

Subject:	BID TO DEPARTMENT FOR COMMUNITIES AND LOCAL GOVERNMENT FOR IMPLEMENTATION OF A RECYCLING REWARD SCHEME
Meeting and Date:	Decision Taken Between Meetings by Portfolio Holder
Report of:	Roger Walton, Director of Environment and Corporate Assets
Portfolio Holder:	Cllr Nicholas Kenton, Portfolio Holder for Environment, Waste and Planning
Decision Type:	Key Decision
Classification:	Unrestricted
Purpose of the report:	The Department for Communities and Local Government (DCLG) is making available up to a total of £5 million to English local authorities over one year 2015/16 to support recycling reward schemes which give incentives for residents to recycle their waste. Agreement is required to submit a bid for this funding.
Recommendation:	<ol style="list-style-type: none"> 1. To apply to DCLG for funding to support Recycle on the Go and the Community Reward scheme. 2. To apply in partnership with Shepway District Council, partnership bids are encouraged by DCLG.

1. Summary

The Department for Communities and Local Government (DCLG) is making available up to a total of £5 million to English local authorities over one year 2015/16 to support recycling reward schemes which give incentives for residents to recycle their waste. Recycling reward schemes can take the form of a number of interventions, encouraging residents to recycle more through offering: vouchers, charity donations, cash, and discounts at local shops, community rewards and prize draws.

Any local authority that operates a weekly residual and/or a weekly food waste collection is eligible to apply. Bids must be submitted to DCLG by 5pm on 7th November 2014 and must be signed off by the authorities Section 151 Officer. Successful bid applications will be announced in January 2015. Funds can be drawn down in year one 2015/16, but they can also be used to support the scheme in year 2 16/17 and year 3 17/18.

2. Introduction and Background

- 2.1 The Department for Communities and Local Government (DCLG) is making available up to a total of £5 million to English local authorities over one year 2015/16 to support recycling reward schemes which give incentives for residents to recycle their waste.
- 2.2 Recycling reward schemes can take the form of a number of interventions, encouraging residents to recycle more through offering: vouchers, charity donations, cash, and discounts at local shops, community rewards and prize draws.

- 2.3 Any local authority that operates a weekly residual and/or a weekly food waste collection is eligible to apply. Bids must be submitted to DCLG by 5pm on the 7th November 2014 and must be signed off by the authorities section 151 Officer. There is no commitment required by the Council to continue the scheme after the first three years; consideration should be given as to how this scheme is withdrawn if further funding is not available after this time and the impact of this.
- 2.4 Successful bid applications will be announced in January 2015. Funds can be drawn down in year one 2015/16, but they can also be used to support the scheme in year 2 16/17 and year 3 17/18. Submission of an application does not involve any commitment and can be withdrawn at a later date if required.

3. Identification of Options

- 3.1 Set up a community reward scheme that through participating in the recycling scheme regularly, residents will receive rewards 'points', for taking green actions. Residents can simply tell our reward partners every week that they have recycled, either by logging onto their website, through a free smartphone application, or by calling their customer care team. Additional rewards can be received for the amount of recycling collected in the community.

The scheme will also reward residents by awarding them for making green pledges and taking part in on-line quizzes. Schemes can be tailored to deliver programmes that meet specific objectives and rewards can be delivered through local business and major retailers. Rewards can be redeemed by the resident in the form of money or vouchers or can be donated to local projects through community donations.

- 3.2 Launch a number of 'reverse vending machines' to enable residents to recycle in particular drink cans and plastic bottles when 'on the go'. These machines can be situated in key positions in the district such as sports facilities where the use of plastic bottles and cans are high therefore ensuring capture. These machines can also be placed outdoors but do require an electricity supply

Providing easy to use, conveniently located recycling facilities in popular public locations can help achieve a higher recycling rate. Standard litter bins do not provide people with the opportunity to separate different types of waste materials for recycling, something which is easy to do and already done by many at home as part of their local kerbside recycling service.

Residents can subscribe to the scheme via an iphone or Andorid app or via the providers website which hosts the scheme. Points would then be rewarded for cans and plastic bottles recycled through the machines and points received by the user.

Rewards for points can be in the same form as those for community reward schemes above.

4. Resource Implications

Expenditure in 2014/15, 2015/16 and 2016/17 are covered by DCLG funding.

<i>Revenue Implications</i>	<i>2015/16</i>	<i>2016/17</i>	<i>2017/18</i>	<i>On-Going</i>
Expenditure increase/(decrease)	209,386	75,500	75,500	75,500

<i>Revenue Implications</i>	<i>2015/16</i>	<i>2016/17</i>	<i>2017/18</i>	<i>On-Going</i>
Income (increase)/decrease				
Net Revenue Implications				
Increase/(decrease) in budget requirement	209,386	75,500	75,500	75,500

5. **Corporate Implications**

5.1 Comment from the Section 151 Officer: Finance have been consulted in the preparation of this report.

5.2 Comment from the Solicitor to the Council: Legal have been consulted in the preparation of this report.

5.3 Comment from the Equalities Officer:

5.4 Other Officers (as appropriate):

6. **Appendices**

None.

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