

Report to: Policy & Performance Improvement Committee Meeting - 02/09/24  
 Director Lead: Matthew Finch, Director of Communities and Environment  
 Lead Officer: Carl Burns, Transformation & Service Improvement Manager  
 Philene Evason – Bacon, Transformation Officer (Graduate trainee)

| Report Summary           |                                                                                                                                                                                                                      |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Report Title</b>      | Green Rewards Programme - update                                                                                                                                                                                     |
| <b>Purpose of Report</b> | In 2022 NSDC committed to the Green Rewards Programme and this commitment was reaffirmed by the new administration in 2023. The aim of this report is to update PPIC on the progress of the Green Rewards Programme. |
| <b>Recommendations</b>   | That the Policy and Performance Improvement Committee note the progress of the Green Rewards Programme                                                                                                               |

## 1.0 Background Information

The Universities in Nottingham first developed the Green Rewards App. It had an uptake rate of 7% with students. The app is an online platform designed to incentivise and encourage users to undertake positive behaviour change by enabling users to log carbon reducing activities and gain points for these activities.

All other Nottinghamshire Council’s procured this sustainable behaviour promoting platform (Green Rewards) in spring with the aim of using it to encourage residents to undertake environmentally friendly activities and reduce their carbon. NSDC initially did not sign up to the App but the decision was revisited in October 2022. Making Nottinghamshire the first county to have a carbon focused platform for all residents.

**Community Plan – alignment to objectives.** The implementation of the Green Rewards platform assists with the delivery of Council’s climate change ambitions and support the ‘Leadership’ and ‘Advocacy and Green Recovery’ actions within the Greening Newark and Sherwood Action Plan. These actions commit the Council to work with residents, businesses and the community to raise awareness of environmental issues and encourage residents to be more carbon conscious in everyday life and adopt a more sustainable lifestyle.

The Green Rewards App launched to Newark and Sherwood residents on the 16 February 2022. A targeted Communications Plan was developed to enable the launch

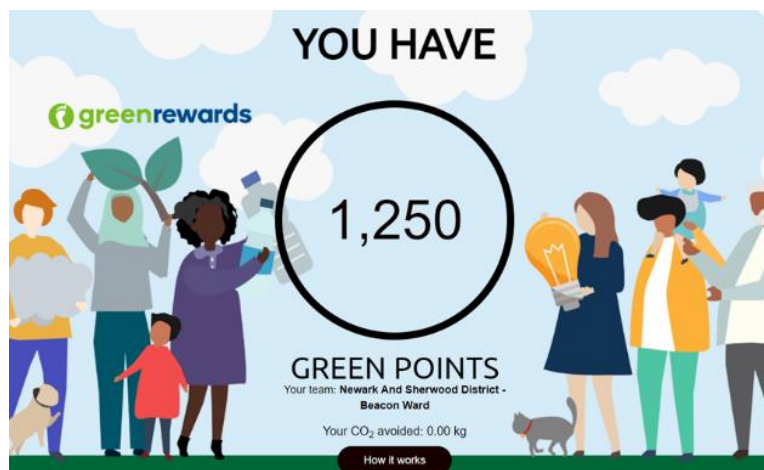
to reach as many residents as possible. This plan included scheduled social media posts, videos of endorsement from the leader of the council and boosted social media posts. A 'boost' assists in making content go the extra mile so it can be seen by more people on Facebook. This includes those who follow the Council's Facebook page as well as those who do not currently follow but may be interested in the post. The Council also hired a videographer to film a 'day in the life' of using the Green Rewards platform which was utilised as a promotional video on social media.

## 2.0 **Approach**

### 2.1 **How the App works**

The Green Rewards App features tasks which residents can undertake to obtain points. Every new sign-up is given 1,250 points and builds from there. The points collected are honesty based and rely on users logging completing tasks. For some tasks you can only gain points once, for example completing the carbon quiz, whilst for other tasks, such as a sustainable commute, users can connect points every week. A few tasks require users to evidence their activity, for example taking a photograph to evidence a nature walk. There are currently 45 activities grouped into 6 categories which can be seen at appendix 1. Residents are able to collect points for undertaking a series of carbon avoidance measures and the platform features a leader board so residents can see how they are performing against others. The points collected are honesty based and rely on users logging the behaviours. 2 winners are selected each month by the platform operator.

- A £20 voucher to the resident at the top of the leader board (each resident can only win once annually), and
- A £20 voucher for a resident that has logged activities in the last month (a random prize draw).



## 2.2 The Vouchers

The project team reviewed the available options and chose to use 5 of the vouchers supplied by the App operator Jump. Giving residents the opportunity to select from.

- National Garden Centre £20 Voucher
- National Book £20 Voucher
- Love2Shop £20 Voucher
- Asda £20 voucher
- Tesco £20 voucher
- Or.. a month's bus pass for Nottingham City Transport buses, worth £70!

This approach allowed us to avoid the large singular retailers such as Amazon and iTunes in favour of vouchers which can be used in local businesses. Local businesses are promoted via a bespoke email, for example when a winner selects a garden voucher they are sent an e-mail highlighting the local businesses where they can spend this voucher.

