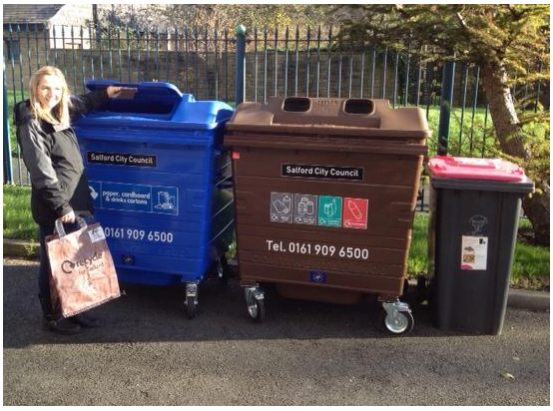
LIFE+ Up and Forward Project: Case Study

B10 Bags and caddies
Area: Salford
Date: November 2014

LIFE11 ENV/UK/000389



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Section 1: Executive Summary

Introduction

1.1 As part of the EU LIFE+ project Greater Manchester Waste Disposal Authority (GMWDA) has carried out a 42 different communications campaigns across nine Districts within Greater Manchester (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside and Trafford). Each campaign has had slightly different focus, targeting sections of the community that have traditionally been hard to reach, making the success of recycling schemes in these areas particularly challenging. This project enabled GMWDA to target smaller groups, generally around 1,500 households, with much focused recycling messages. This allowed a variety of communication methods and messages to be piloted and the impact of each to be monitored.

The project started in June 2013 and ran until January 2015 across all nine Greater Manchester Districts. The project is split into 12 campaigns covering one of the four following themes:

a) Households – focused on communities in disadvantaged areas;
b) Students and Short lets – focused on those areas with a high level of rental properties or student rental accommodation;
c) Faith and Culture – focused on those areas with a strong religious or cultural background; and
d) Apartments – focused on those areas with a high level of low rise or high rise apartments.

1.2 The bags and caddies communication campaign reported on in this case study falls within the apartments theme. The campaign targeted nine low performing multi occupancy dwellings within Salford, working with residents and management agents to improve recycling and encourage better use of these services. The objective was to provide residents with reusable recycling bags and food waste caddies to assist them in taking recyclate to the shared bin areas.

The following campaign activities took place:

a) provision of reusable recycling bags and food waste caddies/liners;
b) delivery of information packs and signage;
c) installation of signage on/near recycling containers;
d) doorstep engagement activities; and
e) focus group consultations with residents and on-site care takers.

1.3 To aid in campaign delivery, including the distribution of bags and caddies, Project Officers sought active participation from social housing providers, private letting companies and caretakers. Residents were also consulted to understand current barriers to recycling and to help develop be-spoke communication materials.

1.4 Monitoring the impact of this campaign took place via face to face surveys which were conducted before and after the recycling campaign took place. The survey was used to gauge awareness and understanding of recycling services and the level of commitment to recycling among respondents. Additionally, residents' recall of the campaign and effects the campaign has had on recycling behaviour was assessed through the post intervention survey.

1.5 Following the campaign, 40% claimed to recycle more since receiving communications materials. Success was also seen with more respondents being aware of the shared food waste bin, as well as fewer respondents presenting barriers to using all of the services provided. This all shows a shift in resident's perceptions towards pro recycling behaviours.

1.6 Gaining access to the buildings and getting residents to actually open their doors is a barrier that was presented for most of the communal engagement activities. Recommendations to assist in overcoming this barrier are:

a) gain uptake in the project from the managing agents prior to evaluation activities. When gaining access it was found on a number of occasions that management agents were not aware of the activities/campaigns therefore making it harder for access to be granted; and
b) once uptake in the project is gained, send out Council branded letters to residents explaining the up and coming activities.

Aims of the Campaign

2.1 The aim of this campaign was to encourage residents in apartment blocks to recycle pulpables (paper and card), commingled (cans, glass, jars and plastic bottles) and food waste by providing residents with reusable recycling bags and food waste caddies to assist them in taking their recycling to the shared bin areas.

Key objectives were as follows:

a) increase the level of recycling for all of the current materials collected;
b) raise awareness of the recycling facilities available; and
c) embed correct recycling behaviour.

Key Facts

3.1 The total cost of delivering the activity was €16,242.37 (£13,436.21), of which €7,280.15 (£6,029.42) was personnel costs and €8,963.22 (£7406.79) was consumables. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.

3.2 382 hours were spent delivering the campaign.

3.3 882 recycling bags and information guides were distributed, alongside 686 food waste caddies and compostable liners.

3.4 All apartment blocks received 'door to door' and engagement days through 'pop-up' stand engagement, (no residents groups available for attendance).

3.5 40% claimed to recycle more since receiving campaign materials.

3.6 Levels of awareness of the shared food waste bin increased from 6% pre to 61% post evaluation.

3.7 The majority of respondents (87%) recalled receiving some form of communication.

3.8 Post evaluation, the majority of respondents (90%) claimed to not have any barriers to using the recycling service provided.

