
TITLE: RECYCLING REWARD SCHEME FUNDING BID

Committee: Regulatory & Support Services Committee

Date: 30 October 2014

Author: Dave White, Waste Strategy Team Leader

[P106]

1.0 ISSUE

1.1 To agree submission of a grant application through the Recycling Reward Scheme.

2.0 RECOMMENDATION(S)

2.1 That Members agree to submission of the prepared application to the Recycling Reward Scheme.

2.2 That Members agree to consideration of extending the proposed scheme beyond the grant funded period if costs can be covered by additional income generated.

3.0 BACKGROUND/OPTIONS

3.1 In 2012 the Council was awarded £5 million through DCLG's Weekly Collection Support Scheme. Funds were used to change recycling and food & garden waste collections to wheeled bin services. The grant also paid for additional temporary staff & promotional activity to support the change process.

3.2 New services were introduced across the District between September & November 2013. As a result, recycling performance has improved from 34% in 2012/13 to an estimated 57% for the current financial year. This improvement is expected to move East Cambridgeshire into the top quartile of English authorities for recycling, with similar performance to the best performing Cambridgeshire authorities.

3.3 East Cambridgeshire was recently highlighted by the Minister for Communities & Local Government as a major success of the Fund.

3.4 To maintain this level of performance & keep contamination levels of collected material low, it is considered essential that public engagement activities are continued. There is limited capacity for this purpose within the Waste Team, so it is considered vital that additional grant funding is sought where possible.

- 3.5 DCLG is currently inviting bids to its Recycling Reward Scheme. Funds totalling £5 million will be awarded during 2015/16, but can be spent over more than one year. Bids are restricted to councils that currently run weekly refuse collection services or fortnightly refuse with weekly food waste collections. The aim of the fund is to promote schemes that reward residents for using recycling collection services.
- 3.6 A bid has been produced based on a monthly prize draw for residents using recycling collections services. Non-participants will be encouraged to use the service for inclusion in future prize draws. The project would be supported by a diverse promotional campaign.
- 3.7 A key element of the bid is to demonstrate its sustainability beyond the grant funded period. For this reason a high level of resource & promotional activity in year one is reduced for year two in an attempt to demonstrate that the project can be self funding in future years.
- 3.8 Key aims of the project are to increase participation of recycling collections, increase the amount of material collected & reduce levels of contamination.
- 3.9 Grant applications must be submitted by 7th November 2014, with successful bids announced in January 2015 & funds awarded during April 2015.

4.0 ARGUMENTS/CONCLUSIONS

- 4.1 New collection services have achieved a significant improvement in recycling performance, but additional temporary promotional resources that accompanied changes are no longer available.
- 4.2 It is considered vital that promotions work is continued & regularly refreshed in order to maintain levels of recycling & keep contamination levels low.
- 4.3 The Recycling Reward Scheme offers an injection of funds for this purpose, with the prospect that an additional ongoing resource can be justified through the additional revenue that improved recycling performance would generate.

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

- 5.1 The grant applied for is £197,608.37. This amount would cover the cost of running the project for the 2015/16 & 2016/17 financial years.
- 5.2 It is estimated that a 2% improvement in recycling rate will be achieved during 2015/16 & 2016/17, with half of this improvement retained during 2017/18 after the scheme ends. This would give a predicted additional income to the Council of £86,000 over the three year period as well as achieving disposal savings for Cambridgeshire County Council of £147,000.

5.3 If additional income generated justifies continuation of the scheme beyond the grant funded period it is intended to seek approval for the additional resources required.

5.2 Equality Impact Assessment (INRA) – An equalities impact assessment has been completed and is attached as appendices 3 & 4.

6.0 APPENDICES

- 6.1 Appendix 1 - Application to the Recycling Reward Scheme
Appendix 2 – Background calculations used to support the bid
Appendix 3 – INRA Initial Screening
Appendix 4 – Full INRA

<u>Background Documents</u>	<u>Location</u>	<u>Contact Officer</u>
	Room FF113 The Grange, Ely	Dave White Waste Strategy Team Leader (01353) 616232 E-mail: dave.white@eastcambs.gov.uk

Recycling Reward Scheme

Application Form

Application to support bid for funding under the Recycling Reward Scheme as set out in the scheme prospectus.

Encouraging authorities to reward their residents for doing the right thing and reducing and recycling their waste.

Disclaimer

There shall be no expectation of grant until authorities have been formally notified in writing by the department. All the applicant's costs and charges incurred as a result of making this application shall be for the applicant's account and cannot be claimed as part of the project.

The Data Protection Act 1998: Freedom of Information Act 2000

The Department for Communities and Local Government undertakes to use its best endeavours to hold confidential any information provided in any application form submitted, subject to our contracting obligations under law, including the Freedom of Information Act 2000. If you consider that any of the information submitted in the application form should not be disclosed because of its sensitivity then this should be stated with the reason for considering it sensitive. The department will then consult with you in considering any request received under the Freedom of Information Act 2000 before replying to such a request.

Applicants should be aware that the following conditions will also apply to all bid applications:

- We may use your information for the purposes of research and statistical analysis and may share anonymised information with other government departments, agencies or third parties for research and statistical analysis and reporting purposes.
- Our policies and procedures in relation to the application and evaluation of grants are subject to audit and review by both internal and external auditors. Your information may be subject to such audit and review.
- We propose to include light touch monitoring by the department utilising publicly available information. We would encourage applicants to regularly publicise progress on their websites and disseminate good practice.
- The department will publish summaries of all successful bids.

Completed bid forms should be approved and signed by the Section 151 officer of each local authority partner to the bid and authorised person for other partners. The form should be returned in electronic format to RecyclingReward@communities.gsi.gov.uk no later than 5pm on Friday 7 November 2014.

Section A: Applicant contact information

Local Authority Name/Name of bidding organisation:	East Cambridgeshire District Council
Name of Contact(s):	Dave White
Position in authority:	Waste Services Team Leader
Telephone number(s) of the contact(s):	01353 616232
Email address of the contact(s):	dave.white@eastcamb.gov.uk

Section B: Eligibility criteria

Please tick to confirm that the bid meets all the following eligibility criteria:

1. Confirmation that each authority currently operates a weekly residual waste and/or a free weekly food/organic waste collection. ✓
2. The proposed improvement in relation to reducing, reusing and/or recycling household waste is demonstrated. ✓
3. The information on cost effectiveness is clearly set out and the bid gives details of what the money will fund. ✓
4. Feasibility - Plans for the implementation of the bid have been fully worked up and the bid demonstrates the sustainability of the project. ✓
5. The bid provides evidence that funding will support additional activity. ✓
6. The proposal has been signed off by your Section 151 officer. ✓

Section C: Project description

Short Project Title: Please give the bid a short name, unique to any other bids from your organisation.

