

**ENVIRONMENT, CULTURE AND COMMUNITIES OVERVIEW AND SCRUTINY PANEL  
8 DECEMBER 2009**

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**EXECUTIVE RESPONSE TO 'WASTE NOT WANT NOT' - THE REVIEW OF WASTE AND  
RECYCLING SERVICES  
Assistant Chief Executive**

**1 INTRODUCTION**

- 1.1 This report presents the attached Executive response to the review of waste and recycling undertaken by a working group of the Environment, Culture and Communities Overview and Scrutiny Panel.

**2 SUGGESTED ACTION**

- 2.1 **That the Environment, Culture and Communities Overview and Scrutiny Panel considers the response of the Executive to the review of waste and recycling and notes the points made by the Overview and Scrutiny Commission at its meeting on 19 November.**

**3 SUPPORTING INFORMATION**

- 3.1 The Executive agreed the attached recommended responses to the Working Group's report on the review of waste and recycling at its meeting on 20 October 2009. The Executive's response omitted to respond to recommendation 5.12 in the report: 'The feasibility of introducing a holistic Council-wide Borough slogan and / or logo to promote waste reduction and recycling for use on all paperwork, publications, bins and Council owned vehicles be considered'. The attention of the Executive Member was drawn to the omission and her subsequent response is set out below for the Panel's consideration:
- 3.2 'In terms of a response to this recommendation we must firstly be guided by our Corporate Communications Strategy which describes what we have agreed as a Council regarding how we will present our services in a consistent way to our residents. We are also in partnership through RE3 and that has a logo which our residents recognise and which it is also important that we do not dilute its use since this could be construed as diluting the partnership. We use standard signage such as 'recycle now', standard lines such as 'zeroing in on waste' and we also introduce temporary messages to maintain interest and highlight specific aspects of waste reduction and recycling. As a consequence of all those initiatives, I do not feel that creating another logo would improve our visibility or more importantly give any clearer messages to our residents.'
- 3.3 The Overview and Scrutiny Commission noted the Executive's response at its meeting on 19 November 2009, and asked that the Panel continue to monitor how all the recommendations are implemented. The Commission expressed specific interest relating to contamination of recyclable material and the availability of brown bins / green waste bags to residents. The relevant extract from the draft minutes of the Commission meeting is attached. The Panel will receive regular updates about the

Council's performance through the Performance Monitoring Report and a detailed annual review will be presented next Autumn.

### Background Papers

'Waste Not Want Not' – A review of waste and recycling undertaken by a working group of the Environment, Culture and Communities Overview and Scrutiny Panel, June 2009.

### Contact for further information

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### Doc. Ref

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**44. Executive Response to the Review of Waste and Recycling Services**

The Commission noted the response of the Executive to the review of Waste and Recycling Services. The report had been written prior to the meeting of the Executive on 20 October 2009 at which the recommendation responses contained within paragraph 5 were approved.

The response would be taken back to the Environment, Culture and Communities Overview and Scrutiny Panel.

Arising from discussion –

- It was noted that the report was well considered and had resulted in helpful recommendations.
- The Commission noted that the Executive member had subsequently sent a response to recommendation 5.12 of the Waste and Recycling Services report, and this would be included in the covering report to the Environment, Culture and Communities Overview and Scrutiny Panel.
- Information was requested regarding the poor performing areas referred to in the Executive response to recommendation 5.6.
- Members raised concerns regarding recommendation 5.7 of the report and wished to reinforce the issue raised regarding the purchase of brown bins or garden refuse sacks as some residents refused to pay the £30 charge.
- It was noted that some residents in the borough did not have back gates to provide easy access for the moving of bins from the back of the property to the front for collection or room to store all three coloured bins on their property.
- The Commission noted the comments relating to green cones which were available for food recycling and looked forward to future developments and initiatives in recycling.
- The Commission agreed to include the minutes of the Overview and Scrutiny Commission discussion in the covering report to Environment, Culture and Communities Overview and Scrutiny Panel on 8 December 2009.

