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# LIFE+ Up and Forward Project: Case Study

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B10: Stockport  
Area: Brinnington &  
Lancashire Hill  
Date: February 2014

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LIFE11 ENV/UK/000389

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# Contents

		<b>Page</b>
1.	<b>Executive Summary</b>	2
2.	<b>Introduction</b>	5
3	<b>Campaign Area</b>	6
4.	<b>Demographics &amp; Acorn Data</b>	8
5.	<b>The Approach to the Campaign</b>	10
6.	<b>Results</b>	15
7.	<b>Conclusion</b>	20
8.	<b>Key Learning Points</b>	21

## Section 1: Executive Summary

### 1. 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 1500 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 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 Stockport, 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 recycle 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;
- c) doorstep engagement activities; and
- d) 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 24% claimed to recycle more since receiving communications materials. The campaign also saw success with more respondents being aware of services. Claimed usage of the food waste service is lower than the dry recycle waste streams, although this is common due to the associated 'yuck factor'; more work will be required to encourage participation. The level of committed recyclers has increased, which shows a shift in residents perceptions towards pro recycling behaviour.

- 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.
- 1.7 The targeting of 1,468 households across 27 sites in Stockport proved problematic for Project Officers due to the sheer number of properties and short timescales for delivery. It is therefore recommended that fewer locations are selected to allow for a sustained level of engagement with residents.

## **2. 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.
- 2.2 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;
  - c) and embed correct recycling behaviour.

## **3. Key Facts**

- 3.1 The total cost of delivering the activity was €15,484.19 (£12,809.62), of which €7,280.15 (£6,029.42) was personnel costs and €8204.04 (£6,780.20) 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 Two focus groups were held to aid in the development of suitable communications materials.
- 3.4 1,500 split bags and information guides were distributed, alongside 900 food waste caddies and compostable liners.
- 3.5 12 property management and housing associations were involved including, Stockport Homes, Equity Housing, Irwell Valley Housing, Grey Marsh Property Management, Peverla Management and Realty Management.
- 3.6 Pre campaign 145 face to face, two online and 15 postcard surveys were completed. For the post campaign monitoring 150 face to face and six postcard surveys were completed, no online surveys were completed.
- 3.7 24% claimed to recycle more since receiving campaign materials.
- 3.8 Communication materials were recalled by 69% of the respondents.

## **4. Results**

4.1 The campaign was carried out in apartment blocks which already had recycling facilities in place however they had low participation rates and high levels of contamination. Some blocks did not have organics waste collection services and these were introduced as part of the campaign. As a result there is no pre-campaign organics monitoring across the majority of sites.

### **4.2 Key indicator**

24% claimed to recycle more since receiving campaign materials.

### **4.3 Awareness, claimed usage and barriers to using services**

The awareness levels and claimed usage of the shared dry recycling collections remained consistent and high in pre to post-evaluation. The proportion presenting a barrier to using all the shared bins has increased slightly post-evaluation, with bin stores being too far away and overflowing bins being the most commonly mentioned factors.

### **4.4 Campaign recall**

The information contained in the communication materials were recalled by 69% of the respondents, with 'receiving a leaflet/card about free reusable recycling bags' being most commonly being mentioned. This was followed by 68 % stating they 'received a council letter and leaflet about recycling' This recall seems to have had a positive effect on changing respondents' behaviour as 24% claim to now recycle more.

### **4.5 Commitment to recycling**

The percentage of committed recyclers increased by 10%, from 26% to 36% post-evaluation, nationally this figure is 75%. Although this increase is still below the national average it is important to consider this figure in the context of the area and community given they are using communal bins which are not easily accessible to all.

