

Report on	Recycling Behavioural Change Project - Grant Funding
Date of Meeting	13 th November 2018
Reporting Officer	Mark McAdoo, Head of Environmental Services
Contact Officer	Mark McAdoo, Head of Environmental Services

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

1.0	Purpose of Report
1.1	To update members on a Recycling Behavioural Change Project Grant application and to seek approval for expenditure of funding on the provision of internal recycling storage bags.
2.0	Background
2.1	As members will be aware Mid Ulster District Council has the highest overall household waste recycling rate of all eleven local authorities in Northern Ireland (54.4% in 2017/18).
2.2	However, in relation to the recycling of mixed dry materials (MDR) i.e. excluding material for composting, the Council's performance is "mid table" in relation to the other areas.
2.3	To help address and improve this situation a great deal of effort is being made in relation to promotional and educational activities, in conjunction with Marketing and Communications, most notably the ongoing "Are you a Recycling Hero?" campaign.
3.0	Main Report
3.1	In addition to promotional activity it is recognised that some direct interventions are also required to encourage recycling in the household, such as the direct delivery of Recycling Information Packs to each household in the Mid Ulster district during 2017/18.
3.2	Research by the Waste Resources Action Programme (WRAP) has indicated that one of the main barriers to recycling in households is a lack of suitable internal intermediate storage for recyclables such as mixed plastics, glass, paper/card, tetra packs and cans.
3.3	It is therefore considered that the provision of an internal recycling bag to householders will make it both easier and more convenient for them to recycle by encouraging them to move away from the idea of having only a single general waste bin in the household which can often lead to recyclables being disposed of along with general (dirty) waste.
3.4	Evidence of this is backed up by the findings of the 2017 Waste Compositional Analysis which found that kerbside residual waste collected by Mid Ulster Council is composed of around 30% of mixed dry recycling materials which should have been placed in blue bins.

3.5	To deliver this initiative an application was submitted to the DAERA Recycling Behavioural Change Fund on 27 th July and as a result a Letter of Offer for £56,000 was received, two months later, on 28 th September 2018 (copy included as appendix).
3.6	The proposed recycling bag will be manufactured from a reusable material and will feature Recycle Now icons to highlight suitable materials accepted as part of the dry recycling collection scheme (photograph of sample bag is included as appendix). The bag will be large enough to store a days' worth of recyclable materials generated by the average household which can then be emptied into the outside blue bin container.
3.7	It is planned that a bag will be distributed to each district household by 31 st March 2019. The project aim is to increase the Council's dry recycling rate by 3% by 31 st March 2020.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: The cost of purchasing the bags and related communications will be covered by the funding however the Council will be responsible for (internal) distribution costs. This brings the total amount of external funding secured by Environmental Services for Mid Ulster District Council waste management projects, since April 2015, to £386,000.
	Human: Staff time in co-ordinating the project and distributing the recycling bags.
	Risk Management: All expenditure must be claimed no later than 30 th June 2019.
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: None
	Rural Needs Implications: None
5.0	Recommendation(s)
5.1	Members are asked to note the contents of this report and to endorse the expenditure of Recycling Behavioural Change Grant Funding on the project as outlined herein.
6.0	Documents Attached & References
6.1	DAERA Recycling Behavioural Change Fund Letter of Offer and Funding Agreement
6.2	Photograph of sample internal recycling bag