TO: THE EXECUTIVE  
20 OCTOBER 2009

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**OVERVIEW & SCRUTINY REPORT ON WASTE AND RECYCLING**  
**Chief Officer: Environment and Public Protection**

**1 PURPOSE OF DECISION**

- 1.1 To determine the Executive's response to the recommendations in the report by the Environment and Leisure Overview and Scrutiny Panel's Working Group on Waste & Recycling.

**2 RECOMMENDATIONS**

- 2.1 **That the Executive notes the responses to the helpful recommendations of the Working Group and supports the responses given; and**
- 2.2 **that the Working Group be thanked for their work.**

**3 REASONS FOR RECOMMENDATIONS**

- 3.1 The Overview and Scrutiny Working Group spent considerable time reflecting on all the issues with the support of appropriate officers. As a consequence the report and recommendations are fully informed and merit proper consideration. As can be seen the majority can be accepted and acted upon. Indeed in some instances the work of the Group has already informed and helped change working practice.

**4 ALTERNATIVE OPTIONS CONSIDERED**

- 4.1 Each of the recommendations has alternatives and these options were considered by the Working Group and the Executive Member. The detailed reasons why the recommendations are being proposed are highlighted in the supporting information.

**5 SUPPORTING INFORMATION**

- 5.1 The report of the Working Group is attached as Annex 1. The recommendations arising are considered in detail below.

re<sup>3</sup> Project

- 5.2 Should the opportunity arise through the re<sup>3</sup> contract, 'in-vessel' composting of food waste be explored;

**The implications of introducing such a service are currently being explored through the re<sup>3</sup> partnership. Whilst any material can be collected doing so without there being a sustainable outlet for the material is not practical. Currently the only option for such waste would be to landfill it or to transport it long distances to a processing plant assuming we can effect a contractual relationship via WRG. The cost implications of introducing a separate food**

**waste collection would also need to be taken into account.**

ABC Scheme

- 5.3 An investigation be carried out into the feasibility of giving all residents the option to request 140 or 240 litre wheeled blue bins if they have insufficient space or demand for the larger 240 litre bin or the 140 litre bin is not large enough to accommodate paper and card waste in addition to cans and plastic bottles.

**We have a small stock of 140 litre bins. When ordering bins we try to have regard to potential demand so as to limit the quantity held in stock and there is a minimum order quantity. The need for providing smaller bins for pensioners and also where space is at a premium is recognised. The standard bin used by most households is the 240 litre bin and with the co-mingling of waste now permitted this size is being well used by households across the Borough.**

- 5.4 Action be taken to tackle the increase in fly-tipping;

**The incidence of fly tipping in the Borough is not on the increase and in fact appears to have decreased. That said the need for being even more proactive in this regard was identified via the work of the Street Cleansing Working Group. Action is being taken and co-ordinated via the Cleaner Borough Group to good effect. Camera technology is now being used and details of those caught offending are being put through legal process. In addition we are "designing out" the potential for fly tipping at recycling sites with new informative signage and fencing around banks thus giving no space to dump rubbish. This seems to be successful at the sites that have been redesigned.**

- 5.5 The waste management practice of the top CPA rated councils and those with the highest levels of recycling and composting be explored to identify best waste and recycling practice for possible adoption in Bracknell Forest;

**This council has already been rated at the highest level by CPA inspectors. Officers already work closely with the re<sup>3</sup> partner authorities to implement mutually beneficial initiative and via membership of professional bodies keep in touch with developments in and around the country. There are always going to be options to be explored but these options come with a cost and unless there is an accessible and sustainable outlet should not be developed. The priority locally for the next 12 months should be to seek to maximise the benefits arising from the use of the blue bin, to encourage as much home processing of garden or food waste as possible (via composters and green cones) and to seek to encourage an overall reduction of what goes into the residual bins.**

- 5.6 The Working Group continue to monitor ABC and recycling developments following the move to placing all dry kerbside recyclables together in wheeled blue bins and report its findings in a follow up report in approximately 12 months time.

