



Reading
Borough Council

Working better with you



WASTE MINIMISATION STRATEGY 2015 - 2020.

YEAR 3 REVISION.

“The Council is committed to control the growth of waste by promoting waste minimisation through re-use, recycling and composting and to minimise disposal.”

Date: February 2017



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Contents

1. Introduction	3
1.0 The Current RBC Strategy	3
2.0 The Revised RBC Strategy	4
3.0 Context	5
4.0 Continuing Challenges	6
5.0 Monitoring the Strategy	9
2. Strategy - Themes and Objectives	10
1.0 Reduce the net cost of waste (A - E)	10
2.0 Recycle > 50% by 2020 (F - J)	11
3.0 Support and Communication (K - N)	13
3. Appendix 1	15
1.0 Progress Review Sheet	15
4. Appendix 2	16
1.0 Legislation	16
5. Appendix 3	32
1.0 Population and Demographics	32
6. Appendix 4	36
1.0 re3 Councils' Shared Marketing and Communications Strategy 2017-2018	36



Introduction

1.0 The Current RBC Strategy.

1.1 The Waste Minimisation Strategy was introduced in 2015 in response to the main challenges faced by the Council Waste Collection and Disposal service, most notably the requirement to reach the 50% re-use and recycling target set by the Waste (England and Wales) Regulations 2011, to provide a high quality service for the increasing population of Reading and to make the service more cost efficient.

1.2 The Strategy Action Plan listed specific priorities grouped into work streams which reflected 4 main objectives:

Objective 1. To increase recycling and re-use rates.

Objective 2. To minimise the amount of waste sent to landfill.

Objective 3. To increase understanding and engagement in waste & recycling for the local community and key stakeholders.

Objective 4. To ensure effective, efficient value for money service delivery.

1.3 Local government finances continue to be put under pressure by central government austerity and the need to reduce the costs of waste collection and disposal is more pressing than ever.

1.4 It is not possible for any Council to work in isolation and this strategy recognises that an important means of delivering efficiencies and improving the recycling rate is to strengthen collaboration with re3 and our waste partners, Bracknell Forest and Wokingham Borough Councils. Over the first 2 years of the RBC Strategy delivery period joint working with re3 officers and partners has significantly improved. Officers from the three councils now meet quarterly to share best practice, discuss further collaboration and to produce joint work programmes on common themes.

1.5 The re3 Joint Waste Disposal Board adopted a year on year rolling strategy in 2015 as a practical means of addressing the 2 main challenges facing all waste services, to reduce the net cost of waste and to reach the 50% re-use and recycling target. It is now appropriate for the re3 and RBC waste minimisation strategies to be aligned. RBC will adopt key targets set by re3



and report on them regularly in order to monitor performance and to identify where resources are best deployed to achieve strategy aims. Aligning the strategies in this way helps to keep them dynamic and responsive to change and helps to re-focus the available resources.

2.0 The Revised RBC Strategy.

2.1 The re3 strategy has 4 numbered themes:

1. Reduce the net cost of waste
2. Recycle >50% by 2020
3. Planning and Capacity
4. Supportive systems and communication,

2.2 Each of which includes a number of objectives listed alphabetically. Three of these themes will be adopted by the RBC strategy as shown below, except Theme 3 “Planning and Capacity” which relates to strategic work that re3 carries out on behalf of the partnership.

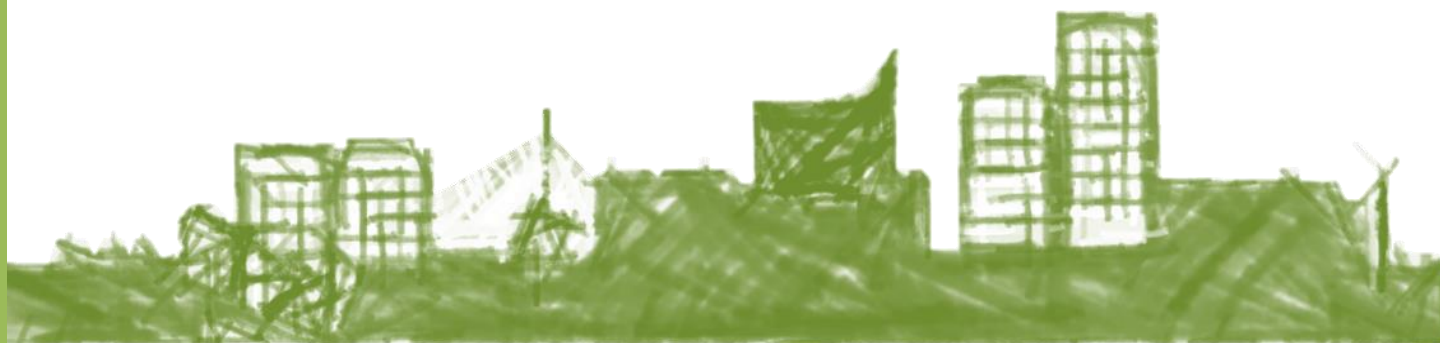
Objective 1. To reduce the net cost of waste

Objective 2. To recycle > 50% by 2020

Objective 3. To support and communicate

2.3 The RBC Action and Communications Plan will form part of the main strategy document rather than being separate as previously, to allow easier monitoring, and the outstanding actions at the end of Year 2 of the RBC strategy have been included as objectives. The progress of each of the RBC strategy objectives will be monitored by way of a review sheet, an example of which is shown in **Appendix 1** produced twice a year to reflect the HNL Committee reporting cycle.

2.3 Despite financial pressures the Council remains committed to Neighbourhood working and this is how the strategy will be delivered. It affords the opportunity to improve both waste minimisation and service delivery at a local level and to encourage Neighbourhoods and communities to manage their waste more sustainably.



3.0 Context

3.1 The Corporate Plan 2016-2019 - Building a better Borough

Priority 4 of the Corporate Plan; Keeping the town clean, safe, green and active commits the Council to improving the quality, cleanliness and safety of the street environment and ensuring waste and recycling are managed effectively through the following 2 aims:

- “We need to increase recycling rates from 33% to the national average of 44.2% as soon as possible with the aim of achieving a 50% rate by 2020”.
- “Implement the ‘Love Clean Reading’ project to improve the appearance and cleanliness of the public realm”.

These two commitments remain central to the revised Waste Minimisation Strategy and form the basis of the objectives.

3.2 The re3 Partnership

The re3 partnership was formed under the 25 year Private Finance Initiative (PFI), to manage and develop solutions for the management of waste in Central Berkshire and to encourage people to reduce, re-use, recycle and compost more of their waste.

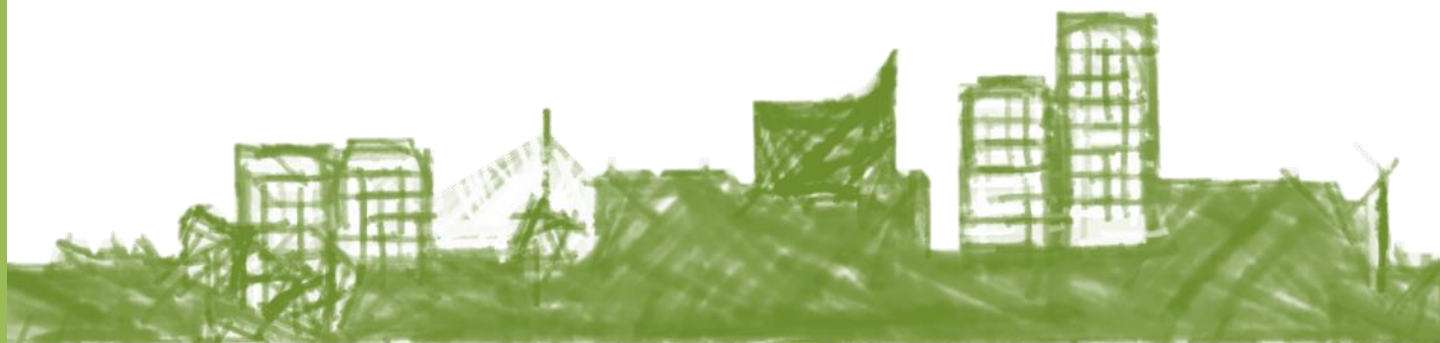
The partnership developed, built and operates the Household Waste Recycling Centre (HWRC) transfer station and Materials Recycling Facility (MRF) at Smallmead in Reading, and operating the HWRC at Longshot Lane in Bracknell.

The three re3 councils’ area covers 33,000 hectares and has a population of 423,280 (2011 Census) a figure which has risen by 12,700 over the life of the partnership to date, in 180,000 households.

3.3 Legislation and the EU.

Legislation defines the environment in which Local Authorities work and this strategy will react to any legislative changes which emerge, either following consultation or with little warning.

It is vitally important that RBC maintains its knowledge of and expertise in dealing with legislative changes, and this must be recognised in the



allocation of management resource going forward. It remains unclear what legislative changes that will impact on waste collection and disposal will result from Brexit. However, the 50% recycling target is enshrined in British law and is unlikely to be changed or revised. Legislation is the tool by which the EU or UK Government addresses the regulation of waste activity. The significant pieces of UK or EU legislation are set out in **Appendix 2**.

4.0 Continuing Challenges.

4.1 Local Government Funding

Cuts in local government funding are driving change within the waste services of the re3 Councils. Waste Services need to operate at a reduced cost and the introduction of new service standards and round efficiencies in Reading are a direct response to this agenda. However, as the re3 strategy states all parties must recognise that almost everything the Councils collect and manage can contribute to the net cost of the service. Recyclables may derive an income or reduce a cost and even waste for disposal may be directed to a cheaper form of reprocessing.

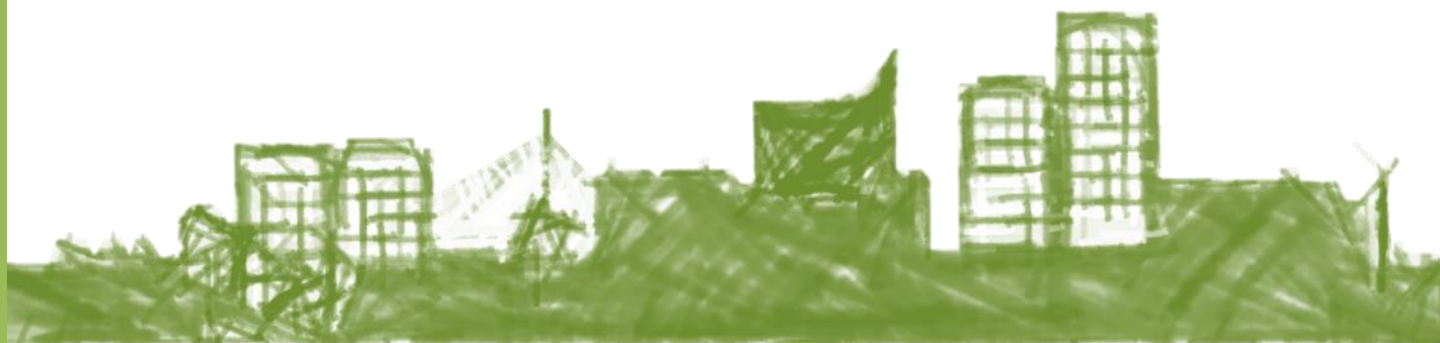
4.2 Population and Housing growth.

Readings' population has grown by 11,300 or 8.8% from the year 2001 and was 155,698 at the 2011 census. If that rate of increase is sustained the population is forecast to rise to 169,400 by 2020. The number of households stands at 70,000 but is predicted to rise to 73,200 by the year 2019/2020. Whilst creating a vibrant town with a strong economy this growth puts increasing pressure on the delivery of Council services and waste management in particular.

More demographic information is given in **Appendix 3**.

4.3 Recyclate Contamination.

The levels of non-target and non-recyclable materials (contamination) in kerbside recycling are too high and this strategy recognises this and has set challenging targets to reduce the current rate of 27% to 10% by 2020. Both the re3 and RBC strategies are committed to improving residents understanding about what can be recycled and why certain materials such as hard plastics and food trays cannot. Where resources allow RBC will continue to use crew and compositional analysis to target residents who are not recycling well enough and will door-step them to help them recycle more effectively. If appropriate, enforcement action will be taken.



4.4 Food Waste

Food waste still forms a significant percentage of the waste in residual bins. A review carried out in Year 1 of the strategy concluded that the significant cost of introducing a kerbside food waste collection service in Reading is unaffordable at the present time.

The re3 strategy objective A is to target the cost of food waste to residents by trying to address food waste at source and encouraging re3 residents to become less wasteful. RBC supports this approach and will work with the re3 Communications and Marketing Officer to promote this message at every opportunity. Re3 *objective 1* sits alongside this approach as it tasks re3 with exploring the introduction of forms of treatment for surplus food from residents that ends up in the waste stream. This work directly contributes to the long term service planning of both RBC and the re3 partnership should economic conditions make a kerbside food waste collection service viable in the future.

4.5 re3 Performance

Figure 1 summarises the re3 partnerships recycling performance (NI 192: Recycling Rate.) and provides context for the current targets.

