



## Hyndburn Borough Council

### Customer First Analysis

#### Proposals for Recycling Incentive Scheme

##### 1. Purpose

- What are you trying to achieve with the policy / service / function?  
Increase recycling levels to help the Council achieve both the National Recycling Target and the Lancashire Waste Partnership's target.
- Who defines and manages it?  
The scheme is being championed by Cllr Munsif Dad, Deputy Leader of the Council and portfolio for Waste Collection and has been endorsed by Cabinet. The scheme will be managed by the Head of Environmental Services and the Waste Services Manager.
- Who do you intend to benefit from it and how?  
The Council will benefit by increased recycling rates, LCC by reduced landfill costs, households by a 'money off' voucher and supermarkets by increased foot flow through their store.
- What could prevent people from getting the most out of the policy / service / function?  
Residents not increasing the amount of waste they recycle and therefore not hitting the target.
- How will you get your customers involved in the analysis and how will you tell people about it?  
Promoting the scheme is a key element of the project and it is proposed to utilise the following; leaflets, vehicle signage and local media such as radio and newspapers.

##### 2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?  
Recycling tonnage data will be extracted from WasteDataFlow, the national waste database managed by DEFRA.
- How satisfied are your customers and how do you know?  
Positive feedback was received from members with overall approval by members of the cabinet.
- What existing data do you have on the people that use the service and the wider population?  
All residents have access to and can participate in the Council's recycling collection service.
- What other information would it be useful to have? How could you get this?  
The scheme will use the baseline recycling figure from 2010/11. This will be provided and verified from WasteDataFlow.
- Are you breaking down data by equality groups where relevant (such as by gender, age, disability, ethnicity, sexual orientation, marital status, religion and belief, pregnancy and maternity)?

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No, all households will be able to participate and if the targets are achieved, all households will receive a 'money off' voucher.

- Are you using partners, stakeholders, and councillors to get information and feedback?  
Yes, to inform them of the proposal and also on whether the target has been achieved at the end of the project.

**3. Impact**

- Are some people benefiting more – or less - than others? If so, why might this be?  
The incentive scheme is open to every household.

**4. Actions**

- If the evidence suggests that the policy / service / function benefits a particular group – or disadvantages another - is there a justifiable reason for this and if so, what is it?  
All households will be targeted to increase recycling levels.

- Is it discriminatory in any way?  
No, as all households should be recycling their waste. The Council has an assisted collection policy in place to help those who may not be able to present containers for collection.

- Is there a possible impact in relationships or perceptions between different parts of the community?  
Vouchers will be given to all households if the target is achieved, irrespective of whether a household has recycled their waste or not.

- What measures can you put in place to reduce disadvantages?  
Promotion will be directed at all households.  
This will be through leaflets, newspapers and vehicle signage and through children 'pester power', radio and peer pressure.

- Do you need to consult further?  
With DEFRA to secure funding and once secured supermarkets to deliver the scheme

- Have you identified any potential improvements to customer service?  
Increase awareness of the reasons why households should be recycling and showing how easy it is through the door step recycling service.

- Who should you tell about the outcomes of this analysis?  
Cabinet and HR

- Have you built the actions into your Business Plan with a clear timescale?  
Scheme is dependant on securing external funding through a DEFRA funding application.

- When will this assessment need to be repeated?  
Only if the scheme changes substantially from proposal presented to Cabinet.

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