Braintree District Council

Waste Service Review

Consultation Findings, Waste Composition & Implementation

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Drivers for Change

- Legislative requirements & changes to policy
- Ambitions of the new Waste Strategy for Essex
- Our climate aspirations
- Providing a value for money service, that maintains a strong reputation (MTFS gap)

Performance Report

Braintree District Council

Total yield	Percentage

Recycling Rate

44%

Figure includes waste sent for reuse, recycling, or composting.





- Population: 164k
- Area: 612 km²
- Density: Low–moderate
- Predominantly rural – three main towns

Co-Mingled Recycling Sacks

Waste Composition

22% - 39% of waste in the grey bin was food

21% was glass in one area, but 3%-6% elsewhere

5% - 23% was sanitary waste

Organic, textiles, plastics and paper and card were other top items disposed of

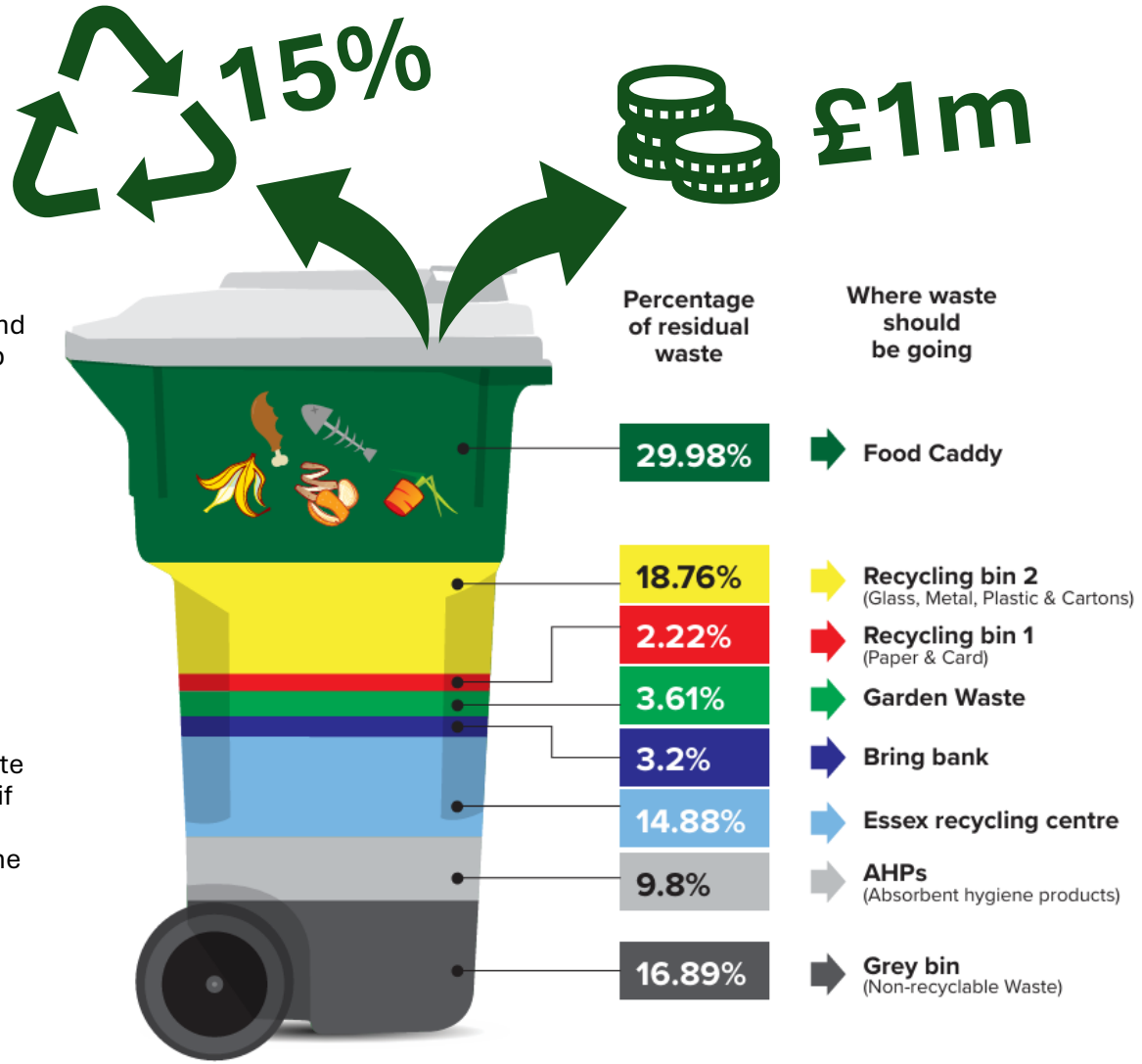
38% of waste in the grey bin could be recycled at kerbside