Figure 1

re3 Partnership - NI 192: Recycling Rate

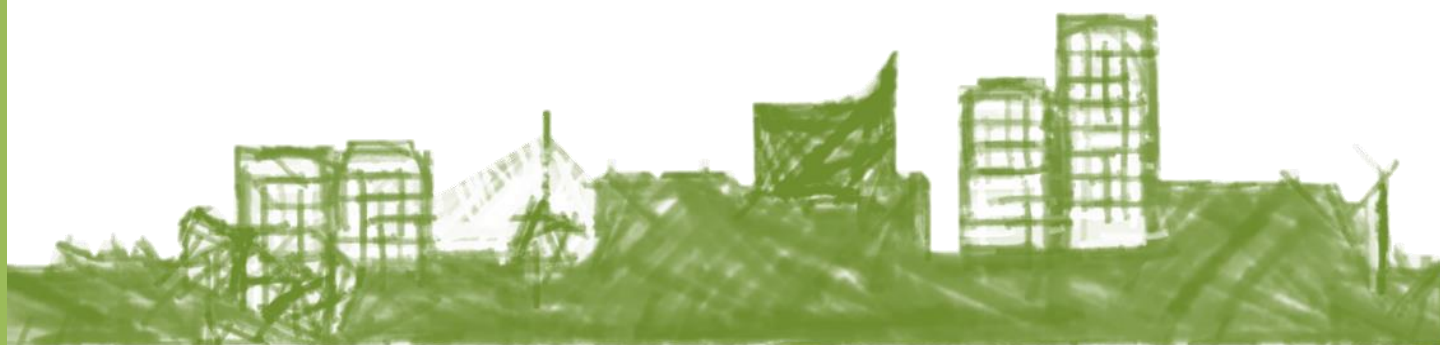
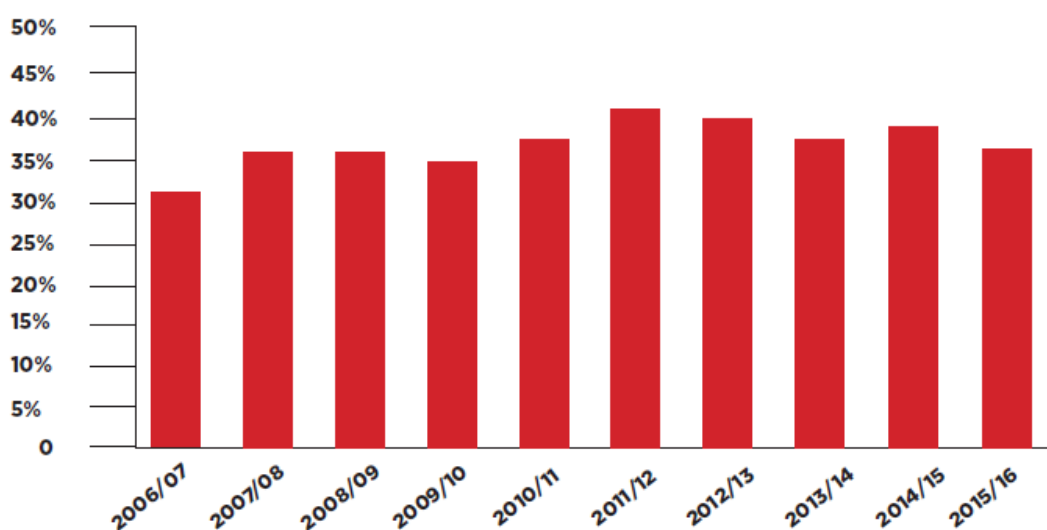


Table 1 shows the amount of waste disposed of by landfill, Energy from Waste, recycling and composting in Reading over the past 5 years as a percentage.

Table 1.

Reading	11/12 (%)	12/13 (%)	13/14 (%)	14/15 (%)	15/16(%)
Landfilled	54	28	25	21	29
EfW	13	38	38	38	36
Recycled	24	23	25	28	24
Composted	9	11	12	13	11

4.6 Current Performance and 2020 targets

Figure 2 below summarises current contributions to Reading's recycling rate of 32.6 % and sets out target contributions to meet the 2020 target of 50%.

Figure 2

READING

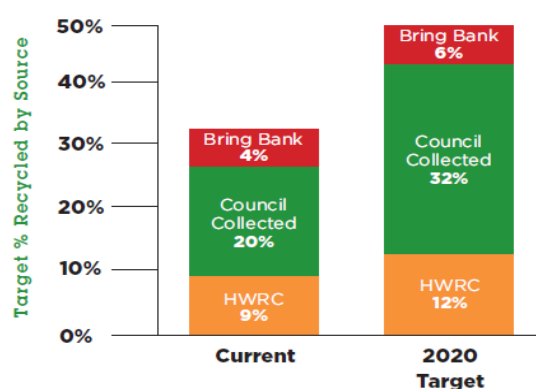
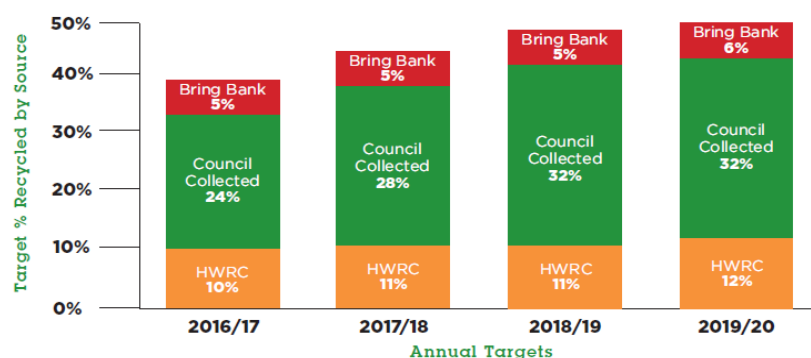


Figure 3 below sets out the annual targets which represent a pathway to meeting the 2020 recycling target.

Figure 3

READING



The 2 main targets which will be adopted from the re3 strategy and monitored are % recycling and % contamination of recyclate. Achieving these objectives will significantly reduce costs. These targets are challenging, and sampling data suggests that the recyclable tonnage is present in the waste stream and has the potential to be diverted. It should be noted, from a purely commercial perspective, there is a value to the Council in recycling as much waste as possible as processing costs for recyclables is lower than for residual waste.

Table 2 below sets out the contamination targets to 2020.

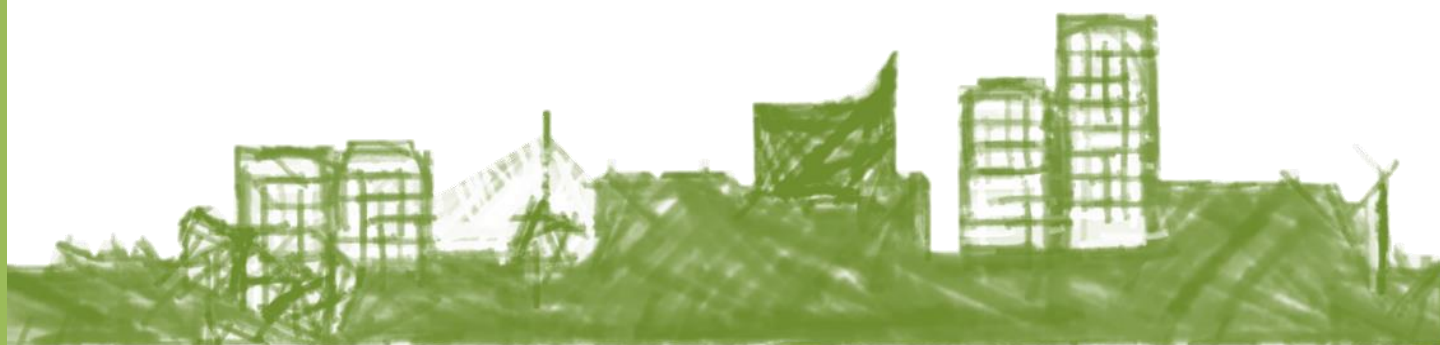
Table 2.

Reading	2015/16	2016/17	2017/18	2018/19	2019/20
	Current	Target Contamination Rate			
	27%	20%	15%	10%	10%

Performance against these 2 targets will be monitored on a quarterly basis and reported twice annually.

5.0 Monitoring the Strategy.

- 5.1 The progress of the revised Waste Minimisation Strategy will be monitored on a continual informal basis as part of everyday operations, and twice annually on a formal basis reported via the Strategy review sheets, an example of which is shown in **Appendix 1**. Data from re3 and Council sources will be used as the basis for monitoring the challenging targets which have been adopted.
- 5.2 The annual review of the strategy is intended to encourage progress and to ensure that updated targets are used to direct resources and set priorities in order to achieve the main aims of reducing the net cost of waste and achieving the 50% recycling and re-use target.
- 5.3 Progress, successes, issues and pressures will be monitored by the Head of Transportation and Streetcare, Neighbourhoods and Streetcare Officers and Senior Management and will be reported to the relevant Lead Member, Programme Board and Council Committee.



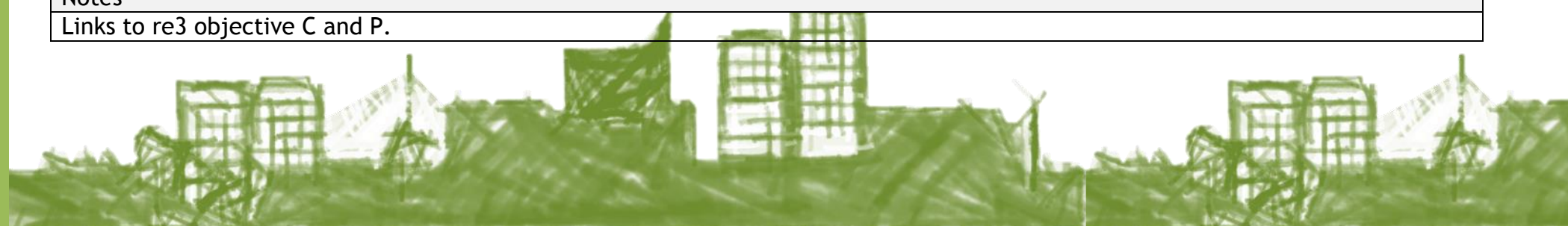
Strategy - Themes and Objectives

1. Reduce the net cost of waste.

Ref.	Objective		
A	Monitoring new RBC collection service standards.		
Additional background			
RBC HNL Committee adopted a new waste collection service standard in July 2016 aimed at reducing the amount of waste presented for collection by householders, thus reducing the available capacity. No side waste will be collected, a closed lid policy will be implemented as of the 13 th February 2017 and properties with multiple bins will be subject to a waste audit to identify the correct capacity. Recycling bins which are presented with contamination will not be collected.			
Principal Owners		Target	Deadline
RBC Waste Operations		Reduce tonnage of household waste. Reduce contamination in recycling bins. Increase recycling rates.	01.07.17
Notes			
This will be monitored using the following: crew reports, customer complaints, compositional analysis and material tonnages collected and disposed of.			

Ref.	Objective
B	Assessment of the viability of introducing a kerbside food waste collection service. Joint working with re3 partners to assess possible future viability with current collection round arrangements.
Additional background	
The viability of this additional service was reviewed in Year 1 of the strategy as a priority action. It was concluded that with the current RCV body configuration the service was un-economic, with annual running costs of £1.4m, capital costs of £1m and a potential take up rate of <5000 tonnes per annum, which represents less than 50% of the tonnage of food waste in the residual bins. RBC will continue to discuss viability in view of the current collection regimes of the re3 partners (contracted out and in-house) and report progress during 2017/18.	
We will also support the re3 work to promote the 'Love Food Hate Waste' campaign via community meetings and by using social media with the aim of establishing a network of Home Composting champions. Promote and sustain the use of home composters and food digesters on our website. We will assess the viability of Re-launching the Green Cones initiative. Promote green waste collections	
Principal Owners	Deadline
RBC Waste Operations	31.03.18
Notes	
Links to re3 objectives A and I. Re3 strategy target I sets a target to purposefully explore the introduction of forms of treatment for the surplus food from residents that ends up in the waste stream, supporting the wider aspiration of the re3 partnership and RBC's commitment to assess food collection.	

Ref.	Objective		
C	Joint collaborative working with re3 officers and partners.		
Additional background			
The 3 cross authority working groups will continue to work to identify efficiencies and savings by joint procurement and the adoption of common policies and procedures. The groups will report to the Joint Waste Disposal Board and performance and priorities set. The re3 councils will review their relevant policies and procedures and share expertise, learning and delivering where possible.			
Principal Owners		Target	Deadline
RBC Waste Operations, Neighbourhood Services - Waste minimisation.		Quarterly meetings	31.03.18
Notes			
Links to re3 objective C and P.			

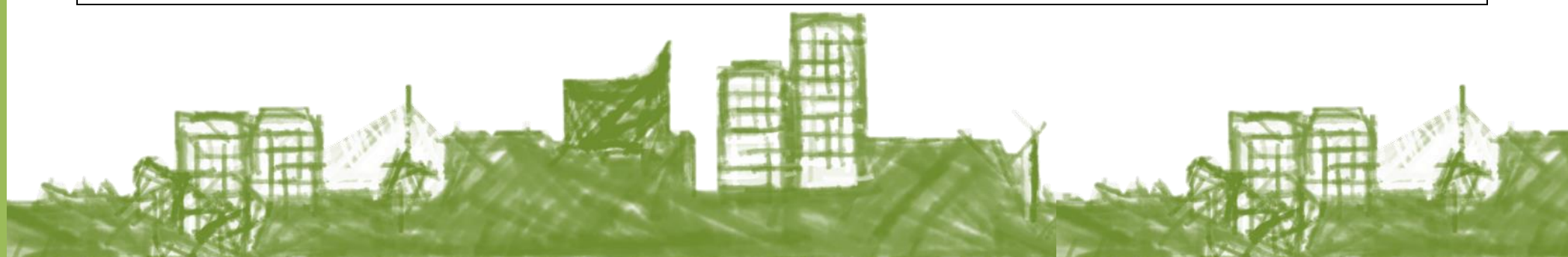


Ref.	Objective
D	Further investigate & assess the link between bin volume (per week) and recycling performance.
Additional background	
Waste collection is often planned on the basis of volume (litres per week equivalent) of the bins provided for collection. Re3 will produce an assessment of existing and new evidence which will provide a clear basis on which future policy decisions can be made. RBC will use this assessment in all future service planning.	
Principal Owners	Deadline
RBC Waste Operations, Neighbourhood Services - Waste minimisation.	31.03.18
Notes	
Links to re 3 strategy objective K	

Ref.	Objective	
E	Review of bulky waste collection and disposal service.	
Additional background		
The bulky waste collection service was reviewed and changed as a priority action of the waste strategy in 2015. The new collection system has been in place since 1 st July 2016 and has been operating successfully. The scheme will be kept under review and service changes will be made in response to the volumes of items collected and the capacity of the collection crews.		
Principal Owners	Target	Deadline
RBC Waste Operations	Increase items collected for re-use by 10% pa.	01.07.17
Notes		

