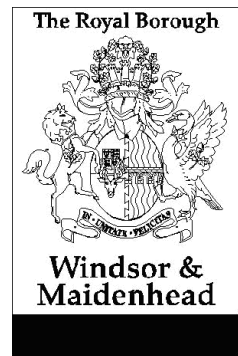


Report for: ACTION
Item Number: 4i



<b>Contains Confidential or Exempt Information</b>	No – Part I
<b>Title</b>	<b>Review of the Greenredeem Scheme</b>
<b>Responsible Officer(s)</b>	Andrew Elkington, Head of Policy and Performance
<b>Contact officer, job title and phone number</b>	Kate Lyons, Policy and Performance Manager, 01628 685934
<b>Member reporting</b>	Cllr Claire Stretton, Principal Member for Culture and Communities
<b>For Consideration By</b>	CPBSC
<b>Date to be Considered</b>	21 October 2015
<b>Implementation Date if Not Called In</b>	ASAP
<b>Affected Wards</b>	All
<b>Keywords/Index</b>	Greenredeem, Participatory Budget (PB)
<b>Report Summary</b>	
<ol style="list-style-type: none"> <li>1. The Greenredeem project has been operating for 15 months and has been successful in delivering additional funding to a variety of local organisations/ projects.</li> <li>2. As of the 1 July 2015, the Greenredeem scheme has been operating under revised criteria.</li> <li>3. This report sets out to review those changes and to consider a number of further amendments/refinements to the criteria.</li> <li>4. These recommendations are being proposed to ensure that the success of the project is maintained whilst also offering residents genuine choice in how to allocate their points to organisations/ projects seeking to raise additional funds.</li> </ol>	

<b>If recommendations are adopted, how will residents benefit?</b>	
Benefits to residents and reasons why they will benefit	Dates by which residents can expect to notice a difference
1. The provision of genuine choice for residents as to who they allocate their Greenredeem points to.	Immediately
2. An increased sense of engagement and community pride through the donation of points to local projects that benefit the community.	Immediately

## 1. Details of Recommendations

### RECOMMENDATION: That

1. The further amendments to the scheme criteria as detailed in paragraph 2.3 below be approved.
2. A further review of the scheme be undertaken in 12 months.

## 2. Reason for Recommendation(s) and Options Considered

Option	Comments
'Do Nothing' Not recommended.	
Implement a time frame for applications  <b>This is a recommended option.</b>	At the moment projects can remain on the website indefinitely unless removed by the applicant. It is suggested that those projects that have been on the website for 4 consecutive voting rounds (over a period of one year) be reviewed with the applicant to ascertain whether they should remain on the website or be removed.
Adjust the monetary value  <b>This is a recommended option</b>	The criteria states that each winning group will receive £1,000. Some groups have asked for a smaller monetary amount so it is suggested that the application form be adjusted to reflect the award being 'up to £1,000'.
'Lost' donated points  <b>Not recommended</b>	To ensure that the points donated to projects that are removed from the website are not considered lost/wasted, a nominal donation of £50 be made to the Mayors Benevolent Fund.

### 2.1 Background

2.1.1 The Greenredeem scheme was launched in December 2013 and prior to the scheme being revised in July 2015 - 12,153,947 points were donated by residents with 51 groups and projects being awarded £1,000 each. In that time only one project failed to reach the required points total to be automatically awarded £1,000. Groups that remained in the scheme while the scheme was being adjusted were awarded half of the monetary value of the points they had accrued. These groups were informed of the changes to the scheme in good time and were aware that would receive a lower monetary value while the scheme was transitioning to its new arrangement.

### 2.2 Greenredeem – Current Scheme

2.2.1 The Cabinet Prioritisation Budget Sub-Committee (CPBSC), at its meeting held on 20 April 2015, approved revisions to the scheme criteria to allow for its successful continuation in the light of the limited funds available and, more importantly to ensure genuine competition and choice for residents.. The current Greenredeem Scheme process is as follows:

- The Greenredeem Scheme operates as a stand alone scheme; distinct from the Neighbourhood Participatory Budgeting initiative. Projects and schemes apply direct to the Greenredeem scheme using the online application form.
- The existing allocation of recycling points to a particular project has been adjusted from a monetary value to a point value.
- Allocating points to projects is carried out on a quarterly basis. Projects that are unsuccessful in being awarded funds will be carried forward to the next round. Any points accrued by a project in the previous voting round will be carried forward with that project to the next round.
- At the end of each voting round the top five projects with the most points will automatically be awarded £1,000 each. If a project is successful and receives funding from the scheme it will be removed from the Greenredeem site.
- There will now be a limit placed on how many times a group or project is able to enter the scheme. Each project or group will only be able to have one live scheme at any one time in each quarter. If the project is successful twice, it will not be able to re-enter for that financial year.

