

Draft Waste and Resources Strategy

West Berkshire Council 2024-2032

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Report For

West Berkshire Council

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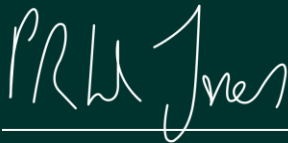
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Forward/ Executive Summary

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1.0

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.

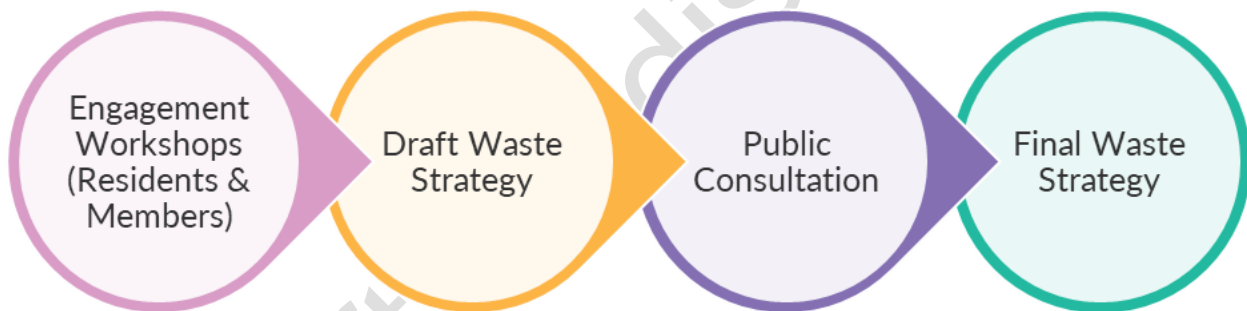
In developing this strategy, we have focussed on developing priorities and actions that recognise the different types of collections residents of West Berkshire receive, alongside understanding the impact of change within the different communities within West Berkshire.

The process of developing this strategy has been informed by:

- several engagement workshops with residents and elected members of the Council; and
- how cost, performance, and carbon modelling of different options to collecting waste and recycling can contribute towards meeting the Council's targets of increased recycling. Modelling results can be found in Appendix xx.

As part of the strategy development process, the Council will be consulting with the public on the key proposals, which will be developed further over the coming months. The consultation will take place in 2024 and run for four to six weeks. Feedback received from residents will be used to shape the final strategy (see Figure 1-1).

Figure 1-1. Development of the Waste and Resources Strategy



This strategy intends to complement other existing Council strategies including the Environment Strategy and the associated Environment Strategy Delivery Plan managed by the Councils Environment Delivery team. It is also aligned with the Council Strategy 2023 – 27. The Council Strategy sets out five priority areas and the main ones which will be supported by this strategy include:

Priority Area 1: Services we are proud of; and

Priority Area 3: Tackling the climate and ecological emergency.

When adopted, the new Waste Strategy will replace the Council's previous Waste Strategy 2002 – 2022¹. Selected service changes since the previous strategy was published have been set out under Annex A.

¹<https://www.westberks.gov.uk/environmentstrategy>

² <https://www.westberks.gov.uk/environmentdp>

³ <https://www.westberks.gov.uk/Council-Strategy-2023-2027>

Current Performance

In 2021/22 (the most recent year for which published data is available) West Berkshire had a recycling rate of 49%, placing it joint 85th out of the 338 English waste collection authorities. This places West Berkshire above the national average of England of 44%. West Berkshire's current and historic recycling rate compared to England's average can be found in Figure 1-2.

