

Record of officer decision

Decision title:	Officer decision to cease the text message service for recycling reminder
Date of decision:	7th March 2019
Decision maker:	Acting Assistant Director for Regulatory, Environment & Waste Services
Authority for delegated decision:	Operational decision under directorate scheme of delegation as outlined in Section 7 of the constitution. Para 3.7.5. An operational decision involves the day to day management of the council. They are usually incidental to a function being exercised by the council. Such decisions are taken by the chief executive, in accordance with the scheme of delegation and any financial or contracting requirements specified in the finance or contracts procedure rules and will be classed as operational so long as: <ul style="list-style-type: none"> • Is within an approved budget • Is not in conflict with the council's policies, strategies or relevant service plans • Does not amend existing or raise new policy issues
Ward:	500 customers signed up to the service
Consultation:	N/A
Decision made:	To cease the text message service used to remind residents of their next recycling collection day.
Reasons for decision:	<ul style="list-style-type: none"> • The service was offered in 2009 with the introduction of a fortnightly recycling bin collection service to provide a reminder text message the day before the recycling collection was due. • Since 2009 the number of people signed up to the service has been reducing from a high of roughly 2000 to only about 500 currently. • There are various alternative options available to people to keep track of their collection schedule for recycling including the bin collection day look up function online, a printable calendar also available online, smart phones contain calendars which can be used to set a recurring reminder therefore the necessity for this service has decreased. • Ceasing the service will create a saving of about £1000 per year. • Telephone budgets have been centralized therefore the budget used to pay for this service has been removed from Waste Management control. • There is no conflict with any council policy, strategy or service plan. • This decision does not amend existing policy nor raise new policy issues.
Highlight any associated risks/finance/legal/equality considerations:	No risks identified.

Details of any alternative options considered and rejected:	<ul style="list-style-type: none">• Communications team discussed the option of creating a calendar reminder for mobile phones with ICT but this was not possible.• Continue to provide a text messaging service but there is no budget available to be able to do this so money would have to be taken from somewhere else.
Details of any declarations of interest made:	No declarations of interest.

Signed:

Date: 7 March 2019