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# LIFE+ Up and Forward Project: Case Study

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B11 Ambassadors  
Area: Bury  
Date: September 2013

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LIFE11 ENV/UK/000389

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## 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 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 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 ambassador campaign reported on in this case study falls within the apartments theme. The campaign targeted 29 low performing, high density flats across Bury in Greater Manchester, to encourage residents to understand why they are asked to recycle and how to recycle correctly across the following recycling waste stream: pulpables (paper and card); commingled waste (glass, cans, jars and plastic bottles); and food waste (where facilities were available).
- 1.3 The delivery of the campaign message relied heavily on the recruitment of resident ambassadors from each selected location. Working with residents, social landlords and management agents, ambassadors were recruited and trained in correct recycling behaviour and encouraged to speak to residents to provide information on correct usage and awareness of recycling facilities. The ambassador delivered reusable recycling bags, food waste caddies and leaflets to residents where a need had been identified.
- 1.4 As it has been shown that blanket type communications do not necessarily work in apartment's blocks focus groups were held with residents to establish barriers to recycling. This led to the development of bespoke signage installed on/near to the communal recycling bins.
- 1.5 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. During the post-evaluation recall of the campaign was also measured and its effect on recycling behaviour.
- 1.6 Following the campaign 14% claimed to recycle more since receiving communications materials; in addition awareness and claimed usage remained high pre to post evaluation. Recall of the campaign delivered was average, but the campaign ran over a period of five months so remembering this could be difficult

and could impact on whether respondents still perceived this to influence their behaviours. Clearly there are still barriers present as only around half claimed they have none. Barriers faced by respondents focus around situational factors i.e. bins being full/overfull and the chute not working, these would need exploring further by operational staff.

- 1.7 Due to the short timescales of the project, recruitment of recycling ambassadors proved difficult with more success gained through established resident groups. It is therefore recommended that the recruitment of ambassadors forms part of a continued and sustained approach.
- 1.8 In addition, the targeting of 1,618 households across 29 sites in Bury 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 overall aim of the campaign was to help local residents to clearly understand why they are asked to recycle and how to recycle correctly by creating a team of recycling ambassadors.

Key objectives were as follows:

- a) recruit a team of recycling ambassadors;
- b) increase the level of recycling for all of the current materials collected;
- c) raise awareness of the importance of recycling; and
- d) embed recycling behaviour within identified low performing areas.

## **3. Key Facts**

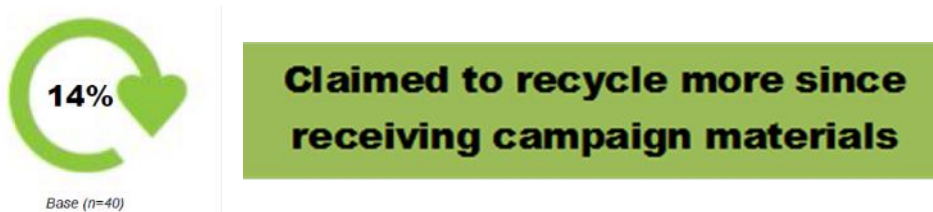
- 3.1 The total cost of delivering the activity was €11,514.98 (£9,530.35), of which €7,892.51 (£6,536.57) was personnel costs and €3622.47 (£2,993.78) was consumables. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.
- 3.2 438.75 hours were spent delivering the campaign.
- 3.3 The campaign was delivered in partnership with Bury Council under a Service Level Agreement (SLA).
- 3.4 The campaign ran for 22 weeks and targeted 29 blocks of apartments across Bury.
- 3.5 Four recycling ambassadors were recruited and trained.
- 3.6 Nine focus groups were held.
- 3.7 Over 1000 people were reached through door step engagement.
- 3.8 61% of respondents could recall information that they had received from the campaign.
- 3.9 As a result of the campaign, 14% of respondents claimed they were recycling more household waste.

## 4 Results

4.1 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.

### 4.2 Key Indicator

14% claimed to recycle more following the campaign.



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

4.3.1 Levels of awareness remained fairly consistent for both waste streams pre to post-evaluation. The majority are aware of the shared dry recycle waste streams (95%).

4.3.2 Claimed usage of both of the shared dry recycle bins remained stable post-evaluation, 93% for the shared paper and card bin and 95% pre to 94% for the shared mixed recycling bin.

4.3.3 Overall, barriers presented have remained unchanged for both dry recycle waste streams, with similar proportions stating they have no issues with the services. Situational barriers are still being presented post-evaluation such as 'bins being full/overfull' or 'chute not working'.