2.2.2 Since the project launch date, 24 projects have taken part in the scheme and 3.6 million recycling points have been donated to projects. The first voting round ended on 30 September 2015 and the following top five groups were awarded funds and have now been removed from the next round of voting.

- 1 Alzheimer's Dementia Support
- 2 Foodshare Maidenhead
- 3 Norden Farm – The Maidenhead Community Lantern Parade
- 4 Windsor and Eton Sea Cadets
- 5 Cox Green School.

2.2.3 The next voting round is due to end at 12 noon on 31 December 2015. There are currently 20 groups/projects participating in this voting round. It is therefore evident that the scheme remains popular and that the revised format has generated an element of competition. In the last few days of voting there was a significant increase in voting with 444,412 points being donated in the last week, particularly for those groups/projects in the top 5.

## 2.3 Proposed Amendments

### Financial Limit

2.3.1 At the moment the scheme states that the top 5 projects will be automatically awarded £1,000. However, a number of projects have requested funding of less than £1,000. Members are therefore asked to endorse a proposed amendment to the criteria as follows - "At the end of each voting round, the top five projects with the most votes will automatically be awarded **the funds they have asked for, up to** £1,000 each."

### Timeframe

2.3.2 At the moment, projects will remain on the website until they are either removed by the applicant or accumulate enough points to become one of the top five

projects in a voting round and are therefore removed following the award of funding. However, some projects may not attract sufficient points over a period of time to successfully make the top five. It is therefore suggested that, if a project has been on the website for 4 consecutive voting rounds and has not been successful in achieving a top 5 position, it will be removed and the applicant kindly requested to resubmit a revised application if they so wish.

### Donation of Points

2.3.3 There was provision within the previous scheme which allowed for those schemes that didn't reach the target within the prescribed timescale for the amount accrued to be transferred to the Mayor's benevolent fund. This ensured that the recycling points donated by residents were not lost. To ensure that the recycling points donated by residents are not lost under the current scheme, it was agreed to allow the donated to be carried forward into subsequent voting rounds. This also has the added benefit of assisting those projects/groups with a smaller cohort of supports to accumulate points over a longer period and hopefully achieve a position in the top five.

However, some projects may be time limited and may not achieve enough points to reach the top five before they have to be deleted from the website. Also, some groups may decide to remove their application from the website. Members may wish to consider whether to include a similar provision that existed in the previous scheme, such as when a project/group is removed the points accrued be converted into a nominal monetary value, such as £50, which would then be donated to the Mayor's Benevolent Fund. However, there budget provision for this and it will be difficult to quantify at this stage how many scheme this will involve. Therefore, maybe it may be appropriate to review this after one year of operation.

### **3. Key Implications**

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
Number of points donated annually (millions)	<2	2 – 8	9-10	>10	31 March 2016

### **5. Financial impact on the budget (mandatory) financial**

There is £25,000 allocated to the Greenredeem scheme for the 2015/16 financial year. £5,000 of this is an administrative fee that the Council pays to Greenredeem.

There is currently £20,000 unallocated in the overall participatory budget. £1,000 of this could be allocated to the Greenredeem scheme to fund any donations to the Mayor's Benevolent Fund when projects/groups are removed from the voting rounds.

	<b>Year 1 (2015/2016)</b>	<b>Year 2 (2016/2017)</b>	<b>Year 3 (2017/18)</b>
	Capital	Capital	Capital
<b>Allocated</b>	£25,000	£000	£000

### **5. Legal Implications**

No Implications

## 6. Value for Money

Due consideration has been given to ensuring that the scheme and the associated process are not overly burdensome to run and administer.

## 7. Sustainability Impact Appraisal

The Greenredeem scheme complements several of the Council's sustainability objectives including sustainable waste management; contribution to climate change mitigation, encouraging community engagement and social responsibility and facilitating reductions in landfill costs.

