

TO: JOINT WASTE DISPOSAL BOARD
11th January 2024

COMMUNICATIONS 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 the Partnership's communications activities, since the last meeting.

2 RECOMMENDATIONS

2.1 **That Members note the contents of this report.**

3 ALTERNATIVE OPTIONS CONSIDERED

3.1 None for this report.

4 REASONS FOR RECOMMENDATION

4.1 The purpose of the recommendation is to brief Members in relation to progress in delivery of communications activities.

5 PROGRESS IN RELATION TO COMMUNICATIONS ACTIVITIES

Changes for non-household waste (DIY waste)

5.1 Under new legislation, residents may bring up to 100 litres of loose DIY waste, or one large item no bigger than 2m x 0.75m x 0.7m such as one bathtub, in a single visit. Those amounts can be delivered four times per household over a four-week period. Where a delivery does not exceed the conditions, it should be received without charge.

5.2 re3 has updated our available communication assets that refer to non-household waste (DIY waste). This includes updates to the re3 website, as well as new information posters and charges signage (Appendix 1a).

5.3 The re3 Communications and Marketing Officer also prepared a flow chart (Appendix 1b), a guide for the Meet & Greet staff as well as a set of social media cards that can be used on the re3 and council channels.

5.4 In each case these assets should help explain the changed conditions, which have been widely reported as simply representing an end to charges.

5.5 Information about the changes has been incorporated in the "information banners", on the website pages that are displayed during the Household Waste Recycling Centres (HWRC) booking process for residents.

5.6 Residents who have subscribed to the re3 mailing list will also receive a dedicated newsletter about the changes.

Virtual Tours – Household Waste Recycling Centres (HWRC) and Material Recycling Facility (MRF)

5.7 The virtual tours of the Recycling Centres in Bracknell and Reading, as well as the

Material Recycling Facility (MRF), that were previously reported to Members of the Board have recently been completed.

- 5.8 This new initiative provides users with the opportunity to explore Bracknell and Reading Recycling Centres and the re3 Material Recycling Facility through immersive 360° views, accompanied by images, videos and interesting facts about local waste management.
- 5.9 The virtual tours of Recycling Centres have been designed to familiarise visitors with the facilities, aiding them in better preparing for their visits, navigating efficiently around the sites, and alleviating any potential anxiety associated with such trips.
- 5.10 Furthermore, the virtual tour of the Material Recycling Facility has been developed to support the re3 public engagement program. Given the limited availability and age restrictions, only a select number of residents can visit the sorting facility. This virtual tour, therefore, allows a broader audience, especially schools, to experience an authentic behind-the-scenes look at how recycling is managed locally.
- 5.11 All tours are enriched with facts and advice, including site maps, photographs, videos, and 360-degree views of key areas, providing both aerial and internal perspectives of the facilities. Tours are mobile friendly and accessible via the re3 and councils' websites as well as via Google Street View, enabling users to closely examine the facilities without leaving their homes (Appendix 2).
- 5.12 The tours were promoted via local media, community groups and a variety of channels including social media, the re3 newsletter and the Recycling Centre booking system journey. A press release has been sent and published in the local media (Wokingham Today). To further promote the Material Recycling Facility tour, re3 is looking to prepare a campaign dedicated to schools (Spring 2024).
- 5.13 Tours can be accessed via the following links: [Recycling Centres](#) and [Material Recycling Facility](#).

Battery recycling and fire prevention media campaign

- 5.14 Following the significant fire at the Reading Transfer Station in October, re3 intensified efforts to highlight the danger of inappropriately disposed of batteries.
- 5.15 The incident enabled re3 to approach several media outlets to increase awareness of correct battery disposal. re3 messaging including the CCTV clip of the fire was featured multiple times in the national and regional media - [BBC News](#) and [BBC News, ITV](#) (TV programmes and online) as well as articles were published in local media ([Berkshire Live](#), [Reading Today](#), [Reading Chronicle](#), [Wokingham.Today](#)) as well as some industry media outlets ([Fire Protection Associations](#)).
- 5.16 Correct disposal of batteries was promoted on the re3 and the council social media channels as well as via the newsletters.
- 5.17 At the same time, re3 engaged with and used the 'Zombie Batteries' campaign assets prepared by the Environmental Services Association (ESA), as well as promoted messaging produced by the Recycle Your Electricals campaign.