It Pays to Recycle in East Cambridgeshire

Short Project Description (75 words maximum): Please give the bid a short description outlining key objectives, number of households covered by the scheme, how the scheme will operate and the key outcomes/improvements. .

Kerbside recycling collections will be monitored & participants entered into a monthly prize draw. Non-participants & residents presenting contaminated bins will be encouraged to participate.

Available to all residents, the scheme will be supported by a diverse communications campaign, with the following key objectives:

- Increased participation of recycling collections;
- Increased capture of acceptable materials, and
- Reduced contamination.

Target outcomes are 2% increase in recycling rate & reduced contamination from 3% to 2%.

Project Summary (500 words maximum): Please provide a brief description outlining the rationale for the project, the key elements of the scheme planned, how the Recycling Reward Scheme funding will be used and the key outcomes/improvements..

Rationale

DCLG funded improvements were introduced during 2013. They were on time, within budget & with widespread public support. Projected performance has been surpassed with 57% recycling now expected in 2014/15, anticipated to move East Cambridgeshire from bottom to top quartile performance within 2 years.

A comprehensive communications campaign is believed to have significantly contributed to this achievement. Further progress requires that promotional activity is maintained and refreshed. By incentivising residents to recycle, increasing consciousness of waste issues, & knowledge of waste collection schemes, we expect to increase material capture & reduce contamination levels as well as creating good will towards the service.

Operation

Project staff will monitor participation, and communicate with residents as follows:

Participants

Bin hanger, saying:

- Thank you for recycling;
- You have been entered into this month's prize draw, and;
- Are you recycling everything that you can?

Non-participants

Leaflet, saying:

- If you had recycled, you would have been entered into the prize draw;
- Put your bin out next time, and you will be included;
- What can be recycled, and;
- Let us know if anything is stopping you recycling.

Contaminated bins

Return visit to explain problems & where possible arrange emptying of bin.

Participants will be entered into a monthly prize draw, with a first prize of £250, 3 second prizes of £100, and 50 prizes of £10.

Promotion

A communications campaign will include:

To Public

- Monthly press advertisements, including scheme details & location of previous month's winners;
- Milestone media releases;
- Radio advertisements;
- Literature:
 - Bin hangers for participants
 - Leaflets for non-participants
 - Promotional leaflet for household distribution, events & static displays
- Roadshows:
 - Activities & giveaways available to encourage engagement
- Displays at Council offices & public meetings;
- Web information;
- Collection vehicle display panels.

Schools

Themed art competition, with prizes for winning pupils & schools (as an inducement for schools to promote the competition). Winning designs displayed on collection vehicles.

Partner organisations

- Parish councils -
 - e-mail updates & provision of literature.
- Other Cambridgeshire districts & Cambridgeshire County Council -

- Updates at liaison meetings.
- Other local authorities & interested parties –
 - Information pack

Within Council

- Councillors –
 - Seminar & e-mail briefings
- Customer Service Staff
 - Seminars
- Finance - part of bid preparation
- Communications - part of bid preparation & media releases
- Other staff
 - E-mail updates

Use of funds

The bid total of £197,608.37 comprises:

Personnel costs	£113,481.83
Advertising	£30,768.50
Promotional resources	£22,747.50
Prizes	£30,610.54

Key outcomes & Improvements

Limited feedback from existing reward schemes suggests that 1 to 3% increase in recycling rate is achievable through this project. Without further promotional activity it is anticipated that 50% of this increase will be retained during 2017/18 & then lost in future years. 2% increase is expected to achieve comparable performance with best performing Cambridgeshire districts.

Project Sustainability

This project is intended to demonstrate that an ongoing additional promotional resource can be self funding.

Grant Requirement: Please state the total amount you are bidding for from the Recycling Reward Scheme and also complete the table below.

£197,608.37

Costs	2014/15	2015/16	2016/17	2017/18
Total cost of scheme (incl.	0	£142,991.18	£54,617.19	0

running costs)				
Grant requirement		£197,608.37		

Bidding partners: Please describe the scale of any partnership proposals, detailing the number and name of partners including details of any matched funding or funding from other sectors and what this will be used for.

Single authority bid

Other bids: If you are submitting [or are part of] other bids for Recycling Reward Scheme funding, please list all other bids specifying the name of the bid, lead bidding organisation, and the partnership arrangements of the bid.

N/A

Section D: Project funding

Funding: Please specify the proposed funding requirements for the project, including breakdown where applicable:

Funding requirements (e.g. vouchers; evaluation; new recycling receptacles)	*Amount being sought from the recycling reward scheme.
Personnel & promotional clothing	£107,691.50
Printing of literature	£10,600
Advertising	£30,768.50
Fuel costs	£5,790.33
Promotional equipment and materials	£12,147.50
Schools competition prizes	£4,565.00
Prize draw prizes	£25,200
Postage (prize draw 3 rd prizes)	£645.54
End of scheme survey prizes	£200
Total: £197,608.37 (further breakdown provided in Background Calculations Appendix)	Total: £197,608.37 (100% of costs)

***N.B. - please ensure this reflects the same total grant figure outlined in section C.**

Section E: Project outputs and benefits

To help you clearly identify the outputs and benefits of your proposed project, please fill in the tables below – as appropriate:

Table Ei should be completed where bids aim to prevent waste arising or reduce residual waste going to landfill/incineration.

Table Ei: Estimate of waste prevented from arising or diverted from landfill/incineration (if appropriate to your scheme as set out in section C)

	2014/15	2015/16	2016/17	2017/18
(A) Predicted Total residual waste to landfill/incineration (tonnes) without the scheme in place	14428	14598	14768	14938
(B) Predicted total residual waste to landfill/incineration (tonnes) with the scheme in place		13919	14081	14590
(C) Amount of waste predicted to be diverted from landfill/ incineration (tonnes) as a result of the scheme in place. i.e. A minus B		679	687	348

Table Eii should be completed where bids aim to increase one or more of the following:

- the quality (in terms of contamination) of the recycling put out by residents for collection;
- the volume of recycling presented for collection;
- the value of the recyclates collected.

Table Eii: Estimate of increase in recyclate quality, volume and value (if appropriate to your scheme as set out in section C).