18% of waste could have been taken to bring banks or recycling centres

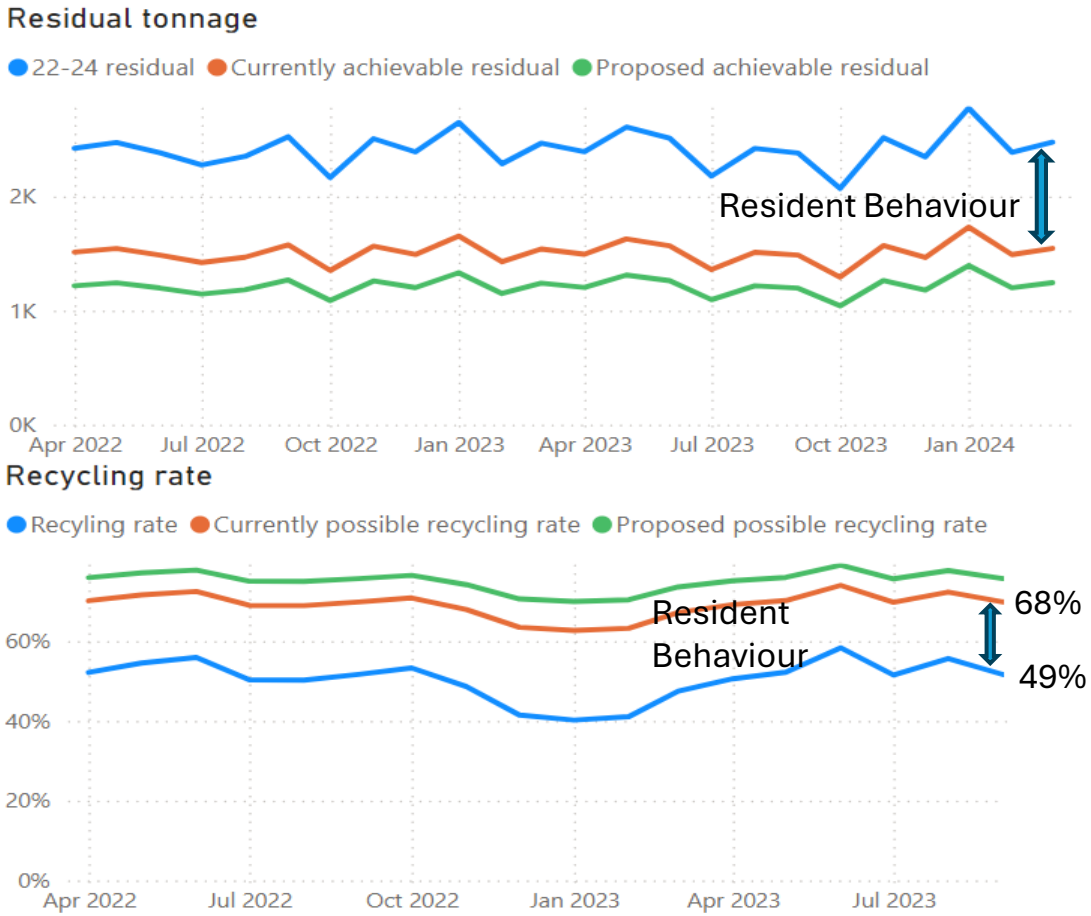
27% of waste should remain in grey bins (based on preferred collection methodology)