## Section 2: Introduction

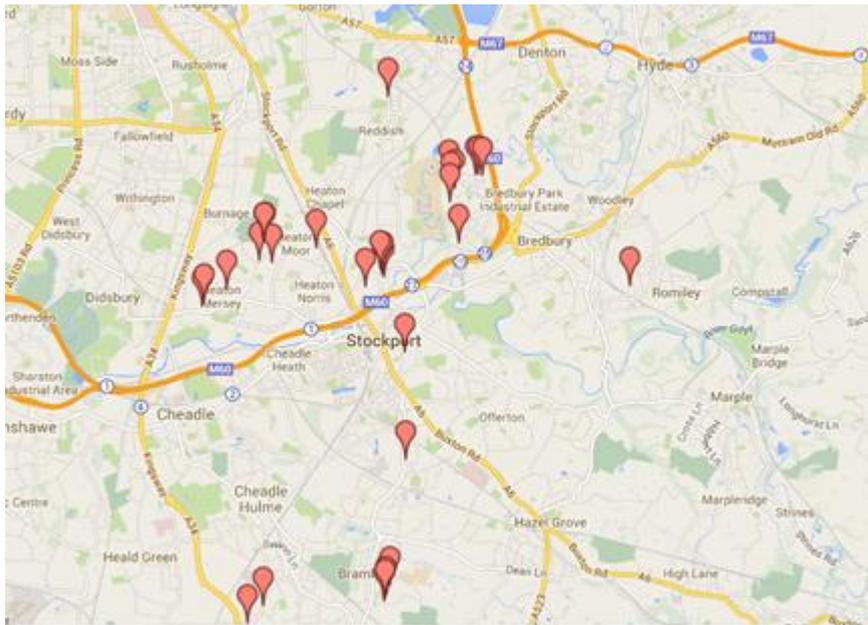
- 2.1 The bags and caddies campaign is one of 12 campaigns run by GMWDA. The campaign was delivered by the GMWDA in partnership with Stockport Council, targeting 1,468 low performing households across 27 apartment sites in Stockport. It ran for 22 weeks, from October 2013 to February 2014
- 2.2 The campaign 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 Focus groups were carried out with residents to explore and understand key issues affecting residents in the selected developments. 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 etc.), 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.
- 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.
- 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 The study area of 1,468 households was selected by Stockport City Council and GMWDA. 27 apartment blocks were selected based on District knowledge of apartment blocks with the potential to increase their levels of recycling.

No quotas were set for socio demographics characteristics. A set of priority flats 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.

### Map: Location of Apartment Blocks



## 3.2 About Stockport ([www.stockport.gov.uk](http://www.stockport.gov.uk))

3.2.1 Stockport is one of 10 districts in Greater Manchester, England. It is situated seven miles to the south west of Manchester, in the north west of England. The metropolitan borough of Stockport is comprised of numerous sub-regions which include Cheadle, Cheadle Hulme, Marple, Bredbury, Reddish and Romiley.

### Map: Districts of Greater Manchester



- 3.2.2 Stockport has a total population of 283,300 people and is one of the most heavily populated districts in Greater Manchester. Compared to other districts, Stockport has little demographic diversity with the majority of residents classing themselves as being White British, and the second lowest levels of unemployment within Greater Manchester.
- 3.2.3 Stockport suburbs of Woodford, Bramhall and Hazel Grove are some of the wealthiest in Britain while areas such as Edgeley, Adsworth and Brinnington have widespread poverty. Brinnington and Stockport Central have the second highest unemployment rate in Greater Manchester and have an above average number of residents who have never worked or are in long-term unemployment.

### 3.3 About the apartment blocks

- 3.3.1 The apartment blocks selected were situated across Stockport however the majority were situated in Brinnington and Lancashire Hill (Stockport Central) and owned by Stockport Homes.
- 3.3.2 The apartments included 15 social and 12 privately managed blocks. The main social housing provider was Stockport Homes with 13 out of the 27 blocks. Other housing associations included Equity Housing and Irwell Valley. The privately managed blocks were managed by various letting management companies.
- 3.3.3 The Brinnington and Central wards are some of the most deprived in Stockport and account for 766 of the households in the campaign. Within these wards 53% of the residents live in socially rented housing. The majority of apartments in these wards are medium to high rise with most blocks housing 68 apartments, although there are two high-rise sites of over 90 apartments per block.

### 3.4 Household collection service

- 3.4.1 All blocks had communal dry recycling facilities and a small minority had organics bins. All bins were serviced and emptied by Stockport Council on a four weekly basis.

