

## **OXFORDSHIRE WASTE PARTNERSHIP – 26 JANUARY 2007**

### **WRAP Home Composting Scheme 2007 Update**

#### **Introduction**

1. The 2006 home composting scheme subsidised by Thames Water was very successful, selling over 7,600 composters despite supply problems during the summer. The scheme ended on 31<sup>st</sup> December 2006.
2. Initially the Thames Water scheme did not extend into 2007. Therefore, a bid was submitted to the Waste and Resources Action Programme (WRAP) for the OWP to become a partner in their 2007 home composting scheme. The bid was successful and the scheme has been running since 1<sup>st</sup> January 2007.

#### **The New Scheme**

3. Under the new scheme three types of compost bin are being sold, the subsidised prices are as follows:
  - 220l convertabin – £8
  - 330l compost converter – £10
  - 250l komp – £20

These prices include free delivery.

#### **WRAP deliverables**

4. As partners in the scheme, WRAP are delivering the following:
  - Leaflets for events and a doordrop,
  - A home composting advisor to attend partnership and individual council events and schools in 2007,
  - Press coverage in the local papers through monthly press releases,
  - A series of newsletters (every 6 months) delivered directly to residents signed up to the scheme,
  - Free compost bins for schools,
  - A technical support helpline for residents,
  - Publicity materials for events, and
  - Artwork and editorial for any adverts we place.
5. Several problems arose with last year's scheme during the summer. A high demand and lack of stock resulted in very poor customer service.

6. This year our residents are guaranteed better service even if the same problems arise. Precautions are already in place; these include specific monitoring systems and preparation of a backstock of bins for the summertime to prevent such huge shortages.

### **Partnership deliverables**

7. As a partnership we are funding a Royal Mail door drop to advertise the scheme. This will take place between February and December 2007 and cost approximately £12,000.
8. We have also funded one free kitchen caddy per household with bin purchase while stocks last. This is intended to remind and encourage residents to use their compost bins for kitchen waste. A budget of £8,000 for approximately 4,500 caddies. Both of the above costs have been allocated for in the 2007/08 OWP budget.
9. Our participation in the scheme is being project managed by the County Council and delivered through the Waste Management Projects Group.

### **Recommendations**

10. There are no recommendations from this update.

### **Contact Officer:**

11. Jenny Walden