

Supplemental Items for Scrutiny Commission

Thursday, 13 March 2025 at 6.30pm
in Council Chamber Council Offices
Market Street Newbury

Part I

Page No.

7. **Waste Management Strategy**

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Purpose: To consider the Council's Waste Management Strategy prior to adoption.



Sarah Clarke

Interim Executive Director - Resources

For further information about this/these item(s), or to inspect any background documents referred to in Part I reports, please contact Gordon Oliver on (01635) 519486

e-mail: gordon.oliver1@westberks.gov.uk

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www.westberks.gov.uk

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Waste Management Strategy

Committee considering report:	Executive
Date of Committee:	3 April 2025
Portfolio Member:	Councillor Stuart Gourley
Date Portfolio Member agreed report:	6 March 2025
Report Author:	Daniel Warne
Forward Plan Ref:	EX4657

1 Purpose of the Report

- 1.1 The purpose of the report is to provide information to assist the Scrutiny Commission in reviewing the development of the Council's new Waste Strategy (enclosed at Appendix C).

[Please note that the draft Waste Strategy has not yet been through the Council's internal governance process. The final strategy will be considered by the Council's Executive later this spring]

2 Recommendation(s)

It is recommended that Scrutiny Commission notes the steps taken to develop a new waste strategy and to provide any relevant comments, as required.

3 Implications and Impact Assessment

Implication	Commentary
Financial:	The strategy contains potential service delivery options which could have significant financial implications as well as other proposals that will only be possible to implement with investment/efficiencies. If relevant projects progress as a result of the acceptance of the waste management strategy, the Council's Project Management Methodology (PMM) process will be used to seek the required additional funding through the budget-setting process.
Human Resource:	There are no direct HR implications as a result of adopting the waste management strategy. The delivery of the Council's

	<p>waste collections and management has been outsourced under a 25-year PFI contract.</p> <p>Individual projects may identify HR implications, all of which will be dealt with through the PMM process and any appropriate bids for additional staff resource.</p>
Legal:	<p>There are no direct Legal implications because of this report. It is however worth noting that Legal input may be required if some of the proposals within the waste management strategy are approved for implementation. This is because the Council may have to confirm compliance with emergency government requirements or undertake contract variation negotiations with the incumbent contractor. Individual projects may identify legal implications, all of which will be dealt with through the PMM process and any appropriate bids for additional staff resource.</p>
Risk Management:	<p>The main risks identified include:</p> <ul style="list-style-type: none"> • Initial public resistance when the collection frequency of black bins changes. This risk is manageable through continued stakeholder engagement, effective communications, suitable resourcing of relevant Council teams and mitigation activity as required. • Funding availability could be a challenge for the implementation of significant changes. Separate business case justification will be completed if specific changes and projects are required. • Implementation of selected options within the emerging strategy will require suitable resource availability of Council and contractor staff.
Property:	<p>There are no direct property implications because of this report.</p>
Policy:	<p>The proposal relates to the Council's policy to be Net Zero by 2030.</p> <p>It also links to emerging national Waste and Resource Strategy measures including 'Simpler Recycling', extended producer responsibility (EPR) for packaging, and the deposit return scheme (DRS). It also links to the Emissions Trading Scheme (ETS) which will see energy from waste facilities included within ETS from 2028.</p>

	Positive	Neutral	Negative	Commentary
Equalities Impact:				
A Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?		x		This report does not propose decisions with significant equality implications. This will be dealt with on a project-by-project basis through the PMM process to ensure delivery does not have a negative impact on equalities.
B Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?		x		This report does not propose decisions with significant impact on people with protected characteristics. This will need to be dealt with on a project-by-project basis through the PMM process to ensure delivery does not have a negative impact on equalities.
Environmental Impact:	x			The waste management strategy will have a significantly positive impact on the environment as it sets out how we can improve our recycling rate, reduce waste generation by householders, and can help reduce associated carbon emissions.
Health Impact:		x		This proposal is expected to have a neutral impact on health. This will be monitored on a project-by-project basis through the PMM process to ensure delivery does not have a negative impact.
ICT Impact:		x		This will need to be dealt with on a project-by-project basis through the PMM process to ensure delivery does not have a negative impact.
Digital Services Impact:		x		This will need to be dealt with on a project-by-project basis through the PMM process

				to ensure delivery does not have a negative impact.
Council Strategy Priorities:	x			<p>Implementation of the waste management strategy will have a positive impact in supporting the Council priority of Tackling the Climate and Ecological Emergency by helping to achieve the Council's Net Zero ambitions.</p> <p>This will be supporting this priority by increasing recycling rates, encouraging waste minimisation and reducing carbon emissions.</p>
Core Business:		x		Not applicable.
Data Impact:		x		At this stage it is not envisaged that there will be any significant data impact associated with the implementation of the waste management strategy.
Consultation and Engagement:	<p>A number of activities have been carried out focused on consultation and engagement, including:</p> <ul style="list-style-type: none"> - Scrutiny Committee 17 July 2024 - Environment Advisory Group (EAG) Open Forum updates - Three workshops with members (held on 6 March 2023, 13 March 2023 and 3 July 2023) to gather feedback and foster dialogue. - A public workshop held with residents (on 23 May 2023) to gain valuable community perspectives. - Public consultation 25 September – 6 November. Summary report from the consultation is attached in Appendix D. 			

4 Executive Summary

- 4.1 The waste management strategy seeks to replace the previous strategy which ended in 2022. This new strategy covers all aspects of waste management services, including household waste collection and management, litter clearance, street cleaning, and the

Waste Management Strategy

management of abandoned vehicles and fly-tipping. Our goal is to balance continuity of services with enhancements and innovations through to 2032.

- 4.2 The strategy aims to improve the Council's waste management performance by increasing recycling rates, reducing waste generation, and minimising carbon emissions. This involves making household waste collection more efficient and promoting public recycling initiatives. Ultimately, the Council will strive to create a more sustainable and environmentally responsible community.
- 4.3 Modelling undertaken by Eunomia Research & Consulting (enclosed in Appendix 1 of Appendix C) suggests that moving to 4-weekly refuse collection will yield the most positive results in term of increased recycling rate, waste minimisation, carbon emissions reduction and financial savings. However, this option will have a greater impact on residents, so it is not being recommended for implementation.
- 4.4 The best practicable environmental option was found to be 3-weekly refuse collections, now that separate weekly food waste collections have been successfully implemented across the district, along with increasing the types of plastic we collect for recycling from the kerbside, to include pots tubs and trays from 27 January 2025.
- 4.5 It is recommended that the option of 3-weekly general refuse collections is adopted within the waste management strategy, along with reviewing recyclable waste container provisions and implementing broader measures to reduce waste, improve recycling rates, and enhance and improve the local street scene.
- 4.6 The report seeks approval from the Council's Executive to adopt the new waste management strategy, attached as Appendix C.

5 Supporting Information

Introduction

- 5.1 This report is intended to assist the Scrutiny Commission in reviewing the development of the Waste Management Strategy. It includes the latest version (Appendix C) and an overview of the development process to date.

Background

- 5.2 The need for a new waste management strategy is driven by the expiry of the previous strategy at the end of 2022 and upcoming changes in UK legislation and guidance, as outlined in the UK Government's Resource and Waste Strategy and the Environment Act 2021. These changes will significantly impact some of our waste management services, introducing new requirements for recycling, waste reduction, and collecting specific waste types. Our strategy must comply with these evolving regulatory frameworks while also seizing opportunities for service improvement and innovation. The strategy includes options for increasing recycling rates, reducing waste production, and minimising carbon emissions to meet the Council's climate change objectives.
- 5.3 The development of a new waste strategy offers numerous benefits to the Council and its stakeholders, including:

Waste Management Strategy

- Providing clear strategic framework for the Council's household waste management practices until 2032.
- Increasing recycling rates and reducing waste production, leading to cost savings and potential revenue from recycled materials.
- Increasing opportunities for effective communications with residents to achieve greater resource efficiency, and to reduce littering and fly-tipping offences.
- Enhancing environmental credentials, improving public perception, and supporting broader sustainability targets; and
- Reducing carbon emissions from waste management activities, contributing to the Council's Net Zero goals.

5.4 The new waste management strategy will focus on services provided under the Integrated Waste Management Contract (IWMC) such as:

- Household waste collections and treatment.
- Litter clearance and street cleansing; and
- Management of abandoned vehicles and fly-tipping removal.

5.5 Out of scope:

The following items are outside the scope of the waste management strategy:

- Provision of commercial waste collections.
- Waste processing by third parties outside the current contract.
- Waste management activities not controlled by the Council.

and

- Service delivery post-2032.

5.6 To ensure alignment with community needs and expectations, the Council has actively engaged with members and the public. Key engagement activities completed include:

- Three workshops with members (held on 6 March 2023, 13 March 2023, and 3 July 2023) to gather feedback about member priorities and foster dialogue.
- A public workshop (held on 23 May 2023) to better understand community perspectives; and
- Presentation at the Environment Advisory Group (EAG) meeting (on 27 November 2023).
- Attendance of Scrutiny Committee on 17 July 2024.

- Public consultation between 25 September and 6 November 2024. Results of the consultation are attached in Appendix D.

Public Consultation

- 5.7 To ensure that we captured a comprehensive range of insights and feedback regarding the strategy and its anticipated outcomes, a public consultation exercise on the emerging draft waste management strategy took place between 25 September 2024 for 6 weeks.
- 5.8 We received 5073 responses to the consultation. That feedback has been reviewed and considered while finalising the strategy. Results of the consultation are attached in Appendix D.
- 5.9 Overall people felt satisfied with the current general refuse (black bin) and recycling collection services. Majority of respondents do not want us to reduce the frequency of refuse collections. There was a high level of support for increasing waste types collected for recycling as well as support for a review of the receptacles we provide for recycling collections. A minority of people felt that the draft strategy was not ambitious enough. Key highlights include;
- (a) Residents who receive the kerbside or sack collection service were asked *if they agreed or disagreed that three-weekly black bin collections could help increase the amount of waste the Council collects as recycling and reduce the amount of waste households produce*. **71%** disagreed or strongly disagreed that it would.
 - (b) We also asked if their household would be able to manage if their non-recyclable waste was collected every three weeks. Most respondents stated that they might be able to cope with a reduction to black bin frequencies with adequate support (**52%**).
 - (c) We also asked, *how full are your black bin(s) and recycling containers before they are emptied on collection day*. **47.7%** of residents who have a kerbside collection have space within their black bin (pre acceptance of plastic pots tubs and trays within the recycling service). Arguably supporting the case for changing the collection frequency to 3-weekly. **26.9%** of residents who have a kerbside collection have space in their recycling containers.
 - (d) Mixed feedback was received regarding the types of containers provided for waste and recycling collections. While some respondents appreciated the durability and size of the existing bins, others highlighted issues with manoeuvrability, unsuitability for smaller households, and the need for alternative designs to improve efficiency, usability and their impact on the street scene, while there was also support for keeping them as they are.
 - (e) We asked how satisfied residents are with the black bin/sack and recycling collection services that we provide. **65%** of respondents are very satisfied/satisfied, with **20%** neutral and **15%** at unsatisfied/very unsatisfied.
- 5.10 Further detail and analysis can be found within Appendix D.

Proposals

5.11 The timeline for developing the strategy has been outlined below:

- Procurement of Consultants: (September 2022)
- Workshops with Members and Residents: (March – July 2023)
- Production of the First Draft: (July 2023 – June 2024)
- Corporate, Operations and Executive: (July – September 2024)
- Public Consultation: (September – November 2024)
- Final Draft and Strategy Finalisation: (December 2024)
- Approval by the Executive: April 2025 (estimated)
- Review: A review mechanism will be established to monitor the implementation of the strategy and its effectiveness, setting the stage for continuous improvement and adaptation.

6 Other options considered

6.1 No other options were considered because adopting a new waste strategy is essential to meet legislative requirements, to meet the Council's climate change objectives and to ensure continued service improvement. Without a new strategy, the Council could lack strategic direction in waste management practices, potentially leading to non-compliance with upcoming regulations and missed opportunities for service enhancement and environmental benefits.

7 Conclusion

- 7.1 The adoption of a new waste strategy is crucial for ensuring that our waste management services remain effective, efficient, and compliant with upcoming legislative requirements. This also is necessary to enable the Council to deliver on its Net Zero objectives. This strategy not only addresses the immediate need for continuity following the expiration of the previous strategy in 2022 but also sets the foundation for sustainable and innovative practices through 2032.
- 7.2 Through comprehensive engagement with members, the public, and external advisors, we have developed a strategy that is both responsive to community needs and aligned with broader environmental goals.
- 7.3 The Council's commitment to increasing recycling rates, reducing waste production, and minimising carbon emissions will contribute to operational efficiencies, environmental sustainability, and improved public perception.
- 7.4 The waste management strategy provides a clear, actionable framework for waste management services up to 2032, fostering a more sustainable and environmentally responsible community.

- 7.5 In summary, this waste management strategy represents a comprehensive, forward-thinking approach to waste management that prioritises environmental stewardship, community engagement, and continuous improvement within the confines of our current Integrated Waste Management Contract.

8 Appendices

- 8.1 Appendix A – Equity Impact Assessment
- 8.2 Appendix B – Data Protection Impact Assessment – Not Used
- 8.3 Appendix C – Waste Management Strategy
- 8.4 Appendix D – Draft Waste Management Strategy Consultation summary report.
- 8.5 Annex 1 - Draft Waste Management Strategy Consultation analysis.

Background Papers:

*(add text)

Subject to Call-In:

Yes: ☐ No: ☒

The item is due to be referred to Council for final approval	<input type="checkbox"/>
Delays in implementation could have serious financial implications for the Council	<input type="checkbox"/>
Delays in implementation could compromise the Council's position	<input type="checkbox"/>
Considered or reviewed by Scrutiny Commission or associated Committees, Task Groups within preceding six months	<input checked="" type="checkbox"/>
Item is Urgent Key Decision	<input type="checkbox"/>
Report is to note only	<input type="checkbox"/>

Wards affected: All wards

Officer details:

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Document Control

Waste Management Strategy

Document Ref:		Date Created:	
Version:		Date Modified:	
Author:			
Owning Service			

Change History

Version	Date	Description	Change ID
1			
2			

West Berkshire Council Equity Impact Assessment

TEMPLATE

March 2023

Contents

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Section 1: Summary details

Directorate and Service Area	Place, Waste
What is being assessed (e.g. name of policy, procedure, project, service or proposed service change).	Waste Management Strategy.
Is this a new or existing function or policy?	New strategy, replacing the previous strategy which has expired.
Summary of assessment Briefly summarise the policy or proposed service change. Summarise possible impacts. Does the proposal bias, discriminate or unfairly disadvantage individuals or groups within the community? (following completion of the assessment).	<p>The waste management strategy proposes a number of actions to drive down general waste and increase recycling, improve the street scene and lead the way for the duration of the current waste contract which comes to an end in 2032.</p> <p>Key elements include:</p> <ul style="list-style-type: none"> changing the frequency of black bin collections from once every fortnight to once every three weeks* reviewing the container provision for recyclable waste implementing broader measures to reduce waste, improve recycling rates, and enhance the improving the local street scene <p>*Note: <i>The collection frequency for other household waste types such as dry recycling, food and garden waste will not change from their current levels. Additionally, residents living in flat and multiple occupancy dwellings which share a communal bin will not be impacted by the proposed change and will continue to have their waste collected on a weekly basis.</i></p> <p>Potential positive impacts associated with this change include:</p> <ul style="list-style-type: none"> Increased use of the recycling services the Council provide;

	<ul style="list-style-type: none"> • Environmental benefits through waste reduction and reduced carbon emissions; and • Cost savings for the Council, helping to achieve more value for money for ratepayers and to maintain other essential services provided by the Council. • Greater public awareness and engagement in sustainable waste practices. <p>Potential negative impacts include:</p> <ul style="list-style-type: none"> • Increased difficulty for larger-than-typical households that generate higher volumes of waste. • Challenges for selected residents with medical needs, such as those requiring incontinence products, who may need additional support. • Risk of increased fly-tipping and waste contamination if households are unable to manage waste effectively. <p>The proposal does not discriminate against any particular demographic. However, certain householders may need additional support from the Council to adapt to some of the changes included within the strategy. To mitigate this, the Council will:</p> <ul style="list-style-type: none"> • Offer additional waste capacity (e.g. larger bins) for eligible households; • Continue to provide medical waste collections for eligible households; and • Provide enhanced service communications and waste reduction support to residents (e.g. Real Nappy give-aways and cash-back scheme, updates in our newsletters and on social media channels, targeted media campaigns and ongoing advice to customers). <p>English councils like Bracknell Forest, East Devon, and Stratford-on-Avon have successfully adopted similar changes to the frequency of black bin collection, and achieved higher recycling rates and cost efficiencies. More English authorities such as East Suffolk, Cheshire East, and Bristol have either decided or are currently actively considering this change. The Council's officers have been engaging with peers in council areas who have already implemented this change to learn lessons, which can be used to inform our implementation approach. Officers, and are reasonably confident that the identified mitigation measures will help ensure fairness and accessibility for all affected groups.</p>
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Equity Impact Assessment

	Officer have collaborated with external technical advisors Eunomia Research and Consultancy throughout the development of the strategy.
Completed By	Daniel Warne, Waste Manager
Authorised By	
Date of Assessment	5/3/2025

Section 2: Detail of proposal

Context / Background Briefly summarise the background to the policy or proposed service change, including reasons for any changes from previous versions.	The strategy replaces the 2002-2022 waste strategy to align with new national waste policies and climate goals to significantly increase recycling rates, reduce waste generation and associated disposal costs, and support help achieving better environmental outcomes. Reductions in waste generation and management will also result in reduced carbon emissions and contribute to the achievement of the Council's aspiration to get to Net Zero by 2030. West Berkshire's current recycling rate (53%) is above the national average but below future targets.
Proposals Explain the detail of the proposals, including why this has been decided as the best course of action.	<p>Changing the frequency of black bin collections from once every fortnight to once every three weeks</p> <p>The proposal will change kerbside refuse collections from fortnightly to three-weekly in 2025, while maintaining weekly food waste and dry recycling collections at their current frequency. Refuse collections from communal properties will also remain at their current weekly frequency.</p> <p>This approach has been chosen as it:</p> <ul style="list-style-type: none"> • Reduces residual waste by encouraging recycling (42% of black bin waste is potentially recyclable).

- Ensures sufficient bin capacity, with West Berkshire currently providing the highest in Berkshire (120 litres (l) per week), reducing to 80l per week—still in line with comparable authorities. For example, Bracknell Forest currently provides their residents with a general waste bin capacity of 80l per week.
- Mitigates financial risks, reducing exposure to £1.4m in potential annual UK Emissions Trading Scheme (ETS) costs. The ETS costs are expected to come in from c. 2028.
- Aligns with national waste policies for increasing recycling and reducing avoidable waste generation. It will also support the Council's Net Zero by 2030 goal.
- Follows proven success from other UK councils, where three-weekly collections increased recycling rates and delivered improved VfM and service efficiency.

Reviewing the container provision for recyclable waste

This proposal will review the current containers provided to residents for the collection of their recyclable waste while also providing suitable capacity to align with the government Simpler Recycling policy, which will see all local authorities collect the same types of waste for recycling.

This approach has been chosen as it will allow us to ensure that the containers are suitable, offer good value for money, while also listening to feedback received during the public consultation along with any available funding opportunities that may arise from government in regards to their Simpler Recycling policy.

Implementing broader measures to reduce waste, improve recycling rates, and enhance the improving the local street scene

Other proposals include:

- Partnering with charities to reuse bulky items (e.g., furniture).
- Promoting real nappy schemes and community composting.
- Establishing a reuse shop at the Padworth Recycling Centre.

	<ul style="list-style-type: none"> • Expanding school education programs on waste reduction. • Creating community champion roles to promote recycling. • Implementing targeted communication campaigns (e.g., stickers on bins, email reminders).
<p>Evidence / Intelligence</p> <p>List and explain any data, consultation outcomes, research findings, feedback from service users and stakeholders etc, that supports your proposals and can help to inform the judgements you make about potential impact on different individuals, communities or groups and our ability to deliver our climate commitments.</p>	<p>Waste Composition Analysis: Latest findings show that 42% of black bin contents could be recycled via the kerbside service.</p> <p>External technical advisors: Modelling undertaken by Eunomia Research & Consulting demonstrates that reducing the frequency of black bin collections is the best practicable environmental option. The change is expected to increase our recycling rate by at least 5%.</p> <p>Capacity Comparison: West Berkshire currently provides the highest black bin capacity in Berkshire at 120l per week, compared to the regional average of 85l per week. This proposal will reduce black bin capacity to 80l per week. The Council does not limit capacity available for recycling.</p> <p>Environmental Goals: The strategy is aligned with the Council's Net Zero by 2030 target, and the need to divert waste from incineration and landfill.</p> <p>Legislative Changes: The UK ETS will extend to Energy from Waste (EfW) facilities by 2028, adding c. £1.4 million in annual costs onto the Council's expenditure unless more waste is avoided or recycled. Simpler Recycling requires councils to expand recyclable material collections. The Deposit Return Scheme will reduce beverage carton waste (plastic and ferrous) in household bins and amount being littered.</p> <p>Financial Savings: Estimated savings of £150,000 per year by reducing waste disposal costs and landfill tax, in addition to the amount mitigated for ETS.</p>

	<p>Proven Success Elsewhere: Councils like Bracknell, East Devon, and Stratford-on-Avon have adopted similar changes to black bin collections, seeing higher recycling rates and cost efficiencies.</p> <p>Consultation response: During a public consultation undertaken between September and November 2024, 52% indicated that the aims of the strategy were about right. 47% of respondents reported having space in their black bin on collection day, even before the recent expansion of kerbside plastic recycling to include plastic pots, tubs and trays. Support was also shown for the majority of the reuse, engagement and communication, carbon reduction and street scene proposals.</p> <p>Whilst majority of respondents indicated they would like to keep the existing collection frequency, 52% of respondents stated that their household could manage if non-recyclable (black bin) waste was collected every three weeks, out of that group of respondent's, half stated <i>'maybe, although it might be challenging at certain times of the year'</i>.</p>
<p>Alternatives considered / rejected</p> <p>Summarise any other approaches that have been considered in developing the policy or proposed service change, and the reasons why these were not adopted. This could include reasons why doing nothing is not an option.</p>	<p>Alternatives considered for inclusion within the strategy and rejected include ("✓" denotes a potentially positive outcome; and "✗" denotes a potentially negative outcome):</p> <ol style="list-style-type: none"> Four-weekly refuse collections <ul style="list-style-type: none"> ✓ Would further improve recycling rates and reduce carbon emissions by encouraging even greater waste reduction. ✓ Aligns with national sustainability goals and would result in greater cost savings over time. ✗ Likely to be impractical for many residents, particularly larger households and those with medical waste needs. ✗ High risk of non-compliance, leading to increased fly-tipping or waste contamination. ✗ Public resistance likely to be significantly higher, making implementation and enforcement more challenging. Changing black bin size instead of collection frequency

	<ul style="list-style-type: none"> ✓ Reducing black bin size to e.g. 180l and still collecting the waste fortnightly would limit residual waste capacity, driving better recycling behaviours while maintaining fortnightly collections. ✗ High financial cost—estimated at £2 million+ to replace bins across all households. ✗ Operational challenges, including the logistics of replacing over 60,000 bins. ✗ Would not provide the same financial or carbon savings as reducing collection frequency. <p>3. Doing Nothing with black bin frequency (Retaining Fortnightly Collections)</p> <ul style="list-style-type: none"> ✗ Misses the opportunity to improve recycling rates, with 42% of black bin contents currently recyclable via kerbside services. ✗ West Berkshire's waste generation remains high (427kg per person), making waste reduction efforts essential. ✗ Other councils adopting three-weekly collections have seen recycling increase, demonstrating that inaction would leave West Berkshire behind. ✗ Fails to address key financial pressures, particularly the £1.4m annual cost from the upcoming UK Emissions Trading Scheme (ETS) expansion. <p>4. Switching to a fully co-mingled recycling collection:</p> <ul style="list-style-type: none"> ✓ Could potentially improve capture rate of recyclable materials ✗ Increase contamination, reducing quality and value of product ✗ Higher sorting costs ✗ Current contract provision <p>5. Do nothing</p> <ul style="list-style-type: none"> ✗ Increased disposal cost, particularly with the impact of ETS ✗ Failure to meet national waste reduction targets ✗ No clear strategic direction for the Councils waste services
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Equity Impact Assessment

	<ul style="list-style-type: none">✕ A new waste strategy is essential to meet legislative requirements, to meet the Council’s climate change objectives and to ensure continued service improvement.
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Section 3: Impact Assessment - Protected Characteristics

Protected Characteristic	No Impact	Positive	Negative	Description of Impact	Any actions or mitigation to reduce negative impacts	Action owner* (*Job Title, Organisation)	Timescale and monitoring arrangements
Age	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Disability	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No change from the current situation as the Council provides Assisted Collections to selected householders who are unable to physically present their bins for collection.			
Gender Reassignment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Marriage & Civil Partnership	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Pregnancy & Maternity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Race	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Sex	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

Equity Impact Assessment

Sexual Orientation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Religion or Belief	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

Section 3: Impact Assessment - Additional Community Impacts

Additional community impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner (*Job Title, Organisation)	Timescale and monitoring arrangements
Rural communities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Areas of deprivation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Displaced communities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Care experienced people	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
The Armed Forces Community	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

Section 4: Review

Where bias, negative impact or disadvantage is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

Review Date	
Person Responsible for Review	
Authorised By	

EDI employee related EQiA's should now be sent to Human Resources hrenquiries@westberks.gov.uk

Appendix B

Data Protection Impact Assessment – Stage One

The General Data Protection Regulations require a Data Protection Impact Assessment (DPIA) for certain projects that have a significant impact on the rights of data subjects.

Should you require additional guidance in completing this assessment, please refer to the Information Management Officer via dp@westberks.gov.uk

Directorate:	
Service:	
Team:	
Lead Officer:	
Title of Project/System:	
Date of Assessment:	

Do you need to do a Data Protection Impact Assessment (DPIA)?

	Yes	No
<p>Will you be processing SENSITIVE or “special category” personal data?</p> <p><i>Note – sensitive personal data is described as “data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation”</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Will you be processing data on a large scale?</p> <p><i>Note – Large scale might apply to the number of individuals affected OR the volume of data you are processing OR both</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Will your project or system have a “social media” dimension?</p> <p><i>Note – will it have an interactive element which allows users to communicate directly with one another?</i></p>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Will any decisions be automated?</p> <p><i>Note – does your system or process involve circumstances where an individual’s input is “scored” or assessed without intervention/review/checking by a human being? Will there be any “profiling” of data subjects?</i></p>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No
Will your project/system involve CCTV or monitoring of an area accessible to the public?	<input type="checkbox"/>	<input type="checkbox"/>
Will you be using the data you collect to match or cross-reference against another existing set of data?	<input type="checkbox"/>	<input type="checkbox"/>
Will you be using any novel, or technologically advanced systems or processes?	<input type="checkbox"/>	<input type="checkbox"/>
<small>Note – this could include biometrics, “internet of things” connectivity or anything that is currently not widely utilised</small>		

If you answer “Yes” to any of the above, you will probably need to complete [Data Protection Impact Assessment - Stage Two](#). If you are unsure, please consult with the Information Management Officer before proceeding.

Waste Management Strategy

2025-2032



‘Together we can plan for a cleaner, greener West Berkshire’



WestBerkshire
C O U N C I L

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Foreword

I am pleased to introduce West Berkshire Council's new Waste Management Strategy, which sets out our ambitions for sustainable resource management up to 2032. This strategy aligns with the priorities in the Council Strategy 2023 - 2027, specifically in:

- Providing services that we are proud of; and
- Tackling the climate and ecological emergency.

Nationally, we are on the cusp of significant policy changes within the waste sector with initiatives such as Simpler Recycling and Extended Producer Responsibility (EPR) for Packaging. This strategy will ensure that, as an authority, we are ready for these emerging changes proposed by the UK government. The strategy outlines how, among other objectives, we can:

- Significantly decrease the amount of waste each resident produces;
- Increase the amount of household waste we send for recycling and composting;
- Improve the local street-scene through avoidance of littering and fly-tipping; and
- Promote education on resource efficiency within our schools and across the district.

In developing this strategy, we have incorporated feedback from residents, community groups, members, Council officers, and our waste contractor, Veolia. We have also used the expertise of our external technical adviser, Eunomia Research & Consulting, to ensure that best practice at national and international levels has been factored into our analyses. Additionally, we have considered feedback obtained during the public consultation period (September to November 2024) before finalising the strategy.

Our vision for the Waste Strategy is ambitious yet achievable. In recent years, we have managed to recycle about half of all the waste collected from our householders; this places us within the top third of all English local authorities. We successfully introduced separate weekly food waste collections at the kerbside in 2022; this service enhancement helped us to achieve our highest-ever household waste recycling rate of 53% in 2023/24. However, we aspire to do even better and have set ourselves a target of recycling at least 60% of household waste by 2030. The strategy also aims to reduce the relatively high amount of waste generated per person in our district and increase the types of waste collected for recycling from households across the district, in line with emerging government requirements.

The Council has declared Climate and Ecological Emergencies, and we see sustainable resource management as being integral to the achievement of our environmental protection goals. Complementing the Council's Environment Strategy, the Waste Management Strategy reinforces our dedication to achieving Net Zero carbon emissions through measures such as introducing usage of low-carbon fuels e.g. hydrotreated vegetable oil by our waste collection fleet. We are also partnering with our waste contractor, Veolia to implement a range of environmentally beneficial initiatives at our Padworth Integrated Waste Management Site. These include a proposed installation of roof and ground-mounted solar panels for energy generation, replacement of inefficient on-site

lighting with LED lights, and drilling a borehole to supply water for the in-vessel composting facility.

While the levels of litter and fly-tipping remain low compared to other areas, we cannot become complacent. We will continue to strive to keep West Berkshire a beautiful place to live, work and visit through better communication, deterrence and enforcement against offences.

At the heart of this strategy is you, our resident. We will continue to engage and seek opinions throughout the development of this strategy and beyond. Communication is key, and we will continue to increase our engagement with schools, residents, visitors and businesses as much as practicable.

In conclusion, our Waste Management Strategy reflects our commitment to setting an exemplary standard in resource efficiency, reducing carbon emissions, and making the district an even better place for future generations. Together, we can achieve a

cleaner, greener future for all.



Stuart Gourley
Councillor, Member
for Newbury Clay
Hill & Executive
Portfolio Holder
for Environment &
Highways





1. Introduction

1.1 Strategy Development

This document sets out the strategic direction for West Berkshire Council to take in managing its recycling, waste and street cleansing services up until 2032.

In developing this strategy, we have focussed on developing priorities and actions that recognise the different types of collections residents of West Berkshire receive, alongside understanding the impact of change within the different communities within West Berkshire.

The process of developing this strategy has been informed by:

- several engagement workshops with residents and elected members of the Council; and
- cost, performance, and carbon modelling (please see Appendix 1) of different options for collecting waste and recycling, which shows how these could contribute towards meeting the Council's targets of increased recycling.

- public consultation on the key proposals. The consultation took place from 25 September 2024 for 6 weeks. Feedback received from residents has been used to shape the strategy (see Figure 1.1), the [results can be found on our consultation webpages](#). Selected highlights include - 47.7% of residents who have a kerbside collection have space in their black bin on collection day. Most respondents stated that they might be able to cope with a reduction to black bin frequencies with adequate support (52%). 65% of respondents are at least satisfied with the current collection service, with 20% neutral and 15% at the most unsatisfied. There was a high level of support for increasing waste types collected for recycling as well as support for a review of the receptacles we provide for recycling collections. A minority of people felt that the draft strategy was not ambitious enough.

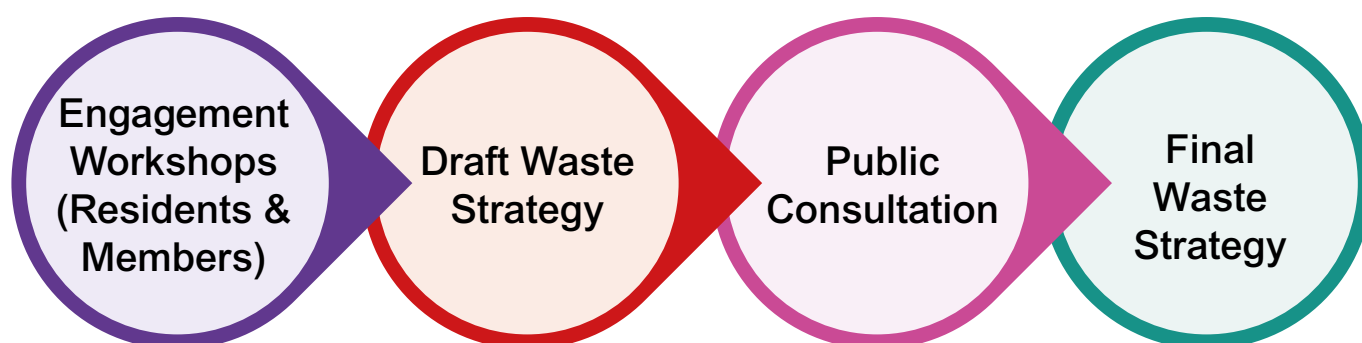


Figure 1.1. Development of the Waste and Resources Strategy

This strategy is intended to complement other existing Council strategies including the Environment Strategy and the associated Environment Strategy Delivery Plan managed by the Council's Environment Delivery team^{1,2}. It is also aligned with the Council Strategy 2023 – 27³. The Council Strategy sets out five priority areas and the main ones which will be supported by this strategy are:

Priority Area 1:
Services we are proud of

and

Priority Area 3:
Tackling the climate and ecological emergency.

When adopted, the new Waste Management Strategy will replace the Council's previous Waste Strategy 2002 – 2022⁴. A selection of service changes implemented since the previous strategy was published have been set out under Appendix 2.

Current Performance

In 2022/23 (the most recent year for which published data is available) West Berkshire had a recycling rate of 49.8%⁵, placing it 68th out of the 343 English authorities. This places West Berkshire above the national average for England of 43.3%. A comparison of West Berkshire's current and historic recycling rate with England's average is shown in Figure 1.2.

However, compositional analysis of kerbside collected bins in August 2023 found that

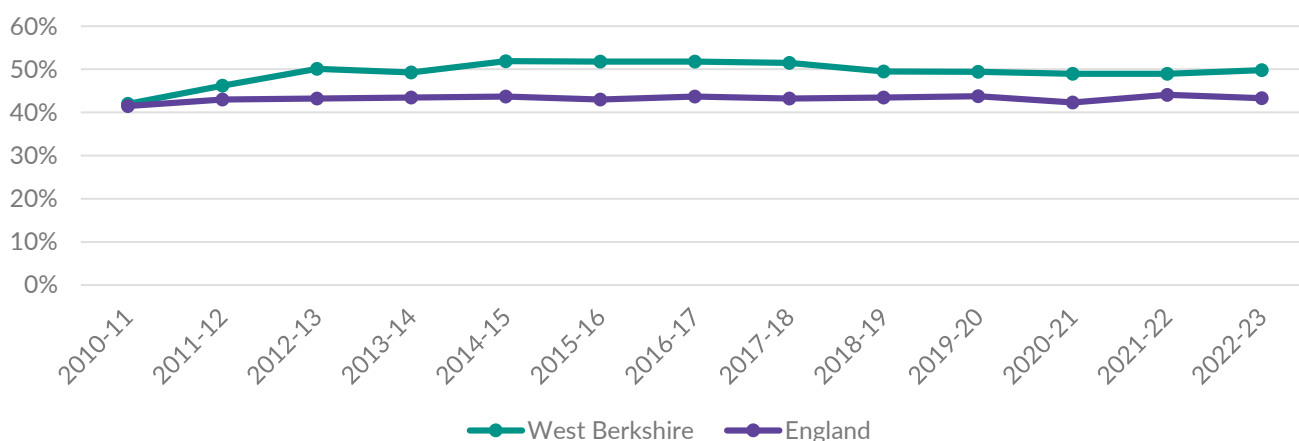


Figure 1.2. West Berkshire's Current and Historic Recycling Rate Compared to England's Average

¹ West Berkshire Council (2020). Environment Strategy 2020 to 2030. Available at: <https://www.westberks.gov.uk/environmentstrategy>

² West Berkshire Council (2020). Our Environment Strategy Delivery Plan. Available at: <https://www.westberks.gov.uk/environmenttdp>

³ West Berkshire Council (2023). Council Strategy 2023-2027. Available at: <https://www.westberks.gov.uk/Council-Strategy-2023-2027>

⁴ West Berkshire Council (2002). A Municipal Waste Management Strategy for West Berkshire Council. Available at: [Waste_Strategy_2002-2022.pdf \(westberks.gov.uk\)](https://www.westberks.gov.uk/Waste-Strategy_2002-2022.pdf)

⁵ LetsRecycle (n.d). 2022/23 overall performance. Available at: [2022/23 overall performance - letsrecycle.com](https://letsrecycle.com)



Figure 1.3. Compositional Analysis of the General Waste Bin



over 42% of the waste that people put in the residual waste bin could have been recycled – food waste alone made up 22%. Figure 1.3 shows a full analysis of the types of waste found in the average general waste bin in West Berkshire.

Furthermore, a survey undertaken in August 2023 of 280 properties found that only 59% were making use of the separate weekly food waste recycling service, indicating that there is significant potential for residents to recycle more.

West Berkshire also performs well on street cleanliness. West Berkshire's latest Local Environmental Quality survey was undertaken between April 2023 and March 2024, and found that the level of litter and detritus within the district was relatively low.

The survey found that 96.98% of the locations surveyed meet or exceeded the standards for acceptable levels of litter, meaning that only 3.02% did not. The percentage of locations that met acceptable standards for detritus (e.g. mud, stones, rotten leaves and twigs) was somewhat lower at 88.95%.

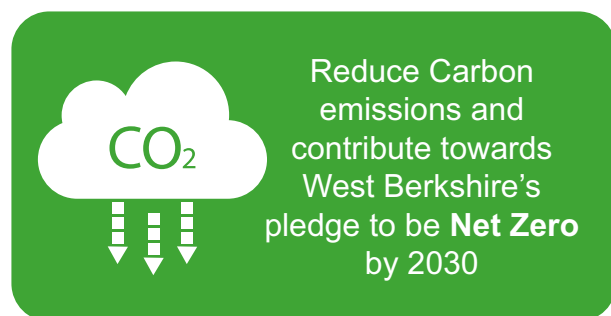
Not all English authorities carry out or publish similar studies, which makes an up-to-date comparison impracticable; however, the most recent national survey by Keep Britain Tidy found that, in 2019/20⁶, 9% of the 4,200 sites surveyed – chosen to be representative of England – failed to meet the acceptable standard for litter, while 20% failed to meet the standard for detritus. West Berkshire is therefore considerably tidier than many other authority areas. Another point of comparison is a study by the Association for Public Service Excellence (APSE), which compiled results from 42 English local authorities in 2021/22 and found that on average 95.46% of the sites inspected were at an acceptable level of cleanliness for litter⁷. West Berkshire outperforms this average, too.

⁶ Keep Britain Tidy (2018). Litter in England, The Local Environmental Quality Survey of England 2017/18. Available at: www.keepbritaintidy.org/sites/default/files/resource/National%20Litter%20Survey%20How%20Clean%20is%20England%20Leaflet%202019%202020.pdf

⁷ APSE (2023) Street Cleanliness Report. Available at: <https://www.apse.org.uk/index.cfm/apse/research/current-research-programme/street-cleanliness-report/2021-22-street-cleanliness-survey-data/>

1.2 Vision for the Strategy

The aims of this strategy are outlined below.



The strategy defines how the Council can achieve these goals and sets out the steps the Council will take to continue to improve the services it offers, while responding to changing national policies and incentives and feedback from residents. The Council is committed to working together with residents through positive interactions to ensure that the district is a great place to live, work, learn and visit – this is outlined in the Customer Service Charter⁸.

Throughout the lifetime of the strategy, we will engage with our communities, improving waste and recycling services while seeking to improve the local environment through effective communications, education, and enforcement. The performance of these services will contribute towards nation-wide recycling and waste reduction targets. The goals and initiatives outlined in this strategy will also contribute towards the Council's Environment Strategy, which aims for West Berkshire Council to become Net Zero by 2030⁹.

⁸ West Berkshire Council (n.d). West Berkshire Council Customer Service Charter. Available at: [WBC_Customer_service_charter_\(January_2023\).pdf \(westberks.gov.uk\)](https://www.westberks.gov.uk/customer-service-charter)

⁹ West Berkshire Council (2020). Environment Strategy. Available at: <https://www.westberks.gov.uk/environmentstrategy>

2. Local Context

2.1 Current Recycling, Waste and Street Cleansing Services

Current Recycling and Waste Collection Services

The Council endeavours to provide all West Berkshire residents with equivalent services and access to recycling services, so each resident can recycle the same material whether they have a street-level (kerbside collection) or collections from a shared bin store. However, there are slight differences to the services provided to a very small minority of properties, such as residents living in flats above shops and in hard-to-reach areas. This difference is largely due to practical issues associated with the storage of waste between collections and transporting waste to a suitable collection point. More information about recycling and waste collection services in West Berkshire can be found at:

www.westberks.gov.uk/rubbishandrecycling

In addition to the kerbside recycling and waste collection services, the Council currently operates nine Mini-Recycling Centres (MRCs) and two Household Waste Recycling Centres (HWRCs). The MRCs are located across the district and offer collection points for a variety of materials, including some not currently collected at kerbside, such as:

Textiles | Paper | Card

Small Electrical items

Food and drink cartons

Plastic bottles and cans

Plastic pots, tubs and trays

More information about the mini-recycling centres and where they are located can be found at:

www.westberks.gov.uk/minirecyclingcentres

The two HWRCs are at Newtown Road, Newbury, in the west of the district and Padworth Lane, Lower Padworth near Aldermaston Wharf in the east. At these centres residents can recycle and dispose of larger bulky items or excess waste that they cannot fit in their bin and items not collected at street-level (kerbside) or communal bin stores, such as:

Furniture | Garden waste

DIY waste | Batteries

Electrical appliances

Non-recyclable waste

Both HWRCs have recently begun collecting coffee pods and vapes for recycling. More information about what can be taken to Newtown Road and Padworth HWRCs can be found at:

www.westberks.gov.uk/HWRCrecycling

Newtown Road HWRC was awarded HWRC of the year from the Local Authority Recycling Advisory Committee in October 2024. The Award recognises local authority-operated waste facilities that demonstrate high rates of waste diversion and recycling, and excel in promoting sustainability, safety, and community involvement in waste management and recycling efforts.

The Council also offers to collect large bulky waste items (such as sofas, tables, chairs, mattresses, and beds) from residents' homes. The service charge for 2024/25 is £63 for the collection of up to five items. More information on the Council's bulky waste collection service can be found at: www.westberks.gov.uk/Bulky

The Street Cleansing Service

The Council provides a comprehensive street cleansing service, along 1,303km of public highway and 827km of public footways and cycle paths, which contributes to efforts to make West Berkshire a pleasant place to work and live. The current street cleansing services include:

Street sweeping

Litter picking and litter bins

Weed control

Leaf clearance during Autumn

Abandoned vehicle removal

Fly tip removal

All the of these services are provided by our waste contractor, Veolia as part of our 25-year PFI contract, which started in 2008.

Our street cleansing service is operated to ensure compliance with the acceptable levels of litter and detritus as set out in the [Code of Practice for Litter and Refuse \(CoPLAR\)](#).

Our duty to keep land we are responsible for, so far as is practicable, kept clear of litter and refuse includes being responsible for dealing with most types of small-scale fly-tipping on public land. The Environment Agency deals with bigger incidents (generally those involving more than a tipper load of waste), incidents involving organised crime and certain hazardous wastes which have a greater potential to damage the environment. While we do not remove fly-tipping from private land, we can investigate it. Fly-tipping can be reported here:

www.westberks.gov.uk/report-litter-and-fly-tipping

The Council also has a duty to remove abandoned vehicles from land in the open air (including private land) and from roads. We also provide a free removal scheme for unwanted privately-owned vehicles. Further information can be found at:

www.westberks.gov.uk/abandonedvehicles

Further information regarding service provision can be found at:

www.westberks.gov.uk/keepwestberkstidy

To complement the street cleaning services, the Council loans litter picking equipment to community groups across the district and collects the bagged waste following litter picking events. This support plays an important role in not only supplementing our extensive street cleansing service but also helps the Council to engage with community groups and promote anti-littering messages

2.2 West Berkshire's Demographics

West Berkshire's residents have a higher average age (43 years) than the average in both England (40 years) and the South East (41 years), and is expected to increase in future years¹⁰. Furthermore, West Berkshire has seen its population increase by 4.9% in the last decade, from around 153,800 in 2011 to 161,400 in 2021¹¹. It is therefore essential that this strategy should include ways to identify and communicate with West Berkshire's changing population, including new residents moving into the area, in a way that is simple and easy to understand.