Recycling App

- 5.18 The replacement of the current app (re3cyclopedia) with the new Scrapp app, as approved by the re3 Board at its June 2023 meeting is continuing.

- 5.19 The re3 Marketing and Communications Officer has finalised the data sharing and personalisation requirements with the developers of Scrapp. This includes recycling advice at the kerbside, at the recycling centres and the locations of the bottle banks.
- 5.20 The Scrapp technical team is fully engaged with the respective council IT officers to share data, required for the bin dates notification feature. It has been apparent that some additional time is required to have this feature implemented.
- 5.21 The app has been now tested by the Reading' ICT department to check its suitability for public launch. Once completed, the app will be made available to residents.
- 5.22 re3 has drafted communications materials that are ready to be used when appropriate. This includes press release, posters to be displayed at the recycling centres, social media cards and banners to be used online via the newsletter or recycling centres confirmations email.
- 5.23 It has been negotiated that re3cyclopedia will remain available to residents during the transition period.

Foil Recycling Campaign

- 5.24 The re3 Project Team has secured full funding from the Aluminium Packaging Recycling Organisation (Alupro) to run a foil awareness campaign across re3 Partnership.
- 5.25 The plan of the campaign will be discussed in January, with the campaign to be launched in early Spring. All details will be shared with Board Members and Communications teams.

Recycling awareness communications

- 5.26 The re3 Project Team has contributed to the "Food Loss & Waste and beyond: towards a Circular Economy" workshops run by the Biotechnology and Biological Sciences Research Council. A video featuring re3 Chair, Councillor Rowland, was used as a talking point to seek ways of overcoming barriers to the food waste recycling and better participation in the service.
- 5.27 Adverts themed "Put Your Waste in the Right Place" were placed in the "Town & Country" magazine distributed to all Bracknell residents and "Your Reading" magazine distributed to all Reading residents. The advert promoted the food waste recycling, by highlighting the volume of food waste currently placed in the residual bins. In addition, the advert had an environmental messaging angle, helping residents understand the amount of greenhouse gas emissions saved if discarded food waste in the residual bins was recycled.
- 5.28 In addition, "Your Reading" magazine, also included a half page re3 composition analysis showing what makes up a grey bin in Reading and signposting residents to where they can recycle the elements that shouldn't be in there.
- 5.29 Ongoing communications activities are run on the re3 social media channels (Facebook, Instagram, NextDoor), and key messages are also communicated via re3 newsletter on a regular basis. Re3 Marketing and Communications Officer is planning to engage with the audience via TikTok as of New Year.

5.30 Between October – December, re3 published 60 different posts on Facebook and Instagram, reaching in total over 105k users and receiving over 1,500 engagement reactions.

5.31 Four Reduce, Reuse, Recycle e-newsletters from re3 were sent out between September and December to 57,000 subscribers, with seasonal information and hints and tips for recycling. The opening rate of the newsletters remains very high, regularly reaching between 44%-50%.

5.32 The following campaigns were included in recent social media communications: WRAP' Recycle Week, Hubbub's Eat Your Pumpkin & Second Hand Santa, ESA's Zombie Batteries and Alupro's Foil Friday. Among other updates, residents also learned about the progress of the plastic bags and wrapping trial, winter opening hours, fire at the transfer station, food waste recycling tips, lost ring at the bottle banks and Christmas recycling tips.

5.33 **Councils Teams Communications Update**

5.34 Bracknell Forest Council

- Recycling Roadshow took place on 30th September. Over 2 tonnes of WEEE and 895kg clothing were collected, with 500kg of the WEEE deemed acceptable for re-use.
- Waste and recycling e-newsletters were sent out in October and December, with seasonal information and hints and tips for recycling. Recycle Week communications were put out on social media from 16-22 October and Christmas comms have been out on social media since 1 December. The latest edition of Town & Country magazine, which is delivered to every property, also has 3 pages dedicated to waste and recycling information.

