

DEPARTMENT FOR ENVIRONMENT, FOOD AND RURAL AFFAIRS

HOUSEHOLD INCENTIVES: SUMMARY OF PILOT SCHEMES IN LONDON

Haringey – Better Haringey Rewards Recyclers

With Recycling Works Service

Haringey Council's scheme embraces the whole Borough. Community awards include an innovative 'community charity fund' that gets bigger the more tonnage of recyclables that is collected, and an Area Assembly scheme where £5K is given to those Area Assemblies (seven in all) where resident participation in recycling services reaches 60%. There will also be awards to estates that best demonstrate how tenants are 'reducing, reusing and recycling' their waste, with awards being spent on environmental improvements on winning estates. Individual awards to residents includes a Recycler of the Year competition where each Area Assembly decides its own winner: those seven go head-to-head for the ultimate award of Better Haringey Recycling of the Year. Haringey shall also have 'spot check' recycling prizes each month in all wards where random addresses will be checked to see if they have recycled - if they have, they receive an instant cash prize.

Hammersmith & Fulham and Lambeth- Estates Scheme

Recycle Western Riverside Campaign

Eight housing estates in Hammersmith & Fulham and Lambeth will have a chance to compete for rewards if they recycle more of their waste. The trial will see each borough's top two recycling estates in the line up for a regeneration project in communal areas - such as landscaped green spaces, refurbished children's playgrounds or other environmental improvements - linked to overall increases in recycling.

South London Waste Disposal Group – Targeted Home Recycling Enhancement Project

Bromley, Sutton, Creative Environment Network, Broomleigh Housing and Waste Watch

Recycling champions across the boroughs will be encouraging people to recycle more and reduce waste as part of the South London Waste Disposal Group's trial.

Bromley borough will be focusing on ways to encourage more recycling at blocks of flats through the use of 'recycling champions' who will deliver information, support and tailored advice to residents. By completing a questionnaire on recycling and increasing the amount of waste that is being recycled residents are rewarded with discount vouchers and prizes.

Sutton will also be using 'recycling champions' to encourage more recycling along residential addresses. The streets with the biggest increase in recycling

over the trial period will receive a smart plaque and environmental improvements. The winning recycling champions will receive a cash prize

North London bid – Estate scheme

With Islington, Hackney and Enfield

Top recycling estates in Islington, Hackney and Enfield will be rewarded with vouchers and cash prizes towards environmental improvements. Each borough will provide one prize per month and a prize for the highest achieving estate overall will be awarded at the end of the six month trial.

Westminster City Council – Message on a Bottle

With Onyx

Westminster City Council is running a recycling competition open to all its 113,000 residents. Thirty people can win £50 worth of shopping vouchers by filling out their details on vouchers distributed with the Council's recycling newsletter and adding these to their recycling for collection. The winners will be picked at random by Council officers.

London Borough of Havering – It's in the bag

With Shanks, BIFFA, Time FM and the Romford Recorder

Regular recyclers will have a chance to win prizes in 13 fortnightly draws and 3 super draws. Among the prizes up for grabs; vouchers, cash and goods produced from recycled materials, like fleeces, composters and water butts. The more waste put out for recycling, the better the chance of winning.

HOUSEHOLD INCENTIVES: SUMMARY OF PILOT SCHEMES IN THE EAST OF ENGLAND

Essex County Council – Essex Household Incentive Scheme

With Basildon DC, Braintree DC, Epping Forest DC, Harlow, DC, Brentwood BC, Maldon HC, Castle Point BC, Colchester BC, Southend DC and Thurrock DC

Residents will be in line to win cash prizes for themselves and their local community in this Essex pilot. Cash prizes will be up for grabs for regular recyclers. Community rewards – such as cash for local charities and causes – will be awarded where recycling has increased, with more money being spent in line with increases in recycling.

Suffolk District Council – The Perfect Bin

With all district and borough councils in Suffolk and Viridor Waste Management

School children and their families will be targeted in an incentive scheme running across Suffolk. Families and schools that properly sort their recycling will be eligible for prizes - the more waste that is recycled, the greater the chances of winning. Weekly prizes are expected to range from bikes for children, to lump cash sums for schools.

