
TITLE: DOORSTEP RECYCLING SURVEY

Committee: Regulatory & Support Services Committee

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[R17]

1.0 ISSUE

1.1 Implementation of a doorstep recycling survey

2.0 RECOMMENDATION(S)

2.1 That Members note the introduction of a doorstep recycling survey.

3.0 BACKGROUND/OPTIONS

3.1 In 2015 the Council was awarded a grant of £197,608 through the Department of Communities & Local Government's (DCLG's) Recycling Reward Scheme. The grant was to fund a 2 year incentive scheme, encouraging residents to recycle through entry into a monthly prize draw. This has been implemented under the banner of 'It pays to recycle in East Cambridgeshire' & commenced in July 2015.

3.2 The scheme involves three Monitoring Officers following recycling collection crews & recording the addresses where recycling bins are presented for emptying. Participating properties receive a bin hanger informing them that they have been entered into that month's draw. Residents not presenting bins receive a leaflet informing them that they have missed an opportunity to be included & encouraging them to use the service in future. Where bins are rejected because of contamination, return visits are made with the aim of preventing further problems. Each month a first prize of £250, three second prizes of £100, and fifty third prizes of £10 are awarded. All areas of the District are surveyed every ten weeks.

3.3 Principle aims of the scheme are: increased participation of recycling collections; increased capture of target materials, and; reduced contamination.

3.4 The project plan was to operate the scheme with a single Monitoring Officer targeting smaller random areas during the second year. The aim being to demonstrate that continuation with a lower level of resource could be self-funding through increased recycling income.

3.5 Soon after introduction of the scheme it became apparent that operation with a single Monitoring Officer would not be practical because of the need to

maintain contact with the collection crew being followed. As a result a pro-forma was prepared and approved for continuation of all three posts during the second year of the scheme. Additional costs will be funded through underspends in this project & the Council's previous DCLG Weekly Collection Support Scheme grant.

- 3.6 In return for approving additional funding, officers were asked to propose options for additional promotional activity to support the Councils aim to achieve a 60% recycling target. This would be implemented during 10 days in each 10 week cycle when Monitoring Officers are not required to monitor a collection round. The number of days available for other duties has recently increased because of reorganisation of collection rounds.
- 3.7 The preferred option was a doorstep questionnaire asking residents about their use of recycling schemes, awareness of promotional activities & priorities for future service provision. This is included as Appendix 1.
- 3.8 The questionnaire will also be made available on the Council's website, at promotional events & through the Council's Reception Area. The questionnaire will be supported by a newly produced leaflet, which highlights recent recycling improvements & aims to encourage residents to recycle more. This is included as Appendix 2.
- 3.9 Aims of the questionnaire are to enable targeted publicity for materials that people are frequently not recycling, inform decisions on most effective promotional options, and provide feedback on priorities for future service provision.
- 3.10 To thank residents for completing the questionnaire they will be offered promotional pens printed with contact details to assist if any service issues are experienced.
- 3.11 The Survey will be carried out between July & October of 2016.

4.0 ARGUMENTS/CONCLUSIONS

- 4.1 It is anticipated that questionnaire will provide useful information about use of recycling schemes, the relative effectiveness of promotional options & priorities for future service provision.
- 4.2 It is also expected that Monitoring Officers will be able to answer questions raised by residents whilst completing the survey, and encourage full use of services provided.
- 4.3 It is not anticipated that this initiative will lead to a significant increase in recycling performance, but will hopefully lead to increased understanding of scheme requirements for those questioned, and make effective use of Monitoring Officers time when not required for collection round monitoring.

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

5.1 There are no financial implication to the Council as funding for additional posts has been previously approved. Copies of the questionnaire will be produced internally, and the leaflet supporting this initiative is required as part of a routine updating of literature.

5.2 An Equality Impact Assessment (INRA) has been completed as Appendix 3.

6.0 APPENDICES

6.1 Appendix 1 - Doorstep questionnaire

6.2 Appendix 2 - Leaflet produced to support initiative

6.3 Appendix 3 - Equalities Impact Assessment (INRA)

<u>Background Documents</u>	<u>Location</u>	<u>Contact Officer</u>
<ul style="list-style-type: none">• Recycling Reward Scheme funding bid (November 2014)• Recycling Reward Scheme campaign update (May 2016).	Room FF113 The Grange, Ely	Dave White Waste Services Team Leader (01353) 616232 E-mail: dave.white@eastcambs.gov.uk