



CABINET

REPORT

15 August 2012

Subject Heading:

Department for Communities and Local
Government Weekly Collection Support
Scheme

Cabinet Member:

Councillor Barry Tebbutt

CMT Lead:

Cynthia Griffin

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Policy context:

Waste and Recycling - Streetcare

Financial summary:

This report seeks approval to submit two
bids for grant funding. The Council is not
committed to any financial risk over and
above the level of the grants sought.

Is this a Key Decision?

Yes

Is this a Strategic Decision?

Yes

When should this matter be reviewed?

When a decision on if the bids have been
successful has been made and the final
details of the schemes have been
confirmed – February 2013.

Reviewing OSC:

Environment

The subject matter of this report deals with the following Council Objectives

Ensuring a clean, safe and green borough	<input checked="" type="checkbox"/>
Championing education and learning for all	<input type="checkbox"/>
Providing economic, social and cultural activity in thriving towns and villages	<input type="checkbox"/>
Valuing and enhancing the lives of our residents	<input checked="" type="checkbox"/>
Delivering high customer satisfaction and a stable council tax	<input checked="" type="checkbox"/>

SUMMARY

- 1.1** This report gives an overview of the Department for Communities and Local Government's (DCLG) Weekly Collection Support Scheme (Scheme) and seeks approval to submit two bids for the grant funding available.

Due to the tight time scales involved between feedback from DCLG and the deadline for submissions of the final bid this report was not included on the Forward Plan. Agreement has been sought and obtained from the Chairman of Environment Overview and Scrutiny Committee that the report be exempted from inclusion on the Forward Plan and that the item will be exempt from call-in to the Environment Overview and Scrutiny Committee.

RECOMMENDATIONS

It is recommended that:

- 2.1** Cabinet agree two grant funding bids are submitted to DCLG by the deadline of 17 August 2012.
- 2.2** Bid 1 - Green Rewards - Havering. A total grant of £1,008,557 over three years is sought.
- 2.3** Bid 2 - Havering Waste Prevention Campaign. Total Grant of £350,120 over three years is sought.
- 2.4** Cabinet commit to continue to provide a weekly waste collection for a minimum of five years from 2012/13 in accordance with the funding conditions of the DCLG Support Scheme.

REPORT DETAIL

3.0 Background

- 3.1** The Department for Communities and Local Government is making available up to £250 million to English local authorities over three years; £50 million in 2012/13, £100 million in 2013/14 and £100 million in 2014/15.
- 3.2** Local Authorities that successfully bid for funding will be offered a Section 31 grant payment that they can use for either revenue or capital expenditure.

3.3 The aim of this scheme is to support local authorities to:

a) Introduce, retain or reinstate a weekly collection of residual household waste. or

b) propose improvements to an existing waste service which is already centred around a weekly residual collection, for example by improving environmental performance, increasing the affordability or sustainability of that service; or

c) Add a weekly food waste (or organic waste) service to an existing fortnightly collection of residual household waste

The Government is particularly keen to promote new technologies, the use of incentives ('reward' schemes) and promote better procurement and joint working.

3.4 There are three core criteria which each bid must satisfy in order to be considered successful. Each proposal must:

- deliver a weekly collection of residual household waste
- deliver value for money (in terms of cost effectiveness); and,
- deliver an environmental benefit over current performance

3.5 All bids need to provide reasonable evidence that funding will support additional activity, rather than activity that would progress anyway and the Scheme will only award funding to local authorities that commit to weekly collections for (a minimum of) five years from 2012/13 (or the first year of the bid).

3.6 The project needs to be financially sustainable beyond the 3 years of Central Government funding and final bids must be submitted to DCLG by 17 August. DCLG expect to make an announcement on successful bids in October 2012.

4.0 Havering Bids

Two bids have been developed which meet the Schemes criteria and satisfy the funding stipulations.