The increase in West Berkshire's population is also driving the need for more housing. The 2022-2039 Local Plan includes proposals for 9,000 new homes in West Berkshire by the end of 2039¹². As part of thinking about how we develop our waste and recycling services, the Council will need to design schemes that work for all our residents, whilst understanding the challenges they face and what is appropriate for each housing type.

Finally, as of 2021, West Berkshire is the ninth least densely populated local authority in the South East of England, with approximately two people living on each football pitch-sized area of land¹³. The Council is therefore required to take into consideration the relatively large distance between households in rural areas and between residential areas in any future service changes.

The population is becoming older



The population has increased by
between 2011
and 2021

4.9%



9,000



new homes will be
built by 2039

Ninth least densely
populated local authority
in the South East



¹⁰ Office for National Statistics. Census 2021. Available at: <https://www.ons.gov.uk/visualisations/censuspopulationchange/E06000037/>

¹¹ Office for National Statistics. Census 2021. Available at: <https://www.ons.gov.uk/visualisations/censuspopulationchange/E06000037/>

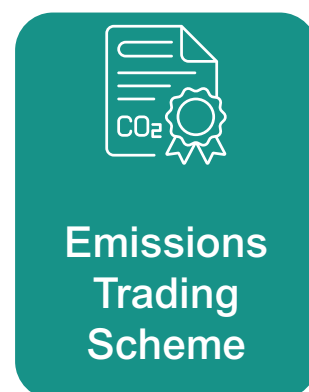
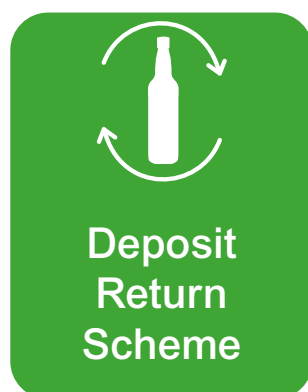
¹² West Berkshire Council (2022). The Local Plan Review. Available at: <https://www.westberks.gov.uk/local-plan-review>

¹³ Office for National Statistics. Census 2021. Available at: <https://www.ons.gov.uk/visualisations/censuspopulationchange/E06000037/>

3. National Context

Alongside considering our local context, as part of the development of this strategy the Council must also contemplate the wider national drivers of change. The UK Government has announced several major policy changes which will affect how waste and recycling is managed

in England, and how services are funded across the UK. These are planned to take effect during the lifetime of this strategy and, if implemented, will significantly influence how waste and recycling is managed in West Berkshire. The four major policies are:



It should be noted that the policies discussed below are still in development by the UK Government. They were proposed but not finalised prior to the general election in 2024, and so amendments to their content or timing may be made by the new Government during the lifetime of this strategy.

3.1 Extended Producer Responsibility (EPR)

Expected implementation date: 1 October 2025

Impact: West Berkshire Council will receive funding/payments for operating an 'efficient and effective' household waste service, with initial first-year settlements for 2025 providing some funding clarity. However, the criteria for assessing efficiency and effectiveness are still unclear, and funding amounts beyond the first year remain uncertain as the policy evolves. This uncertainty affects the Council's ability to plan and budget, potentially impacting overall service delivery for the whole Council.

Under the proposals, packaging producers will be responsible for the full net cost of managing the packaging they handle or place on the market. This includes the cost of collecting, transporting, sorting and disposal of packaging waste, whether from households or businesses.

It also includes administration and overhead costs. The scheme will cover packaging waste collected in the recycling and general waste streams, as well as material that is placed in street litter bins.

3.2 Deposit Return Scheme (DRS)

Expected implementation date: From October 2027

Impact: West Berkshire is likely to see fewer DRS eligible materials, such as plastic bottles and metal drink cans, placed in household recycling and general waste containers. Experience from other countries indicates that a DRS may also have a positive impact on street litter.

Under a DRS, people who buy drinks in certain kinds of containers will have to pay a small deposit, which they can reclaim when they are finished with their drink. In England, the scheme will target plastic and metal drinks containers between 50 ml and 3 litres. The DRS is likely to lead to a significant improvement in

the proportion of deposit bearing containers that are captured for recycling, while also reducing street litter. It is currently expected that the scheme will involve consumers returning materials to a collection point (which will be located in supermarkets, smaller shops and other locations) to claim their deposit.

3.3 Simpler Recycling

Expected implementation date: 31 March 2026

Impact: West Berkshire will be required to:

- Collect food, paper and card, metal, glass bottles and jars, plastic pots, tub and trays, plastic tubes and cartons (including Tetra Pak).
- Collect plastic film (from 2027).
- Extend the separate food waste collection service to the relatively small number of properties that do not currently receive them – principally, flats above shops (where practicable).
- Offer an opt-in garden waste collection service

The Government wishes to achieve greater consistency in the materials that are collected for recycling by different English local authorities, and in the way their local services are designed.

The key requirements on local authorities are:

- **To collect a core set of recyclable materials for recycling (March 2026):** The core set of recyclable materials are paper and card, metal, glass bottles and jars, plastic bottles, pots, tub and trays, plastic tubes and Tetra Pak cartons. Plastic film will be required to be collected by March 2027.
West Berkshire Council already meets most of these requirements, but will be expected to expand kerbside collections to include:

- Foil and aluminium tray
- Plastic tubes
- Cartons (including Tetra Pak)
- Tetra Pak cartons
- Plastic film (from March 2027).
- **To offer an opt-in garden waste collection service (March 2026):** Local authorities will be required to offer garden waste collections to all households who request it, including communal properties. A council may charge for those collections, but charges should be 'reasonable'. Householders will be able to make their own decision about whether they wish to use this optional service or make other arrangements. The Council already provides an opt-in chargeable service.
 - The Government recommends that collections are offered over a period

of 36 weeks (between March to October (inclusive) as a minimum. The Government recognises that this may need to vary based upon local circumstances and that the frequency of collections is for waste collection authorities to determine with regard to their individual local circumstances.

- **To separately collect food waste weekly (March 2026):** The Council has already introduced separate food waste collections across the district from October 2022 (see Case Study 1) and is therefore already largely meeting this

requirement. The Council will continue work to provide this service to the properties that do not currently receive it, such as flats above shops, where practicable.

The UK Government is committed to achieving Net Zero by 2050. Thus, emissions of fossil carbon from Energy from Waste (EfW) will need to be reduced. To encourage this reduction, the Government plans to include EfW plants in the UK Emissions Trading Scheme (ETS) with effect from 2028¹⁴, and has recently consulted on how this might be implemented¹⁵.

Case Study 1 - Separate Food Waste Collection service.

The objective of introducing a separate food waste collection service was to comply with emerging government resource management policies, improve recycling performance, and enhance service efficiency. The new service replaced the previous fortnightly commingled garden and food waste collection with a weekly separate food waste collection for all properties.

The implementation of the separate food waste collection service began in October 2022. This initiative was in direct response to government policies requiring local authorities to provide free separate weekly food waste collections. To facilitate this transition, eight new collection vehicles and 120,000 containers were procured and delivered with our waste contractor, Veolia, and the Council engaged in negotiations with them to ensure seamless delivery of the service.

To foster community engagement, a competition was launched in local primary schools to name the collection vehicles. This initiative not only generated excitement but also provided an opportunity to visit the winning schools with the new vehicles, thereby promoting the service in a positive light. An extensive social media communication plan was implemented to keep the public informed and engaged throughout the transition period.



Minor public scepticism regarding the new service, particularly concerns about odours and vermin, was addressed through a comprehensive FAQ document and targeted social media communications. Emphasis was placed on the benefits of weekly collections, the use of lockable lids, and the availability of liners to mitigate these concerns. Initial studies indicated that only 46% of residents were using the service, resulting in a weekly collection of 78 tonnes. However, following a summer communication campaign, which included affixing 'no food waste' stickers on every black general waste bin, participation rates increased to 59%, with weekly tonnage rising to 88 tonnes.

A waste compositional study of the black bin conducted in August 2023 shows that 20% of its contents are food waste that could be recycled as part of our weekly collection. There will

also be a trial using bin housing for communal bin stores to improve capture rates and reduce contamination, further enhancing the service's effectiveness.

The introduction of the separate food waste collection service has proven to be a significant step towards increasing the amount of waste recycled within the district. So far 4,500 tonnes of food waste have successfully been diverted from landfill during 2022/23 into our own composting facility, where it is mixed with garden waste collected from residents and turned into soil conditioner used by local landowners and landscapers.

Despite some initial public scepticism, extensive community engagement and effective communication strategies have successfully increased participation rates and the weekly tonnage of collected food waste. The ongoing efforts to address concerns and improve service efficiency underscore the importance of proactive communication and community involvement in achieving sustainable waste management goals. Following the introduction of the separate food waste collection service, the Council's recycling rate has increased from 49% in 2021/22 to 53% in 2023/24.

3.4 Expanding the UK Emissions Trading Scheme (ETS)

Expected implementation date: 2028
(following a 2-year transition phase)

Impact: As West Berkshire Council does not currently own or operate an Energy from Waste facility, there are no changes that the Council must make directly. However, some of the waste the Council collects is sent for Energy from Waste facilities (EfW), and it is therefore important that the Council understands the potential costs that may result from the implementation of this policy. The Government is likely to issue further guidance on the pass-through of costs from operator to customers in 2026.

Expanding the UK ETS to include EfW will make it more expensive, especially for residual waste that contains significant amounts of non-biogenic (fossil) material that releases carbon dioxide during the process – mainly plastics. The costs will initially fall on EfW operators, but will be passed on to their customers, like the Council, through the fees they charge.

The increased range of plastics that must be collected for recycling by 2027, which will see

West Berkshire begin to collect plastic pots, tubs, trays, tubes and film, will help to reduce the amount of plastic in the residual waste. However, the costs of the ETS will increase the financial pressure on the council to make sure that as much as possible of the plastic that householders throw away is recycled rather than entering the residual waste stream. Based on current waste flows we could see disposal costs of general waste "black bin" increase by £1.4million per annum from 2028.

¹⁴ UK Government (2023). Developing the UK Emissions Trading Scheme: main response.

Available at: <https://www.gov.uk/government/consultations/developing-the-uk-emissions-trading-scheme-uk-ets>

¹⁵ UK Government (2024). UK Emissions Trading Scheme scope expansion: waste

Available at: <https://www.gov.uk/government/consultations/uk-emissions-trading-scheme-scope-expansion-waste>

3.5 Code of Practice for Litter and Refuse (CoPLAR)

In addition to the four main national policies that will impact West Berkshire in coming years, the long-established CoPLAR¹⁶ encourages local authorities to maintain their land within acceptable cleanliness standards. The emphasis is on the consistent and appropriate management of an area to keep it clean, not on how often it is cleaned.

The CoPLAR documents sets out graded standards of cleanliness and what the levels that are expected to be maintained. West Berkshire's street cleansing service is operated to ensure compliance with the acceptable levels of litter and detritus as set out in the CoPLAR.

The Environmental Protection Act 1990 gives people the right to take legal action to require a council to remove litter on its land where this falls below the acceptable standard set out in the Code for longer than the period specified. If the Magistrates' Court is satisfied that the council is in dereliction of its duties, it may make a Litter Abatement Order, requiring the council to clean up the area.

In addition to local authorities' responsibilities regarding public land, they also have powers to compel businesses, private landowners, occupiers and managers to clear their land of litter.

The new packaging EPR scheme extends to packaging waste in litter bins and will therefore provide additional funding to support provision of bin emptying services and may look to encourage greater recycling of packaging that is placed in litter bins.

3.6 Fly Tipping

In 2022/23, local authorities in England dealt with 1.08 million fly-tipping incidents, a decrease of 1% from the 1.09 million reported in 2021/22¹⁷. West Berkshire reported 1,009 fly tipping incidents in 2022/23¹⁸ (6.22 per 1,000 people) which is less than the average in the region of 11 per 1,000 people¹⁸.

In May 2016, local authorities in England were given the power to issue Fixed Penalty Notices (FPNs) for fly-tipping. Prior to this date, local authorities issued fly-tippers with a range of FPNs, including in relation to littering or anti-social behaviour. Further enforcement powers were given to local authorities and the

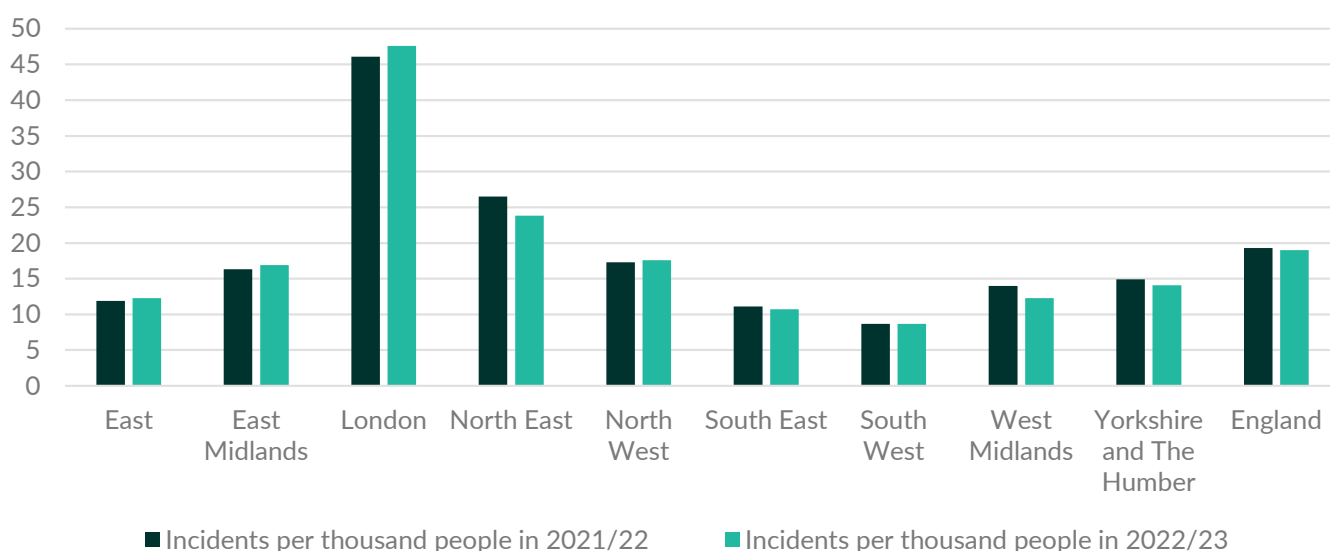


Figure 3.1: Fly-tipping incidents per 1,000 people in England by region, 2022/23 compared to 2021/22

¹⁶ UK Government (2019). Code of Practice on Litter and Refuse. Available at: <https://www.gov.uk/government/publications/code-of-practice-on-litter-and-refuse/>

¹⁷ Defra (2024). Fly-tipping statistics for England, 2022 to 2023. Available at: <https://www.gov.uk/government/statistics/fly-tipping-in-england/local-authority-fly-tipping-enforcement-league-tables-for-england-202122>

¹⁸ Defra (2024). Local authority flytipping league table data 2021-22 to 2022-23. Available at: <https://www.gov.uk/government/statistics/fly-tipping-in-england>

Environment Agency in January 2019, who can now issue FPNs for breaches of the household waste duty of care, where householders pass their waste to an unlicensed waste carrier who then goes on to fly-tip it.

The Council issued 32 FPN actions in 2023/24 (most recent year national data is not available for comparison). During 2022-23 West Berkshire were ranked 171 out of 309 local authorities for the number of FPNs issued per incident. To

Table 3.1: West Berkshire Fly Tip and FPN Historic Summary ²⁰

Year	Total fly tipping incidents	Fixed Penalty Notices issued specifically for fly-tipping	Fixed Penalty Notices issued for Household Duty of Care
2019-20	886	0	0
2020-21	1,151	1	0
2021-22	1,011	5	2
2022-23	1,009	2	11
2023-24*	930*	17*	15*

*The figures for 2023-24 are provisional until verified by DEFRA.

combat and reduce the number of fly tips, The Council has recently increased the amount of FPNs to the maximum amount allowed:

- Fly tipping £1,000.00
- Duty of Care £400.00

²⁰ Defra (2024). Fly tipping incidents and actions taken, reported by local authorities in England 2012/13 to 2022/23. <https://www.gov.uk/government/statistics/fly-tipping-in-england>



4. Key Themes and Interventions

This section looks at the key principles and priorities that will help move West Berkshire Council towards achieving its targets and vision for this strategy. There are three key principles to this strategy, outlined in Figure 4.1, each of which contains several priorities that are explored in the relevant sections below.



Figure 4.1. The Three Key Principles of West Berkshire's Waste Management Strategy

4.1 Drive Down General Waste & Increase Recycling

The first key principle is that the Council should 'drive down general waste and increase recycling'. Four priority areas have been identified which will help the Council to achieve this:



How the Council plans to achieve these priorities is explored in the following sections.

The years against each action below indicate when we anticipate work on that particular action will begin.

Priority One: Reviewing Collection Services

The Council is dedicated to continuing to develop and improve its recycling and waste collection services, increasing the amount of waste it collects for recycling to 60% and beyond, both to suit its residents and meet incoming national requirements (Section 3.0). This may mean changing how recycling and waste is collected in West Berkshire. To explore the possible future options, the Council with the support of Eunomia Research & Consulting has undertaken mathematical modelling of a range of different options for how it might collect waste from households in the district in future, to understand their likely recycling, carbon and financial performance. The Council with the support of Eunomia Research & Consulting has also undertaken engagement with residents to understand residents' points of view, opinions and concerns regarding the current waste collection services and any future potential changes including the responses provided during the public consultation held for 6 weeks from the 25 September 2024.

1. We will change the frequency of black bin collections (2025).

The research and modelling described in Appendix 1 shows that reducing the collection frequency of general waste "black bin" from every fortnight to every three weeks could increase the recycling rate by 5 percentage points (from 51%²¹ to 56%) and reducing the collection frequency to every four weeks could increase the recycling rate by 9 percentage points (from 51%²¹ to 60%). The previous Conservative UK Governments stance that the minimum service frequency for residual waste collections (black bin) should be fortnightly (see section 3.3), however this stance has since been replaced, with the current Labour UK Government adopting policy allowing Local Authorities to determine the frequency of residual waste collections.

A reduction in collection frequency would not affect households that share bins (e.g. those living in flats). Changes would be supported by communication and campaign material to encourage residents to minimise the amount of waste they produce and to recycle everything they can, including the new types of waste we can and will collect for recycling.

In addition, the Council would assess how they can address any valid concerns raised by residents. This might include the provision of a separate nappy collection for households with children in nappies, and to continue assessments for a larger general waste bin for large families or households that produce unavoidably large quantities of general waste.

The Best Practicable Environmental Option

The best practicable environmental option based on the technical analyses is to amend the collection frequency for household general "black bin" waste from fortnightly to once every three weeks (Option 4 in Appendix 1). This option is shown to increase the recycling rate, reduce waste generation by householders and reduce carbon emissions without having as much adverse impact on residents. On the other hand, reducing the general waste collection frequency to every four weeks (Option 5 in Appendix 1) is not deemed practicable at this time due to the potentially significant impact on residents, even though that option could result in even greater environmental benefits.

Under Option 4, the collection frequency for food waste, recycling and garden waste will remain unchanged. This means that dry recycling and garden waste will continue to be collected fortnightly, whilst food waste will continue to be collected weekly from the kerbside. The option of collecting general waste (black bin) once every three weeks has been successfully implemented by selected English local authorities including our neighbours Bracknell Forest Council, Somerset, East Devon, Warwickshire, Stratford on Avon, and in most Welsh council areas, to name a few. Selected other local authorities confirming that they will also start 3 weekly general waste (black bin) collections in the future include Cheshire East, East Cambridgeshire and North and East Hertfordshire. Officers will ensure the lessons are learnt from other areas and effective mitigation measures are implemented for selected households who may need assistance. These households could include exceptionally large households and people with young children using disposal nappies.

²¹ 22/23 recycling rate



The Council conducted a six-week public consultation with residents starting on 25 September 2024. [You can view the full results here](#). While the majority of respondents expressed concerns about reducing black bin collections to once every three weeks, the consultation also revealed some positive insights. For example, 52% of residents indicated that they might be able to adapt to the change with adequate support. Additionally, nearly half of respondents (47.7%) reported having space left in their black bins on collection day, suggesting potential capacity for managing waste effectively. These findings provide valuable feedback as we explore ways to increase recycling rates and reduce non-recyclable waste across the district. The Council will also endeavour to support any changes to the general waste collections with easy-to-access and understandable guidance to householders about the proposed new service.

2. We will review receptacles provided to residents to present their waste for collection (2026).

The majority of residents in West Berkshire have their household recycling collected from two 55L recycling boxes and one 90L reusable green sack. Residents are asked to separate their recycling and place glass in one box, paper and cardboard in the second box

and plastic bottles, pots, tubs and trays with metal food and drink cans and aerosols in the reusable green sack, large card can also be presented for collection so long as it is folded flat no higher or wider than a normal wheelie bin. During engagement workshops, concerns were raised that problems can arise in the event that residents leave their recycling boxes and reusable sacks outside for collection for extended periods of time, or on windy days: 1) recycling can be blown out of the boxes; and 2) the reusable sacks can blow away because they are quite lightweight and their design means that they are quite easily caught by the wind.

As part of simpler recycling proposals set out by the UK government, we will also need to collect other types of waste for recycling from your household, such as cartons, foil and plastic bags and wrapping.

As part of the public consultation held for 6 weeks from the 25 September 2024 we asked for residents opinions on the following options:

- **Option A:** Provide residents with nets for the current recycling boxes. These are elastic nets which often attach to one side of the box and stretch over the handles to contain the recycling within the box.

- **Option B:** Provide residents with lids for the current recycling boxes. These are lids which fit on top of the recycling box and prevent recycling from escaping.
- **Option C:** Replace the reusable sacks with boxes or weighted reusable sacks. As the reusable sacks are fairly lightweight and prone to blowing away, the Council could instead provide residents with a third recycling box (with a lid to contain the recycling) or weighted sack.
- **Option D:** Replace the reusable sacks with a wheeled bin. This would ensure that we provide residents with enough capacity to present the wider range of materials for recycling in line with Simpler Recycling proposals (Section 3.3), rather than providing either another reusable bag or box.
- **Option E:** Supply residents with Troliboc containers. The Troliboc system comprises three boxes that stack on top of each other on a trolley. The system therefore has a small footprint (similar to a wheeled bin) and can help keep waste contained on windy days and is easier for residents to present for collection because it can be wheeled out to the street on collection day. There are flaps in the middle and lower boxes so residents can post material into them without needing to unstack the boxes.
- **Option F:** No change.

Following responses from residents within the consultation, we will take forward options D, E, F as well as any other relevant option identified by Council officers for further investigation. When doing so we will think about the following:

- the impact that it could have on the amount of recycling we collect.
- the impact that it could have on reducing litter and improving the street scene.
- whether there are any operational and logistical challenges.
- the impact that it could have on residents (for example, whether we expect it to be easy or difficult for residents to use).
- the impact on the quality and value of wet paper and card.
- the cost of implementing and maintaining each option; and

- feedback and examples of other local authorities that have implemented similar containers.

3. We will consider the implications Simpler Recycling has on the current collection method for collecting recycling (2026).

At present, West Berkshire Council operates a multistream service for the collection of household recycling. To support this service, the Council provides its residents with two recycling boxes (one for paper and card, the other for glass bottles and jars), and a reusable sack (for the collection of plastic bottles, pots, tubs and trays, food and drink cans and aerosols).

This collection method aligns with the requirements set out under the Governments Simpler Recycling policy, which grants flexibility in determining specific methods of collections to local authorities. This allows councils to consider factors such as housing type, geographical challenges and the current resource and infrastructure at their disposal. The intention of this system is to make sure that recycling is high quality and making best use of the resource already in place.

It is acceptable in all cases for councils to provide householders with a “co-mingled” collection service. A co-mingled service allows residents to deposit all recyclable materials into a single container – typically a wheeled bin – which is then collected in one compartment of a recycling vehicle. The mixed materials are subsequently sent to a Material Recovery Facility (MRF) where they are mechanically sorted into different material types. Authorities that adopt co-mingled collections typically do so because they consider the system simpler for residents; and because they anticipate that the logistical efficiencies of using a single vehicle to empty wheeled bins will outweigh the costs of sorting the material at a MRF. However, co-mingled collections tend to suffer from greater contamination with non-recyclable material than multi-stream collections, and MRF sorting can reduce the quality – and therefore the demand for and value of the material collected.

While West Berkshire Council does not face a legal impediment to change its collection system to mix more, or all, of its dry recycling in a single stream, it is currently under a Private



Finance Initiative (PFI) contract with our waste contractor Veolia, which was awarded in 2008 and is set to conclude in 2032. This covers the collection, sorting, recycling, and treatment of waste. Any alteration that the Council wish to make to its waste collection system within the lifespan of the contract would require a contract variation to be negotiated with Veolia and would be likely to result in an increase in contract costs.

Switching from a multistream service to a co-mingled service could have significant performance and financial implications for West Berkshire Council. With this in mind, we will explore the following in deciding on any changes to the current collection system:

- **Recycling Performance and the Quality of Material Collected:** While it is sometimes claimed that the simplicity of co-mingled collections leads to increased recycling, the best available evidence indicates that, once contamination is excluded from the amount of recycling collected, the differences between the performance of different systems is marginal. Introducing co-mingled collections would therefore not be expected to significantly affect the Council's recycling performance. However, it could result in more of some materials, such as glass and HDPE plastic, being sent to lower grade reprocessing.

- **Collection Costs:** Co-mingled collections are expected to be more efficient and therefore have lower associated collection costs. However, they also require different collection vehicles and systems, necessitating a significant investment in new bins and vehicles, as well as communication with residents.
- **The Material Recovery Facility (MRF):** Co-mingled collections require the mixed recyclables to be sorted at a MRF. This could lead to additional costs as the current MRF is designed only to separate plastic and cans and would require substantial modification in order to ensure it is able to manage a fully co-mingled material stream.
- **Contractual Changes:** West Berkshire Council currently has a contract with Veolia, and changing the collection method would require a contract variation potentially leading to higher costs.

4. We will continue to work towards phasing out the Garden Waste charge with the ambition to make it free for all households (2025).

We remain committed to our goal of phasing out the Garden Waste charge. Significant efforts have already been made to reduce the fee, and we are continuously working to make it more affordable for those in need. While we strive to phase out this charge, we recognise the importance of being financially

responsible, as the revenue generated from the Garden Waste charge is crucial in funding vital council services. Balancing these priorities ensures we can support our community effectively while working towards our ambitious goal.

5. We will explore expanding the different types of recyclable materials collected at kerbside, as required by emerging government policies (2025).

We have already implemented kerbside collection of plastic pots, tubs and trays during the development of this strategy, this was implemented in February 2025 following on from the strong message received from residents as part of our public consultation held for 6 weeks from 25 September 2024. Other specified materials such as cartons and foil will need to be implemented by March 2026 and plastic film in 2027, but may be delayed until after the implementation of EPR (see Section 3.1). Any changes to the types of materials collected will be supported by effective communication with residents. It should be noted that the collection of additional materials may be subject to negotiation with the Council's collection contractor.

6. We will continue to provide an equivalent level of core service across all property types, including the roll out of a food waste recycling service to flats above shops where practicable (from 2026).

The expansion of the service is necessitated by new legal requirements but will represent an improvement in services for the very small number of residents that do not currently have food waste collections.

7. We will increase the number of MRCs to collect a range of materials that are not collected kerbside where possible (2028).

The Council will explore the addition of several mini-recycling centres (MRCs) across the area to expand the current service, and whether additional materials can be collected at the MRCs and/or the HWRCs.

8. We will explore collecting additional materials such as small electrical item from the kerbside. (2029).

The Council will explore the feasibility of collecting additional materials from kerbside, not currently required by 'Simpler Recycling' (see Section 3.3), such as small electrical appliances and medicine blister packs. Implementation of recycling collections for these waste types be heavily reliant on their being a robust market for the material within the UK and EU to ensure that the material is actually recycled.

9. We will continue to provide guidance for developers and managing agents on communal bin properties (2025).

The Council currently offers guidance on request to developers and managing agents regarding the requirements to be met for waste collection and communal bin storage. Publishing this information and seeking to incorporate it into planning and highway processes will help to ensure that developers and managing agents meet minimum standards for the provision of facilities to allow proper waste management in new housing and communal developments. The Council will advise on how these requirements can be met and encourage developers to use the most effective and efficient technology to meet the requirements. We will also continue to comment on relevant planning applications as part of the planning process.

Priority Two: Minimise Waste and Increase Reuse

The best way to deal with waste is not to generate it in the first place. The benefits of waste reduction and reuse include reduced energy consumption and resource use, and therefore reduced carbon emissions and pollution. Waste prevention is usually achieved through lifestyle changes, which can be facilitated through incentives that encourage behaviour change. It can also be enabled through reuse, so that items go on to have a second life rather than being thrown away. This can be made easier by products being designed for re-use, and by making it attractive, easy and affordable to buy and own second-hand items (communication and behaviour change). There are steps the Council can take to encourage waste prevention and reuse locally.

Priority one above will also play an important role in achieving this priority.

1. We will continue to work with local charitable organisations and explore how we can increase the amount of bulky items like furniture we can divert for reuse. (2025).

We currently work with [The Community Furniture Project](#) which is a local charity that re-sell donated items of furniture and other household goods. The Council will continue to communicate and advertise their collection point at our Newtown Road HWRC and their other services that allows residents to have their unwanted bulky items, such as furniture and electrical items collected, enabling them to dispose of their preloved furniture in an accessible and appropriate way. Promoting this service is key to increasing uptake.

2. We will explore options to expand our reuse provision with an ambition to provide a donation point and/or reuse shop at our Padworth Lane HWRC. (2029).

We plan to enhance our reuse services by exploring options to establish a donation point and/or a reuse shop at our Padworth Lane Household Waste Recycling Centre (HWRC). This initiative aims to promote sustainability and community engagement by providing residents in the east of the district with a convenient way

to donate and repurpose items, reducing waste and fostering a culture of reuse.

3. We will continue to promote reusable nappies through the Real Nappy scheme (2025).

The Real Nappy scheme provides reusable nappies for babies in place of the commonly used disposable ones and up to £30 cash back for residents who spend over £60 on real nappies. Switching from disposable items to reusable alternatives has significant impacts on waste reduction and it is therefore important that the Council supports the work of organisations like this that facilitate the switch. The cashback scheme has currently been suspended, however the Council plans to reopen the cash back scheme in April 2025.

4. We will continue to encourage home composting (2025).

To follow and promote the waste hierarchy, we will continue to encourage residents to compost their garden waste at home or as a community through community composting schemes. The Council will continue to support home and community composting through the provision of discounted compost bins. We will explore the possibility of providing free online webinars and workshops to teach residents how to compost efficiently and effectively; attending local events to promote composting; and by answering questions from residents and providing information on composting through social media and leaflets.

5. We will explore more opportunities to introduce reuse schemes for specific waste types. (2029).

The Council will explore ways it can support in increasing awareness of reuse schemes for specific waste types across West Berkshire. Such as the paint reuse scheme already introduced at our Household Waste Recycling Centres. The Council could also work with campaigns such as Refill which is an initiative covering sellers of food and hot drinks that allow people to bring their own containers, or who make use of minimal packaging.

Case study 2 – Paint Re-use

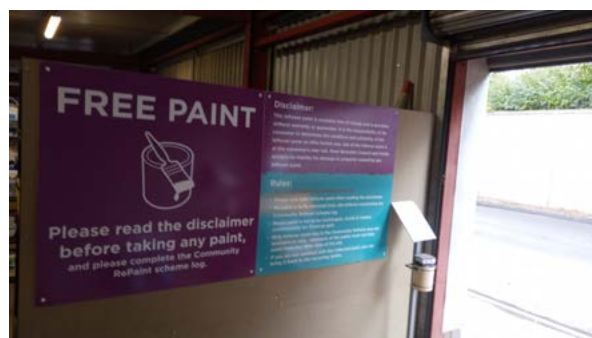
In October 2022, the Council joined the Community RePaint scheme, a UK-wide paint reuse network.

The goal of this initiative was to collect leftover paint and redistribute it to benefit individuals, families, communities, and charities. An estimated 50 million litres of the 320 million litres of paint sold in the UK each year go to waste.

This partnership allows residents to drop off paint at either of our Household Waste Recycling Centres (HWRCs) in the usual way. Householders visiting the HWRCs also can take away paint free of charge. When paint is dropped off, staff at the HWRCs assess its condition to determine if it can be reused. Paint deemed reusable is placed into the Community RePaint area at both HWRCs, where it can be collected free of charge by householders for DIY jobs or local community projects.

The scheme was promoted to the community through various channels such as social media, e-newsletters and from site staff informing visitors about the scheme and its benefits.

Since launching, over 3,000 litres of paint have been redistributed to more than 300 residents. This paint would have otherwise been recycled or sent to landfill.



The Paint Re-use initiative has successfully diverted significant amounts of paint from waste streams, demonstrating the value of reuse over recycling. Partnering with the Community RePaint scheme and actively promoting the program, has made a positive environmental impact while supporting local residents and community projects. This case study underscores the importance of innovative waste management strategies in fostering sustainability and community well-being.

6. We will explore ways for the Council to support repair initiatives such as “repair cafes” and the “library of things” in the community and through the HWRCs (2027).

By promoting services and platforms that encourage repair and reuse, the Council aims to foster a culture where extending the lifespan of our belongings through repairs and rehoming preloved items locally is seen as responsible and commendable. The Council will explore ways to support the reuse and repair of things through the HWRCs and the bulky waste service. This may include increasing the materials that can be taken to the HWRCs for reuse or opening a reuse shop at the HWRCs to divert good quality reusable items for reuse and ensure these items are rehomed locally.





Priority Three: Improve Communication and Community Engagement Regarding Waste Reduction and Recycling

Communication is an effective way of fostering behaviour change, which is fundamental in contributing to reducing waste and encouraging recycling. Behaviour change is about getting people and communities to change their habits and behaviours for the long term. Behaviour change can be encouraged by making services more user-friendly, changing communication methods to achieve better engagement, education and awareness raising activities and supporting voluntary activities.

1. We will continue to deliver waste education programmes at schools across the district and aim to increase the number of education programmes delivered across the district (2025).

The Council is currently actively engaged in work with local schools to encourage children to foster good recycling knowledge and habits at an early age, and to encourage young people to be engaged in the importance of recycling and reducing waste. This approach has been

proving effective in changing household recycling habits, as school children often spread their newly acquired knowledge to their parents. We will continue to deliver our primary school programmes while also investigating how this can be improved and expanded, linking into the Eco-Schools programme managed by the Council's Environment Delivery Team.

2. We will engage with the Town and Parish Councils across the district to see how we can work better together promoting and facilitating awareness of waste reduction and recycling (2027).

By fostering stronger partnerships and open communication focusing on educating residents, sharing best practices, and organising local initiatives we can significantly enhance our collective environmental impact. Community litter picking being a great example of where we could increase engagement and awareness.

3. We will continue to develop a detailed communication plan which will outline key topics that would be beneficial to communicate with residents (2025).

Ongoing communications are key to maintaining recycling performance and positive behaviour changes. This is especially true in areas with more transient populations, where new residents moving to the area may not fully be aware of or understand the services.

At the workshop with residents, participants suggested that communication would be beneficial regarding:

- what can and cannot be recycled in West Berkshire;
- the impact of littering;
- how to present certain items for collection (e.g., textiles); and
- the difference between 'biodegradable' and 'compostable'.

The Council will explore the best ways to communicate these with residents. Suggested communication methods from the residents' workshop included stickers on bins, email reminders and targeted communications to households that do not recycle.

4. We will explore enrolling and working with community champions to encourage and promote recycling in their local area (2027).

The Council will explore introducing a community champion scheme. Community champions would be volunteers that are enthusiastic about waste prevention, reuse, and recycling. They would work with the Council and support in activities such as:

- The promotion of reuse and recycling events in the community.
- The distribution of posters and leaflets within their local community.
- Setting up or promoting events and facilities such as swap shops and the repair cafés.

5. We will conduct a review of the waste services web pages on the Council's website to make it easier for residents to use and ensure the information provided is accessible and easy to understand (from 2025).

The Council's website is a key tool that residents can use to understand the recycling service. In the workshop, residents suggested that the Council's website should be reviewed to ensure it is user-friendly and that information can be easily found. It was also suggested that the waste and recycling webpages should continue to be updated to ensure information remains current and easy to understand.

6. We will formalise and enhance the enforcement of the existing 'No Side Waste' and 'Closed Lid' policy for general waste "black bins" (2027).

Formalising and increasing the enforcement of the 'No Side Waste' and 'Closed Lid' policy for the general waste bins will mean that any additional non-recyclable waste that doesn't fit into the designated container will not be collected on collection day. These policies will restrict the amount of general waste that is able to be placed out.

Since over half of the waste in the black bins is material that could have been recycled, reinforcing these policies will incentivise households both to reduce the amount of waste they produce and separate as much out as possible for recycling, helping to increase recycling, reduce residual waste and meet carbon emissions reduction targets.

Priority Four: Reduce Carbon Emissions Associated with the Collection Services and Improve Air Quality

Like most UK local authorities, the Council has set goals to reduce carbon emissions and aspires to achieve Net Zero by 2030²². The Council is adopting a range of actions to reduce its carbon footprint, looking both at the way it directly delivers its services and across its wider supply chain.

1. We will ensure that the recycling and waste collection fleet is compatible with Hydro-treated Vegetable Oil (HVO) and explore using it in place of diesel (2025).

The UK is increasingly moving away from fossil fuels as the energy source for vehicles. However, the progress in decarbonising HGVs is proving slower than for smaller vehicles like cars, due to the high demands their operation places upon them. The current food waste collection vehicles are being fuelled using HVO and the replacement fleet for the other collections will be compatible with HVO. This technology almost completely eradicates fossil fuel-based exhaust emissions from the vehicle. This reduces overall CO₂ and can also improve air quality. The Council will ensure that the whole recycling and waste collection fleet is compatible with HVO, while also exploring the feasibility of using HVO to fuel the new fleet, mixed with diesel or by replacing it completely as soon as possible.

2. We will continue to investigate the feasibility of using electric and or hydrogen powered vehicles (2028).

Building on our commitment to sustainability and innovation, we will continue to explore the viability of integrating electric and hydrogen-powered vehicles into our fleet. This investigation will encompass thorough testing and evaluation of these vehicles under various conditions to assess their performance, reliability, and cost-effectiveness in partnership with our waste collection contractor. Our objective will be to potentially adopt one of these options for a significant proportion of the fleet from 2032. This initiative reflects our dedication to reducing our carbon footprint and leading the way in the transition towards cleaner, more sustainable transportation alternatives.

3. We will explore targeting the increased collection and recycling of carbon-intensive materials, such as electrical appliances and textiles (2028).

Materials such as electrical appliances and textiles are extremely carbon-intensive to produce. Electrical appliances contain a large number of valuable materials such as precious metals, and many textiles have high potential for reuse. However, their typical recycling rates are low compared with other recyclable materials. The Council has systems in place to target the collection of these materials through HWRCs and MRCs, with textiles also collected from the kerbside, and will continue to promote the use of these services. The Council will also explore new ways to increase the collection and recycling of these materials. Increasing the collection of electrical appliances and textiles and encouraging their refurbishment/repair and resale/gifting will help reduce carbon emissions.

4. We will aspire for the waste service as a whole to be Net Zero by 2030 and carbon negative by 2040.

To achieve our aspiration for the waste service to be Net Zero by 2030 and carbon negative by 2040, we are exploring low carbon vehicle alternatives, contingent on technological advancements and affordability. Our waste contractor, Veolia, are also committed to reducing their carbon footprint, having already completed several impactful projects. These include installing LED lighting, installing a borehole at our Padworth facility, conducting efficiency reviews such as the collection day changes in 2022, and partnering with the Council to install solar panels. These initiatives are significantly contributing towards our environmental goals. Actions set out in Priorities one, two and three will also positively contribute to this aspiration.

²² West Berkshire Council (2020) Environment Strategy 2020-2030. Available at: https://www.westberks.gov.uk/media/49068/Environment-Strategy-2020-2030/pdf/Environment-Strategy-2020-2030_updated.pdf?m=1615892303337

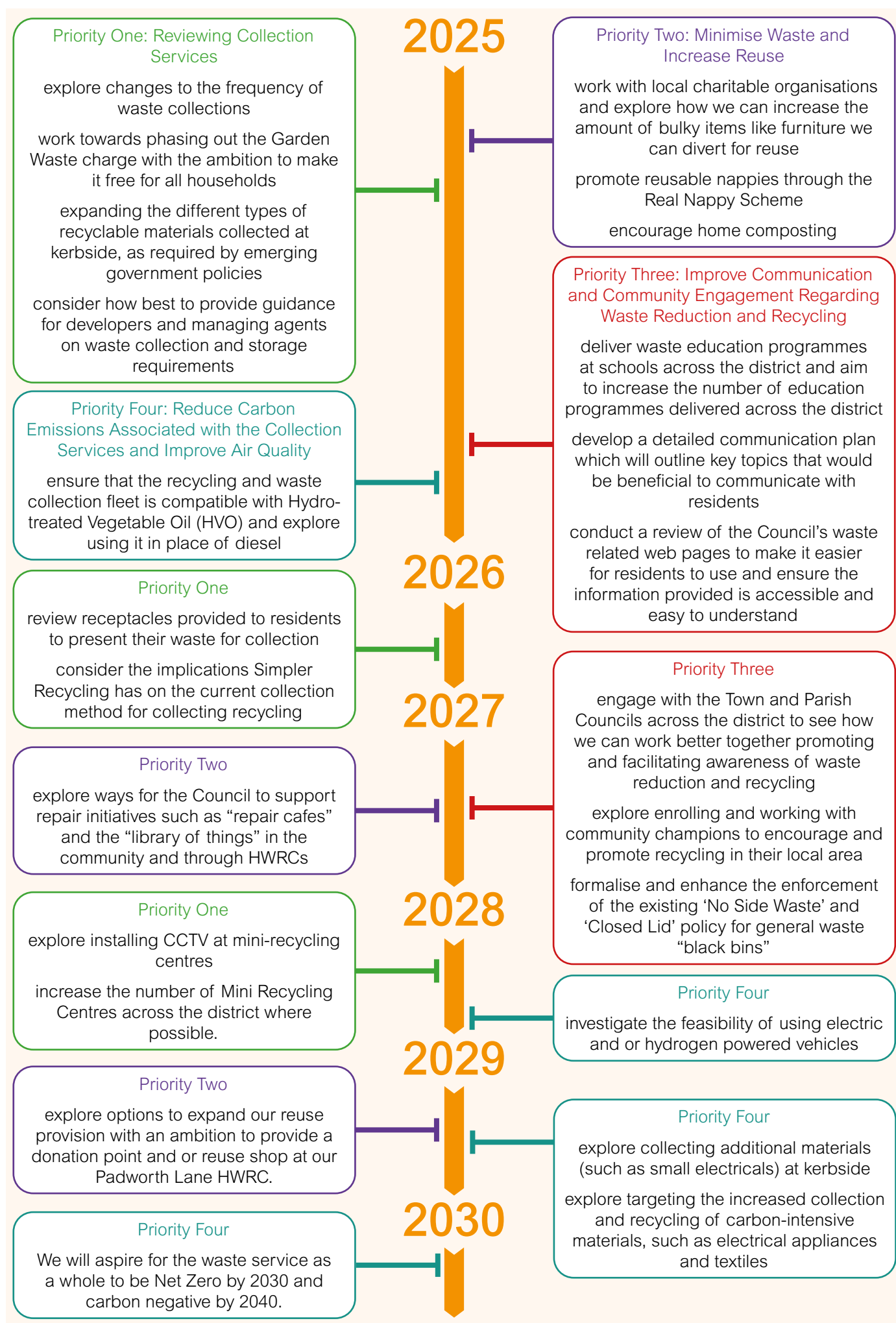


Figure 4.2. Timeline to Drive Down General Waste and Increase Recycling

4.2 Improve West Berkshire's Street Scene

The second key principle of this waste and resources strategy is to 'improve West Berkshire's street scene'. There are three priority

areas which have been identified that will help the Council to achieve this:

Priority Five:



Improve the Current Recycling, Waste and Street Cleansing Services to Ensure They Help Reduce Litter and Fly-Tipping

Priority Six:



Improve Communication and Enforcement Against Littering and Fly-Tipping

Priority Seven:



Reduce Carbon Emissions Associated with the Street Cleansing Services and Improve Air Quality

How the Council plans to achieve these priorities is explored in the following sections.

Priority Five: Improve the Current Recycling, Waste and Street Cleansing Services to Ensure They Help Reduce Litter and Fly-Tipping

The Council can manage how the recycling, waste and street cleansing services are run to ensure they are reducing the amount of litter in West Berkshire. Litter may be generated by accident by households that do not have the correct recycling container, or when on-street public litter bins are misused. Litter is also generated on purpose, by residents, visitors and people travelling through the district who have little care for the environment or understanding of the impact their actions have.