South Norfolk District Council – Something for Nothing?

Residents who reduce their waste and properly sort their recycling will be rewarded in South Norfolk District Council's new incentive scheme. Three urban and three rural parishes will be targeted in the 6-month scheme with individuals being rewarded for the most improved recycling rate. All properties producing less waste overall will be put into a draw with the first 100 drawn receiving a prize.

Cambridgeshire County Council - RECAP Incentive Scheme

With the RECAP (Recycling in Cambridgeshire and Peterborough) partnership: Cambridge City Council, East Cambridgeshire District Council, Fenland District Council, Huntingdonshire District Council, South Cambridgeshire District Council and the unitary authority and Peterborough City Council.

Residents will be encouraged to recycle more unusual items, as part of a pilot in the 4 civic amenity sites in the Fenland and East Cambridgeshire Districts, to highlight options for recycling unusual items and encourage greater separation of waste to help improve recycling. Dedicated recyclers will be rewarded through the use of a lottery card: the more materials that are recycled, the more stamps residents can collect on their card.

In a second pilot, good kerbside recyclers will be able to enter a twice weekly prize draw if they leave out their green waste bins or sacks for collection on the relevant day after 'super hero' Captain Green has visited their street. In

Regional breakdown of Local Authority Household Incentive Pilot Schemes .

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addition they could win other prizes by answering questions in Captain Green's recycling quiz.

Breckland Council – Recycling Stars

With Norfolk Waste Partnership, Serco,, Peddars Way Housing Association, Residents' Association, Abbey Junior School and Canterbury Infant School.

Communities across Breckland could be rewarded if residents start recycling more rubbish, more often. In a new pilot study to encourage more recycling across the district, each resident will be awarded a recycling star card when recyclables have been correctly and regularly put out for collection – these are collected across the community and banked. When communities reach specific targets they will be rewarded with local improvements; new playground equipment and benches are just two of the rewards on offer.

HOUSEHOLD INCENTIVES: SUMMARY OF PILOT SCHEMES IN THE NORTH EAST

Durham County Council – Recycling Rewards for Schools Pledge Scheme

With Chester-le-Street District Council, Derwentside District Council, Durham City Council, Easington District Council, Sedgfield Borough Council, Teesdale District Council, Wear Valley District Council and Premier Waste Management

School children and their families will be encouraged to make an 'environmental promise' as part of a County-wide initiative. Prizes will be awarded for the school generating the most pledges per head, per council area and for those children generating the most pledges. A financial reward will also be split among schools in the County with the highest increase in recycling.

City of Sunderland – Turn Your Trash Into Cash

Concentrating in areas where there is a low level of recycling, Sunderland will be encouraging residents to recycle more of their waste, more often, through financial rewards. In pilot areas of the city, a £100 shopping voucher is up for grabs for kerbside recyclers in a fortnightly prize draw. In other areas, residents can earn £25 cash if they recycle regularly.

Newcastle City Council – Don't Bin It – Win It!

SITA (UK) Ltd and BAN Waste

"Residents in Newcastle will have the chance to win a top cash prize of one thousand pounds plus a range of sustainable prizes, such as: green holidays, organic vegetable boxes and top quality goods made from recycled materials. Those who recycle will be automatically entered into a bi-monthly draw."

Stockton on Tees – Message In A Bottle

With Darlington Borough Council, Hartlepool Borough Council, Middlesbrough Borough Council, Redcar & Cleveland Borough Council

Residents in the Tees Valley will be enticed to recycle more glass bottles with the offer of a weekly prize of £50-worth of holiday vouchers per participating council. The winner will be chosen at random by selecting a bottle which contains their contact details. One lucky resident has the chance to collect their bottle which has been washed up on a sun-drenched beach of their choice (up to the value of £3,000). The scheme will run for 12-weeks in total.

Alnwick District Council - Community Recycling League Competition

Rural and urban parts of Alnwick will be targeted in a new pilot scheme to encourage people to recycle more of their waste.

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Communities within the participating areas will have their bins micro-chipped so they can be weighed weekly with special equipment fitted to refuse vehicles to see how much they are recycling.