2. Recycle > 50% by 2020.

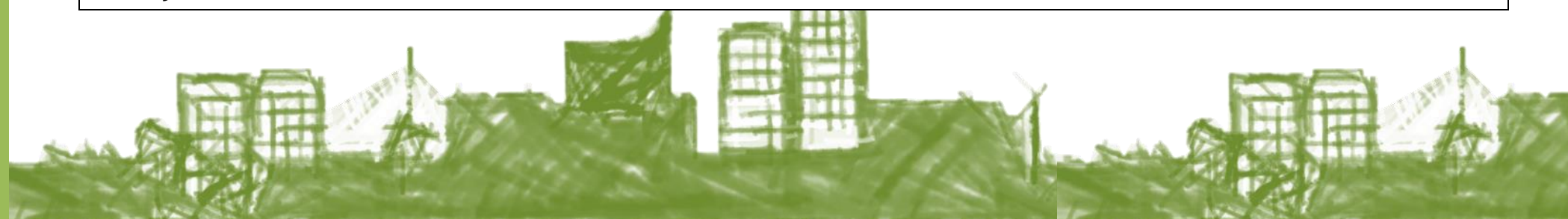
Ref.	Objective	
F	RBC recycling rates. Specific targets have been set in alignment with the goal of achieving 50% reuse and recycling by 2020. Reducing contamination levels.	
Additional background		
<p>These are re3 targets and one of the principal performance monitoring tools.</p> <p>There are 2 targets within this objective. The first relates to the specific contribution of the kerbside collection service to the overall recycling rate of the Council. The second relates to the level of contamination (or non- target and non-recyclable material) delivered by the Council as a part of its kerbside recycling collections. All gains however small they are, should be considered and, wherever it is affordable, sought.</p>		
Principal Owners	Target	Deadline
RBC Waste Operations, Neighbourhood Services - Waste minimisation.	Increase collected recycling/composting/reuse rates to 24% of total household waste	31.03.17
	Reduce contamination of kerbside recycling delivered to the MRF to 20%	31.03.17
Notes		
<ul style="list-style-type: none">• The targets adopt the terminology and methodology of the MRF Code of practice.• The overall recycling rate includes composting and reuse.• Reductions in contamination help efficient sorting of materials into marketable streams.• Compositional analysis and collection tonnages will be used to monitor.• Links with re3 objective G2.		



Ref.	Objective	
G	Monitoring of waste electrical and electronic equipment (WEEE) collection tonnages.	
Additional background		
Following a successful bid in March 2015 RBC received £30,000 of additional funding from the WEEE Distributor Takeback Scheme Local Project Fund. The funding was used to set up and promote the collection of small electrical items from all households in the borough that receive a kerbside recycling collection from October 2015. 2.5 tonnes of WEEE items were collected and sent for reuse and recycling diverting material from landfill in the first year. 6, 1100 litre WEEE bins are being introduced into selected large flats in February 2017. Officers will continue to explore alternative re-use off-takers.		
Principal Owners	Target	Deadline
RBC Waste Operations, Neighbourhood Services - Waste minimisation.	To increase WEEE tonnage by 10% per annum.	01.03.17
Notes		

Ref.	Objective		
H	Monitoring of street sweeping tonnages collected and recycled per annum.		
Additional background			
Street sweepings have been collected and sent as recycling since 1 st October 2015 & have been averaging 100 tonnes per month. It is estimated that recycling street sweepings adds 0.75% to our recycling rate per annum & saves £65,000 in landfill charges.			
Principal Owners		Target 1100 -1200 tonnes pa	Deadline
RBC Waste Operations and Streetcare			01.03.18
Notes			

Ref.	Objective	
I	Support re3 in increasing the recycling of glass bottles and jars via bring sites. Improve and extend scope of existing bring sites.	
Additional background		
Re3 objective L sets a target by 2020 for re3 to increase glass recycling to average of 6% of household waste. The aim is to increase the number and quality of bring sites in existing areas, the town centre, schools, colleges and new developments for materials not collected at kerbside. We will continue to investigate the introduction of WEEE, foil, Tetra-pak and textile bring banks with re3 partners and FCCE. RBC will continue to seek partners to provide additional reuse and recycling opportunities. Increased provision will depend on the availability of funding and a business case.		
Principal Owners		Deadline
RBC, re3		31.03.18
Notes		
Re3 objective L		



Ref.	Objective
J	RBC Flats Recycling Project. Increase recycling rates and reduce contamination in waste from flats.
Additional background	
No. of sites (households) where project implemented	55 (2850) All sites now have the correct number of bins, residents have received a pack with a leaflet, reusable recycling bag and letter and signage has been installed in bin store areas.
No. of residents spoken to	868 During initial doorstepping visits
No. of 1100L landfill bins converted into recycling bins/additional recycling bins installed.	69 Equivalent to 305 tonnes of waste being diverted from landfill per annum. Equivalent to £21,800 per annum saving.
No. of sites (households) where recycling introduced	8 (131) Sites previously had no recycling facilities.
Next Steps <ul style="list-style-type: none"> • Charnwood Court - Basingstoke Road - Contamination (15 flats) • Brayford House - Hartland Road - RBC Flats • Royal Court - Kings Road (36 flats) • Kielder Court - RBC Flats (23 flats) • Denton Court - RBC Flats (23 flats) • Bispham Court - Contamination (15 flats) 	
Principal Owners	Deadline
RBC Waste Operations, Neighbourhood Services - Waste minimisation.	31.03.18
Notes	
The flats project is resource intensive and can only be progressed when staff resource is available.	

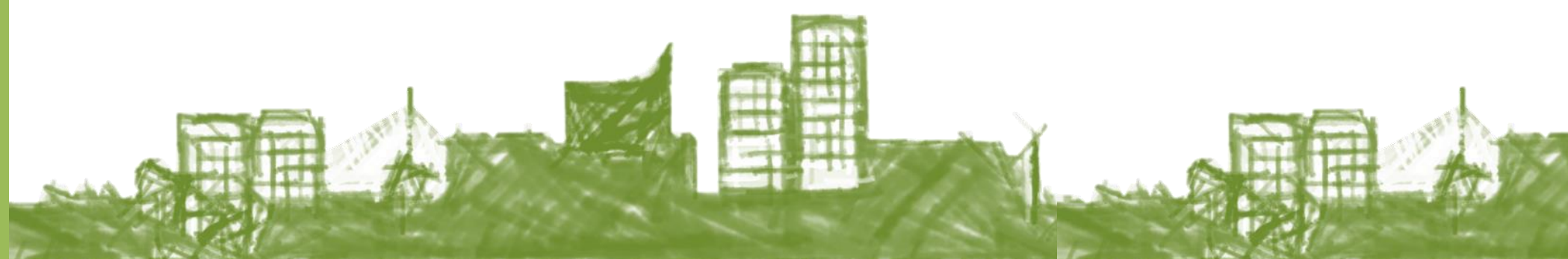
3. Support and Communication.

Ref.	Objective	
K	Love Clean Reading App.	
Additional background		
The Love Clean Reading App is used by staff, Members and residents to report a wide range of environmental issues. There are currently 1000 users.		
Principal Owners	Target	Deadline
RBC Streetcare	10% increase in user per annum	31.03.18
Notes		

Ref.	Objective
L	Communications campaigns - review and development. re3 Councils' Shared Marketing and Communications Strategy 2017-2018. RBC Website content improvement. Continued use of the Love Clean Reading brand. Promotion of the re3 brand and the use of social media.
Additional background	
<p>The re3 partnership has agreed to work together in the delivery of marketing and communications where they relate to common aspects of the waste service. Re3 communications activities are being co-ordinated by the re3 Marketing and Communications Officer and are set out in the annual re3 Communications Strategy.</p> <p>The re3 Councils' Shared Marketing and Communications Strategy 2017-2018 will focus on the following areas:</p> <ol style="list-style-type: none"> Using the results of the compositional waste analysis to shape communications to target specific issues Addressing the questions that residents ask on a regular basis as to what, where, why and how they should recycle Other campaigns that feed into the re3 strategy objectives of reducing contamination rates and building the re3 brand <p>All of the above will support re3 in achieving the shared 50% recycling and reuse target by 2020. A more detailed breakdown is provided in the re3 strategy document in Appendix 4.</p> <p>In year 2 of the RBC strategy communications were primarily concerned with the introduction of the revised waste service standard and the introduction of the chargeable green waste collection service, using a direct postal method.</p> <p>In Year 3 RBC communications will be based on the re3 communications plan and focus resources on:</p> <ul style="list-style-type: none"> • Door stepping using information leaflets. • Waste audits with residents where appropriate. • RBC website content improvement. • Social media face-book posts, tweets. • Re3 re-tweets and content on RBC platforms. • 4 Roadshows and events per annum. • Direct mail-shots if appropriate and affordable. 	
Principal Owners	Deadline

RBC Waste Operations, Neighbourhood Services - Waste minimisation, Corporate M and Pr, re3 Marketing and Communications.	31.03.18
Notes	
Links to Re3 objective Q and R	

Ref.	Objective	
M	Reading University Student Moving In/Out. Establishment of a reciprocal information exchange and working relationship.	
Additional background		
We will continue to work with the University to facilitate the moving in and out of students into residential accommodation by issuing information packs. Due to the need to deliver efficiencies it is no longer possible to provide the same amount of Officer support in the run up to the end of year. We will aim to strengthen the working relationship with the University of Reading's Environmental Science department, possibly establishing a Gap Year student scheme.		
Principal Owners	Target	Deadline
RBC Neighbourhood Services - Waste minimisation.	Establish reciprocal arrangement.	31.03.18
Notes		
Ref.	Objective	
N	Schools Continue and develop links with schools to promote Love Clean Reading and the Reduce, Re-use, Recycle and Compost message by promoting term long projects for school children.	
Additional background		
The grant funded Waste Minimisation Officer will remain in post until March 2018 and will continue to focus on roadshows and school and community educational visits and initiatives such as the recycling logo competition in 2016.		
Principal Owners	Deadline	
RBC Waste Operations, Neighbourhood Services - Waste minimisation.	31.03.18	
Notes		

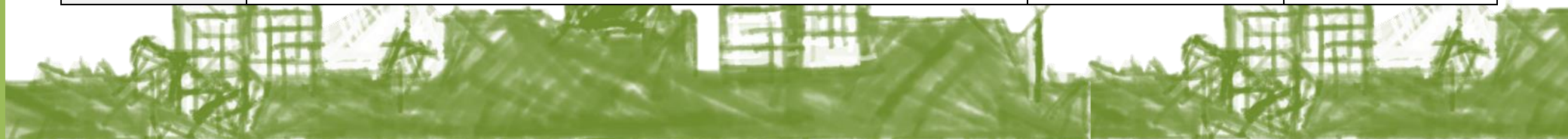


Appendix 1

Progress Review Sheet.

Ref.	Objective	
A	Monitoring new RBC collection service standards.	
Additional background		
RBC HNL Committee adopted a new waste collection service standard in July 2016 aimed at reducing the amount of waste presented for collection by householders, thus reducing the available capacity. No side waste will be collected, a closed lid policy will be implemented as of the 13 th February 2017 and properties with multiple bins will be subject to a waste audit to identify the correct capacity.		
Principal Owners	Target	Deadline
RBC	Reduce tonnage of household waste.	01.07.17
Notes		
This will be monitored using the following: crew reports, customer complaints, compositional analysis and material tonnages collected and disposed of.		

Monitoring			
Period	Review of Activity	Target Status	KPI (actual)
Q 1 and 2			
Q 3 and 4			



Appendix 2

Legislation.

1. Introduction

This section reviews key current and forthcoming legislation and regulations to ensure that Reading Borough Council's statutory obligations are fully understood and addressed and to ensure that impending regulatory changes are also taken into consideration in the development of the Waste Minimisation Strategy document. This section does not cover all waste management regulations but highlights the key pieces of legislation that may impact on the development and implementation of the waste management strategy. This section should be kept under regular review as the details within this document are subject to change in line with any regulatory change that may occur.

Most UK legislation is now a result of European Directives and therefore future changes can be tracked by looking at proposed EU Directives and monitoring developments at an EU level.

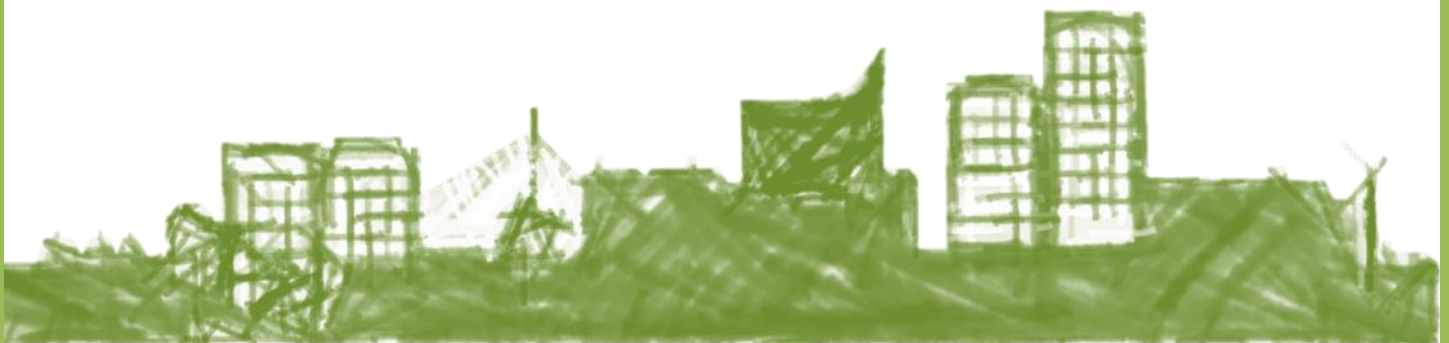
2. The Legislation

- Environmental Protection Act 1990
- Controlled Waste Regulations 1992
- EU Landfill Directive 1999
- Revised EU Waste Framework Directive 2008
- WEEE Directive 2002 (and Recast 2014)
- Waste Regulations 2011
- Waste Emissions Trading Act 2003
- Material Recovery Facilities (MRF) Regulations 2014

Environmental Protection Act (EPA) 1990:

www.opsi.gov.uk/acts/acts1990/Ukpga_19900043_en_1.htm

The EPA 1990 sets out a wide range of environmental legislation and is the primary Act that controls the management of waste. Part II of the Act deals with waste management, in particular the key duties and powers of local authorities are set out in:



Section 33 - makes it an offence to treat, keep or dispose of controlled waste without a waste management licence.