1. We will review the location and capacity of litter bins (2027).

We will review the number and size of the on-street litter bins currently in place across West Berkshire and will assess whether they are in the most effective locations. This will include liaising with other internal and external departments who are responsible for litter bin provision in other areas of the district to ensure placement and provision of litter bins are as effective and efficient as possible.

We will also promote taking litter home, to increase the chance of the waste being recycled, as well as reaffirming the importance of disposing of litter correctly.

2. We will consider increasing the number of recycling bins for on-the-go recycling (2028).

'On-the-go' recycling is a method of collecting

waste material for recycling away from the home. There is a significant potential to target tourists, visitors and/or commuters in West Berkshire's town centres and high streets and improve recycling performance, provided that the bins are used correctly. Our current on-the-go recycling bins are heavily contaminated, so we will work to promote the correct use of them along with any possible expansion of the service.

3. We will engage with local parish and town councils to see how they can add value to our current litter bin service (2027).

In the Council's ongoing efforts to enhance the effectiveness and reach of our current litter bin service, we plan to actively engage with local parish and town councils. By fostering collaboration and dialogue, we aim to understand how these local bodies can contribute value to our service, potentially through innovative solutions or increased community involvement. This collaboration may also explore the feasibility of devolving responsibility for certain aspects of the litter bin service to these councils, enabling more localised management and decision-making. Such a partnership could lead to more tailored approaches to litter management, reflecting the unique needs and preferences of different communities, thereby improving overall service efficiency and environmental cleanliness.

Priority Six: Improve Communication and Enforcement Against Littering and Fly-Tipping

We acknowledge the need for increased efforts in both communication and enforcement to enhance the street scene by addressing littering and fly-tipping within our district. While our area fares better than many others nationally, any occurrence is one too many, and we are committed to implementing measures to tackle these issues effectively.

1. Strengthen our commitment to combat littering and fly-tipping (2026).

To decisively address the persistent issues of littering and fly-tipping, the Council will adopt the enforcement strategies listed below. This will involve not only the continuation but also an escalation in the issuance of fines and the prosecution of those found guilty of littering and fly-tipping offences. By reinforcing our enforcement measures, we aim to deter these environmentally harmful practices, safeguarding

the cleanliness and health of our District. This initiative reflects our dedicated effort to foster a cleaner, more sustainable environment for all residents, ensuring that our community remains a beautiful and safe place to live and visit.

- **Increased Monitoring:** Deploy more surveillance cameras in known hotspots for littering and fly-tipping. These cameras can utilise motion sensors and night vision technology to ensure effective monitoring around the clock.
- **Public Awareness Campaigns:** Launch comprehensive public awareness campaigns to educate the community about the environmental and social impacts of littering and fly-tipping. These campaigns can include social media outreach, informational posters in public areas, and community workshops.

Case Study 3 - Anti Littering and Fly-tipping Campaign.

The goal of this campaign was to raise awareness about the importance of proper waste disposal and to reduce instances of littering and fly-tipping in West Berkshire.

To combat littering and fly-tipping, our anti-littering campaign launched in March 2023 and ran through to the end of summer 2023. The campaign targeted pedestrians in high footfall areas, secondary school children, and motorists. Advertisements were placed in local newspapers and their websites, alongside targeted social media ads, to reach residents across the district.

Posters were strategically placed in key locations, including bus stops near schools and in Newbury town centre, ensuring high visibility for pedestrians. Large posters were also placed along the A4 main road through Newbury and Thatcham to catch the attention of drivers and at a local superstore. Posters were provided to all parish and town councils that opted to participate, enhancing the campaign's reach and community involvement.

To capture attention and drive the message home, the Council developed two impactful slogans: "Littering is for Losers" and "Do not allow your waste to be fly tipped. You could be fined.". These slogans were prominently featured across various media in the locations mentioned above. Eye-catching graphics and bold colours were used to ensure high visibility and engagement. Media provided by the SCRAP²³ campaign was also used on social media, further amplifying the message. This creative strategy effectively communicated the consequences of littering and fly-tipping while encouraging responsible waste disposal practices among the community.



²³ www.hertfordshire.gov.uk/services/recycling-waste-and-environment/recycling-and-waste/wasteaware-campaigns/lets-scrap-fly-tipping.aspx



- Review of reporting methods: Ensure that we allow residents to easily report instances of littering and fly-tipping, including the ability to upload photos and pinpoint the location via GPS. This would streamline the reporting process and facilitate quicker response times.
- Partnerships with Local Businesses and Organisations: Collaborate with local businesses, schools, and environmental organisations to sponsor clean-up events and promote anti-littering messages. Partnerships can also include the adoption of certain areas for regular clean-up and maintenance.
- Enhanced Penalties and Fines: Penalties and fines associated with littering and fly-tipping offences have recently been increased, in line with national guidance, to create a stronger deterrent. This will be publicised to ensure that the community is aware of the serious consequences of such actions.
- Educational Programs in Schools: Implement educational programs in schools to teach children about the

importance of proper waste disposal and the environmental impact of littering and fly-tipping. Encouraging responsible behaviour from a young age can have long-lasting effects.

- Regular Feedback and Reporting to the Community: Provide regular updates to the community about the results of enforcement activities, including the number of fines issued, cases prosecuted, and areas cleaned. This transparency can increase community support and involvement in the initiative.

2. We will improve the information available on the Council's interactive map and online reporting function (2026).

To enhance our community's ability to efficiently address issues related to litter bins, we are committed to improving the information accessible through the Council's interactive map and online reporting functions. Recognising the confusion among residents regarding the jurisdiction and responsibility for various public bins—because not all bins

within our area are managed by the Council, with some being managed by parish councils or situated on private land—we aim to bring clarity and convenience to the reporting process. This enhancement will streamline the reporting and resolution process.

3. We will continue to support community-led litter picking initiatives (2025).

The Council is grateful to the local community groups that help to keep West Berkshire litter free. Recognising the support from residents and community litter picking groups, the Council will explore ways in which it can continue to help facilitate community-led litter picking initiatives such as the Great British Spring Clean. This may include the Council working with organisations to provide residents with the necessary litter picking equipment such as litter pickers, gloves, and bags. The Council will also continue to:

- offer community groups health and safety support and guidance; and
- increase use of the Council's social media platforms and the Green Hub to help raise awareness of upcoming events and promote the success of events across the district.



4. We will explore the use of innovative technology to help improve the current street scene (2028).

The Council will conduct a review of how innovative technology, such as smart bins, can be used to help improve the current street scene and improve the aesthetic appeal of a development or high street.

- Smart bins: Integrate smart sensors into on street recycling or litter bins that allow the street cleansing contractor to monitor how full the container is and which alerts them when the bin needs emptying.

5. We will explore implementing a 'No Bins on Streets' policy for commercial properties (from 2028).

Bins stored on pavements or streets can obstruct residents from using walkways and can lead to street clutter, attract fly-tipping and in some cases cause a fire risk.

The Council will conduct a review and explore the pros and cons of preventing businesses and organisations from storing their commercial waste containers on the pavements and streets. Businesses and organisation may therefore be required to ensure any recycling and waste containers are stored away from pavements or streets and on their own property.

6. We will explore installing CCTV at mini-recycling centres (2028).

The installation of CCTV will allow the Council to identify and monitor anyone misusing the services. This might include people not placing the correct materials in the correct container or fly-tipping. CCTV is already in use at our HWRCs to deter and detect abuse by rogue traders using the services instead of paying for a commercial waste collection.

Priority Seven: Reduce Carbon Emissions Associated with the Street Cleansing Services and Improve Air Quality

As previously discussed in priority four, the Council will also explore ways in which the street cleansing service can contribute towards reducing the Council's carbon emissions.

1. We will explore the costs and benefits of an alternative fuel for the street cleansing fleet (2028).

As mentioned earlier, the UK is moving away from fossil fuels for vehicles, but decarbonising HGVs is slower due to their high demands.

Current food waste collection vehicles use HVO, eliminating fossil fuel emissions and reducing CO2, improving air quality. The Council will ensure the street cleansing fleet is HVO-compatible and explore using HVO mixed with diesel or as a complete replacement.

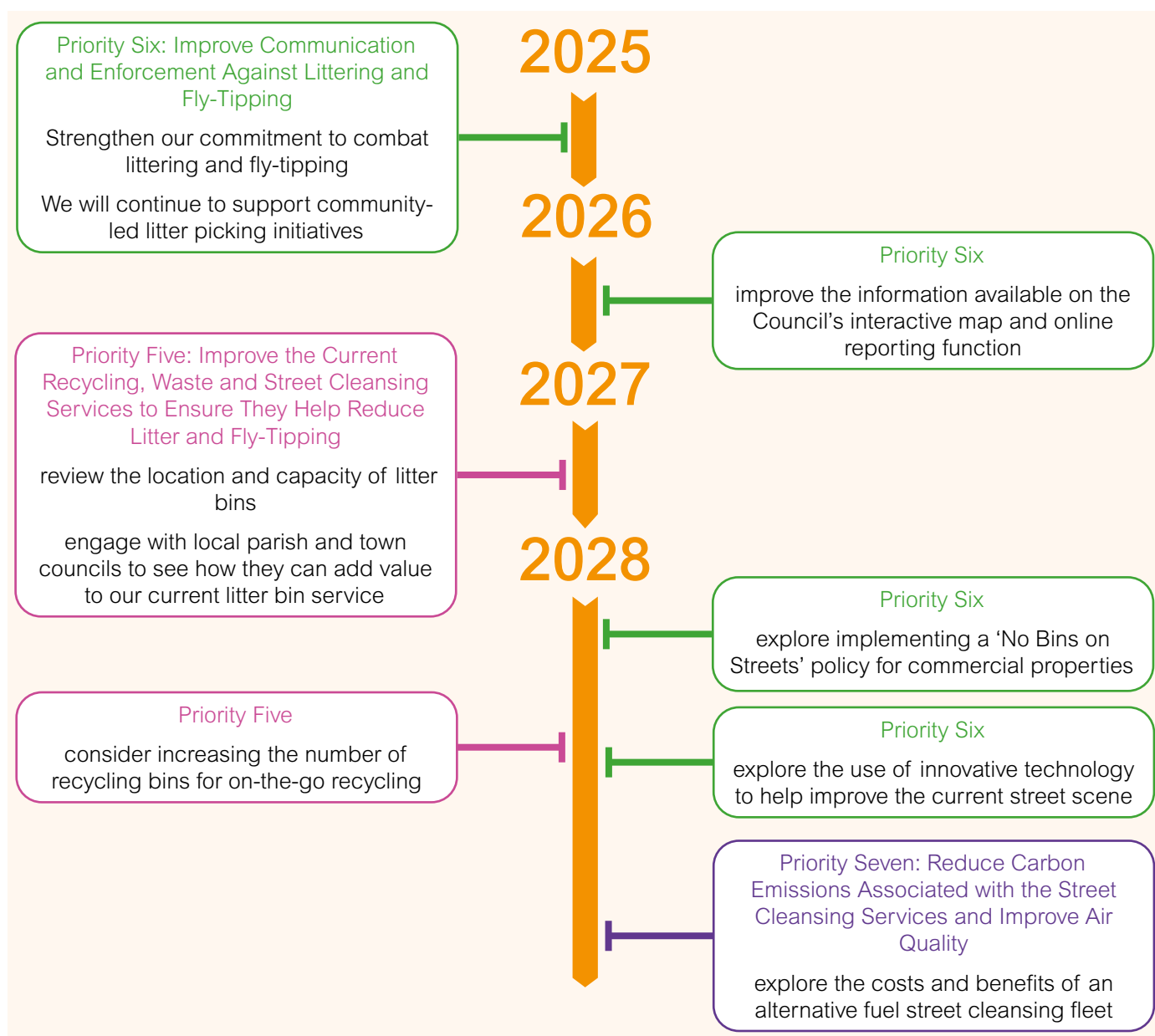


Figure 4.3: Timeline to Improve West Berkshire's Street Scene

4.3 Lead The Way

West Berkshire wants to lead by example, going above and beyond the minimum it is legally required to do with regards to waste management. It will do this through its support for waste prevention schemes and initiatives, through work with local environmental and community groups on issues such as reuse,

and through entering arrangements to collect additional streams of recycling. However, there are also actions that the Council can take within its own internal systems and its wider policies to enable it to lead the way.

There are three priority areas which have been identified which will help the Council to achieve this:

Priority Eight:



Effectively Manage
the Council's Own
Waste

Priority Nine:



Embed
Social Value

Priority Ten:



Support Local
Businesses In
Applying the Waste
Hierarchy

How the Council plans to achieve these priorities is explored in the following sections.

Priority Eight: Effectively Manage the Council's Own Waste

To demonstrate the progress that the Council aims to achieve within its own internal systems and policies, the Council will need to collect data and track the success of the implementation of the measures outlined below as well as identify areas for improvement.

1. We will apply the waste hierarchy for Council buildings and at Council events (2026).

The waste hierarchy is an accepted “rule of thumb” that guides waste management. It says that prevention and reuse are preferable to recycling, which in turn is preferable to incineration or disposal in landfill. To demonstrate its commitment to improving waste management, the Council will look to implement measures such as:

- Banning or reducing the use of single use items; and
- Requiring the separate collection of food and dry recycling.

Seemingly small measures such as these can be effective in driving behaviour change and raising awareness around common environmental issues. The reduction/banning of single use items can reduce resource consumption and encourage a reuse culture, thereby reducing associated carbon emissions.

The separate collection of recycling and food waste will contribute to national recycling targets and promote the shift towards a circular economy.

2. We will apply a criterion for the procurement of goods which embed the waste hierarchy and contribute towards a circular economy (2027).

Embedding the waste hierarchy into procurement policy is one aspect of adopting a responsible or sustainable procurement approach. The Council will focus on maximising the embedded value in products by seeking to extend the lifetime of products through reuse. The Council will seek opportunities to procure items that are reused, or that have high potential for repair or reuse. By implementing the waste hierarchy into procurement policy, the Council can help to increase demand for different types of products, thereby helping to change market demand, supporting innovation and investment into new business models.

3. We will set up and report on corporate recycling targets (2026).

Setting and reporting recycling targets is important to ensure continuous improvement and is the most effective way to assess the impacts of any new measures.

Priority Nine: Embed Social Value

The Council aims to produce local social value through its waste and recycling services. 'Social value' is the wider benefit gained by a local community from the delivery of public contracts. Those who benefit can be the community, disadvantaged individuals, minorities, businesses, voluntary, community or social enterprises, as well as the environment.

Social value can be demonstrated through employment and jobs created, community support, contribution to the economy and investment and donations for good causes. Contributing to social value can add immediate and long-term impacts and can be most effective when the Council works in partnership with trusted suppliers and customers to help deliver these goals.

Link to Social Value Policy
www.westberks.gov.uk/social-value-policy

1. We will continue to work with local residents, businesses, voluntary groups and charities (2025).

As discussed in the relevant sections above, the Council will continue to work with local residents, businesses, voluntary groups and charities to encourage waste reduction, reuse and recycling, and support in improving the street scene in West Berkshire through litter reduction schemes. The Council greatly appreciates the work currently done by

residents, businesses, voluntary groups and charities to support waste reduction, reuse, recycling and litter reduction across the borough and will continue to find ways to support the work already being done.

2. We will embed social value within the delivery of the recycling, waste and street cleansing services contract let (2032).

In line with the Council's Social Value Policy, the Council will ensure that Social Value is included as a criterion in all procurement processes involving household waste and recycling services. This will help the Council to secure better outcomes and opportunities for the local community. Social Value in procurement is often split into three areas, all of which the Council will endeavour to secure in greater quantity:

- Social: This could include volunteering within the community or hosting community events.
- Economic: This could include hosting work placements, creating apprenticeships or jobs, employing local people, being a Living Wage employer or using local suppliers.
- Environmental: This could include reducing energy consumption, waste generation or carbon emissions or supporting improvement to local public spaces and parks.

Priority Ten: Support Local Businesses In Applying the Waste Hierarchy

The Council will take steps to support local businesses to be more responsible in managing their waste.

1. We will continue to identify and advise businesses that lack a collection contract or are not applying the waste hierarchy (2025).

The Council will work with businesses to ensure they have waste collection contracts in place with registered waste carriers in line with their legal obligations. The Council will ensure that commercial waste is dealt with correctly and does not result in fly-tipping, or other forms of illegal disposal that cause environmental damage.

Businesses are also required to apply the waste hierarchy, and show that they have prioritised waste prevention, reuse and recycling over disposal. From 2025, all but the smallest businesses will be required to separate dry recyclable materials and food waste for recycling. The Council will explore whether its approach to enforcement and communication can do more to ensure businesses are dealing with their commercial waste in an environmentally responsible way.

This will be dependent on resource and budget availability within the Council's Waste team.

2. We will explore offering business support and look to embed the principles of this waste and resources strategy within local businesses and the commercial waste service (2028).

The Council will ensure that where it offers support and advice to businesses it will promote

practices described in this strategy so that they are being take on board and implemented. To support this, the Council will need to ensure there is adequate funding and resources in place.

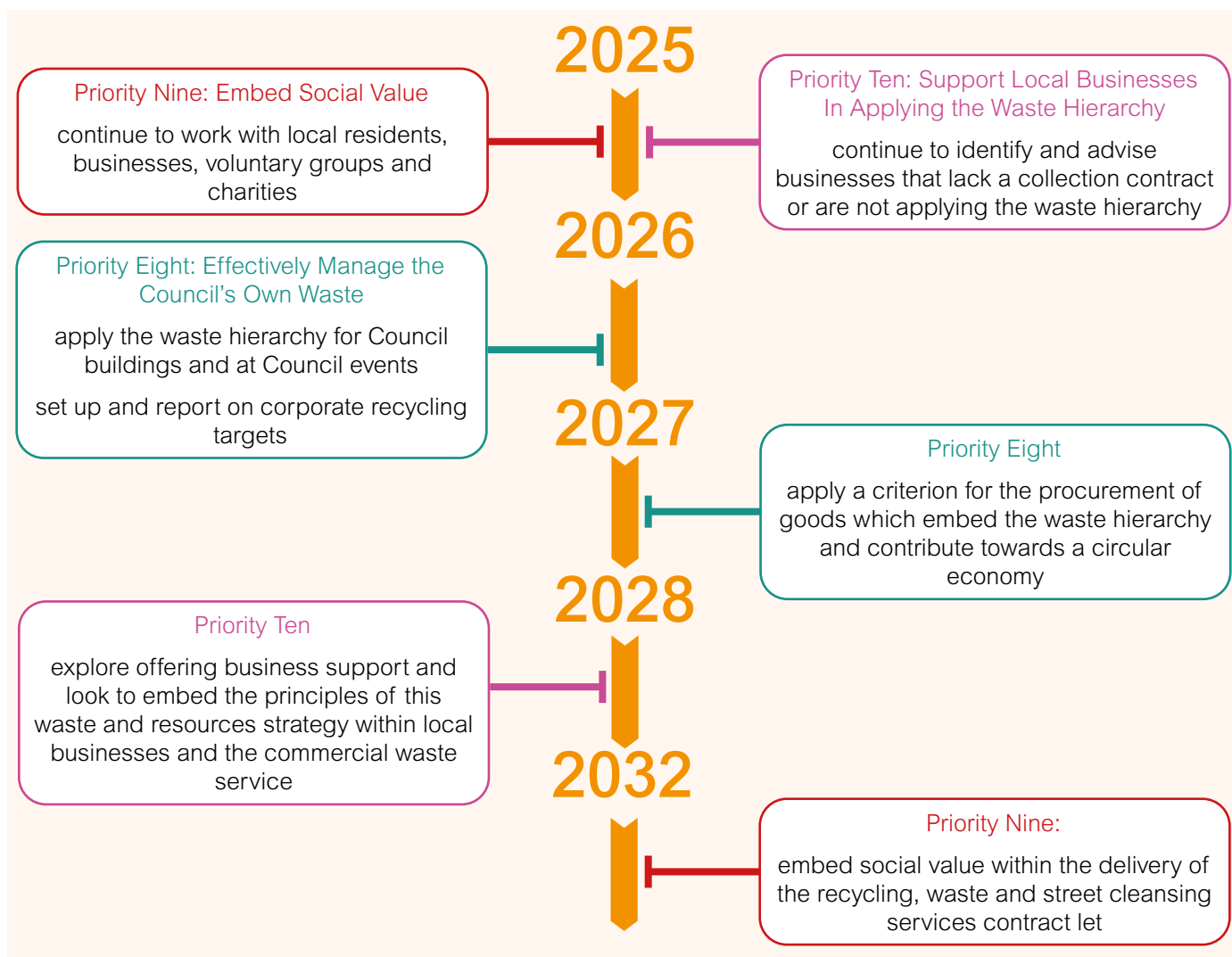


Figure 4.4. Timeline to the Council Leading the Way

Appendix

Appendix 1: Cost, Performance and Carbon Modelling

The Council is dedicated to continuing to develop and improve its services to suit the area's evolving needs, meet the incoming national requirements, increase our recycling rate and become a Net Zero Council by 2030. This may mean changing how recycling and waste services are delivered in West Berkshire.

To consider the possible future options, the Council – with the support of Eunomia Research & Consulting, our external technical advisors - has undertaken modelling of a range of different future options for the design of recycling and waste collections from households, within the framework set by national policy and the Council's contractual commitments. This has helped the Council to understand the impact that any service change could have on recycling, carbon, and financial performance. We are not proposing any changes to how the street cleansing and litter collection service operate as part of this strategy.

These options were developed in conjunction with residents and elected members of the Council at several workshops during the first half of 2023. This helped the Council to understand residents' points of view, opinions and concerns regarding the current waste collection services and any future potential changes.

The options modelled are detailed in Table 0.1 and included:

- The kerbside collection of plastic pots, tubs, and trays (PTT), plastic film, cartons and aluminium foil to comply with requirements set out under Simpler Recycling (see Section 3.3).
- The free collection of garden waste.
- Reducing the collection frequency of general waste, whether to three weekly or four weekly collections.
- Reducing the capacity of black bins used for the collection of residual waste; and
- The use of different types of collection vehicles.

Table 0.1. Modelled Options and Estimated Impact on Recycling Rate

	Rubbish	Dry Recycling	Collection Vehicles	Garden Waste
Baseline	Fortnightly	Fortnightly	Current vehicles	Charged
Option 1*	Fortnightly	Plus PTT, film and foil	Current vehicles	Charged
Option 2 & 3**	Fortnightly	Plus PTT, film and foil	Alternative vehicles	Charged
Option 4	Three-weekly	Plus PTT, film and foil	Current vehicles	Charged
Option 5	Four-weekly	Plus PTT, film and foil	Current vehicles	Charged
Option 6	Fortnightly	Plus PTT, film and foil	Current vehicles	Free

*Option 1 is an enhanced baseline which takes into account the impact of DRS and includes separate weekly food waste collections.

** Option 2 used Recycling Recovery Vehicles and Option 3 used simplified vehicles

The modelling took account of key data, including household numbers, the quantities of each type of waste we collect, vehicle requirements, staffing requirements, costs incurred by the Council to collect and manage waste/recycling, and the types of receptacles/containers that residents will need. To understand the possible impact of the future options, West Berkshire was benchmarked against other, socio-demographically similar, authorities who already deliver such services.

The results of the modelling can be found in Table 0.2.

Table 0.2. Estimated Impact on Cost, Carbon Emissions and Performance Compared to Enhanced Baseline (Option 1)

	Cost Impact	Tonnes of CO2e	Estimated Recycling Rate
Baseline	-	-	51%
Option 1*	-	-	52%
Option 2	▲	94	52%
Option 3	▲	140	52%
Option 4	▼	-940	56%
Option 5	▼	-1,980	60%
Option 6	▲▲	-62	53%

As shown in Table 0.2, the modelling indicates that the best performing options were those where the frequency of general waste collections were reduced (Option 4 and 5). Reducing the collection of general waste to every three weeks could increase West Berkshire's recycling rate to approximately 56%, while reducing it to four-weekly could increase the recycling rate to 60%. It is important to note that modelling results provide an indication of potential outcomes based on reasonable assumptions, and actual results following implementation of changes may vary. Furthermore, these values utilise 2022/23 data and may be subject to change with the use of 2023/24 data.

Wherever recycling rates increase, carbon emissions generally decrease, as sending recyclable waste to landfill or to be burnt for energy produces more carbon emissions - as well as typically being more costly. Offering three-weekly residual waste collections could reduce the volume of greenhouse gases emitted by approximately 940 tonnes a year (compared to the enhanced baseline Option 1), while offering four-weekly collections would reduce emissions by 1,980 tonnes a year (compared to the enhanced baseline). In addition, moving to three-weekly or four-weekly collections could save the Council money.

Option 6 estimates that the cost of introducing a free garden waste collection service would require investment, as a result of lost income, additional collection costs and additional containers. This option can be combined with any of the other options. The table 0.3 below shows the marginal cost and impact of CO2e and estimated recycling rate when combining Options 2-5 with free garden waste

(Option 6).

Table 0.3. Estimated Impact on Cost, Carbon Emissions and Performance Compared to Enhanced

	Cost Impact	Tonnes of CO2e Compared to Enhanced Baseline	Estimated Recycling Rate
Baseline + FGW*	-	-	52%
Option 1* + FGW*	-	-	53%
Option 2 + FGW*	▲▲	32	53%
Option 3 + FGW*	▲▲	78	53%
Option 4 + FGW*	▲▲	-1,002	58%
Option 5 + FGW*	▲▲	-2,042	62%

**Free Garden Waste as per option 6 in table 0.2*

Baseline (Option 1)

The Council recognises that any reduction in residual waste collection frequency could be challenging for some households and could depend on finalisation of government guidance. However, some of the UK councils with the highest recycling rates have already introduced less frequent collections while still providing services that meet householders' needs and expectations. Examples include:

- East Devon District Council (61.0%)
- Somerset Council (56.2%)
- East Renfrewshire Council (56.0%)
- North Ayrshire Council (55.3%)
- South Ayrshire (54.3%)
- Bury Metropolitan Borough Council (53.8%)
- Wigan Metropolitan Borough Council (53.0%)

Collection frequency is not the only factor influencing recycling performance, and the authorities listed above include some that perform particularly well compared with others that have similar housing, rurality and deprivation. Welsh authorities, many of which have adopted 3- or 4-weekly collections and achieve high recycling rates, are excluded from the list because they measure their recycling rate differently from the rest of the UK.

If any change to collection frequency were to be made, the Council would take steps to avoid undue impact on households that produce unavoidably large amounts of general waste.



The Best Practicable Environmental Option

The best practicable environmental option based on the technical analyses is to amend the collection frequency for household general “black bin” waste from fortnightly to once every three weeks (Option 4 in Appendix 1). This option is shown to increase the recycling rate, reduce waste generation by householders, reduce carbon emissions without having as much adverse impact on residents. On the other hand, reducing the general waste collection frequency to every four weeks (Option 5 in Appendix 1) is not deemed practicable at this time due to the potentially significant impact on residents, even though that option could result in even greater environmental benefits. Under Option 4, the collection frequency for other household waste streams will remain unchanged. This means that dry recycling and garden waste will continue to be collected fortnightly, whilst separate food waste will continue to be collected weekly from the kerbside. The option of collecting general waste once every three weeks has been successfully implemented by selected English local authorities including our neighbours Bracknell Forest Council, and in most Welsh council areas. If approved for implementation, officers will ensure the lessons are learnt from other areas and effective mitigation measures are implemented for selected households who may need more frequent collections. These households could include exceptionally large households and people with young children using disposal nappies.

The Council will also endeavour to support any changes to the general waste collections with easy-to-access and understandable guidance to householders about the proposed new service.

Appendix 2: Selected service changes

Implementation	Service changes
Mar 2008	Integrated Waste Management Contract signed.
Jun 2008	Kerbside Collection Service introduced card, plastic bottles & green waste.
Oct 2008	HWRC Newtown Road Newbury opened, replacing Pinchington Lane site.
Oct 2011	Integrated Waste Management Facility, Padworth opened. Including Padworth HWRC (recycling only).
Oct 2011	Kerbside Collection Service introduced food waste & fortnightly refuse.
Sep 2012	Chargeable additional green waste collection service introduced. (1st bin was free, any additional was charged).
Aug 2014	Kerbside Collection Service introduced aerosols.
Dec 2016	Kerbside Collection Service introduced larger cardboard.
Jul 2018	Residual waste accepted at Padworth HWRC.
Sept 2018	Introduction of charge for garden waste collections.
Apr 2019	Increased opening hours Padworth HWRC to align with Newtown Road.
Jun 2020	Glass banks removed from all Mini Recycling Centres (MRCs).
Mar 2021	Plastic pots/tubs/trays collection from recycling banks in HWRCs and selected MRCs.
Feb 2022	Reroute of collection rounds in District, changing collection days for most. Improving efficiency.
Aug 2022	Two new MRC sites installed in Theale & East Garston.
Oct 2022	New weekly separate food waste collection service commenced.
Dec 2022	New MRC installed in Tilehurst.
Jul 2024	HWRCs started accepting coffee pods and vapes
Sept 2024	Kerbside collection service introduced batteries.
Nov 2024	Introduction of HVO fuel for food waste collection trucks.
Feb 2025	Kerbside collection service introduced plastic pots, tubs and trays.

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Draft Waste Management Strategy Public Consultation: Responses Summary

Introduction

This report presents the findings of a comprehensive consultation on the Council's draft waste management strategy between 25 September and 6 November 2024. The consultation survey was completed by 5,073 respondents, including 5,039 residents, 9 parish councils, 30 businesses, 10 local organisations, and 19 visitors. No petitions were received. Respondents were able to provide answers for multiple selections e.g. one could respond as a resident and a local organisation at the same time.

The consultation was publicised through various channels, including the Council's engagement hub, social media platforms, e-newsletters, library drop-in sessions, and direct emails to all parish councils and local housing associations. Additionally, in-person drop-in sessions were organised by the Council's waste officers as follows:

Location	Times
Thatcham Library	Monday, 30 September 2024 from 9.30am to midday
Newbury Library	Wednesday, 2 October 2024 from 9am to midday
Hungerford Library	Wednesday, 9 October 2024 from 9.30am to midday
Burghfield Library	Monday, 14 October 2024 from 2pm to 5pm
Theale Library	Friday, 18 October 2024 from 2pm to 5pm
Mortimer Library	Monday, 28 October 2024 from 2pm to 5pm
Lambourn Library	Friday, 25 October 2024 from 10am to 11.30am
Pangbourne Library	Thursday, 31 October 2024 from 9.30am to midday
Newbury Library	Monday, 4 November 2024 from 9am to midday

These efforts aimed to reach a broad audience and encourage wide participation in the consultation.

The purpose of the consultation was to gather views on the Council's draft waste management strategy, which will guide waste collection and recycling services up to 2032. This timeframe aligns with the end of the current contract with our waste collection and treatment provider. The consultation also sought to ensure the Council meets the requirements of emerging government policy and captures feedback from residents and other stakeholders on proposed changes.

The survey explored various themes, including satisfaction with recycling and waste minimisation communication and engagement, barriers to increasing recycling, preferences for black bin collection frequencies, and the suitability of waste and recycling container types.

No decisions on potential services changes have been taken yet by the Council. The final strategy will be published in spring 2025, incorporating the feedback provided through this consultation.

Summary

The survey findings provide important insights into public perceptions of the Council's current waste services and the Draft Waste Management Strategy, including specific concerns and preferences.

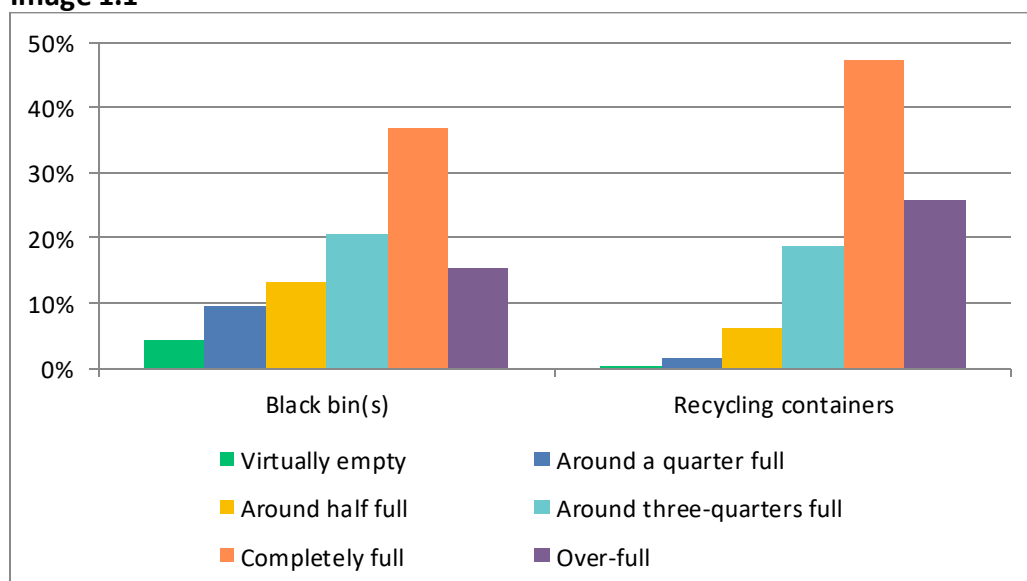
Overall people felt satisfied with the current black bin and recycling collection services. Majority of respondents do not want us to reduce the frequency of black bin collections. There was a high level of support for increasing waste types collected for recycling as well as support for a review of the receptacles we provide for recycling collections. A minority of people felt that the draft strategy was not ambitious enough.

The main messages to consider are:

1. **Black Bin Collection Frequencies:** Opinions on black bin collection schedules were divided. While some residents expressed satisfaction with the current (fortnightly) frequency, others called for more frequent collections to manage waste volumes, particularly for larger households and families.

Question 16 asked respondent who receive a kerbside collection *how full are your black bin(s) and recycling containers before they are emptied on collection day?*

Image 1.1

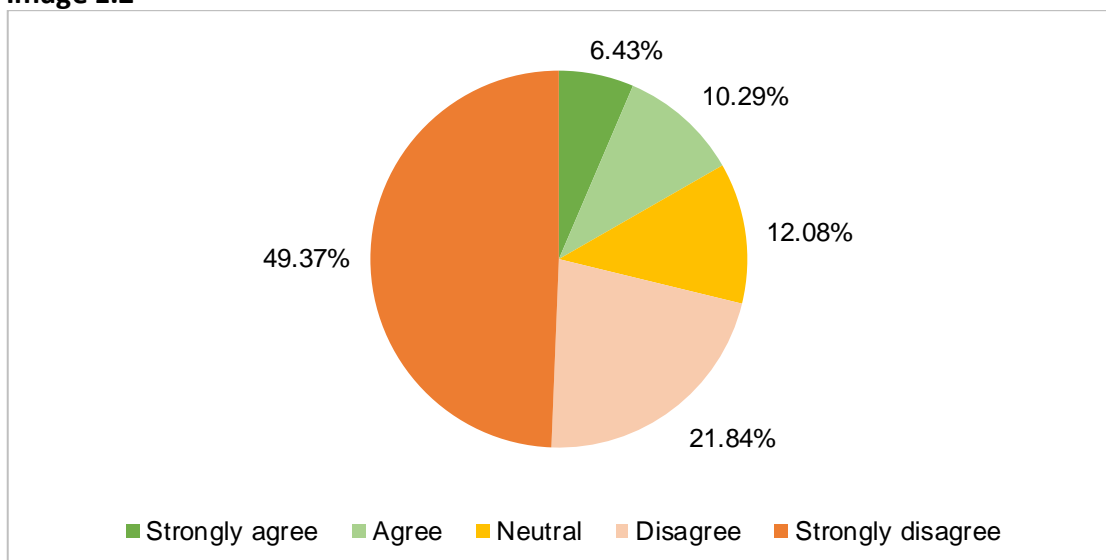


47.7% of residents who have a kerbside collection have space in their black bin on collection day with the current service we provide. Only 26.9% of residents who have a kerbside collection have space in their recycling containers.

This demonstrates that without the addition of collecting more items for recycling, nearly half of our kerbside service users have space within their black bin on collection day, arguably supporting the case for changing the collection frequency to 3-weekly. While also demonstrating a need to publicise our container delivery service, so residents have enough capacity to recycle, we provide extra containers for recycling free of charge.

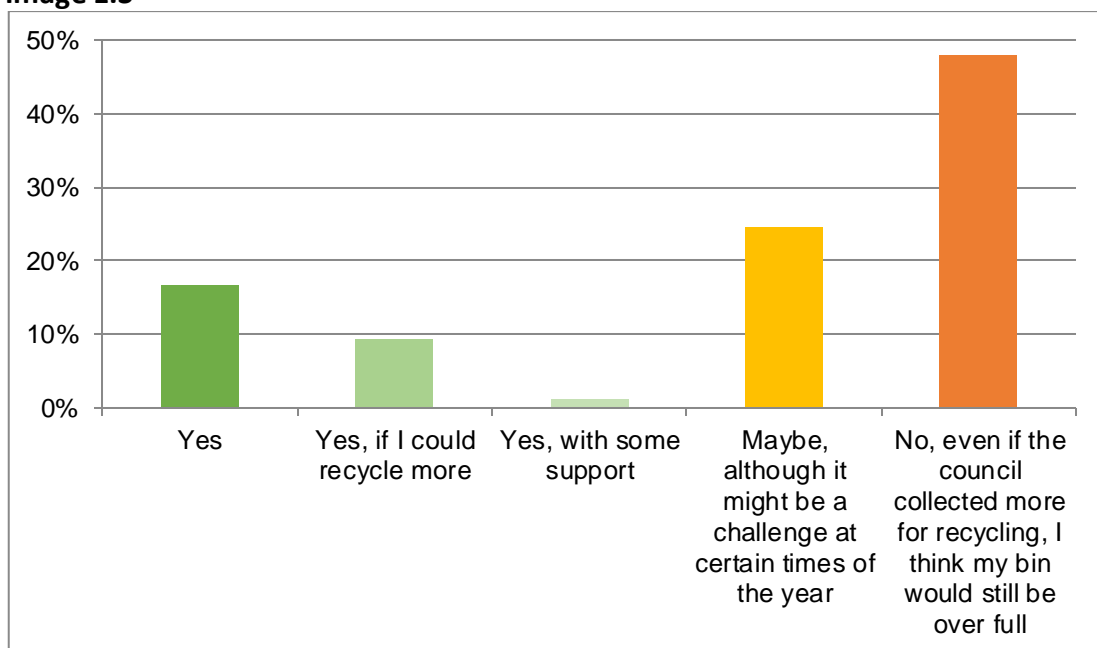
Question 36 asked residents who receive the kerbside or sack collection *service if they agreed or disagreed that three-weekly black bin collections could help increase the amount of waste the Council collects as recycling and reduce the amount of waste households produce*. **71%** disagreed or strongly disagreed that it would. The full result can be found in Image 1.2 below.

Image 1.2



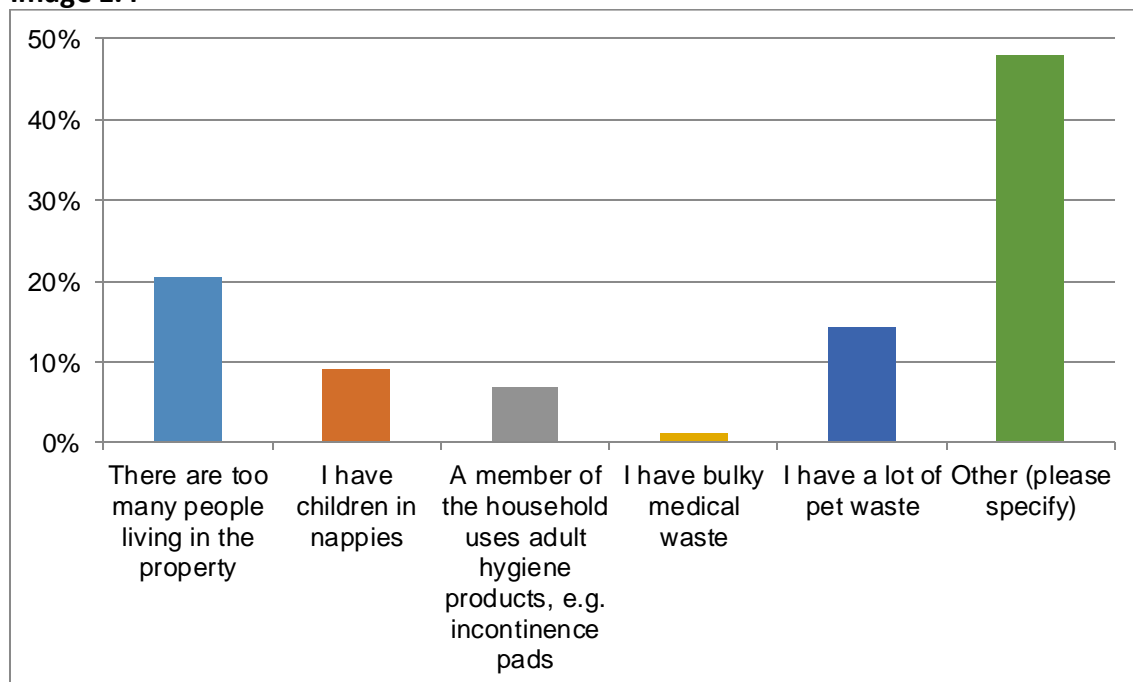
We also asked if their household *would be able to manage if their non-recyclable waste was collected every three weeks* at Question 37. Most respondents stated that they might be able to cope with a reduction to black bin frequencies with adequate support (**52%**). The full response to this question is represented in Image 1.3 below.

Image 1.3



Question 38 asked those who answered no to Question 37 “*what is the main reason that you would be unable to manage?*”. Many – 48% – gave an answer not prepopulated as an option, that is analysed below in image 1.4. Of the prepopulated answers, 21% stated that there are too many people living in the property. Image 1.4 shows the full answers.

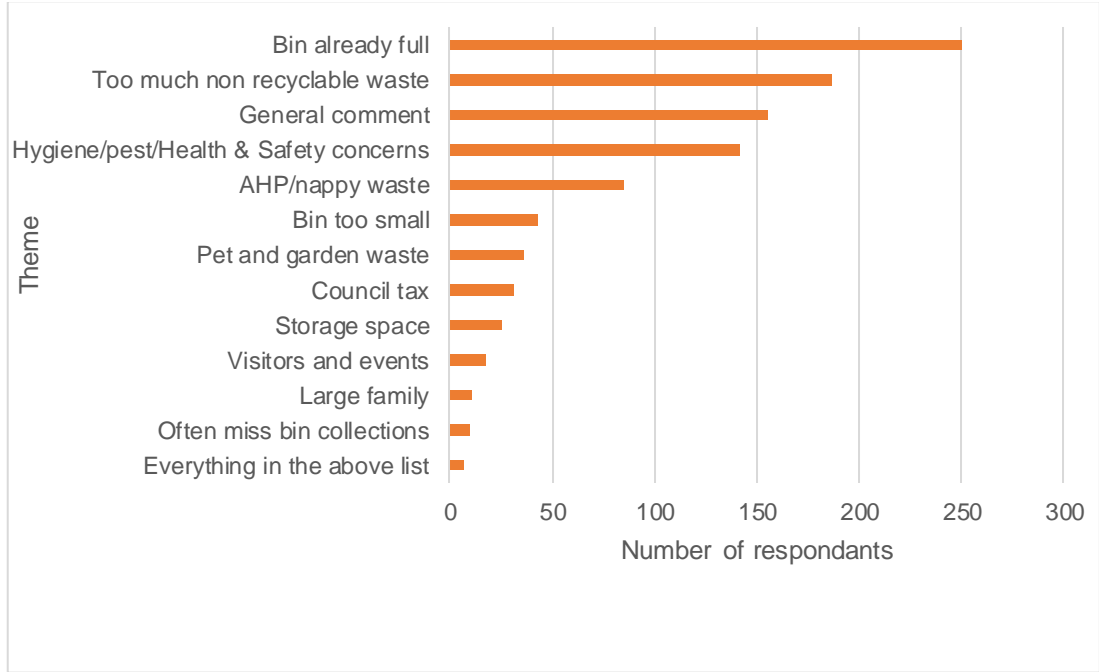
Image 1.4



Of the 48% who selected ‘other’, we categorized answers into recurring relevant themes. Most (250 number) stating that their black bin is already full on collection

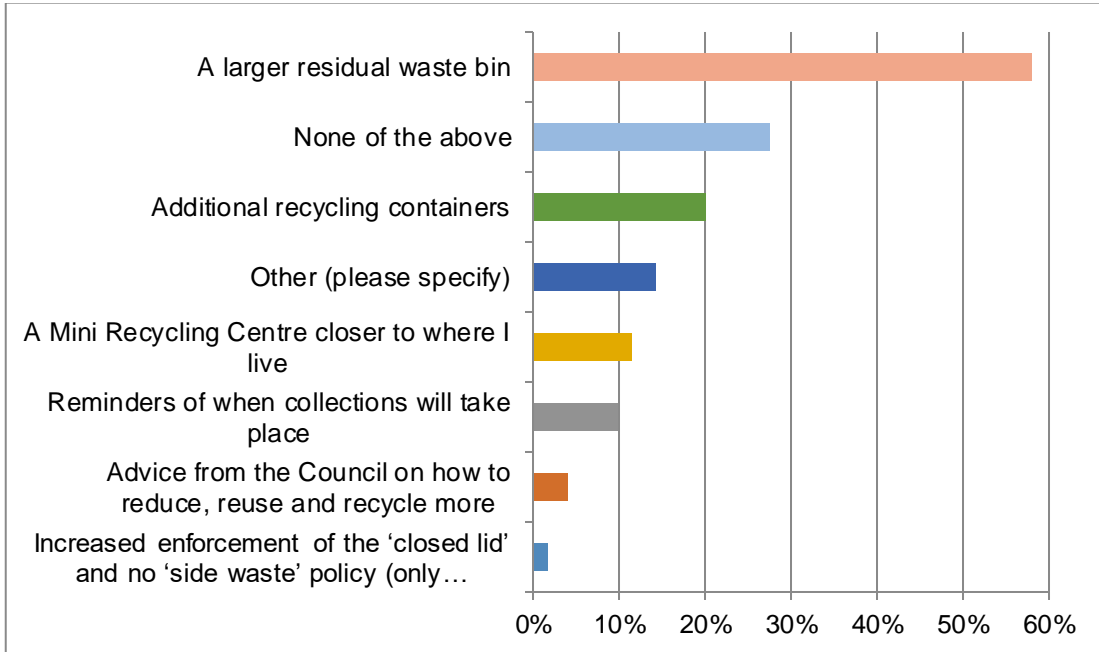
day, with 187 people stating that they have too much non-recyclable waste. 142 people stated a hygiene concern, with 85 people on top of the 144 that mentioned use of nappies or hygiene products within the household as a concern.