### 4.4 Campaign recall

Around a third (61%) recalled receiving some form of communication during the campaign period. Most commonly mentioned was 'received a recycling leaflet' (68%).

### 4.5 Commitment to recycling

Almost nine in ten (77%) had no change in behaviour stating they recycle about the same, 14% claimed that they are now recycling more.

### 4.6 Recycling ambassadors

Four recycling ambassadors were officially recruited across four locations.

## Section 2: Introduction

2

- 2.1 The ambassadors campaign is one of 12 campaigns run by GMWDA. The campaign was delivered by GMWDA in partnership with Manchester City Council, targeting 1,618 low performing households across 29 blocks of apartments across Bury. It ran for 22 weeks, from May 2013 until September 2013.
- 2.2 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 are many issues that prevent or hinder residents from using these facilities including:
  - 2.2.1 Layout and design - each block of apartments has a bespoke design and layout that can create a range of waste issues such as insufficient waste storage, limited parking or gates to prevent access, slopes, steps and narrow bin stores.
  - 2.2.2 Space - older apartments may have small bin stores that are inadequate for the number of tenants they serve.
  - 2.2.3 High turnover of residents - the average turnover tends to range from one to two years as a high proportion of flats are rented. This leads to constant challenges in educating tenants.
  - 2.2.4 Access to people - communicating with residents is difficult due to security; access into buildings is often restricted. Identifying those responsible for placing waste out incorrectly can also be time consuming.
  - 2.2.5 Dumping of bulky items - bulky items are often left in a bin store, as residents are unclear of what is required of them. Items can also be left by outside residents in access to bin stores is not secure.
  - 2.2.6 Access to bin stores - to prevent unwanted access and provide security to bin stores or court yard access, management companies often provide locked gates, padlocks or security locks. These can tend to prevent waste collections if left locked on collection day.
  - 2.2.7 Low recycling and high contamination - it only takes one resident placing a black bag in the recycling bin to cause collection issues. The most common reason for non-collection in flats is contamination. This is closely followed by bulky items blocking access to bins.
  - 2.2.8 Lack of willingness to separate waste inside the flat.
  - 2.2.9 Confusion over which materials can be recycled.
- 2.3 To explore and fully understand the key issues affecting residents in the selected apartment locations, focus groups 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 To increase two way communications, volunteer ambassadors were recruited from residents living in the targeted apartment blocks. Ambassadors were trained in correct recycling behaviour and encouraged to speak to neighbours to encourage them to recycle more by explaining the local recycling system; raising levels of awareness and understanding. Ambassadors were key to disseminating recycling messages and in providing feedback to Project Officers on any issues/barriers encountered.
- 2.5 To further understand barriers to recycling and encourage residents to become volunteers, active participation from landlords, management companies and caretakers was sought.
- 2.6 It was expected that by developing the campaign within the community and through the recruitment of resident recycling ambassadors that it would empower local communities to tackle their own waste, developing positive attitudes and increasing participation in recycling.

## Section 3: Campaign Area

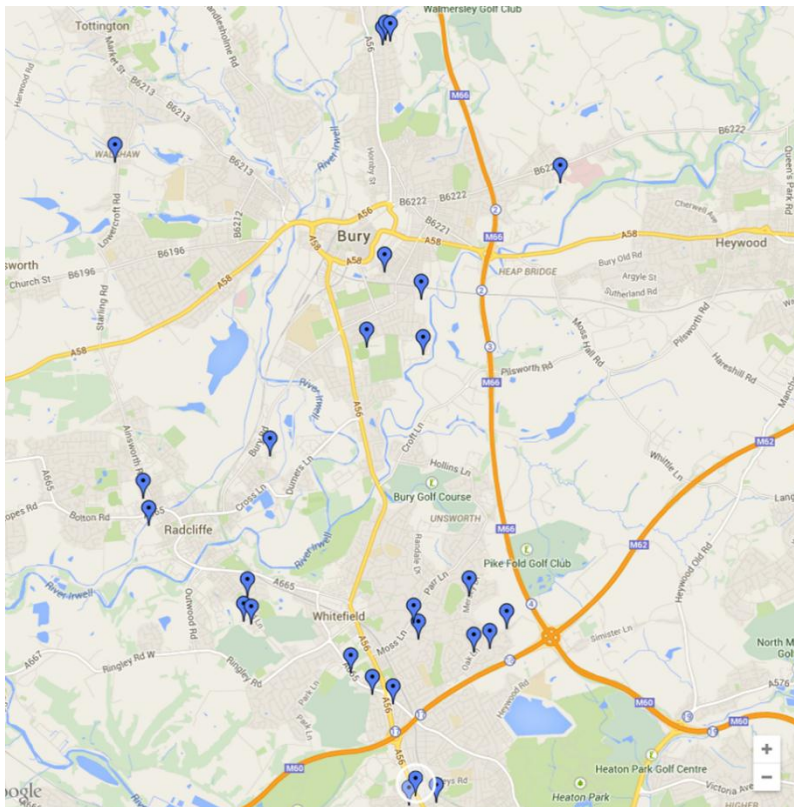
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- 3.1 29 blocks of flats were chosen on the basis of low recycling performance and statistics on the percentage of apartments in the area through local knowledge of individual District councils. In order to attain the 1,500 households, flats were targeted across multiple collection areas. The make-up within in block of flats varied considerably, in age, ethnicity and occupation.

