan	2137	2202	1384
Feb	1669	1984	1207
Mar	1919	1383	1410
Total	22075	24160	16200

Table 3: Tonnes of dry recycling collected in blue bins

	2019/20	2020/21	2021/22
Q1	1248	1509	1607
Q2	1223	1410	1444
Q3	1253	1499	1512
Q4	1436	1647	1479
Total	5160	6065	6042

Table 4: Tonnes of garden waste collected in brown bins and sacks

	2019/20	2020/21	2021/22
Q1	1657	2018	1812
Q2	1336	1639	1595
Q3	1091	1355	1298
Q4	606	926	858
Total	4690	5938	5562

Table 5: CIPFA Nearest Neighbour unitary Authorities reuse, recycling and composting rates

Authority	2019/20	2020/21	2021/22 up to end of Q3
Bath and North East Somerset	56.2%	59.2%	60.3%
Bedford	42.7%	40.0%	39.1%
Bracknell Forest Council	42.9%	43.4%	57.1%
Central Bedfordshire	43.9%	46.1%	47.0%
Milton Keynes Council	56.3%	53.8%	53.8%
Reading Borough Council	35.3%	36.1%	51.9%
Solihull MBC	36.7%	37.7%	37.3%
South Gloucestershire Council	59.1%	58.5%	61.2%
Swindon Borough Council	42.8%	39.6%	36.9%
Thurrock Council	34.8%	28.0%	29.4%
Warrington Borough Council	47.5%	44.4%	43.0%
West Berkshire District Council	49.4%	49.0%	50.5%
Windsor and Maidenhead Council	45.0%	48.3%	50.8%
Wokingham Council	50.3%	49.5%	54.9%

Appendix 2

Our food waste campaign characters:



Truck naming competition:



Tuesday 5 Jan	Thursday 7 Jan
Wednesday 6 Jan	Friday 8 Jan
Thursday 7 Jan	Saturday 9 Jan
Friday 8 Jan	Monday 11 Jan
Monday 11 Jan	Tuesday 12 Jan
Tuesday 12 Jan	Wednesday 13 Jan
Wednesday 13 Jan	Thursday 14 Jan
Thursday 14 Jan	Friday 15 Jan
Friday 15 Jan	Saturday 16 Jan

Name our food waste collection vehicles!

As part of the launch for our new food waste collection service, we are asking residents to help us name the new five food waste vehicles, which will be hitting the road in March 2021.

These vehicles will be picking up food waste for recycling and we would love to hear from all members of our community with ideas for names.

The best ones will be put forward to a public vote and the winning names will appear on the five food waste vehicles.

Please submit entries using the competition form on our food waste web page www.bracknell-forest.gov.uk/foodwaste, or call customer services on 01344 352000. The closing date for entries is midday Monday, 4 January.

Terms and conditions

- the competition will open midday Monday, 7 December 2020 and close midday Monday, 4 January 2021
- multiple entries can be made
- the winning names will be put on the food waste collection vehicles
- the winners will be advised using details in the competition entry form
- the winners names will be used by the council in relation to the competition, e.g. on social media

Bracknell Forest Council
Published by Agorapulse [?] · 12 January · 🌐

Thank you to everyone who sent in their suggestions of names for our new food waste collection trucks! 🍌

Executive Member for Environment, Cllr Mrs Dorothy Hayes, MBE, has chosen her top 10 and now it's down to you to pick your favourite.

You'll have until Sunday night (17 Jan) to vote and the top five will be printed and transferred onto five of our new collection trucks. 🚚

See the final 10 and vote for your favourite here ➡ <http://bit.ly/trucknames>

Vote for your favourite name to appear on our new food waste collection trucks!



Use the link in our post to vote.

17,666 People Reached

329 Reactions, comments & shares 📊

89 👍 Like	24 On post	65 On shares
12 ❤️ Love	1 On post	11 On shares
6 😂 Haha	1 On post	5 On shares
9 😡 Angry	6 On post	3 On shares
179 Comments	37 On Post	142 On Shares
34 Shares	34 On Post	0 On Shares

4,087 Post Clicks

60 Photo views	1,487 Link clicks 📊	2,540 Other Clicks 📊
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Bracknell Forest Council
Published by Agorapulse [?] · 16 February · 🌐

After the fantastic food waste vehicle naming competition we thought we'd reach out to a special someone and let her know she was the inspiration behind one of the names. 🙏

We were so excited and grateful to receive a reply from Dame Judi Dench herself, here is what she had to say...