Predicted level of recyclate(s):	2014/15	2015/16	2016/17	2017/18
Collection of recyclate				
(A) Volume of recyclate(s) collected (tonnes) – without scheme	19125	19350	19576	19801
(B) Volume of recyclate(s) collected (tonnes) – with scheme		20029	20263	20149
Net change in volume (tonnes) i.e. (A) – (B)		679	687	348
*Estimated total value of change in volume		£34,091	£34,488	£17,442

(or mix) of recyclate(s) collected (£) ¹				
Processing of recyclate				
(C) Contamination rate (total tonnes of recyclate impacted) – without scheme	218	226	229	232
(D) Contamination rate (total tonnes of recyclate impacted) – with scheme		160	162	157
Net change in volume (tonnes) i.e.(C) – (D)		66	67	75
*Estimated total value of reduction in contamination of recyclate (£) ²		0	0	0

* Please explain basis of calculation in section F

*Contaminants removed from recyclate will be collected through residual waste collections instead, so it is not expected that there will be a financial saving. It is, however, considered vital to keep contamination levels low in order to maintain the quality of recyclate & support the justification through TEEP of comingled recycling collections.

Notes:

- (1) This is the net change in revenue resulting from volume increases in recyclates collected or changes in the mix of recyclates collected. (Some schemes may focus on increasing the representation of higher value recyclates). Ideally this value would also take into account an historic level of contamination in order to reflect a more accurate measure of the worth of any increase in the volume of recycling.
- (2) This is the net change in revenue resulting solely from reduced contamination of recyclates supplied to processors. The avoided costs of contaminated recyclate previously going back to landfill/incineration should be recorded in Table Ei.

Table Eiii should be completed in all bids.

Table Eiii: The waste collection pattern for those households predicted to benefit from the scheme as set out in Section C. (Please also provide the total number of households in your local authority area in the final column)

Predicted number of households benefiting from the scheme	Weekly collection of residual waste	Fortnightly collection of residual waste plus weekly collection of food/organic waste	Total number of households benefiting from the scheme	Total number of households in local authority area
2015/16	*36,500	-	36,900	36,900
2016/17	*36,930	-	37,330	37,330

*400 remote/difficult to access properties receive fortnightly refuse collections.

Section F: Feasibility

In the box below, please explain how your bid meets the feasibility criteria. This could cover:

- The type and amount of reward to be offered to residents and (if relevant) whether any shopping vouchers will benefit local shops.
- Estimated benefits or participation rates;
- An explanation of why you believe the costs to be reasonable, and confirmation that all costs associated with the project have been identified;
- Timetable/key milestones and why this is deemed appropriate;
- That financial risks have been identified and mitigation plans are in place (a risk register can be attached);
- The sustainability of the proposed project in future years;
- The nature and agreement on governance arrangements and project management arrangements, necessary to take forward this project;
- The level of organisational and financial commitment where funding is contributed from other sources, including any dependencies;
- Evidence of baseline figures;
- Details of planned communications communication;
- Details of local monitoring and evaluation.

Type & amount of reward offered to residents

Monthly draws will offer a first prize of £250, 3 x second prizes of £100, & 50 3rd prizes of £10. All prizes will be provided as High Street Gift Vouchers, with the expectation that they will be spent in local shops.

Estimated benefits or participation rates

It is estimated that this scheme will increase the percentage of waste recycled by 2%, during the 2 years of the scheme & 1% for the year after the scheme finishes. This

would give a total increase in recycling over this period of 1,713 tonnes & a combined financial benefit to East Cambridgeshire District Council & Cambridgeshire County Council of £233,239. No data currently exists for participation rates, but this will be obtained through the project with the opportunity to demonstrate improvement as a result of the scheme through constant monitoring. It is projected that contamination can be reduced from 3% to 2% through this scheme, which will help to justify comingled collections through TEEP.

Reasonableness of costs

As far as possible costs are based on quotes or currently advertised prices. Prizes are of a level that it is anticipated will generate interest without being excessive. Costs have been reduced in the second year once the scheme has become established partly to keep the value of the bid down, and partly in an attempt to demonstrate that future year costs can be covered by additional income generated. The largest element of the bid is personnel because of the need for constant monitoring of participation during year 1. This has been kept to a minimum, with only 1 person for the second year, who will monitor smaller areas rather than following collection crews in year 1.

Where possible resources purchased through the previous Weekly Collection Reward Scheme grant have been used in an attempt to reduce the bid total. This includes use of a van & display materials.

Careful consideration has been given to bid requirements & it is believed that all necessary elements have been included.

Timetable/Key milestones

Recruitment & procurement processes would commence on notification of a successful bid. It is anticipated that all elements of the scheme would be in place for commencement from the start of April 2015. A Project Plan is included within the Background Calculations document provided.

Key milestones would be:

- Announcement of successful bid
- Commencement of prize draw
- Review of achievements 1 year after commencement
- Year 2 review of costs to establish if continuation could be self financing
- Decision on continuation beyond year 2.

It is believed that the Project Plan & Key Milestones demonstrate that the project is deliverable within stated timescales, that publicity opportunities have been identified & that a valid judgement can be made regarding the viability of self-funding continuation beyond the current project end date.

Financial risks & mitigation plans

A Risk Register has been included with the Background Calculations document. Wherever possible current prices have been obtained. If necessary promotional materials could be reduced or shortfalls covered from existing budgets.

Sustainability

It is intended through the project to demonstrate that continuation of the scheme in a reduced form could be self funding. A commitment will be sought from the organisation prior to submission of the bid that consideration will be given to extending the scheme if this can be demonstrated. A temporary Administration Assistant post within the Waste Team has recently been made permanent using funds from higher than projected income resulting from the Councils Weekly Collection Support Scheme grant. This suggests that approval will be given if the case can be made.

Governance arrangements

The project will be overseen by the Waste Services Team Leader, who recently managed implementation of a much larger project to introduce services changes funded through the Weekly Collection Support Scheme.

Linked funding

There are no dependencies, with the entire project being funded through this grant application.

Evidence of Baseline Figures

It is difficult to provide baseline figures as new services have not yet been in operation for a whole year. Baseline figures have been produced by comparing April to August 2014 performance to that of a neighbouring authority with similar performance for the same period of 2013. Figures have been provided for 2012/13 (old service), 2013/14 (part year of new service) & 2014/15 to August. These are in the Background Calculations document.

Communications Campaign

Public

Press advertising

Monthly full page advertisements in Ely News, Ely Standard & Newmarket News giving details of reward scheme & locations of winners for previous month, reduced to bi-monthly in year 2.

Press releases

To announce:

- Success of bid

- Commencement
- Schools competition results – picture winner with design on vehicle
- Performance improvements

Radio advertising

Star Radio sponsorship of the Weather for 12 months (10 second advert) every hour
 Monday to Friday between 7am and 10pm
 Saturdays 7am – 5pm and Sundays 7am – 7pm
 Also includes 6 x 10 second commercials per day between 0600-2400

Schools competition

Art competition for 32 primary schools within District. Each school provided with 5 x piggy banks & £10 shopping vouchers to hold their own competition. 12 pictures will then be selected & incorporated into designs to be used on vehicle display boards. Each school where a pupils design is chosen receives £200 prize as incentive to promote the competition. Winners receive a framed copy of their photo in front of their design on a freighter.