Results

In terms of measuring the overall success of each campaign a key indicator has been identified which explores the change in respondents' claimed recycling behaviour since receiving some form of campaign communications. Therefore; the question 'since receiving the recycling campaign materials has this changed your behaviour towards waste and recycling?' is highlighted as a key measure.

4.1 Key indicator

40% claimed to recycle more since receiving campaign materials

4.2 Awareness, claimed usage and barriers to using services

Awareness of both the shared paper/card and mixed recycling bins remained high post evaluation at 97% and 96% respectively. Of those aware, claimed usage of the shared paper/card bin increased by 2% from 80% to 82% and claimed usage of the shared mixed recycling bin increased by 5%, from 79% to 84%. There was a notable increase in the levels of awareness of the shared food waste bin from 6% pre to 61% post evaluation. Of those aware, claimed usage of the shared food waste bin was at 75% post evaluation, pre results have not been discussed due to the small sample size. Overall, there was an increase in the proportion of respondents stating they didn't have a barrier to using both dry recyclate collections post evaluation.

4.3 Campaign recall

A series of communications materials were developed for this campaign which are shown in Appendix B. The information contained in the communication materials were recalled by 87% of the respondents, with 'receiving reusable bags and/or food caddy' most commonly being mentioned (91%). This was followed by 57% stating 'received council letter about recycling' and 'saw permanent recycling signs near the chutes' at 55%. This recall seems to have had a positive effect on changing respondents' behaviour as 40% claim to now recycle more.

4.4 Commitment to recycling

Respondents classified as committed recyclers decreased by 7%, from 45% to 38% post-evaluation. Nationally the level of committed recyclers is 75%. Of the 38% classified as committed recyclers, 21% fell into super committed matrix, which is a 17% decrease from the pre-evaluation period.

Section 2: Introduction

2.1 The bags and caddies campaign is one of 12 campaigns run by GMWDA. The campaign was delivered by the GMWDA in partnership with Salford City Council, targeting 883 low performing households across nine apartment sites in Salford. The make-up within these blocks of apartments varied considerably, in age, ethnicity and occupation. The campaign ran for 22 weeks, from July 2014 to November 2014.

2.2 The campaign looked to overcome the obstacles to recycling in apartments by:

a) devising tailored communication materials following feedback from residents and management agents;
b) actively engaging with residents and management agents to understand barriers to recycling; and
c) providing a split recycling bag, food caddy and compostable liners to residents.

2.3 To explore and understand key issues affecting residents in the selected flatted developments, face to face surveys were completed, and door knocking and engagement days were carried out with residents. Questions were asked to identify problems regarding waste and recycling, any barriers they were facing to recycle (lack of bins, don't know what goes in each bin), and what they thought was important to help increase recycling in the area. Feedback from this engagement with residents was used to produce communication materials giving residents information on recycling; this resulted in permanent signage being installed on or near the bins.

2.4 Reusable recycling bags and food waste caddies/liners were distributed to residents at each of the target developments. Alongside the provision of containers information packs were also distributed which contained details of why they were being provided with the containers, how to correctly use the services and where the bins were located. Contact details were also provided in case residents wanted more information on the service and how to reorder containers/liners. Signage was also installed on or near the bins which listed what can and can't be recycled. A follow up consultation was carried out with residents via doorstep engagement to reaffirm the information provided and to find out how residents are getting on.

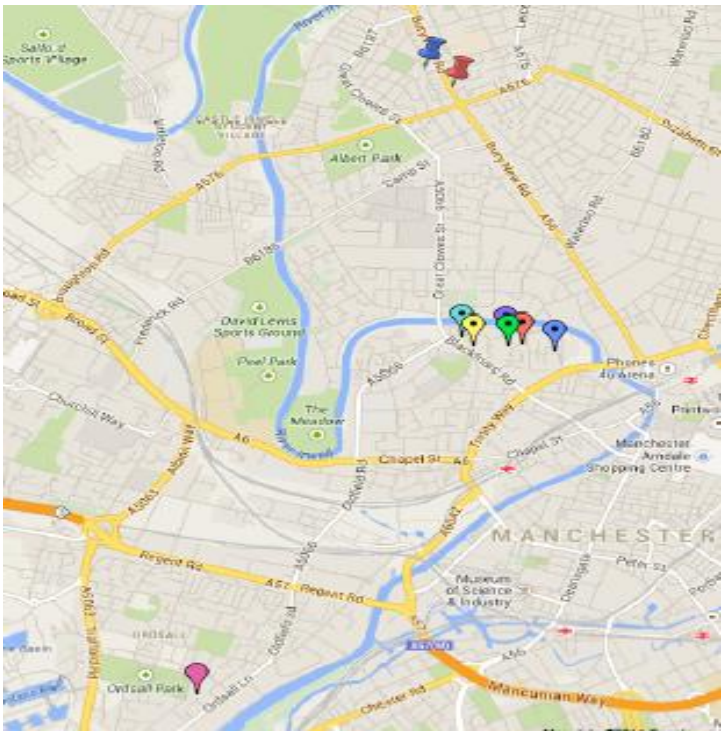
2.5 It was expected that the campaign would empower local communities to tackle their own waste by providing increased knowledge of reuse and recycling services available to them and by providing solutions to overcome issues with recycling due to limited space available in apartment blocks.

