
Subject:	RECYCLING REWARD SCHEME
Meeting and Date:	Cabinet – 5 December 2016
Report of:	Roger Walton, Director of Environment and Corporate Assets
Portfolio Holder:	Councillor Nicholas Kenton, Portfolio Holder for Environment, Waste and Planning
Decision Type:	Executive Key
Classification:	Unrestricted

Purpose of the report: To agree the procurement of a recycling reward scheme.

Recommendation:

- (1) To implement a recycling reward scheme, to be funded from the funding awarded to the Council by the Department for Communities and Local Government.
- (2) That the Director of Environment and Corporate Assets be authorised to procure a provider to administer and host the scheme.

1. Summary

- 1.1 The Department for Communities and Local Government (DCLG) have been keen to support recycling initiatives and bids from English Authorities for funding to support recycling reward schemes which give incentives for residents to recycle their waste.
- 1.2 The Council submitted an application jointly with Shepway District Council for this funding and was successful in being awarded £720,486 (jointly with Shepway District Council) to implement a recycling reward scheme across the Dover and Shepway districts.
- 1.3 Following notification of the award officers have been working on refining the proposals and this report now seeks agreement to the proposed scheme funded through the DCLG award.

2. Introduction and Background

- 2.1 DCLG invited application from any local authority that operated a weekly collection of residual waste or food waste was eligible to apply for funding from the DCLG Recycling Reward Scheme in November 2014.
- 2.2 An application was made jointly with Shepway District Council based on a series of proposals, with a budget cost of £720,468 and notification of a successful application was received in April 2015. The funds have since been transferred to Dover DC as lead on the project.
- 2.3 Details of the funding awards were publicised by DCLG; with attention being specifically drawn in the press release to the Dover/Shepway proposals as this project was the third highest award of the £11m funds made available.
- 2.4 Officers have been working since being advised of the successful bid on refining and developing the proposed scheme, which involves the following components:
 - Establishment of a community award scheme across the district to include houses and flatted accommodation
 - Maximise the opportunity to work with local businesses to develop a sustainable reward scheme.

- Develop a digital platform that can be used to educate and communicate with residents

3 Benefits of Launching the Scheme

3.1 The overarching purpose of the recycling reward scheme is to increase the quality and quantity of the recycling being collected. It will also support the following objectives:

- Increase the recycling participation rates of households
- Increase tonnages of recyclables
- Increase the quantity of recycling collected in flats and in areas of low performance

3.2 Dover's recycling reward scheme will:

- Reward residents that recycle
- Not be overly bureaucratic and take significant administration
- Be a scheme that can be easily publicised
- Enable low performing areas to be targeted
- Be provided by a third party
- Provide education and communication through a digital platform

3.3 Research from Defra informs us that by rewarding residents who recycle their waste, it is anticipated that reward and recognition will bring about behaviour change and increase Dover and Shepway's recycling rate.

3.4 The national recycling target for England is 50% by 2020 and our current recycling rate is 44%, so clearly the district has a challenging target to reach, the introduction of the recycling reward scheme will help us achieve that.

4 Proposed Recycling Scheme

4.1 Every resident in the district will have the opportunity to 'opt into' the recycling reward scheme.

4.2 Residents will be rewarded with points for taking green actions, they can log onto the digital platform and take part in green actions, for example that they can report that they have recycled their waste today, or participate in a short quiz on the Council's recycling scheme or engaged with a current promotion.

4.3 The green actions can be tailored to the Councils objectives and support issues such as contamination with plastics, or reducing how much food is thrown away.

4.4 Local businesses will be encouraged to take part in the reward scheme by offering exclusive discounts, such as buy a coffee and get a free slice of cake. No payment will be made to the businesses but increased footfall would be encouraged by the offer and small independent businesses would be targeted.

4.5 The resident will accumulate points that can be used to donate to charities, local projects or schools, the charity, project or school with the highest donated points at the end of a period of time, i.e. a month or three months will receive a cash donation. The cash donation will be financed through the DCLG funding.

4.6 The proposal would be to develop an agreed list of charities, local projects and schools that can be selected by residents to donate their points to.

- 4.7 The set up and administration of the scheme would be carried out by a third party, and digitally hosted by them. The project would be overseen by a project group that is made up of stakeholders across both Local Authorities.
- 4.8 There are currently two providers of the recycling reward schemes, Greenredeem and Local Green Points. Having met with both providers it would be possible to use the funding to finance the scheme from winter 2016/17 to the spring of 2021
- 4.9 The current recycling and waste contract with Veolia is due to end in January 2021. Work will be undertaken over the coming years to scope out the new contract. A review of the recycling reward scheme can be undertaken at the same time to consider whether the scheme should be continued, provided in a different way or brought to an end under a new contract.

5 Identification of Options

- 5.1 Agree to use the £720,486 to procure a recycling reward scheme.
- 5.2 Do not agree to use the £720,486 to procure a recycling reward scheme.

6 Evaluation of Options

- 6.1 Using the £720,468 to procure a recycling reward scheme is the preferred option.
- 6.2 Whilst the funding is not ring fenced DCLG have provided the fund in good faith and are now monitoring the delivery of the project outcomes with the intention of sharing emerging good practice. Not using the funding for which it was intended could be detrimental to our reputation, any future funding application or relationship with DCLG.

7 Resource Implications

- 7.1 None.

8 Corporate Implications

- 8.1 Comments from the Section 151 Officer: Finance have been consulted and have no further comment to add (VB).
- 8.2 Comments from the Solicitor to the Council: The Solicitor to the Council has been consulted in the preparation of this report and has no further comments to make.
- 8.3 Comments from the Equalities Officer: This report does not specifically highlight any equalities implications, however in discharging their responsibilities members are required to comply with the public sector duty as set out in section 149 of the Equality Act 2010 <http://www.legislation.gov.uk/ukpga/2010/15>.
- 8.4 Other Officers (as appropriate):

9 Appendices

None.

10 Background Papers

None.

Contact Officers:

Roger Walton
Director of Environment and Corporate Assets
roger.walton@dover.gov.uk

01304 872420

Mandy Pile
Waste Services Manager
mandy.pile@dover.gov.uk
01304 872242