**Table: Stockport recycling collection schedule**

Waste stream	Collection frequency	Containers used for collection
Commingled	4 weekly	Brown 1100l bin
Pulpables	2 weekly	Blue 1100l bin
Organics	weekly	Green wheeled bin

- 3.4.2 Stockport's current recycling rate is 64.58% (as of February 2014)

## Section 4: Demographics & Acorn Data

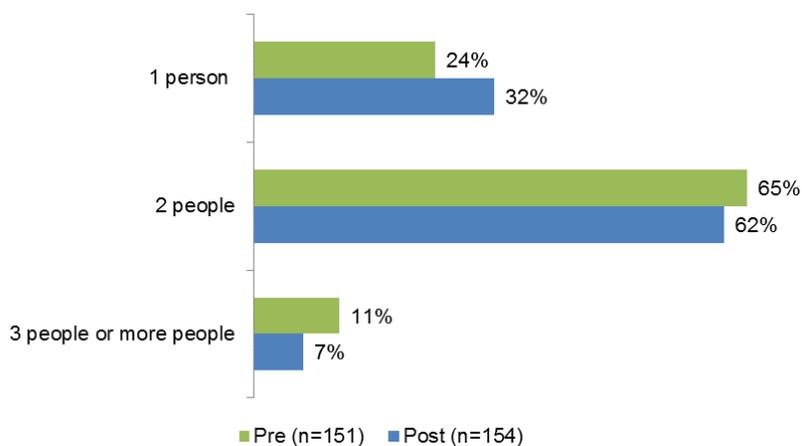
4.1 A series of demographic questions were asked to ensure that the respondents from the pre and post evaluation were comparable. These were:

- 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 slight variations with household composition. Slightly less one person and two people households were surveyed, while slightly more three or more people households were surveyed post-evaluation.

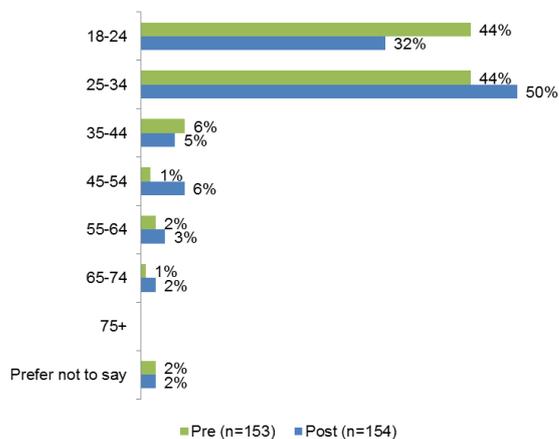
Graph: Household size of respondents



### 4.3 Age group

When comparing the age profile of respondents, results were fairly similar, with just under half of the sample made up of the younger age group (18-34) and around a third of the middle age group (35-54) pre and post-evaluation.

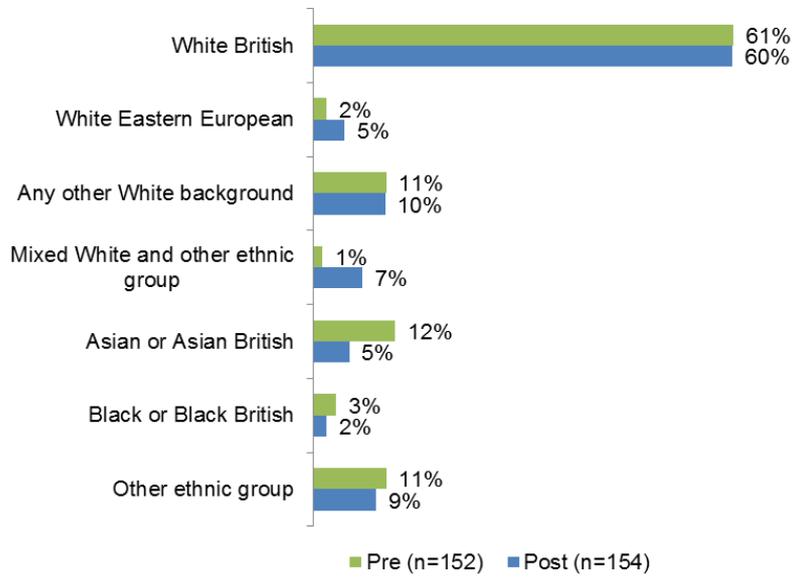
Graph: Age group of respondents



#### 4.4 Ethnic group

For both the pre and post-evaluation the majority (90% pre and 89% post) of the respondents fell into the 'White British' ethnic group.

