

<b>Report on</b>	Better Recycling Grant Scheme
<b>Date of Meeting</b>	8 <sup>th</sup> February 2022
<b>Reporting Officer</b>	Mark McAdoo, Head of Environmental Services
<b>Contact Officers</b>	Karen Brown, Recycling Education and Awareness Officer

<b>Is this report restricted for confidential business?</b>	Yes	<input type="checkbox"/>
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 the outcome of a funding application submitted to WRAP under the Better Recycling Campaign.
<b>2.0</b>	<b>Background</b>
2.1	On behalf of DAERA, WRAP is currently delivering the “Better Recycling” consumer behaviour change campaign to support the aim of normalising recycling behaviours and increasing household recycling rates to pre-pandemic levels in all of Northern Ireland.
2.2	The campaign first launched in November 2021 with related assets for social media, outdoor advertising, vehicle livery and leaflets. The grant scheme was then launched in December 2021 to provide grant aid to Councils to support the delivery of additional communications to increase the impact of the Better Recycling campaign
2.3	The objectives of the grant scheme are to help raise awareness of recycling with the general public and re-engage people with positive recycling behaviours, and facilitate a measurable increase in recycling rates across Northern Ireland.
<b>3.0</b>	<b>Main Report</b>
3.1	A finite budget of £27,000 was available under this scheme. Councils were eligible to apply for funding at a rate of £350 per 10,000 households, enabling Mid Ulster Council to submit an application for a maximum of £1,925. An application to the value of £1,900 was submitted by the deadline of 15 <sup>th</sup> December 2021. On 20 <sup>th</sup> December notification was received (see letter of offer at appendix 1) that the application was successful and £1,900 was being made available to Mid Ulster Council as per the application submitted. Projects must be completed, grant funds fully spent, and evidence of expenditure along with evidence of delivery submitted to WRAP by 15 <sup>th</sup> March 2022.
3.2	One of the main terms and conditions of the grant scheme is that materials and communications eligible for funding must use the ‘Better Recycling’ campaign assets provided in the WRAP toolkit and adhere to the guidance for their use. This means that  the projects applied for by all Councils across Northern Ireland will ensure a consistent message and approach to the campaign with identifiable resources displayed throughout the country as opposed to each Council delivering their own individual recycling messages which is often the approach taken.

3.3	The projects applied for by Mid Ulster Council under the grant include frames and panels for new vehicle livery using the design provided in the toolkit (appendix 2), to be displayed on the new OAV refuse collection vehicle planned to service part of the Dungannon area from March 2022. The livery will act as a visual aid to residents across the area and will provide a consistent recycling message in line with other Council areas.
3.4	Approval was also granted for bin stickers (appendix 3) with a “No Food Waste” message that can be applied to household residual bins as a reminder of how to correctly recycle their food waste. Again the template provided was used as per the grant requirements. “No Food” stickers were applied to household black bins in 2017 so this new suite of stickers can be applied to new/replacement bins going forward.
3.5	Alongside these items, the social media assets have also been used to promote the same messaging during January on Mid Ulster Councils social media channels with no costs associated with this.
3.6	The grant agreement was signed and returned by the deadline of 5 <sup>th</sup> January and the approved projects will be delivered ahead of the 15 <sup>th</sup> March deadline.
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial: None
	Human: None
	Risk Management: None
<b>4.2</b>	<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 contents of this report.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Appendix 1 Grant Agreement
6.2	Appendix 2 Bin Sticker
6.3	Appendix 3 Vehicle Livery