

<b>Report on</b>	Food Waste Recycling Communications Funding
<b>Date of Meeting</b>	11 <sup>th</sup> February 2020
<b>Reporting Officer</b>	Mark McAdoo, Head of Environmental Services
<b>Contact Officer</b>	Mark McAdoo, Head of Environmental Services

<b>Is this report restricted for confidential business?</b>	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To update members on extra funding received for Food Waste Recycling Communications
<b>2.0</b>	<b>Background</b>
2.1	Within the past few months successful funding applications have been made by our Recycling Officers to support Communications activity in relation to both Plastics and Food Waste Recycling, to the value of £5,000 and £7,288 respectively (£12,288 in total)
<b>3.0</b>	<b>Main Report</b>
3.1	In the continued drive to increase household waste recycling WRAP (the Waste Action Resource Programme) is delivering a Food Waste Winter Recycling Campaign, in conjunction with local Council, during January to March 2020. The aim/objectives are:
3.2	<b>Aim:</b> To create a collaborative Northern Ireland campaign to inform householders about the journey of food waste and encourage them to recycle food waste using their local collection services.
3.3	<b>Objectives:</b> Raise awareness of food waste recycling collection services, the local benefits and how to participate to: <ul style="list-style-type: none"> <li>• Increase the capture and tonnage of food waste by 1500 tonnes between January and March 2020</li> <li>• To provide Northern Ireland councils with access to a food waste communications grant to support communications activity and promote local recycling services as part of the campaign between January and March 2020.</li> </ul>
3.4	A variation to the Food Waste communications funding offer to the value of an additional £4,559 has now been agreed with WRAP (see copy included at appendix) bringing the total Food Waste funding to £11,874 (and overall Communications funding to £16,847).
3.5	The Food Waste Communications Funding is being to purchase the following: <ul style="list-style-type: none"> <li>• Food Waste Recycling livery for 3 No. refuse collection vehicles (photo attached)</li> <li>• The supply of 26,000 rolls of branded liners for use in food waste kitchen caddies</li> </ul>

3.6	It is proposed that the caddy liners will be distributed free of charge at Recycling Officer talks/events; along with the purchase of brown bins and/or as part of a “buy one get one free” campaign, for as long as stocks last; to be agreed with Communications/Marketing.
<b>4.0</b>	<b>Other Considerations</b>
4.1	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial: The total amount of waste management related funding secured in 2019/20 is £911,844.
	Human: None
	Risk Management: None
4.2	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications: None
	Rural Needs Implications: None
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Members are asked to note the content of this report.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	WRAP Food Waste funding variation letter
6.2	Photograph of Food Waste recycling livery