4.1 Green Rewards - Havering.

4.2 A total grant of £1,008,557 over three years is sought.

- 4.3** The schemes objective is to reduce the amount of waste sent for disposal by encouraging greater use of the 3R's – Reduce, Reuse and Recycling
- 4.4** Green Rewards - Havering will engage and motivate households to reduce their weekly residual waste and increase their weekly recycling through a proactive programme of communications and incentives and rewards. With the introduction of this project our aim is to move the Councils household waste recycling and composting performance towards 40%.
- 4.5** All households in the Borough will receive a welcome pack with information on how they can reduce waste and increase recycling. This will invite residents to activate their account. Once the account is activated household will receive a welcome letter and an activation card which can be used to obtain discounts from local retailers who have signed up to the scheme thereby helping to boost the local economy. This could operate in a similar way to the Havering card or the possibility of merging both cards could be explored. This is an inclusive scheme with no restriction on property types and houses and flats are both included.
- 4.6** "Green Rewards – Havering" will utilise tonnage data already available from the weekly collection rounds and reward both registered households and communities that reduce their waste and/or increase recycling on a collection round basis. The scheme will be organised around our current collection rounds and there will be no changes to collection days.
- 4.7** Through the scheme households that have activated their accounts will be able to donate any rewards earned from performance improvements to local charity projects there by supporting their communities or spend them on eco-friendly products and experiences. This will create an engaged local community with a common aim to contribute towards the environmental benefits being sought and improve performance.
- 4.8** This bid will generate considerable environmental benefits as well as helping to build a stronger sense of community cohesion and participation. Ongoing communications will include door stepping, quarterly eNewsletters', and the provision of a web platform and a contact centre throughout the duration of the scheme. This communications platform could also be used to highlight other environmental service improvements and how the Council has responded to residents concerns.
- 4.9** The project will be managed by Green Rewards and fully funded from the grant.
- 5.0** **Havering Waste Prevention Campaign**

Total Grant of £350,120 over three years is sought

Cabinet, 15 August 2012

- 5.1** The second funding bid is seeking support to help reduce household waste over the next five years in order to reduce costs, reduce waste and contribute towards meeting the Mayor's recycling and waste targets.
- 5.2** Effective communications are key to reducing waste tonnages and this funding would be used to develop a full campaign for waste prevention. As well as reducing the amount the Council pays for waste disposal preventing waste will also save residents money. The campaign will attempt to fully utilise local organisations: schools, community groups, charities, etc as delivery partners and will build on the already successful Love Food Hate Waste campaign, promoting home composting, Re use and other ways of preventing waste.
- 5.3** External organisations such as Waste Watch would be commissioned to help deliver the scheme and the funding would also be used to undertake waste composition analysis to monitor the impacts of the campaign, and ensure residents could be provided with all important feedback on results, as well as enable us to focus on the correct areas as the campaign progresses.

REASONS AND OPTIONS

- 6.0 Reasons for the decision:**
- 6.1** Final bids for the grant funding need to be submitted to DCLG by 17 August 2012. Because the funding sought is over one million pounds a Cabinet decision is required.
- 7.0 Other options considered:**
- 7.1** There is no obligation to bid for funding under the DCLG scheme.

IMPLICATIONS AND RISKS

- 8.0 Financial implications and risks:**
- 8.1** Both of the final bids must be signed off by the Councils Section 151 Officer.

- 8.2** The Founder and Director of Green Rewards has given a commitment to finance a scaled down version of the Green Rewards scheme for the two years following the DCLG funding in line with the grant conditions and reduced ongoing costs associated with the Havering Waste Prevention Campaign will be met from established budgets and resources.
- 8.3** Finance officers have reviewed the bids and are satisfied that there are no financial risks to the Council associated with the grant funding applications. The conditions of the grant have also been reviewed and no concerns noted. Careful management of the proposed scheme will need to be in place to ensure that spend is contained within any approved grant sums.
- 9.0 Legal implications and risks:**
- 9.1** While the government has not yet provided the terms & conditions for the grants, it is probable that the commitment to weekly bin collections will be a condition with financial penalties, potentially including claw back of grant, if the condition is breached. The terms & conditions will be reviewed when received and if particularly onerous referred to Members for consideration of acceptability.
- 9.2** The value of the contract to deliver the incentives and rewards scheme is subject to European procurement legislation advertising requirements. The Councils contracts procedure rules will be followed throughout the tendering process should this bid be awarded grant funding.
- 9.3** Should the Green Rewards - Havering bid be successful a contract which sets out how the partnership will work and the payment arrangements will need to be negotiated.
- 10.0 Human Resources implications and risks:**
- 10.1** Any additional support to manage the introduction of the Havering Waste Prevention Campaign will be sourced from external organisations that specialise in waste related communications so there will be no direct recruitment by Havering.
- Green Rewards will manage all staffing resources associated with this bid.
- 11.0 Equalities implications and risks:**
- 11.1** All sections of the community will be eligible to take part in the Green Rewards Incentive Scheme and will benefit from the advice on how to reduce their waste.

- 11.2** A full Equality Assessment of both schemes will be undertaken when and if funding is awarded and prior to the implementation of the schemes to ensure all equality issues are fully considered.

BACKGROUND PAPERS

DCGL Prospectus and Bidding form for applicants

DCLG Weekly Collection Support Scheme – Overview and guidance note