

**ANGUS COUNCIL**

**Housing Committee – 19 February 2002  
Environmental & Consumer Protection Committee – 19 February 2002**

**SALE DAY OF HOME ENERGY EFFICIENCY AND COMPOSTER PRODUCTS**

**JOINT REPORT BY DIRECTOR OF HOUSING AND DIRECTOR OF ENVIRONMENTAL &  
CONSUMER PROTECTION**

**ABSTRACT**

This report advises Members of the proposal to hold a public sale of domestic energy efficiency products and home 'composter' bins.

**1. RECOMMENDATION**

It is recommended to Members that they approve the proposed sale day.

**2. BACKGROUND**

Angus Council's HECA strategy, Environment strategy, and Local Agenda 21 strategy, all list awareness raising as one of the most effective methods for achieving greater take-up of sustainability issues. Two of the major components of sustainability are energy efficiency and waste minimisation, and in order to promote these it is proposed that a sale be held of 'green' domestic products, to increase the uptake and to 'kick start' interest in environmental issues across all households in Angus.

**3. SALE DAY OF ENERGY EFFICIENCY & COMPOSTING PRODUCTS**

The opportunity has arisen to hold a one day sale of composter bins and associated products; low energy light bulbs, hot water tank jackets and sundry other energy efficiency items – all at prices substantially lower than the normal retail cost (composter bins are large recycled plastic containers that enable householders to convert domestic vegetable waste matter into compost that can be spread on the garden as a soil conditioner or mulch, thereby reducing waste to landfill).

Similar sale days have been held in Perth & Kinross, Edinburgh and several cities in England and have proved to be very successful, both in terms of selling large numbers of products, and in terms of raising public interest in the issue of sustainability.

The sale would be organised in partnership with Blackwall Ltd (manufacturer of the bins who will also handle logistics), Scottish & Southern Energy Ltd (funding partner), and local retailers.

Sales would be held at 2 locations – 1 in Arbroath and 1 in Forfar, on the same Sunday (proposed for May 2002) and at the same time – this would have the benefit of ensuring widespread availability, whilst minimising promotion and publicity costs. Special delivery arrangements will be made for householders with mobility or transport problems. Target sales of 1000 composter bins and 5000 low energy light bulbs are hoped for. The products will be brought to the sites direct, without the need for any pre-storage, and sold direct to the public by trained personnel from Blackwall Ltd. 3 or 4 staff from Angus Council will be required to attend each site, to help with directing customers, and to answer any council related questions that inevitably arise at such events. Appropriate staff from Housing and Environmental & Consumer Protection will be asked to attend.

It is the intention to distribute promotional literature via Contract Services' refuse collection, by leaving a leaflet at each domestic wheelie-bin – this ensures blanket coverage whilst minimising costs, and ties in nicely with the concept of reducing household refuse. Other promotional events and features would be held in the few weeks prior to the event.

#### **4. FINANCIAL IMPLICATIONS**

The total cost of the sale day will be £10000, of which Scottish & Southern Energy will contribute 50% of the total. Distribution by the refuse collection (calculated as an 'in kind' amount) will reduce Angus Council's cash contribution to £3532 (£1579 transport / logistics + £1953 printing costs), shared equally between Housing and Environmental & Consumer Protection. Each Department's contribution will therefore be £1766.

Staffing costs will be absorbed by the departmental staffing budgets

#### **5. HUMAN RIGHTS IMPLICATIONS**

There are no human right implications arising from this report.

#### **6. CONSULTATION**

In preparing this report consultation has taken place with the Chief Executive, Director of Finance, Director of Law and Administration, and Director of Planning & Transport.

#### **7. CONCLUSION**

The proposed sale day of sustainability products will help Angus Council meet targets set out in the HECA strategy, Environment Strategy, and draft Local Agenda 21 Strategy.

**Ron Ashton**  
**Director of Housing**

**S.R. Heggie**  
**Director of Environmental & Consumer Protection**

Note:- No background papers, as defined by Section 50d of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information), were relied upon to any material extent in preparing this report.