

RECORD OF EXECUTIVE DECISION

Tuesday, 21 May 2013

Decision No: (CAB 13/14 10335)

DECISION-MAKER:	CABINET
PORTFOLIO AREA:	ENVIRONMENT AND TRANSPORT
SUBJECT:	REWARDS FOR RECYCLING
AUTHOR:	Gale Williams

THE DECISION

- i. To implement a reward scheme for houses in phase 1;
- ii. To implement a reward scheme for flats in phase 2; and
- iii. To delegate authority to the Director of Environment and Economy following consultation with the portfolio holder for Environment and Transport, to undertake any work necessary within approved budgets and subject to compliance with Contract and Financial Procedure Rules, to deliver the implementation of the reward scheme outlined in this report.

REASONS FOR THE DECISION

1. With funding from the weekly collection support scheme (WCSS), it is expected Southampton City Council will introduce a reward scheme for its residents to encourage them to recycle better and recycle more of their household waste.
2. 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 Southampton's recycling rate.
3. There is growing thought that it is better to reward householders for doing the right thing with their waste than to penalise them for doing the wrong thing. Southampton's recycling rate is currently 26%. Industrial action and the recession have impacted on our recycling rate. The national target for England is 50% by 2020, so clearly the City has a challenging target to reach. There are also financial incentives to recycle more as the cost of waste disposal increases.
4. There is opportunity to work with local businesses to develop a sustainable reward scheme once funding from the WCSS ceases.
5. The scheme proposed is low cost and uses infrastructure and working practices already in place.

DETAILS OF ANY ALTERNATIVE OPTIONS

A number of incentive schemes such as RecycleBank, Green Points and Nectar Points have been considered. They have been developed based on residents accumulating points/rewards if they recycle correctly. These points/rewards are accumulated and can then be spent on local discounts/offers/community projects or used to offset shopping costs or to access recyclable goods via an on-line platform. These schemes rely on waste disposal savings for their funding and with Southampton's disposal costs being low compared to the authorities introducing the above schemes, the level of savings generated in the City would not be enough to fund any of these types of schemes.

OTHER RELEVANT MATTERS CONCERNING THE DECISION

None

CONFLICTS OF INTEREST

None

CONFIRMED AS A TRUE RECORD

We certify that the decision this document records was made in accordance with the Local Authorities (Executive Arrangements) (Access to Information) (England) Regulations 2000 and is a true and accurate record of that decision.

Date: 21st May 2013

Decision Maker:
The Cabinet

Proper Officer:
Judy Cordell

SCRUTINY

Note: This decision will come in to force at the expiry of 5 working days from the date of publication subject to any review under the Council's Scrutiny "Call-In" provisions.

Call-In Period expires on

Date of Call-in <i>(if applicable) (this suspends implementation)</i>
Call-in Procedure completed <i>(if applicable)</i>
Call-in heard by <i>(if applicable)</i>
Results of Call-in <i>(if applicable)</i>