Figure 1-2. West Berkshire's Current and Historic Recycling Rate Compared to England's Average

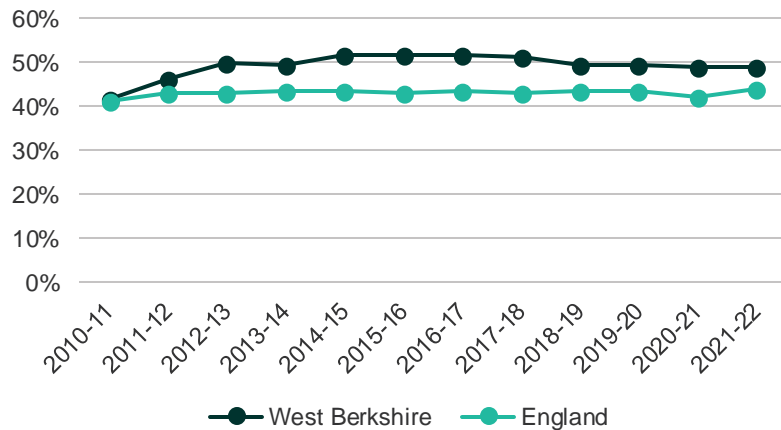


Figure 1-3. Compositional Analysis of the General Waste Bin



However, compositional analysis of kerbside collected bins in August 2023 found that over 42% of 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.

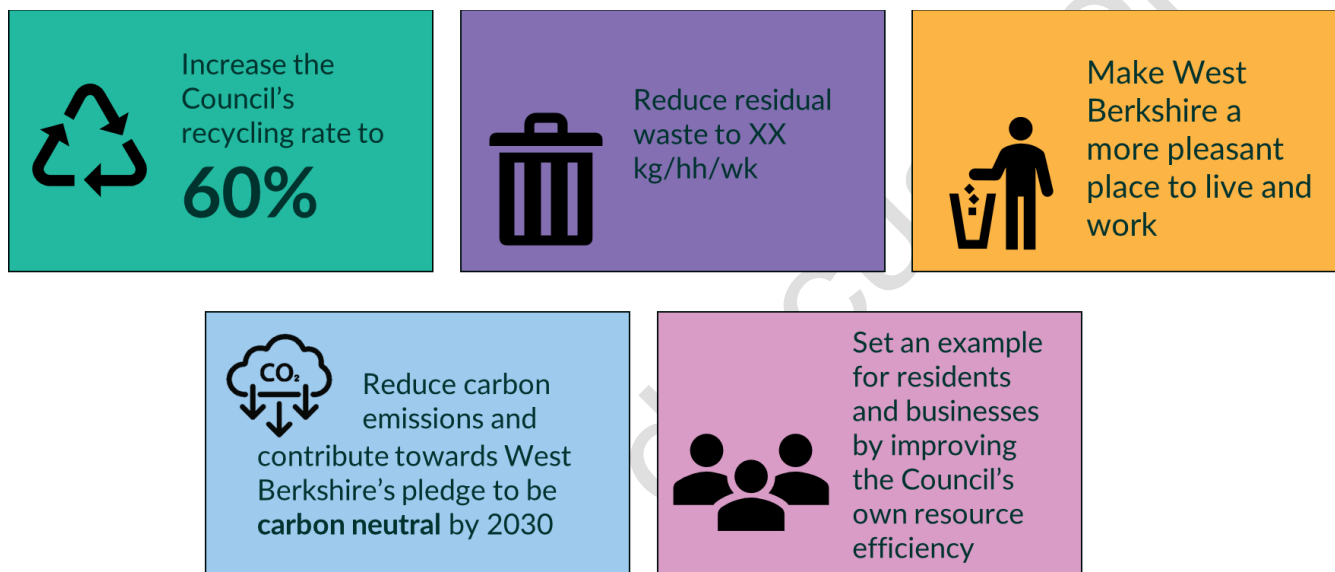
Furthermore, a survey undertaken in August 2023 of 280 properties found that only 59% were making use of the separate weekly food waste recycling service, indicating that there is considerable potential for residents to recycle more.

Following the latest annual Local Environmental Quality survey undertaken over three tranches between April 2023 and March 2024 the level of litter and detritus within the district is of a good level, this is the highest possible score.

