

Report of Directorate Support Governance Manager

Report to Chief Officer Environment

Date: 3rd April 2018

Subject: Recycling On-The-Go trial

Are specific electoral Wards affected?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, name(s) of Ward(s): City and Hunslet		
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, Access to Information Procedure Rule number: Appendix number:		

Summary of main issues

1. The Council has been approached by Hubbub, a registered charity that seeks to use innovative, fun campaigns to promote environmental issues.
2. Hubbub are seeking the Council's support and facilitation to run a trail campaign in the city centre in a bid to increase recycling 'on the go', that is to try and boost the recycling rates of drinks containers and food packaging that are commonly disposed of in the city centre.
3. A key part of this will be the installation of recycling bins and other infrastructure across the city centre.

Recommendations

4. The Chief Officer Environmental Services is asked to approve Hubbub's request to run a recycling on the go trial in Leeds city centre.

1 Purpose of this report

- 1.1 This report seeks support for Hubbub to run a recycling on the go trial campaign in Leeds city centre.

2 Background information

- 2.1 Hubbub have run a number of campaigns and initiatives across the UK which seek to encourage people to make healthier and greener lifestyle choices, which also aim to save money and bring people together.
- 2.2 They are responsible for campaigns such as the 'Neat Streets' initiative. First piloted in London in 2015, and then run in Sutton, Manchester and Edinburgh, the campaign sought to reduce littering using methods such as flash mobs, talking bins and chewing gum art.

3 Main issues

- 3.1 Following on from the 'Neat Streets' campaign, Hubbub are now seeking to boost the recycling of the drinks and food containers that result from people consuming more food on the go than ever in the UK's towns and cities.
- 3.2 They are looking to run the campaign in Leeds city centre to test the impact of the latest thinking behind behaviour change, infrastructure and awareness raising. The trial will be funded through partner sponsorship which will be obtained by Hubbub; the Council is not expected to make any financial contribution to run the trial.
- 3.3 The trial campaign will be run according to a partnership agreement which will cover the various roles and responsibilities during the trial and clarify the governance arrangements in order to allow the Council to maintain the ability to sign off and veto any activity it does not support.
- 3.4 If given permission to run the campaign, Hubbub will:
- Act as a co-ordinating body bringing together organisations interested in collaborating, experimenting and learning.
 - Create an independent evaluation framework that will openly share results (good and bad) enabling the most successful approaches to be delivered elsewhere in the future.
 - Build on what has proved effective in other areas within the UK and abroad.
 - Work closely with local stakeholders to explore how to create a coherent new recycling infrastructure in Leeds: the City Council, BID, recycling companies, local businesses, educational establishments, shopping centres, transport hubs, etc.
 - Implement the latest thinking on behaviour change to encourage recycling on the go e.g. gamification, visualisation, incentivisation, nudge, fun theory and changing social norms.
 - Test a variety of communication channels, for example media and social media, apps, pop-up displays, posters, games, public stunts, etc.
 - Introduce new recycling infrastructure ensuring that they are cost-effective to manage, don't create contamination or littering and promote positive behaviour change. This might include:

- Installing more recycling bins at destination points such as places of employment, educational establishments, transport hubs, etc.
- Testing the impact of different bin designs to promote recycling including voting bins, different shapes/colours, etc.
- Testing the potential impact of deposit return machines.

3.5 The campaign aims to help Leeds achieve its aim of being a low carbon city by helping to reduce waste and boost recycling.

3.6 The campaign will start in June and run for roughly six months.

4 Corporate Considerations

4.1 Consultation and Engagement

4.2 The Executive Member for Environment and Sustainability and Executive Member for Regeneration, Transport and Planning have both been consulted and are supportive of pursuing the trial campaign in the city centre.

4.3 Equality and Diversity / Cohesion and Integration

4.3.1 There are no equality, diversity, cohesion or integration impacts as a result of this trial.

4.4 Council policies and the Best Council Plan

4.4.1 As well as working towards the Best Council priorities, the campaign will also help Leeds meet its vision of having an economy by 2030 that is prosperous and sustainable by meeting the commitment to find new ways to reuse and recycle.

4.5 Resources and value for money

4.5.1 As Hubbub will be running the trial through sponsorship, there are no financial implications for the Council.

4.5.2 However the trial could produce valuable information that the Council can use to build on the trial, or run similar campaigns, in the future.

4.6 Legal Implications, Access to Information and Call In

4.6.3 There are no financial implications for the Council.

4.6.4 In line with the Council's Constitution which states that, if 'in the opinion of the Director, Chief Officer or Head of Service, (a decision is) of such significance that a published record of the decision would ensure transparency and accountability in relation to decision making within the authority', it has been decided to take this decision as a significant operational decision, and publish a record of the decision.

4.6.5 The decision is not eligible for call-in.

4.7 Risk Management

4.7.1 There are no financial risks for the Council.

4.7.2 There is the risk that Hubbub run the campaign in such a way that it proves unpopular and causes some controversy. This will be managed through the partnership agreement which will require sign off of all activities in advance.

- 4.7.3 The trial will be used to experiment and learn what works over approximately 6 months. At the end of the trial, Hubbub will be expected to consider the legacy of the trial and put forward options to continue the successful elements of the programme of activity once the trial is over.

5 Conclusions

- 5.1 Hubbub seek to offer innovative ways of helping people to become greener and more environmentally aware, so should be allowed to carry out this trial.

6 Recommendations

The Chief Officer Environmental Services is recommended to approve Hubbub's recycling on the go trial in Leeds city centre.

7 Background documents¹

- 7.1 None.

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.