Scheme leaflets

Explaining how scheme works – A5 handouts. Explain grant funding, not from council tax & reasons for scheme – increasing recycling, reducing contamination, ambition to recycle more than any other Cambridgeshire district.

Distribution

- Direct leaflet drop to main population centres
- Schools as part of schools competition
- Council offices
- Parish councils
- Roadshows
- Office display

Bin hangers for participants

Bin hangers attached to recycling bins presented for collection

Messages:

- Thank you for recycling
- You have been entered in this month's prize draw – how prizes provided
- Are you recycling everything that you can?

Leaflets for non-participants

Messages:

- We visited your area today, if your bin had been out you would have had a chance of winning in our prize draw.
- Use your recycling bin & you could win next time
- If anything is stopping you from recycling please let us know – contact details

Roadshows

- Purchase small display trailer to enable easy pop up events in villages & at

organised events

- Promotions officer in attendance
- Giveaways –
 - Fridge magnets
 - Recycled tyre book marks
 - Eco-pens
- Display wheelie bin made into piggy bank – slot cut in lid with large coin or voucher being posted

Display in Council Reception area

- Wheelie bin made into piggy bank – slot cut in lid with large coin or voucher being posted
- Display of literature

Council web site

- Dedicated area including scheme details & location of winners

Vehicle banners

Banners to be installed on both sides of 12 collection vehicles. 1 banner per vehicle to display a winning design from schools competition.

Partner organisations

Parish councils

e-mail communications including pdf's of literature & promotional materials

Other Cambridgeshire district councils & Cambridgeshire County Council

Briefings at RECAP meetings

- Joint Waste Officer Group
- Operations Group
- Marketing Group

Other local authorities & interested parties

Information pack produced for distribution on request

Internal

District Councillors

- Seminar
- e-mail communications including pdf's of literature & promotional materials

Customer Services staff

- training
- scripts

Finance staff

- Involved in production of bid

Press Officer

- Involved in production of bid
- Production of media releases & promotional opportunities

Other Council staff

- Updates provided for inclusion in Weekly Highlights circulation
- directed to web site

Local monitoring & evaluation

For year 1 of the scheme, promotions staff will shadow collection crews, recording the addresses of recycling scheme participants for inclusion within prize draws. All areas of the District will be surveyed every 10 weeks on a minimum of 5 occasions. This will provide a significant amount of information regarding participation levels at commencement of the scheme & demonstrate increases that can be attributed to the scheme.

This information can be evaluated together with information regarding weights of material collected by each of the 3 collection services (recycling, organics & residual), and contamination levels for material delivered to the Material Recycling Facility.

Comparisons will be possible for the different phases of the project – high level resource, reduced resource & if the case for continuation can't be made, any decline in performance after completion.

Results will be made available as part of the information pack to be produced & made available to other authorities & interested parties. Highlights will also be released to the public in media announcements.

In addition, please use the box below (up to 500 words) to add to the information provided in the tables above and Sections above to ensure you have described how your bid meets the key criteria as outlined in the prospectus:

- reduce, reuse, recycle;
- cost effectiveness;
- feasibility;
- additionality.

Bids should also include information on how local authorities will monitor and evaluate the performance of their projects. Please also include any wider benefits that are not covered elsewhere.

Reduce, reuse, recycle

Although the project is principally aimed at increasing recycling & reducing contamination of recyclate, it is intended to widen the message of promotional materials & activities to include reduction & reuse options. It is predicted that 1713 additional tonnes of recyclate will be diverted from landfill for recycling as a result of the project over a 3 year period.

Cost effectiveness

The grant application is for £197,608.37. It is predicted that the project will result in an increase in income of £86,021 to East Cambridgeshire District Council, and a saving of £147,218 to Cambridgeshire County Council over a 3 year period. This would give a combined financial benefit of £233,239 exceeding the original grant amount.

Wherever possible remaining assets from the Weekly Collection Reward Scheme grant will be used in support of this project to help reduce costs.

During year 1, a greater level of promotional activity & resource is deployed in order to create an initial high level impact. By reducing resources during the second grant funded year it is anticipated that the impact of the scheme can be maintained at a lower cost, whilst demonstrating that continuation with a lower level of resource can be self financing.

Feasibility

Every effort has been made to keep this project as simple & cheap as possible. A considerable amount of time & thought has been put into the various elements of the project, resource requirements & the costs that might be incurred.

The Council has recently delivered a £5 million project through the Weekly Collection Reward Scheme. The project was delivered on time, within budget & with performance significantly exceeding projections included within the bid. A major promotions campaign formed part of the service change process, and helped to achieve overwhelming public support & low levels of contamination.

This proposal represents the next phase in a promotions campaign for which funds are not otherwise available & which the Council is confident it can deliver to the same standard as the previous project. Delivery of this project will be overseen by the same project manager.

Additionality

The Council has a small Waste Team with promotional activity forming a minor part of the jobs of 2 team members. The Weekly Collection Reward Scheme grant funded 4 promotions staff for a 6 month period over which service changes were introduced

& a range of promotional activities & advertising. The temporary staff have now completed their contracts & other funds have been used for their intended purposes.

Limited budgets for promotional activity mean that no further significant promotional campaigns will be possible without further external grant funding

It was intended to include a reward scheme within the Weekly Collection Reward Scheme grant application, but guidance was interpreted as suggesting bids should be kept below £5 million, and this element was dropped to remain below that threshold.

This is a measure that we would like to pursue, and hopefully can prove to be self-financing, but can't be initiated without initial grant funding.

Section G: Additionality

Please provide evidence (up to 250 words) of how the funding requested will support additional activity rather than activity that would have progressed anyway.

Current promotional budgets fund the production & distribution of 1 leaflet per year providing details of collection schemes & collection dates. Also allowing for 2 newspaper adverts per year in 3 local papers to notify residents of bank holiday collection day changes. A limited amount of other promotional activity is maintained by 2 permanent members of staff & a Project Officer employed until March 2015 through the Weekly Collection Reward Scheme grant. This involves attendance at a number of community events using equipment & materials provided through the above grant whilst it lasts. There is no likelihood of a reward scheme being implemented without external funding & existing activities will need to be reduced once the Project Officer is no longer available.

East Cambridgeshire has never previously operated a recycling reward scheme, although the Project Manager has operated a successful small scale scheme at another authority on a similar basis.