¹ https://www.westberks.gov.uk/media/36818/Waste-Strategy-2002-2022/pdf/Waste_Strategy_2002-2022.pdf?m=1563274615137

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 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 2030.²

Throughout the lifetime of the strategy, we will engage with our communities in line with our Customer Charter³, 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.

² West Berkshire Council. *Environment Strategy*. Available at: <https://www.westberks.gov.uk/environmentstrategy>

³ West Berkshire Council. *Customer Charter*. Available at: https://www.westberks.gov.uk/media/54156/Customer-Service-Charter-January-2023/pdf/WBC_Customer_service_charter_January_2023.pdf?m=1675348889277

2.0

Local Context

2.1 The Recycling, Waste and Street Cleansing Services

The 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. www.westberks.gov.uk/rubbishandrecycling

In addition to the kerbside recycling and waste collection services, the Council also 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:



More information about the mini-recycling centres and where they are located can be found [at www.westberks.gov.uk/minirecyclingcentres](http://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:

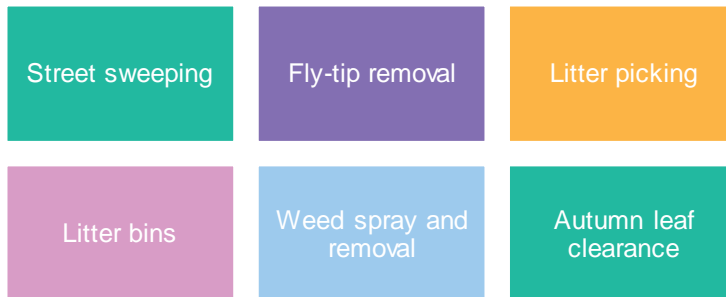


Both HWRCs have recently began collecting coffee pods and vapes for recycling. More information about what can be taken to Newtown Road HWRC can be found www.westberks.gov.uk/newtownroad, and information on the Padworth HWRC can be found www.westberks.gov.uk/padworthhwrc.

The Council also offers to collect large bulky waste items (such as sofas, tables, chairs, mattresses, and beds) from residents' homes. The service costs £60 for the collection of up to five items. More information on the Council's bulky waste collection service can be found www.westberks.gov.uk/Bulky.

The Street Cleansing Service

The Council provides a comprehensive street cleansing service, along 1303km of public highway and 827km of public footways and cycle paths by sweeping, litter picking and providing litter bins, all contributing to efforts to make West Berkshire a pleasant place to work and live. The current street cleansing services includes:



All the of these services are provided by 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). Further information regarding service provision can be found at <https://www.westberks.gov.uk/keepwestberkstydy>

To compliment the street cleaning services the Council also provide litter picking equipment and collection to community groups across the district, this plays an important role in not only complimenting our extensive street cleansing service it also plays an integral role at engaging with community groups and promoting the anti-littering message.

The population is becoming older

The population has increased by 4.9% between 2011 and 2021

9,000 new homes will be built by 2039

Ninth least densely populated local authority in the South East

2.2 West Berkshire's Demographics

West Berkshire has a relatively young population at present; however, this is expected to change significantly in future years with the average age of the population expected to increase.³ Furthermore, West Berkshire has also seen its population increase by 4.9% in the last decade, from around 153,800 in 2011 to 161,400 in 2021.⁴ 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 2039.⁵ As part of thinking about how we develop our

³ Office for National Statistics. Census 2021. <https://www.ons.gov.uk/visualisations/censuspopulationchange/E06000037/>

⁴ Office for National Statistics. Census 2021. <https://www.ons.gov.uk/visualisations/censuspopulationchange/E06000037/>

⁵ West Berkshire Council (2022). The Local Plan Review. Available at: <https://www.westberks.gov.uk/local-plan-review>

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 Southeast of England, with approximately two people living on each football pitch-sized area of land.⁶ West Berkshire is therefore required to consider the relatively large distance between households in rural areas and between residential areas in any future service changes.