A monthly league table will be drawn up with promotion and relegation opportunities according to performance. Those communities that have a good or improving recycling performance will be given a small financial reward to spend on local environmental schemes in their neighbourhood

HOUSEHOLD INCENTIVES: SUMMARY OF PILOT SCHEMES IN THE SOUTH EAST

Canterbury City Council – Student Recycling House of the Month!

With Medway Council, Student Union, University of Kent, Canterbury Christchurch University, Kent Institute of Art and Design, Greenwich University, Kent County Council, Kent Fire and Rescue Services, Serco and Cleanaway

Cash-strapped students will be encouraged to recycle more stuff, more often, in a scheme where they can win money for either books or food. Three or four regularly recycling properties who have signed up to the student scheme will be picked at random every month to win the vouchers across the six-month pilot scheme.

Brighton and Hove City Council – Schools Community Recycling Initiative

With 10 primary and junior schools and their communities

Schoolchildren and their families in areas with the poorest levels of recycling will be encouraged to recycle more as part of an initiative in Brighton and Hove. Schools will be given funding to produce learning materials, organise events or set up a recycling lottery. Participating schools have a chance to win a cash prize proportionate to the increase in recycling within their catchment. Schools will be able to spend the money on an environmental education project or physical environmental improvements to the school itself.

Brighton & Hove City Council's environment spokeswoman, Cllr Gill Mitchell, said: "The council is very excited to be involved in this project and we are looking forward to getting started and making it a success. Recycling is one of our top priorities and getting the city's children involved ensures we are passing on a positive message to the next generation."

Slough Borough Council – Recycling Cash into your Community

With Slough Accord, Groundwork Thames Valley, Environmental Regeneration Charity, Slough Federation of Tenants and Residents, local community groups and schools

Householders in Slough will have a chance to recycle cash back into their community by recycling more waste, more often. £2500 will be offered to the two areas with the greatest percentage of people recycling at the end of the project. £2500 will also be awarded to the two areas which achieve the highest rates of recycling. There will be an additional prize of £300 to the school collecting the most pledges to recycle per head, and a £50 voucher will be awarded to the child collecting the most pledges in the Borough. An additional small prize will be awarded to the child collecting the most pledges in each of the participating schools.

West Sussex County Council

West Sussex County Council, working with East Sussex County Council through the Waste and Energy Research Group, University of Brighton, and involving: Adur District Council, Arun District Council, Eastbourne Borough Council, Hastings Borough Council, Horsham District Council, Lewes District Council, Mid Sussex District Council, Rother District Council, Wealden District Council, Worthing Borough Council, Guildcare Furniture Scheme, Furniture Now! and a number of housing associations and parish councils.

West and East Sussex are joining together with a research group at the University of Brighton to test a range of different incentives over 3-6 months to encourage local residents to recycle more of their rubbish including:

Vouchers: estates away from the centre of towns in parts of Wick, Durrington, Eastbourne and Wealden will be offered, for every box of recycling emptied, discount vouchers that can be used in local shops.

Island School Communities: by recycling more waste and specific materials, householders in Lewes and some parts of Adur Horsham and Rother will trigger rewards for six local primary schools over a three month trial period. Cash awards will be made each month depending on how much recycling rates have risen.

Competitive Communities: communities in villages in Mid-Sussex and areas of Hastings have a chance to compete for monthly cash prizes – a first, second and third prize of £400, £200 and £100 respectively - by increasing their recycling.

Leisure Card Scheme: regular recyclers in pilot areas in Hastings Borough Council and Mid-Sussex District Council will be awarded vouchers the existing 'Passport to Leisure' card..

South Oxfordshire District Council – Council Tax Back Lottery

With Grundon Waste Management Ltd

Residents have the chance to win their council tax back if they regularly recycle in a district-wide recycling lottery. The pilot will be cover 55,000 households, including Berinsfield and Didcot, two areas with particularly low recycling rates.

Hampshire County Council

With Project Integra

Two schemes to tempt more recycling by residents in pilot areas will be trialled: residents who meet a specified level of recycling or maintain a high level of recycling and a low level of contamination will be awarded with 'experience' vouchers, and one community will be offered an improvement to their local environment if they double their current recycling rate within 6-months.