Section 3: Campaign Area

3.1 For the Salford study area, 885 households were selected by Salford City Council and GMWDA. The original quota of 1,500 households within the bid proved difficult to attain during campaigns in phase one. Therefore, to increase interaction and engagement for delivery of service this quota was reduced to 883 households, with a sampling quota of 150 face to face surveys.

No quotas were set for socio demographics characteristics, a set of priority apartments were highlighted where the majority of the surveys were completed in the pre activities so that a similar proportion of respondents were contacted in the post-evaluation.

Image: Location of apartment blocks



3.2 **About Salford (www.salford.gov.uk)**

3.2.1 The city of Salford is a city and metropolitan borough of Greater Manchester, England. It is named after its largest settlement, Salford but it covers a far larger area of 20 wards which includes Eccles, Swinton and Pendlebury, Walkden and Irlam which all (apart from Irlam) each have a population over 35,00.

3.2.2 The city has a population of 233,933 and is administered from the Salford civic centre in Swinton. Of the total residents in households 37.1% live in flat/apartment/maisonette accommodation, 30.1% terraced, 40.2% semi-detached and 10.8% detached.

3.2.3 Of the total population the majority is white 90.1%, followed by Asian 4.1%, Black 2.8% and mixed ethnic groups 2%.

Map: Districts within Greater Manchester

3.3 Flats collection service

3.3.1 Apartment recycling started in 2009 and was a phased approach as each site has its own requirements due to space for the storage of containers and bins. In addition to a residual waste collection, Salford operates three separate recycling collections:

a) pulpables recycling – paper, cardboard, tetrapaks.
b) commingled recycling – glass bottles and jars, plastic bottles, metals food and drink containers.
c) organics waste (food) collected for composting

3.3.2 Salford's current recycling rate is 41% (as of October 2014).

Section 4: Demographics & Acorn Data

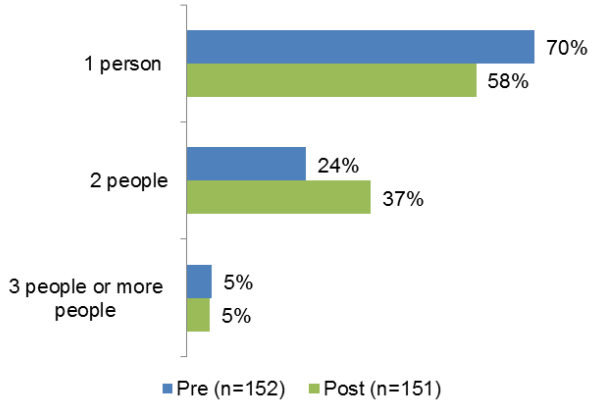
4.1 A series of demographic questions were asked to ensure that the respondents from the pre and post-evaluation were comparable. These were:

a) size of household;
b) age group of respondent; and
c) ethnic origin of respondent

4.2 Size of household

When comparing household size, pre and post-evaluation, there were variations in household composition, Slightly less one person households and slightly more 2 person households were surveyed in post-evaluation.

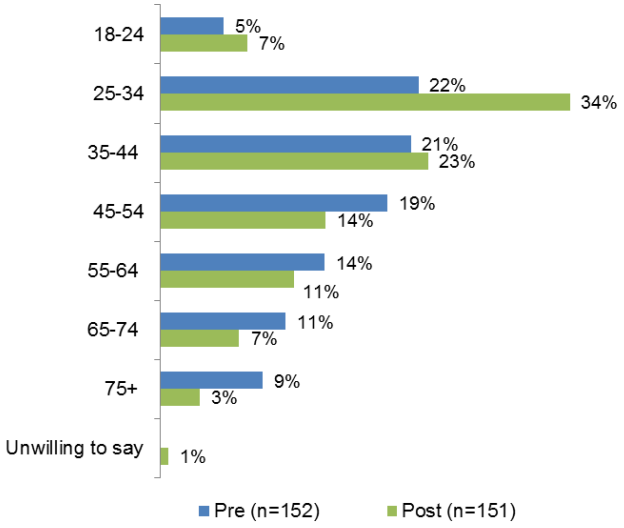
Graph: Household size of respondents



4.3 Age group of respondents

When comparing the age profile of respondents, post-evaluation younger (18-34) and less older (55+) respondents were interviewed versus the pre-evaluation.