Section 34 - relates to a statutory Duty of Care for all those who handle and produce waste to ensure that it is managed, recovered and disposed of safely and in accordance with the Duty of Care Regulations (1991).

Section 35-44 - details specific requirements in relation to the Waste Management Licensing system for waste treatment and disposal facilities.

Sections 45-61 - relates to the responsibilities of WCAs and WDAs.

Controlled Waste Regulations 1992:

www.opsi.gov.uk/si/si1992/Uksi_19920588_en_1.htm

The Controlled Waste Regulations describe the type and nature of waste and how Local Authorities may approach the collection of it in terms of charging. In four Schedules it describes Household Waste, Household Waste which may be collected for a charge, Industrial Waste and Commercial Waste.

Environmental Protection (Duty of Care) Regulations 1991 (SI 2839) (England and Wales & Scotland) (as amended 2003)

www.opsi.gov.uk/SI/si1991/Uksi_19912839_en_1.htm

There is a duty of care in respect of waste, placing responsibility for that waste on any person who produces imports, carries, keeps, treats or disposes of controlled waste, or as a broker who has control of such waste. This includes WCAs, WDAs and Unitary Authorities (UAs). The duty of care is designed to be an essentially self-regulating system that is based on good business practice. It places a duty on anyone who in any way has a responsibility for controlled waste to ensure that it is managed properly and recovered or disposed of safely.

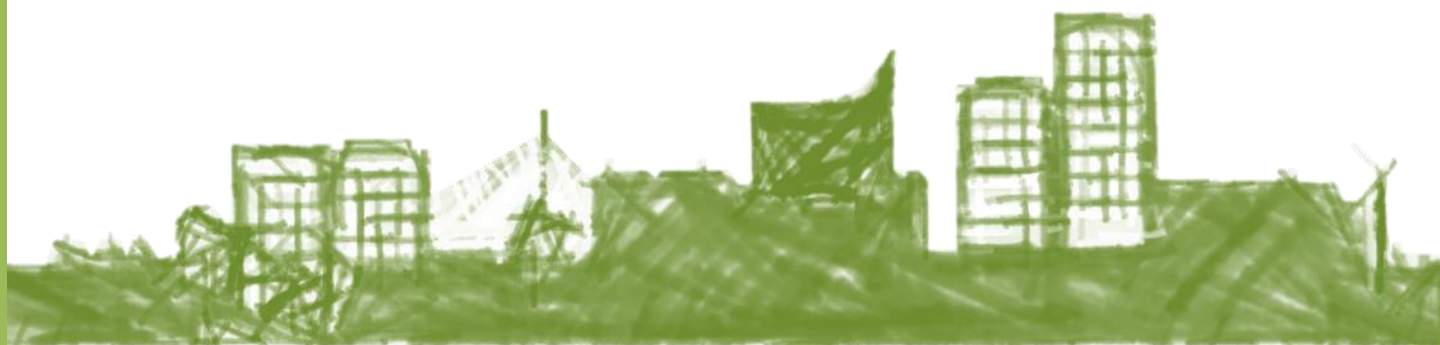
These regulations establish a mandatory system of transfer notes, which must be completed and retained when waste is transferred.

The re3 partners endeavour to give due regard to the Duty of Care regulations in all waste activities undertaken.

Landfill Tax Regulations 1996

www.opsi.gov.uk/si/si1996/Uksi_19961527_en_1.htm

The Landfill Tax came into effect on the 1 October 1996. It is a specifically targeted levy on the disposal of waste to landfill, introduced by the



government to prompt change in UK waste management. The main Objectives of the tax are:

- To ensure that the cost of landfill properly reflects its environmental impact, and to help ensure that UK national policy targets for more sustainable waste management are achieved.
- There are two rates of landfill tax:
 - A lower rate (currently of £2/tonne) for specified inactive or inert wastes. These are wastes which do not give off methane or other gases after disposal and that do not have a potential to pollute groundwater; and
 - A standard rate (currently of £24/tonne for 2007/08) is applied to all other wastes.
- In the March 2007 budget the Government announced that ‘from April 2008 and until at least 2010/11, the standard rate of landfill tax will increase by £8 per tonne each year’.
- All waste disposed to landfill by re3 authorities is subject to the landfill tax charges set out above.

Producer Responsibility Obligations (Packaging Waste) Regulations 1997:

www.opsi.gov.uk/si/si1997/19970648.htm

The main aim of these Regulations is to increase reuse of packaging where possible, increase the recovery and recycling of packaging waste in the UK and implement the recovery and recycling targets in the EC Directive on Packaging and Packaging Waste 94/62/EC. The Regulations came into effect in March 1997 and are enforced by the Environment Agency for England and Wales.

The Regulations give substance to ‘Producer Responsibility’ which is an extension of the polluter pays principle, and is aimed at ensuring that businesses take responsibility for the products they have placed on the market once those products have reached the end of their life. The Packaging Waste Regulations directly affect most UK companies or groups of companies who have a turnover exceeding £2million and who handle more than 50 tonnes of packaging. These companies must either register with the relevant agency or join a compliance scheme.

Once a company has registered or joined a compliance scheme they must recycle or reuse the required percentage of their packaging and provide evidence of compliance to the appropriate authority. Businesses whose main activity is "selling" must also carry out consumer information obligations. In turn the Environment Agency is required to carry out and publish details of the monitoring they have carried out on companies that come under the



scheme on a yearly basis. The regulator is also responsible for non-registration/"freeloader" monitoring which is carried out to detect those companies who may be obligated under the regulations but have not registered.

The Packaging Waste Regulations do not place a direct responsibility on local authorities to recycle packaging waste. This responsibility lies with those in the packaging supply chain. However, as the targets imposed on business to recycle packaging waste increase, there are likely to be more opportunities for local authorities to work with business to ensure that the amount of packaging waste being recycled increases. Some authorities receive financial support from obligated packaging producers and further funding opportunities may emerge in the future.

Waste Minimisation Act 1998:

www.opsi.gov.uk/acts/acts1998/19980044.htm

The Waste Minimisation Act 1998 enables local authorities throughout the UK (except Northern Ireland) to take steps to minimise the generation of household, commercial or industrial waste. The Act was initiated in 1998 by the Women's Environmental Network. It gives recognition to the fact that local authorities are not just WCAs and WDAs, but have duties to promote waste minimisation.

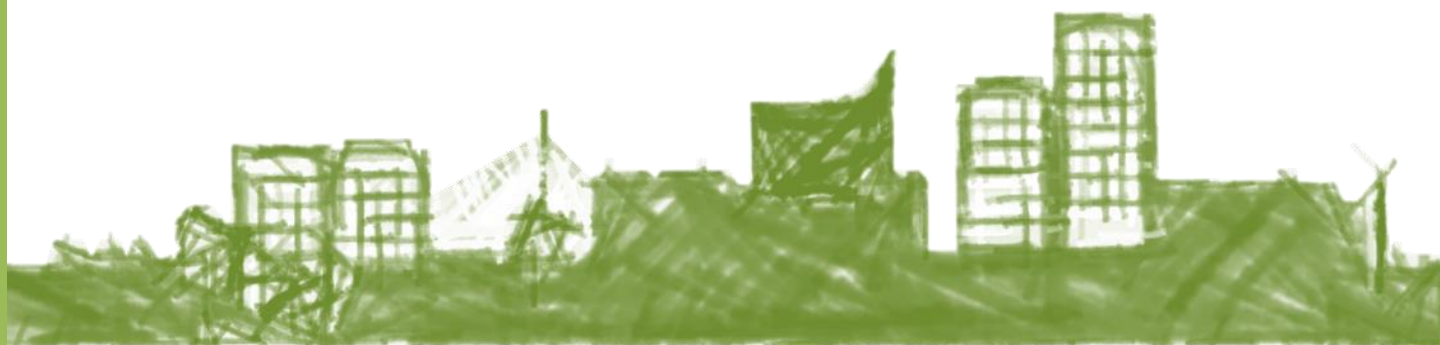
The Act allows a local authority to "do or arrange for the doing of, anything which in its opinion is necessary or expedient for the purpose of minimising the quantities of controlled waste, or controlled waste of any description, generated in its area".

The Act does not place any obligation on authorities to carry out such initiatives or set targets, nor does it allow councils to impose any requirements on businesses or householders in their area. The Act does not actually mean that local authorities have to do anything about waste minimisation but allows either the WDA or WCA to provide funding for waste reduction activity.

Local Government Act 1999 - Best Value

The 'best value' regime was introduced under the Local Government Act 1999 and became compulsory for all authorities from April 2000.

The Act obliges local authorities to secure continuous improvement in the way that they exercise all their functions "having regard to a combination of economy, efficiency and effectiveness".



Following the introduction of the 'best value' regime, a set of Best Value Performance Indicators (BVPIs) was devised in 2000/01. Current BVPIs for waste management include the key indicators of total waste arisings, waste disposal, composting and recycling.

The following performance indicators are a selection of the ones that authorities must report against:

- The percentage of total tonnage of household waste recycled (BV82a);
- The percentage of total tonnage of household waste composted (BV82b);
- The percentage of total tonnage of household waste used to recover heat,, power and other energy sources (BV82c);
- The percentage of total tonnage of household waste landfilled (BV82d);
- Kg of household waste collected per head (BV84);
- Percentage of residents served by kerbside recycling (BV 91);
- Cost of waste collection per household (BV96); and
- Cost of waste disposal per tonne of municipal waste (BV87).

The targets for recycling and composting under the BVPIs have been reviewed at a national level. This resulted in the new National Indicators for Local Authorities and Local Authority Partnerships being implemented from April 2008. These indicators are better suited to report those recommended targets for recycling and landfill avoidance which were suggested in the Waste Strategy 2007. The waste related indicators which are required from each authority are:

- NI 191: Residual household waste per household
- NI 192: Household waste reused, recycled and composted; and
- NI 193: Municipal Waste landfilled.

Ozone Depleting Substances Regulations No 2037/2000:

www.opsi.gov.uk/SI/si2006/20061510.htm

European Council Regulation No 2037/2000 on substances that deplete the ozone layer, which came into effect in October 2001, requires Member States to remove ozone depleting substances (ODS) (including CFCs and HCFCs) from refrigeration equipment prior to disposal. This recovery is in addition to the 'degassing' of cooling circuits that local authorities had carried out for some time.

This requirement came into force immediately for industrial and commercial appliances and applied to domestic appliances from 1 January 2002. The introduction of these regulations resulted in the development of treatment



capacity to remove ODS from refrigeration equipment and it is considered unlikely that this treatment capacity will expand significantly in the future. Local authorities are responsible for the collection and handling of items such as fridges and freezers at household recycling centres and in bulky waste collection rounds, therefore they must ensure that any items collected that contain ODS are sent for degassing and appropriate treatment.

Landfill Directive 91/31/EC and Landfill (England and Wales) Regulations 2002 The Landfill Directive represents a step change in the way waste is managed in UK and will help drive waste up the hierarchy through waste minimisation and increased levels of recycling and recovery.

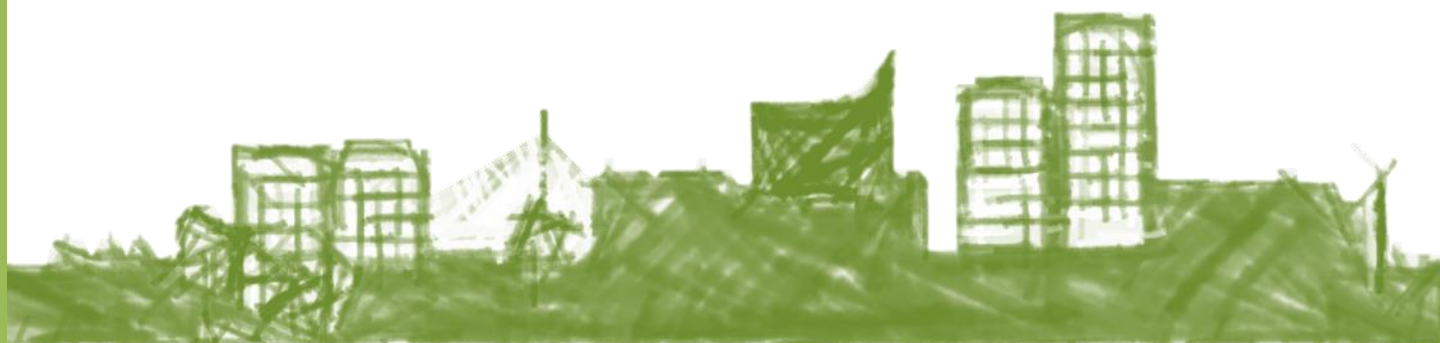
The Directive's overall aim is "to prevent or reduce as far as possible negative effects on the environment, in particular the pollution of surface water, groundwater, soil and air, and on the global environment, including the greenhouse effect, as well as any resulting risk to human health, from the landfilling of waste, during the whole life cycle of the landfill". The Directive has provisions covering location of landfills, and technical and engineering requirements for aspects such as water control and leachate management, protection of soil and water and methane emissions control. The key objective of the Landfill Directive is to improve waste management practices with regard to landfill disposal.

The key provisions in the Directive are summarised below:

- Prohibition of the co-disposal of hazardous and non-hazardous waste in the same landfill site;
- Categorisation of landfill sites by whether they accept 'inert', 'non - hazardous' or 'hazardous' wastes only;
- Requirement to reduce the quantity of biodegradable waste sent to landfill;
- Ban on landfilling of tyres, liquids, certain hazardous wastes (including flammable, corrosive, explosive, oxidising) and infectious wastes; and
- Requirement for pre-treatment of landfilled waste.