Section H: Procurement Strategy

Where applicable, please outline any procurement strategy including evidence of compliance with European Procurement Rules as relevant.

Procurement will be carried out in accordance with the requirements of the Council's Constitution, which reflects European Procurement Rules & encourages consideration of local suppliers where possible. Appointment of staff will be carried out through an open selection process that will be publicly advertised.

Section I: Other Information

Please use this section to provide any additional information that you think the assessors may require when evaluating your bid. Please limit your comments to no more than 250 words.

East Cambridgeshire has for a number of years been the worst performing council for recycling in Cambridgeshire, also being the last council in the County to retain weekly refuse collections. Implementation of service changes funded through the Weekly Collection Reward Scheme grant has improved performance beyond a projected 45%, with a provisional 46% for 2013/14 (part year of new scheme) & predicted 57% for 2014/15. This improvement in performance is expected to place East Cambridgeshire above 3 other Cambridgeshire authorities, and marginally below the top 2 performers. Projected improvements through the proposed project are expected to make East Cambridgeshire top performing council in Cambridgeshire & amongst top performers in England, whilst retaining weekly refuse collections. The Minister has recently identified East Cambridgeshire as a success of the Weekly Collection Reward Scheme & it is believed that this proposal will achieve further progress in a cost effective and sustainable way.

In addition to shadowing collection crews during year 1 to monitor participation, it is also intended to visit random areas to encourage residents to present bins on all collection weeks, rather than trying to work out when they are next due to be surveyed.

This project has been endorsed by Cambridgeshire County Council as the relevant Disposal Authority & Veolia as the Council's collections contractor. Endorsements are attached to the end of this application form.

Section J: Approval

Approval: Bid approved and signed off by Section 151 officer (or authorised person in other public sector partners) for each partner to the bid.

Name	Linda Grinnell
Organisation	East Cambridgeshire District Council
Date Approved	14.10.14

Scheme Endorsements

Disposal Authority

From: Smith Adam [Adam.Smith@cambridgeshire.gov.uk]
Sent: 02 October 2014 10:12
To: Dave White
Subject: RE: DCLG bid

Hello Dave

I can confirm that Cambridgeshire County Council as Waste Disposal Authority for East Cambridgeshire is fully supportive of that Council's bid for funding under the Recycling Reward Scheme. The bid will assist the County Council and our RECAP partnership in its aims by increasing recycling levels, reducing waste for disposal, and achieving higher quality standards for compost by reducing contamination with recyclable materials. This scheme will help by incentivising people to recycle, increasing general consciousness of waste issues and knowledge of waste collection schemes leading to increased material capture and reduced contamination levels. The scheme will also reduce the cost of waste collection and disposal services to East Cambridgeshire and Cambridgeshire County Councils while providing valuable research on the efficacy of rewards schemes that could be adopted by other members of the RECAP partnership and other UK local Authorities.

Regards

Adam Smith

Commission Manager (Waste)
Economy, Transport and Environment
Cambridgeshire County Council, CC1305, Castle Court, Castle Hill, Cambridge, CB3 0AP
Tel: 01223 727977
Mob: 07796 948 332

Collections Contractor

From: Canfield, Lawrence [lawrence.canfield@veolia.com]
Sent: 10 October 2014 10:10
To: Dave White
Subject: Re: DCLG funding bid

Dave

I can confirm that Veolia are happy to work with East Cambridgeshire District Council in assisting to promote the proposed recycling incentive and reward based project.

Our crews will help in all ways possible to make this a Scheme a success.

Many Thanks

Lawrence Canfield

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Predicted performance

(All weights are in tonnes)

Baseline Performance	
Predicted baseline performance 2014/15. (New recycling services have not been in operation for a full year, so a prediction has been produced based on 2013/14 provisional results and April to August 2014 provisional results compared to previous year performance of neighbouring authorities)	
2013/14 total waste (provisional)	28545.42
Predicted percentage increase in total waste for 2014/15 - (based on provisional actuals for April to August)	17.64
Predicted total waste for 2014/15 - (assumes 17.64% increase from 2013/14)	33552
Predicted recycling performance 2014/15 - (based on comparison of April to August provisional results with performance of neighbouring authorities during 2013/14)	57%
Predicted total tonnes recycled 2014/15 - (assuming 57% recycling rate)	19125
Percentage of recycling that is dry recycle - (based on April - August 2014 performance)	38%
Predicted tonnes of dry recycle 2014/15	7267
MRF contamination at 3% (excluded from recycling figures)	218
Predicted total waste by type	
Dry recycling	7267
Organic (food & garden waste)	11857
Total recycled	19125
Total residual waste	14428

Predicted improvement to recycling performance resulting from successful bid

Predicted improvement based on performance of other reward schemes (increases have been applied to dry recycling only, not organic collections)				
	Performance improvement	increased weight of recycle if applied to East Cambridgeshire	Percentage improvement to East Cambridgeshire recycling performance	Recycling rate achieved
Royal Borough of Windsor & Maidenhead	10%	727	5	62%
Sandwell Metropolitan Borough Council	Up to 2.6%	189	1	58%

Predicted improvement to East Cambridgeshire Recycling Performance

From the performance gains highlighted above it is predicted that an improvement in recycling performance of between 1 & 3% might be achieved for the duration of the scheme (2015/16 & 2016/17) & that 50% of this increase will be retained during 2017/18. Beyond this time it is expected that improved performance will be lost if not supported by further promotional activity. these assumptions would give the following recycling increases:

	2015/16 - total predicted waste - 33,948 tonnes			2016/17 - total predicted waste - 34,344 tonnes			2017/18 - total predicted waste - 34,739 tonnes			Total
	low estimate 1%	median estimate 2%	high estimate 3%	low estimate 1%	median estimate 2%	high estimate 3%	low estimate 1%	median estimate 2%	high estimate 3%	
Total predicted waste	33948			34344			34739			103031
Recycling without scheme	19350			19576			19801			58728
Residual waste without scheme	14598			14768			14938			44303
Total recycle collected with scheme	19690	20029	20369	19920	20263	20606	20149	20496	20843	60441
Increased material collected for recycling	339	679	1018	343	687	1030	347	695	1042	1713
Total dry recycle with scheme	7679	8012	8351	7769	8105	8449	7858	8198	8546	23975
Residual waste with scheme	14258	13919	13579	14424	14081	13738	14590	14243	13896	42590

without scheme (3%) (see note	226	229	232
Contamination/MRF reject	160	162	157
Reduction due to bid	66	67	75

- Note 1 total predicted waste x predicted recycling rate without scheme (57%) x current percentage of recycling that is dry (39%) x current contamination rate (3%)
 Note 2 predicted dry recycle with scheme x 2%
 Note 3 Projections are based on 2% increase in recycling for 2015/16 & 2016/17, reducing to 1% for 2017/18 after completion of the scheme.