The recycling rate could be 68% if all waste was recycled, it is currently 49%

The recycling rate could be 74% if all waste was recycled with the preferred collection methodology



Recycling Rates



- Only 27% of grey bin waste needs to be there
- 22-24 recycling rate was **49.6%**
- Glass recycling = +3.7%
- Plastic film/Tetra pak = +2.5%
- Food correctly recycled= +15.1%
- **Total possible recycling rate 74.6%**

Without changes to residual collections to influence food waste recycling, **recycling rate is only likely achieve 55.8%**

Consultation findings

83% agree it's important to reach the 65% recycling target

66% believe this is best achieved by reducing general waste and improving recycling collections

68% say the current recycling service doesn't meet their needs



18% do not use food bins at all

56% do not regularly fill food bins



86% use up to 6 recycling sacks each collection

88% of survey respondents stated their current grey bins provided sufficient capacity for non-recyclable household waste

Early Considerations to Implementation

41%	Size and access to gardens	Standard / Non-Standard
5%	Medical Needs	Application for Capacity
6%	Assisted Collections	Application for AC
13%	Absorbent Hygiene Products	Application for AHP
21%	Large Households	Application for Capacity
12%	Bottle Banks	Review in Future
N/A	Value of Recyclate	Research & Evidence

Communication Campaign



Phase One

Grab Attention - Autumn 2025

Letters to households

Media releases, incl. contact magazine

Councillor and Public FAQs

Phase Two

Positive Messages - Winter 2025

Information packs to residents

Face to face engagement events

Website and media channel messages

Phase Three

Call-to-Action - Spring 2026

Letters to households

Printed calendars

Reminders through BDC channels

Example Calendar

ROUTE 1

Your collection calendar 2026/27

Monday is your collection day

Check your collection calendar. Follow the coloured dots and put the correct waste or recycling out on your collection day.

Your waste and recycling



Please put your bins out by 7.00AM on your collection day

1 Every week
2 Every 2 weeks (by subscription only)
3 Every 3 weeks
4 Every 4 weeks

June 2026	July 2026	August 2026
1 F W R	6 F G	3 F G W
8 F G	13 F W P	10 F P
15 F P	20 F G	17 F G
22 F G W	27 F R	24 F W R
29 F R		

September 2026	October 2026	November 2026
1 TUES F G	5 F W P	2 F P
7 F P	12 F G	9 F G
14 F G W	19 F R	16 F W R
21 F R	26 F G W	23 F G
28 F G		30 F P

Dates shown in red have been changed due to bank holidays

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Braintree District Council

What goes where....

FOOD CADDY
Taken to an Anaerobic Digestion Plant



PAPER & CARD BIN
Taken to a Paper & Card Mill



GREEN BIN
Garden Waste
Taken to a Windrow Composting Facility



MIXED RECYCLING BIN
Glass, Metal, Plastic & Cartons
Taken to a Recycling Facility



GREY BIN
Non-recyclable waste
Taken to an Energy from Waste Plant

For more information on what goes in each bin please visit **braintree.gov.uk/bins-waste-recycling**

December 2026	January 2027	February 2027
7 F G W	5 TUES F	1 F G
14 F R	11 F R	8 F W R
21 F G	18 F G W	15 F G
29 TUES F W P	25 F P	22 F P

March 2027	April 2027	May 2027
1 F G W	5 F R	4 TUES F W R
8 F R	12 F G W	10 F G
15 F G	19 F P	17 F P
22 F W P	26 F G	24 F G W
30 TUES F G		

Dates shown in red have been changed due to bank holidays

Please recycle me in your Paper and Card bin

Braintree District recycles

Correct at time of publication April 2026. Please check www.braintree.gov.uk for any changes

Braintree District Council

Example Leaflet

Welcome
to your new collection service

Please see overleaf for what goes where

Why are we making these changes?