Draft for discussion

⁶ Office for National Statistics. Census 2021. <https://www.ons.gov.uk/visualisations/censuspopulationchange/E06000037/>

3.0

National Context

Alongside considering our local context, as part of the development of this strategy the Council also has to consider the wider national drivers of change. The UK Government has announced a number of 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 3 major policies are:



It should be noted that the policies discussed below are still in development by the UK Government and not yet finalised, so there may be further amendments to their content or timing made during the lifetime of this strategy.

3.1 Extended Producer Responsibility (EPR)

Expected implementation date: Originally scheduled for April 2025 (currently delayed)

Impact: West Berkshire Council will receive funding/payment for operating an 'efficient and effective' household waste service. It is not yet clear how the government will assess local authority performance or the efficiency and effectiveness of household waste services, but it is likely to take into account local circumstances such as geography and deprivation. It is also not clear on the amount of funding that will be received, and how it will affect the overall waste and recycling budgets of each individual 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 by taking the container to a dedicated return site (situated in shops and a variety of other locations). 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 the target 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 (such as a supermarket) to claim their deposit, although digital solutions are also being explored that would allow residents to reclaim their deposit by placing items in their household recycling.

3.3 Simpler Recycling

Expected implementation date: 31 March 2026

Impact: West Berkshire will be required to:

- Collect plastic pots, tubs and trays and cartons, foil and aluminium trays.
- Collect plastic film (from 2027).
- Provide a separate food waste service to flats above shops where practicable.).

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 requirements below have been consulted upon, but the results of the consultation have not yet been published and the proposed dates are now subject to delay.

The key requirements on local authorities are:

- **To collect a core set of recyclable materials for recycling (proposed for April 2026):** The core set of recyclable materials is expected to include glass, paper and card, plastic bottles, plastic pots tubs and trays, steel and aluminium cans and tins, and is also likely to include foil, aerosols and cartons. Plastic film is expected to be phased in as a core material during 2027.

West Berkshire Council already meets most of these requirements, but may be required to collect and recycle:

- plastic pots, tubs and trays and cartons at the kerbside, perhaps from April 2026.
- plastic film, perhaps from April 2027.
- **To offer an opt-in garden waste collection service (proposed for April 2026):** Local authorities will be required to provide a garden waste collection service where it is requested but, as is currently the case, they can continue to choose to charge for this service. 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, however it has started to phase out the charge.

- **To separately collect food waste weekly (proposed for April 2026):** The Council has already introduced separate food waste collections across the district from October 2022 (see Case Study 1), as such, the Council is already 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.

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 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 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.

In addition to addressing some public concerns about odours, another campaign is due to be launched to highlight the benefits of using the service. 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.

- **To collect different dry recycling streams separately where practicable:** The Council meets this requirement as it collects its recyclable materials in three separate streams (materials are separated by residents into different recycling containers and then collected and processed separately)
- **Collect residual waste at a minimum frequency of once every two weeks (proposed for April 2026):** The Council already collects residual waste at a minimum frequency of at least once every two weeks, so is already meeting this requirement. However this is still going through a private consultation process and is subject to change.

3.1 Code of Practice for Litter and Refuse

3.2 Fly tipping

4.0

Future Services

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. Although it will identify key themes and interventions.

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.

Options explored 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 **Error! Reference source not found.**).
- 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.

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.

As shown in Table 4-1, the modelling indicates that the best performing options were those where the frequency of general waste collections were reduced. 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.

With support from Eunomia Research & Consulting, the Council also undertook a RAG (Red – Amber - Green) rating exercise which scored each option against quantitative and qualitative criteria including cost, impact on recycling rate and carbon emissions, ease of implementation, public and political acceptability, risk, flexibility, social value and adherence to legislation and policy. As shown in Table 4-1, the option that scored the highest estimated recycling rate was option 5, in which residual waste collections would be reduced to four weekly.

The Council recognises that any reduction in residual waste collection frequency could be challenging for selected 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. 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.