Predicted Financial Benefits

Additional Income to East Cambridgeshire District Council				
	Additional recycling (tonnes)	Additional Recycling Credit income (£43.07/tonne)	Additional recycle value (net £7.14/tonne)	Total additional income
2015/16				
low estimate (1%)	339	£14,621	£2,424	£17,045
median estimate (2%)	679	£29,243	£4,848	£34,091
High estimate (3%)	1018	£43,864	£7,272	£51,136
2016/17				
low estimate (1%)	343	£14,792	£2,452	£17,244
median estimate (2%)	687	£29,584	£4,904	£34,488
High estimate (3%)	1030	£44,376	£7,356	£51,732
2017/18				
low estimate (.5%)	174	£7,481	£1,240	£8,721
median estimate (1%)	347	£14,962	£2,480	£17,442
High estimate (1.5%)	521	£22,443	£3,721	£26,164
Combined total				
low estimate	857	£36,894	£6,116	£43,011
median estimate	1713	£73,789	£12,232	£86,021
High estimate	2570	£110,683	£18,349	£129,032

Disposal cost savings - Cambridgeshire County Council				
Residual waste is disposed of through a Mechanical Biological Treatment Facility under contract to Cambridgeshire County Council. In simplistic terms the cost of disposal per tonne (including Landfill Tax) has been calculated as £129/tonne.				
	Tonnes diverted from disposal	Saving at £129/tonne	Recycling credit payment to East Cambridgeshire DC	Net saving
2015/16				
low estimate (1%)	339	£43,792.92	£14,621	£29,171.52
median estimate (2%)	679	£87,585.84	£29,243	£58,343.03
High estimate (3%)	1018	£131,378.76	£43,864	£87,514.55
2016/17				
low estimate (1%)	343	£44,303.76	£14,792	£29,511.80
median estimate (2%)	687	£88,607.52	£29,584	£59,023.60
High estimate (3%)	1030	£132,911.28	£44,376	£88,535.40
2017/18				
low estimate (.5%)	174	£22,406.66	£7,481	£14,925.61
median estimate (1.%)	347	£44,813.31	£14,962	£29,851.22
High estimate (1.5%)	521	£67,219.96	£22,443	£44,776.83

Combined Total				
low estimate	857	£110,503.34	£36,894	£73,608.93
median estimate	1713	£221,006.67	£73,789	£147,217.85
High estimate	2570	£331,510.01	£110,683	£220,826.78

Combined Financial Benefit (County & District)			
	East Cambridgeshire DC - Additional income	Cambridgeshire County Council - Avoided disposal costs	Combined financial benefit
2015/16			
low estimate (1%)	£17,045	£29,171.52	£46,216.81
median estimate (2%)	£34,091	£58,343.03	£92,433.61
High estimate (3%)	£51,136	£87,514.55	£138,650.42
2016/17			
low estimate (1%)	£17,244	£29,511.80	£46,755.92
median estimate (2%)	£34,488	£59,023.60	£93,511.84
High estimate (3%)	£51,732	£88,535.40	£140,267.76
2017/18			
low estimate (.5%)	£8,721	£14,925.61	£23,646.84
median estimate (1%)	£17,442	£29,851.22	£47,293.67
High estimate (1.5%)	£26,164	£44,776.83	£70,940.51
Combined Total			
low estimate	£43,011	£73,608.93	£116,619.57
median estimate	£86,021	£147,217.85	£233,239.13
High estimate	£129,032	£220,826.78	£349,858.70

Bid Costs

Item	2015/16				2016/17				Project total cost	Total by area of expenditure
	unit cost	requirement	total cost	inflation increase	unit cost	requirement	total cost			
Staff										
Promotions Officer (Scale 4)	£26,570.00	3	£79,710.00	2%	£27,101.40	1	£27,101.40	£106,811.40		
Mobile phone costs	£114.00	3	£342.00	3%	£117.42	1	£117.42	£459.42		
Uniform/PPE										
Shirts	£10.28	15	£154.20					£154.20		
Sweatshirt	£11.95	8	£95.60					£95.60		
Hi vis coat	£13.63	3	£40.89					£40.89		
Safety shoes	£43.33	3	£129.99					£129.99	£107,691.50	
Literature										
Participant bin hanger		200000	£4,651.00	3%		100000	£2,701.00	£7,352.00		
non-participant leaflet		50000	£1,072.00	3%		25000	£1,104.00	£2,176.00		
general information leaflet		50000	£1,072.00					£1,072.00	£10,600.00	
Advertising										
Newspaper adverts:										
Ely & Newmarket News	£600.00	13	£7,800.00	3%	£618.00	6	£3,708.00	£11,508.00		
Ely Standard	£275.00	13	£3,575.00	3%	£283.25	6	£1,699.50	£5,274.50		
Vehicle banners	£204.00	24	£4,896.00					£4,896.00		
Radio adverts			£6,000.00	3%			£3,090.00	£9,090.00	£30,768.50	
Travel costs										
Diesel (assumes 15,000 miles/year @ 25 miles/gallon [4.55 litres/gallon])	£1.40	2730	£3,822.00	3%	£1.44	1365	£1,968.33	£5,790.33	£5,790.33	
Promotional handouts										
Fridge magnets	£0.25	5000	£1,250.00					£1,250.00		
Recycled tyre bookmarks	£0.23	5000	£1,150.00					£1,150.00		
badge making components	£9.75	10	£97.50					£97.50		
Eco-pens	£0.12	5000	£600.00					£600.00		
Promotional props										
Display trailer	£9,000.00	1	£9,000.00					£9,000.00		
Wheeled bins converted to money banks with coin being inserted	£25.00	2	£50.00					£50.00	£12,147.50	
Schools art competition										
in school competition:										
student prizes	£10.00	160	£1,600.00					£1,600.00		
Piggy banks	£1.30	250	£325.00					£325.00		
Designs selected for vehicle display:										
School prizes	£200.00	12	£2,400.00					£2,400.00		
student prizes	£20.00	12	£240.00					£240.00	£4,565.00	
Rewards										
Prize draw:										
1st prize	£250.00	12	£3,000.00		£250.00	12	£3,000.00	£6,000.00		
2nd prize	£100.00	36	£3,600.00		£100.00	36	£3,600.00	£7,200.00		
3rd prize	£10.00	600	£6,000.00		£10.00	600	£6,000.00	£12,000.00	£25,200.00	
2nd class postage for 3rd prizes	£0.53	600	£318.00	3%	£0.55	£600.00	£327.54	£645.54	£645.54	
End of scheme survey										
Prizes							£200.00	£200.00		
			£142,991.18				£54,617.19	£197,608.37		