Graphic: 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.
- 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.
- 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.

Initially visual monitoring of bin levels (fullness of bins) was also carried out by Stockport Council's waste collection company, SK Solutions; conducted pre campaign over two consecutive collections. However, it was found that the data produced was inconsistent and no accurate results could be concluded.

<p><b>Research (28<sup>th</sup> Oct 2013 - 22<sup>nd</sup> Nov 2013)</b></p> <p>Developing contacts, communications, getting to know the area, list of community groups, ordering bags and caddies</p>	<p><b>Engagement (25<sup>th</sup> Nov 2013 - 17<sup>th</sup> Jan 2014)</b></p> <p>Attending residents meetings and arranging focus groups</p>	<p><b>Behavioural Change (20<sup>th</sup> Jan 2014 - 28<sup>th</sup> Feb 2014)</b></p> <p>Events, media, delivery of campaign material, bags and caddies, and resident engagement</p>
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### 5.5 Research period

- 5.5.1 The research period was used to assess the sites which had been identified as being 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 the general level of nuisance in the area.

The council also noted that although the facilities were being used bins were routinely being contaminated with plastic bags which had been used to help transport the recyclables.

**Image: Recycling facilities in Stockport**



5.5.2 The period was used to identify both social and private landlords who managed the sites and make contact. A small number of blocks could not be contacted therefore they were removed from the campaign, reducing the initial number of blocks from 33 to 27.

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.

## 5.6 Engagement period

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:

### 5.6.1 Focus groups/engagement sessions

The Campaign Officer and Outreach Worker met with local residents through engagement sessions on-site and by organising focus groups. Sessions were used to discuss any waste and recycling problems they were facing, what they thought the solutions should be, and to get feedback on the design and production of campaign materials.

**Images: Engagement sessions in Stockport**



A focus group was held at each of lowest performing sites, Brinnington and Lancashire Hill. A letter was sent to every household to invite them to the focus group and a convenient location was picked to encourage residents to attend.

At both locations residents reported problems with waste and tenants littering and throwing items out of windows. Other comments from residents included problems with overflowing bins and that the bulky waste collection scheme was

not promoted enough. Residents did not feel empowered to recycle correctly and many had other social issues making recycling a low priority.

### 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 sought to establish if respondents were aware of the recycling campaign, and establish if this has had any impact on their personal recycling behaviour.

### 5.6.3 Engagement with management agents

It quickly became apparent that management agents, social landlords 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.

5.6.4 Bespoke communication materials were designed following feedback from residents to address specific problems and issues faced. Residents felt a letter and leaflet 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) Bags, caddies and liners

These were used as tools to aid with the storage and disposal of recyclates and to act as a visual reminder to recycle in the resident's home.

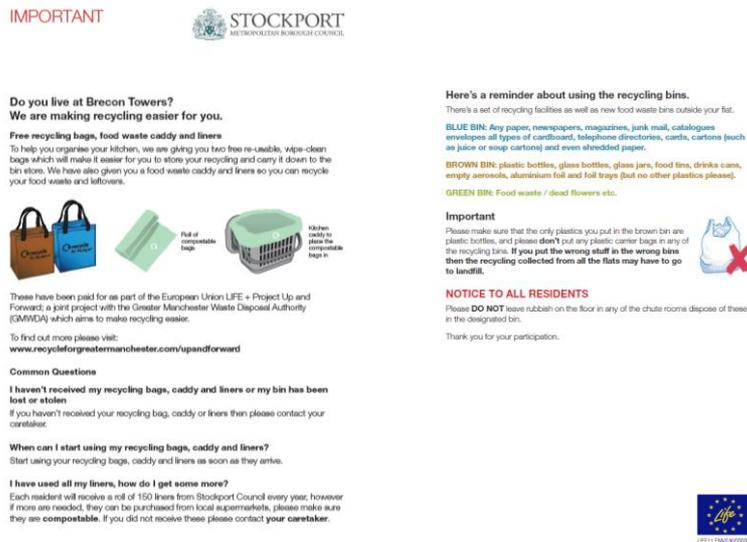
**Image: Recycling bags, food waste caddy and liners**



b) Letter

An A4 letter was produced and given as part of the campaign materials. This letter gave bespoke information about waste and recycling for the given apartment block and aimed to address some of the individual recycling problems the block was facing. The information included the location of the recycling facilities, reminders about appropriate waste and recycling behaviour, and information about bulky waste removal procedures.