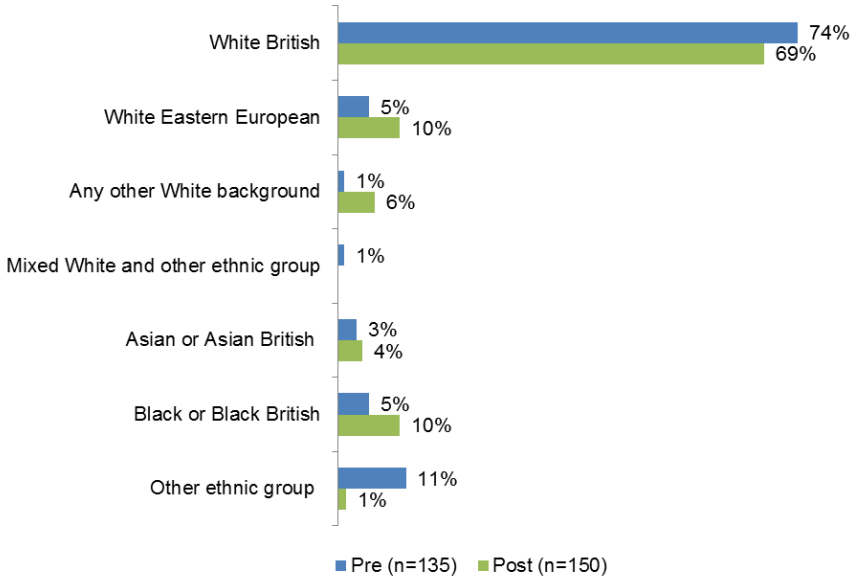
Graph: Age group of respondents



4.4 Ethnic group

In comparison of ethnicity showed that 74% were White British (pre-evaluation) which decreased to 59% (post-evaluation).

Graph: Ethnic group of respondents



Section 5: The Approach to the Campaign

5.1 The campaign primarily employed two members of staff, a Campaign Officer and an Outreach Worker from GMWDA. However to ensure the campaigns success the whole LIFE+ team was utilised to aid with the delivery of the bags and caddies to residents, and during other key activities within the campaign. Supportive advice on areas and best places to install facilities was delivered by the Waste Enforcement officer at Salford City Council.

5.2 In Greater Manchester recycling rates in apartment properties are lower compared to properties with individual kerbside collections. Although many high rise apartments are provided with recycling facilities, there any many issues that prevent or hinder residents from using these facilities including:

a) space constraints for storing and separating items;
b) a lack of ownership due in rented properties; and
c) residents often have further to carry materials.

The campaign looked to overcome some of these issues by providing residents with reusable recycling bags and food waste caddies to assist them in taking recycling to the shared bin areas.

5.3 The target audience was residents who wanted to recycle but lacked the knowledge, residents who were not motivated to recycle, and those residents who already recycled some items but not everything. It was expected that over the life time of the campaign, residents would understand why they are being asked to recycle, and then continue to recycle as part of their normal routine.

5.4 The main elements of campaign delivery were broken down into three distinct periods: research, engagement and behavioural change, with pre and post monitoring (via face to face surveys) occurring before and after the main campaign periods.

Research (14th July 2014 – 29th August 2014	**Engagement** (1st September 2014 – 3rd October 2014)	**Behavioural Change** (6th Oct 2014 – 14th Nov 2014)
Developing contacts, communications, identify and getting to know the area, list of community groups, ordering bags and caddies	Attending resident meetings, focus groups and doorstep engagement	Events, media, delivery of campaign material, bags and caddies, peer to peer engagement

5.5 **Research period**

5.5.1 The research period was used to assess the sites identified to be part of the campaign. Information about waste and recycling was gathered by visiting each site and conducting a bin audit. This included looking at the number and size of the recycling facilities, where they were located, what signage was being used, what contamination was being found in the bins, and any nuisances in the area.

Where locations required extra capacity additional communal recycling bins were delivered at the same time as the bags and caddies were distributed.

Images: New communal facilities following bin audit – Ascot Court

5.5.2 The period was used to identify both social and private landlords who managed the sites and make contact.

5.5.3 Social landlords were able to provide information about residents groups and identify useful contacts. Unfortunately the majority of sites no longer had active residents groups therefore other means were used to engage with residents and gain feedback for the engagement period.

5.6 Engagement period

5.6.1 As it has been shown that blanket type communications do not necessarily work in apartment's blocks, the campaign was designed to allow feedback gained during the project to be assessed and developed to inform the use of different communication methods. In order to fully interact with residents and to understand recycling behaviour the following forms of engagement were undertaken:

5.6.2 Questionnaires and opinions surveys

An outside agency was commissioned to conduct 150 face to face surveys to establish:

a) commitment to recycling; and
b) awareness and usage of waste collections.

The questionnaire survey was designed to establish respondent's awareness and understanding of recycling services operating at their property, to establish usage of existing services and measure the respondent's commitment to recycling. The post intervention questionnaire also seeks to establish if respondents are aware of the recycling campaign, and establish if this has had any impact on their personal recycling behaviour.

5.6.3 Door step engagement

Due to the lack of established resident groups, door to door surveys were conducted throughout all apartments and engagement pop-up stands were held in communal areas and manned by members of the GMWDA LIFE+ team. This activity was used to:

a) understand key drivers and barriers to recycling behaviour;
b) gauge residents' knowledge of what they can and can't recycle;
c) consider the effectiveness of key information channels; and
d) help to identify what new strategies/messages could be put in place to encourage recycling and reduce contamination of recyclable waste.