Table 4-1. Modelled Options and Estimated Impact on Recycling Rate

	Rubbish	Dry Recycling	Collection Vehicles	Garden Waste	Estimated Recycling Rate	RAG Score
Baseline	Fortnightly	Fortnightly	Current vehicles	Charged	51%	-
Option 1*	Fortnightly	Plus PTT, film and foil	Current vehicles	Charged	52%	-
Option 2 & 3	Fortnightly	Plus PTT, film and foil	Alternative vehicles	Charged	52%	TBC TBC
Option 4	Three-weekly	Plus PTT, film and foil	Current vehicles	Charged	56%	TBC
Option 5	Four-weekly	Plus PTT, film and foil	Current vehicles	Charged	60%	TBC
Option 6	Fortnightly	Plus PTT, film and foil	Current vehicles	Free	53%	TBC

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

The Council's Preferred Option

Section to be complete once the Council has decided on the preferred options or the option they have decided to take forward. (with pros and cons the preferred option(s))

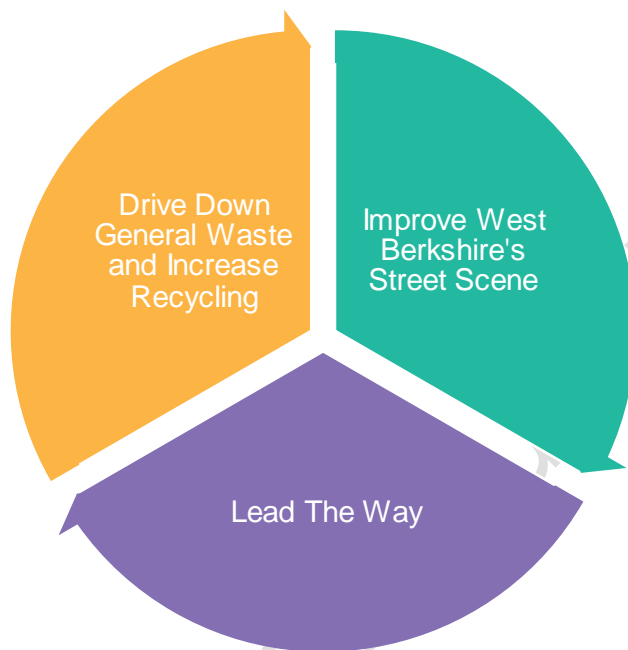
Next steps: The Council will consult with residents before implementing any changes to the recycling and waste services. The Council will also endeavour to support any changes to the general waste collections with easy to access and understand guidance and information about the new service.

5.0

Key Themes and Interventions

This section looks at the key principles and priorities that will help moving West Berkshire Council towards achieving its targets and vision for this strategy. There are three key principles to this strategy, which are outlined in Figure 5-1, each of which contains several priorities which are explored in the relevant sections below.

Figure 5-1. The Three Key Principles of West Berkshire's Waste and Resources Strategy



5.1 Drive Down General Waste & Increase Recycling

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

Priority One:
Review Collection Services

Priority Two:
Prevent Waste and Increase Reuse

Priority Three:
Improve Communication and Community Engagement with Regard to Waste Reduction and Recycling

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

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

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 consider 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.

1. Consider changes to the frequency of waste collections (TBC).

As discussed in Section 4.0, research and modelling has shown that reducing the collection frequency of general waste from every fortnight to every three weeks could increase the recycling rate to 56%, and reducing the collection frequency to every four weeks could increase the recycling rate to 60%. Such changes in the collection service would normally have to go to public consultation before implementation if the Council's leadership wish to implement such a change. It would not affect households that share bins (e.g. those living in flats). Changes will be supported by communication and campaign material to encourage residents to minimise the amount of waste they produce and to recycle everything they can. In addition, the Council will assess how they can address any valid concerns raised by residents. This may 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.

