

Committee(s):	Date(s):
Port Health and Environmental Services	24 November 2015
Subject: Clean City Awards Scheme Update	Public
Report of: Director of the Built Environment	For Information
<p>Summary</p> <p>The Clean City Awards Scheme (CCAS) was launched in 1994 with the original purpose of encouraging City businesses to manage their waste responsibly and has evolved to now also encourage these businesses to adopt sustainable waste management practices. Historically funded by the Cleansing local risk budget at a cost of £25k, the scheme was free for members to join and was identified as a saving as part of the Service Based Review.</p> <p>In September 2014, your committee agreed that a membership fee be introduced for the CCAS with a target annual income of £25k commencing in 2016/2017 and that should this income prove to be unachievable that the service be ceased. To assess the likelihood of the income be achieved the CCAS Team introduced the charging a year in advance and the target has already been met and exceeded with a current income of £41k in 2015/2016.</p> <p>Recommendation(s)</p> <p>Members are asked to:</p> <ul style="list-style-type: none"> • Note the report. 	

Main Report

Background

1. The Clean City Awards Scheme (CCAS) was established in 1994 to encourage businesses within the Square Mile to manage their waste responsibly. At that time good waste management for many meant simply placing your waste in a black bag or other container and having a trade waste agreement with the City. The scheme has subsequently evolved in line with the waste and recycling industry and now the emphasis is placed firmly on sustainability.
2. Over the years, Cleansing officers have developed a number of activities to engage CCAS members in supporting and promoting the principles of sustainable waste management. These include an inspection visit once a year, monthly e-newsletter, quarterly best practice meetings, waste management guidance on the City's website and provision of ad-hoc support and advice. The scheme has traditionally culminated in a prestigious annual awards ceremony hosted by the Lord Mayor in Mansion House.
3. The CCAS has historically been funded from the Cleansing local risk budget and the scheme has been free for members to join. As part of the Service

Based Review (SBR) the CCAS was identified as a potential savings opportunity and it has been agreed that savings of £25k be achieved by 2016/17. This could be achieved by either ceasing the scheme or by re-modelling it to generate income by charging a fee for membership. Officers undertook a consultation with CCAS members to gauge support for the scheme going forward.

4. In September 2014, your committee approved the decision to introduce membership fees in 2015/16 to allow take-up of the renewed scheme to be assessed and if necessary a further review to be carried out in time to meet the 2016/17 savings requirement. The membership fees approved were:
 - Facilities Management - £250.
 - Large sites (200+ people) - £750.
 - Small sites (1 – 199 people) - £50.
5. This report sets out the current position and uptake of the new fee paying membership scheme.

Current Position

6. Officers developed a strong membership package which, in addition to the member benefits identified in paragraph 2, includes the following new benefits:
 - Summary report and recommendations after inspection.
 - Access to an exclusive CCAS member login area of the website.
 - Window stickers to advertise membership of the scheme.
 - Access to a new mentoring scheme.
7. To date the new scheme has proved extremely successful. As a result target membership levels have been exceeded and are shown below.

	target members	overall members	target income	overall income by category
FM applicants (£250 + £50)	22	47	£5,500	£10,350
Large applicants (£750 + £150)	25	45	£18,750	£30,150
Small applicants (£50)	13	23	£650	£1,150
Total	60	115	£24,900	£41,650

8. The remodelled CCAS has met and exceeded its financial targets ahead of schedule. Officers have invested significant time and effort this year to initiate the fee paying scheme successfully. The continued success of the scheme will now depend on members considering the scheme to be genuinely worthwhile and the scheme detail will be kept under review to ensure this is achieved.
9. Where some CCAS members have multiple sites, a reduced fee of £50 per additional site for FM applicants and £150 per additional site for large applicants was introduced for was to cover the additional work required for these members.

10. Officers will be working on the application process following lessons learnt this year with the aim of making it more straightforward and user friendly. For example, in the absence of an online award application process this year, some members became confused at the need to apply for both membership of the scheme and for the awards resulting in some late applications. Next year officers will be introducing a new online application system that will enable the smooth management of this process.

Proposals

11. In spring 2016, officers will be undertaking an evaluation of the first year of the fee paying scheme to gauge satisfaction levels with the members and to assess whether they feel are receiving value for money. These results will be reported to your committee in 2016.

Corporate & Strategic Implications

12. This supports the City's Corporate Plan Key Policy Priority, KPP2 Maintaining the quality of our public services whilst reducing our expenditure and improving our efficiency.

Implications

13. The Service Based Review identified a savings target of £25k for the CCAS to be achieved by 2016/17.

Conclusion

14. The CCAS continues to be a successful scheme, valued by many businesses in the City. The trial introduction of charges in this financial year gives officers confidence that the scheme is sustainable for the future.

Appendices

None

Background Papers

- PHES Committee report September 2014

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