5.6.4 Engagement with management agents

It quickly became apparent that management agents and caretakers were keen to see recycling facilities used correctly and had ongoing issues with waste management.

Project Officers developed close working relationships with landlords, management companies and caretakers to fully understand barriers to recycling, to maximize promotional opportunities and to schedule delivery of bags and caddies via door step engagement. As a security measure, apartments often have secure access arrangements for the communal entrance to the building which prevents the traditional style of door stepping activities to take place. To overcome difficulties in accessing communal areas to carry our door to door activities, management agents and caretakers were contacted prior to arrival.

5.6.5 Developing campaign materials

Bespoke communication materials were designed following feedback from residents to address specific problems and issues faced. Residents felt a letter and A5 magnet would be appropriate and should be given out with the bags and caddies. When asked about a six page recycling leaflet delivered in an envelope resident's felt this would be mistaken for a bill and would not be opened.

a) Posters

All management agents received posters to promote recycling and the location of communal bins and to re-enforce the message of 'no plastic bags'. The posters were displayed on communal notice boards.

Image: A4 communal bin location poster

b) Signage

Clear, easy to follow signage was produced for installation at the communal recycling bins and chute rooms.

Image: A3 permanent signage installed next to all residual chutes

Image: A1 permanent signage installed on or near to communal bin facilities

c) Information packs

The recycling bags and food caddies were distributed with an information pack. The pack consisted of an A4 letter and an A5 magnet illustrating to residents how to use the recycling bag and food caddies, and why they are being asked to do it. The information also showed where the communal recycling facilities were located. Contact details were provided to the resident in case they would like more information on recycling or how to report a lost, damaged or stolen food caddy or recycling bag and how to order further liners. Leaflets were kept clear and simple to overcome any barriers for residents who did not speak English as a first language.

Image: A5 magnet

Image: Apartments A4 letter

5.7 Behavioural change period

The following were distributed to residents via door-to-door canvasing over a two-day period by a team of Project Officers.

5.7.1 Reusable recycling bags

Separate washable and reusable recycling bags were distributed to all households, one blue (pulpables) and one brown (commingled). Residents were asked to keep hold of their recycling bag and continue to use this to store and carry their recycling to the communal areas helping to reduce the likelihood of plastic bag contamination.

Image: Reusable recycling bags

5.7.2 A separate food caddy with a compostable liner

Initially, the food caddy was distributed with a roll of compostable liners. This enabled residents to insert one compostable liner into their caddy and then fill the liner with leftover food. Once the liner was full residents were able to remove it from the caddy and carry it down to the communal recycling containers.

Image: Food waste caddy and liners

5.7.3 Information pack

An information pack was produced and delivered as part of the campaign (see above).

5.7.4 Door step engagement

Following the distribution of reusable bags, caddies, liners and information packs, return visits were carried out by Project Officers to reaffirm residents' understanding of their usage.

Section 6: Results

6.1 Surveys

During the pre-evaluation period 150 face to face, two online and 11 postcard surveys were completed. For the post-evaluation period 151 face to face and one postcard were completed. The combined results are presented below.

6.1.1 Key indicator

In terms of measuring the overall success of each campaign a key indicator has been identified which explores the change in respondents' claimed recycling behaviour since receiving some form of campaign communications. Therefore; the question 'since receiving the recycling campaign materials has this changed your behaviour towards waste and recycling?' is highlighted as a key measure.

Base (n=132)

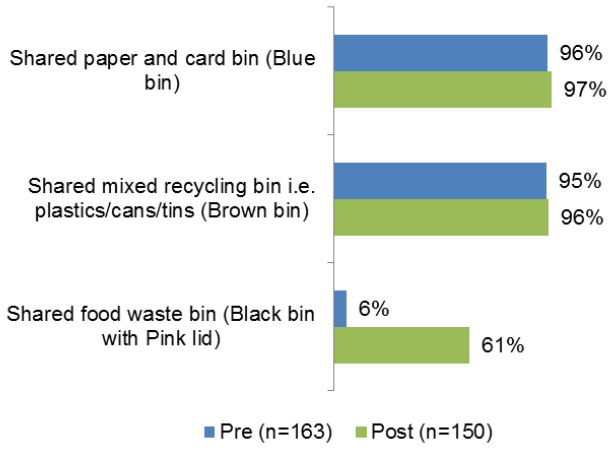
Claimed to recycle more since receiving campaign materials

6.1.2 Awareness of recycling collection services

To gather general awareness of the waste collection services offered, respondents were asked which bins/services their council provides. For both the dry recyclate waste streams the levels of awareness remained consistent pre to post-evaluation.

Awareness of shared paper and card remained high at 96% to 97%; results were similar for the shared mixed recycling bin with 96% being aware post-evaluation. Positively awareness of the shared food waste bin increased by 55%, from 6% to 61%.