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HOUSEHOLD INCENTIVES: SUMMARY OF PILOT SCHEMES IN THE SOUTH WEST

Bath and North East Somerset Council – Pledges Win Prizes

With Bristol City Council, North Somerset Council, Gloucestershire Council, The Recycling Consortium, Somer Community Housing Trust, ECT Recycling, SITA and Biffa Waste Services Ltd

People living in households and flats in pilot areas across the region will have a chance to win £50 if they recycle more. To be eligible to win one of the 11 cash prizes per month (over the 6 month pilot period), residents from areas across the region will be asked to make a pledge to recycle: one random pledger will be picked from the block of flats with the greatest improvement in recycling while a further 10 household pledgers who prove to be regular recyclers will be picked at random from each Authority area

Teignbridge District Council – Is There A Banana In Your Bin?

Residents in Teignbridge could win an organic food box every week for six months if their bin is found to contain no food waste or other materials which the local kerbside collection scheme collects for recycling and composting. Each week a random household will be selected for a bin audit, if the bin's OK they will receive free food delivered to the door every week for 6 months. If the bin fails the audit, the householder will be informed of their 'missed opportunity' and will instead be awarded an educational recycling consolation prize and goody bag.

Exeter City Council – Recycle from Home – Recycle to Win

With Devon County Council, European Metal Recycling, University of Exeter, Aylesford Newsprint, Recresso Glass, Corus & Alupro and ROTATE

All households across Exeter could win monthly prizes – ranging from £1,000 for energy efficient goods and £1,000 for a garden makeover, to a brand new £10,000 Stop & Start car – if they take part in a pilot scheme to encourage more people to take up recycling. The 6-month scheme will test the use of a range of prizes and its effect on recycling rates. Householders just need to recycle and attach a ticket to items placed in their kerbside containers, one of which will be randomly picked from the local recycling site.

Schools across the City will also be encouraged to recycle more of their waste: those schools with a low level of recyclable waste in their bins will be entered into a prize draw for a chance to win £2,000.

Wiltshire County Council

The houses on six low performing recycling rounds (2 rounds in Chippenham and 4 rounds in Salisbury) will be targeted with an opportunity to enter a prize draw to win £100 through using their recycling black box. Householders will know they are included in the scheme by receiving a leaflet telling them how to enter – they must write their name and contact details onto a piece of paper which they should put into a glass bottle or jar in their recycling box. Through this targeted campaign – called message in a bottle – there will be a random draw each month for a 6-month period and the lucky winner will take home £100 in cash.

Dorset County Council – Recycle and Win

With Christchurch Borough Council, East Dorset District Council, North Dorset District Council, Purbeck District Council, West Dorset District Council, Weymouth and Portland Borough Council, SITA and W&S Recycling

A recycling lottery will be trialled in a scheme to encourage those who previously shunned recycling, to start. Over £10,000-worth of prizes – such as vouchers for local amenities, attractions sustainable products and star prizes of weekly breaks – will be up for grabs. To take part, residents will need to write their name and address on a postcard- sized piece of paper and put this in a glass bottle for recycling. Five lucky winners will be picked at random from local recycling sites every week during the 6-month scheme.

Gloucestershire County Council

Cotswold District Council, Gloucester City Council, Tewkesbury District Council and Gloucestershire County Council, Cotswold District Council, Gloucester City Council, Tewkesbury District Council and Gloucestershire County Council

Areas in Cotswold District, Gloucester City and Tewkesbury Borough will be competing in recycling league tables in a pilot scheme designed to encourage more people to recycle. The area with the largest amount of recycled materials on average per household over four months will win £1,000, which can be donated to local schools or used for a community based project.

Somerset Waste Partnership– 3 to Win

With Somerset County Council, West Somerset District Council, Mendip District Council, Sedgemoor District Council, South Somerset District Council, Taunton Deane Borough Council, Cleanaway, TRUCE, a local community timber re-use scheme and SWAP (Somerset Waste Action Programme)

Residents of West Somerset could be in with a chance of winning up to £100 if they take part in a new 3-month trial designed to encourage more people to recycle. Over 23 prizes will be awarded every month. As well as cash prizes, every month there will be a chance to win a unique new outdoor wooden storage unit for your kerbside recycling box. This unit has been designed and built by the local community timber re-use group 'TRUCE'. People can take

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part if they place three different materials and a competition entry postcard in their recycling box.