Initially a study area containing 1,618 households was selected across the council area, with a sampling quota of 150 responses for each of the face to face surveys. This was reduced to a priority list of 760 households post-evaluation, which had received some form of communications.

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: B11 Bury study area by output area**



### 3.2 About Bury ([www.bury.gov.uk](http://www.bury.gov.uk))

- 3.2.1 Bury is one of 10 districts in Greater Manchester, England. It lies on the River Irwell, 8.9 km east of Bolton, 9.5 km west-southwest of Rochdale and 12.7 km north-northwest of the city of Manchester.
- 3.2.2 Bury has a total population of 185,100 where 9% are non-white British. Of the total population 14% live in flat/apartment/maisonette accommodation, 30% terraced, 38% semi-detached, and 18% detached.



3.2.3 Compared to the national average, Bury has more children (under 16s) but fewer 20-34 year olds.

### 3.3 Flats collection service

3.3.1 Recycling in flats in Bury was mainly introduced from 2012. Residents/tenants of flats separate their recyclable material into 1100 litre communal bins for pulpables (paper/card) and commingled (glass, cans, jars and plastic bottles). Bury Council provides a four weekly collection service for recyclable materials. Residual waste is collected fortnightly. Food and garden waste is due to be introduced into selected flats from April 2014.

3.3.2 As of September 2013, Bury's current recycling rate is 46% (the third best rate in Greater Manchester and one of the most improved rates in the country).

## Section 4: Demographics & Acorn Data

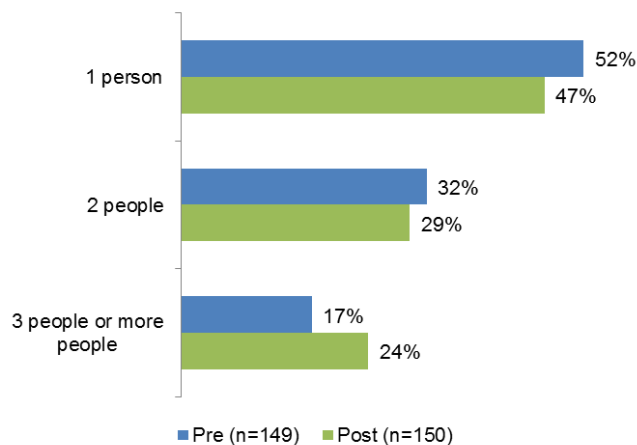
4. A series of demographic questions were asked to ensure that the respondents from the pre and post-evaluation were comparable. These were:

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

### 4.1 Household size

There were slight variations in household composition pre and post-evaluation - Fewer one person households and slightly more three or more people households were surveyed post-evaluation.

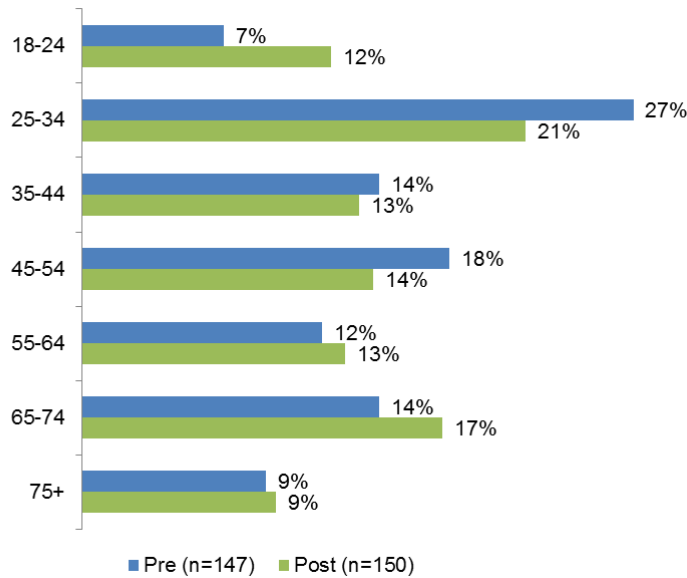
Graph: Household size of respondents



### 4.2 Age group

When comparing the age profile of respondents, results are fairly similar pre and post-evaluation. The sample was evenly split between the main age groups, with a third falling into the younger age group (18-34, a third in the middle age group (35-54) and another third in the older age group (55-75+).