Image 1.5



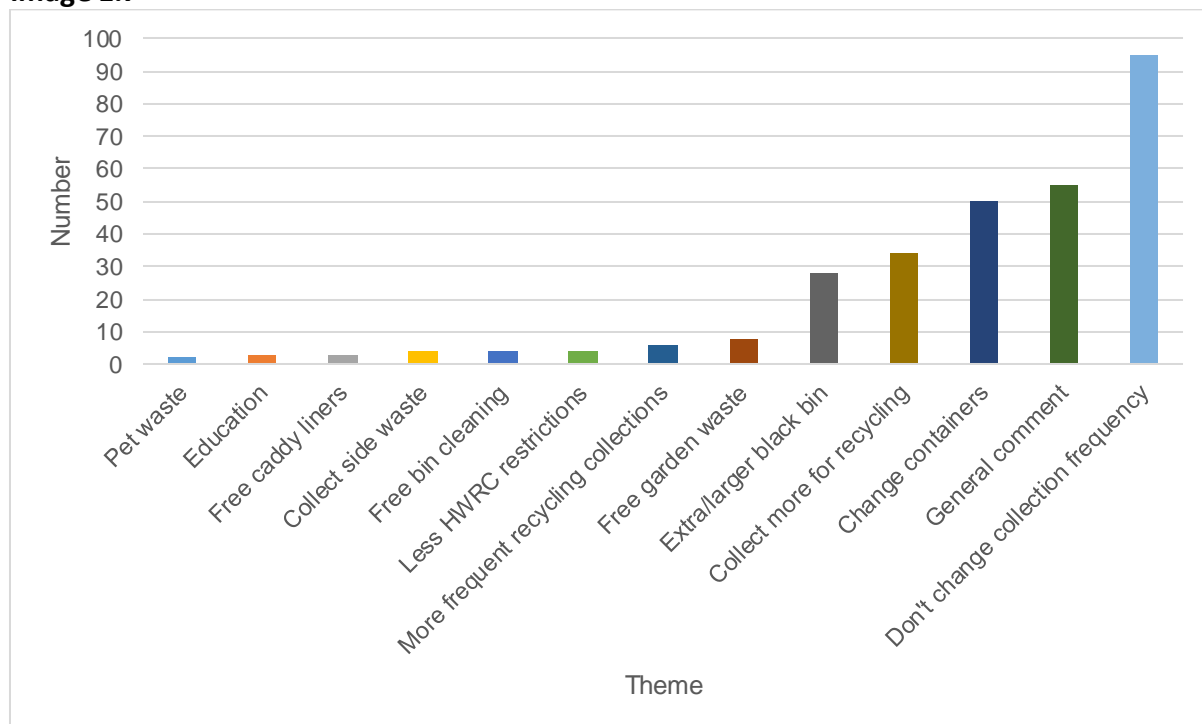
We than asked how we could help those who stated they would not be able to cope if black bin frequencies were changed (Question 39), results are shown below in Image 1.6.

Image 1.6



A larger waste bin was selected as the best option to assist those who think that they will struggle with the reduction in collection frequencies. With 'none of the above' following behind with 28% choosing that. 14% selected 'other' which you can see broken down into recurring themes in Image 1.7.

Image 1.7



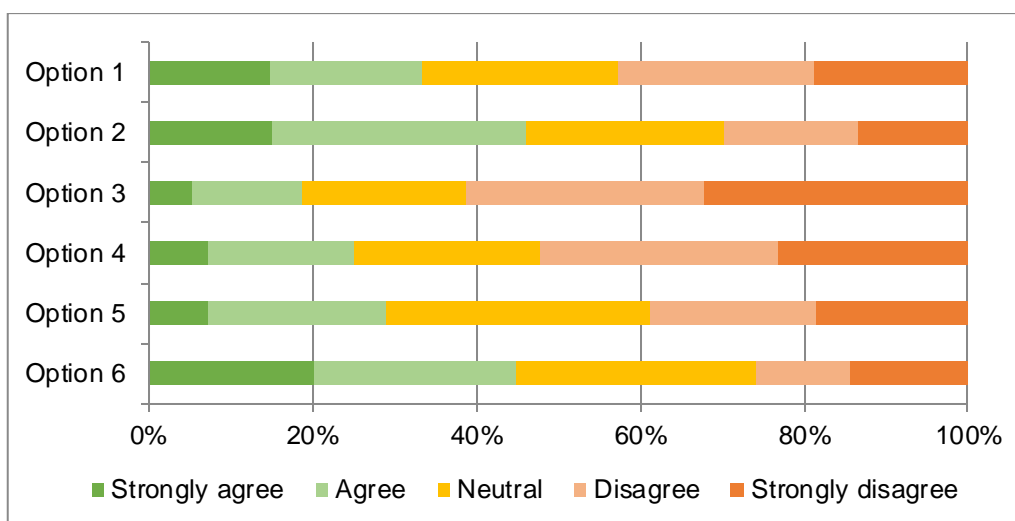
2. **Feedback on Container Types:** Mixed feedback was received regarding the types of containers provided for waste and recycling collections. While some respondents appreciated the durability and size of the existing bins, others highlighted issues with manoeuvrability, unsuitability for smaller households, and the need for alternative designs to improve efficiency, usability and their impact on the street scene, while there was also support for keeping them as they are.

Question 40 specifically asked residents who receive the kerbside service, what their thoughts were on 6 different options to improve the types of containers provided for the collection of recycling:

- Option 1 – No change
- Option 2 – Replace the reusable sack with a small, wheeled bin, keeping a separate box for card/paper and glass.
- Option 3 – Provide a plastic net to stretch over the current boxes
- Option 4 – Provide lids for the current boxes
- Option 5 – Replace the reusable sack with a box or weighted sack
- Option 6 – Supply residents with “Trolibloc” containers

The responses are shown in Image 2.1

Image 2.1

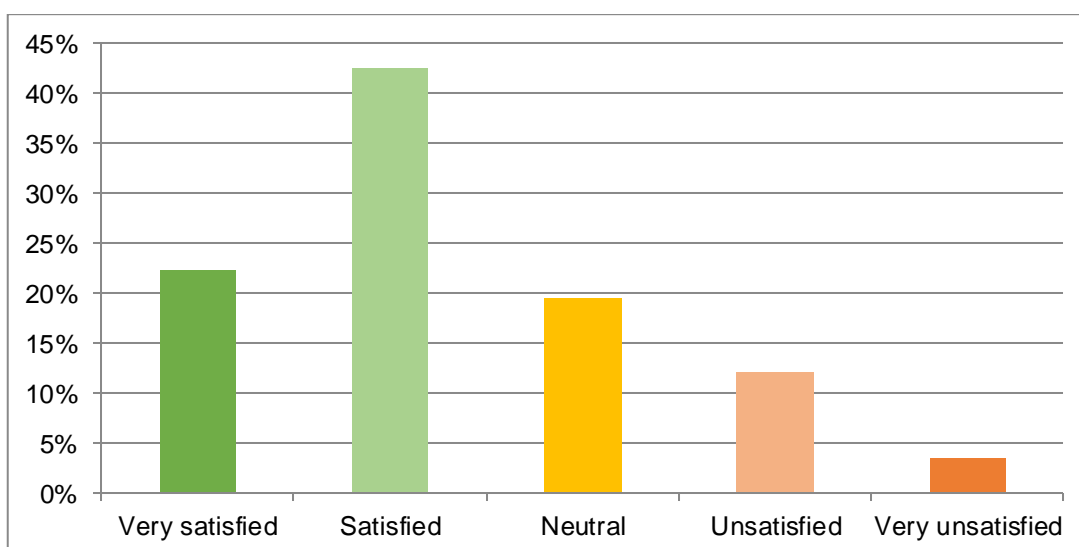


The highest scoring option provided was option 2, with **46%** of residents at least agreeing with that solution. Option 6 came a close second, with 45% at least agreeing. The 'no change' option was next, with 33% at least agreeing with it as an option to consider.

3. **Areas of Satisfaction:** Positive feedback emphasised clear communication about recycling performance, accessible kerbside services, and regular updates on waste management practices.

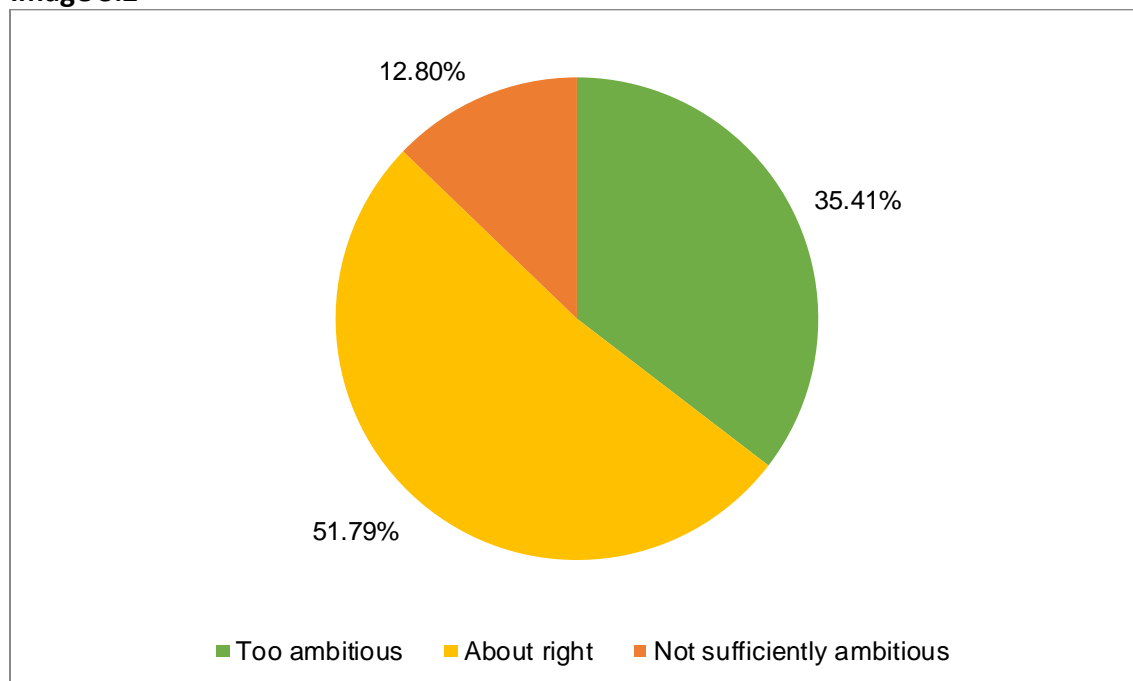
Question 19 specifically asked how satisfied residents are with the black bin/sack and recycling collection services that we provide. **65%** of respondents are at least satisfied, with 20% neutral and 15% at the most unsatisfied (see Image 3.1).

Image 3.1



As well as asking about satisfaction of our current services, we asked residents in Question 33, if they thought the aims of this strategy were suitably ambitious. The responses are shown in Image 3.2 with about 52% indicating that the ambitious were about right.

Image 3.2



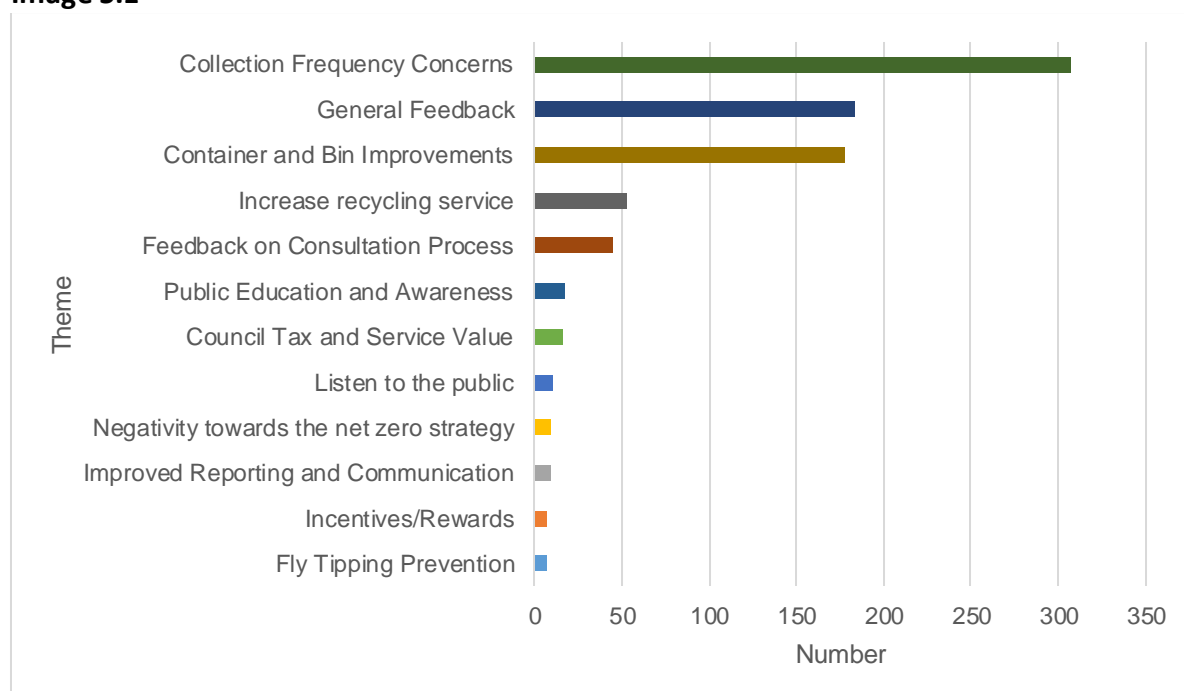
4. **Areas for Improvement:** Common themes included the need for better engagement strategies, changes to the recycling containers, more enforcement to deter littering and fly tipping, a need to collect more waste types for recycling with the concern regarding the possibility of reduced frequency of black bin collections clearly being the most mentioned 'theme' throughout the answers provided. Further information on suggestions can be found in Annex 1.

5. **Any other ideas**

Finally, we asked respondents if they had any other questions and/or suggestions on how we could improve the draft waste management strategy. 21% did. We analysed each answer and grouped them into recurring themes.

Most suggestions raised concerns of reducing the frequency of the black bins, with 307 (36%) stating as much. Containers were high up again. Also 45 people mentioned that this consultation was too extensive. Some examples of the general feedback received include "See previous comment", "don't do it", "All excellent proposals".

Image 5.1



A full break down of each question asked, including current recycling habits, ideas and suggestions for improvements and response to every question asked can be found in Annex 1.

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Annex one

Responses Summary: Draft Waste Management Strategy

Public Consultation

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Respondent identification

Q1 - Which of the following best describe you?

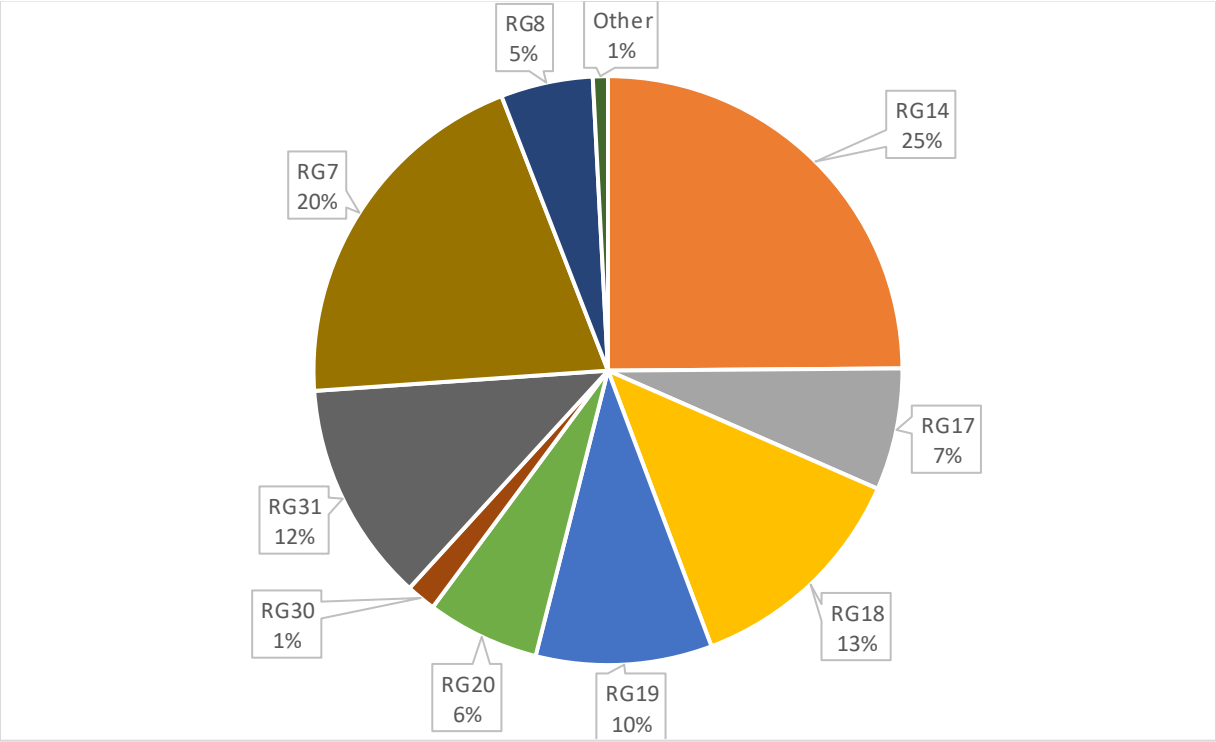
Answered 5073
Skipped 0

Residents	99.33%
Business	0.59%
Other	0.55%
Visitor	0.37%
Town or Parish Council or another local authority	0.32%
Housing Association or Property Management agent	0.06%

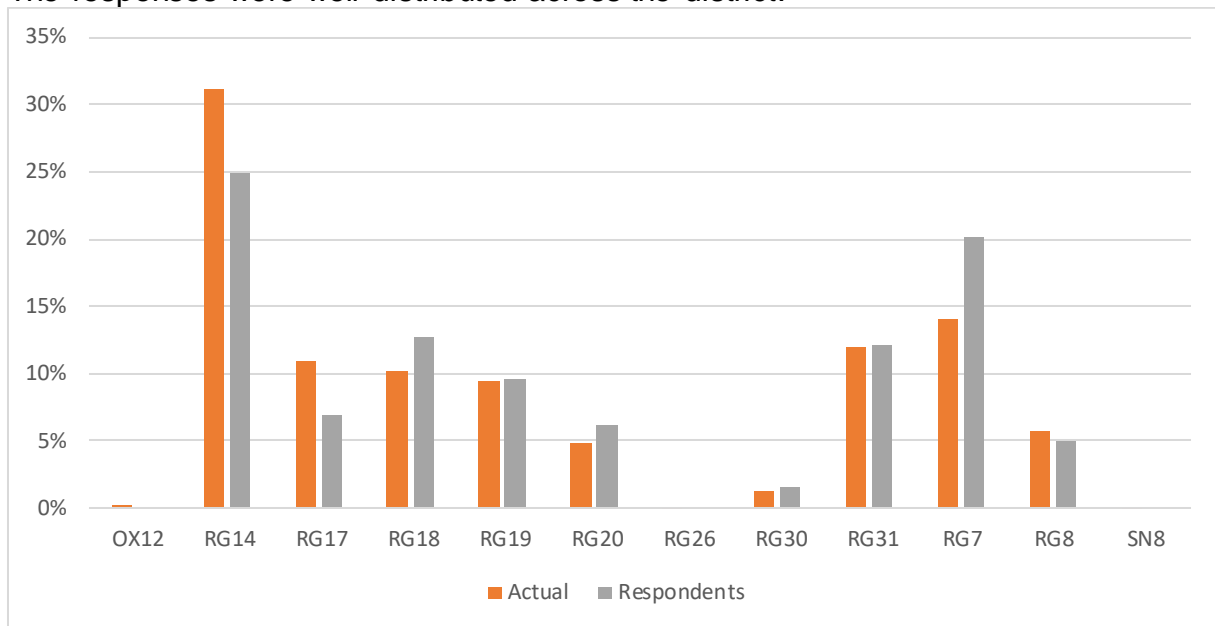
Residents

Q2 What is your home postcode?

Answered 4599
Skipped 474



The responses were well distributed across the district.

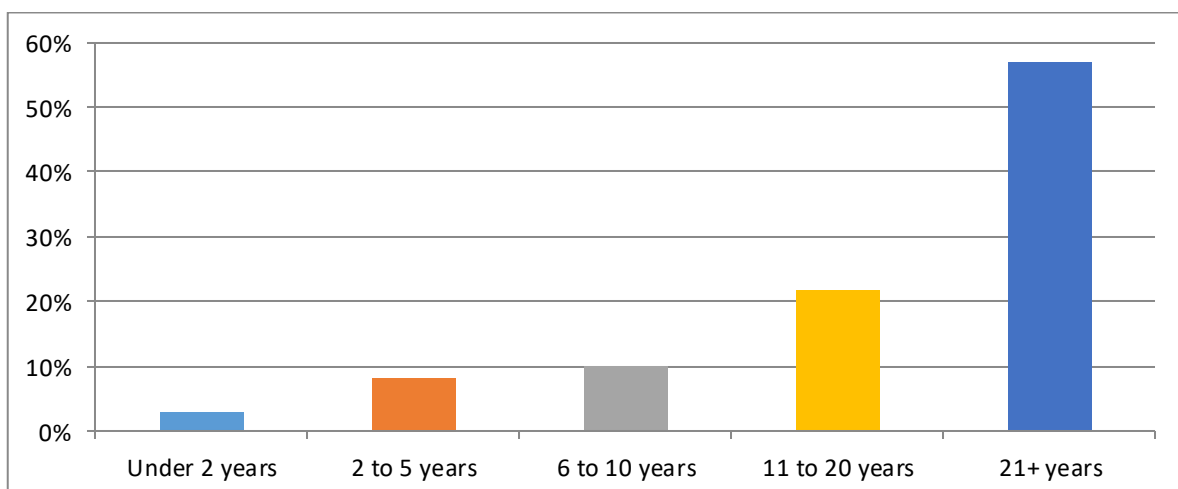


This graph compares the distribution of West Berkshire's population ('Actual' in orange) with the distribution of respondents to the consultation ('Respondents' in grey) across different postcode areas. The 'Actual' percentages represent the proportion of the total population in each postcode area, while the 'Respondents' percentages show the proportion of consultation participants from each area. Note that in some areas, the percentage of respondents exceeds the actual percentage of the population, indicating higher participation from those regions relative to their population size.

Q3 How long have you lived in West Berkshire?

Answered 4922

Skipped 151

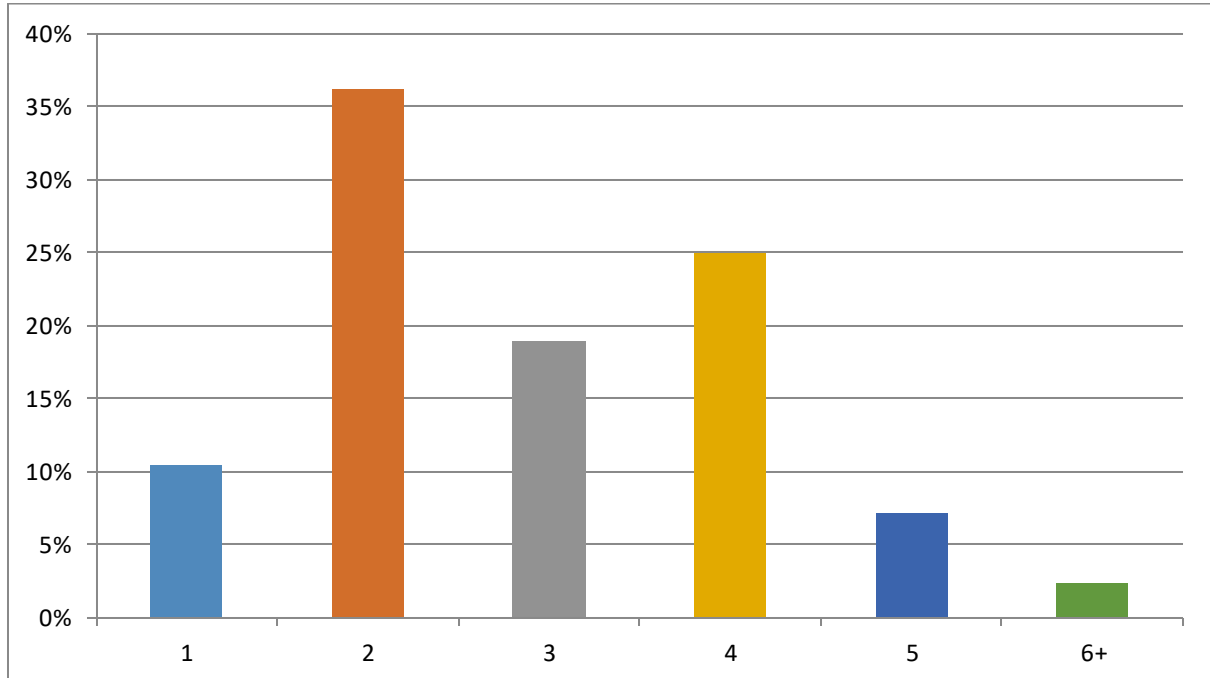


Most respondents have lived in the district long-term, indicating familiarity with previous waste management changes, such as the shift to fortnightly black bin collections in 2011.

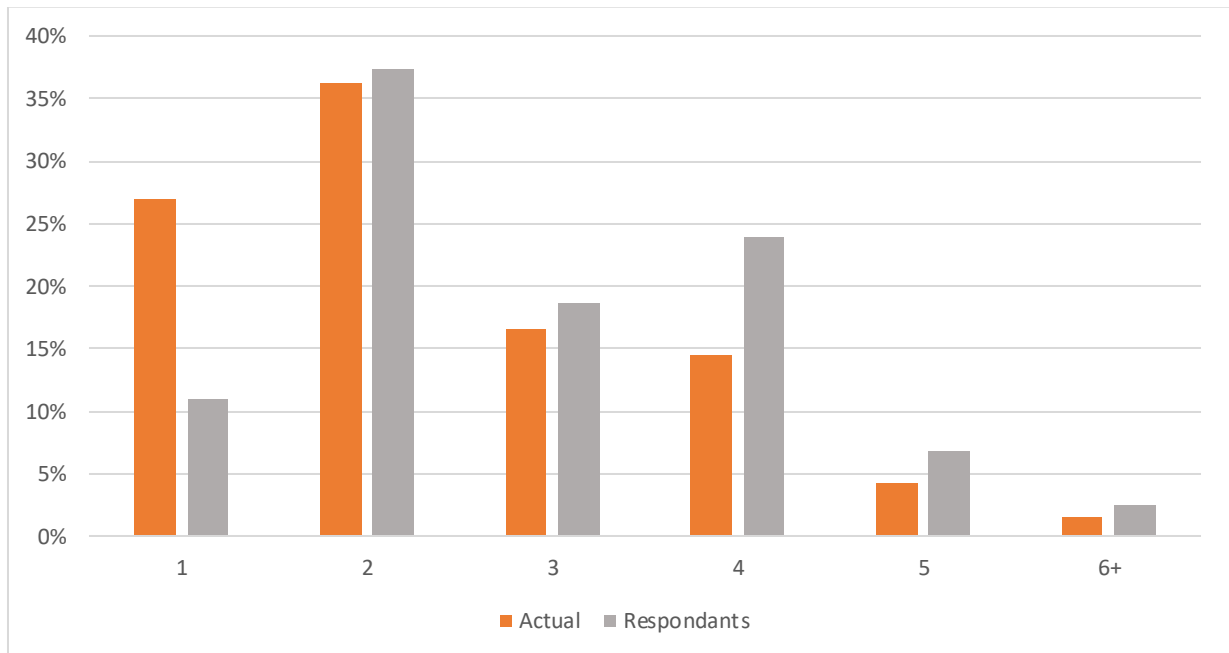
Q4 How many people live in your household?

Answered 4922

Skipped 151



Most respondents live in households of two or more people. Comparisons with ONS 2021 census data provide insights into how representative this sample is.

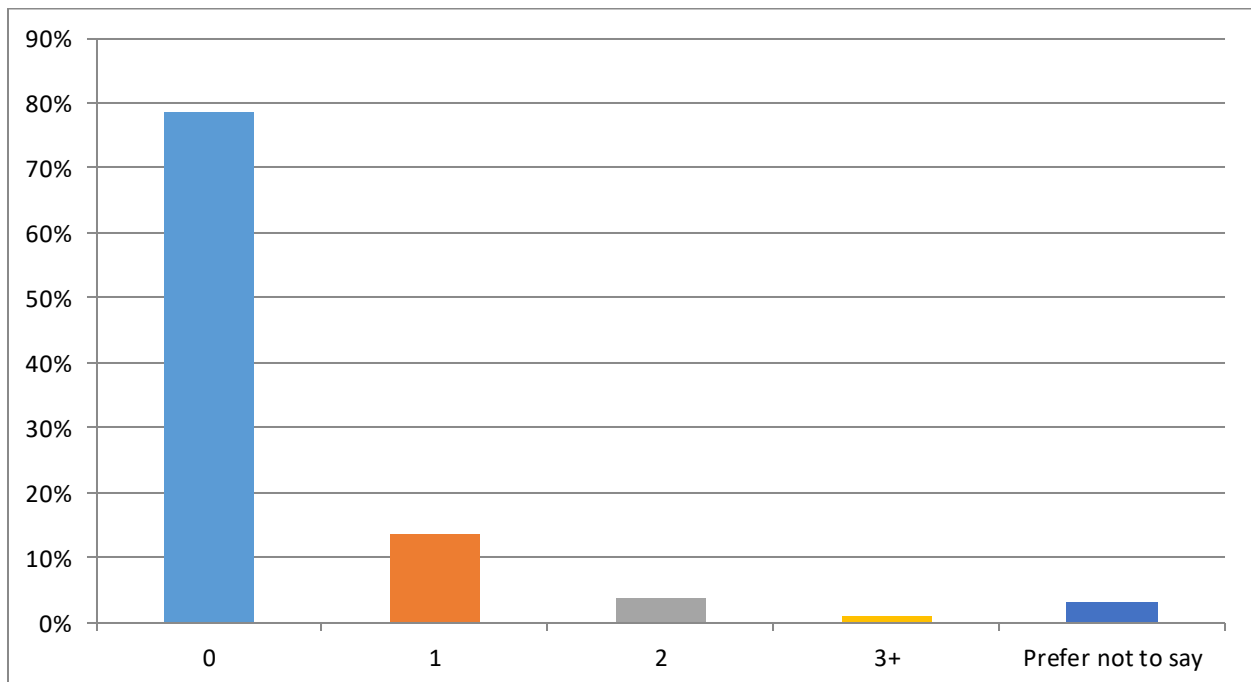


The 'Actual' percentages represent the ONS data, while the 'Respondents' percentages show the answers from participants of the consultation.

This shows that responses are well represented apart from single occupancy properties.

Q5 To help us understand the types of waste your household produces and the questions that may be relevant to you, please indicate how many (a) children in nappies and/or (b) adults using incontinence products live in your household?

Answered 4922
Skipped 151

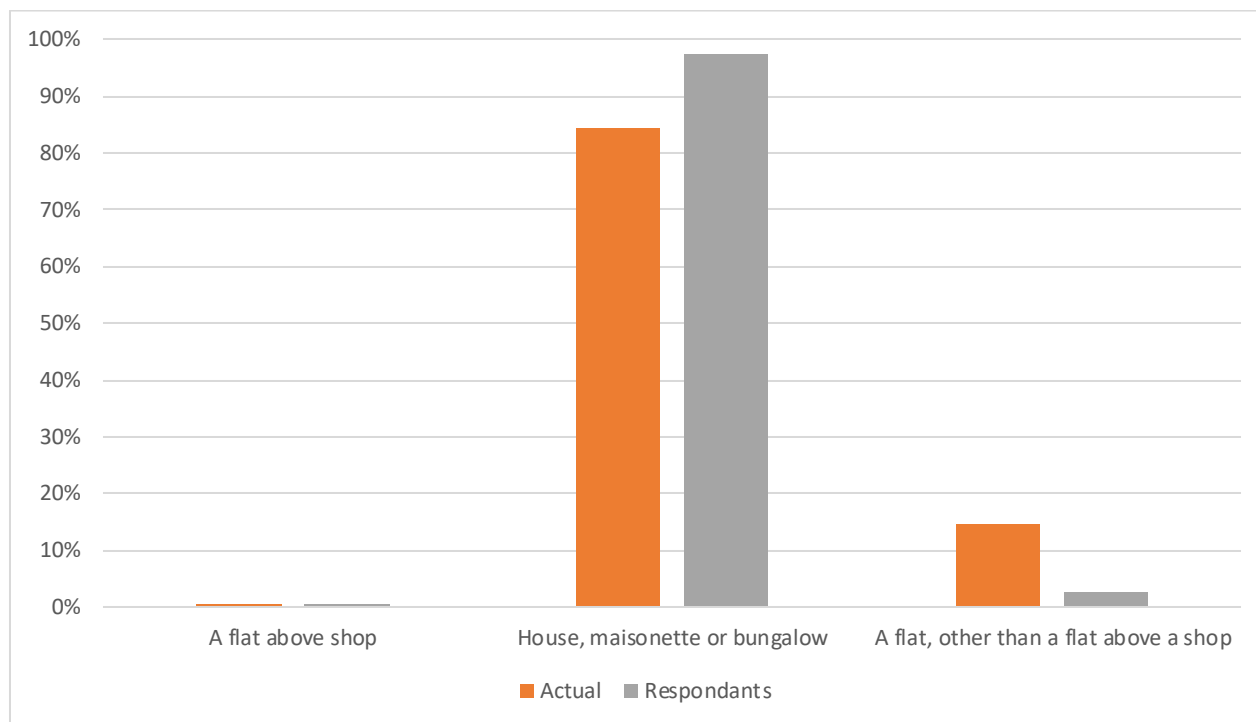


Most respondents do not have any children or adults using nappies/incontinence products. 18% of households have at least 1 occupant using nappies/incontinence products.

Q6 What type of property do you live in?

Answered 4922

Skipped 151



The 'Actual' percentages represent the ONS data for West Berkshire, while the 'Respondents' percentages show the proportion of consultation participants for each property type.

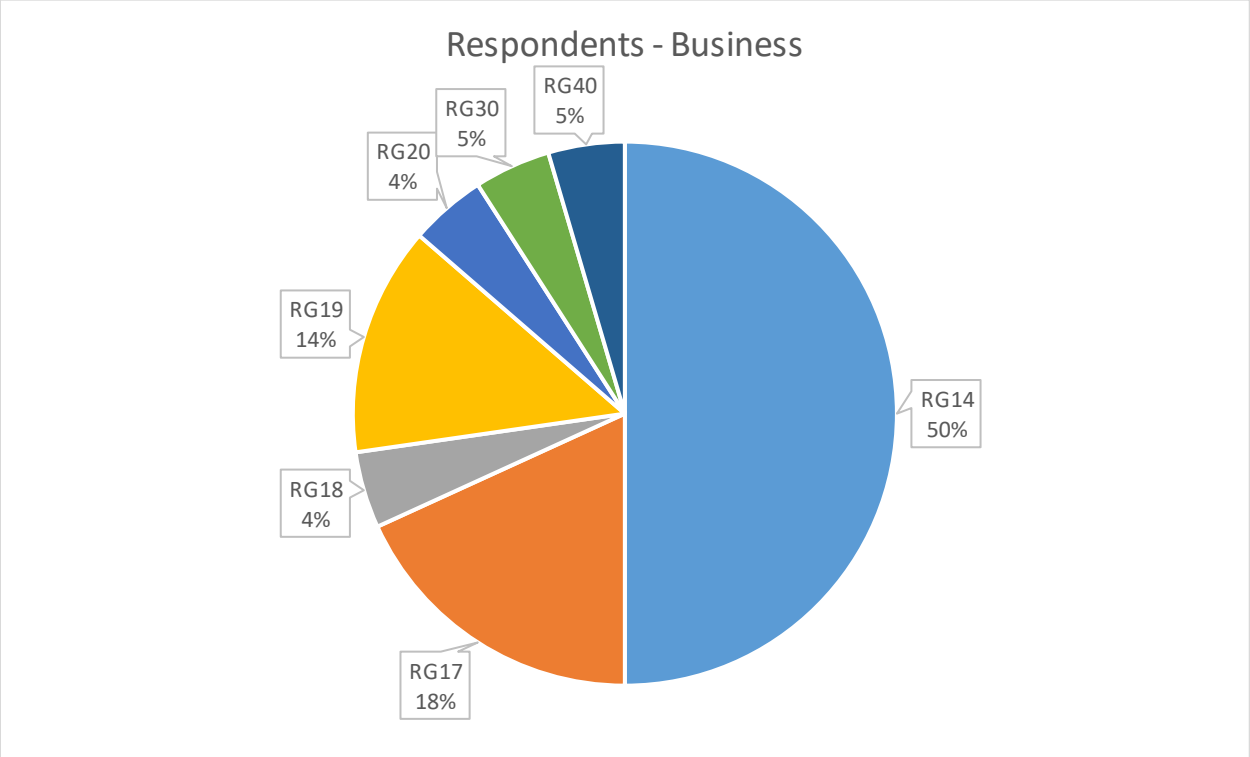
Survey participation was highest among residents in houses, maisonettes, and bungalows, with lower representation from flats, a known challenge for waste collection services.

We broke accommodation type into these 3 subsets, as they closely represent the different types of service we need to provide, with a known challenge engaging and collecting from flats, particularly flats above shops.

Business

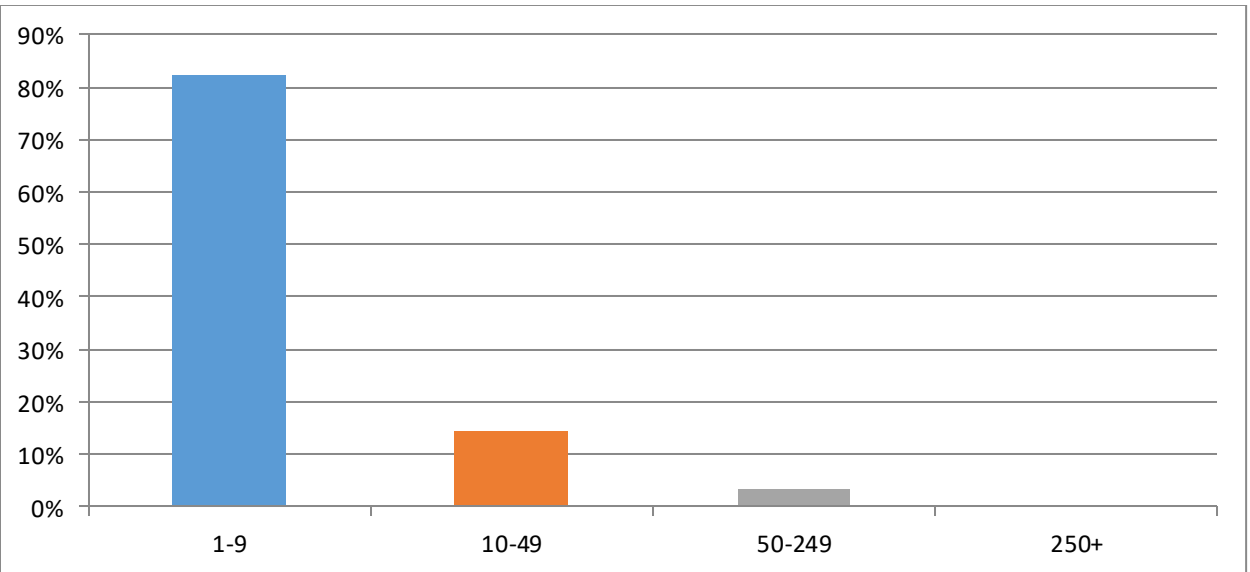
Q7 What is the postcode of your business?

Answered 24
Skipped 5049



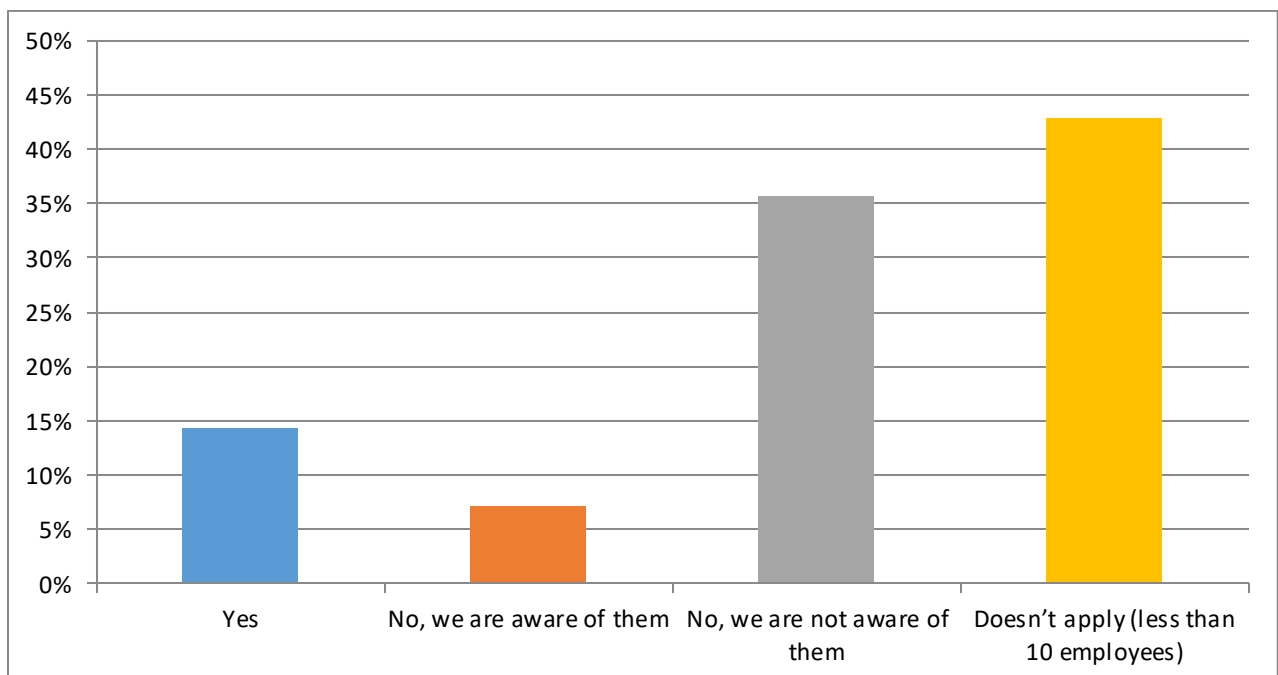
Q8 How many employees work in your business?

Answered 28
Skipped 5045



Q9 Is your business ready for Simpler Recycling regulations that come into effect 31 March 2025?

Answered 28
Skipped 5045



Most businesses that responded were from RG14 with over 80% being micro firms (under 10 employees). The majority are not aware of the government's Simpler Recycling requirements, which will apply to business from March 2025, but will not impact micro firms until March 2027. While we do not collect business or commercial waste, we will make efforts where possible to spread the message so local businesses are aware of the upcoming changes.

