

Department of Environment, Food and Rural Affairs

List of successful applications for the Household Reward & Recognition Fund for Recycling and Reuse 2011/12

Organisation	Type and description of scheme	2011/12	2012/13
Aire Valley Recycling	<u>Community rewards</u> Community recycling group providing services to flats in Bradford.	£15,833	£10,792
Bath and North East Somerset Council	<u>Individual rewards</u> Building upon a local economic trading scheme to offer rewards for improved recycling.	£30,837	£54,544
Birmingham City Council	<u>Individual rewards</u> Extension to an existing scheme to increase recycling of paper and card offering Nectar points as a reward.	£25,000	£5,000
Bolton Council	<u>Individual feedback</u> Borough-wide scheme where householders are recognised for recycling via text and email.	£60,000	£50,000
CO2Sense – on behalf of Wakefield and East Riding Councils	<u>Community rewards</u> Prize fund based on the amount of recycling.	£18,000	
Gloucestershire Waste Partnership	<u>Community rewards</u> Community projects would be funded by Recycling Credits based on the level of recycling.	£18,000	£20,500
Housing21	<u>Housing Association</u> Providing facilities to recycling dry waste	£39,069	£18,860

	and compost food in deprived and high occupancy dwellings in East and West Sussex and Hampshire.		
Hyndburn Borough Council	<u>Individual rewards (commercial partners to be agreed)</u> Annual supermarket voucher reward based on increase level of recycling.	£20,000	£29,000
LB Westminster and Camden	<u>Recycling on the go</u> Prize draw using mobile phone technology to scan the barcode on the recycling bin located in the street.	£2,500	£27,000
National Union of Students	<u>Community rewards</u> Rewarding recycling in halls of residence at The universities of Reading and Winchester and London School of Economics.	£33,145	£25,205
Norfolk County Council	<u>Individual rewards (commercial partners to be agreed)</u> Voucher reward scheme for purchasing re-used items from re-use shelters.	£8,700	£1,500
North Tyneside Council	<u>Prize draw</u> This will incentivise committed recyclers to wash, squash and recycle more plastic bottle so recycling is more effective.	£3,000	£3,000
Preen CIC	<u>Furniture Reuse</u> Community rewards for recycling and re-use of bulky and general household goods in central	£23,212	£13,424

	Bedfordshire.		
Runnymede Borough Council	<u>Individual Feedback</u> Recognition scheme using feedback cards for recycling dry waste and food waste in flats.	£21,200	£7,000
Waste Aware North East	<u>Prize Draw</u> Prize draw reward for recycle specified items. Residents register to participate, and are given stickers to stick on specific items of recycling.	£93,621	-
West London Waste Authority	<u>Individual rewards</u> This is for a range of reuse and repair behaviours through a stampable Reward card for donating or buying reused items.	£62,977	£70,555
Total		£475,094	£336,380