**Agreed. The Council should get a report on the changes in relation to both the introduction of the blue bins as well as the effectiveness of the new MRF in Reading. A recent small study of recycling and green waste tonnages has highlighted the poor performing areas which enable the team to target those areas.**

## Minimise Waste/Increase Recycling

- 5.7 As those on low incomes may not be in a position to buy brown bins or garden refuse sacks leading to garden waste being placed in landfill bins, the cost benefit options of providing them free of charge to those on income support be explored;

**The use of brown bins decreases the tonnage of waste going to landfill. Where possible it is better to encourage home composting on both financial and environmental grounds. We could change the current policy to provide bins for those on low incomes provided the budget was available. A very significant number of people use the garden sacks at 30p each and are happy to have that choice. We need to better understand why people have not taken up the offer. In this Borough we charge a one off fee. Lots of Councils make an annual charge.**

- 5.8 The feasibility of providing recycling banks at hospitals, churches and charities, also usable by the public be investigated;

**This is part of an ongoing review and a re<sup>3</sup> objective has been set to investigate potential places for new glass recycling sites. Reading BC has recently placed glass banks in a number of small shopping precincts, churches, clubs and pubs and some at the side of the road on wide pavements. The success of these is being closely monitored with a view to informing future practice.**

- 5.9 The Government be lobbied to promote the recycling of additional articles in order to procure more recycling opportunities and achieve sustainability;

**This is already being done via WRAP and other professional waste organisations – NAWDO, CIWM, LGA etc. We have been supporting such organisations.**

- 5.10 The Council be mindful of and take steps to support, LGA and DEFRA waste reduction campaigns;

**The Council is already a registered WRAP and 'Recycle Now' partner. Through its links with the CIWM and NAWDO we will continue to be very involved in all LGA and DEFRA led campaigns.**

- 5.11 Schemes for collecting waste and recyclables from small businesses, such as bin sharing, be investigated and facilitated;

**This is already in hand through the re<sup>3</sup> partnership and Business Link. A waste strategy has been published and is on the re<sup>3</sup> website ([www.re3.org](http://www.re3.org)).**

- 5.12 The Social Care and Learning Department be asked to approach schools concerning the provision of educational programmes to promote recycling and waste reduction, possibly in partnership with 'Waste Watch';

**The Councils' waste officers, the re<sup>3</sup> Waste Minimisation Officers and the LEAs have already produced an re<sup>3</sup> schools pack. A website has been launched specifically for the educational needs of schools.**

### Food Waste

- 5.13 Measures to reduce food waste through education and promotion, such as encouraging residents to support the national "Love Food, Hate Waste" campaign and working with the WI, be pursued;

**Food waste minimisation is the main priority for the partnership in 2009/10. re<sup>3</sup> launched a campaign in March 2009 with postcards going to targeted households in the borough where it was found in the 2007 waste analysis had high levels of food waste and various other promotional activities.**

- 5.14 Opportunities to make further food digesting Green Cones available to residents at a subsidised cost be pursued;

**Capital funding has set aside for purchase of more Green Cones in 2009/10.**

- 5.15 The LGA be requested to advise the national headquarters of major supermarket chains that BOGOF offers and multi portion packs are leading to food waste and ask them to pursue alternatives such as price reductions;

**Work is already being undertaken by WRAP on our behalf in respect of this.**

- 5.16 Subject to satisfactory checks with the local Water Board, the use of food waste disposal units to facilitate food waste reduction by residents living in smaller properties with confined space or flats be promoted;

**The use of such units is not supported by the sewerage agencies. They point to the potential for causing blockages and the fact that food waste is not the same as sewerage. Adding food waste to sewerage can give rise to added problems at times of flooding.**

### The Council's Town Centre Offices

- 5.17 Alternative bin arrangements in the Council's offices, such as the replacement of personal bins with compartmentalised bins to facilitate recycling, be pursued;

**This has already been actioned where space allows**

- 5.18 A recycling plan for the new civic hub be developed when the operational fit out stage is reached;

**A draft report was presented for consultation at the 12 March Climate Change Group meeting.**

### Household Waste and Recycling Collection Service Questionnaire

- 5.19 Further residents' feedback in respect of the waste and recycling service be sought through whatever means are considered to be appropriate;

**The Council already surveys its residents in several ways. Our next detailed survey is due in Autumn 2009. In addition our residents' views are canvassed at various promotional activities throughout the year and when they use Longshot Lane. The results of those surveys are made public and used to inform custom and practice.**

## **6 ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS**

### Borough Solicitor

6.1 The Borough Solicitor has nothing to add to the report.

### Borough Treasurer

6.2 In the current financial year there are budgets of £219,000 in capital and £151,200 in revenue to support waste and recycling initiatives.

