

To: City Executive Board

Date: 11 June 2015

Report of: Head of Direct Services

Title of Report: Recycling Reward Scheme Bid – Blue Bin Premier League

Summary and Recommendations

Purpose of report: To inform the Board of Oxford City Council's successful bid for £350,000 funding from the DCLG for a 3 year recycling incentive scheme and to seek approval to implement the approved scheme.

Key decision: No

Executive lead member: Councillor John Tanner, Executive Board Member for Climate Change and Cleaner Greener Oxford

Policy Framework: Cleaner Greener Strategy

Recommendation: That the Board give approval for the implementation of the proposed recycling incentive scheme outlined in this report.

Appendices to report

Appendix 1- Risk Register

Appendix 2- Equalities Impact Assessment

Background

1. In its review of waste policy published in June 2011, the Government stated that it wanted to work with local authorities to 'increase the frequency and quality of rubbish collections and make it easier to recycle'. It stated that it would 'support initiatives which reward and recognise people who do the right thing to reduce, reuse and recycle their waste'.

2. In 2014 the Government announced that it was introducing a £5 million Recycling Reward Scheme intended to help local authorities to incentivise households to increase recycling rates. Local authorities were invited to submit plans that were innovative and creative and engaged their local communities with the common aim to contribute to the environmental benefits being sought whilst rewarding them for doing the right thing.
3. The Recycling Team at Oxford City Council submitted a bid to DCLG (<http://occweb/intranet/documents/dclg-application>) and was advised in March 2015 that its bid for funding of £350k had been successful.
4. The funding is for a 3 year incentive scheme for the financial years 2015/16, 2016/17 and 2017/18. The scheme, entitled '*Blue Bin Premier League*' will see published a league table of area recycling rates where the most improved area each month will receive a community prize (to the value of £400) chosen from a list of schemes determined by local ward councillors and two individual household prizes (vouchers for local businesses and leisure services to the value of £30 each).
5. Residents within the winning area will be invited to register their interest (either online or via the Council's Customer Contact Centre) in being entered for a prize and to nominate a community project from a councillor-chosen, pre-selected list of local projects that they feel should benefit from the prize. No area will be permitted to win consecutively, or more than twice within a six month period. In the event this should occur, the prize will be rolled down to the next best performing area. In addition to the prizes, those that register will also be given a free roll of food caddy liners (to be collected from various points across the city upon production of a unique voucher).
6. The scheme promotes a wide range of benefits, not purely limited to increasing recycling awareness, and is expected to enhance community morale through the creation of competition between areas.
7. The scheme offers an opportunity to collate customer information for use in future recycling/environmental communications, as well as the possible recruitment to our Local Environment Champions scheme.
8. The scheme is also an excellent opportunity for positive media coverage, again enhancing positive resident-council relations.
9. The scheme will be supported firstly by a high-impact programme that promotes the Blue Bin Premier League across the city, through leaflets, posters, bin tags, social media etc. Further publicity will be achieved through the maintenance of the scheme, the communication of monthly results and resident participation. Monthly league tables will be published online and at key locations across the city.

10. The scheme is funded for 3 years. At the end of that period it is our view that the scheme if retained would need to be refreshed and funded. A further report will be provided at that stage.

Legal Issues

11. There are no direct legal implications arising from this report. In implementing the proposed scheme the Council would be acting within its lawful authority.

Financial Issues

12. The implementation of the Recycling Incentive scheme will have no adverse financial implications to the Council as it is funded from a central Government grant.
13. Funds are to be made available in two stages. £191,882 was released in 2014/15 and in 2015/16 the remaining £158,118 to fund this 3 year scheme will be released.
14. The funding will finance the following key components:-
1. The financial rewards
 2. 3 full time staff to manage the scheme
 3. Communication materials (e.g. leaflets, posters, bin tags)
15. The funding is conditional on the satisfactory and timely provision of evidence that:-
- i. The local authority is still committed to using its funding allocation on delivering the recycling reward scheme as set out in the bid.
 - ii. The local authority retains a weekly collection of food/organic waste for those residents able to participate in the recycling reward scheme throughout 2015/16.
 - iii. We have council support for the bid e.g. written support in the form of an email from the Council Leader or relevant portfolio holder
 - iv. If the DCLG is not satisfied that these conditions have been achieved then there is a possibility that funding may be withheld. As outlined in the Recycling Reward Prospectus, the DCLG reserves the right to request additional information year on year on the progress of your scheme.

Environmental Impact

16. The following projections have been made:-

Estimated waste prevented from arising or diverted from landfill/incineration

	2014/15	2015/16	2016/17	2017/18
Predicted total residual waste to landfill/incineration without the scheme in place (tonnes)	25,745	26,520	27,315	28,135
Predicted total residual waste to landfill/incineration with the scheme in place (tonnes)		23,950	24,665	25,405
Amount of waste predicted to be diverted from landfill/incineration as a result of the scheme in place (tonnes)		2,570	2,650	2,730

Estimated increase in recycle quality, volume and value

	2014/15	2015/16	2016/17	2017/18
Volume of recycle(s) collected without scheme (tonnes)	13,365	13,500	13,635	13,770
Volume of recycle(s) collected with scheme (tonnes)		13,765	14,180	14,605
Net change in volume (tonnes)		265	545	835

17. The scheme will have a positive impact on waste management, residual waste minimisation and recycle quality. Our communications campaign will provide renewed promotion of the waste hierarchy, promoting the reduce, reuse, recycle principle. The proposed scheme is completely grant funded, and most importantly, allows all residents of the city the opportunity to engage in recycling and see benefits for both the local community and at an individual level, through the unique prize system.

Level of Risk

A Risk Assessment of the proposed scheme has been carried out and is set out in *Appendix 1*.

Equalities Impact

An Equalities Impact Assessment of the proposed scheme has been carried out and is set out in *Appendix 2*.

Name and contact details of author:-

Name	Geoff Corps
Job title	Cleaner Greener Services Manager
Service Area	Direct Services, Recycling & Refuse
Tel: 01865 252917	e-mail: gcorps@oxford.gov.uk