The major impact in terms of municipal waste management is the requirement to reduce the quantities of BMW to landfill by the following targets (using the UK derogation timetable):-

- Reduction in tonnage of BMW to landfill by 25% on 1995 levels by 2010
- Reduction in tonnage of BMW to landfill by 50% on 1995 levels by 2013
- Reduction in tonnage of BMW to landfill by 65% on 1995 levels by 2020



The targets are made more challenging by an annual increase in MSW arisings in the UK, year on year, from 1995-2002/3.

The technical landfill requirements of the Directive are implemented in England and Wales through the Landfill (England and Wales) Regulations 2002 (SI 1559). The regulations set Waste Acceptance Criteria (WAC) in order to determine the properties of a waste which are acceptable for landfilling. The criteria are set for inert, hazardous and non-hazardous wastes. In order to fulfil the WAC, a waste must demonstrate that it does not contain substances which leach from the waste in breach of the leaching limit values. If the waste does breach the thresholds, it will require treatment prior to landfilling.

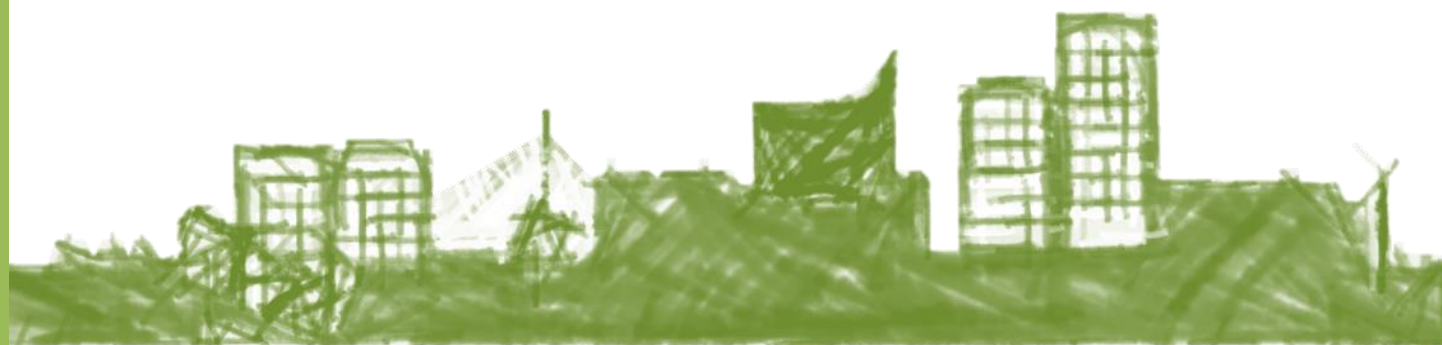
The type of waste treatment required will depend on whether the waste is considered to be inert, hazardous or non-hazardous. Inert waste does not require pre-treatment. According to EA guidance treatment includes physical, thermal, chemical or biological processes. Source segregation of materials also counts as physical treatment. Separation of materials from the household waste stream for recycling activity therefore counts as pre-treatment prior to landfilling. Compaction or baling of material does not. Other forms of treatment and disposal will be required for waste types which are banned from landfilling and it is likely that the costs of disposal and treatment will increase, as will the requirement for treatment capacity.

Waste & Emissions Trading Act 2003:

www.opsi.gov.uk/acts/acts2003/20030033.htm

In order for the UK to meet its national targets for the diversion of BMW from landfill as set out in the Landfill Directive, the Government has set targets for each WDA. Through the Waste and Emissions Trading Act (WET Act), each WDA has been allocated a maximum allowance of BMW that it is permitted to dispose of to landfill in each year between 2005 and 2020. Failure to achieve these targets either through increased diversion from landfill, landfilling within the allowance limit or through trading (and some banking/borrowing) mechanisms will lead to punitive financial penalties. The rate of financial penalty is currently set at £150 per tonne for each tonne of BMW landfilled above the LATS target.

The quantity of BMW within municipal waste has been set at 68% in England. This figure is used to calculate the tonnages going to landfill, as determined through the Environment Agency mass balance approach.



re3 must therefore ensure that the partnership meets its LATs obligations or face a financial penalty.

Additional provisions of the WET Act include:

- Section 31 amends the EPA 1990 to allow WDAs in England to give direction to a collection authority to include requirements about the separation of waste that is delivered to the waste disposal authority.
- Section 32 places a duty on WCAs and WDAs in two tier areas in England to have a joint strategy for the management of municipal waste by April 2005. The strategy must be kept under review and authorities must have regard to any guidance given by the secretary of state. There are exemptions for certain high performing authorities and certain two tier authorities who have also met high performance standards in terms of recycling and diversion of waste from landfill.
- Section 35 - repeals the requirement for waste collection authorities in England and Wales to prepare and publish a waste recycling plan in accordance with EPA Section 49.

Household Waste Recycling Act 2003:

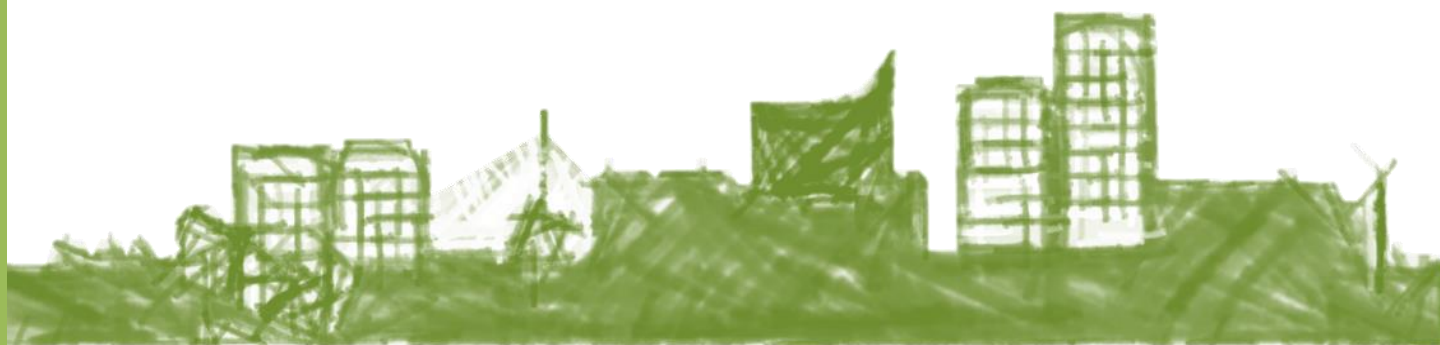
www.opsi.gov.uk/acts/acts2003/20030029.htm

The Household Waste Recycling Act (previously known as the Municipal Waste Recycling Bill) was a Private Members Bill introduced by Joan Ruddock MP. The Act makes provision regarding the collection, composting and recycling of household waste.

The Act requires English WCAs to collect from the kerbside at least two recyclable materials from households separate from residual waste by 2010. Councils with particular difficulties in meeting the demands of the legislation could be granted derogation. The provision of 'comparable' recycling facilities, such as a bring bank or civic amenity site within 100 metres of households, could satisfy the Act's requirements.

The key impact is the adherence to the first legislative requirement for local authorities to collect two streams of recyclable materials from the kerbside. It is anticipated that in many authorities this is already happening, however in areas where it is not, further action will be required or derogation sought whilst suitable infrastructure is developed.

All re3 authorities currently comply with this requirement to collect at least two recyclable materials from householders. This requirement is also now measured under the Best Value Performance Indicator BV91.



Clean Neighbourhoods and Environment Act 2005:

www.opsi.gov.uk/acts/acts2005/20050016.htm

The Clean Neighbourhoods Act has introduced a number of provisions that give local authorities greater enforcement powers in relation to abandoned vehicles, illegal waste activities such as litter, fly-tipping and graffiti. Other powers introduced include the ability to issue fixed penalty notices for failure to use specialised containers and the requirement for local authorities to transfer a waste disposal function to a specially formed company has been removed.

The key enforcement powers extended to waste collection authorities include the following:

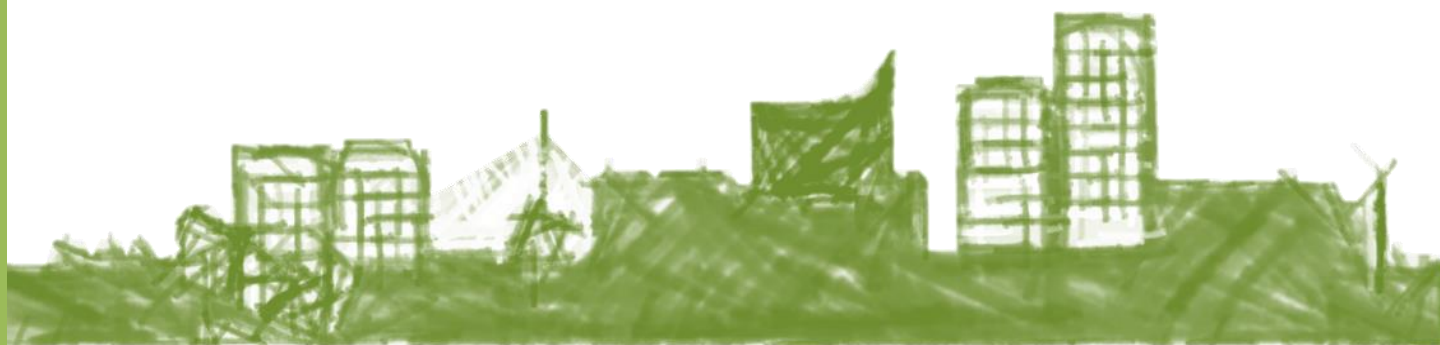
- Abandoned Vehicles - local authorities have the power to remove an abandoned vehicle immediately and issue a fixed penalty notice of £200.
- Litter - An £80 on-the-spot fine for littering can be levied. Cigarette butts and chewing gum are defined as litter. Dropping litter anywhere, including on private land, is now an offence. LAs can require local businesses to clear up the waste that they generate.
- Graffiti/Fly-Posting - on-the-spot fines of £80 can be levied.
- Waste - powers include fines of up to £100 for waste left out at the wrong time. Maximum penalty for fly-tipping increased to £50,000 or 5 years' imprisonment. Powers to order landowners to clear up fly-tipping if knowingly caused or permitted. Fines for business if they fail to produce duty of care documentation, fines of up to £300.

Recycling Credit Scheme

Changes to the recycling credit scheme were recently introduced via the Clean Neighbourhoods and Environment Act 2005 and the Recycling Environmental Protection (Waste Recycling Payments) (England) Regulations 2006.

The key elements of the regulations are that:

- For the 06/07 financial year the value of disposal credits are capped at 05/06 levels and are based on the average cost of the most expensive form of disposal in each WCA area;
- For subsequent financial years the disposal credits will continue to be capped at the levels above but averaged out across a WDA area to provide a single value credit for all WCAs in the area.



Any increases will be in line with inflation at 3%. Payments of recycling credits to third parties for recycling and reuse will be calculated on the same basis.

Within this the legislation has introduced a flexibility for WCAs and WDAs to agree alternative arrangements for the payment of credits and need not follow the regime above unless agreement cannot be reached.

This legislation intends to create a greater incentive for joint working between authorities and enable flexibility in the achievement of LATS obligations. It presents an opportunity for WCA/WDAs to work together.

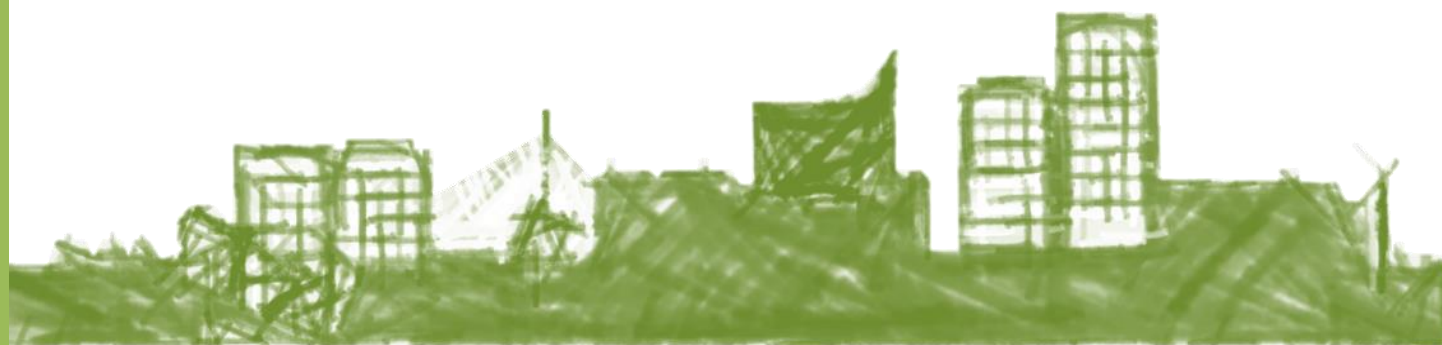
End of Life Vehicles Regulations 2003 and End of Life Vehicles (Producer Responsibility) Regulations 2005 The End of Life Vehicles (ELV) Directive (2000/53/EC) is transposed into UK law through the End of Life Vehicles Regulations 2003 and End of Life Vehicles (Producer Responsibility) Regulations 2005. The Directive aims to reduce the amount of waste produced from ELVs and increase the recycling and recovery of any wastes that do arise.

The Directive sets out measures aimed at the prevention of waste from vehicles and, in addition, at the reuse, recycling and other forms of recovery of end-of-life vehicles and their components so as to reduce the disposal of waste. It also requires the improvement in the environmental performance of all the economic operators involved in the life cycle of vehicles and especially the operators directly involved in the treatment of end-of-life vehicles.

Vehicle owners must be able to have their complete ELVs accepted by the new collection systems free of charge, even when they have a negative value, from 1 January 2007 at the latest (earlier in respect of vehicles put on the market on or after 1 July 2002). This has implications for the ELV recovery network which will need to have the capacity to accept, store and treat the ELVs. The legislation also contains targets for the recycling of certain materials from End of Life Vehicles.