### Equalities Impact Assessment

6.3 There are no equality impact issues arising from the recommendations of the Working Group

### Strategic Risk Management Issues

6.4 There are no strategic risk management issues arising from the recommendations of the Working Group

## **7 CONSULTATION**

### Principal Groups Consulted

7.1 The Working Group included representatives of the Town and Parish Councils and they interviewed and took information from a number of interested parties.

### Method of Consultation

7.2 Direct interview and presentations to the Group.

### Representations Received

7.3 Not applicable.

### Background Papers

Report of the Working Group – February 2009

### Contacts for further information

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### Document Ref

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# Equality Impact Assessment Record

Date of EIA  
Directorate

25 June 2009  
**ENVIRONMENT, CULTURE & COMMUNITIES**

		<b>Step</b>
<b>Initial Screening Record</b>		
Activity to be assessed	<b>Overview &amp; Scrutiny Report on Waste and Recycling</b>	
What is the activity?	<input type="checkbox"/> Policy/strategy <input type="checkbox"/> Function/procedure <input type="checkbox"/> Project <input checked="" type="checkbox"/> Review <input type="checkbox"/> Service <input type="checkbox"/> Organisational change	
Is it a new or existing activity?	<input type="checkbox"/> New <input checked="" type="checkbox"/> Existing	
Aim / objective / purpose of the activity – who is the activity designed to benefit/target?	<p><b>The purpose of the activity is</b> to determine the Executive's response to the recommendations in the report by the Environment and Leisure Overview and Scrutiny panel's working group on Waste and recycling.</p> <p><b>The activity is designed for</b> Members of the Council insofar as the review looked at the way an existing service was delivered looking for areas where changes might be made.</p>	
Who is responsible for the activity?	<b>The person responsible for this function is:</b> Janet Dowlman	
Did Step 1: Initial Screening indicate that a full EIA was necessary?	<input type="checkbox"/> Yes – full EIA completed and recorded below. <input checked="" type="checkbox"/> No – full EIA not completed therefore record ends here.	
<b>Full EIA Record</b>		
Who are the members of the EIA team?	Overwrite with names of individuals, section or team	
What evidence has been found to indicate that the activity might need to be amended? (Include any consultation undertaken)	Overwrite with the data, information or research that was used in the EIA	
With regard to the equalities themes, which groups might be <b>impacted</b> by the activity? Might any of these groups be impacted <b>adversely</b> ?	<b>Groups Impacted</b>	<b>Groups impacted adversely</b>
	<input type="checkbox"/> Race and ethnicity <input type="checkbox"/> Disability <input type="checkbox"/> Gender <input type="checkbox"/> Age <input type="checkbox"/> Sexual Orientation <input type="checkbox"/> Religion or belief	<input type="checkbox"/> Race and ethnicity <input type="checkbox"/> Disability <input type="checkbox"/> Gender <input type="checkbox"/> Age <input type="checkbox"/> Sexual Orientation <input type="checkbox"/> Religion or belief
What evidence is there to suggest an impact/adverse impact?		
On what grounds can impact or adverse impact be justified?		
Is there any current action that addresses issues for any of the groups impacted/adversely impacted?		
		<b>1/2</b>
		<b>3/4</b>
		<b>4</b>

What changes will you make to the activity reduce or remove any differential/adverse impact?	List the actions that you have planned as a result of the EIA.	5
Into which action plan/s will these actions be incorporated?		
Who is responsible for the action plan?		6
Have any examples of good practise been identified as part of the EIA?		
Has the EIA been published on the Council website?	Yes / No	
Who is the relevant Chief Officer and have they signed off the EIA?	Name  Signature.....	
Which PMR will this EIA be reported in?	Note the service department and relevant quarter/date of PMR	