Continuation cost (2017/18)	
COSTS	
Promotions Officer	£27,643.43
prizes	£12,600.00
postage	£337.37
press ads (2 monthly)	£5,569.73
mileage	£2,027.38
TOTAL COST	£48,177.90
ADDITIONAL INCOME	
(assumes 2% increase)	
tonnes	687
material value (@ £7.14/tonne)	£4,904.32
Recycling credits (@ £43.07/tonne)	£29,583.92
TOTAL INCOME	£34,488.24
NET GAIN FROM CONTINUATION	-£13,689.65

Project Plan

	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16
Successful bids announced	█																					
Personnel																						
Recruitment	█	█	█																			
Training			█																			
Purchase of clothing																						
Deployment - 3 staff				█	█	█	█	█	█	█	█	█	█	█	█							
Selection process year 2 - 1 person													█									
Deployment - 1 person															█	█	█	█	█	█	█	█
Decision on continued employment of year 2 staff member																					█	
Promotional materials																						
Procurement		█	█	█																		
Literature																						
Production	█																					
Graphic design		█	█																			
Printing		█	█																			
Advertising																						
Newspaper adverts																						
Pre launch publicity			█																			
Scheme details & location of previous months winners				█	█	█	█	█	█	█	█	█	█	█	█		█		█		█	
Radio adverts				█	█	█	█	█	█	█	█	█	█	█	█							
Prize draws				█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Schools competition																						
Promotion	█																					
Competition		█	█																			
Judging			█	█																		
Production of vehicle display panels			█	█																		
Media releases																						
Successful bid	█																					
Scheme start			█	█																		
1st winners & schools competition results				█	█																	
1 year from commencement achievements																█						
Completion or continuation																						

Risk Register

Risk No.	Risk	Description of Impact	Risk Category	Pre Control Impact	Pre Control Probability	Score	Post Control Impact	Post Control Probability	Score	Control Measures
1	Implementation costs higher than grant	Costs exceed funding received and have to be met by the Council through achieving budgetary savings or from reserves.	Financial	Moderate	Possible	6	Minor	Possible	4	Where possible actual costs have been obtained. If necessary promotional materials can be reduced or shortfalls covered from existing budgets.
2	Delay in recruitment	Delay in recruitment process or inability to attract suitable staff	HR	Major	Possible	8	Minor	Possible	4	Job profiles & adverts ready for approval of bid. Use of specialist recruitment agency for temporary staff if necessary.
3	Staff absences during project	Reduced monitoring capacity	HR	Major	Possible	8	Moderate	Possible	6	Redeployment of existing staff, use of temporary agency staff. Year 1 3 staff to allow cover where necessary.
4	Delay in procurement of promotional trailer	Restriction to promotional activities	Operational	Moderate	Possible	6	Negligible	Possible	2	Rental trailers available
5	Delay in procurement of other promotional items	Restriction to promotional activities	Operational	Minor	Possible	4	Negligible	Possible	2	Limited amounts of promotional material can be produced in-house as interim supply
6	Prizes not being received by winners	Customer complaints and negative press	Reputational	Moderate	Possible	6	Minor	Possible	4	1st & 2nd prizes hand delivered, only lower value prizes posted.
7	Non participation by schools in schools competition	Lost promotional opportunity	Reputational	Minor	Possible	4	Minor	Very Unlikely	2	Offer prizes to schools of winning entrants as inducement to participate.

Impact and Needs/Requirements Assessment (INRA)

Initial Screening

Appendix 3

Initial screening needs to take place for all new/revised Council policies. 'Policy' needs to be understood broadly to include all Council policies, strategies, services, functions, activities and decisions. This stage must be completed at the earliest opportunity to determine whether it is necessary to undertake an INRA for this activity.

Name of Policy:	Recycling Reward Scheme
Lead Officer (responsible for assessment):	Dave White, Waste Services Team Leader
Department:	Waste
Others Involved in the Assessment (i.e. peer review, external challenge):	
Date Initial Screening Completed:	15/10/14

(a) **What is the policy trying to achieve?** i.e. What is the aim/purpose of the policy? Is it affected by external drivers for change? What outcomes do we want to achieve from the policy? How will the policy be put into practice?

- Increased participation of recycling collection services
- Increased capture of acceptable materials
- Reduced contamination of collected materials
- Increased satisfaction with services

(b) **Who are its main beneficiaries?** i.e. who will be affected by the policy?

All residents will be eligible for the scheme

(c) **Is this assessment informed by any information or background data?** i.e. consultations, complaints, applications received, allocations/take-up, satisfaction rates, performance indicators, access audits, census data, benchmarking, workforce profile etc.

No. This is a grant application with a short lead time. It is anticipated that some of the highlighted issues will be addressed through the proposed scheme if funding is awarded.

(d) Does this policy have the potential to cause an impact (positive, negative or neutral) on different groups in the community, on the grounds of (please tick all that apply):

Ethnicity	<input type="checkbox"/>	Age	<input checked="" type="checkbox"/>
Gender	<input type="checkbox"/>	Religion and Belief	<input type="checkbox"/>
Disability	<input checked="" type="checkbox"/>	Sexual Orientation	<input type="checkbox"/>

Please explain any impact identified (positive, negative or neutral): i.e. What do you already know about equality impact or need? Is there any evidence that there is a higher or lower take-up by particular groups? Have there been any demographic changes or trends locally? Are there any barriers to accessing the policy or service?

- There is a potential that infirm or disabled residents receiving assisted waste collections could be excluded from the scheme as their bins aren't presented at the property boundary for collection, so won't be visible to survey crews.

(e) Does the policy affect service users or the wider community?	YES
(f) Does the policy have a significant effect on how services are delivered?	NO
(g) Will it have a significant effect on how other organisations operate?	NO
(h) Does it involve a significant commitment of resources?	YES
(i) Does it relate to an area where there are known inequalities, e.g. disabled people's access to public transport etc?	NO

If you have answered **YES** to any of the questions above, then it is necessary to proceed with a full equality impact assessment. If the answer is **NO**, then this judgement and your response to the above questions will need to be countersigned by your Head of Service and then referred to the Council's Equal Opportunities Working Group (EOWG) for scrutiny and verification. Please forward completed and signed forms to Nicole Pema, Principal HR Officer.

Signatures:

Completing Officer:	Dave white	Date:	16.10.14
Assistant Director (Regulatory Services)	Jo Brooks	Date	16.10.14

EQUALITY IMPACT ASSESSMENT (EIA) FORM

Name of Policy:	Recycling reward Scheme
Lead Officer (responsible for assessment):	Dave White, Waste Services Team Leader
Department:	Waste
Others Involved in the Assessment (i.e. peer review, external challenge):	
Date EIA Completed:	15/10/14

What is an Equality Impact Assessment (EIA)?