Well done and thank you to The Barbers and Dolly who both came up with the name 'Dame Foodie Dench!' 🍌



00:15

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

16,849
People reached

4,748
Engagements

Boost Post

16,849 People Reached

13,715 3-second video views

851 Reactions, comments & shares 📊

436 👍 Like	131 On post	305 On shares
179 ❤️ Love	82 On post	97 On shares
56 😂 Haha	9 On post	47 On shares
5 😲 Wow	2 On post	3 On shares
98 Comments	31 On Post	67 On Shares
78 Shares	78 On Post	0 On Shares

3,902 Post Clicks

363 Clicks to Play 📊	30 Link clicks 📊	3,509 Other Clicks 📊
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NEGATIVE FEEDBACK

2 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	



Here are a few of the adverts we ran in the local newspaper:

Food waste recycling is very easy, all food is welcome, including:

 food waste	<ul style="list-style-type: none"> ✓ All cooked and uncooked food ✓ All mouldy and out of date food 	 dairy	<ul style="list-style-type: none"> ✓ Cheese ✓ Eggs ✓ Eggshells ✓ Yoghurts 	 bread & pastries	<ul style="list-style-type: none"> ✓ Bread ✓ Cakes ✓ Pastries
 meat & bones	<ul style="list-style-type: none"> ✓ Raw meat ✓ Cooked meat ✓ Bones 	 tea & coffee grounds	<ul style="list-style-type: none"> ✓ Tea bags ✓ Coffee grounds 	 fruit & vegetables	<ul style="list-style-type: none"> ✓ Raw vegetables ✓ Cooked vegetable ✓ Fruit ✓ Peelings
 fish	<ul style="list-style-type: none"> ✓ Raw fish ✓ Cooked fish ✓ Bones 	 pet food	<ul style="list-style-type: none"> ✓ All dry pet food ✓ All wet pet food 	 cooking oils	<ul style="list-style-type: none"> ✓ Pour your oil into a plastic bottle, seal it and place inside your outdoor food waste caddy

To prevent pests from sniffing around your food waste you'll need to use your caddies correctly by:

- Regularly empty your indoor caddy, don't leave it sitting full for too long.
- Rinse out your indoor caddy weekly to clean any food residue.
- Keep the lids of both your indoor and outdoor caddy locked when not using it.
- Keep your caddies out of direct sunlight.

For more information visit:
www.bracknell-forest.gov.uk/foodwaste

 Bracknell Forest Council

To help maximise the performance of the new food waste service, green bin collections are changing to every three weeks.

Recent analysis of waste in 2020 collected from Bracknell Forest showed that over 60 per cent of green bin waste could be recycled, either in blue bins, food waste or local recycling banks.

We understand everyone's situation is different and there are some brilliant recyclers across our borough. Our waste and recycling team are on hand to support those who genuinely need additional waste capacity, you can contact them at: bit.ly/Extrawaste



Please remember to use your blue bin correctly and ensure all of these materials are put in there:



We don't want any more waste going to landfill than necessary.



For more information visit:
www.bracknell-forest.gov.uk/foodwaste



Food waste collections begin next week.



If you've received your food waste caddies, you can start recycling now to make the most of your first collection.



Don't forget to refer to your new collection schedule to ensure bins are presented for collection on the correct day.



If you present your bins to the kerbside, please present your caddy in the same place.



If you live on a private road, please present your caddy in the same place you present your bins.



If you have a communal collection point and do not live on a private road, please leave the caddy at the edge of your property boundary.