These improvements are being introduced in line with national Simpler Recycling legislation. Under the new rules, all councils in England must collect the same core set of recyclable materials. This will create a more consistent, easier-to-understand system and will help support the national ambition to increase household recycling rates toward the 65% target.

For residents, this means:

- ✓ More materials collected from your doorstep
- ✓ We are providing an enhanced service
- ✓ Recycling, made simple.

Bulky Waste
Need a large item collected?

To improve our service, we have made changes to our collections.

More information can be found on our website:
www.braintree.gov.uk/bulkywaste



Our new AHP collection service

This service is available to those eligible residents who require additional support to manage Absorbent Hygiene Product (AHP) waste, such as nappies or incontinence products. For more information please **SCAN THE QR CODE**



Find answers to more questions at **www.braintree.gov.uk/wastechanges or scan the QR code**

Braintree District Council

Your waste and recycling explained

FOOD CADDY
- Cereal and grains
- Bread and pastries
- Cooked and raw fish & meat
- Eggs and dairy (including egg shells)
- Tea bags and coffee grounds
- Rice and pasta
- Out of date food
- Fruit and vegetables

GARDEN BIN (SUBSCRIPTION ONLY)
- Flowers
- Plants
- Grass cuttings
- Shrub/hedge clippings
- Leaves
- Weeds (not invasive plants like Japanese Knotweed)
- Twigs and branches
- Straw or animal bedding

PAPER & CARD BIN
- Paper
- Newspaper
- Cardboard
- Junk mail
- Magazines
- Wrapping paper
- Greetings cards
- Shredded paper

Please make sure all card and paper is clean and dry.

All items must be loose and not inside bags

MIXED RECYCLING BIN
- Glass bottles and jars
- Tins and cans
- Plastic bottles
- Tubs
- Yoghurt pots
- Trays
- Film
- Plastic bags
- Food and drink cartons

All items must be loose and not inside bags



Please recycle me in your Paper and Card bin



GREY BIN

All household waste (rubbish) that cannot be recycled.

All waste in this bin is taken to an Energy from Waste Plant for processing.

Sign up for 'My Account'

You can manage missed collections, view your digital collection calendar and sign up to our collection services like Absorbent Hygiene Product collections.

Braintree District Council

Bin and Box Delivery – Go Live



Started 9th February 26

We delivered

- 120,000 bins
- 22,000 boxes

1st June Go Live!









Residential Collection Types

Standard Waste Collection



Non-Standard Waste Collection Types

Type A	Type B	Type C
Food Waste	Food Waste	Food Waste
Refuse Bin	Refuse Bin	Refuse Sack
Paper & Card Bin	Paper & Card Boxes	Paper & Card Boxes
Mixed Recycling Boxes	Mixed Recycling Boxes	Mixed Recycling Boxes

95% of properties are standard
- 120,300 bins to deliver



5% of properties are non-standard
- 21,850 boxes to deliver

Resident First Approach

Property assessments and reviews

49 non-standard and **380 standard** property assessment applications received June – August

1,924 applications received overall since the process opened

Bulky Waste

Bulky Waste service moved to digital booking/payment and revised pricing

Usage remained stable: **825 collections June–August 2025** compared with **830 in 2026**

AHP Collections

AHP service received **3,920 applications** between May and August

SLA recovered from **51% in June** to **99% in July** and **94% in August**

AHP

- Support for nappies and continence products
- New application process built
- Live as of 11th May
- Online form with support for non digital
- Sacks will be delivered to residents
- Welcome letter and leaflet
- Collection week before non-recyclable (grey bin)
- Plus, on grey bin collection day