The Regulations do not place a duty on local authorities to provide facilities for dealing with end-of-life vehicles; instead it will be producers who must provide these facilities, called Authorised Treatment Facilities (ATFs). Local authorities will be able to make use of these facilities for the disposal of abandoned vehicles that they collect. They must however, ensure that they send these vehicles to authorised treatment facilities.

Animal By-Products Regulations (ABPR) 2003, and updated in 2005:
www.opsi.gov.uk/si/si2005/20052347.htm



The Animal By-Products Regulations (ABPR) came into force in England on 1 July 2003 and implements EU Regulation 1774/2002 and were updated in 2005.

The regulations impose restrictions on the handling and treatment of waste, particularly separately collected organic waste such as that collected from household kitchens, that contains or potentially contains animal by-products.

The ABPR divides animal by-products into three categories and sets rules for the collection, handling, transport and disposal of animal by-products which include catering waste, former foodstuffs and other animal waste, such as fallen stock.

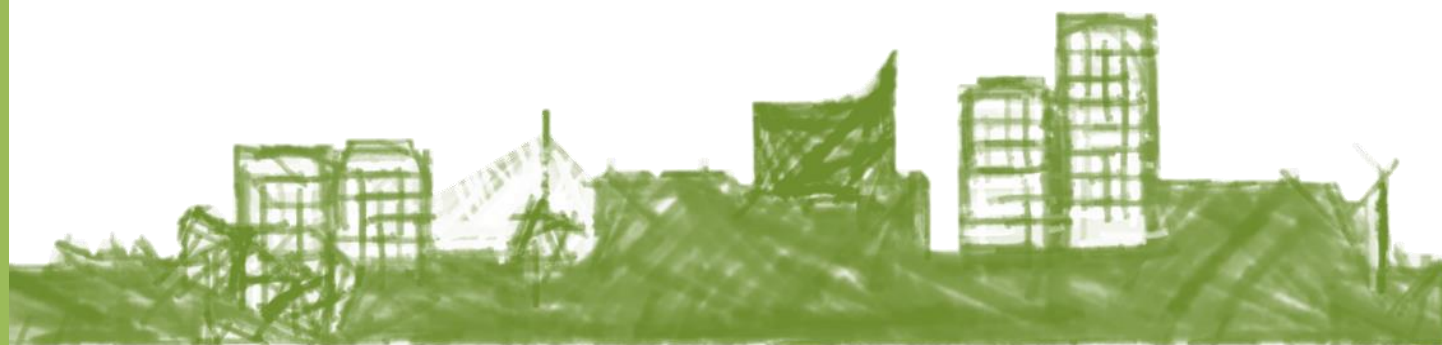
Category 1 is the highest risk category - including carcasses and materials infected or suspected of being infected with diseases such as scrapie in sheep or BSE in cattle, the carcasses of zoo and pet animals, Specified Risk Material (SRM) and catering waste from means of international transport. Category 2 is also high-risk material, and includes diseased animals, animals that die on farms and which do not contain SRM at the point of disposal and animals which are not slaughtered for human consumption.

Category 3 is essentially material which is fit (but not intended) for human consumption and as such includes parts of slaughtered animals, blood, raw milk, fish caught in the open sea, and shells. Permitted disposal methods include treatment in a biogas or composting plant.

The most significant aspect that affects recycling and composting is that different controls are placed on composting processes depending on the types of waste being composted. The Regulations set out operating temperature and retention times for processes which are related to the waste types being treated.

Authorities who collect organic waste that contains food waste that contain animal by-products (meat) must treat waste through a two stage process, e.g. in-vessel or anaerobic digestion systems. Open windrow facilities are not suitable. Facilities must be operated in accordance with the Regulations.

Introduction of schemes to collect kitchen waste must consider the impact of these Regulations and ensure appropriate treatment facilities are in place.



Hazardous Waste Regulations 2005:
www.opsi.gov.uk/SI/si2005/20050894.htm

In July 2005, new controls on Hazardous Waste came into force in England, Northern Ireland and Wales. The Regulations replace the previous Special Waste regime.

This change in UK legislation brought into force the revised European Waste Catalogue (EWC). The EWC has been combined with the Hazardous Waste List (HWL) to provide an extended list of wastes. The list indicates which wastes are classified as hazardous.

The key impacts of the regulations include the replacement of the term 'Special Waste' with 'Hazardous Waste', and the likelihood of increased hazardous waste arisings, given that more waste is classified as 'hazardous' than was classified as 'special'. Examples of 'new' hazardous wastes include fluorescent light tubes, televisions and dental amalgam.

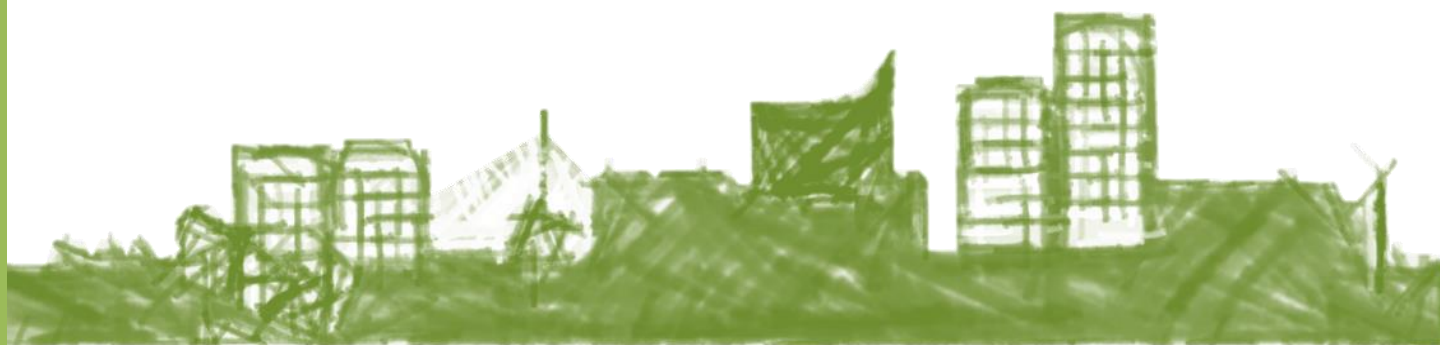
Where any hazardous waste is collected from the municipal waste stream, in particular at household recycling centres, separate provision must be made for the storage and disposal of these items and waste notification procedures will apply.

Where an authority operates a separate collection of hazardous materials from households, the requirements of the hazardous waste regulations will apply to the transfer and storage of these items before final treatment or disposal.

Renewable Obligations Order 2002, (as amended 2006)
www.opsi.gov.uk/si/si2002/20020914.htm

The Renewables Obligations Order is the Government's main mechanism for supporting renewable energy. The Obligation is enforced by an Order (Statutory Instrument) made under the terms of the Utilities Act 2000. The Order was introduced in April 2002 and sets out which forms of energy generation qualify for Renewable Obligation Certificates (ROCs). The Obligation requires suppliers to source an annually increasing percentage of their sales from renewables. For each megawatt hour of renewable energy generated, a tradable certificate called a Renewables Obligation Certificate (ROC) is issued. Suppliers can meet their obligation by:

- acquiring ROCs
- paying a buy-out price of £30/megawatt hour



- a combination of ROCs and paying a buy-out price.
- When a supplier chooses to pay the buy-out price, the money they pay is put into the buy-out fund. At the end of the 12-month Obligation period, the buy-out fund is redistributed to ROC holders.
- Anaerobic digestion and advanced thermal treatment qualify for ROCs under this scheme and recent revisions (2006) have incorporated waste recovery operations combusting over 90% biomass and Energy from Waste plants combusting waste with 'good quality' Combined Heat and Power (CHP) schemes into the scheme.

This works to increase the range of alternative treatment technologies that qualify for ROCs and should contribute to increasing the financial viability of these options if they are being considered by local authorities as part of long term waste strategy implementation.

RECENT LEGISLATION (to May 2007)

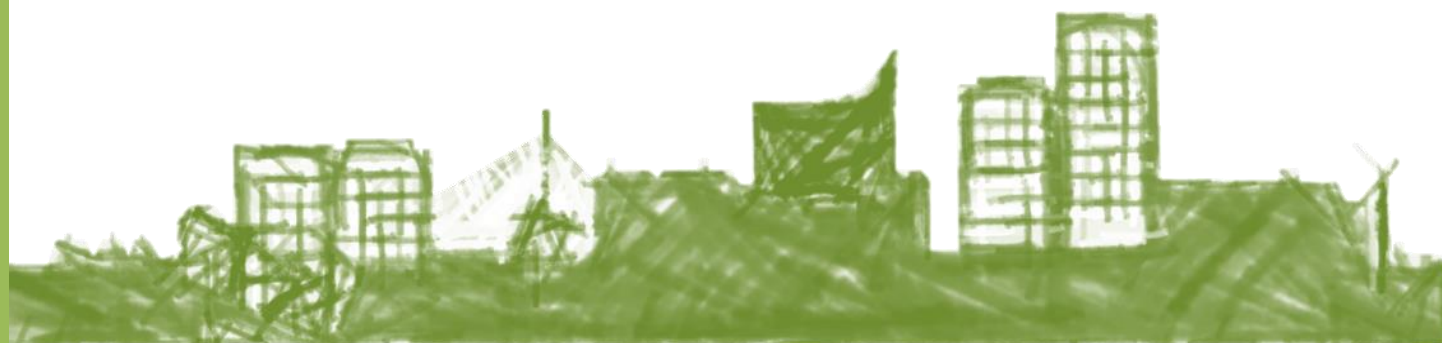
Agricultural Waste Regulations 2006

The Government has recently extended existing waste management controls to cover agriculture. These controls came into force in 2006 under The Waste Management (England and Wales) Regulations 2006, also known as the Agricultural Waste Regulations. These new regulations implement EU legislation, in particular the Waste Framework and Landfill Directives and to ensure that farming is under the same controls that have applied to other sectors for many years.

The changes will mean that farmers will no longer be able to burn or bury many types of waste on farms, instead they will have to:
Send or take their waste for disposal off-farm at licensed sites;
Register a licensing exemption with the Environment Agency to recycle waste on-farm; or apply to the Environment Agency for a licence to continue on-farm disposal.

Therefore unregulated burying and burning of agricultural waste on farms will be prohibited. The use of manure, slurry and effluent on farms as a fertiliser as part of good agricultural practice, where not being discarded as waste, will continue to be permitted, subject to certain conditions. The main impact of these Regulations is likely to be on the non-natural waste streams from farms such as plastic and cardboard packaging materials, tyres, oils, metals.

A potential impact of these Regulations for local authorities is that some agricultural waste may end up being diverted into the municipal waste



stream. For example farmers may request waste to be collected via trade collections or that additional waste enters the municipal waste stream through refuse collections from domestic properties or at civic amenity sites.

Waste Electrical & Electronic Equipment Directive 2002/96/EC:

www.dti.gov.uk/innovation/sustainability/weee/page30269.html

In February 2003, the European Waste Electrical and Electronic Equipment (WEEE) Directive became European law and was due to be implemented by August 2004.

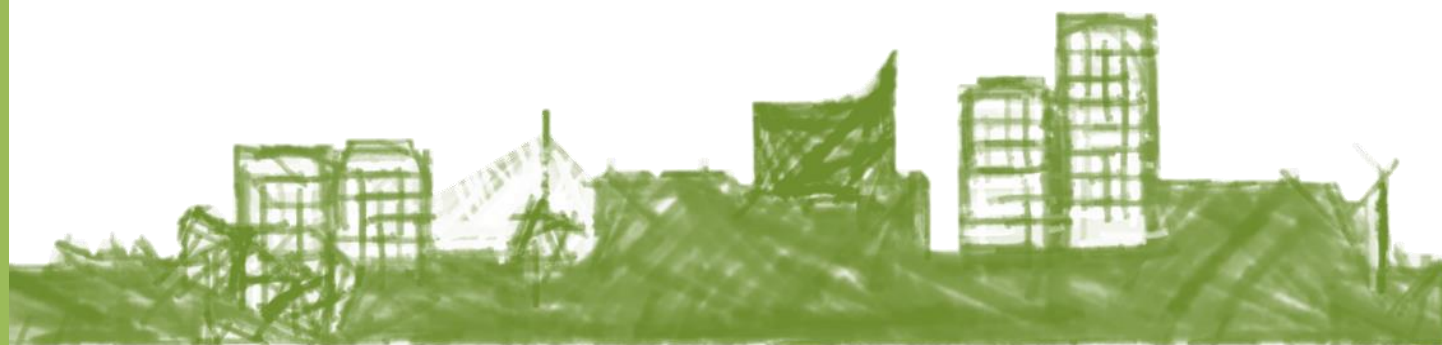
Collection, treatment and financing systems for WEEE must be in place by September 2005 and the first collection and treatment targets are to be attained by December 2006.

Key requirements of the WEEE Directive include:

- A compulsory household collection by the end of 2006 - a target of 4 kg per household is set and a new target will be set in 2008;
- A compulsory producer responsibility - this ensures that the producers finance the management of consumer electronic and electrical waste;
- Financing - producers are able to use collective or individual financing schemes; Measures to decrease the disposal of WEEE by consumers as unsorted municipal waste by the Member States;
- Treatment costs - the cost of treating historical waste to be shared
- proportionately between producers in the market when the costs arise;
- Financial guarantees - made by producers (up front) to guard against costs arising from orphan WEEE.

The UK Regulations implementing the WEEE Directive were laid before Parliament on 12 December 2006 and entered into force on 2 January 2007. Non-Statutory Guidance was published on 28 February 2007.

The WEEE Regulations do not place a statutory duty on local authorities to collect WEEE products, as that duty rests with the product producers. However local authorities have an opportunity for collection sites, such as Recycling Centres to become Designated Collection Facilities (DCF). The CA sites at Smallmead, Reading and Longshot Lane, Bracknell have both been designated as DCFs from July 2007.



Proposed EU Directive on Batteries and Accumulators

This Directive applies to batteries containing lead, mercury or cadmium, and its primary focus is controlling the disposal of spent batteries and accumulators (energy storage devices) containing potentially dangerous materials.