Image: A4 letter



c) A4 Leaflet

Residents felt that the recycling information would be better received as a leaflet which showed residents what items should go in each recycling bin and reiterated information about bulky waste removals.

Image: A4 leaflet



## 5.7 Behavioural change

5.7.1 The following were distributed to residents via door-to-door canvassing over a two-day period by a team of Project Officers:

- a) **recycling bags and separate food caddy with compostable liners**
- b) **an information pack** - including a letter and recycling leaflet (see above).

5.7.2 To overcome problems with low response rates the materials were distributed at different times of the day depending on the block. Those with a high number of unemployed residents or those with children were distributed door-to-door between 2.00pm and 4.00pm while those with a higher proportion of people working were distributed between 6.00pm and 8.00pm. All residents received a letter beforehand letting tenants know about the distribution.

5.7.3 In the privately managed blocks campaign materials were left on residents door-steps if they were not in. In the socially managed blocks concerns over anti-social behaviour prevented this from being possible; therefore items were stored with the caretakers and a 'sorry we missed you' cards to prompt residents to collect the items were posted.

**Image: Sorry We Missed You Cards**



## Section 6: Results

6.1 During the pre-evaluation period 1,468 households were provided by Stockport Council and GMWDA. For the post-evaluation this was reduced to a sample of 698 household, with a sampling quota of 150 face to face surveys. In addition to the face to face surveys, postcards were left for residents that were not at home. This provided them with the opportunity to answer a core set of questions and post back the card, or to carry out the full survey online via a link provided. The overall response rate for online and postal surveys was very low.

### 6.2 Surveys

#### 6.2.1 Key indicator

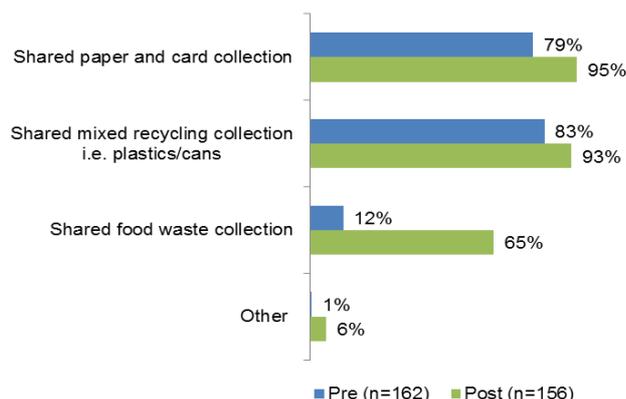
In terms of measuring the overall success of each campaign a key indicator has been identified which explores the change in respondents' claimed recycling behaviour since receiving some form of campaign communications. Therefore; the question 'since receiving the recycling campaign materials has this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



#### 6.2.2 Awareness of collection services

To gather general awareness of the waste collection services offered, respondents were asked which bins and services their council provides. Levels of awareness increased for all waste streams, most notably for the shared food waste bin which increased from 12% to 65% post-evaluation. Awareness of the pulpables (shared paper & card) bin increase by 16%, from 79% to 95%. This was followed by the shared commingled (mixed recycling) bin which increased by 10%, from 83% to 93%.

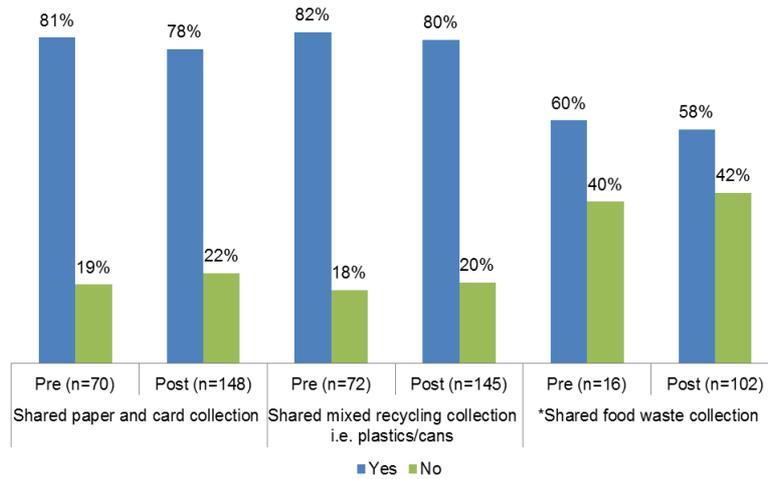
Graph: Awareness of councils recycling services.