Organisations

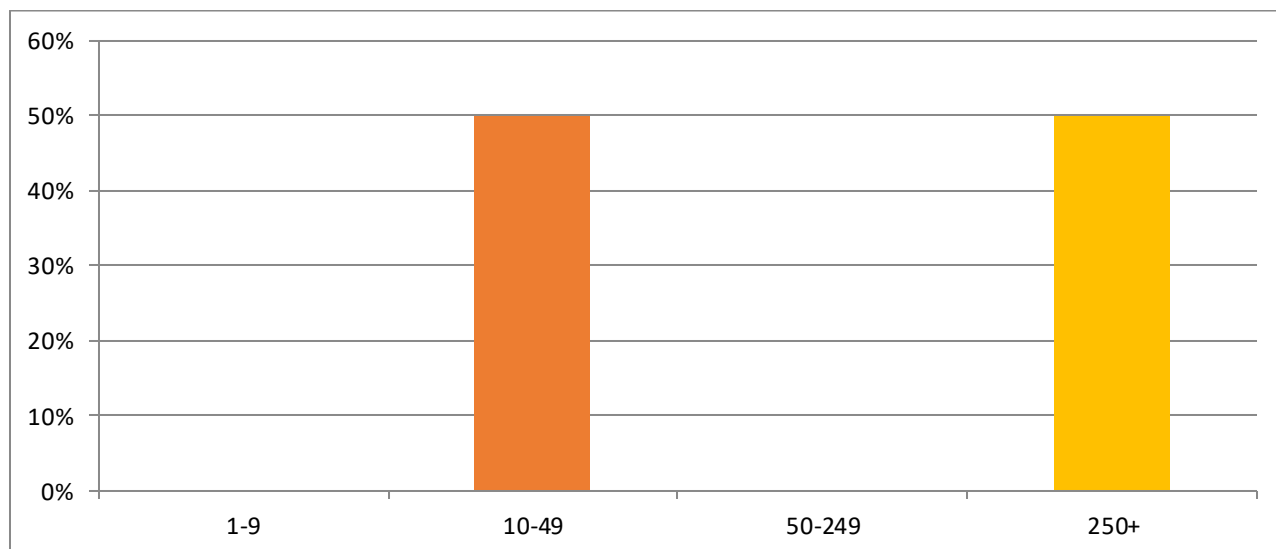
Q10 What is the name of your organisation? This information will be used to help analyse the results and will not be used to identify respondents.

Answered 17
Skipped 5056

This information is for analysis purposes only.

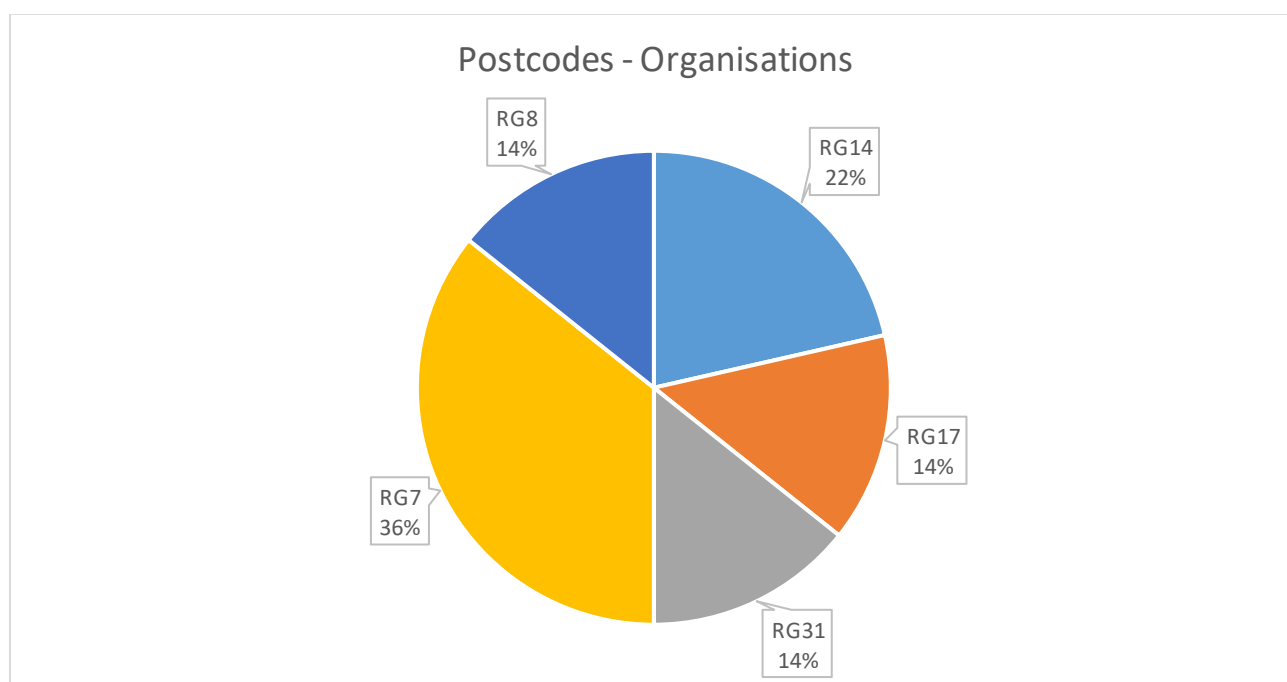
Q11 How many properties does your organisation manage in West Berkshire?

Answered 2
Skipped 5071



Q12 What is the postcode of your organisation?

Answered 16
Skipped 5057

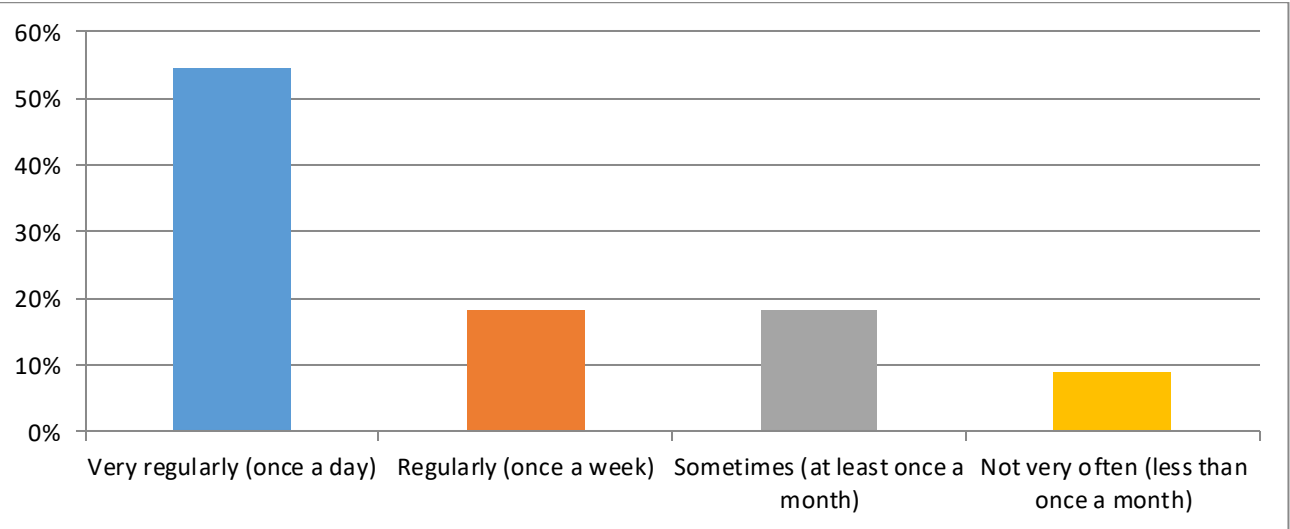


These 2 questions were asked to organisations such as town and parish councils, housing associations and other local organisation, as they are important stakeholders within the community.

Visitors

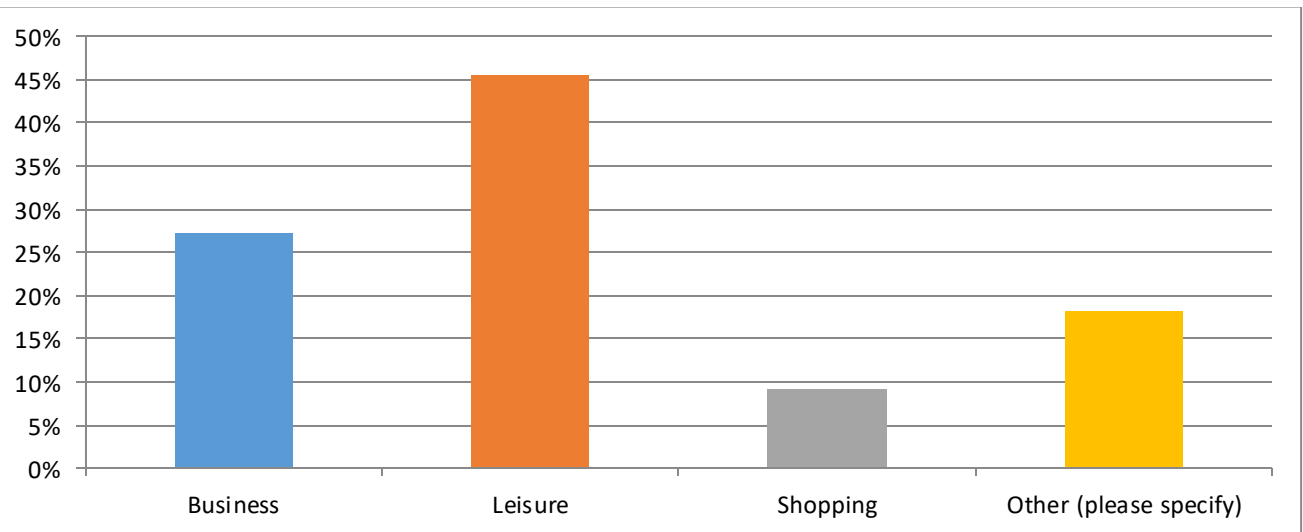
Q13 How often do you visit West Berkshire?

Answered 11
Skipped 5062



Q14 What is your main reason for visiting West Berkshire?

Answered 11
Skipped 5062

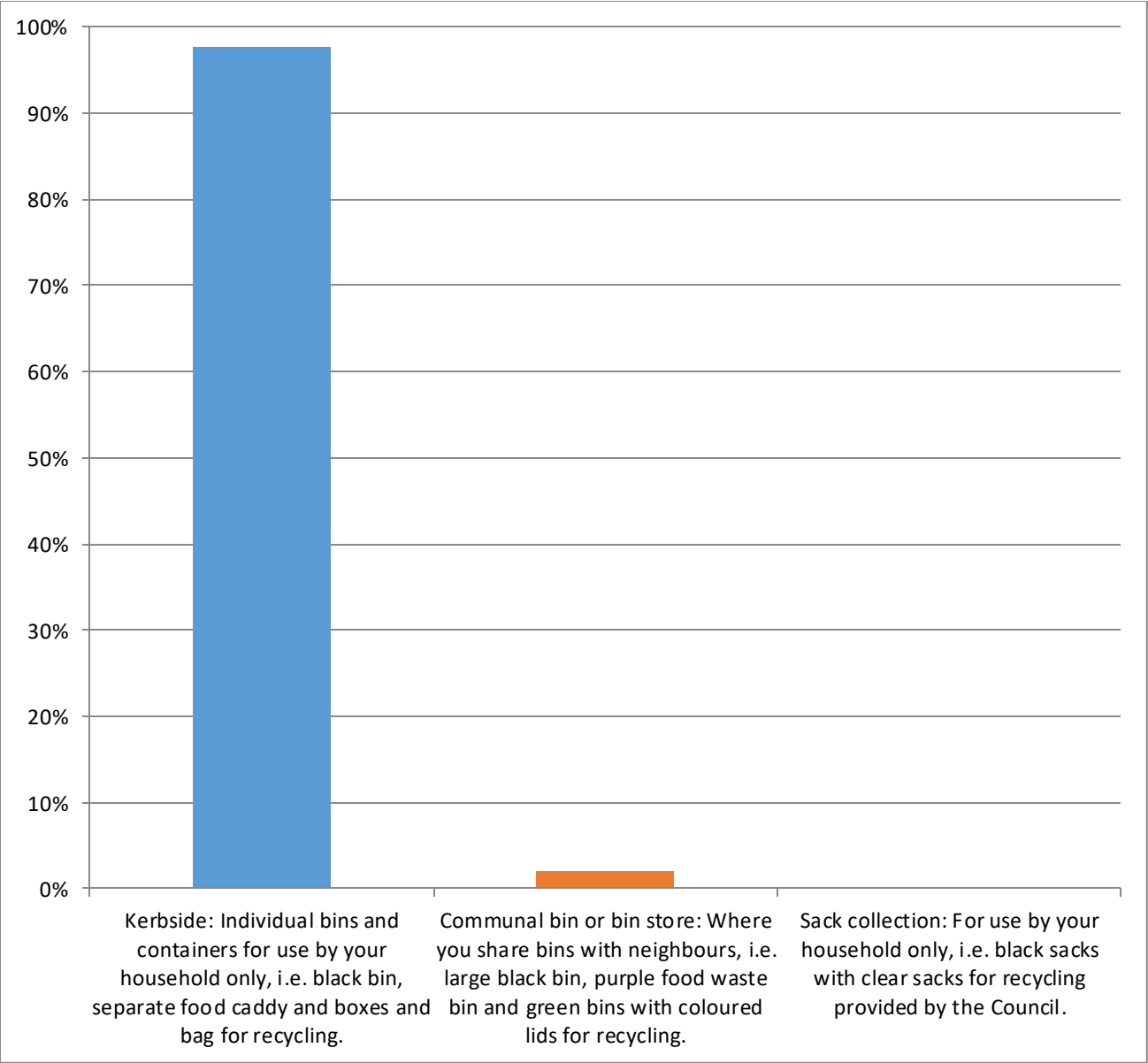


Visitors to the district were only asked questions regarding street-scene aspects of our service and the draft waste management strategy.

Current collection services

Q15 What type of recycling and rubbish collection do you receive from West Berkshire Council? If you are answering on behalf of a Housing Association or Property Management Company, please select the option which best describes most of the properties you manage in West Berkshire.

Answered 4909
Skipped 164



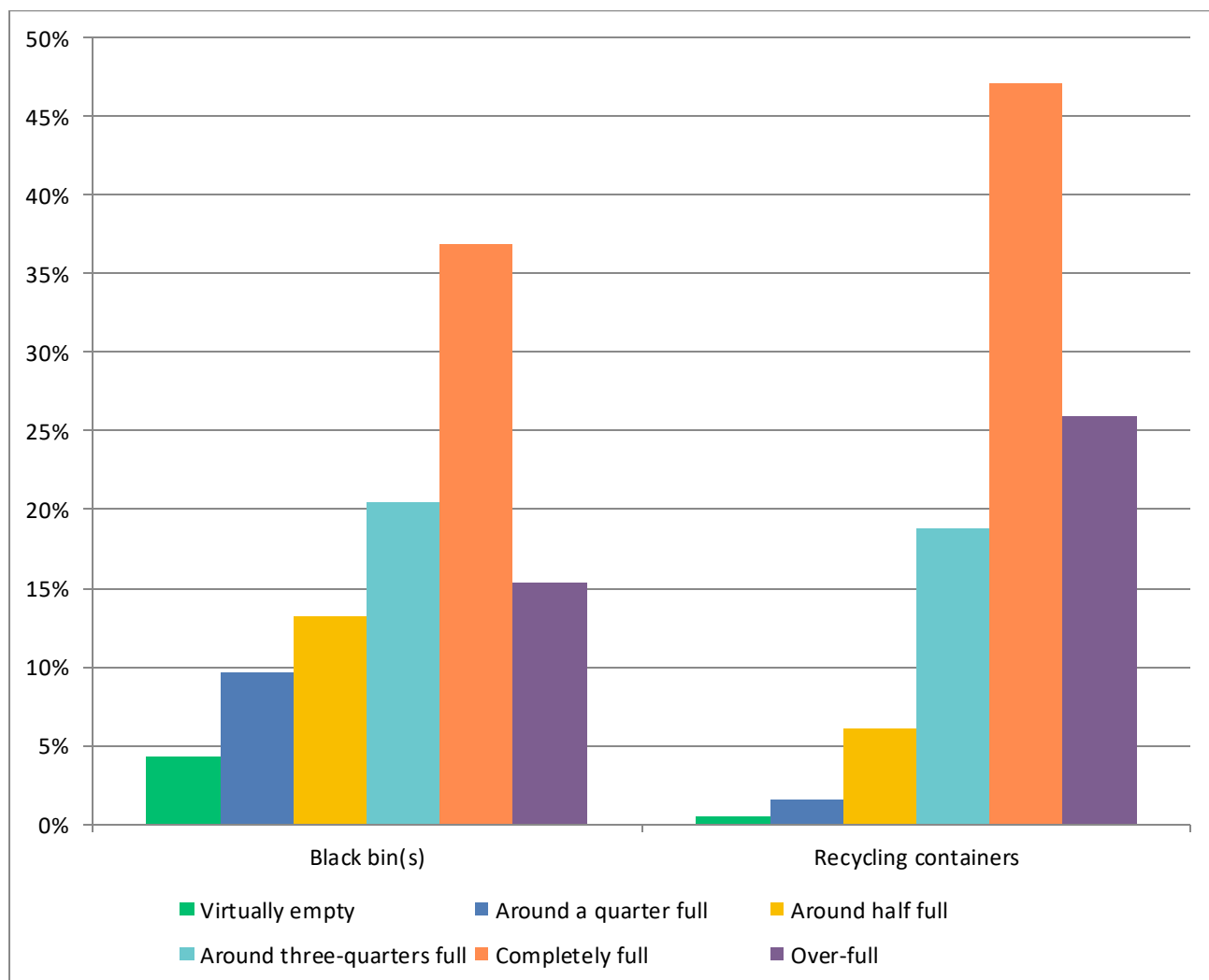
This demonstrates that many of our respondents receive a kerbside collection. This was asked to help identify needs for different collection types and to help us gauge how representative answers to questions regarding specific services are.

Kerbside bin collection Service

Q16 How full are your black bin(s) and recycling containers before they are emptied on collection day?

Answered 4780

Skipped 293



- 47.7% have space left in their black bins before collection.
- 26.9% have excess capacity in their recycling containers.

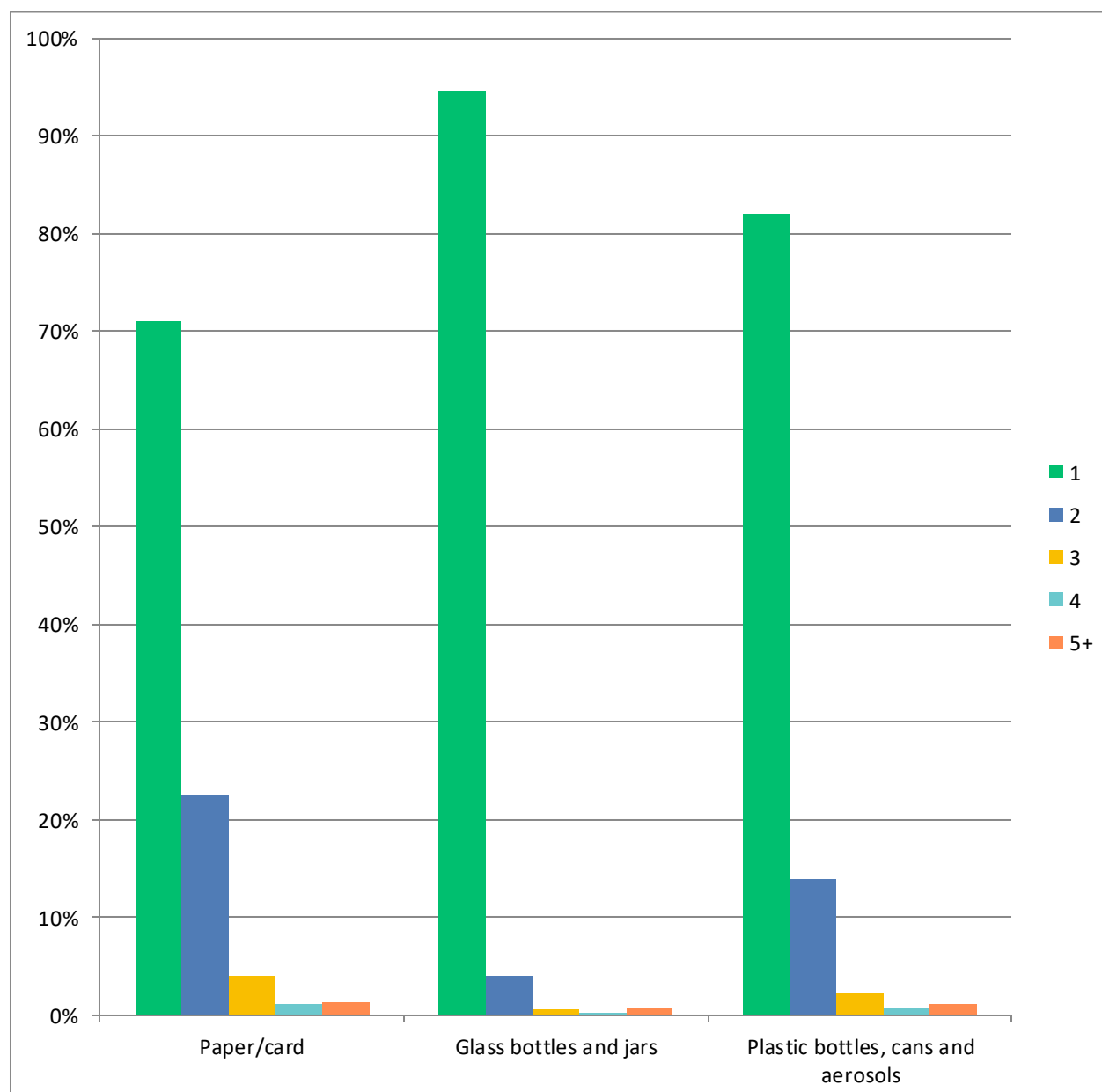
This demonstrates that without the addition of collecting more items for recycling, nearly half of our kerbside service users have space within their black bin on collection day, arguably supporting the case for changing the collection frequency to 3-weekly.

Q17 How many containers do you have in total to present your paper/card, glass bottles and jars and plastic bottles, cans and aerosols for collection? As standard, we provide one box for paper/card, another box for glass bottles and jars and a lone hessian sack for plastic bottles, cans and aerosols mixed. You can order additional recycling containers at

www.westberks.gov.uk/requestabin - This was only asked to respondents who answered that they have a kerbside service in Q15.

Answered 3457

Skipped 1616

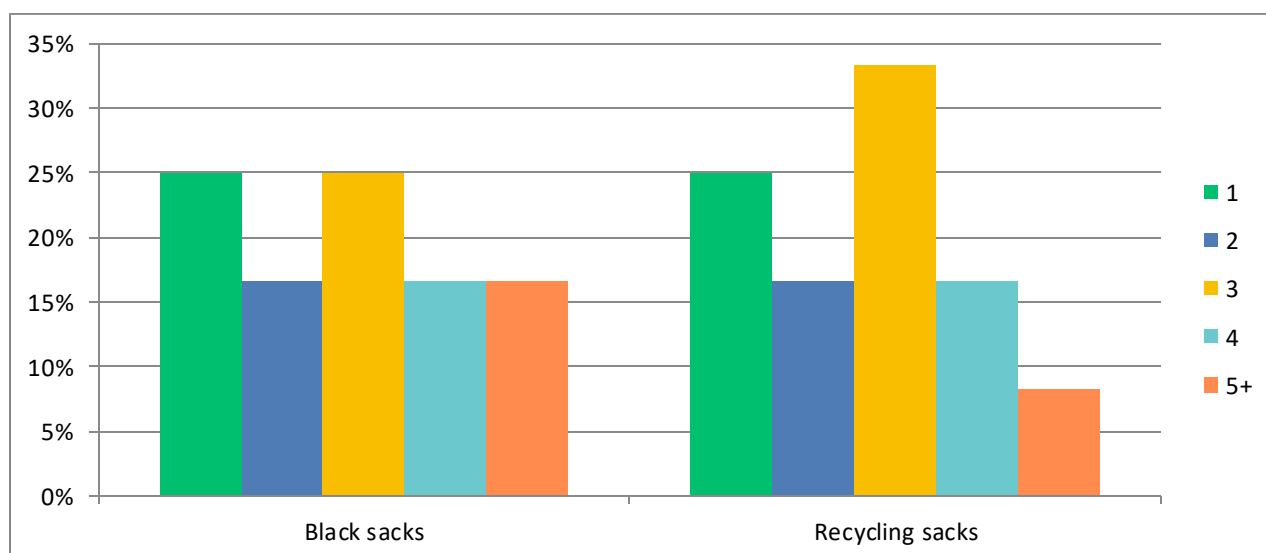


Findings demonstrate the need to promote and adequately support the recycling container delivery service.

Kerbside sack collection service

Q18 How many black sacks or sacks of recycling do you typically put out on collection day? - This was only asked to respondents who answered that they have a sack service in Q15.

Answered 12
Skipped 5061

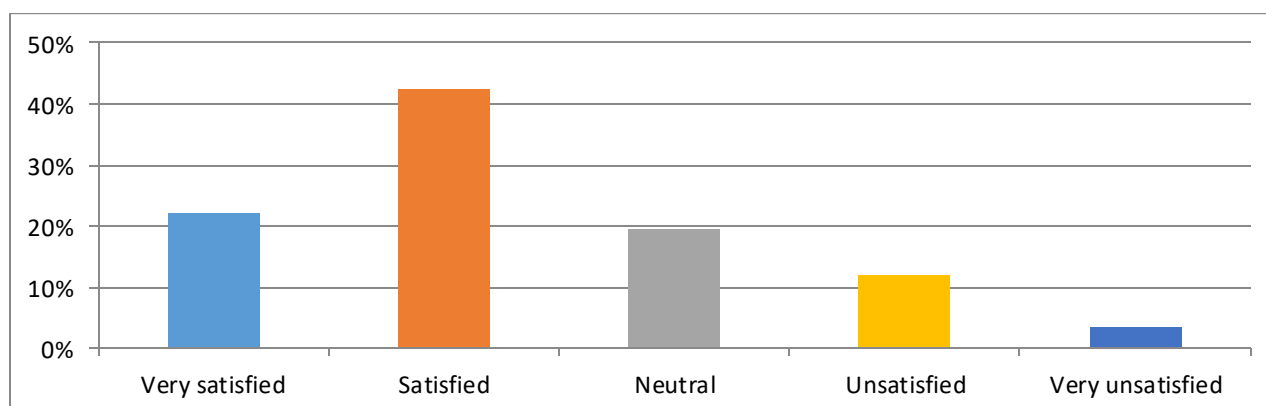


Most respondents using the sack collection service put out 1-3 black sacks every two weeks.

Satisfaction and participation

Q19 How satisfied are you with the black bin/sack and recycling collection services provided by West Berkshire Council? This was only asked to respondents who answered that they have a kerbside bin or sack service in response to Q15.

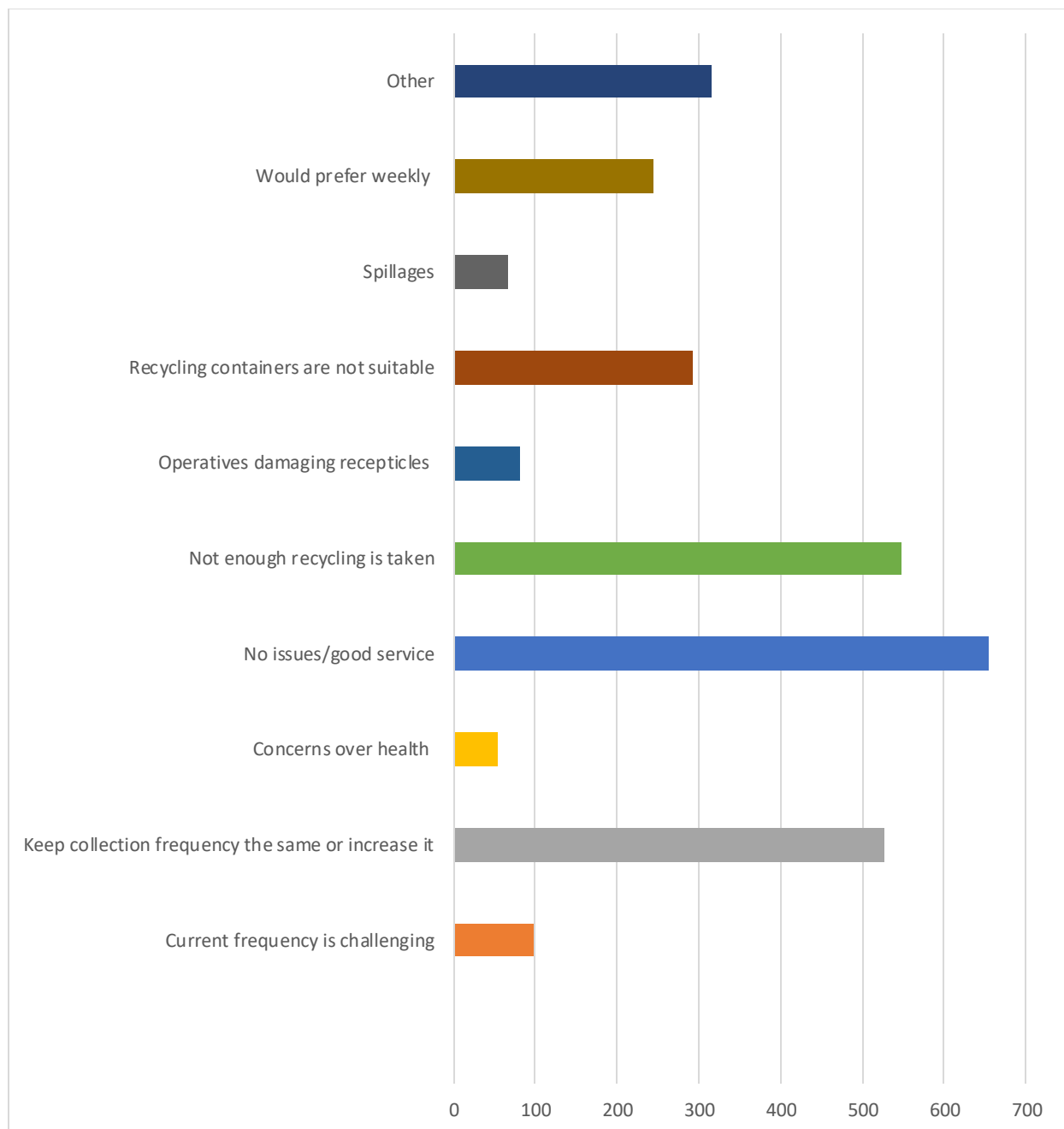
Answered 3802
Skipped 221



- 84% of respondents are neutral or satisfied.
- 64.8% express satisfaction or strong satisfaction.

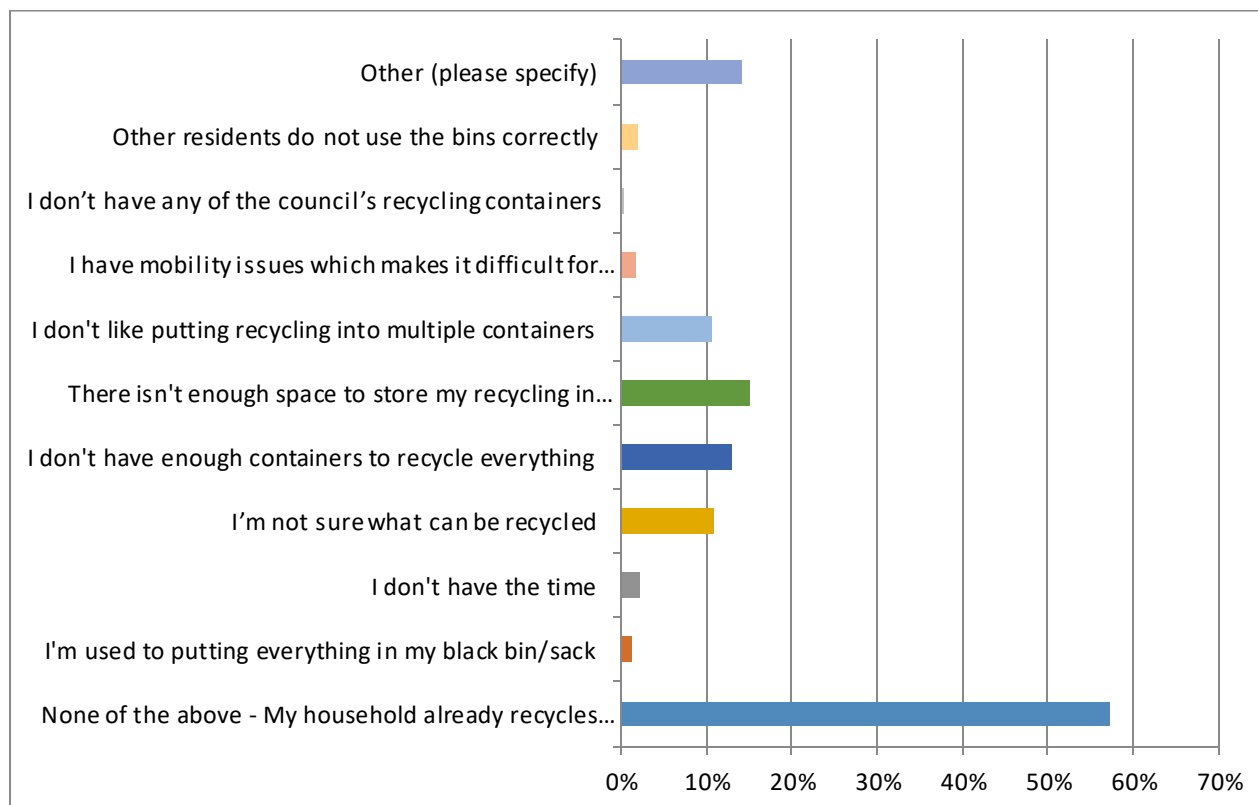
Residents generally approve of current services, though some seek expanded recycling options.

We asked respondents to explain the reasons for their responses. We have broken these insights down into 11 categories, with the majority stating that it's a good service, but also want us to collect more waste types for recycling, closely followed by comments around keeping the current frequency of black bin collection the same.



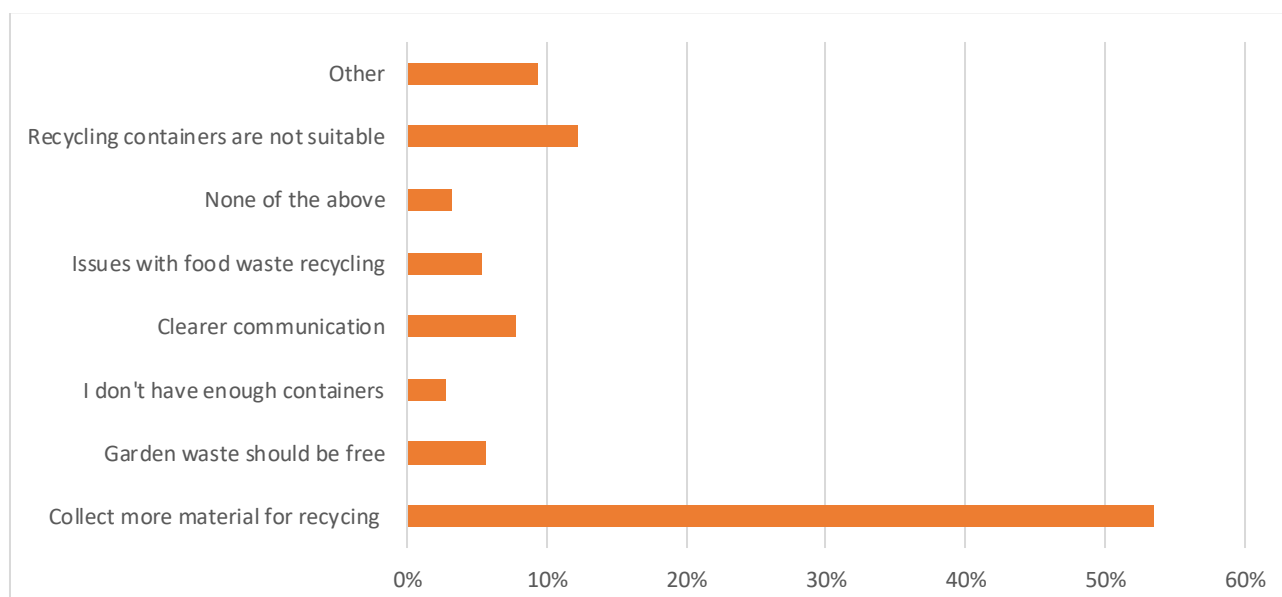
Q20 What, if anything, stops you and your household from increasing the amount you recycle? Please select all that apply.

Answered 3768
Skipped 225



Most respondents feel they already recycle as much as possible. Addressing gaps in service awareness could further improve participation.

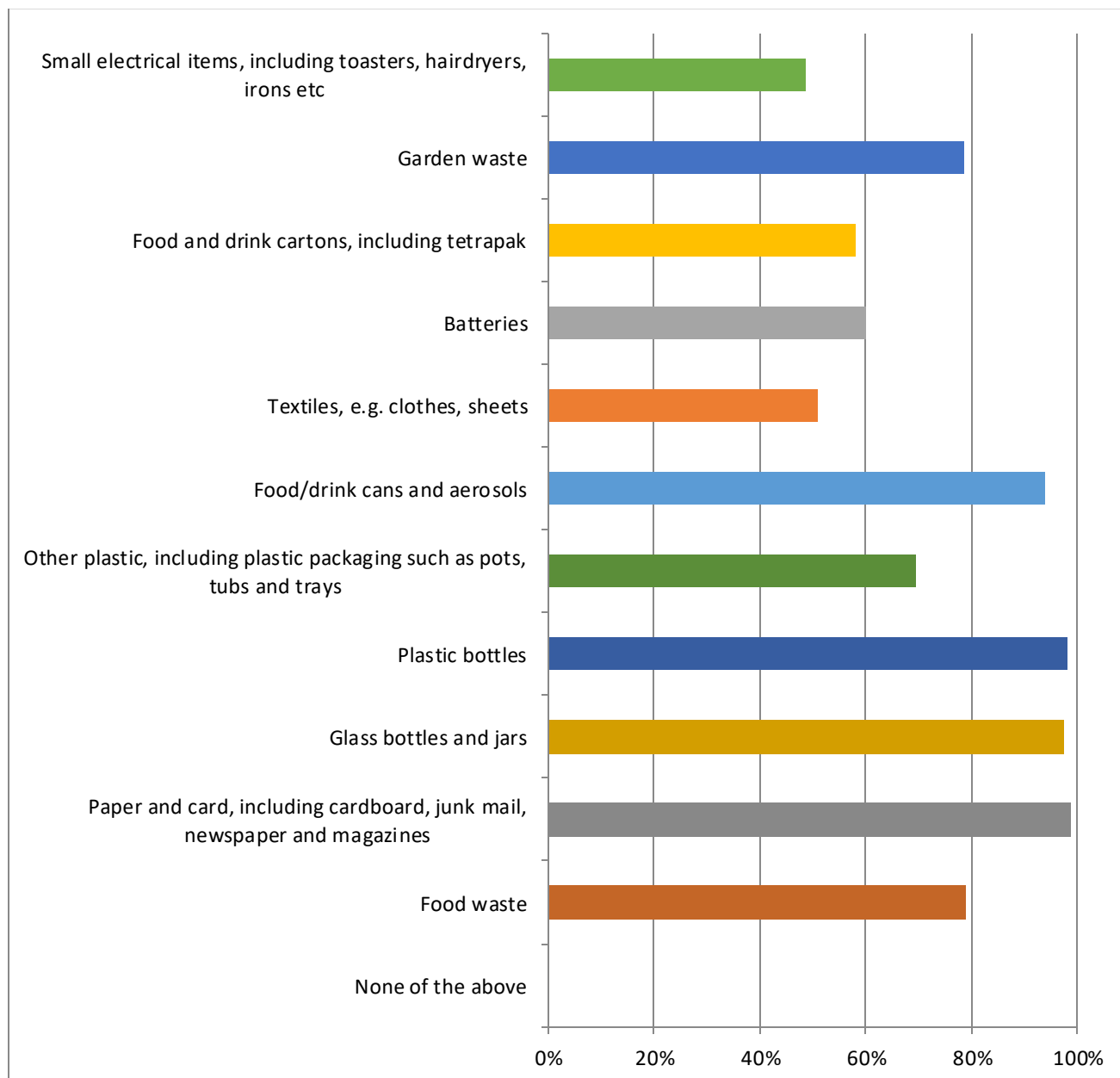
Other comments provided have been categorised below.



**Q21 Which of the following waste materials does your household recycle?
Please select all that apply.**

Answered 4766

Skipped 307



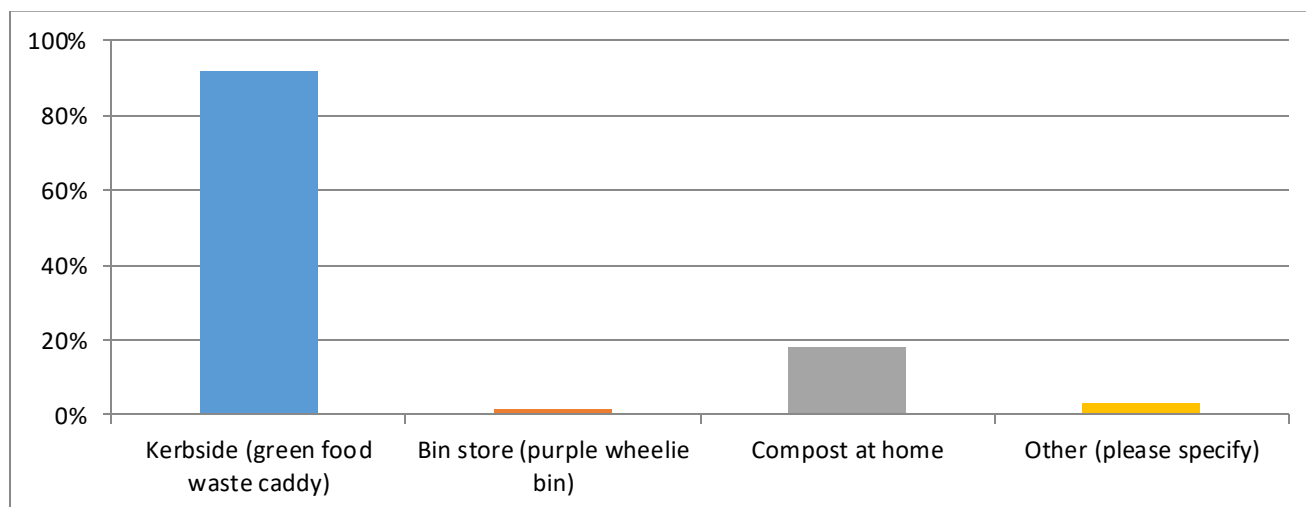
- Over 70% recycle food waste, paper/card, plastic bottles, cans, and garden waste.
- Electrical items and textiles are recycled by fewer than 51%.

This insight can help the Council to identify where efforts need to be focused to improve recycling services.

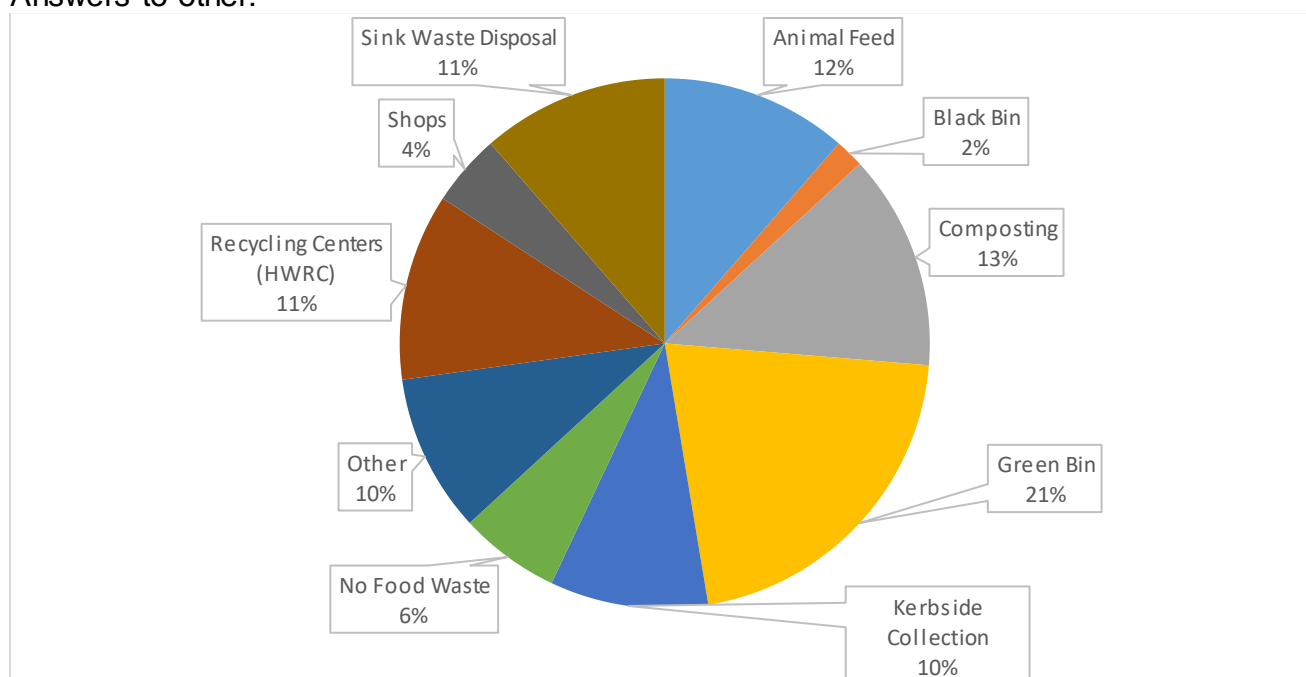
Q22 Where do you recycle your food waste? Please select all that apply.