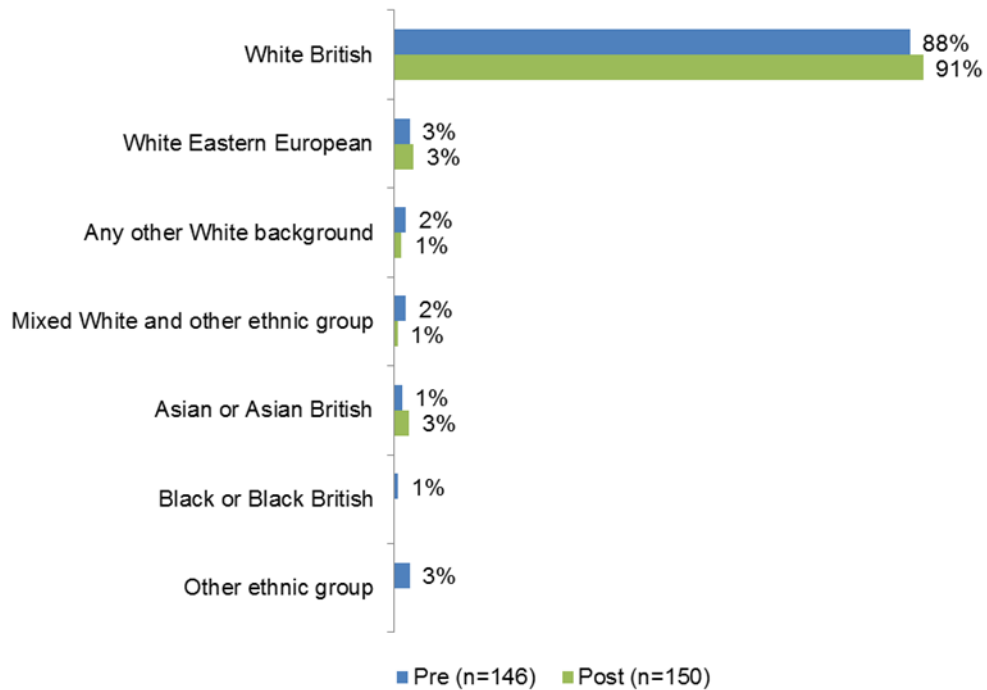
Graph: Age group of respondents



### 4.3 Ethnic group

For both the pre and post-evaluation the majority (88% pre and 91% post) of the respondents fell into the 'White British' ethnic group.

Graph: Ethnicity of respondents



## Section 5: The Approach to the Campaign

### 5.

- 5.1 The campaign employed two members of staff, a Campaign Officer from GMWDA and an Outreach Worker from Bury Council's Recycling Team.
- 5.2 To meet the 1,500 household quota, GMWDA and Bury Council initially selected 29 locations. As the delivery period was only 22 weeks it soon became apparent a much longer and sustained engagement period would be required. As a result the number of locations was reduced to 15.
- 5.3 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.
- 5.4 **Research period - six week period to develop contacts.**

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 engage with residents and to encourage the recruitment of volunteers the following approaches were used:

#### 5.4.1 Questionnaires and opinions surveys

An outside agency was commissioned to conduct 150 face to face surveys. The questionnaire 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 are aware of the recycling campaign, and establish if this has had any impact on their recycling behaviour.

#### 5.4.2 Face to face meetings with local housing providers, landlords and management agents

Contact was made with all housing providers identified through Bury Council. It quickly became apparent that management agents and social landlords were keen to see recycling facilities used correctly and had ongoing issues with waste management. It was also evident that private landlords could not be contacted directly; therefore information regarding the campaign was passed via management agents in the form of an official letter.

#### 5.4.3 Posters/leaflets and letters

Volunteer recruitment posters were exhibited in all apartment locations. Volunteer letters and leaflets were also distributed directly to all residents with help of social landlords and management agents.

Image: Ambassador recruitment poster



5.5 **Engagement period** - six week period for ambassador recruitment and to gather feedback to inform the use of different communication methods.

#### 5.5.1 **Focus groups**

A total of nine focus groups were held 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) to identify what new strategies/messages could be put in place to encourage recycling and reduce contamination of recyclable waste.