As part of any effective policy development process, it is important to consider any potential risks to those who will be affected by the policy's aims or by its implementation. The Equality Impact Assessment (EIA) process helps us to assess the implications of our decisions on the whole community, to eliminate discrimination, tackle inequality, develop a better understanding of the community we serve, target resources efficiently, and adhere to the transparency and accountability element of the Public Sector Equality Duty.

The word 'policy', in this context, includes the different things that the Council does. It includes any policy, procedure or practice - both in employment and service delivery. It also includes proposals for restructuring, redundancies and changes to service provision.

(a) **What is the policy trying to achieve?** i.e. What is the aim/purpose of the policy? Is it affected by external drivers for change? What outcomes do we want to achieve from the policy? How will the policy be put into practice?

- Increased participation of recycling collection services
- Increased capture of acceptable materials
- Reduced contamination of collected materials
- Increased satisfaction with services

(b) **Who are its main beneficiaries?** i.e. who will be affected by the policy?

All residents will be eligible for the scheme

(c) **Is the EIA informed by any information or background data (quantitative or qualitative)?** i.e. consultations, complaints, applications received, allocations/take-up, satisfaction rates, performance indicators, access audits, census data, benchmarking, workforce profile etc.

No. This is a grant application with a short lead time. It is anticipated that some of the highlighted issues will be addressed through the proposed scheme if funding is awarded.

(d) Does this policy have the potential to cause a positive or negative impact on different groups in the community, on the grounds of any of the protected characteristics? (please tick all that apply)

Ethnicity	<input checked="" type="checkbox"/>	Age	<input checked="" type="checkbox"/>
Gender	<input type="checkbox"/>	Religion and Belief	<input type="checkbox"/>
Disability	<input checked="" type="checkbox"/>	Sexual Orientation	<input type="checkbox"/>
Gender Reassignment	<input type="checkbox"/>	Marriage & Civil Partnership	<input type="checkbox"/>
Pregnancy & Maternity	<input type="checkbox"/>	Caring Responsibilities	<input type="checkbox"/>

Please explain any impact identified: i.e. What do you already know about equality impact or need? Is there any evidence that there is a higher or lower take-up by particular groups? Have there been any demographic changes or trends locally? Are there any barriers to accessing the policy or service?

There is a risk that residents receiving assisted waste collections because of disability or infirmity could be excluded from the scheme. This is because survey staff would not see recycling bins presented for collection at the roadside, so potentially would exclude them from prize draw entry.

There is also a possibility that residents with English as a second language might not understand information relating to the scheme, although this would not prevent their inclusion.

(e) Does the policy have a differential impact on different groups?

NO

(f) Is the impact *adverse* (i.e. less favourable)?

NO

(g) Does it have the potential to disadvantage or discriminate unfairly against any of the groups in a way that is unlawful?

NO

(h) How have you engaged stakeholders in gathering evidence or testing the policy proposals? Who was involved, how and when where they engaged? Does the evidence show potential for differential impact? How will you mitigate any negative impacts? Where there is the potential for an adverse impact that cannot be addressed immediately, these should be highlighted in your recommendations and objectives at the end of the EIA.

There has been no stakeholder engagement because of short timescales to submit a funding bid, and because potential impacts are considered minor. The potential exclusion of residents receiving assisted waste collections will be addressed by highlighting these properties on survey schedules, so that use of recycling bins will not be overlooked.

Residents with English as a second language will not be prevented from taking part as inclusion in prize draws is automatic if recycling bins are presented for collection. Residents unable to understand literature provided can access translation facilities provided by the Council.

* The Consultation Register is available to assist staff in consulting with the Council's stakeholders.

(i) Summarise the findings of your research and/or consultation (please use a separate sheet if necessary).

The only group identified as at risk of exclusion are disabled & infirm residents receiving assisted waste collections. Exclusion can be prevented by highlighting affected properties on survey schedules so that recycling bins can be checked for use.

Although English second language residents might have difficulty understanding literature, inclusion in prize draws will be automatic so they will not be excluded. Translation facilities are available where required.

(j) What are the risks associated with the policy in relation to differential impact and unmet needs/requirements? i.e. reputation, financial, breach of legislation, service exclusion, lack of resources, lack of cooperation, insufficient budget etc.

The identified risk is reputational, with potential bad publicity if the Council is seen to be excluding disabled & infirm residents from entry to prize draws.

(k) Use the information gathered in the earlier stages of your EIA to make a judgement on whether there is the potential for the policy to result in unlawful discrimination or a less favourable impact on any group in the community, and what changes (if any) need to be made to the policy.

Option 1:	No major change - the evidence shows that the policy is robust and no potential for discrimination.	✓
Option 2:	Adjust the policy - to remove barriers or to better promote equality.	
Option 3:	Continue the policy - despite potential for adverse impact or missed opportunity to promote equality, provided you have satisfied yourself that it does not unlawfully discriminate.	
Option 4:	Stop and remove the policy – if the policy shows adverse effects that cannot be justified.	

(l) Where you have identified the potential for adverse impact, what action can be taken to remove or mitigate against the potential for the policy to unlawfully discriminate or impact less favourably on one or more communities in a way that cannot be justified? Include key activities that are likely to have the greatest impact (max. 6). Identified actions should be specified in detail for the first year but there may be further longer term actions which need to be considered. To ensure that your actions are more than just a list of good intentions, include for each: the person responsible for its completion, a timescale for completion, any cost implications and how these will be addressed. It is essential that you incorporate these actions into your service plans.

Disabled & infirm residents receiving assisted waste collections –

- Mitigating measure - highlight affected properties on survey schedules so that recycling bins can be checked for use & included in prize draws.

English second language –

- Mitigating measure – This would not cause exclusion from the scheme, but translation services provided by the Council can be highlighted to help understanding of how the scheme works.

This completed EIA will need to be countersigned by your Head of Service. **Please forward completed and signed forms to the Principal HR Officer.**

All completed EIAs will need to be scrutinised and verified by the Council's Equal Opportunities Working Group (EOWG) and published on the Council's Intranet to demonstrate to local people that the Council is actively engaged in tackling potential discrimination and improving its practices in relation to equalities. Please be aware that you may be asked to attend a half-an-hour session to summarise the findings of the EIA to the Scrutiny and Verification panel.

Signatures:

Completing Officer:	Dave White	Date:	15/10/14
	_____		_____
Assistant Director (Regulatory Services):	Jo Brooks	Date:	16.10.14
	_____		_____