For more information visit:
www.bracknell-forest.gov.uk/foodwaste



A few examples showing the engagement levels of our social media posts:

Bracknell Forest Council
Published by Agorapulse [?] · 7 January · 🌐

New year, new recycling service! 🥰
Less than two months to go now until Bracknell Forest households can begin recycling food waste.
Food waste caddies and all the information you will need to get started will be delivered to your house between 25 Jan - 26 Feb.... See more

Food waste caddies
will be delivered
from 25 Jan - 26 Feb



**For more information visit:
bracknell-forest.gov.uk/foodwaste**

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

24,978
People reached
7,620
Engagements
Boost Post

24,978 People Reached

1,003 Reactions, comments & shares ⓘ

282 Like	132 On post	150 On shares
41 Love	21 On post	20 On shares
3 Haha	3 On post	0 On shares
4 Sad	2 On post	2 On shares
35 Angry	34 On post	1 On shares
600 Comments	379 On Post	221 On Shares
38 Shares	38 On Post	0 On Shares

6,617 Post Clicks

76 Photo views	595 Link clicks ⓘ	5,946 Other Clicks ⓘ
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NEGATIVE FEEDBACK

Bracknell Forest Council
Published by Agorapulse [?] · 3 February · 🌐

Just a month to go now until #foodwaste collections begin! 🕒
So how does it actually work?
If you haven't already, you will receive two food waste caddies. One grey indoor caddy and one black outdoor caddy.
Collect your food waste in the grey indoor caddy and once full you'll need to empty it into your black outdoor caddy. On your collection day you'll need to present your black outdoor caddy for collection. ♻️
Both caddies have lockable lids to help keep pets and pests away from your food waste! 🐾
For more information visit: www.bracknell-forest.gov.uk/foodwaste

How will the food waste service work?



You will receive two food waste containers, a small grey indoor kitchen caddy (5 litre) and a larger black outdoor caddy (23 litre).



Once your kitchen caddy is full, you need to empty it and put the food waste into the outdoor caddy. On your collection day you'll need to present your black outdoor caddy for collection.

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15,290
People reached
5,531
Engagements
Boost Post

15,290 People Reached

430 Reactions, comments & shares ⓘ

72 Like	46 On post	26 On shares
5 Love	5 On post	0 On shares
13 Angry	13 On post	0 On shares
334 Comments	221 On Post	113 On Shares
7 Shares	7 On Post	0 On Shares

5,101 Post Clicks

44 Photo views	131 Link clicks ⓘ	4,926 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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Bracknell Forest Council
Published by Agorapulse [?] · 15 February · 🌐

Introducing Dame Foodie Dench and her crew:
 🍷 Binderella
 🚚 Truck Norris
 🍷 The Food Dude
 🍷 Hank Marvin

Cllr Mrs Dorothy Hayes MBE, Executive Member for Environment has been to visit our new food waste collection vehicles. They've had their makeovers and they're ready to hit the road in a few weeks' time.

Collections will begin the first week of March, we advise you begin collecting your first lot of food waste a week before your first collection. ♻️

Caddy deliveries are still being made and will continue until Friday 26 February, if you have a problem with your caddy or something is missing from the delivery, please let us know via this form. 📄
<http://bit.ly/caddyissues>





16,142 People Reached

357 Reactions, comments & shares ⓘ

188 Like	79 On post	109 On shares
16 Love	12 On post	4 On shares
18 Haha	3 On post	15 On shares
2 Wow	0 On post	2 On shares
1 Angry	0 On post	1 On shares
101 Comments	34 On Post	67 On Shares
32 Shares	24 On Post	8 On Shares

3,357 Post Clicks

301 Photo views	57 Link clicks ⓘ	2,999 Other Clicks ⓘ
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Bracknell Forest Council
Published by Agorapulse [?] · 25 February · 🌐

Our Suez crews are ready to drive Dame Foodie Dench and her crew to collect your first lot of food waste recycling next week! ♻️

With collections starting on 1 March, we advise that if you haven't already, please start using your caddies to make the most of your first collection. 🍷🍷

All the information you need to know about the new service can be found here 📄 <http://bit.ly/Foodwa5te>



11,950 People Reached

199 Reactions, comments & shares ⓘ

111 Like	79 On post	32 On shares
3 Love	2 On post	1 On shares
3 Haha	2 On post	1 On shares
71 Comments	39 On Post	32 On Shares
11 Shares	11 On Post	0 On Shares

1,579 Post Clicks

33 Photo views	148 Link clicks ⓘ	1,398 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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