2. Review receptacles provided to residents to present their waste for collection (from TBC).

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 and metal packaging 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 wheely bin. During engagement workshops concerns were raised that problems can arise in the event 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.

To prevent litter being caused in this way, the following options could be considered:

- Option 1: 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 2: 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 3: Replace the reusable sacks with boxes or weighted reusable sacks. As the reusable sacks are fairly lightweight and prone blowing away, the Council could instead provide residents with a third recycling box (with a lid to contain the recycling) or weighted sack.

Option 4: 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, rather than providing either another reusable bag or box.

- Option 5: 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 usually ensures that waste is kept 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 6: No change.

For each of the options mentioned above, we will consider 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 for difficult for residents to us).
- 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. Consider the implications Simpler Recycling has on the current collection method for collecting recycling (from TBC).

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 containers), and a reusable sack (for the collection of plastic bottles and metal packaging).

This collection method aligns with the requirements of the Waste (England and Wales) Regulations 2011 which require local authorities that collect paper, metal, plastic, or glass to do so separately from one another where it is necessary and practicable to do so. It is also consistent with similar requirements written into the Environment Act 2021, although in response to the consultation on 'Consistency in household and business recycling in England', the government has proposed potential changes (called 'Simpler Recycling') that would provide a blanket exemption from the separate collection requirements in the Environment Act, thereby permitting all local authorities to provide co-mingled collection of recyclable materials if they wish.

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) for sorting by material type. Authorities that adopt co-mingled collections typically choose them because they consider the system simpler for residents, who

can place all recyclables in a single container; and because they anticipate that the logistical efficiencies of using a single vehicle to empty wheeled bins will outweigh the additional sorting costs that arise from needing all materials to be processed by an MRF. However, this reduces the quality and value of the material collected and increases contamination, while also reducing the demand for the material by reprocessors who turn the recyclable waste into new products.

While West Berkshire Council faces no legal impediment to changing 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 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. As such we will consider the following:

- **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 an 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. **Continue to work towards phasing out the Garden Waste charge with the ambition to make it free for all households (from TBC).**

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.

We will also consider:

5. **Installing CCTV at mini-recycling centres (from TBC).** 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.

6. **Expanding the different types of recyclable materials collected at kerbside, as required by emerging government policies (from TBC).** This will likely include kerbside collection of plastic pots, tubs and trays and plastic film. The collection of plastic pots, tubs and trays is expected to be introduced by the end of 2024, with plastic film and other specified materials such as cartons and foil by March 2026, but may be delayed until after the eventual implementation of EPR (see Section 3.0). 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.
7. **Providing 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 TBC).** The expansion of the service is necessitated by new legal requirements but will represent an improvement in services for the very small amount of residents that do not currently have food waste collections.
8. **Increasing the number of MRCs to collect a range of materials that are not collected kerbside at the MRCs and HWRCs (from TBC).** The Council will explore the addition of several mini-recycling centres across the area to expand the current service, and whether additional materials can be collected at the MRCs and/or the HWRCs.
9. **Supporting the collection of additional materials (such as small electricals) at kerbside (from TBC).** The Council will explore the feasibility of collecting additional materials from kerbside, not currently required by 'Simpler Recycling' (see Section **Error! Reference source not found.**), such as small electrical appliances and batteries.
10. **We will continue to provide guidance for developers and managing agents on communal bin properties (from TBC).** The Council currently offers guidance to developers or managing agents upon request. Improving the accessibility to this guidance will assist developers and managing agents. By publishing this information and seeking to incorporate it into planning and highway processes will set minimum standards for the provision of facilities to allow proper waste management in new housing and commercial developments and advise on how these requirements can be met. To ensure developers are using the most effective and efficient technology.

Priority Two: Prevent 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.

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. (from TBC).**

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. (from TBC).**

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 (from TBC).**

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 cash back 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 (from TBC).**

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 consider more opportunities to introduce reuse schemes for specific waste types. (from TBC).**

The Council will consider 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 consider how the Council can support repair initiatives such as repair cafes and the library of things in the community and through the HWRCs (from TBC).