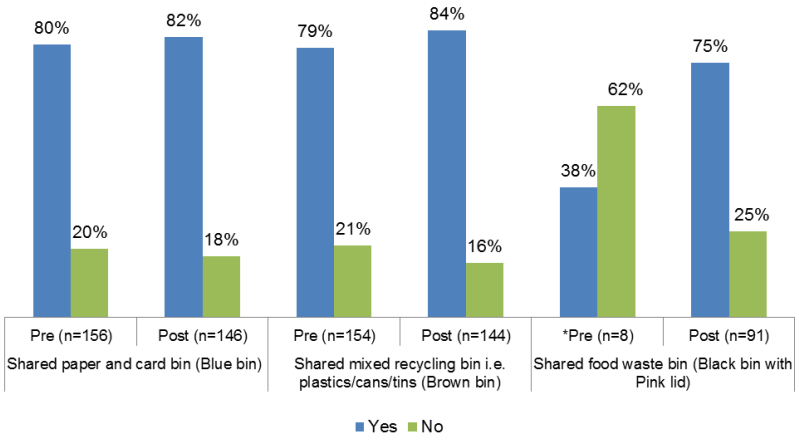
Graph: Awareness of council recycling service



6.1.3 Claimed usage of recycling collection services

Of those aware; claimed usage of the dry recyclate waste streams collection increased slightly (2%) to 82% post evaluation, while the shared mixed recycling increased by 5%, from 79% to 84% post evaluation. Claimed usage of the food waste collection doubled from 38% to 75% post-evaluation.

Graph: Claimed usage of waste and recycling collection services

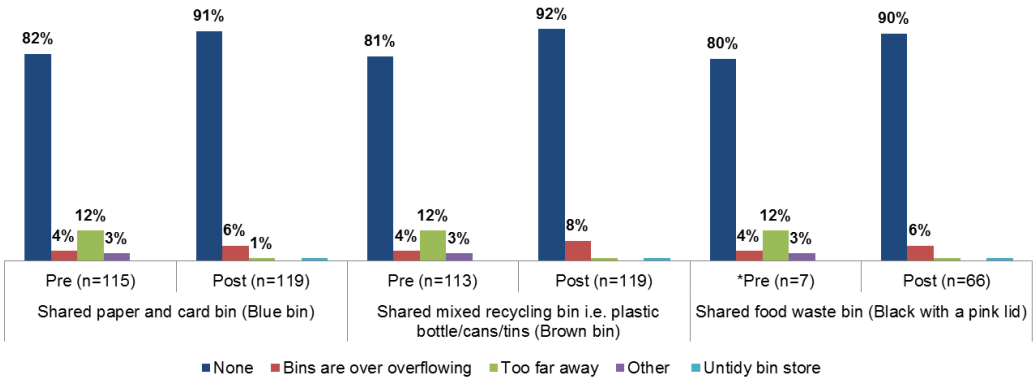


*Caution should be taken when interpreting the results due to the small sample size

6.1.4 Barrier to recycling

To understand what barriers residents encounter in using the services provided, respondents were asked what issues they have had, if any. Overall, there was an increase in the proportion of respondents stating that they didn't have any barriers in using both the dry recyclate waste streams, with over 9 out of 10 stating this. Post-evaluation, again the majority (90%) claimed to not have any barriers to using the service.

Graph: Barriers encountered when using services

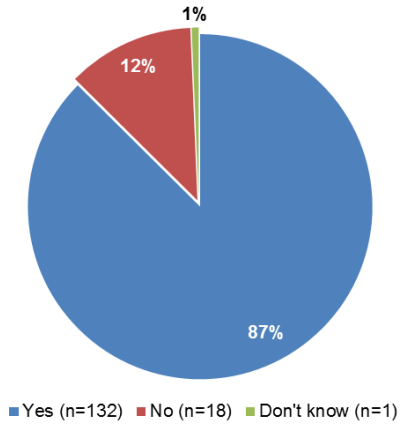


*Caution should be taken when interpreting the results due to the small sample size

6.1.5 Campaign recall

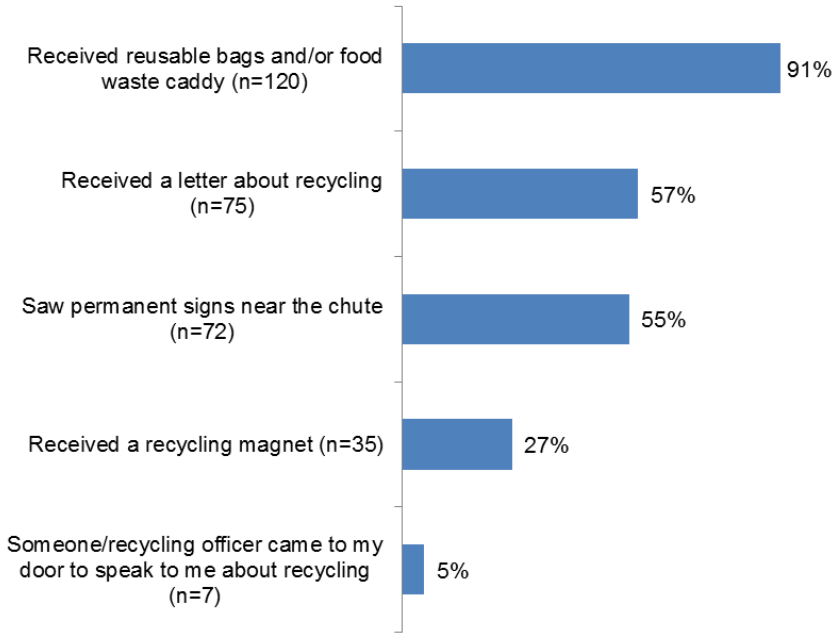
In order to establish whether respondents could recall the recycling campaign, respondents were asked to think back over the last three months and state whether they had seen, heard or received any information around waste and recycling in their area. The majority (87%) recalled some form of communication.