### 6.2.3 Claimed usage of recycling collection services

Of those aware; claimed usage of the dry recycle waste streams remained fairly consistent pre to post-evaluation. It should be noted that the actual number of those using the recycling services has increased pre to post-evaluation. Claimed usage of the food waste bin was lower when compared to the dry recycle waste streams, although this is due to residents generally being less likely to use organics waste streams due to the ‘yuck factor’.

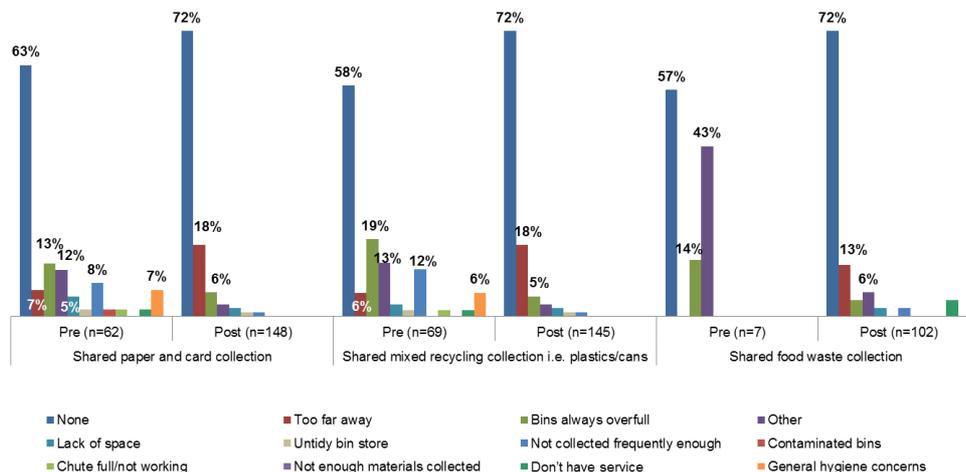
**Graph: Claimed usage of waste and recycling collection services**



### 6.2.4 Barriers to recycling

To understand what barriers residents encountered in using the services provided, respondents were asked what issues they have had, if any. Overall, results were mixed but on the whole there was an increase in the proportion of respondents stating they didn't have any barriers in using the services. Of the barriers presented for all waste streams, during the pre-evaluation, ‘bins always being overfull’ concerned residents, whilst during the post-evaluation, ‘bins being too far away’ was highlighted as a barrier to usage. Caution should be taken when interpreting the pre shared food waste results due to the small sample size.

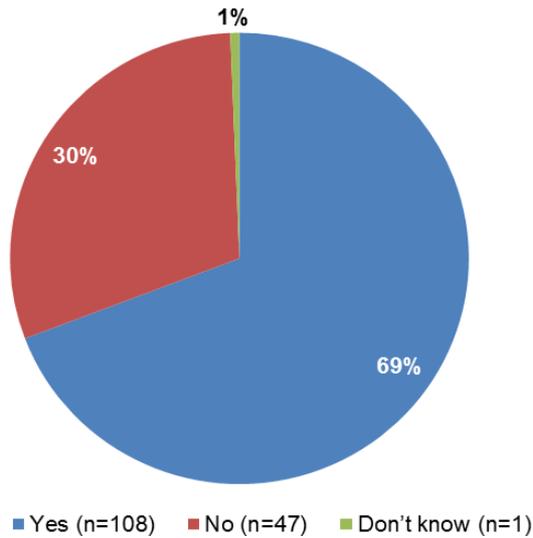
**Graph: Barriers encountered when using services**



