

DRY RECYCLING COMMUNICATIONS SUPPORT FUND 2017-18	6th February 2018
TO: ENVIRONMENTAL SERVICES COMMITTEE	
FOR INFORMATION	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Innovation and Transformation
Outcome	Provide and deliver service in a more efficient way
Lead Officer	Head of Operations
Cost: (If applicable)	N/A

Background

The Department of Agriculture, Environment and Rural Affairs (DAERA) is working with Waste and Resources Action Programme (WRAP) to deliver kerbside dry recycling (blue bin) communications activity which supports local councils' household recycling services and campaigns.

DAERA secured funding to help councils in Northern Ireland promote kerbside dry recycling at a local level and encourage household engagement and participation in this service. WRAP(NI), the administrator of the fund, in partnership with DAERA and councils has developed a Dry Recycling Communications Plan.

Following on from the plan, council will design and distribute a leaflet to all households in the Borough which will promote kerbside dry recycling in general but will also specifically target materials e.g. paper and card.

In December 2017, a successful application was made to WRAP to secure funding for this initiative. Council has been awarded £9,000 to implement this project.

The target completion date, set by WRAP, for this project is 31st March 2018.