



Subject:	WRAP Better Recycling Campaign Grant Scheme
Date:	Tuesday 11 th January 2022
Reporting Officer:	Ryan Black –Director of Neighbourhood Services
Contact Officer:	Margaret Higgins – Lead Officer – Community Provision Caroline Briggs/Judith Greene - Community Awareness Managers

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of this report is to inform members of the WRAP Better Recycling Campaign Grant Scheme and note that an application has been made.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none">Note that an application has been made to the WRAP Better Recycling Campaign Grant Scheme
3.0	Main report
3.1	<u>Key Issues</u> On behalf of DAERA, WRAP is currently delivering the Better Recycling consumer behaviour change campaign to support DAERA’s aims to normalise recycling behaviours and increase household recycling rates to pre – pandemic levels.

3.2	<p>WRAP announced a grant scheme to support Councils to deliver additional coverage of the Better Recycling Campaign. Councils could apply for the funding at a rate of £350 per 10,000 households which would equate to approximately £5,425 for Belfast City Council which recipients are expected to provide match funding for the projects through costs incurred. The application closed on the 15th December 2021.</p>
	<p><u>Proposal</u></p>
3.3	<p>The Better Recycling Campaign message complements the council’s recycling message. Officers made an application for the grant available which included a proposal to use a combination of advertising formats to maximise coverage to households in Belfast and to target people during all aspects of their daily life.</p>
3.4	<p>Six sheet panels at bus stops and outside local newsagents and convenience stores will target people in their local area. Online advertising will support the outdoor campaign and target people in their homes. Internet usage has increased by 68% during the pandemic and is therefore a very effective advertising platform for this campaign. Online advertising also allows us to trace campaign performance and audience engagement.</p>
3.5	<p>We will also deliver posts on our Belfast City Council social media platforms and boost the posts to target a Belfast City Council audience.</p>
3.6	<p>The combination of these 3 advertising platforms will complement each other and allow us to deliver repetition of campaign message to increase our coverage to the target audience of Belfast households.</p>
3.7	<p>The campaign will run for 2 weeks, from 28 February – 13 March 2022. All evidence of spend must be submitted to WRAP by 15th March 2022</p>
	<p><u>Financial & Resource Implications</u></p>
3.8	<p>Required match funding will be met from within the existing Waste Education budget</p>
	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p>
3.9	<p>There are no equality or good relations implications in this report</p>
4.0	Appendices – Documents Attached
	None