

## Appendix B

### WRAP Business Recycling and Waste Services Commitment – Portfolio Holder Decision

#### Reasons for Decision:

The Council's recycling manager, Charles Nouhan, has been working with the Waste & Resources Action Programme (WRAP) for over a year now to support the Council's new trade waste recycling scheme. WRAP provided essential guidance prior to our scheme launch in May 2011, and the recycling manager has attended a number of events since then, including feedback to WRAP on how our service for SMEs works, lessons learned, and successes.

SDC have now been asked to take part in WRAP's first evaluation of new schemes and the officers involved believe it would be to our advantage to do so. Participation would further strengthen SDC's direct links with WRAP and keep us at the forefront of future developments.

A requirement for being part of the evaluation process includes being signed up to the voluntary WRAP Business Recycling and Waste Services Commitment. Officers have carefully reviewed the commitment (attached), and one of the advantages to SDC is that we already meet all of the criteria so would - if a signatory - not be signing up to new obligations. Further, it is editable to meet local needs and officers have taken the liberty to revise the attached to match the level service that we currently provide.

Being a signatory to the commitment would also be a very useful marketing tool to bring current trade waste customers onto the recycling scheme and increase our overall customer-base by offering recycling services to new customers currently without such a service.

SDC would be the first Kent LA to sign up to the commitment, and we could use that fact proactively with the local media to promote our name and to generate new business.