### 6.2.5 Campaign recall

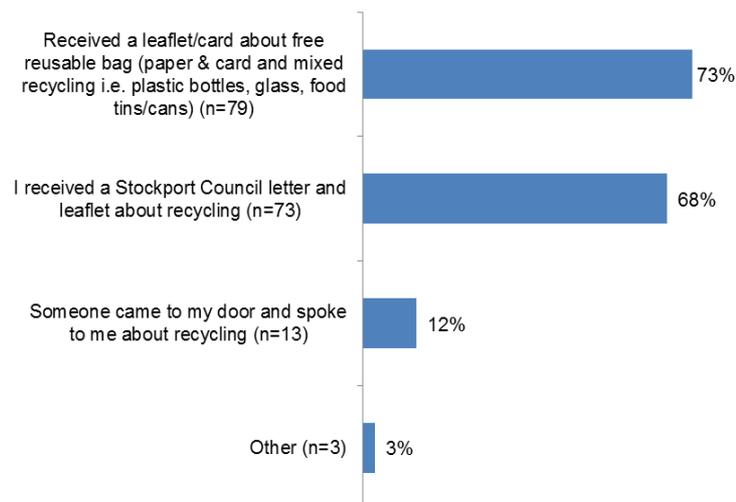
In order to establish whether respondents could recall the recycling campaign, residents were asked to think back over the last three months and state whether they had seen, heard or received any information around waste and recycling in their area. The majority (69%) recalled some form of communication.

Graph: Campaign recall



Respondents that stated they did recall seeing information about recycling in their area were asked what they remembered seeing. Most commonly mentioned was 'received a leaflet/card about free reusable recycling bags' at 73%, followed by 68% citing 'received a letter from the council about recycling'.

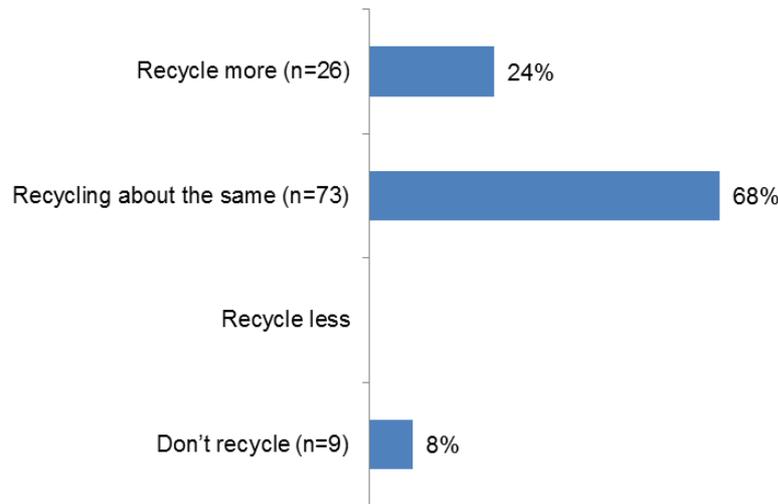
Graph: What information respondents recalled seeing, hearing or receiving



### 6.2.6 Changes in behaviour

Respondents were asked if receiving the recycling campaign materials had changed their behaviour towards waste and recycling. Positively, around a quarter (24%) claimed to now recycle more, followed by 68% recycling the same as they did before.

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



### 6.2.7 Commitment to recycling

To establish respondents' commitment to recycling they were asked three core questions which were based on WRAP (Waste Resources and Action Programme) committed recycler questions. These questions ask:

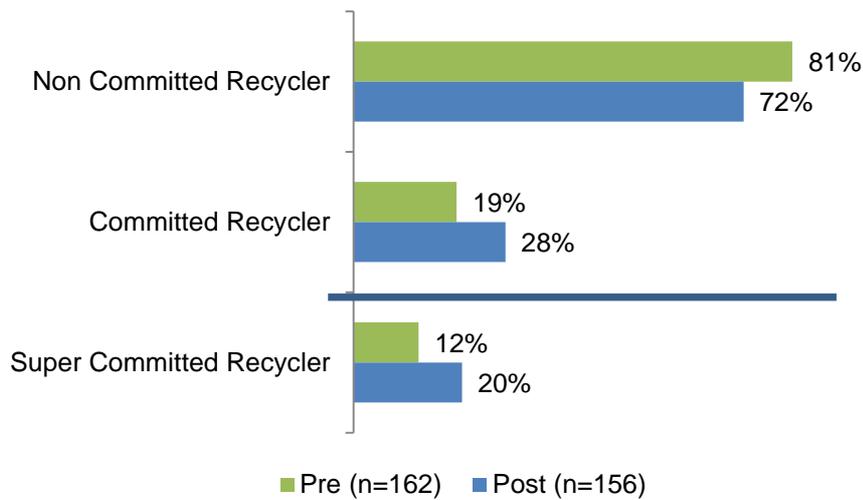
- how important recycling is to the respondent;
- how they would describe their attitude to recycling; and
- how much they recycle.