Answered 3715

Skipped 1358



Answers to other:

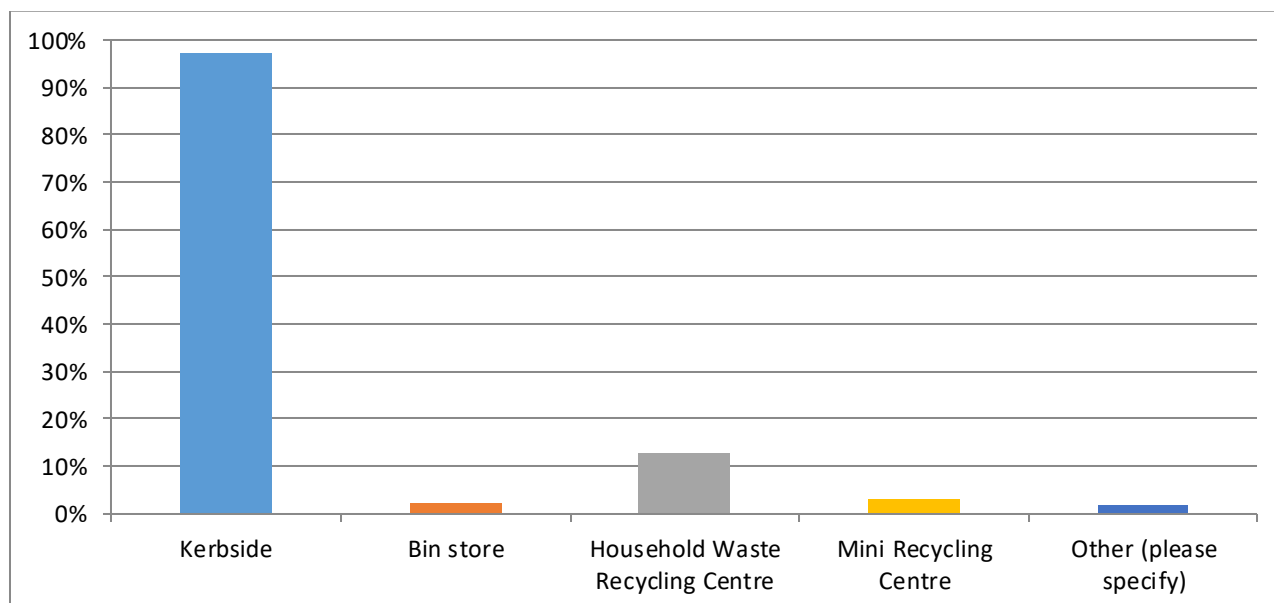


The overwhelming majority of resident who recycle their food waste do so using our kerbside collection service. A good portion are choosing to compost some of their food waste at home (18%), with work needed to improve participation at communal properties, although we need to bear in mind that the number of respondents to the survey does not represent the proportion of residents we have living in communal properties (flats). Work has already begun to improve participation rates in flats, following the installation of 7 new communal food bin storage units, aiming to make the service more prominent and removing some of the 'yuck factor' by avoiding the need for residents to touch the bin while depositing their food waste.

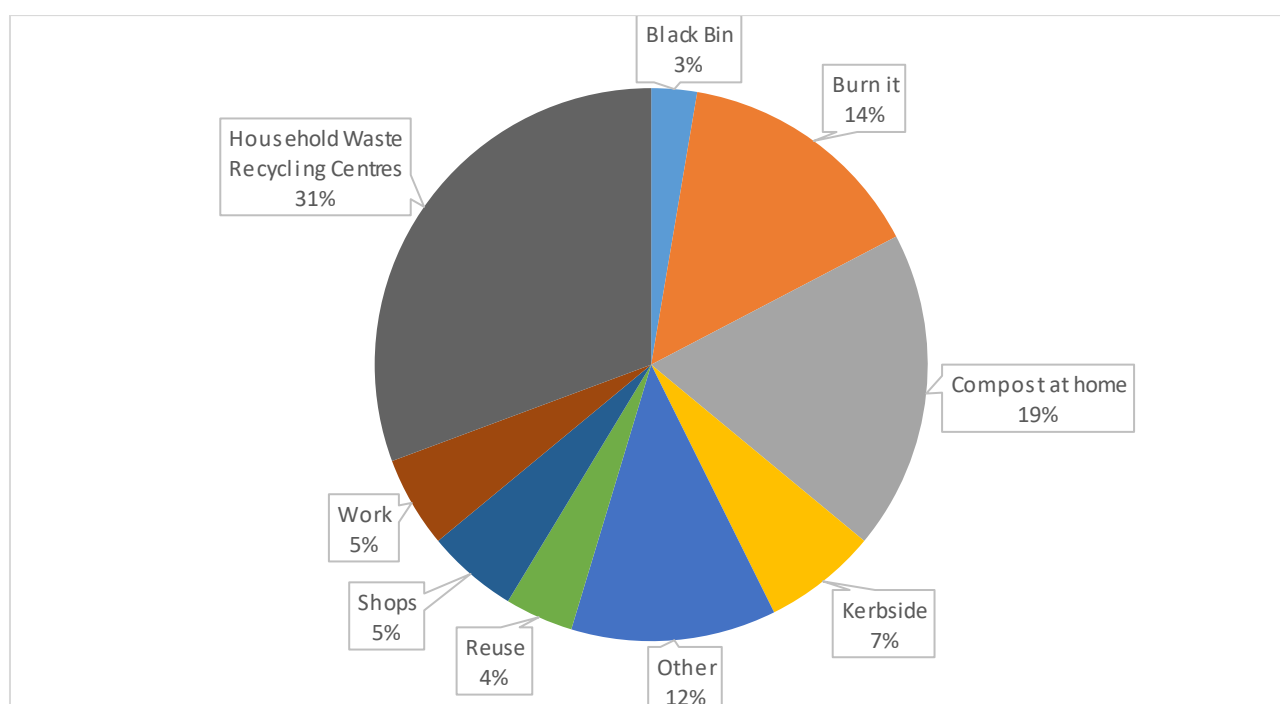
Q23 Where do you recycle your paper and card? Please select all that apply.

Answered 4642

Skipped 431



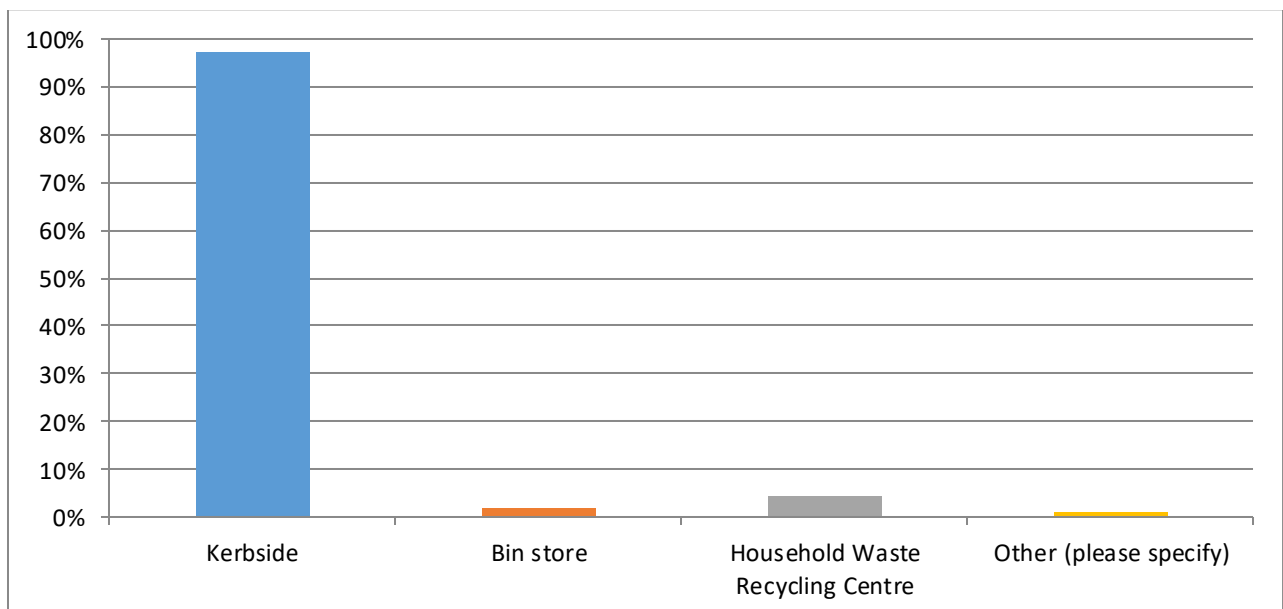
Answers to other:



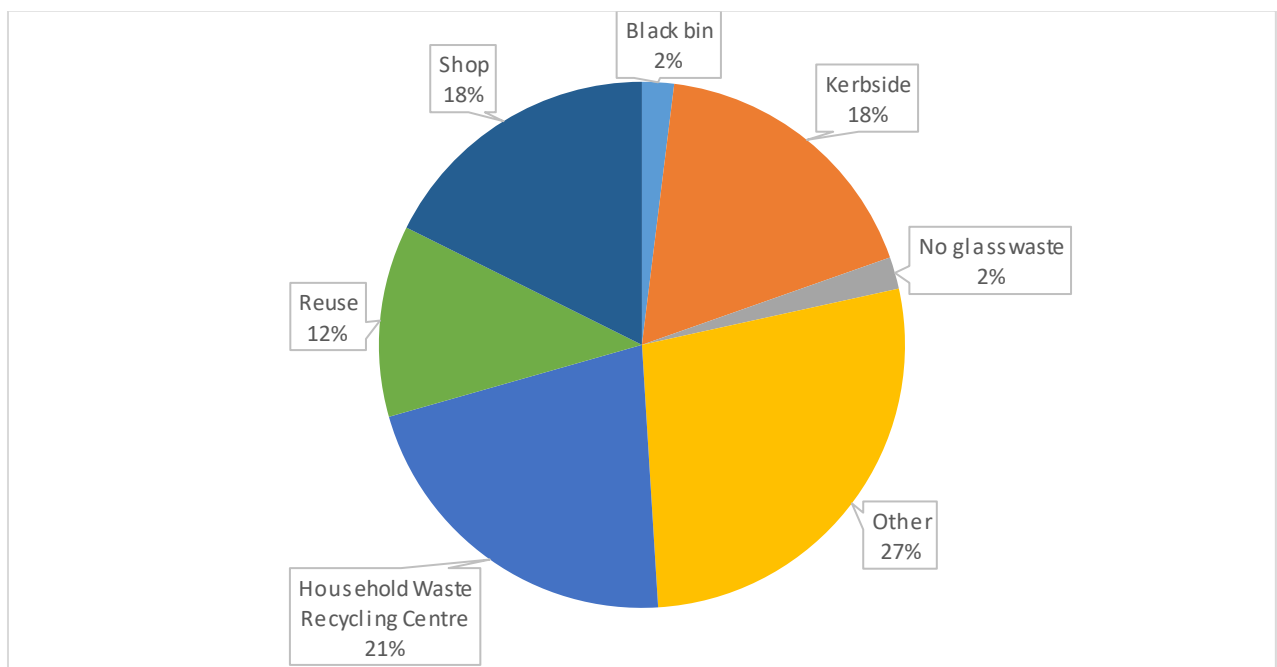
Again, many respondents use our kerbside collection service to recycle paper and card. The low number of responses for communal bin stores will be reflected by the low number of respondents to the survey from property types that receive that service. Only 16% of respondents use the Household Waste Recycling Centres (HWRCs) or a mini recycling centre to recycle paper and card.

Q24 Where do you recycle your glass bottles and jars? Please select all that apply.

Answered 4582
Skipped 491



Answers to other:

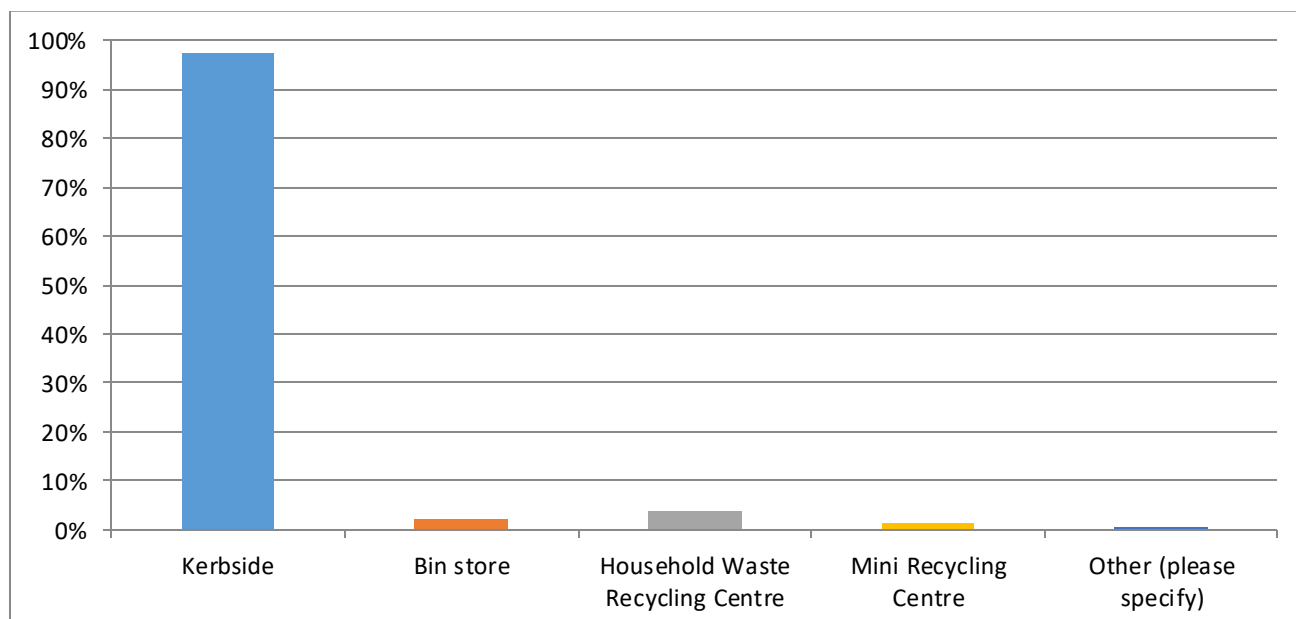


Again, most respondents use our kerbside collection service to recycle glass bottles and jars. The low number of responses for bin store will be reflected by the low number of respondents to the survey from property types that receive that service.

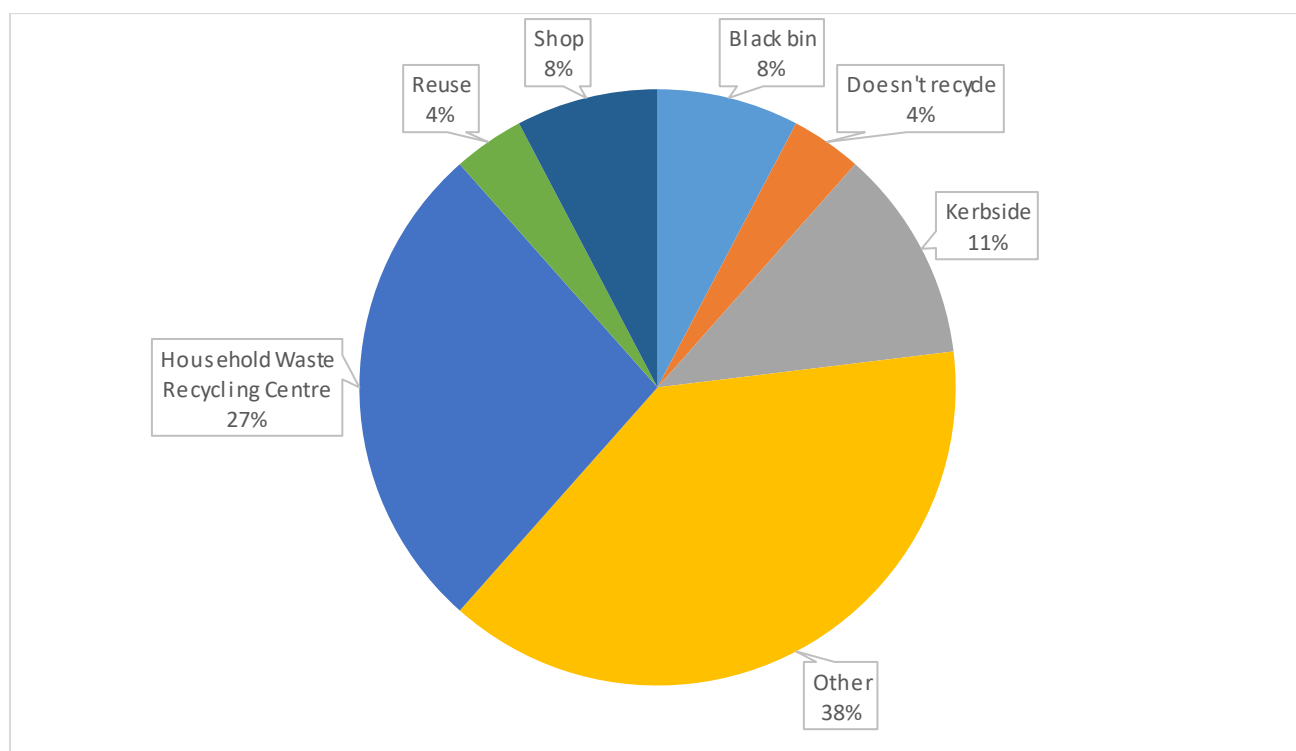
Q25 Where do you recycle your plastic bottles? Please select all that apply.

Answered 4614

Skipped 459



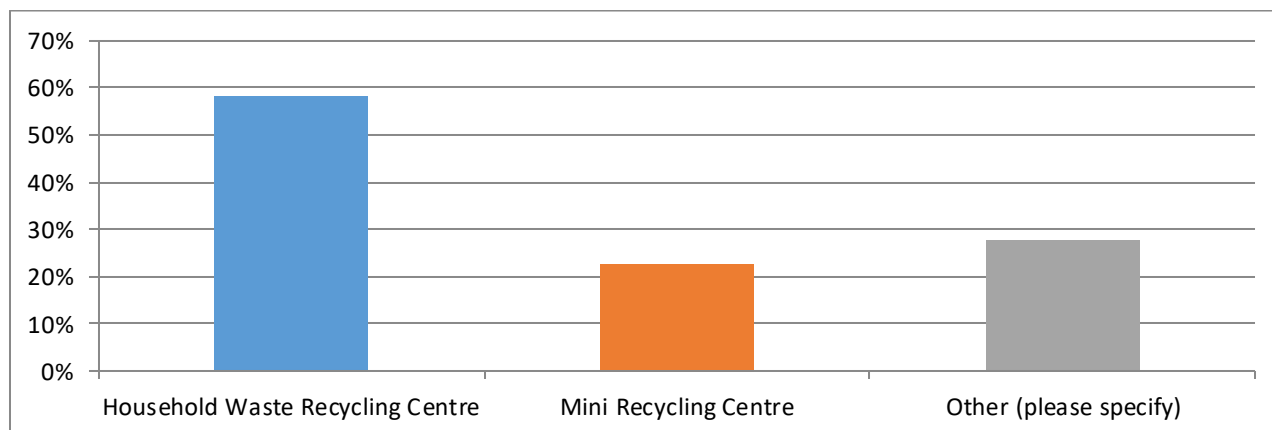
Answer to other:



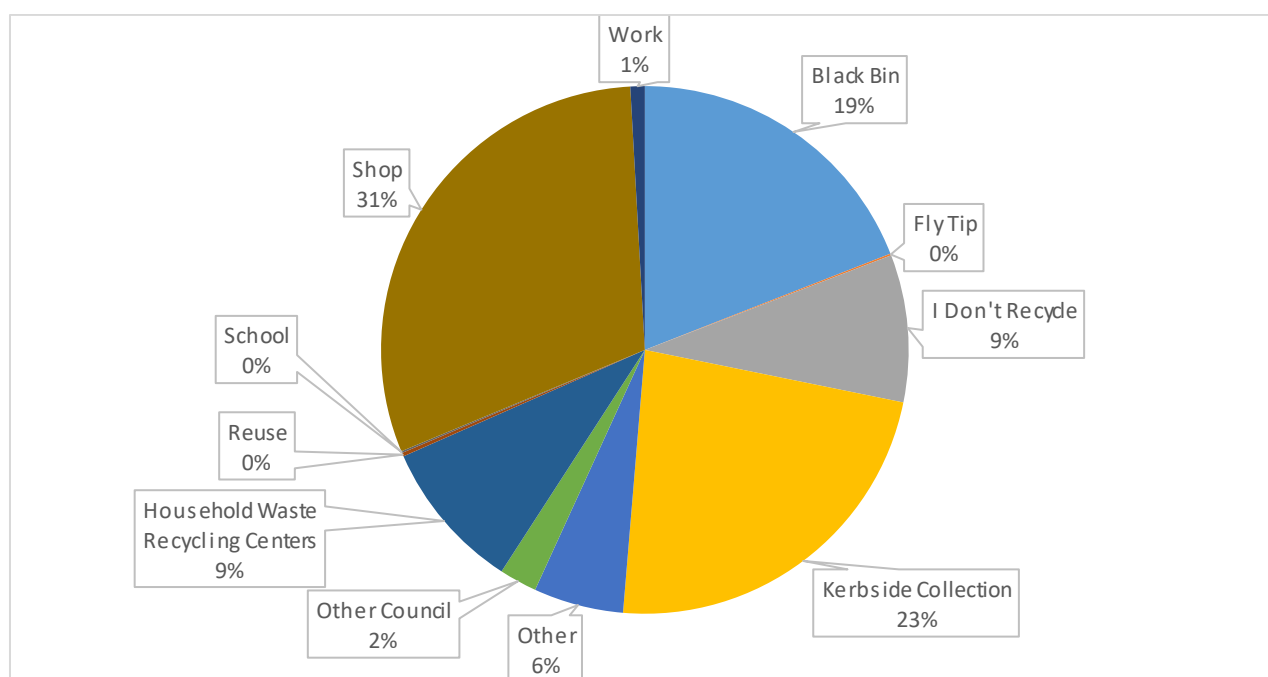
97% of respondents use our kerbside collection service to recycle plastic bottles. The low number of responses for bin store will be reflected by the low number of respondents to the survey from property types that receive that service.

Q26 Where do you recycle your other plastics? Please select all that apply.

Answered 3270
Skipped 1803



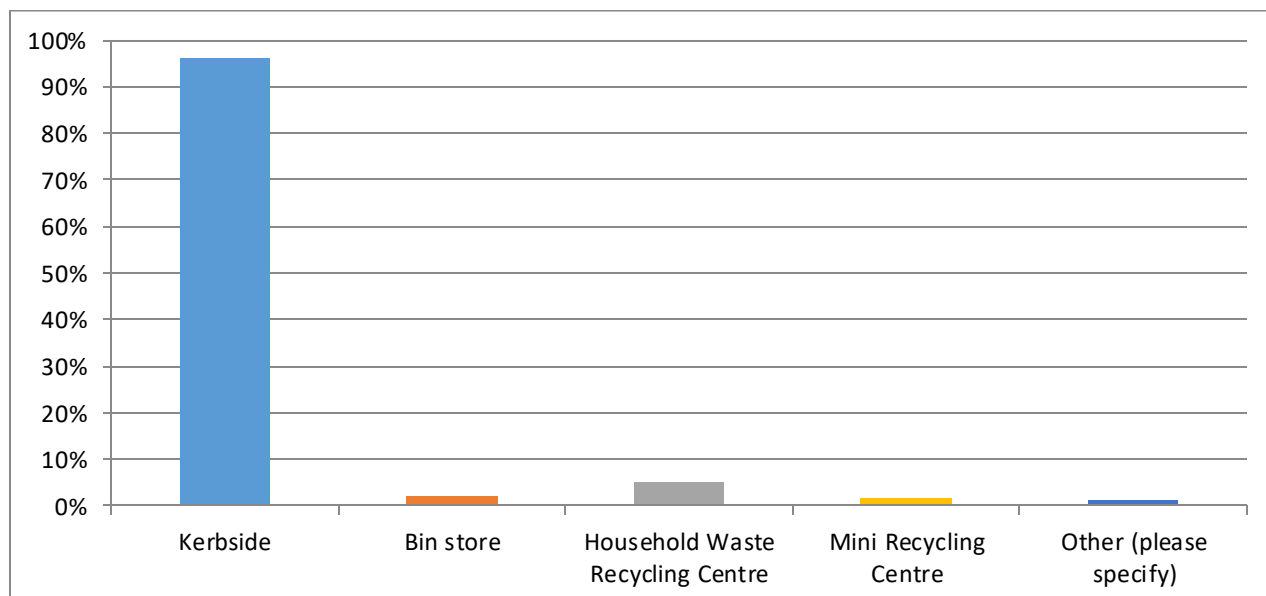
Answer to other:



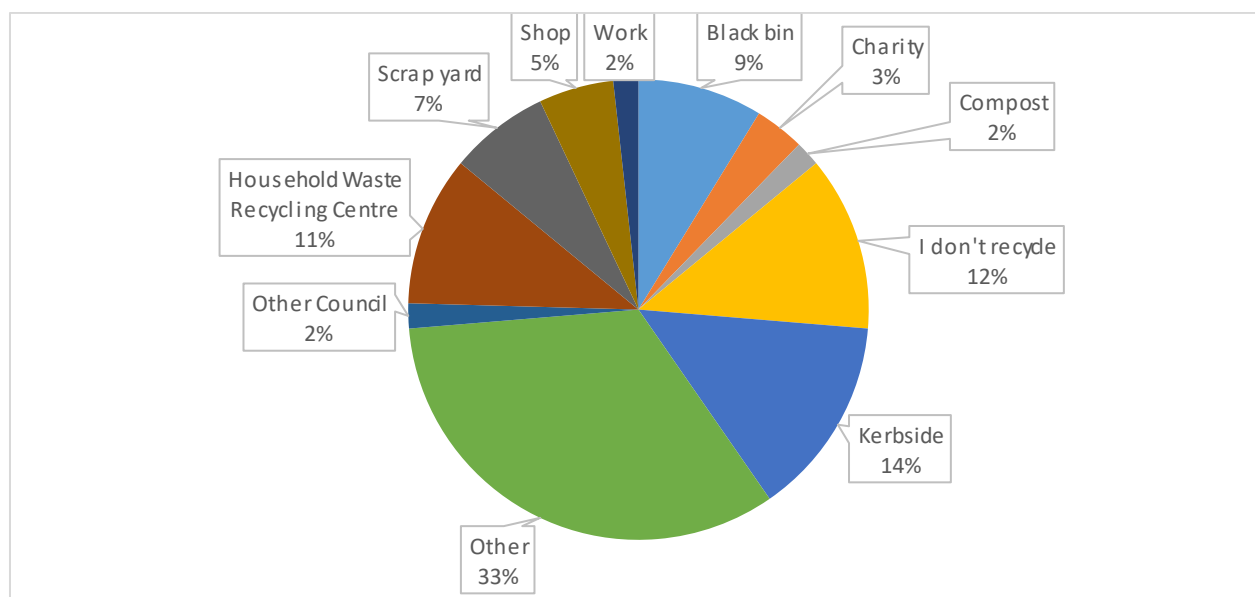
58% of respondents recycle other plastics such as pots, tubs and trays at our HWRCs. 22% using our mini recycling centres, with 27% using other means to recycle them. 23% of those who answered 'other' already recycle other plastic waste in our kerbside collection service. With 31% (5% of respondents) making use of recycling services provided by shops and supermarkets. This has also demonstrated that residents are using other councils' facilities (non-West Berkshire) to recycling other plastic waste, with 2% of those who answered 'other' doing so, that equates to 0.4% of all respondents.

Q27 Where do you recycle your food/drink cans & aerosols? Please select all that apply.

Answered 4411
Skipped 662



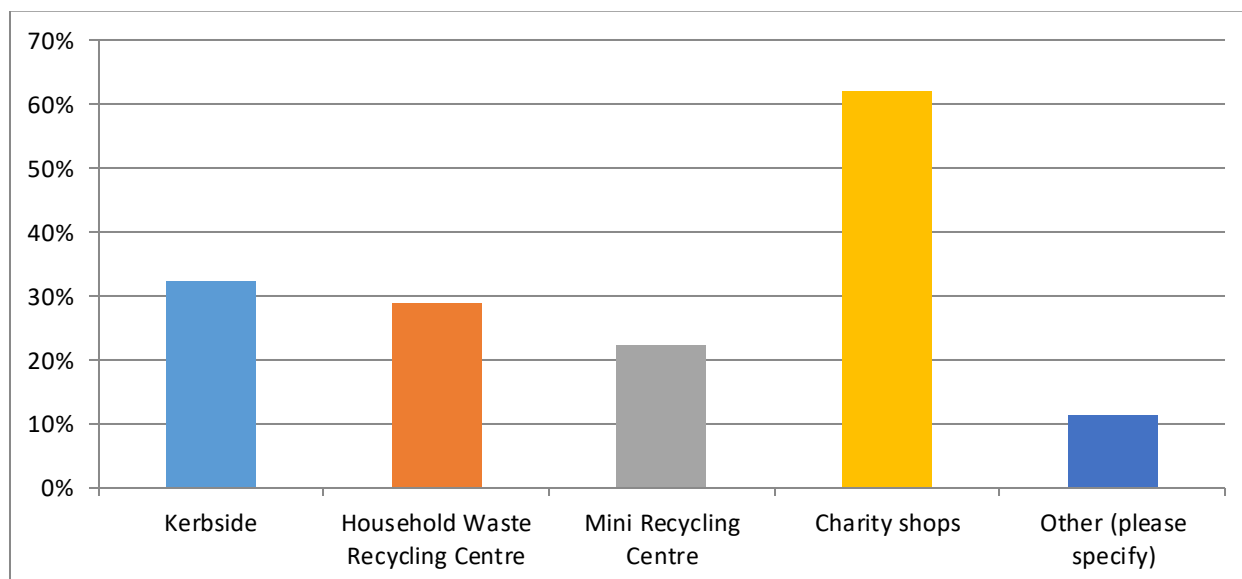
Answer to other:



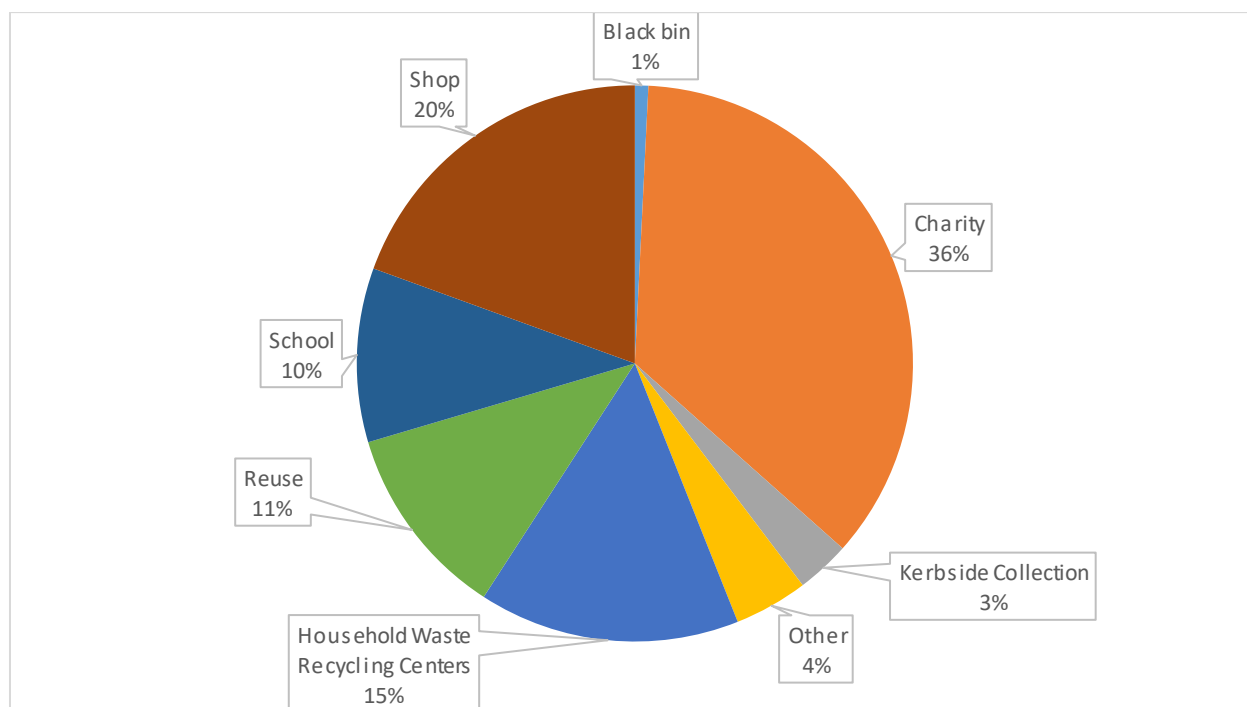
96% of respondents use our kerbside collection service to recycle food and drink cans and aerosols. The low number of responses for bin store will be reflected by the low number of respondents to the survey from property types that receive that service. The 57 people who answered other had a wide variety of different means to recycle this waste type, the most common answer was categorised as 'other' with the answers not relevant to the questions. Following that and removing answers that could have been selected in the question, 12% (7 in number) of those who selected 'other' stated that they don't recycle this waste type.

Q28 Where do you recycle your textiles? Please select all that apply.

Answered 2401
Skipped 2672



Answer to other:

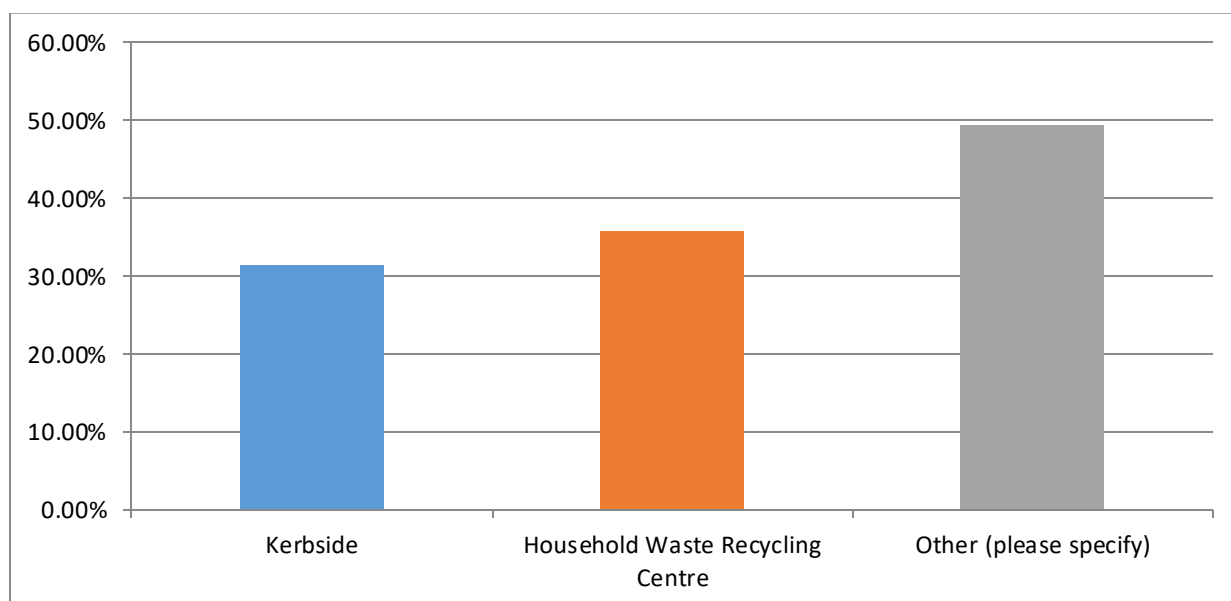


Despite being a service provided at kerbside, many respondents recycle their textiles at charity shops (62%), with 32% making use of the kerbside service. Of the 11% of people who selected other and ignoring options that they could have selected, take back and recycling schemes at shops and supermarkets was the highest answer with 20% (50 in number).

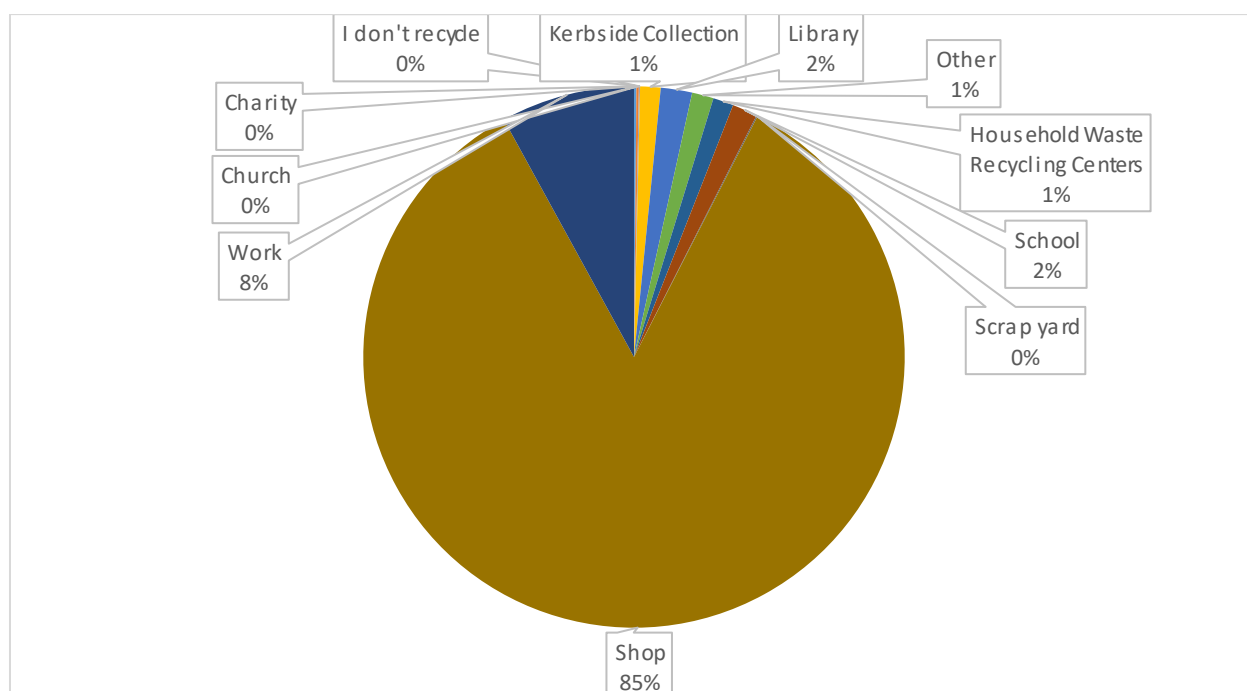
Q29 Where do you recycle your batteries? Please select all that apply.

Answered 2822

Skipped 2251



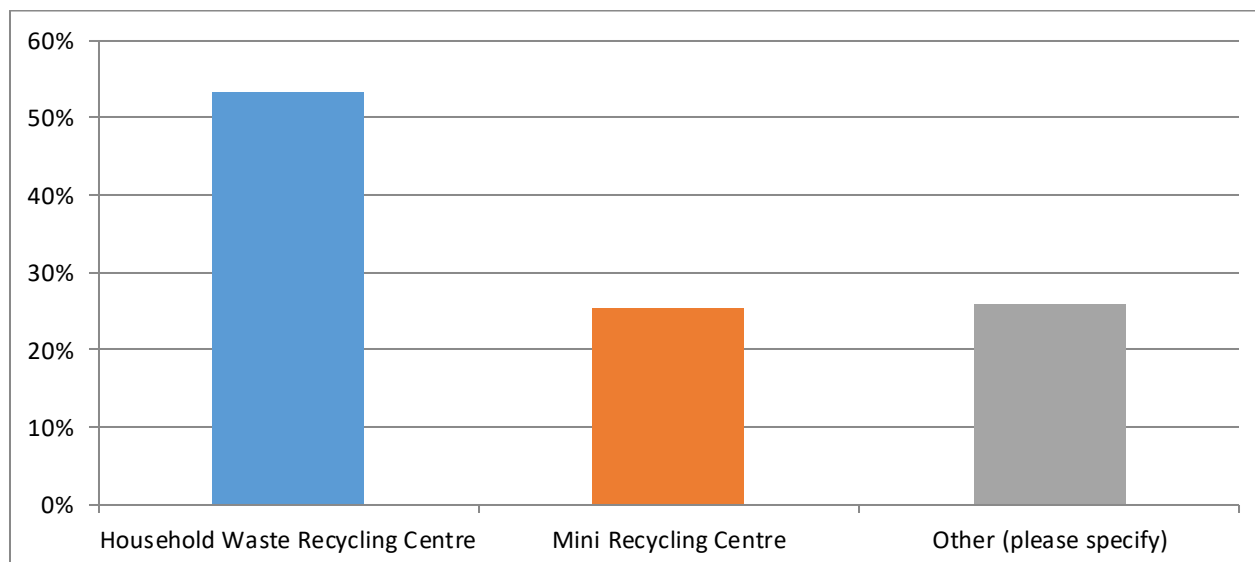
Answers to other:



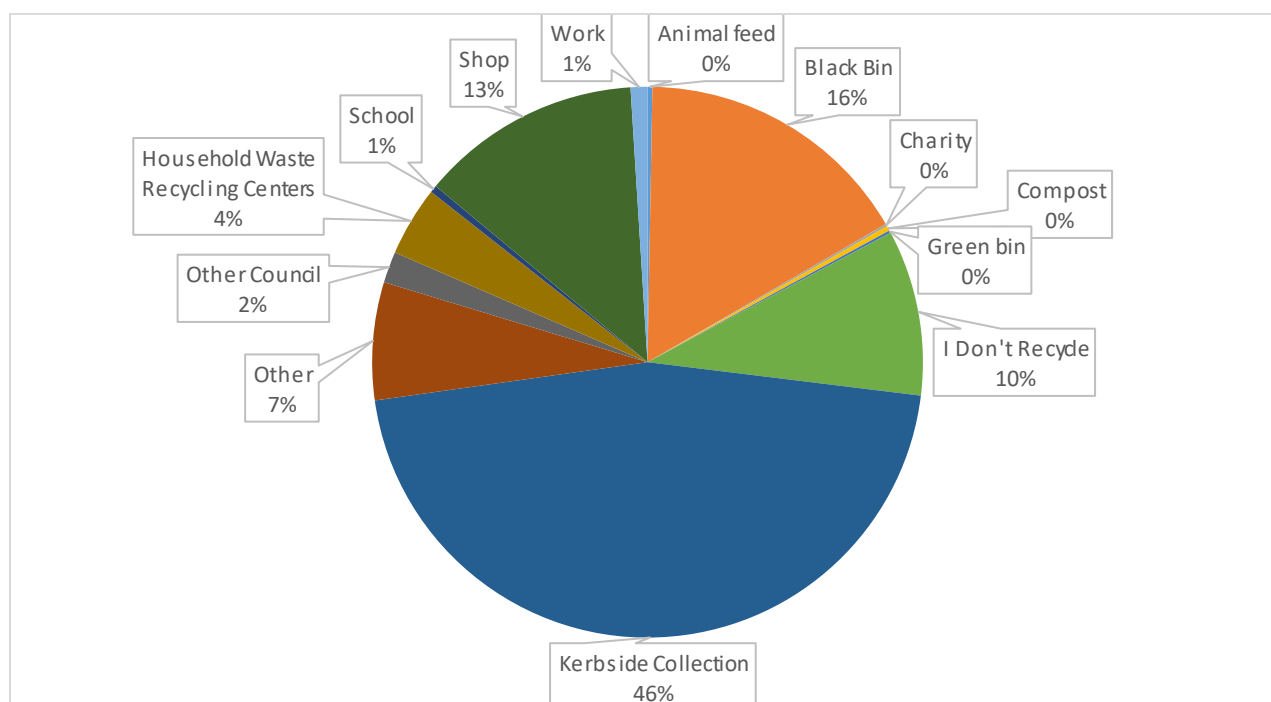
Most people still use recycling schemes at shops and supermarkets to recycle their old batteries, with 85% of those who answered 'other' equating to 23% of all respondents to the survey. Apart from that, there was an even split between the new kerbside service and the well-established scheme at our HWRCs.

