



<b>Subject:</b>	BBC "One Show" Filming
<b>Date:</b>	7 June 2016
<b>Reporting Officer:</b>	Nigel Grimshaw, Director of City and Neighbourhood Services
<b>Contact Officer:</b>	Mr Tim Walker, Head of Waste Management Martin Doherty, Waste Manager (Education & Business Development)

<b>Is this report restricted?</b>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	To seek approval from members to permit the filming of a short article by the BBC's "One Show" of activities at the Council's Household Recycling Centres.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to; <ul style="list-style-type: none"><li>Approve the filming of a short, human-interest piece for the BBC "One Show", at the Council's Household Recycling Centres.</li></ul>
<b>3.0</b>	<b>Main report</b>
3.1	The "One Show" is the BBC's early evening flag ship show regularly attracting viewing figures in the millions. Recently, a producer for the BBC(NI) contacted the Council with a view to filming a short, human-interest clip on recycling behaviours of people using the facilities in Belfast.
3.2	The exact format of the piece has yet to be determined but may require input from locally elected representatives and Council officers in addition to vox pops from the public and centre staff.
3.3	This is an excellent opportunity to showcase the high class facilities the Council provides

	<p>and to stress the importance of residents using the Household Recycling Centres to recycle more items, more frequently. As recycling is more cost effective than disposal and as the Council has to achieve 50% recycling by 2020, this interest from the BBC is timely especially as the Council won an “Award for Excellence” from <i>letsrecycle.com</i> last month for the “Towards Zero Waste” Action Plan the delivery of which increased the Council’s recycling rate to 44% (an increase of 12% over 3 years).</p>
3.4	<p>As every resident now has an opportunity to recycle from their doorstep, further supported by additional facilities at the Household Recycling Centres, a key focus for the Council over the next number of years will be to embed behaviour and attitude change to encourage more widespread recycling activities across Belfast. Waste Management has been in discussion with Corporate Communications to consider this proposal and are content that this filming can usefully contribute to this agenda.</p>
3.5	<p>Details of the filming will be forward to the Chair and Deputy Chair, once they are received.</p>
3.6	<p><b><u>Key Issues</u></b></p> <p>This provides an excellent opportunity for Belfast to highlight the high class services the Council offers residents.</p>
3.7	<p><b><u>Financial &amp; Resource Implications</u></b></p> <p>None</p>
3.8	<p><b><u>Equality or Good Relations Implications</u></b></p> <p>None</p>
<b>4.0</b>	<b>Appendices – Document Attached</b>
4.1	None