


Equality Impact Assessment

EIA No:

Budget Proposals 2013/14

Portfolio Ref:	Rewards for Recycling
	Introduction of a reward scheme for residents that recycle right in Southampton in order to drive up the city's recycling rate.
Brief Service Profile	The waste collection service has an operating budget of £3.938 million made up of £7.818 million in costs minus £3.880 million in income and has a staffing level of approx 135. In November 2012, the Council was informed that it would receive funds from the Department for Communities and Local Government (DCLG) to retain weekly collections until 2017. Included in the bid was funding for a reward scheme
Summary of impact and Issues	A simple reward scheme is proposed, which uses current in-cab technology (Bartec) to feedback about residents recycling behaviours by round using a traffic light system. This is linked to a prize draw and a reward to the value of £30 is made to 22 residents each month, under phase 1. There are two phases to implementation of the reward scheme, phase 1 would be houses and commence July 2013 and phase 2 would be flats and commence November 2013. The reward scheme will be a free entry prize draw and residents will need to inform us if they do not wish to take part. Residents opt out of the scheme rather than opt into the scheme.
Potential positive impacts	Up to 22 Residents per month, in phase 1, who recycle right will receive reward vouchers of £30 which they are able to spend locally on goods or services. Additional rewards will be available to residents in flat blocks in the city under phase 2.
Responsible Service Manager	Gale Williams, Development and Performance Manager
Date	12/04/13
Approved by Senior Manager:	Jon Dyer-Slade, Senior Manager City Services
Signature	
Date	12/04/13

--

POTENTIAL NEGATIVE IMPACT

Portfolio Ref	Brief description of proposal	EIA Ref:
0	Introduction of a reward scheme for residents that recycle right in Southampton in order to drive up the city's recycling rate.	

Impact assessment	Details of impact	Possible Solutions
Age	Some residents may not wish to take part in the reward scheme.	The reward scheme will be a free entry prize draw and residents will need to inform us if they do not wish to take part. Residents can therefore easily opt out of the scheme.
Disability		
Gender reassignment		
Marriage & Civil partnership		
Pregnancy & maternity		
Race	Resident has difficulty in understanding how the reward scheme will work.	Information will be provided as part of a marketing campaign that is adapted to suit different resident groups. Information would be provided in different languages if it was helpful.
Religion or belief		
Sex		
Sexual Orientation		
Community Safety	Residents rummage through other residents recycling bins to check quality of their recycling. Some residents could be abusive to staff checking their recycling bin.	Residents will be written to/telephoned or emailed before the bin is checked to verify reward. Residents make sure their bins are kept off the pavement apart from collection day.
Poverty	Some residents may be concerned that they may not be eligible to enter.	A prize draw is favoured because it is not asking for payment to enter (this then becomes a lottery), it does not require skill, judgement or knowledge which would prevent a significant proportion of people who wish to participate from doing so.
Other significant impacts	Residents are concerned that the council will be looking inside their recycling bins.	Recycling collections will take place as normal. Inspection of the contents of bins when they are placed on the highway for collection will be undertaken by the refuse crew as per normal practice. Recycling bins that receive a reward will be required to be checked. We will write/telephone/email reward winners to arrange how this can best be done in consultation with them.