The Directive requires Member States to ensure that appropriate systems are in place for consumers to return used batteries. The Directive will also require the redesign of appliances to allow for the easy removal of spent batteries and ban the use of nickel/cadmium or NiCad batteries from 2008. It is envisaged that a Directive will be introduced to set targets for the collection and recovery of consumer batteries, most of which are disposed of via the household waste collections.

The financing of collection systems has not yet been established and it is likely that producers will be responsible. However there may be opportunities for local authorities to work with producers who wish to use any existing collection facilities that are in place.

EC Working Document on Biological Treatment of Biowaste

In 2001 the European Commission issued a second draft of the EU Directive on the Biological Treatment of Biological waste (known as the Biowaste Directive).

The Directive objectives are to promote the biological treatment of biodegradable waste (e.g. anaerobic digestion or composting) to help meet the Landfill Directive targets for the diversion of biodegradable waste from landfill.

The proposed Directive covers not only municipal waste (including household waste) but also biodegradable residues produced by industry, such as agricultural or food and drink wastes.

The draft Directive proposes that local authorities may be required to set up separate collections of biodegradable waste in order to maximise the scope for composting and anaerobic digestion. Urban areas with over 100,000 inhabitants would be required to set up such systems within three years of implementation.

Urban areas with over 2,000 inhabitants would have five years to do the same. In order to minimise the waste material left over following biological treatment of municipal waste i.e. contaminants, the draft Directive



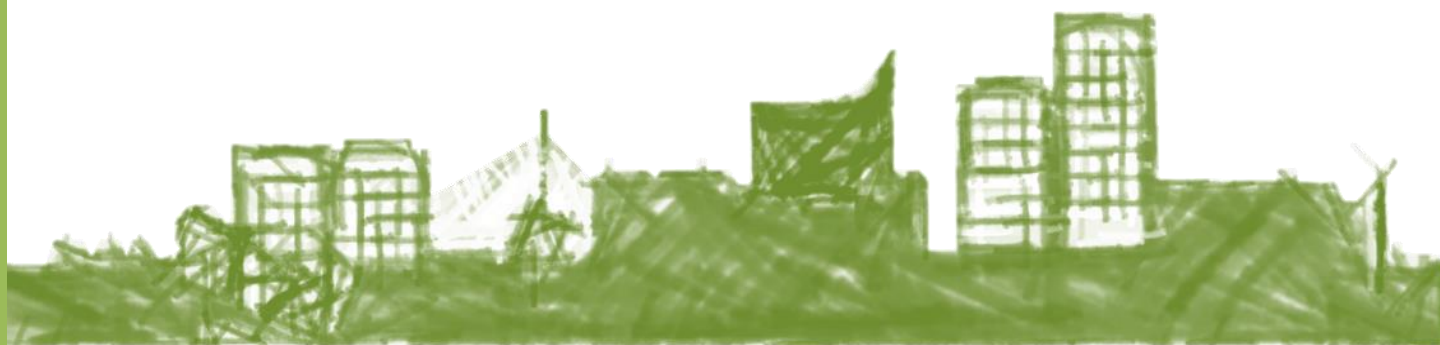
proposes that separate collections of materials such as packaging, metals and hazardous wastes are undertaken.

In addition, the draft Directive sets out standards for air emissions and leaching, during the treatment of 'biowaste'. Biowaste management is a cross-cutting environmental issue, which impinges upon sustainable resource use and is relevant to the EU Thematic Strategy on Soil Protection.

Amendments to the EC Waste Framework Directive 1975 (75/44/EEC)

The original European legislative framework document for waste management is the Waste Framework Directive (75/442/EEC). It requires national competent authorities to draw up waste management plans. Plans must encourage the prevention and recovery of waste and provide suitable infrastructure for recovery and disposal and the appropriate regulatory framework to protect the environment and public health. The Directive sets out basic requirements for waste management licensing control and planning. It also includes the definition of waste and associated waste management terms. This document has been extensively amended and a consolidated and updated version is currently under development, following responses by EU member states that were submitted in February 2006.

The new version of the Directive is anticipated to include an updated interpretation of recycling and recovery and incorporate hazardous waste and other Directives within its scope. It is also intended to adopt a Life Cycle Approach within the framework.



Appendix 3

Population and Demographics -

CENSUS 2011 - Summary for Reading.

1.0 Total Population - Reading

The 2011 Census estimates the population of Reading at 155,700. This a 9% increase on the 2001 census figure of 143,096 and a 2% bigger change than the one between 1991 and 2001 when there was 7.1% increase in the Reading population.

1.1 Population by Age

Table 1

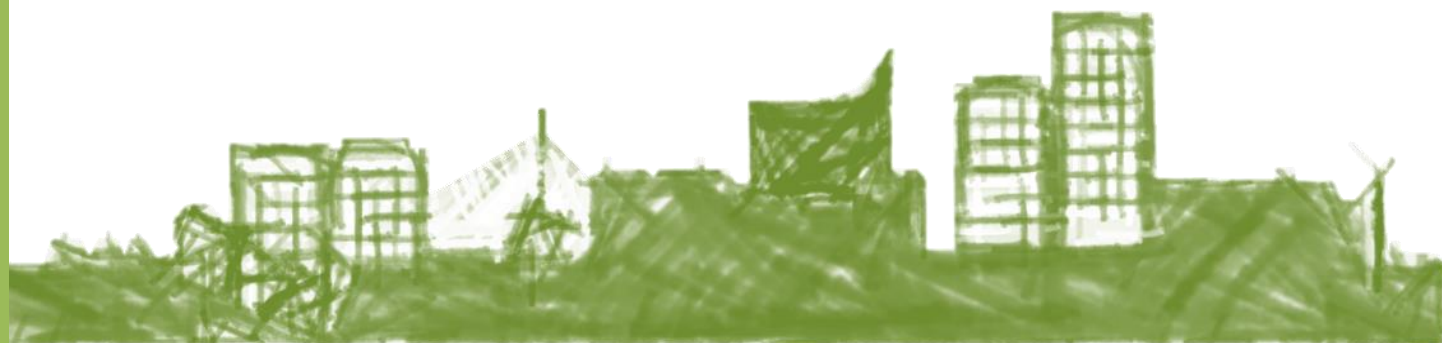
Population	Reading 2011	Reading 2001	Reading % change 2001 - 2011	Reading % change 1991- 2002
All Ages	155,700	144,400	8.8	7.1
0-14	28,500	25,100	13.5	0.8
15-19	9,800	9,000	8.8	3.4
20-29	29,700	29,700	0	-3.6
30-59	63,500	57,300	10.8	23.0
60-74	15,500	14,300	8.3	-7.7
75+	8,700	8,800	-1.2	4.8

There have been significant increases in the 0-19 age groups, particularly the 0-14s. The 30-59 age group whilst increasing shows a slower rate of change than that over the previous 10 years. The 60-74 age group has increased by 8% compared to a decrease of 8% in 2001. There has been a slight decrease in the 75+ age group.

In broad terms Reading has a higher than England (and the South East) average of its population in the 0-4, 20-39 year age bands and lower than average in the 10-14 and 45+ age bands.

1.2 Households

The total Households is estimated at 65,900, an 8% increase since 2001.



1.3 Ethnicity

Reading's population has increased in ethnic diversity. 25.3% of the population is now currently 'non-white', a 12.1% increase since 2001. Within the 'white' classification, 'other white' has increased from 4.2% to 7.9%.

Reading continues to have the second highest proportion of non-white ethnic groups in the South East after Slough. There has been a shift in the diversity over the 10 year period with Black African becoming marginally the largest non-white group (4.9%), followed closely by Pakistani (4.5%) and Indian (4.2%). Mixed, Other Asian and Black Caribbean are all represented above the national average.

Table 2

	Reading 1991	Reading 2001	Reading 2011	England 2011
White British	90.5%	86.80%	66.9%	80.9%
Other White		4.2%	7.9%	4.6%
Mixed (new category for 2001)	--	2.4%	3.9%	2.2%
Indian	1.4%	1.7%	4.2%	2.6%
Pakistani	2.2%	2.7%	4.5%	2.1%
Other Asian	0.7%	0.8%	3.9%	2.3%
Black Caribbean	2.7%	2.2%	2.1%	1.1%
Black African	0.6%	1.6%	4.9%	1.8%
Black other	0.8%	0.4%	0.7%	0.5
Chinese	0.4%	0.7%	1%	0.7%
Other ethnic group	0.9%	0.7%	0.9%	1.%

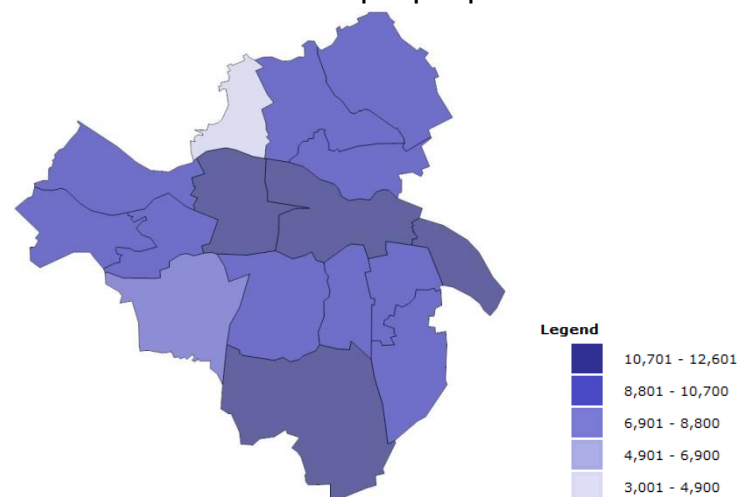
Source: Office for National Statistics, 2001 Census KS06. SASPAC Version 6. 2011 Table KS201EW

- 82.2% identify themselves as British wholly or partly compared with 91.6% nationally.
- 8.8% of households have no people in the household where English is a main language. This compares with 4.4% nationally.
- 14.8% (9,256) of households contain multiple ethnic groups compared to 8.9% nationally.

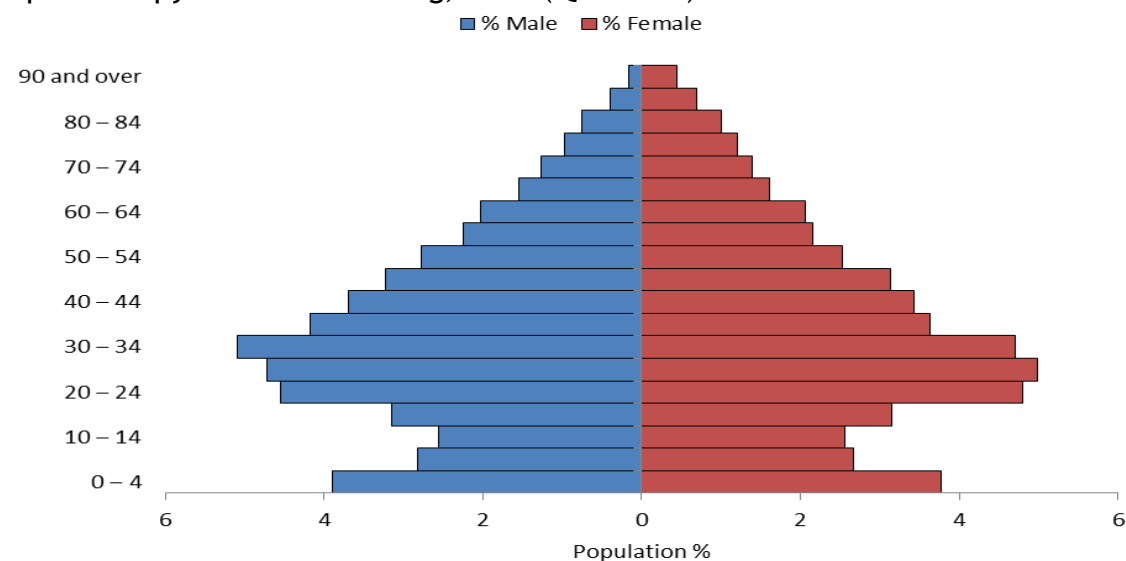


Population Fact Sheet 2011 Census

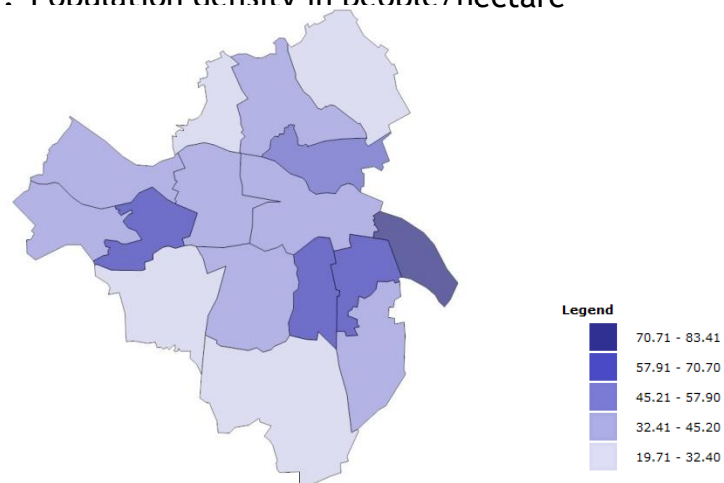
1. Overall number of people per ward.