Q30 Where do you recycle your food and drink cartons? Please select all that apply.

Answered 2734
Skipped 2339



Answers to other:



53% of respondents use our HWRCs to recycle food and drink cartons. The 708 (25%) people who answered 'other' had a wide variety of different means to recycle this waste type. The most common answer was as the kerbside (despite us not offering the service) with 46% of those who answered 'other' doing so, that equates to 6% of all respondents.

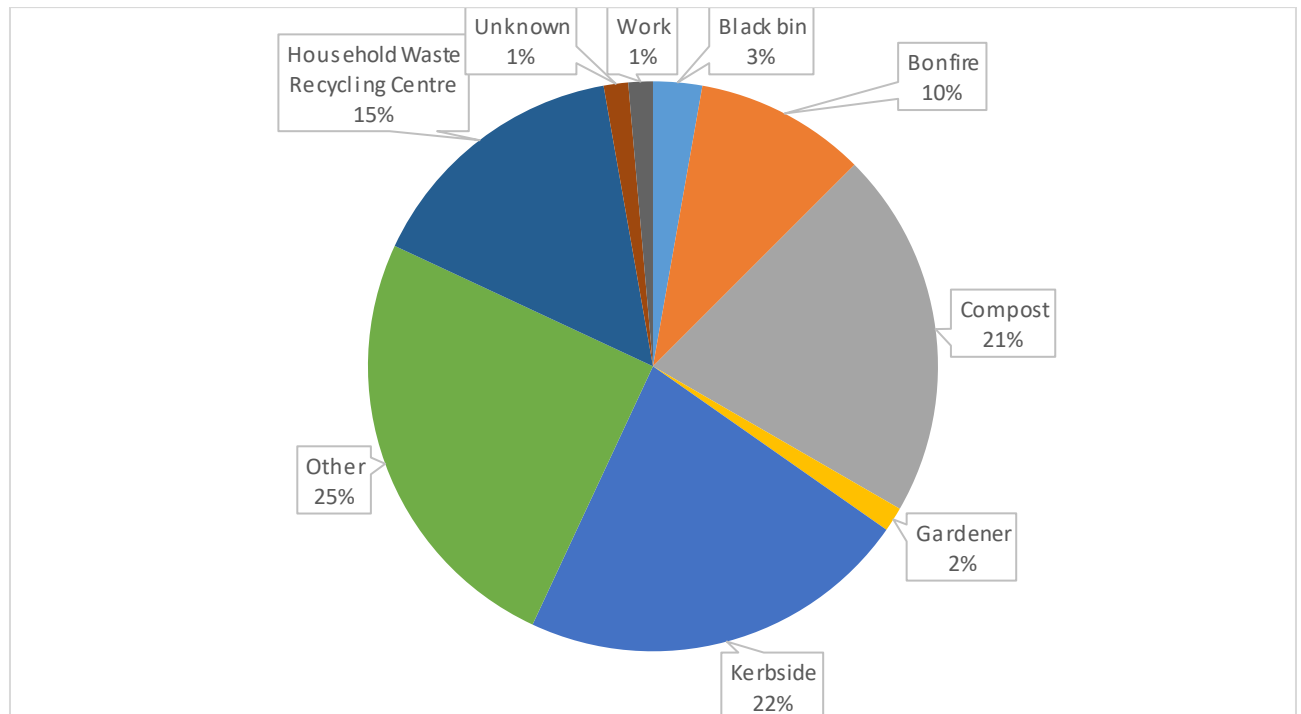
Q31 Where do you recycle your garden waste? Please select all that apply.

Answered 3694

Skipped 1379



Answers to other:



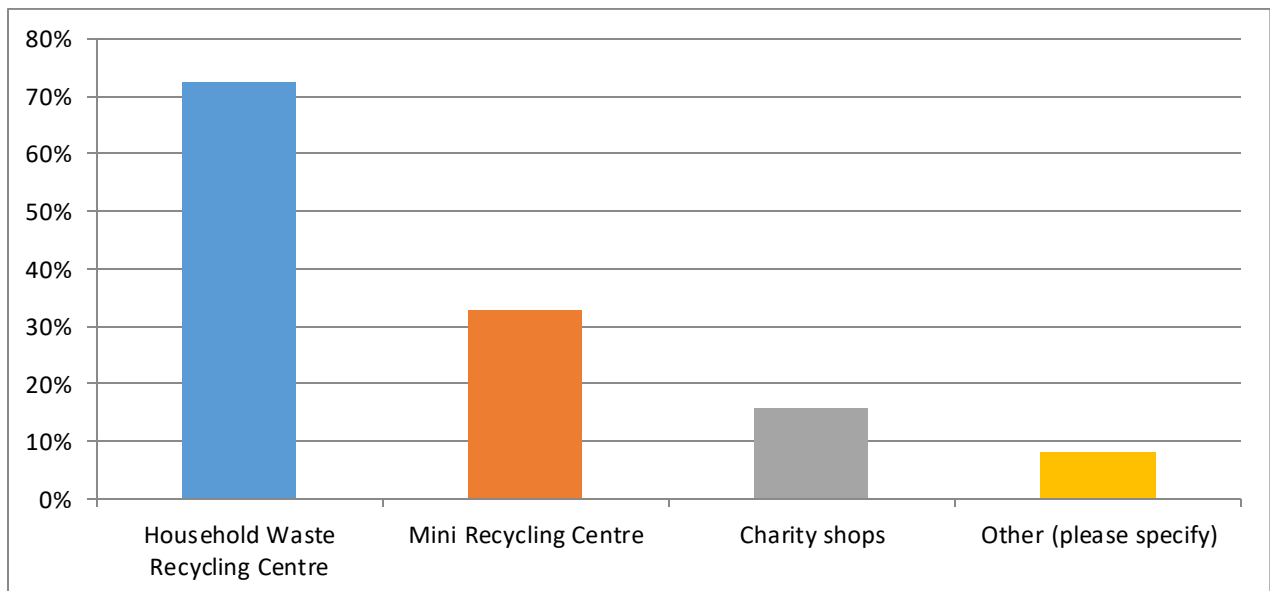
90% of respondents recycle garden waste using our opt-in subscription service, with 20% using our HWRCs and another 20% composting it at home (these add up to more than 100% because respondents could choose multiple options). Of those that answered 'other', 25% made a general comment not relating to the question, with the

highest of the options that couldn't be selected in the main question, a bonfire was the most popular way to deal with garden waste (7 in number).

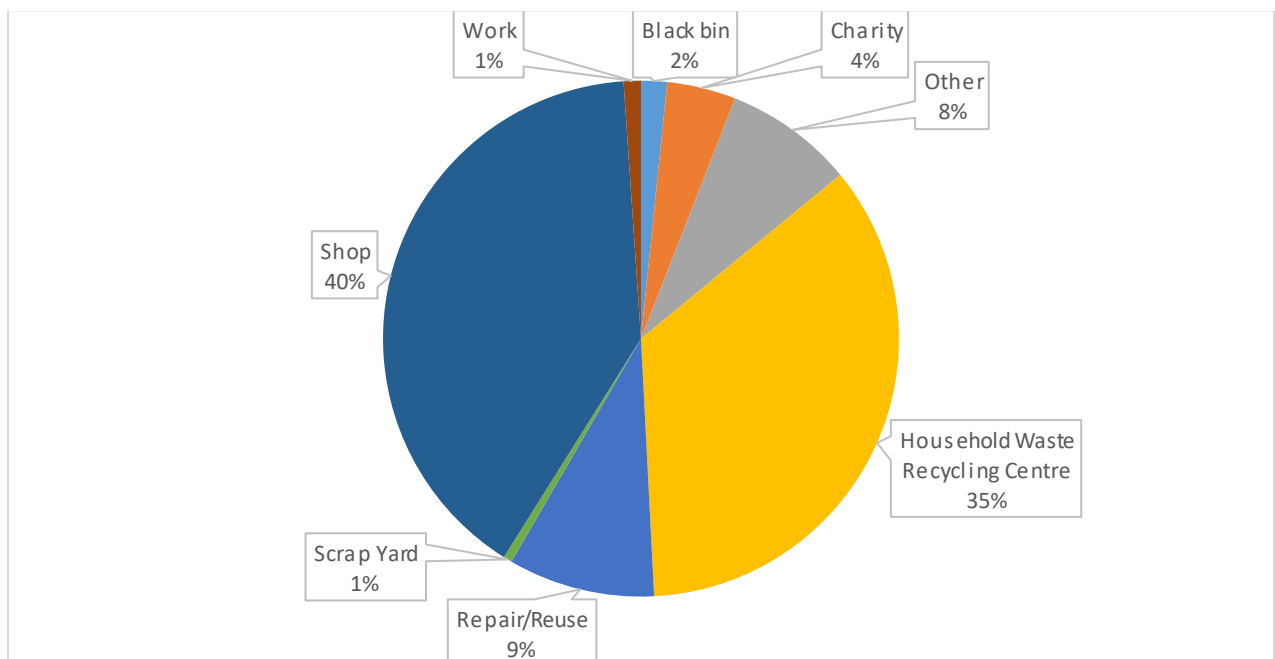
Q32 Where do you recycle your small electrical items? Please select all that apply.

Answered 2302

Skipped 2771



Answers to other:



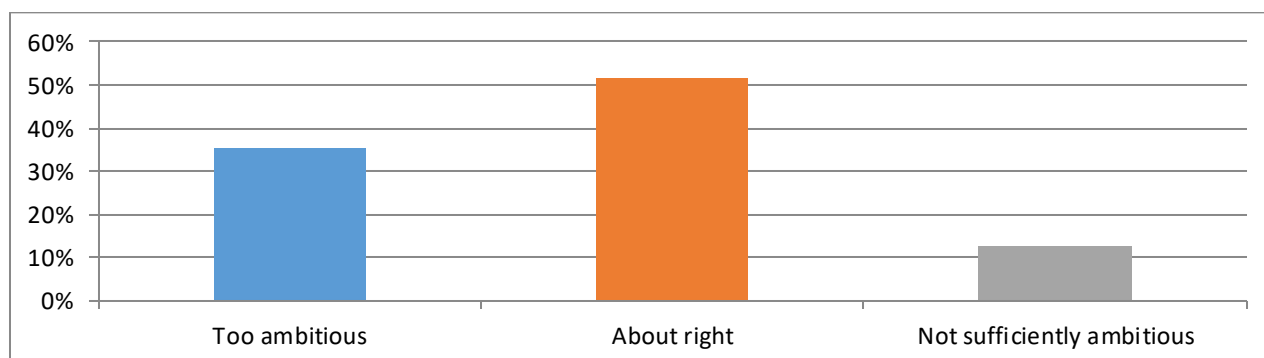
72% of respondents recycled this waste type at our HWRCs, with another 33% using our mini recycling centres and 15% using charity shops. Of those who answered 'other' most used recycling schemes at shops/supermarkets with 17 people (9% of those who answered other) choosing to repair or reuse.

Draft strategy

Q33 Do you believe the aims and main actions of the strategy strike the right level of ambition?

Answered 4634

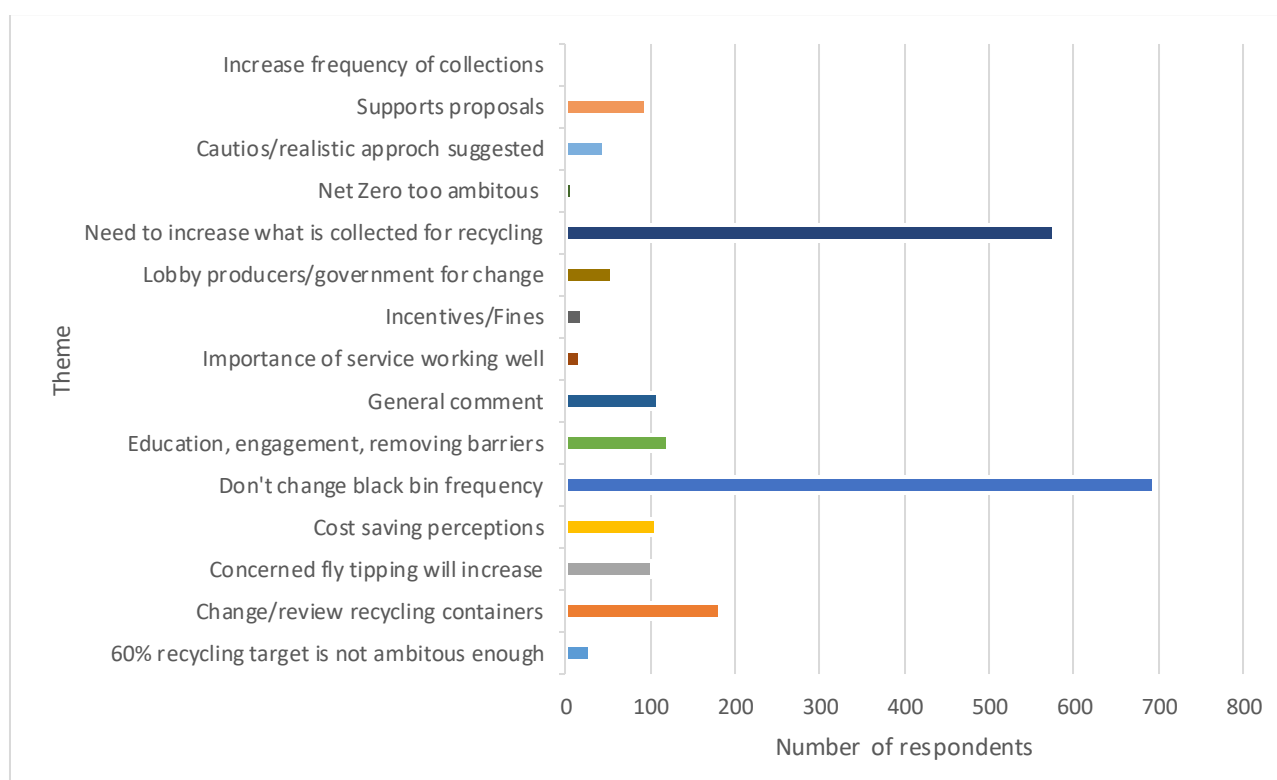
Skipped 439



The majority think that the draft strategies ambitions are about right, with 52% saying so. 35% saying it is too ambitious, with about 13% thinking it is not ambitious enough.

We asked respondents to give a reason for their answer. The answers were wide-ranging, so we have categorised them into 15 different themes. 2161 respondents provide their reason.

Reason for your view:

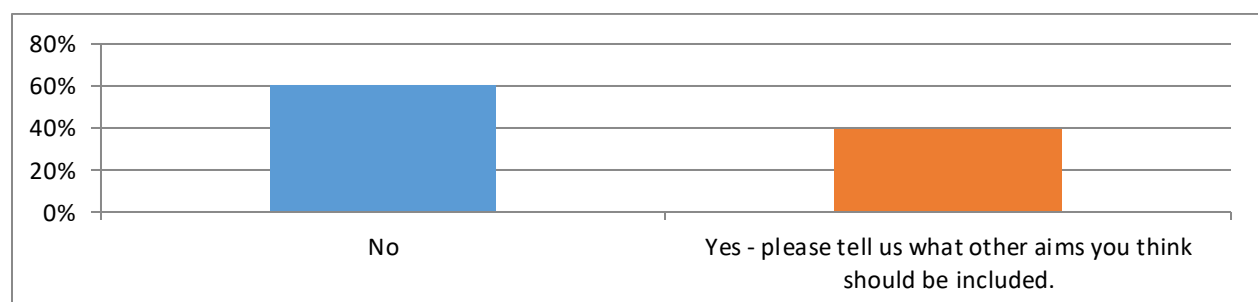


Most respondents who provided their reason do not want black bin frequencies to reduce to e.g. once every 3 weeks or monthly. This was followed by a request to increase the waste types we collect for recycling. 5 respondents asked us to increase the frequency of black bin collections to once a week, with 28 people saying that a 60% recycling rate target is not ambitious enough.

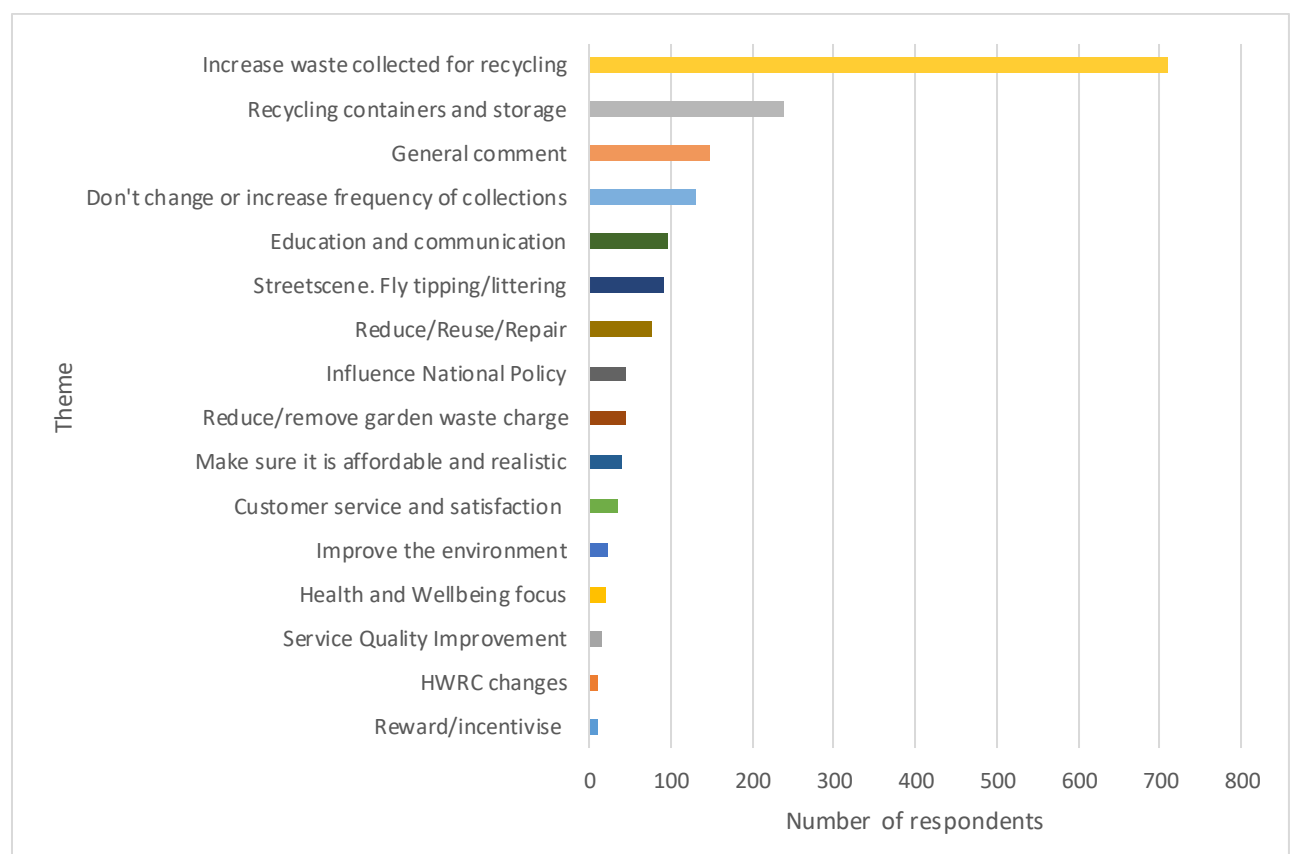
Q34 Are there any other aims which you think should be included in the strategy?

Answered 4397

Skipped 676



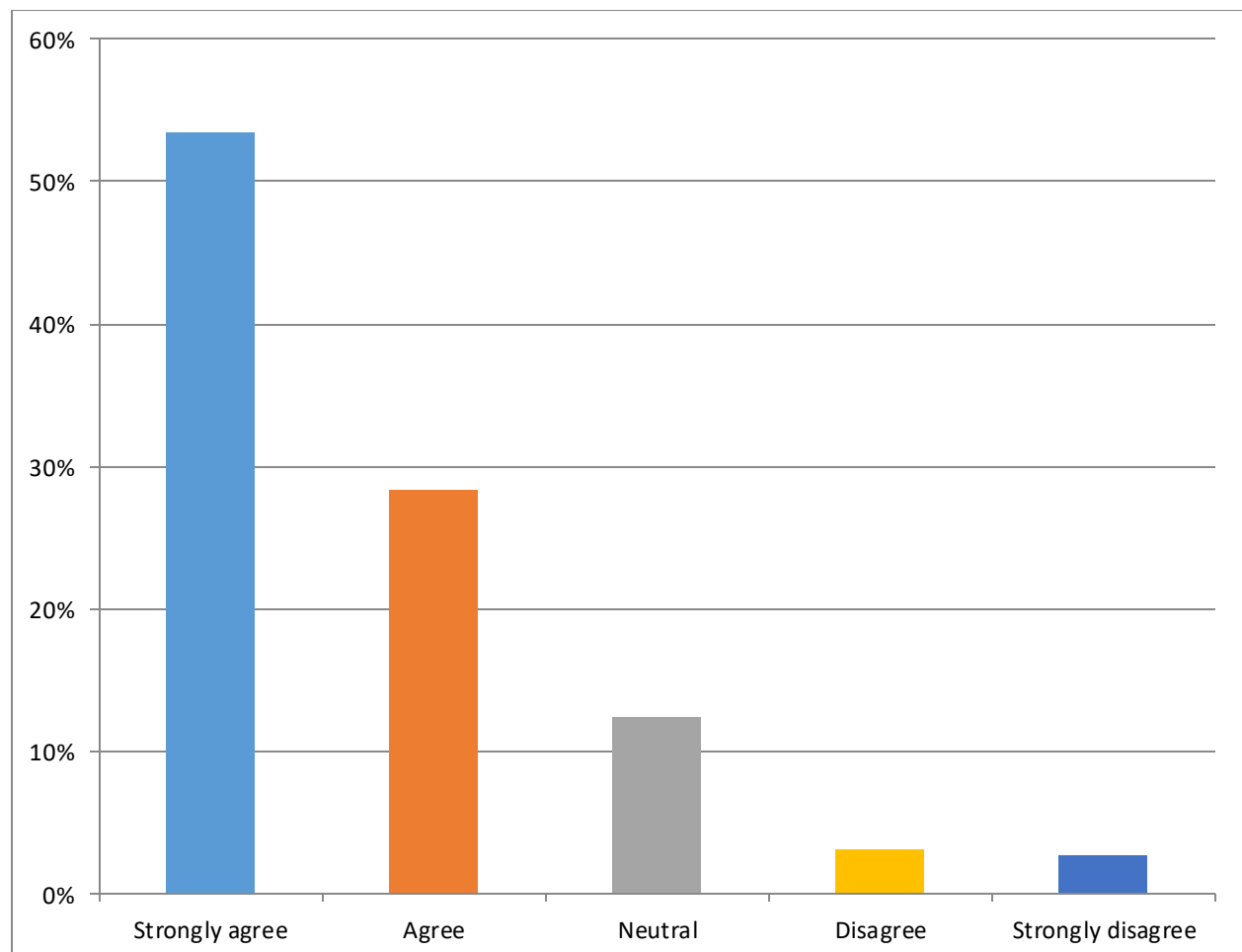
60% of respondents didn't have any other aims that they thought should be included in the strategy. 40% or 1732 respondents did. Again, we have categorised the answers into relevant themes.



Although it is an aim within the strategy, most would like us to increase the types of waste we collect for recycling. The 2nd highest comments are also an aim within the strategy, which is to review the containers provided to residents to present their recycling for collection. The next most common theme is 'general comment' this includes answers that do not represent a relevant or eligible answer to the question, along with answers that didn't fit into the other categories, such as "stop building on flood plains", "not sure", and "Housing – Schools and doctors over emissions".

Q35 The Council is considering ways in which it can continue to increase the recycling collection of a wider variety of materials following the introduction of weekly food waste and battery collections (black bin day only). This may, for example, include plastic pots, tubs and trays, foil and plastic film from all households. To what extent do you agree or disagree with this?

Answered 4482
Skipped 591

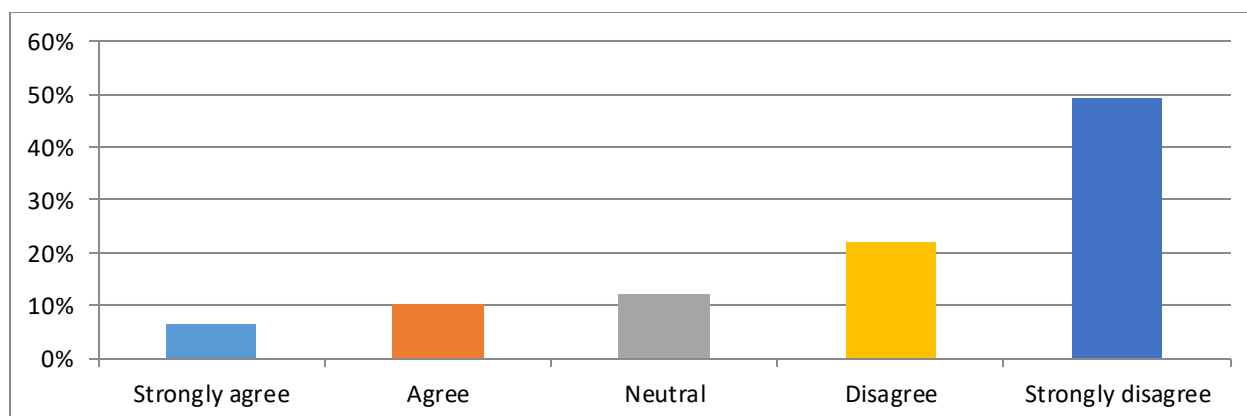


82% of respondents at least agree that we should continue to increase the waste types we collect for recycling.

Q36 To what extent do you agree or disagree that three-weekly black bin collections could help increase the amount of waste the Council collects as recycling and reduce the amount of waste households produce in West Berkshire?

Answered 4355

Skipped 718

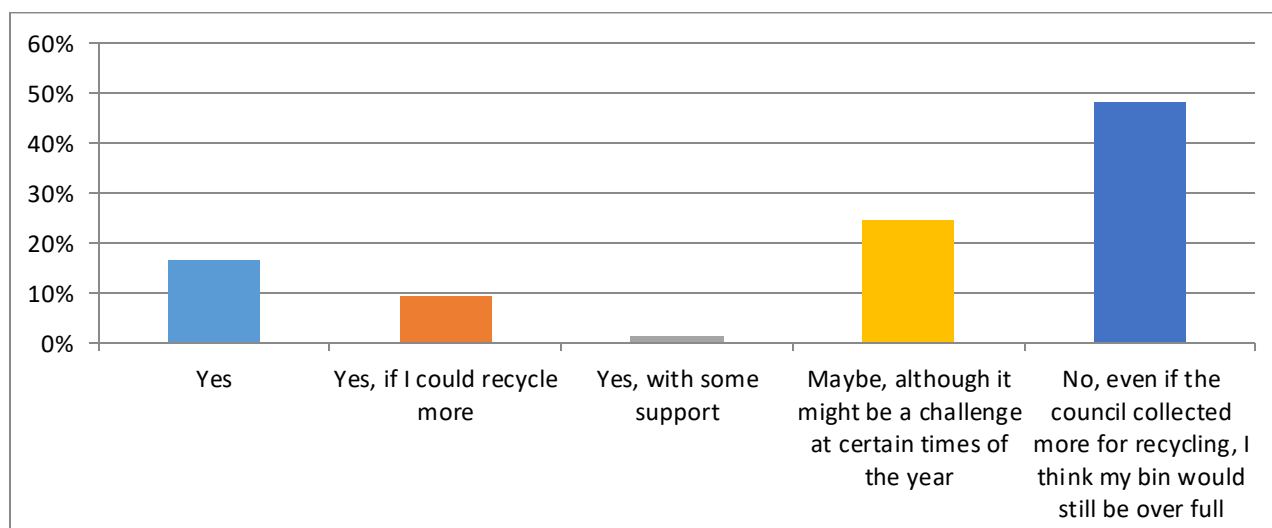


71% of respondents disagreed or strongly disagreed that a three-weekly black bin collection would increase recycling or reduce waste. 17% at least agreed that it will, with 12% neutral.

Q37 Would your household be able to manage if your non-recyclable waste was collected every three weeks?

Answered 4350

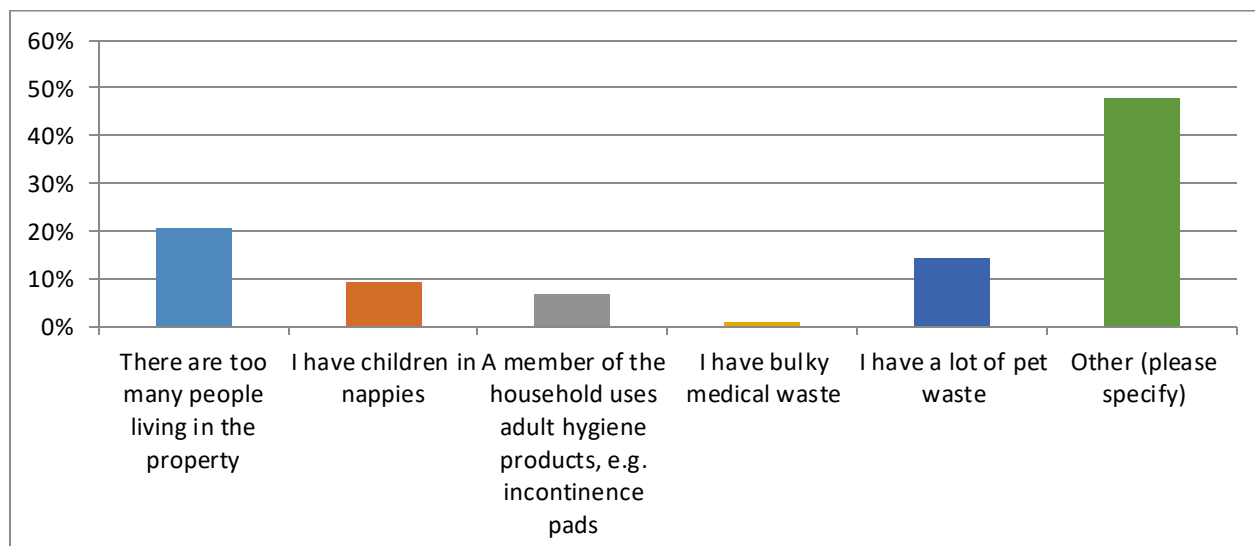
Skipped 723



52% of respondents stated that their household could manage if non-recyclable (black bin) waste was collected every three weeks, although 24% of the 52% stated 'maybe, although it might be challenging at certain times of the year'. 48% said no.

Q38 What is the main reason that you would be unable to manage? Only asked if 'no' to Q37.

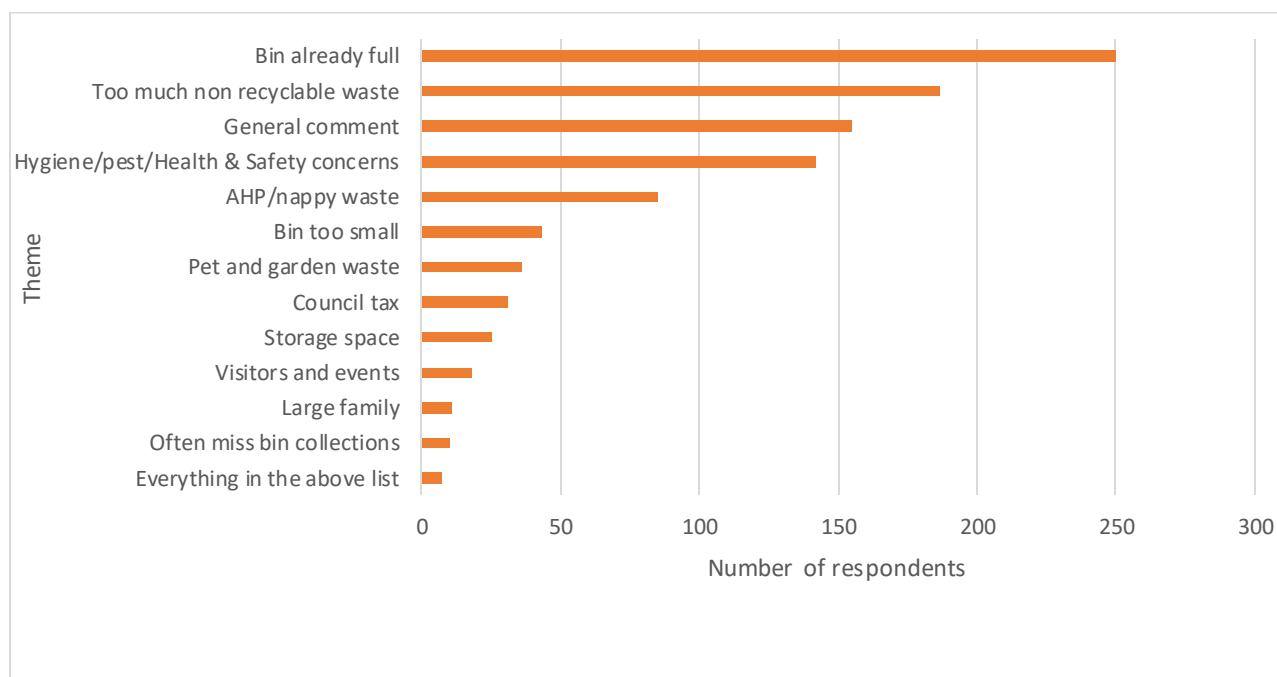
Answered 2080
Skipped 2993



Most respondents to this question stated that too many people lived in the property and that would be the reason that they would be unable to manage with a reduction in frequency of collections for non-recyclable waste 20% (427 in number).

Most answered 'other'. We have categorised these into 13 themes that reoccurred in the answers provided.

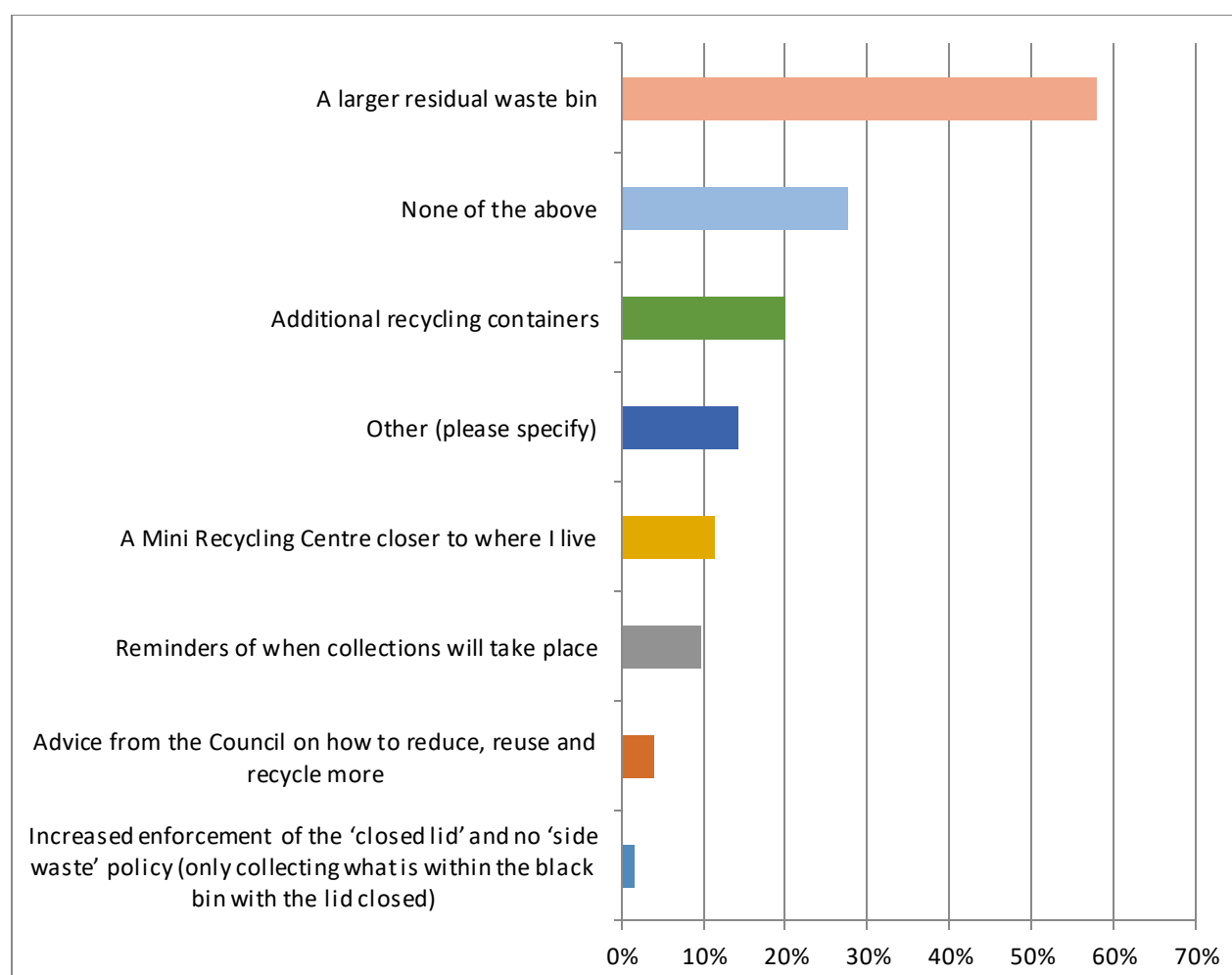
Answers to other:



Most of those that answered 'other' state an issue with current bin capacity and that they already have too much non-recyclable waste. General comments include statements and comments not relevant to the questions and other answers such as "prefer not to answer", "You're looking to reduce costs, let's be honest", and "three weeks is far too long", that didn't fit into any of the other the reoccurring themes for this question.

Q39 Which of the following would help you manage if the frequency of black bin collections were changed? Please select all that apply. Only asked if 'no' to

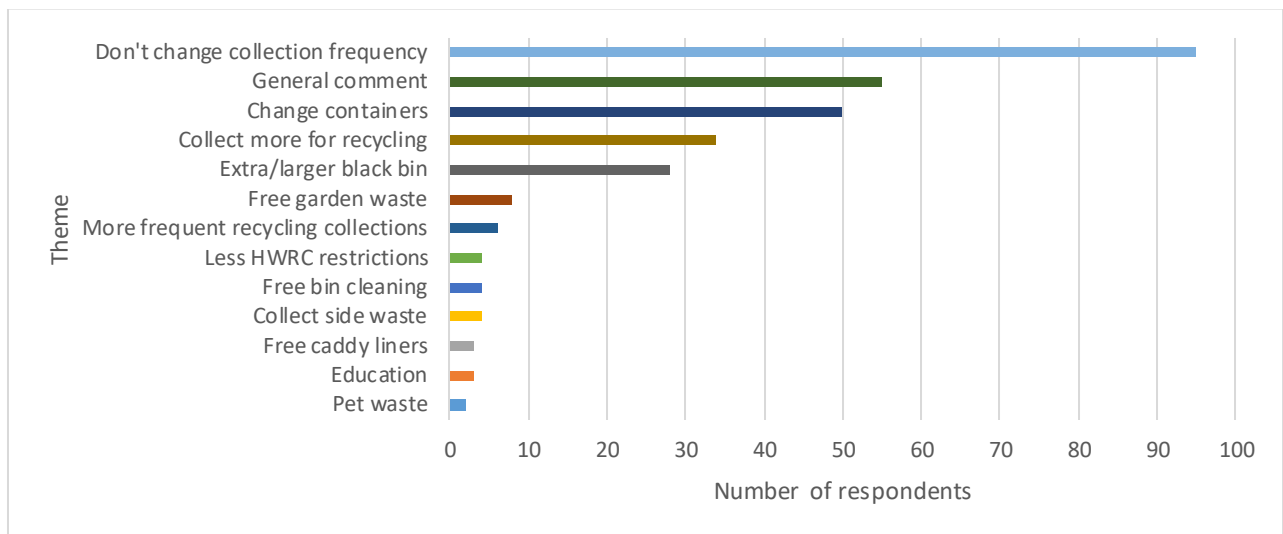
Answered 2068
Skipped 3005



The most popular solution for managing less frequent black bin collections was providing a larger bin (58%), while 28% stated none of the options would help.

14% (294 in number) selected 'other', which can be found below. Answers here were again categorised into recurring themes where possible, with general comments including answers not related to the question as well as comments that would not fit into other reoccurring themes, such as 'this is cost cutting, nothing else', and 'Do your job and collect the waste that we pay you for!!!!'

Answers to other:



Most of the other answers were around not changing the frequency of black bin collections, with changing containers, and collecting more for recycling the most common under the 'other' option.

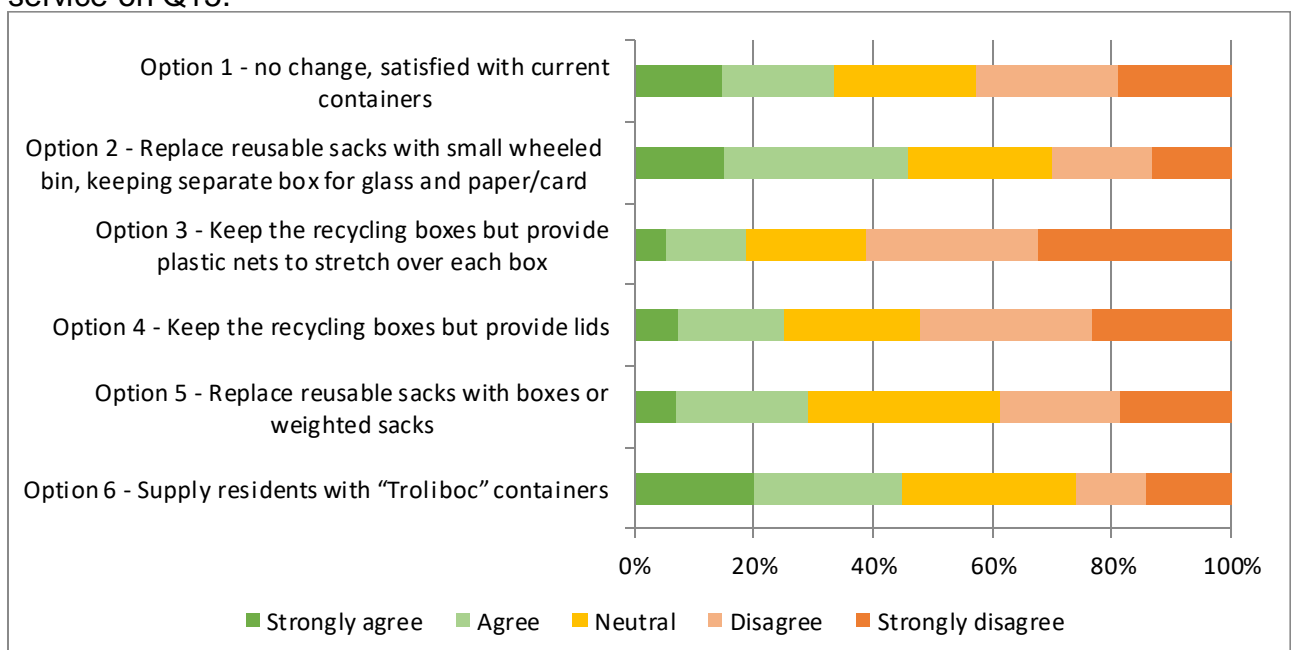
Recycling containers

Q40 To what extent do you agree or disagree with the following options?

Answered 4209

Skipped 864

This question explores potential options for our receptacles provided for the collection of recycling from properties that receive kerbside collection service. This question was only asked to respondents who stated that they received a kerbside service on Q15.