## 8. Risk Management

Risks	Uncontrolled Risk	Controls	Controlled Risk
1. Lack of donations to the PB funding scheme and a consequent failure of the scheme to realise the financial contributions to the PB initiative.	Medium	<ul style="list-style-type: none"> <li>High intensive marketing of the scheme highlighting the positive elements to the community.</li> </ul>	Low
2. Significant increase in the number of points donated, meaning that the available funding would be insufficient.	Medium/High	<ul style="list-style-type: none"> <li>Only the top 5 projects will receive funding each round. A maximum spend of £20,000 per year.</li> <li>Regular monitoring and review of the scheme, with effective communication on progress.</li> </ul>	Low
3. Insufficient choice is offered to residents to donate their points	Medium	<ul style="list-style-type: none"> <li>Regular communication on the progress of schemes.</li> <li>Regular review of schemes being added, with marketing to areas that are under represented.</li> </ul>	Low

Risks	Uncontrolled Risk	Controls	Controlled Risk

## 9. Links to Strategic Objectives

The continuation of the incentivisation scheme linking it with the Neighbourhood Participatory Budget and localism agenda is potentially relevant to the following strategic objectives:

### Residents First

- Support Children and Young People
- Encourage Healthy People and Lifestyles
- Improve the Environment, Economy and Transport
- Work for safer and stronger communities

### Value for Money

- Deliver Economic Services
- Invest in the future

### Delivering Together

- Enhanced Customer Services
- Deliver Effective Services
- Strengthen Partnerships

### Equipping Ourselves for the Future

- Changing Our Culture

## 10. Equalities, Human Rights and Community Cohesion

None

## 11. Staffing/Workforce and Accommodation implications:

None

## 12. Property and Assets

None

## 13. Any other implications:

None

## 14. Consultation

None

## 15. Timetable for Implementation

None

## 16. Appendices

Appendix A - Q1 Greenredeem Donations League Table, July 15 to September 15

## 17. Background Information

None

**18. Consultation (Mandatory)**

<b>Name of consultee</b>	<b>Post held and Department</b>	<b>Date sent</b>	<b>Date received</b>	<b>See comments in paragraph:</b>
<b>Internal</b>				
Cllr Burbage	Leader of the Council	08/10/15	13/10/15	
Cllr Claire Stretton	Principal Member for Culture and Communities	07/10/15	13/10/15	
Andrew Brooker	Head of Finance	07/10/15		
Andrew Elkington	Head of Policy and Performance	07/10/15	07/10/15	
Michaela Rizou	Cabinet Policy Assistant	07/10/15	08/10/15	

<b>Report no.</b>	<b>Full name of report author</b>	<b>Job title</b>	<b>Full contact no:</b>
	Kate Lyons	Policy and Performance Officer	01628 685934

## Q1 Greenredeem Donations League Table, July 15 to September 15

Campaign Name	Project Name	Points
RBWM Donations	Alzheimers Dementia Support- Out and About	752,774
RBWM Donations	Foodshare- Feeding People in Need	399,900
RBWM Donations	4th Maidenhead (Methodist) Guides - 50th Anniversary	326,852
RBWM Donations	The Maidenhead Community Lantern Parade	320,436
RBWM Donations	Windsor and Eton Sea Cadets	306,997
RBWM Donations	Cox Green School Community Garden	269,662
RBWM Donations	Alexander Devine Childrens Hospice Service	139,425
RBWM Donations	Indoor Hockey Equipment - The Marist Schools	130,720
RBWM Donations	East Berkshire Downs Syndrome Support Group Summer Camp	111,136
RBWM Donations	Windsor Festival Society	92,605
RBWM Donations	Furze Platt Scout Group	85,358
RBWM Donations	The Dash Charity - Domestic Abuse Assistance	75,965
RBWM Donations	Windsor Street Angels - Windsor Christian Action	69,647
RBWM Donations	Family Friends Volunteer Service	67,459
RBWM Donations	Bray & Holyport Scout Group- New Scout Hut	65,586
RBWM Donations	Windsor Horse Rangers equestrian mirrors	64,003
RBWM Donations	Waltham St Lawrence Primary School	62,344
RBWM Donations	Cruse Bereavement Care Support	57,143
RBWM Donations	Re:Charge R&R Family Services	56,289
RBWM Donations	Repairing River Wall - Maidenhead Sea Cadets	43,540
RBWM Donations	1st Maidenhead Sea Scouts	29,335
RBWM Donations	The Conservation Volunteers-12 Day Wildlife Practical	29,198
RBWM Donations	1st Clewer Guides - Camping equipment	21,247
RBWM Donations	Salvation Youth Trust- Maidenhead Boxing Proejct	20,747
RBWM Donations	Maidenhead at The Movies- FREE Outdoor Cinema	18,544
Grand Total	Total	<b>3,616,912</b>