Restormel Borough Council – Recycling League

With Cornwall County Council, Rezolve Kernow Cornwall, Waste Action

Twelve communities across the borough will be competing in a recycling league table in a trial to encourage more householders to start recycling their rubbish. The communities that recycle the most rubbish will win £10,000 for a local community group or project.

HOUSEHOLD INCENTIVES: SUMMARY OF PILOT SCHEMES IN EAST MIDLANDS

Leicestershire Waste Partnership - The Three 'R's in Schools

Blaby District Council, Charnwood Borough Council, Harborough District Council, Hinckley & Bosworth, Charnwood Borough Council, Leicestershire County Council, Melton, Charnwood Borough Council, North West Leicestershire District Council, and Oadby and Wigston Borough Council.

“Recycling Rewards for Schools is a new initiative from Leicestershire Waste Partnership designed to help improve levels of recycling across the region. The scheme, which runs from 1st October 2005 to 31st March 2006, asks local people to pledge, or promise, to recycle their household waste and nominate a school whom they would like to benefit from their pledge.

As people in the region keep their pledge and begin to recycle, points will be distributed across local primary schools, based on the number of pledges they have received and the amount of rubbish being recycled.

This means that the more pledges a school collects, the more points they will be awarded as part of the scheme. These points can then be exchanged for valuable equipment from a Recycling Rewards catalogue. There are lots of items to choose from, with different point values, so schools can choose to redeem their points for low value items such as digital cameras (350 points) or save them up for higher value equipment, like an eMac computer (5750 points)

Pupils can win prizes too. By asking their parents to help them persuade family and friends to sign a pledge and nominate their school, pupils can earn trendy new finger bands and wrist bands in the national recycle green and bearing the national recycle logo. Also, the best performing pupil from each participating school, in terms of pledges collected, will win for themselves a fantastic new 128mb portable MP3 player.

Nottinghamshire County Council - H.I.S Householder Incentive Scheme

Nottinghamshire County Council, Rushcliffe Borough Council, Mansfield District Council, , Government Office for East Midlands, WRAP home composting project, Community groups (i.e. Eco teams), Local supermarkets / food outlets

Local causes and charities are set to benefit from a trial incentive scheme being tested in Nottinghamshire to encourage more people to reduce their waste and recycle more. In areas selected for the trial the community could earn £15 for each tonne of waste they reduce and £5 for each extra tonne of waste recycled. The money raised would then be dedicated to a number of worthy causes decided by the local community

HOUSEHOLD INCENTIVES: SUMMARY OF PILOT SCHEMES IN WEST MIDLANDS

Herefordshire Council and Worcestershire County Council - Don't Bin It, Win It!

Bromsgrove District Council, Malvern Hills District Council, Redditch Borough Council, Worcester City Council, Wychavon District Council, Wyre Forest District Council, in partnership with Herefordshire Council and Worcestershire County Council.

This joint bid encourages people to use their kerbside boxes and is piloted in one round of approx 1000 properties per district per authority only.

7,000 people across the two counties could be in line to win cash prizes if they regularly recycle their waste. The residents will be invited to take part in a new scheme to encourage more people to recycle. Householders will receive a postcard each month, which they can use to enter the draw by placing it out with their paper recycling. Every month, three cards per authority will be randomly drawn from local recycling facilities. A token cash gift will be offered in the final month for householders who complete and return a feedback survey, again drawn at random.

East Staffordshire Borough Council -

Staffordshire County Council, Parish Councils within East Staffordshire, Local village management committees, within East Staffordshire where applicable. Schools within East Staffordshire

East Staffordshire Borough Council has been operating a recycling scheme – RISES – for three years based on awards of £13 per tonne recycled. Therefore, the more waste recycled, the more money available for local groups. So far some 4,500 tonnes of material has been diverted from landfill through the scheme. The pilot will extend this scheme to include outlying rural areas and schools. New recycling facilities will be provided which will ensure that every household in the Borough has easily accessible recycling facilities.