Communications and Feedback

Importance of communication and branding from beginning & continued throughout

Direct messaging to every household with letters, calendar, contact mag and social media

Regular stakeholder engagement – weekly updates, all member briefing

Ongoing guidance evidence led based on feedback from residents, comms and CSC including FAQs –

Crisps and Capacity

Clarification log findings:
Early enquiries concentrated on:

- missed collections — **382 contacts (39.5%)**
- collection enquiries — **321 (33.2%)**
- recycling enquiries — **300 (31.0%)**

Communications were comprehensive, resident-focused and responsive to emerging feedback.

Independent review by the University of Sheffield was positive, highlighting the resident-focused language, relatable examples and clear contamination messaging.

Complaints & Recovery

High volumes and multiple contacts delayed responses & meant that those normally resolved as service enquiries were recorded as formal complaints.

Complaints were around four times higher than usual during the implementation period

June/July issues centred on missed collections and response delays

Corrective action was introduced: complaints log, dedicated resource, strengthened monitoring and senior oversight

Complaint response performance improved significantly:

- 7 working days: 44% in July to 94% in August
- 15 working days: 85% in July to 97% in August

Complaint themes shifted from early reliability issues to collection quality and presentation expectations

Themes:

- missed collection complaints reduced from 45% in July to 20% in August;
- collection-quality complaints increased to 31% in August

Fewer complaints were upheld. By August, approximately 41% were recorded as not upheld, coinciding with improved collection reliability and a greater proportion relating to policy requirements or differences in expectations.

Customer Contact and Bedding-in Pressures

Significant increase in resident contact was expected during implementation

Main early themes: missed collections, collection enquiries and recycling enquiries

Repeat contact and backlogs increased pressure

Improvement by August following extra resources and better monitoring

Key metrics:

- Average call time reduced from 12 minutes 6 seconds in June to **1 minute 13 seconds**
- Abandoned calls reduced from 47% in June to **25%**
- Calls per day reduced from 725 in June to 468 in August — a **35% reduction**

Early Expectations

3 Weekly Residual Capacity	Capacity for grey has not been as significant
Increased Contact	Contact was higher than expected – wanting to know more
Increased Missed Collections	Missed collections have been higher, as expected
Bins Being Refused	Very few bin refusals and non-standard lower than expected
High AHP Uptake	AHP much lower than expected
Crews Difficulties	Crews have taken to the changes well
Food & Residual Tonnages	Capture of food much higher and residual much lower
Our Data Requirements	Our systems required significant cleansing
Routes to Need to Bed In	Routes have bedded in well with some issues as expected

Recycling Performance

Food Recycling

379 tonnes of extra food recycling collected



= 25 Extra Truck Loads

Dry Recycling

978 tonnes of extra dry recycling collected



= 59 Extra Truck Loads

Recycling Performance

Both June and July were **9% higher** than the same period last year.

63%	57%
June 2026	July 2026

Collection Performance

Food recycling **+30%**

Dry recycling **+41%**

Residual waste **-21%**

Missed Collections

Reported missed collections increased from 2,766 in 2025 to **8,682 in 2026**

Highest level was in June, reducing month-on-month

Despite the increase, missed collections represented **0.44% of total collections**

Over **99% of collections were completed successfully** …
4.42 missed per 1,000 collections

Ongoing work focuses on repeat missed locations, route bedding-in and clearer recording of mispresented waste





Headline Messages – 3 Month Review



The service was successfully implemented and remained operational throughout



Early implementation created expected pressure on residents, crews, Customer Services and complaints handling



Performance improved across the review period & resident feedback has directly informed the next phase, particularly capacity and communications.



Early data indicates the service is beginning to deliver against its core objectives



The review is not complete — further delivery, monitoring and refinement are still required. Further work remains on communal properties, capacity, route optimisation and sustained monitoring


Questions?