Graph: Campaign recall



Respondents that stated they did recall seeing information about recycling in their area in the previous three months were asked what they remembered seeing. Most commonly mentioned was 'received a reusable bag for recycling and/or food caddy at (91%), followed by 'received a letter about recycling' (57%) and 'saw permanent signage near the chute' (55%).

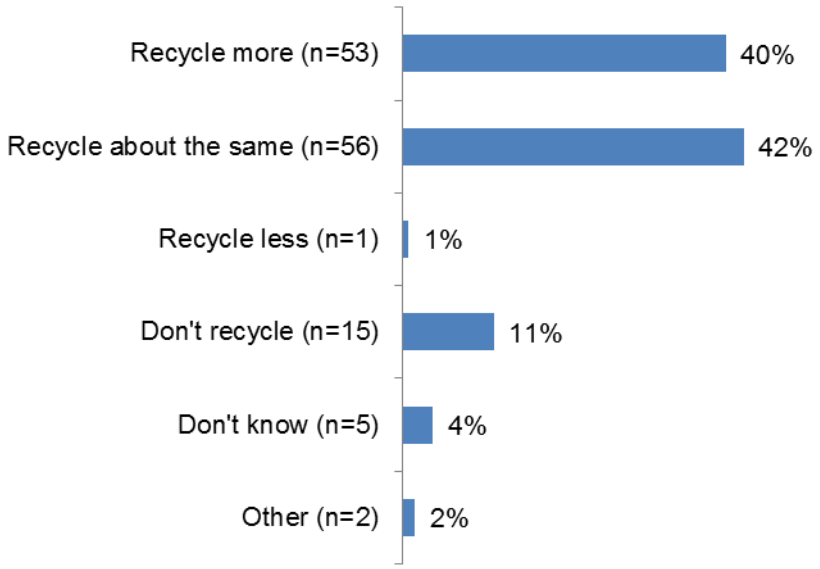
Graph: What information respondents recalled seeing, hearing or receiving



6.1.6 Changes in behaviour

Respondents were asked if receiving the recycling campaign materials had changed their behaviour towards waste and recycling. Positively two fifths (40%) more claimed to now recycle more, followed by 42% recycling the same as they did before.

Graph: Has seeing the information about recycling in your area changed your recycling behaviour?



6.1.7 Commitment to recycling

To establish respondents' commitment to recycling a set of core questions were asked; this is calculated using the three WRAP (Waste Resources and Action Programme) committed recycler questions:

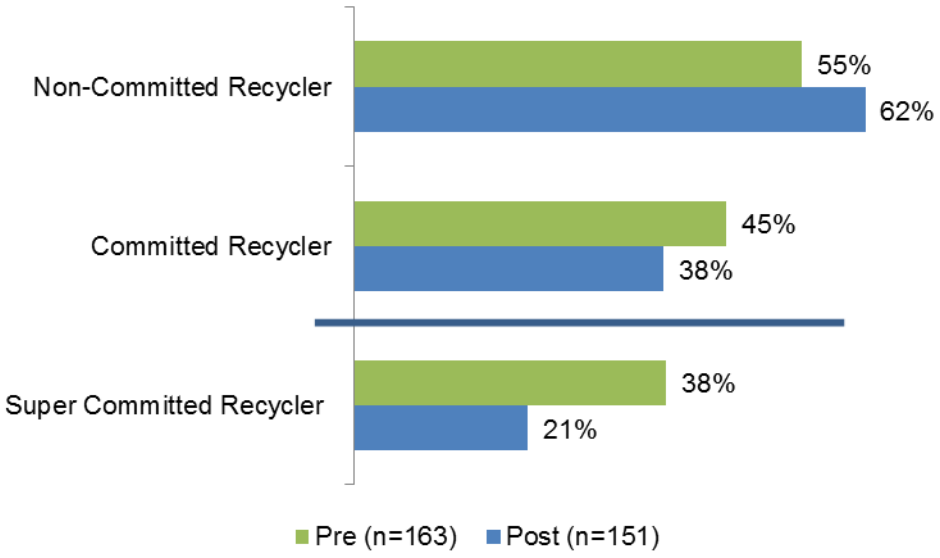
a) how important recycling is to the respondent;
b) how they would describe their attitude to recycling; and
c) how much they recycle

Based on responses provided to these three questions a recycler's commitment is measured and categorised as being either:

a) non committed;
b) committed; or
c) super committed

Respondents classified as committed recyclers decreased by 7%, from 45% to 38% post-evaluation. Nationally the level of committed recyclers is 75%. Of the 38% classified as committed recyclers, 21% fell into super committed matrix, which is a 17% decrease from the pre-evaluation period.