5.35 Reading Borough Council

- In November Your Reading magazine was delivered to over 70,000 households in the borough. It included a page on Christmas recycling, giving tips and advice on recycling as much Christmas waste as possible with an additional focus on food waste and electricals, batteries and vapes.
- The email sent out to around 90,000 residents December confirmed all Christmas waste and recycling collection date changes, including promoting the online collection day look up webpage. It also promoted the 11 Christmas tree recycling points that will be set up around the borough from 4 to 26 January to help people recycle their Christmas trees without needing to book a re3 appointment. Pauses to garden waste and bulky waste services over Christmas were also confirmed.
- A Christmas social media campaign will have included food waste recycling messages, recycling wrapping paper, glass recycling and Christmas trees, along with collection day changes.

5.36 Wokingham Borough Council (info to be added)

- The waste collection changes awareness campaign was launched in October, with a media release and dedicated webpages containing useful messaging on details of the changes and waste reduction.
- A total of five articles explaining the changes were published since October in twice-weekly flagship Residents' Round-up newsletter, which goes to almost 18,000

subscribers.

- The campaign has been run on the social media with at least one social post per week on the waste collection changes, in addition to the supplementary posts specifically driving sign-ups to Rubbish & Recycling newsletter.
- General waste and reduction messages, including festive related recycling tips have been regularly published on the social media

Media relations

- 5.37 In addition to the news clippings mentioned in the other parts of this report: re3 also secured a radio interview and 8 articles published in the national local media that mentioned a heart-warming story of a lost ring that was recovered from the bottle bank ([BBC](#), [Yahoo](#), [Wokingham.Today](#)). re3 was also featured on the [ITV Meridian news programme and online](#), promoting Christmas Recycling messages.

6 ADVICE RECEIVED FROM ADMINISTERING AUTHORITY

Head of Legal Services

- 6.1 None for this report.

Corporate Finance Business Partner

- 6.2 None for this report.

Equalities Impact Assessment

- 6.3 None.

Strategic Risk Management Issues

- 6.4 None

Climate Impact Assessment

- 6.5 None.

7 CONSULTATION

- 7.1 Principal Groups Consulted

Not applicable.

- 7.2 Method of Consultation

Not applicable.

- 7.3 Representations Received

Not applicable.

Background Papers

None for this report

Contacts for further information

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Appendix 1a

Free allowance of DIY waste per household



**Max. of 100L
of DIY waste
or one bulky
item per visit**



**Max. of 4 visits
in any 4-week
period**

Important

- All items over the free allowance will incur charges.
- Unused allowances cannot be rolled over or excess waste counted towards a future visit.
- Mix load of DIY Waste permitted only for rubble, soil and plasterboard.
- Asbestos must be delivered under a separate booking to other DIY wastes.
- Trade Waste is not accepted unless relevant permit produced.
- There is no free allowance for trade customers.



Appendix 1B

Can I dispose of my DIY waste free of charge?

New regulations regarding DIY waste acceptance at the Recycling Centres.

Are you bringing less than 100L of DIY waste or max. of one bulky sanitary ware item (no larger than a bathtub).

YES Have you disposed of your DIY waste less than 4 times in the last 4 weeks?

NO You will be charged for any waste that exceeds 100L limit or for any additional bulky item

YES You can dispose of your DIY waste **free of charge***

NO After fourth visit in any 4-week period, you will be charged for your DIY waste.

* up to 100L of DIY or one bulky item in a single visit and no more than 4 visits in the 4-week period

Important

- All items over the free allowance will incur charges.
- Unused allowances cannot be rolled over or excess waste counted towards a future visit.
- Mix load of DIY Waste permitted only for rubble, soil and plasterboard.
- Asbestos must be delivered under a separate booking to other DIY wastes.
- Trade Waste is not accepted unless relevant permit produced.
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Appendix 2