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

- non committed;
- Committed; or
- super committed.

Respondents classified as committed recyclers increased by 9%, from 19% to 28% post-evaluation. Nationally the level of committed recyclers is 75%. Of the 28% classified as committed recyclers, 20% fell into super committed matrix, which is an 8% increase from the pre-evaluation period.

**Graph: Commitment to recycling**



**6.3 Staff costs / time**

	(€)	(£)	Hours
Project Support Officer	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
<b>Total</b>	<b>7,280.15</b>	<b>6,029.42</b>	<b>382.2</b>

**6.4 Cost of campaign materials**

Description	(€)	(£)
Bags	2286.90	1,890.00
Caddies	2259.24	1,867.14
Liners	1270.50	1,050.00
Letters (design and print)	718.74	594.00
A4 Posters (design and print)	907.50	750.00
Sorry We Missed You Cards. (design and print)	330.94	273.50
Van Hire	275.28	227.50
Other	154.95	128.06
<b>Total</b>	<b>8204.04</b>	<b>6,780.20</b>

**6.5 Cost per head (including personnel costs)**

(€)	(£)
10.55	8.73

**6.6 Cost per head (excluding personnel costs)**

(€)	(£)
5.59	4.62

## 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 levels of awareness of the shared recycling collections increased for all waste streams, most significantly the shared food waste collection, which increased by 53%, from 12% to 65%. Claimed usage of the food waste collection has remained stable, but lower than the dry recyclate waste streams. This is common due to the type of collection and associated 'yuck factor'. Of those aware, the claimed usage of both dry recyclate waste streams also remained fairly stable ranging from 81% pre to 78% post for the pulpables (paper & card) bin and 82% pre to 80% post for the mixed recycling bin. The percentage of committed recyclers increased by 9%, from 19% to 28% post-evaluation, nationally this figure is 75%.
- 7.3 Overall, there was an increase in the proportion of respondents stating they did not have a barrier to using the services. Of those presenting a barrier, the most commonly cited reason during the pre-evaluation was bins being overfull, while during the post-evaluation bins being too far away were highlighted by a few respondents.
- 7.4 A series of communications materials were developed for this campaign. The information contained in the communication materials were recalled by 69% of the respondents, with 'receiving a leaflet/card about free reusable recycling bags' being most commonly being mentioned. This was followed by 68% stating 'received a council letter and leaflet about recycling' This recall seems to have had a positive effect on changing respondents' behaviour as 24% claim to now recycle more.
- 7.5 In summary, 24% claimed to recycle more since receiving communications materials. The campaign also saw success with more respondents being aware of services. Claimed usage of the food waste service is lower than the dry recyclate waste streams, although this is common due to the associated 'yuck factor'; more work will be required to encourage participation. The level of committed recyclers has increased, which shows a shift in residents perceptions towards pro recycling behaviour.

## Section 8: Key Learning Points

- 8.1 The targeting of 1,468 households across 27 sites in Stockport proved problematic for Project Officers due to the sheer number of properties and short timescales for delivery. It is therefore recommended that fewer locations are selected to allow for a sustained level of engagement with residents.

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 was delivered.

- 8.2 Gaining access to the buildings and getting residents to respond to door-knocking 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; and
  - b) once uptake in the project is gained, send out council branded letters to residents explaining the up and coming activities.
- 8.3 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. Face-to-face contact proved low due at around 5%. It is therefore recommended that door step canvassing should be undertaken on more than one occasion and at different times of the day e.g. early evening or weekend.
- 8.4 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.