By supporting services and platforms that are encouraging repair and reuse, the Council will continue to support the idea that unwanted items can be seen as a resource and not as waste, particularly for those in the community for whom buying new may not always be an option. The Council will consider 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 with Regard to 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 (from TBC).**

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 Councils 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 (from TBC).**

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 (from TBC).**

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 around 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' would be beneficial. The Council will explore the best ways to communicate these with residents. Suggestions from the residents' workshop included stickers on bins, email reminders and targeted communications to households that do not recycle.

- 4. We will consider enrolling and working with community champions to encourage and promote recycling in their local area (from TBC).**

The Council will consider 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 café.
5. **We will conduct a review of the Council's website to make it easier for residents to use and ensure the information provided is accessible and easy to understand (from TBC).**

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 and that the waste and recycling webpages 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' policies (from TBC).**

Formalising and increasing the enforcement of these the 'No Side Waste' and 'Closed Lid' policies 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 residual waste that is able to be placed out.

Since over half of the waste in residual waste bins is material that could have been recycled, adopting 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 achieve increased recycling, residual waste reduction and 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 2030. [Link to Environment Strategy]. The Council is adopting a range of actions to reduce its carbon footprint, looking both at the way it 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 (from TBC).**

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 can be 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 (from TBC).**

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. With an objective of potentially adopting 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 (from TBC).

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 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 contractors, 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 2021, and partnering with the Council to install solar panels. These initiatives are significantly contributing towards our environmental goals. Actions set out in Priority one, two and three will also positively contribute to this aspiration.

Figure 5-2. Timeline to Drive Down General Waste and Increase Recycling

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



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 (from TBC).

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 affective locations. This will include liaising with other internal 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 affirming responsibility on the producer of the litter to dispose of it properly.

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

'On-the-go' recycling is a method of collecting waste material for recycling away from residential areas. 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 (from TBC).

In our 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. Strengthening Our Commitment to Combat Littering and Fly-tipping (from TBC).

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 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 community spaces. 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.

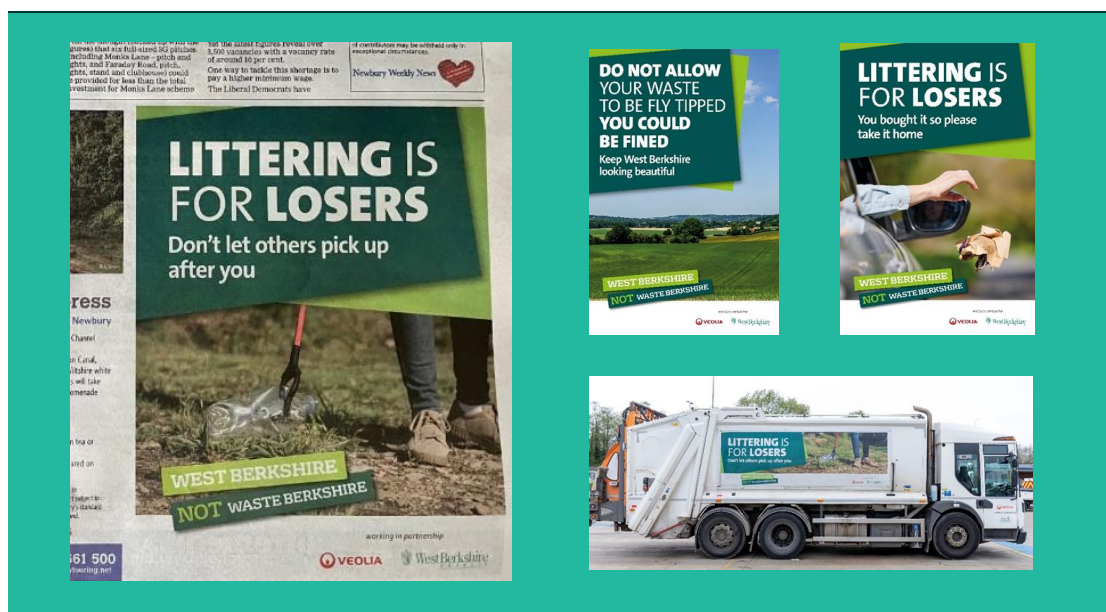
Case Study 3 - Anti Littering and Fly tipping Campaign.