Redditch Borough Council - Too THICK to Recycle?

Eight middle schools within Redditch, Kappa Paper Recycling, Standard Observer Newspapers Ltd.

Pupils and their parents at eight middle schools in Redditch Borough Council will be encouraged to recycle more of their cardboard instead of chucking it in the bin. A 6-month pilot scheme will give the parents and pupils the chance to raise money for their school: the more cardboard and paper recycled at dedicated bring sites at the schools, the more money the Council will give the school for environmental improvement projects – £100 for every tonne recycled. The trial will coincide with a wider publicity campaign to raise awareness that, while cardboard cannot be collected by kerbside collection schemes, it can be recycled at paper bring sites.

Shropshire County Council

Shropshire Waste Partnership (Shropshire County Council, Oswestry Borough Council, South Shropshire District Council, North Shropshire District Council and Bridgnorth District Council), BBC Radio Shropshire Shrewsbury and Atcham Borough Council.

Residents in Shropshire who recycle their household waste could win cash for a local charity of their choice as part of a 6-month pilot to encourage more people to recycle their rubbish. Addresses will be picked at random every month and if that household presents recycling on their collection day they win £1000 for a local Shropshire charity of their choice. Six prizes of £1000 every month will be awarded across the life of the trial.

HOUSEHOLD INCENTIVES: SUMMARY OF PILOT SCHEMES IN YORKSHIRE AND HUMBERSIDE

Leeds City Council - Recycling Weight Based Incentive Scheme *With Onboard Ltd*

Residents in Beeston and Wetherby could win cash prizes for recycling and reducing their waste as part of a 6-month pilot scheme to encourage more people to recycle their rubbish.

Two prizes of £1000 will be awarded each quarter to households that recycle a specified proportion of their waste. Ten further prizes of £100 will be awarded each quarter to householders who recycle more of their waste over each quarter. All householders that achieve a specified recycling target throughout the pilot project will receive a token gift

Reductions in the amount of waste being produced will be rewarded too: a quarterly prize draw for two prizes of £500 will be open to householders that reduce the weight of their waste by 5%. All householders that recycle throughout the project will be entered into a prize draw to win one of ten £100 cash prizes.

Calderdale MBC - Reduce the Waste and Improve your Place

Residents in Ovenden can earn £25 for local projects, schemes and charities for every tonne of waste they send for recycling. The 6-month pilot scheme has been designed to encourage more of the residents to take part in the council's waste minimisation schemes, kerbside collection schemes, compost bin offer and nappy laundering services.

City of York Council

North Yorkshire County Council, Craven District Council, Hambleton District Council, Richmondshire District Council, Ryedale District Council, Selby District Council

A range of sweeteners to encourage more people to take up recycling will be piloted in York and North Yorkshire over the next 6-months. Pilots to be carried in the region will include giving rewards to residents who recycle particular materials at Household Waste Recycling Centres. Reuse will be encouraged and promoted through reuse websites and linking to existing reuse schemes.

East Riding of Yorkshire Council – Show us Your Blues

Residents in East Riding will be able to sign up for text messages reminding them to put their recycling out on the eve of their collection day. Residents who register their mobile phone numbers will be entered into a monthly prize draw, with prizes worth £500 – holiday vouchers, mountain bikes and cash – up for grabs. The 6-month pilot project will assess whether this will help to

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Household Incentive Pilot Scheme – Regional Breakdown
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encourage residents who normally forget to put out their recycling to recycle more of their waste, more often.