## 2.3 The Discounts

In addition to the opportunity of winning one of the vouchers detailed above, Green Reward members also benefit from access to a number of discounts around the region. These are controlled by the programme provider (JUMP) and the current offers includes:

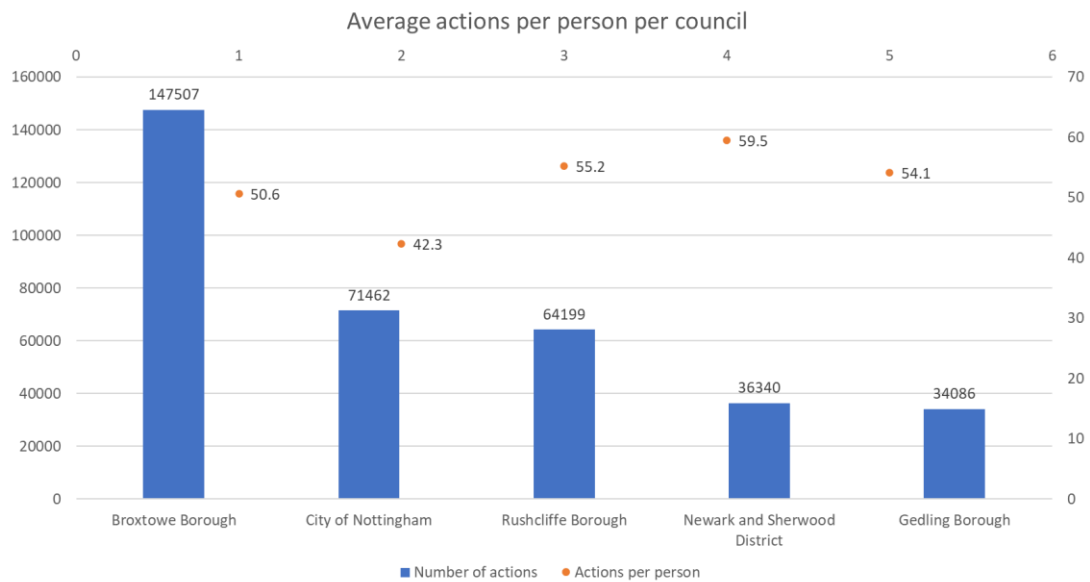
- 25% off Active Nottingham Memberships
- 10% off National Justice Museum
- 10% off Romanos
- 15% off NCT Bus Travel

## 2.4 App Activities

A full list of the activities that residents can take part in can be seen at appendix 1. Residents can use these carbon reduction activities in the App for points with each activity is given an effort and impact level. The more effort required and impact equals more points available towards your overall score. The activities are changed regularly to maintain engagement and these are promoted by email to all users who sign up to the Green rewards mailing lists. (automated and controlled by the platform provider)

## 3.0 Current Performance and recent growth

- 3.1 NSDC currently have 611 members signed up to the program. This is an increase of 5.4% since April 2024 and signifies the largest growth in members in the County. The growth has been achieved by revitalising our approach and has not incurred any additional monetary cost. Whilst this represents a small percentage of our resident population it is worth noting that despite being bottom of the chart in terms of total memberships, we have maintained our position at top of the chart in 'average actions by per person by council.' This can be seen below.



3.2 The overall aim of the Green Rewards programme is to instil a behavioural change in our residents that will contribute to our climate change ambitions by reducing the amount of carbon generated in our district. Evidence of this is monitored by the programme app and as of 23 July 2024 Newark and Sherwood have avoided 80045 tCO<sub>2</sub>e. This is the equivalent to the level of CO<sub>2</sub> generated by around 72,000 homes in the U.K. When we consider that it is estimated the average tree absorbs around 10Kg of CO<sub>2</sub> per year for the first 20 years this is a considerable amount.

3.3 The recent growth can be attributed to a more focussed approach by the transformation team however it wouldn't have been possible without the ongoing support of the Communications and Marketing team. In the last 3 months we have continued to advertise the benefits of the programme routinely through various channels such as, the resident's newsletter and our social media posts. Also, we have adopted a more targeted approach by driving the programme during key events such as 'Great big Green week,' 'Birdboxes in primary schools and 'no mow May.' These endeavours have a limited impact on the resources of the Comms and marketing team and direct support has been given by our graduate trainee from the Transformation team. Future events that will be targeted are 'Love Parks week,' the 'anti-idling campaign' and 'recycle week' in the next 3 months.

#### 4.0 Next Steps

The project team have recently committed £75 to purchase a banner to help drive our growth further. This aim is for this banner to be used at community events and for it to be displayed around our assets whenever possible rather than being stored. Additionally, we have worked with the BM Customer Services on a plan to develop some flyers which will be used by the Customer Services team at Castle House to assist interested residents to sign up to the programme.

## 5.0 Implications

### 5.1 Financial implications

By committing to a further two years with the programme we were able to take advantage of a prize freeze at the same cost as year 2. The costs associated with the Green Rewards Programme are budgeted within the Transformation accounts and are as follows:

|                                                                             | Sub total | VAT<br>(20%) | Total        |
|-----------------------------------------------------------------------------|-----------|--------------|--------------|
| <b>Current Year</b>                                                         |           |              |              |
| Annual programme running fee for Year 3, from February 2024 to January 2025 | £4500     | £900         | £5400        |
| Monthly voucher prizes for Year 3 @ 2 x £20 per month x 12 months           | £480      | £0 (Ex)      | £480         |
| <b>Total 24/25</b>                                                          |           |              | <b>£5880</b> |
| <b>Next year (25/26)</b>                                                    |           |              |              |
| Annual programme running fee for Year 4, from February 2025 to January 2026 | £4500     | £900         | £5400        |
| Monthly voucher prizes for Year 3 @ 2 x £20 per month x 12 months           | £480      | £0 (Ex)      | £480         |
| <b>Total budgeted</b>                                                       |           |              | <b>£5880</b> |

## Background Papers

L&E Green Rewards Platform 22.03.22