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 utilised 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. Additionally, 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 SCRAP¹ 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.



The anti-littering and fly-tipping Campaign successfully raised awareness and promoted responsible waste disposal practices in West Berkshire. By using a multi-channel approach and engaging various segments of the community, the importance of keeping the environment clean was effectively communicated. The campaign's creative strategies and widespread reach, bolstered by the use of SCRAP campaign media on social media, significantly contributed to reducing instances of littering and fly-tipping, fostering a cleaner and more sustainable community.

¹ <https://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 look to improve the information available on the Councils interactive map and online reporting function (from TBC).

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 fall under the Council's purview, 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 and ensuring that bins are emptied in a timely manner.

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

The Council is grateful to the local community groups that help to keep West Berkshire litter free. Due to the support from residents and community litter picking groups, the Council will consider 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
- will increase utilising the Council's social media platforms and the Green Hub [insert link to green hub] to help raise awareness of upcoming events.

4. We will consider the use of innovative technology to help improve the current street scene (from TBC).

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 alerts them when the bin needs emptying.
5. **We will consider implementing a 'No Bins on Streets' policy for commercial properties (from TBC).**

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 consider 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.

To support this the Council will ensure there is adequate funding and resources in place.

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

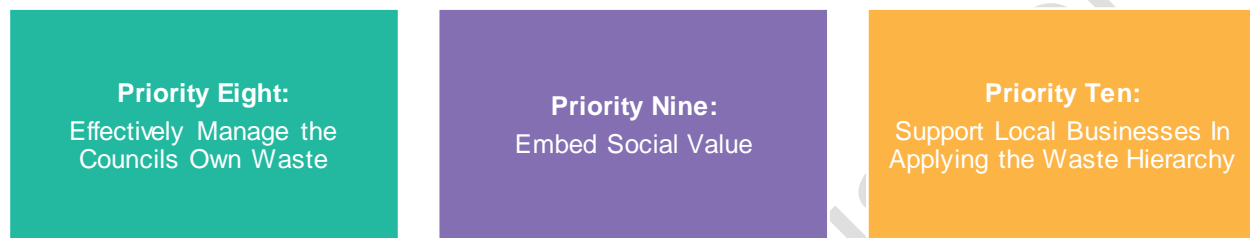
As previously discussed in priority five, the Council will also consider ways in which the street cleansing service can contribute towards reducing the Council's carbon emissions.

1. **We will consider exploring the costs and benefits of an alternative fuel street cleansing fleet (from TBC).** 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 5-3. Timeline to Improve West Berkshire's Street Scene

5.3 Leading 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:



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 (from TBC).

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 consider implementing 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 (from TBC).**

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 (from TBC).**

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 considered as the wider benefit gained by a local community from the delivery of public contracts. This 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 <https://www.westberks.gov.uk/social-value-policy>

- 1. We will continue to work with local residents, businesses, voluntary groups and charities (from TBC).**

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 from 2032.**

As per 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, the Council will secure better outcomes and opportunities for the local community. Social Value in procurement is often split into three areas:

- **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 (from TBC).**

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. 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. To support this, the Council will ensure there is adequate funding and resources in place.

This will be dependent on resource and budget availability within the Councils Waste team.

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

The Council will ensure that, where it offers support and advice to businesses, it promotes the practices described in this waste and resources strategy are being taken on board and implemented. To support this, the Council will ensure there is adequate funding and resources in place.

Figure 5-4. Timeline to the Council Leading the Way

Draft for discussion