HOUSEHOLD INCENTIVES: SUMMARY OF PILOT SCHEMES IN THE NORTH WEST

Stockport Metropolitan Borough Council - Greater Manchester Recycle and donate to Charity

With the Greater Manchester Waste Disposal Authority: Stockport MBC, Trafford MBC, Tameside MBC, Rochdale MBC, Bolton MBC, Manchester CC

This project is a community-wide incentive scheme whereby local charities (or local branches of national charities, including community groups and schools) have the opportunity to receive financial donations resulting from local residents' recycling activities. The charities, community groups and schools will receive a donation based on the tonnes of glass, cans and paper collected, through the Household Recycling Collection Services and/or Neighbourhood Bring Sites (Services). For each tonne of recyclables collected equal to that collected last year there will be a 50p or £1 donation to the charity, community group or school. In addition, there will also be an escalating value for additional glass, cans and paper collected, for example a 5%, 10%, and 15% increase will trigger the value per tonne to increase to £5, £10 and £15 respectively. Residents will be given the opportunity to vote for their most preferred local charity via the Councils' website.

Vale Royal Borough Council – Targeting Poor Participation

With the Cheshire Waste Partnership (represents the 6 Cheshire Districts and the County Council), Muir Group Housing, Weaver Vale Housing Trust, SITA, Asda, Roberts Bakery

Two pilot schemes will assess two ways to encourage more residents in Cheshire to recycle more of their waste.

Crewe and Natwich Borough Councils will be rewarding regular recyclers in social housing with weekly cash prizes, with the Councils offering as much as two £1,000 per week in a free prize draw for recyclers who participate in local collection schemes across the 6-month trial scheme.

A 6-month trial in Vale Royal Borough Council will see householders in participating areas earning loyalty points for the local ASDA supermarket if they recycle their waste via the existing kerbside collection schemes. Every two months residents will receive a summary of their account showing their current total and what would be needed for the next voucher. An ASDA shopping voucher up to the value of £20.00 would be available to each property in the trial area if they fully participated in the kerbside scheme.

Lancashire County Council – Recycle and Win scratch cards

With all members of the Lancashire Waste Partnership (Blackburn with Darwen Borough Council, Blackpool Borough Council, Burnley Borough Council, Chorley Borough Council, Fylde Borough Council, Hyndburn Borough Council, Lancaster City Council, Pendle Borough Council, Preston City Council, Ribble Valley Borough Council, Rossendale Borough Council, South Ribble Borough Council, West Lancashire District Council, Wyre Borough Council, Lancashire County Council) Ainsworth and Parkinson

From October 1st 100,000 households a month are to be selected from recycling collection rounds across the County to take part in a trial to encourage residents to recycle more of their rubbish. Each property that is participating in the recycling scheme will receive a scratch card with a chance to win a range of instant win prizes. Non-winners will also be able to participate in a prize draw, with a total prize fund of £1,000, by answering simple multiple-choice questions on recycling and sending in their card.

Sefton Metropolitan Borough Council

Merseyside Waste Disposal Authority)and Mersey Waste Holdings Limited (site operator), and DEFRA in liaison with Sefton Council, for Voluntary Services -

Residents using Merseyside's flagship household waste recycling centre in Bootle during the promotional campaign will be rewarded with a cash voucher which they can give to local charities or keep for themselves. The scheme is designed to encourage more residents to recycle their larger unwanted household items at the new South Sefton Recycling centre, which is capable of recycling 70% of all household waste material brought by residents to the site.

Lancashire County Council - Recycling for Schools

Ainsworth & Parkinson, All members of the Lancashire Waste Partnership, (Blackburn with Darwen Borough Council, Blackpool Borough Council, Burnley Borough Council, Chorley Borough Council, Fylde Borough Council, Hyndburn Borough Council, Lancaster City Council, Pendle Borough Council, Preston City Council, Ribble Valley Borough Council, Rossendale Borough Council, South Ribble Borough Council, West Lancashire District Council, Wyre Borough Council, Lancashire County Council,) Cumbria County Council, Allerdale BC, Barrow BC, Carlisle City Council, Copeland BC, Eden DC, South Lakeland DC

Primary school children can earn free vouchers for leisure facilities and equipment for their school by encouraging their friends and family to pledge to recycle their rubbish in a new trial scheme to be carried out by the County council. The more pledges received and rubbish recycled, the more points available to the participating schools which they can cash in for school equipment, from computers to sports equipment. For every three pledges a pupil attracts, they will receive a voucher for free entry into local leisure

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facilities. Top performing pupils in each school will be awarded a prize at the end of the 5-month trial.