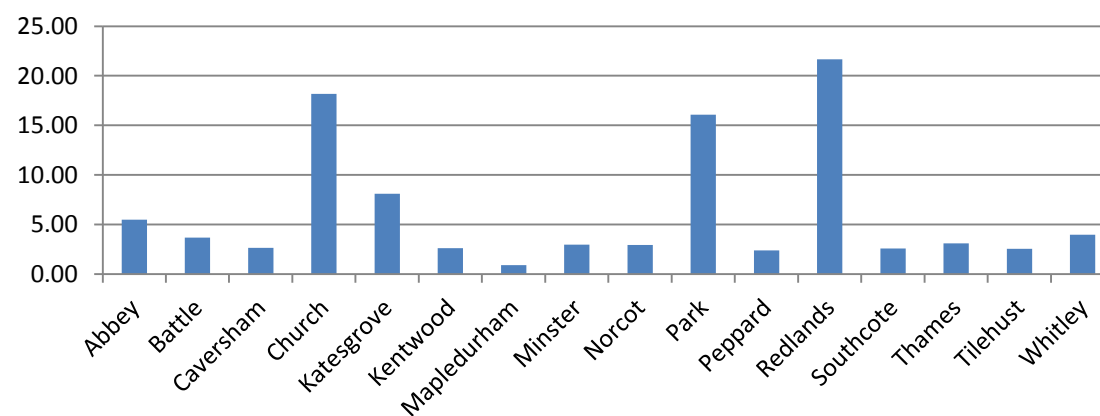
3. Population pyramid for Reading, 2011 (QS104EW)



3. Population density in people/hectare



4. Proportion of students per ward (QS603EW)



Appendix 4



re3 Councils' Shared Marketing and Communications Strategy 2017-2018

Introduction

This document outlines the marketing and communications activity that will be undertaken by the re3 Partner Councils in order to support the continuing shared objectives of reducing waste and contamination and improving recycling rates in the re3 area.

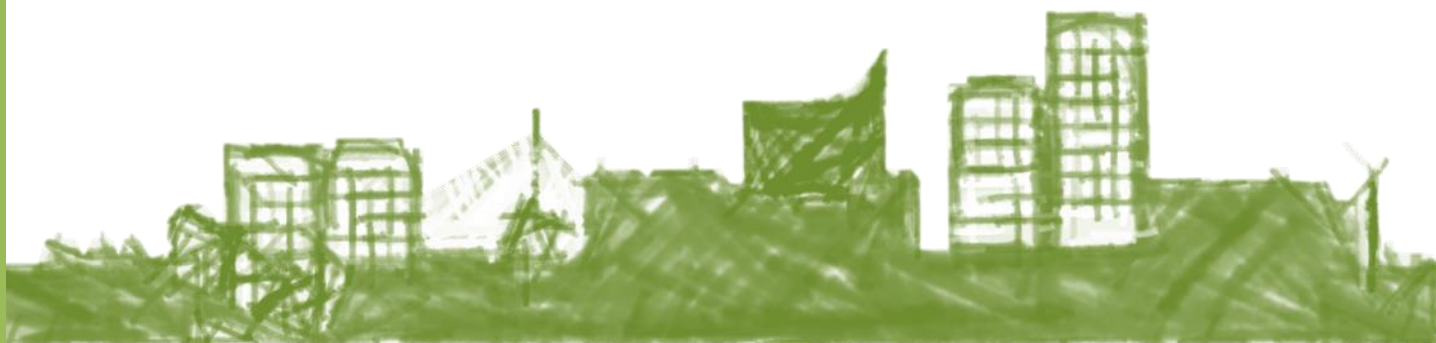
It is divided into four parts, one for each partner council, and starting with re3.

re3 has a dedicated Marketing and Communications Officer who supports Bracknell Forest, Reading and Wokingham Borough Councils in their waste minimisation and recycling objectives. Through re3, consistent, supportive, relevant and targeted communications will be produced for use throughout the re3 area, and to supplement individual council marketing and comms campaigns.

Part 1 – re3

re3's marketing and communications activity for 2017 -2018 will focus on the following areas:

- a. Using the results of the compositional waste analysis to shape communications to target specific issues
- b. Addressing the questions that residents ask on a regular basis as to what, where, why and how they should recycle
- c. Other campaigns that feed into the re3 strategy objectives of reducing contamination rates and building the re3 brand



All of the above will support re3 in achieving the shared 50% recycling and reuse target by 2020. A more detailed breakdown is provided below:

A. Compositional Waste Analysis

i. Using data in comms campaigns

The compositional waste analysis data has already been used in the launch of the Love Food Hate Waste cascade training – being delivered throughout 2017 – and the annual Christmas and New Year campaign to encourage more and better recycling of paper and cardboard.

The data can be used to shape messages that demonstrate the difference between residents' perception of how much they waste, and actual waste tonnage.

The reasons as to why residents should recycle and the benefits of doing so to them will be revisited and communicated. This can include environmental, community and financial benefits and will include food waste prevention messages designed to help residents to save money from their grocery bills, and by extension, reducing re3's food waste collection costs.

Data from the compositional waste analysis is shaping the campaigns listed below.

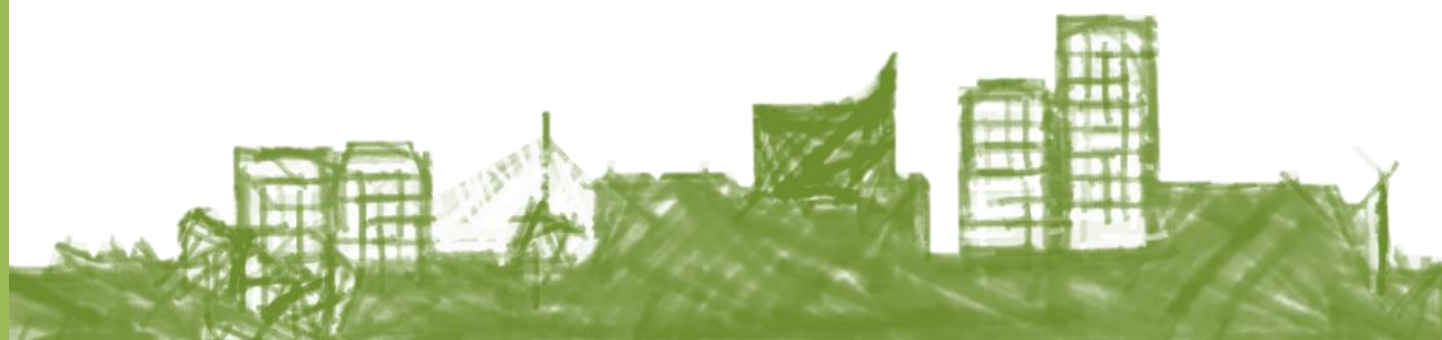
ii. Love Food Hate Waste

A series of Love Food Hate Waste training sessions are being arranged throughout the re3 area to reach different parts of the community and encourage residents to act as food waste 'messengers' or champions. Specific groups have already been enlisted through the Wokingham Children's Centres, Catalyst Housing Association in Reading and the Bracknell Open Learning Centre (home of the U3A in Bracknell) in addition to sessions open to everyone, such as a Saturday course that took place at a Wokingham community centre.

The training sessions are being supplemented with a food waste reduction social media campaign, including the further development of the re3 Facebook page where attendees can share what they have learnt and encourage others to join by posting their own recipes, photos of leftover meals, freezer tips etc.

Media releases, including films shot at the sessions, will reinforce and refresh key messages beyond the timescale of the training sessions.

LFHW and re3 branded tools (e.g. food bag clips, spaghetti measurers, shopping list fridge magnets etc.) that can be used within the community by attendees and by waste reduction officers have been ordered by re3 to encourage, incentivise and facilitate the sharing of messages. Their practical food waste prevention benefits are in supporting residents to cook the correct portion sizes, store



food properly so that it stays fresh for longer and in planning ahead in order to get the most out of food purchases.

An online survey has been delivered to assess residents' perceptions about food waste compared to the behaviour reflected in the waste tonnage data, and as a way to evaluate re3's marketing and comms reach so far. A follow-up compositional waste analysis in the autumn will be used to gauge any changes in food being disposed of in the general waste.

iii. Recycling of Paper and Cardboard

A poster and social media campaign on recycling paper and card in the run up to Christmas and into the New Year advised on how to recycle paper products properly. It addressed some of the contamination issues encountered at this time of year e.g. wet card that has been left out in the rain, plastic gift wrap, sticky tape and polystyrene packaging contaminating recycling etc. It is due to be repeated for Christmas 2017.

A film on wet paper and card recycling contamination is being completed at the end of February, early March 2016.

B. Addressing common concerns and questions

re3 is developing a 'Mythbusters' series of communications that will address residents' prevalent concerns using a common design that can be reproduced in a variety of formats e.g. postcards, posters, social media posts, banners etc. and that can be used in different ways by the partner Councils e.g. at roadshows, on bin hangers, in e-newsletters etc.

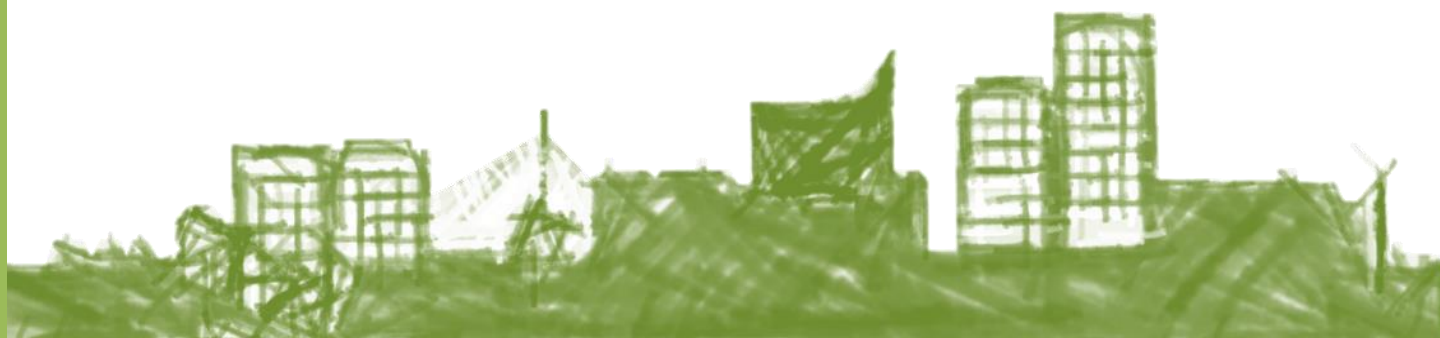
An accompanying 'recycling wrongs and rights campaign' in the press and social media will address similar issues to the 'mythbusters' campaign, but in a slightly different format e.g. a wrong assertion, the correct answer and a 'top tip' to help residents continue to do the right thing.

Both these campaigns are designed to address common concerns that affect people in all three council areas, and which frequently crop up in conversations with residents, either through social media, through door knocking or in complaints.

The campaigns are designed to support the Councils' waste collection teams' implementation of bin capacity and content guidelines and restrictions, and to assist them in communicating to residents why they are needed.

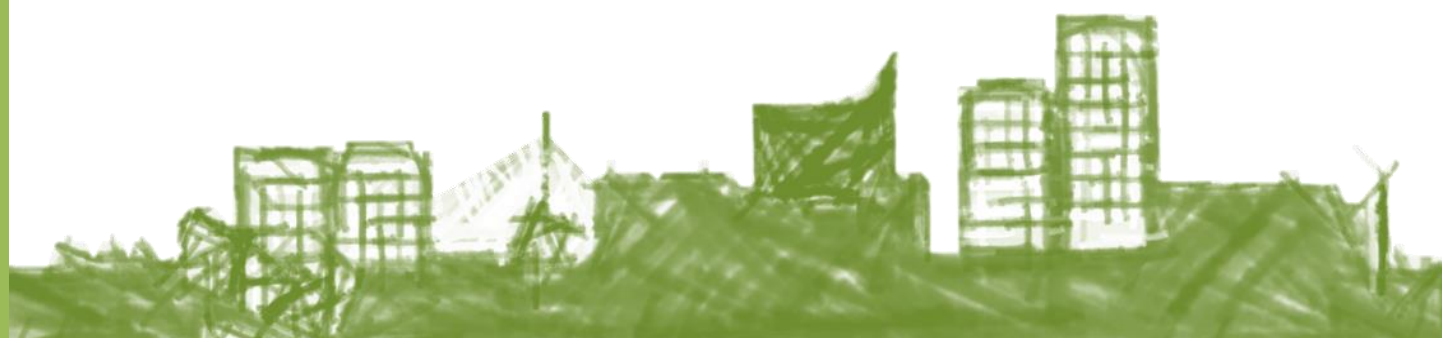
C. Other comms

Supplementary comms activity will be tailored to the partner councils' individual or shared concerns, but always with reference back to the re3 Strategy as a way to contribute to the shared objectives of wasting less and recycling more and better. These will include:



- Improving reach through digital marketing e.g. wherever possible, each press release will be accompanied by a re3 video and series of social media posts with related quotes, images, data or advice, all presented in the house style
- Improving 'opportunities to see' for re3 by using waste management staff e.g. re3 meet and greet teams, bin crews, neighbourhood officers and waste reduction officers to spread recycling messages. This can be done through the display of simple graphics or messages on staffs' PPE, by handing out cards to residents who approach them with a question, through word of mouth after having been briefed on shared messages etc.
- A continued and concerted efforts to communicate internally with staff across all three councils to identify opportunities where different departments can work together to achieve common goals e.g. working with school meals support officers to reduce school dinner food waste
- Adapting the messages used in the recycling centre change comms to communicate the cost of waste and the value of recycling to residents

An outline plan for re3 2017/18 marketing and comms activity is included below:





Re3 PLANNED MARKETING AND COMMS ACTIVITY 2017/18

		Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
re3 Recycling Centres	Refreshed signage at both sites												
	1 year comms review & media release - access changes												
	1 year comms review & media release - CV permit & charges												
	Meet & greet staff message review & comms opportunities training												
	Summer safety comms												
	AER, including media release												
	Customer satisfaction survey, including media release												
	Christmas and New Year opening comms												
Recycling Campaigns	Mythbusters												
	Compositional waste analysis inc. food, & further media releases												
	Compositional waste analysis, review												
	Recycle Week												
	Campaign based around kerbside recycling bins												
	Campaign involving waste management staff e.g. bin crews												
	Waste prevention comms with other depts. e.g. school meals												
	Paper and card												
Love Food Hate Waste	Train the trainer sessions in the community												
	Social media campaign												
	Community-based activity support												
re3 Operational comms	Potential new material kerbside collections												
	Residents' online consultation												
Support for Partner Council Comms	Bracknell Forest film												
(these schedules are flexible and	Reading film												
can be rearranged)	Wokingham film												