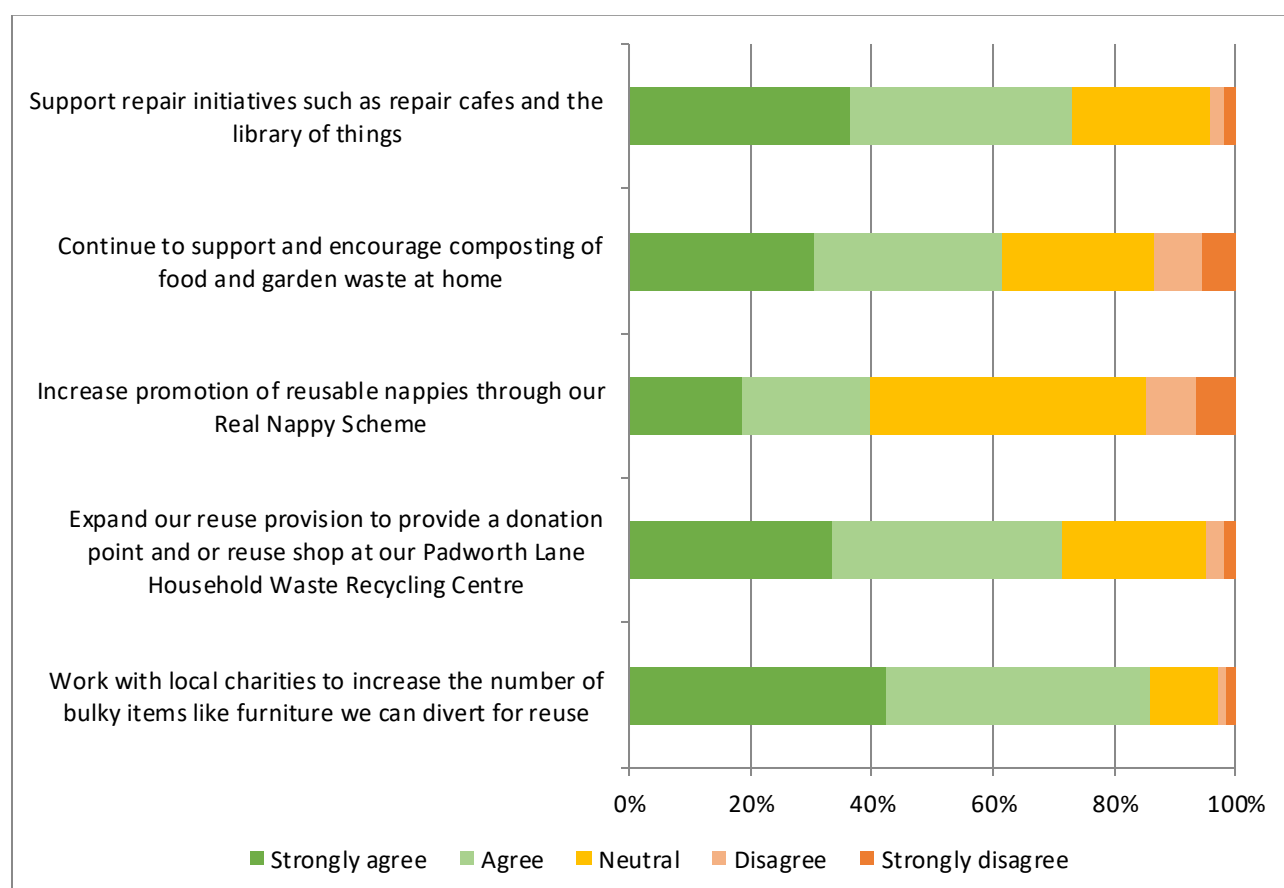
The highest scoring option provided was option 2, replacing the reusable sack with a small, wheeled bin, with 46% of residents at least agreeing with that solution. Option 6 came a close second with 45% at least agreeing. The 'no change' option next, with 33% at least agreeing with is as an option.

Reuse

Q41 As the level of waste generation in West Berkshire is one of the highest in the country, the Council is considering action to reduce waste and encourage reuse. To what extent do you agree or disagree that the following actions would have a positive effect at reducing waste and encouraging reuse?

Answered 4257

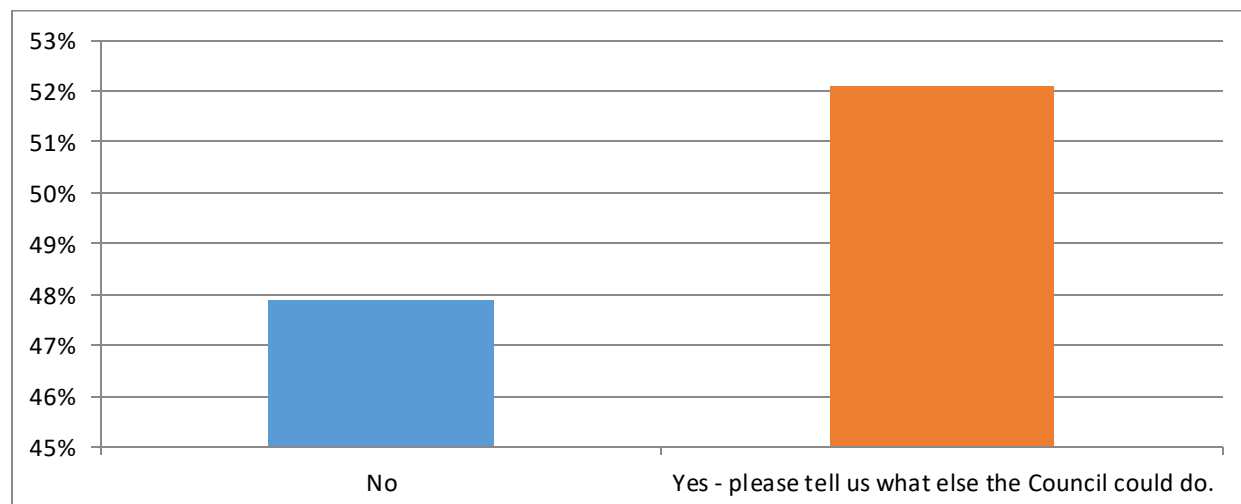
Skipped 816



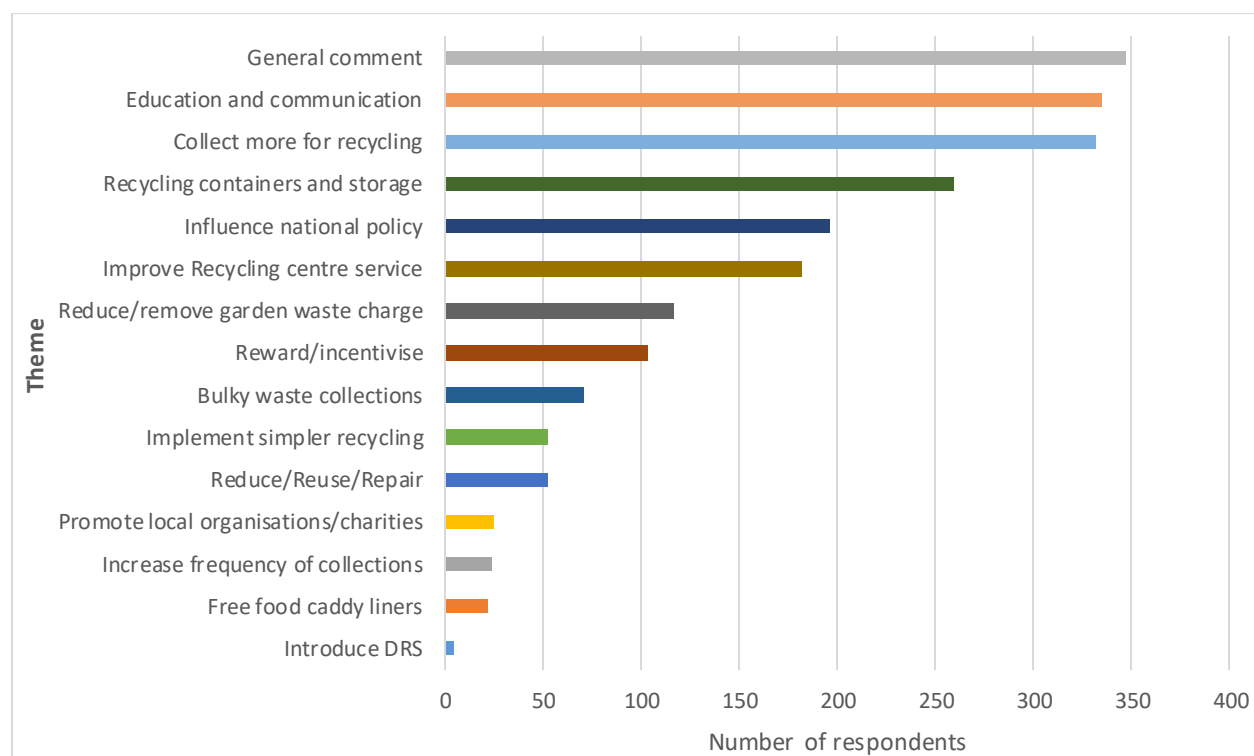
There was strong support for all these options. Working to divert bulky items for reuse was most supported followed by supporting reuse initiatives. The least supported was the expansion of the Real Nappy scheme but even so, 39% of respondents at least agreed that increasing promotion of the scheme would have a positive effect at reducing waste generation.

Q42 Is there anything else the Council could do to help residents and/or businesses reduce their waste and encourage reuse?

Answered 4067
Skipped 1006



Answers to yes were categorised into recurring themes where possible, with general comments including answers not related to the question as well as comments that would not fit into other reoccurring themes, such as “Keep two weekly collections”, “Reduce Council tax”, “Do not interfere too much in our lives”.

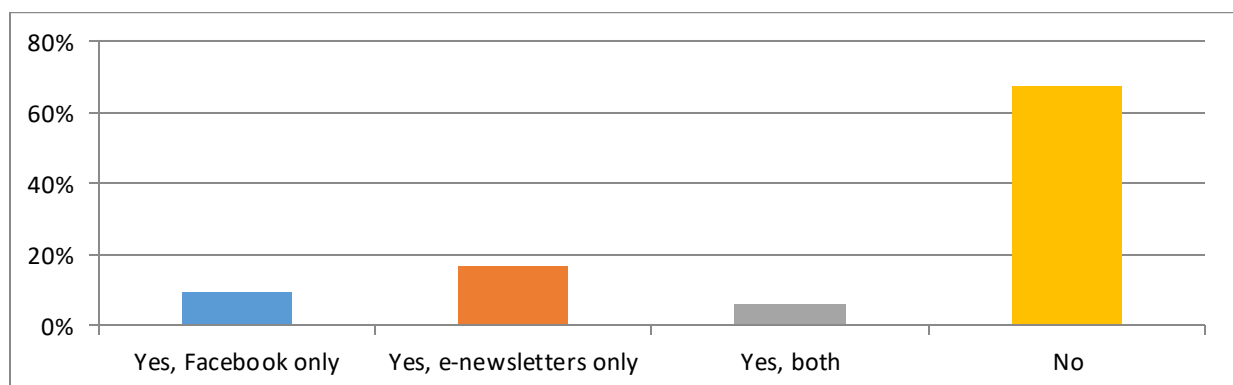


There is a strong sense that more needs to be done to educate and promote the services that we provide as well as collect more items for recycling and review the containers provided to residents.

Engagement and Communication

Q43 Do you follow the Council's dedicated waste reduction and recycling Facebook Page (Recycle for West Berkshire) and/or waste and recycling e-newsletters?

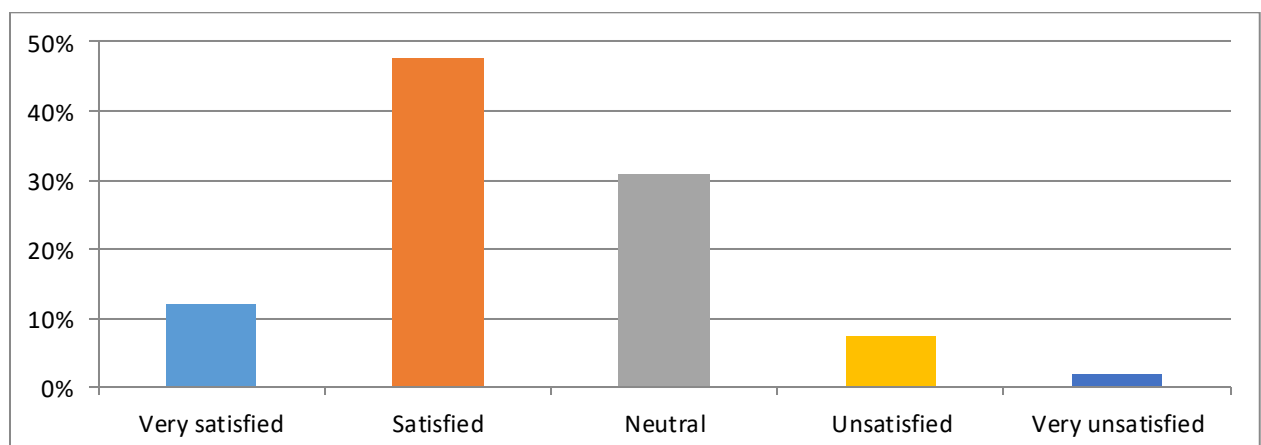
Answered 4232
Skipped 841



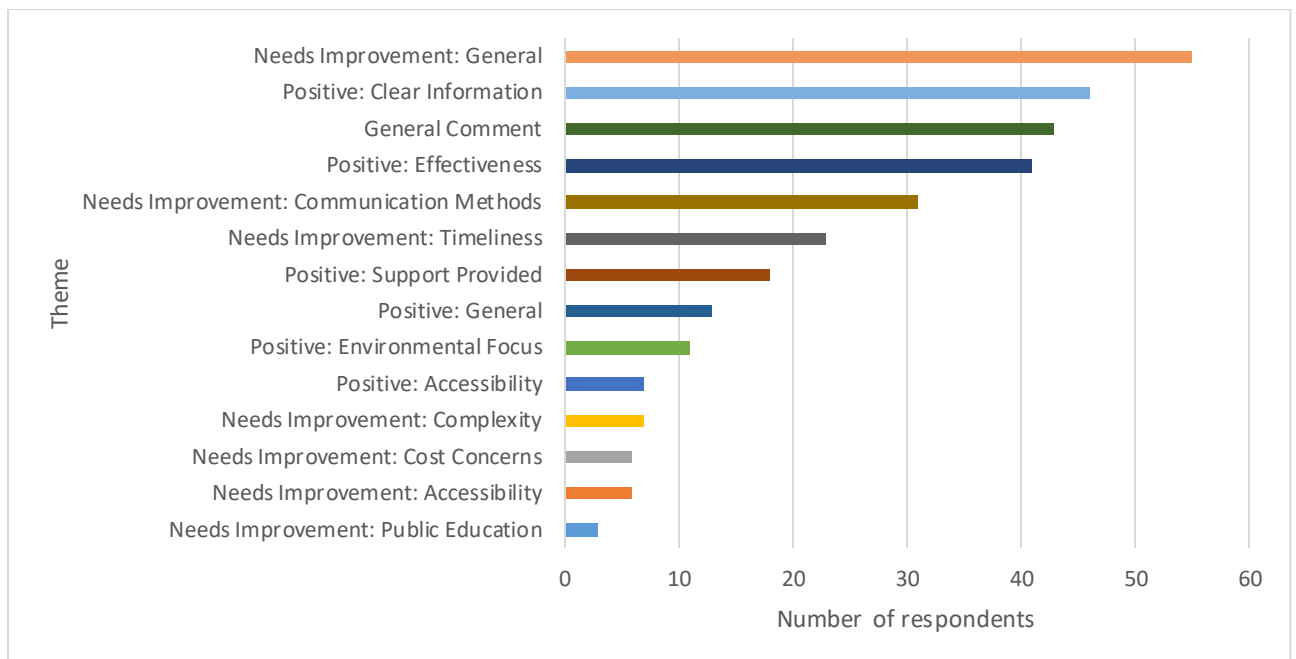
68% of respondents do not follow our social media channels or subscribe to our e-newsletter.

Q44 How satisfied are you with the communication and engagement the Council provides regarding waste reduction and recycling? This was only asked to respondents who chose yes for Q43.

Answered 1362
Skipped 3711



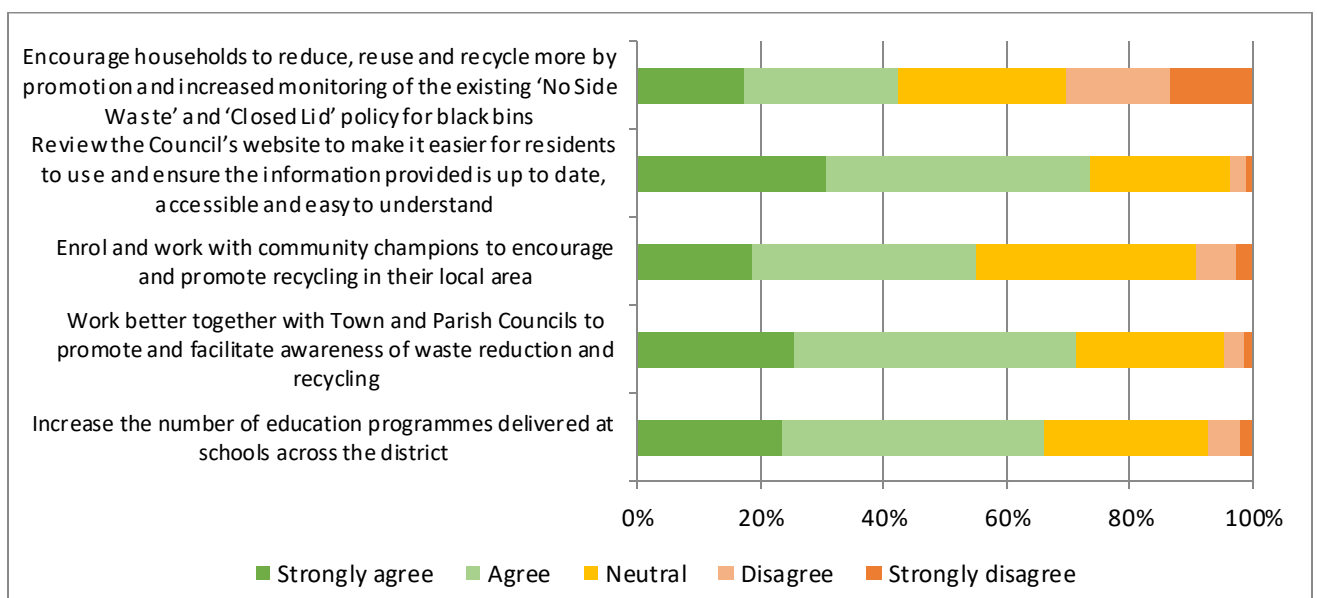
60% of respondents to this question are at least satisfied with our engagement and communication. 9% were at least unsatisfied. We asked respondents to give a reason for their answer:



Most comments suggested general improvement is required to improve satisfaction with our engagement and communication.

Q45 The Council wants to improve communication with the local community to reduce waste and encourage recycling. To what extent do you agree or disagree that the following activities would improve this?

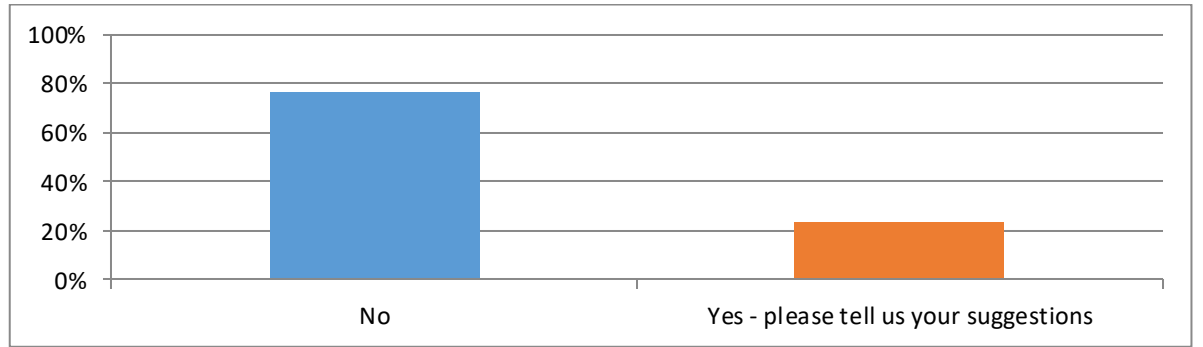
Answered 4194
Skipped 879



There was overall support for many of these activities. The proposed 'no side waste' policy received the highest level of disagreement (30%), while educational initiatives and better engagement with town/parish councils received strong support.

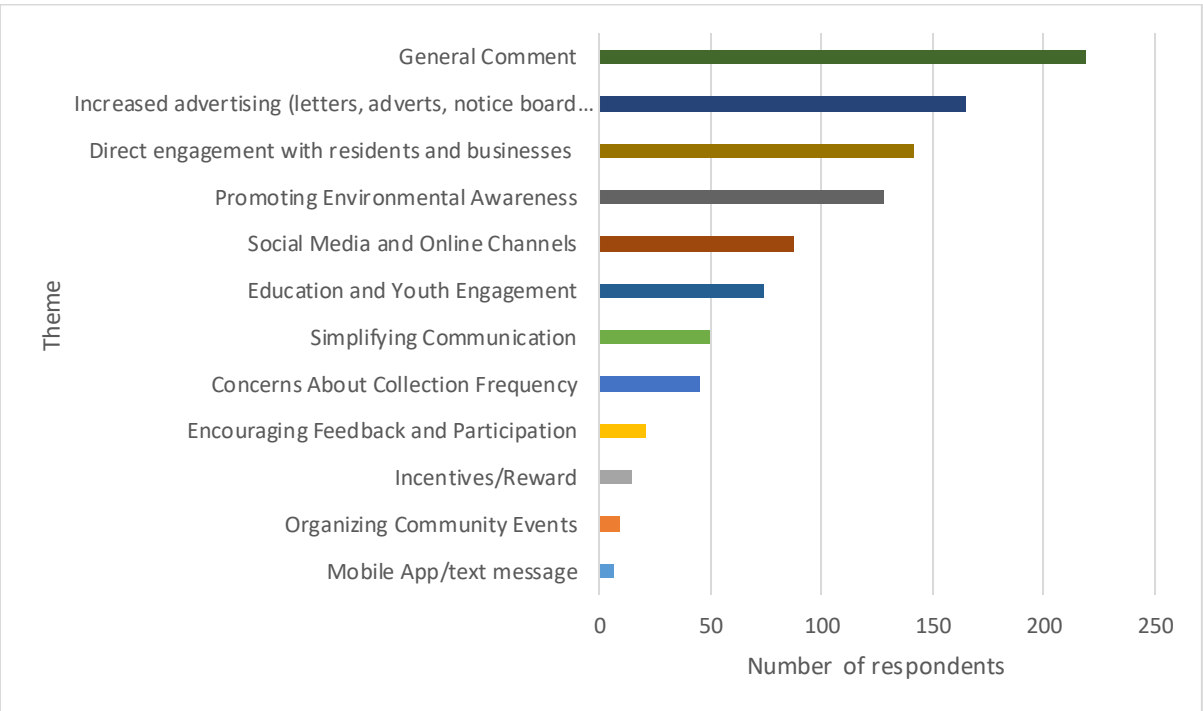
Q46 Do you have any other suggestions on how we can improve communication and engagement with regards to waste reduction and recycling in West Berkshire?

Answered 4068
Skipped 1010



Of those that answered 'yes', most didn't give an answer in relation to the theme of communication and engagement, with 223 giving a general comment, such as "Unfortunately, a lot of people do not really care", "See previous answer", and "Stop treating us like children".

Those that did give a relatable suggestion, increasing advertising on non-social/web platforms came out on top, with more direct engagement suggested as the next most popular suggestion.

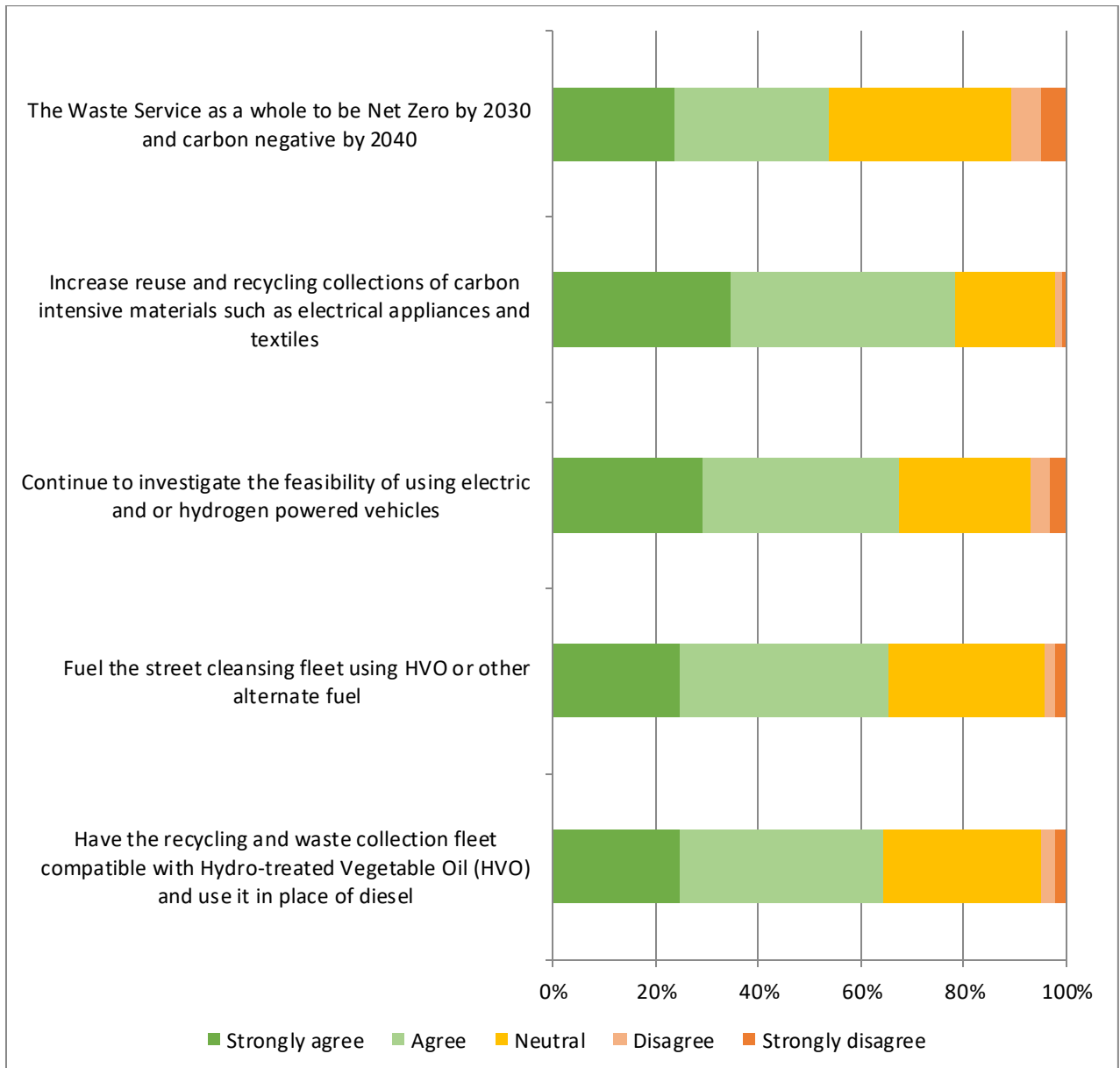


Carbon reduction

Q47 To what extent do you agree or disagree that the following activities would help to reduce carbon emissions and improve air quality?

Answered 4142

Skipped 931



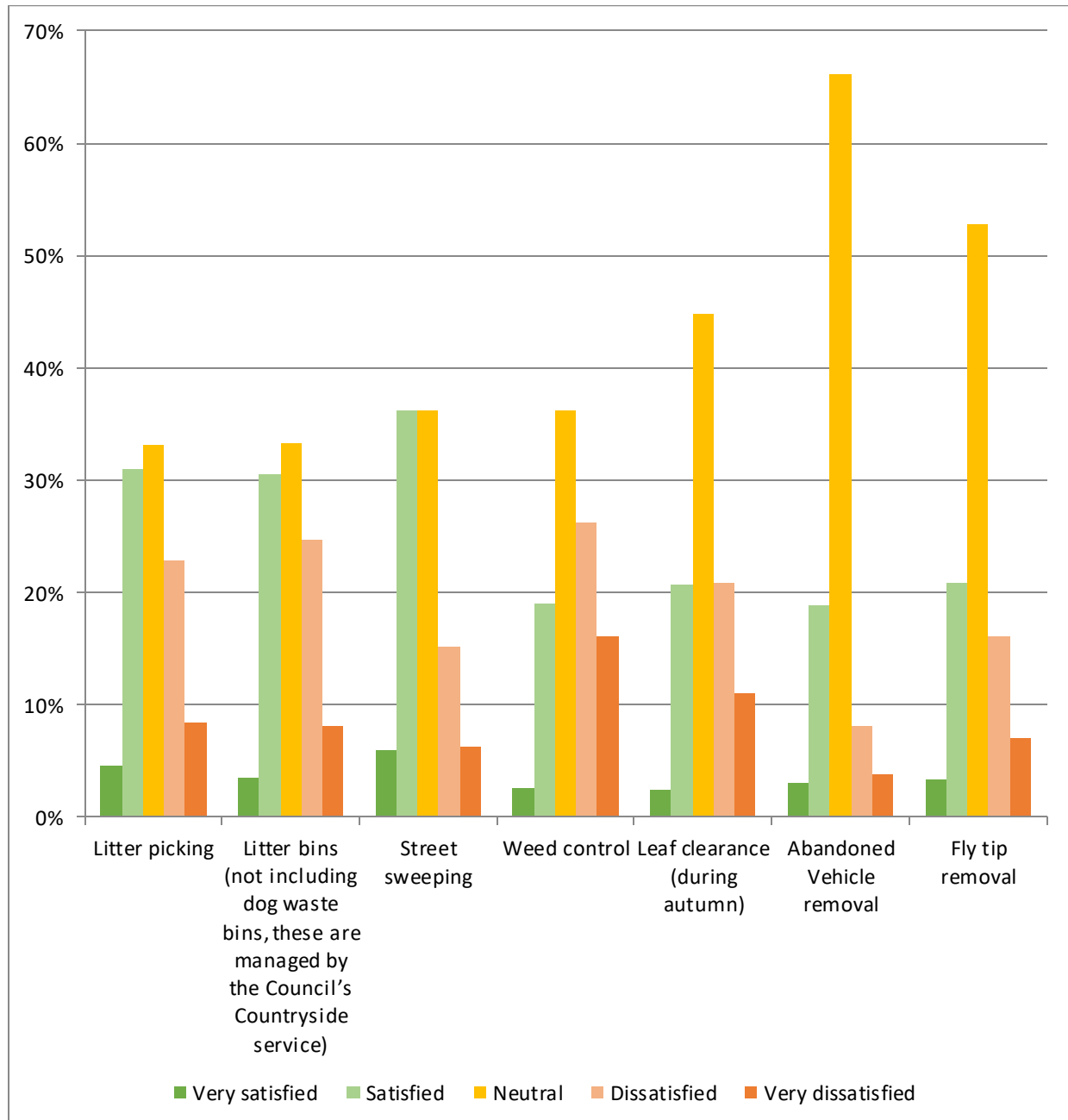
Increase reuse and recycling collections of 'carbon-intensive' materials such as electrical appliances and textiles garnered the most support to these carbon reducing activities with 78% at least agreeing. The Net Zero target had the lowest support but was still has at least 54% of respondents agreeing it is an activity we should support.

Streetscene

Q48 How satisfied are you with the following street services provided by West Berkshire Council?

Answered 4134

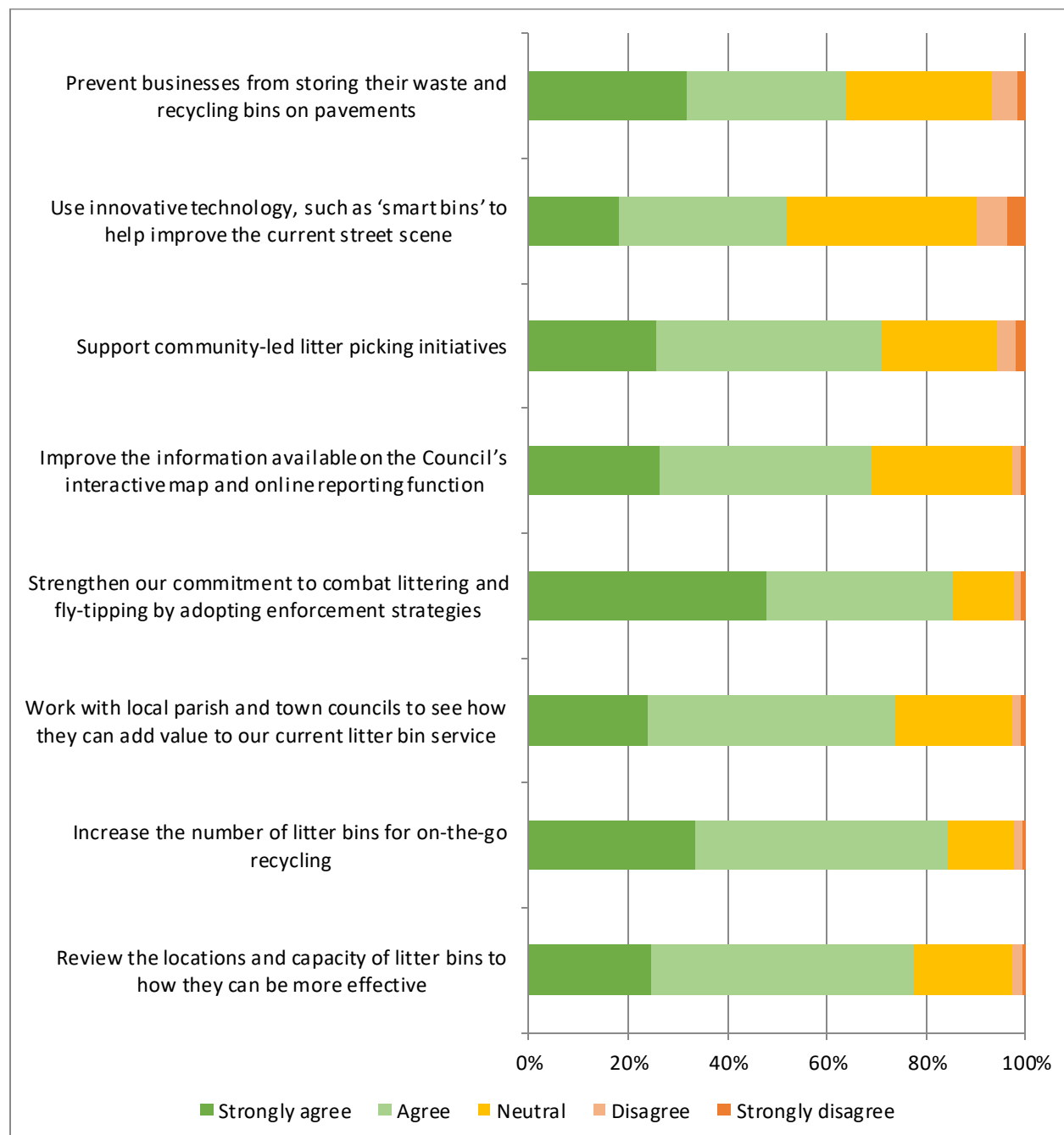
Skipped 939



Most respondents have a neutral satisfaction regarding the street services we provide. The street sweeping service gained the highest satisfaction score with at least 42% of respondents at least satisfied with the service, with litter picking at 35%.

Q49 To what extent do you agree or disagree that the following activities will have a positive impact on improving the street scene in West Berkshire?

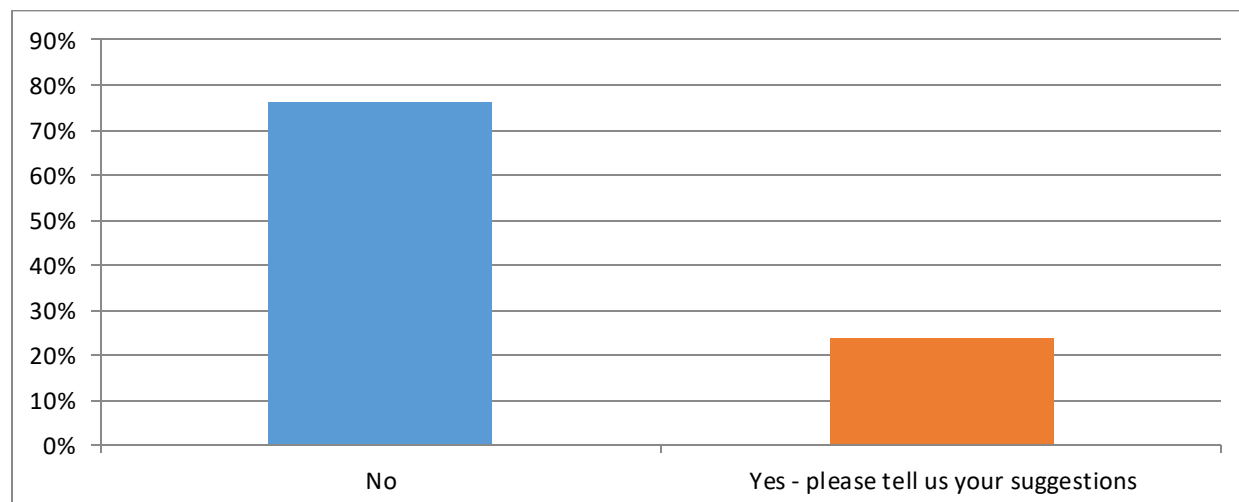
Answered 4108
Skipped 965



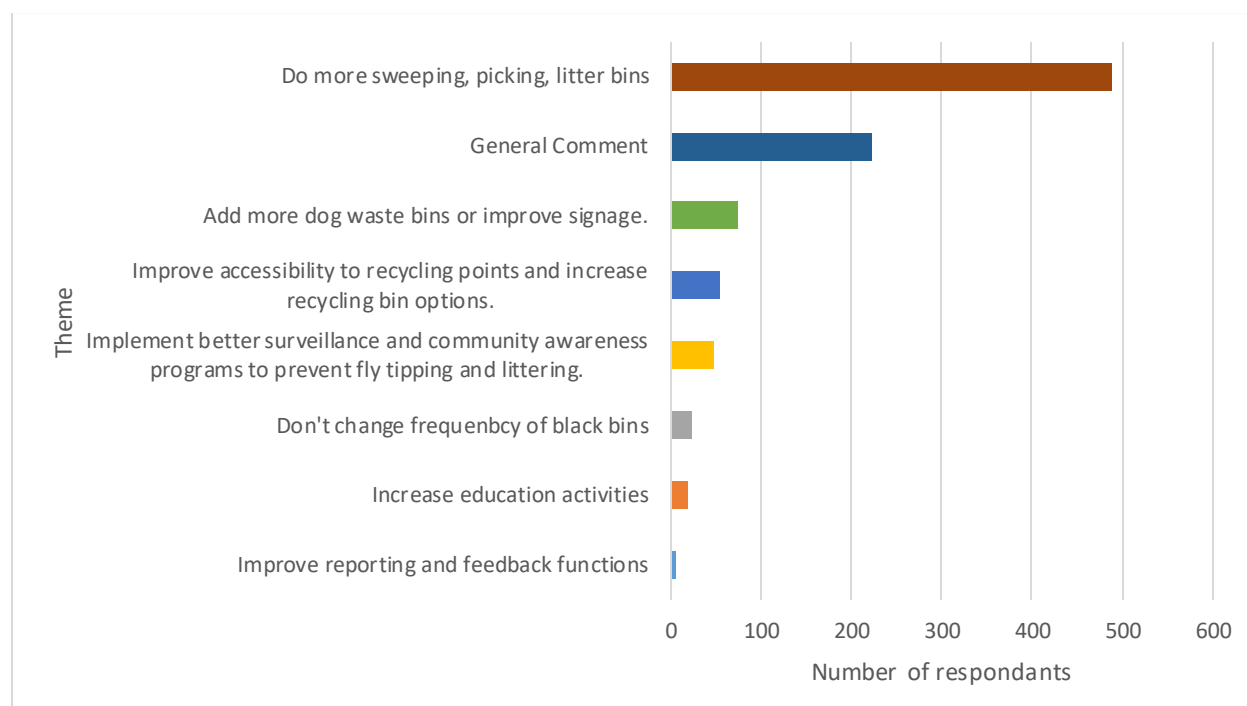
Most respondents believe that strengthening our commitment to combat fly tipping and littering by adopting enforcement strategies will have the most positive effect on improving the street scene, with 85% in support. This was closely followed by increasing the number of litter bins of on the go recycling, with 84% in support. The use of smart technology garnered the least support, with 52% at least agreeing.

Q50 Do you have any other suggestions on how we can further improve the cleanliness of West Berkshire's streets?

Answered 3956
Skipped 1117



937 respondents had suggestions on how we could improve the street scene. We grouped the responses into recurring themes where possible, grouping ones that were not relevant to the question such as “none”, “Yes sort out the potholes”, “You'd better take me seriously! I'm a taxpayer”.

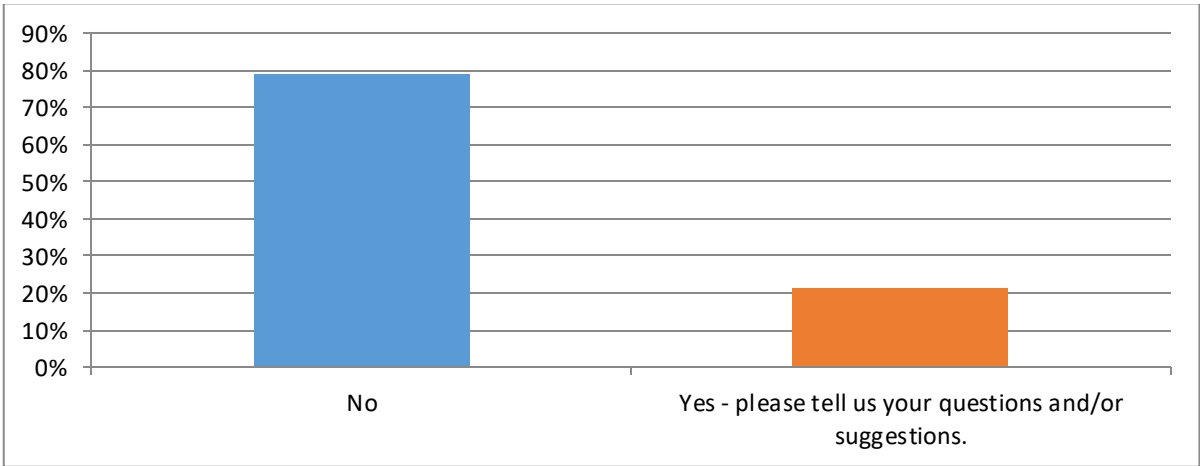


Most suggestions revolved around increasing the current level of service, increasing the frequency of litter picking and sweeping and providing more litter bins.

Other Suggestions

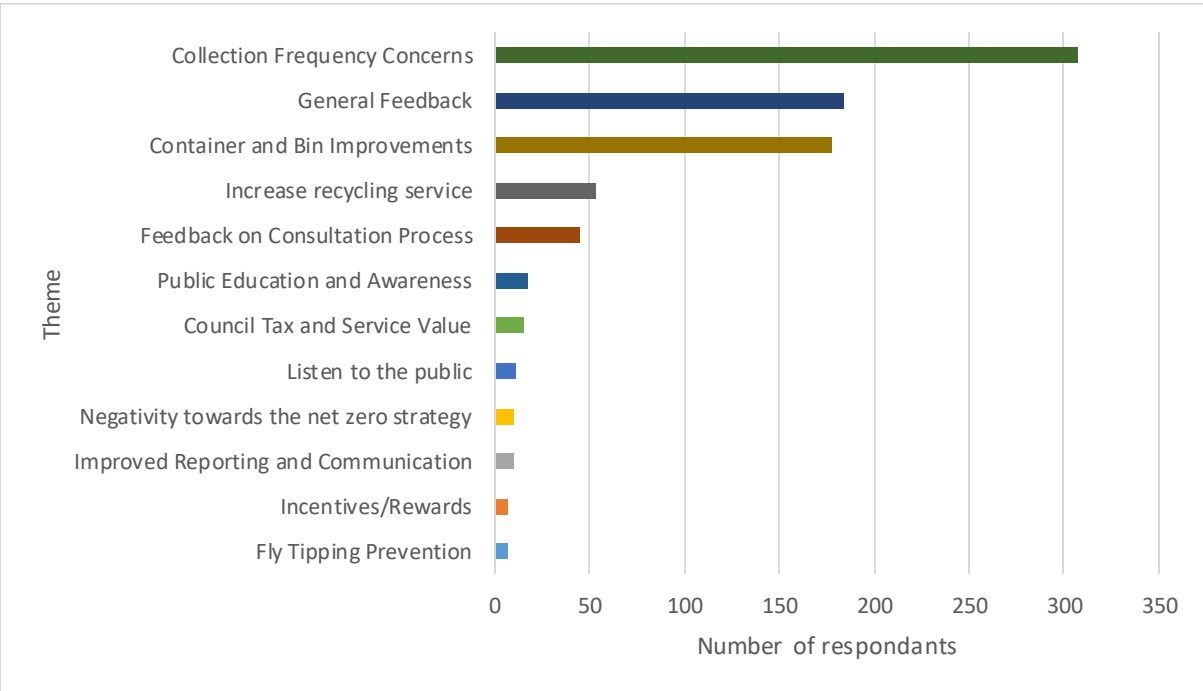
Q51 Finally, do you have any other questions and/or suggestions on how we could improve this draft waste management strategy?

Answered 3975
Skipped 1098



846 respondents provided a suggestion. As before, we have categorised them into recurring themes where possible. Some examples of the general feedback include “See previous comment”, “don’t do it”, and “All excellent proposals”.

Many respondents raised concerns about reducing the frequency of the black bins, with 307 (36%) stating as much. Containers were high up again. Also 45 people mentioned that this consultation was too extensive.



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