Graph: Commitment to recycling



6.2 Staff costs / time

Role	(€)	(£)	Hours
Project Manager	68.19	56.47	3.5
Campaign Officer	5,312.14	4,399.51	239.7
Outreach Worker	1,899.82	1,573.43	139.0
Total	**7,280.15**	**6,029.42**	**382.2**

6.3 Cost of campaign materials / bags and caddies

Description	(€)	(£)
Letter design	279.51	231.00
Print of 800 letters	288.95	238.80
Transit van hire	270.80	223.80
Purchase of 1100 blue and brown recycling bags	1,565.14	1,293.50
Purchase of rolls of kitchen caddy liners	902.07	745.51
Purchase of 1100 food waste caddies	1,456.07	1,203.36
Purchase 4 x 500 litre food waste bins	1,442.32	1,192.00
Print of 30 x A4 communal Recycling poster	63.89	52.80
A4 communal poster design	39.93	33.00
A1 signage design	79.86	66.00
Print of 12 x A1 signs	453.17	374.52
Magnet design	21.78	18.00
Print of 800 magnets	310.73	256.80
A3 Chute poster design	39.93	33.00
Print of 50 x chute posters	181.50	150.00
Other	1,566.59	1,294.70
TOTAL	**8,963.22**	**7406.79**

6.4 Cost per head (including personnel)

(€)	(£)
18.39	15.22

6.5 Cost per head (excluding personnel)

(€)	(£)
10.15	8.38

Section 7: Conclusion

7.1 The overall results suggest that a combination of informative and appropriate campaign literature as well as providing the tools to store and carry recycling has had a positive effect on resident behaviour in the targeted apartment blocks.

7.2 The awareness levels of both the shared paper/card and mixed recycling bins remained high post-evaluation at 97% and 96% respectively. Of those aware, claimed usage of the shared paper/card bin increased by 2% from 80% to 82% and claimed usage of the shared mixed recycling bin increased by 5%, from 79% to 84%. There was a notable increase in the levels of awareness of the shared food waste bin from 6% pre to 61% post-evaluation. Of those aware claimed usage of the shared food waste bin was at 75% post-evaluation, pre results have not been discussed due to the small sample size. Overall, there was an increase in the proportion of respondents stating they didn't have a barrier to using both dry recyclate collections post-evaluation.

7.3 A series of communications materials were developed for this campaign. The information contained in the communication materials were recalled by the majority of respondents (87%), with the provision of reusable recycling bags and food waste caddy/liners being most commonly being mentioned (91%). This recall seems to have had a positive effect on changing respondents' behaviour as 40% claim to now recycle more.

7.4 In summary, 40% claimed to recycle more since receiving communications materials. Success was also seen with more respondents being aware of the shared food waste bin, as well as fewer respondents presenting barriers to using all of the services provided. This all shows a shift in resident's perceptions towards pro recycling behaviours.

Section 8: Key Learning Points

8.1 This campaign was carried out in phase two of the project and built on lessons learnt from phase one. Learnings included reducing the number of sites for the campaign to allow focused engagement to be undertaken.

During phase one, the logistics and level of resources required to distribute the bags and caddies to 1500 households over many apartment blocks (in excess of 20) proved to be very time consuming and made the delivery of an intense communication campaign very challenging. Moving forward, phase two campaigns reduced the campaign target to focus on the maximum of 10 apartment blocks, with a minimum of 60 households in each block (i.e. minimum of 600 households to be targeted). By reducing the sample size a more focused and quality campaign has been delivered.

8.2 Gaining access to the buildings and getting residents to actually open their doors is a barrier that was presented for most of the communal engagement activities. To overcome this issues Project Officers were in close contact with management agents and caretakers. However due to the short timescales of the project it was on occasion difficult to make contact resulting in a delay to door step activities taking place.

Recommendations to assist in overcoming this barrier are:

a) gain uptake in the project from the managing agents prior to evaluation activities.; and
b) once uptake in the project is gained, send out Council branded letters to residents explaining the up and coming activities.

8.3 It has been shown that is often difficult to engage with residents of these types of properties through the traditional door stepping techniques due to problems with gaining access to communal areas to undertake activities. Concentrating on providing better recycling information and signage for communal bin store areas provided an alternative delivery point for the recycling campaign.

8.4 When distributing bags and caddies, residents were often not at home. It is therefore important to make alternative arrangements for the delivery of recycling aids and communications. In this case, all management agents agreed that bags and caddies could be left on the resident doorstep.

8.5 It was noticed in the bin audits that at a number of sites the recycling facilities were in a poor condition and improperly placed. Consideration needs to be given to how residents will use the facilities. Recycling facilities should be located together with residual waste where possible and easily accessible for residents.