Focus groups were also used to recruit ambassadors.

#### 5.5.2 **Attendance at established groups/resident meetings**

Working with housing providers, tenants and residents associations (TRAs) and neighbourhood matters meetings, established resident groups were identified and attended by Project Officers. Although only two TRAs were in existence, this proved to be a productive way to gain feedback and recruit ambassadors.

#### 5.5.3 **Doorstep engagement**

Where no TRAs or community groups were available, door-to-door canvassing for volunteers was undertaken by Project Officers. At the same time Bury Council recycling flash cards were distributed to residents and feedback on recycling gathered.

#### 5.5.4 **Ambassador recruitment/training**

Despite the above engagement, it quickly became apparent that residents were reluctant to become recycling ambassadors with only four recycling ambassadors recruited. Due to the lack of recycling ambassadors recruited, Project Officers continued to carry out door step engagement and promote

good recycling behaviour. Reusable hessian sacks were provided by Bury Council as required to help residents bring down their recycling more frequently.

“Whilst I am willing to attend meetings on the issue of recycling. I'm afraid I would not be willing to join a group of recycling ambassadors as I feel this would be a waste of my time. I say this because those that care about the environment are already doing their part. Unfortunately there are a minority of people who are not which is evident by the problems me and my neighbours are experiencing. Thus is despite continued encouragement to be more responsible.” Resident, Stonemere Estate, Bury

Those that did volunteers were offered training to ensure they had the correct recycling knowledge and to improve communication skills. Ambassadors were provided with information leaflets to hand out on site and encouraged to engage with residents by door knocking and informal chats.

### 5.5.5 Developing campaign materials

Following feedback from residents (see section 6.1) 50 permanent signs were installed next to the bin stores, across the targeted locations. The signs were used to remind people what they can and can't recycle and included warnings of no fly-tipping and no plastic bags. Chute notices were also produced and installed as required.

Image: A1 permanent signage



### 5.6 Behavioural change period

Eight week period to deliver campaign materials and continue engagement with residents.

#### 5.6.1 Delivery of campaign materials

Permanent signage was installed at each of the bin stores (alongside chute posters) by the housing provider/management agents.

#### 5.6.2 Resident engagement

Ambassadors were encouraged to speak to residents to pass on their knowledge of recycling and promote correct recycling behaviour. Door step

engagement was carried out with the help of Project Officers, often in the late afternoon and evenings. During this time Bury Council recycling guides were handed to residents showing the correct use of each recycling bin.

Whilst four recycling ambassadors were officially recruited across four locations, only two Ambassadors were active in their role.

Norman Tooth, a resident at Chapelfield, Radcliffe and a member of the Six Town Housing Tenants Residents Association, volunteered as a recycling ambassador in May 2013. As a volunteer, he actively encouraged his neighbours to recycle correctly, providing informal advice on recycling. To help people with their recycling Norman has delivered re-usable recycling bags and information leaflets to his neighbours on the estate. Since the campaign began recycling rates at Chapelfield have improved and more recycling bins have been installed

**Image: Norman Tooth, Recycling Ambassador**



“I’ve been volunteering for a long time, and feel it’s important to give something back. I couldn’t imagine my life without volunteering. It’s vitally important that people recycle. We are running out of natural resources and we can’t keep contaminating the land, sending rubbish to landfill is not the answer.” **Norman Tooth, Recycling Ambassador, Chapelfield Estate, Bury**

### 5.6.3 Supporting recycling ambassadors

Ambassadors were contacted regularly (every two weeks) during this period to ascertain campaign progress, assist in any further training that was required, and to receive information provided by residents.

## Section 6: Results

6.

### 6.1 Focus Groups

Feedback from residents obtained during the initial stages of engagement showed the following:

- a) many residents would like to see a return to weekly collection of residual waste in apartment blocks;
- b) information was seen as an important motivator with residents requesting information about what is recyclable;
- c) high turnover of residents leads to constant challenges in educating tenants;
- d) bin store recycling signage was favoured in most locations;
- e) displayed communication materials were felt to be most effective;
- f) participants strongly favoured fridge magnets, and stressed that leaflets should be visual, and only printed on one side;
- g) information was required on disposal of large items. Bulky items are often left in a bin store, as residents are unclear of what is required of them;
- h) convenience was seen as a key motivator as to whether people recycled or not;
- i) problems were identified with non-English speaking and temporary residents being unfamiliar with communal recycling facilities;
- j) main confusion seems to be with recycling of plastics with the majority of people recycling yoghurt pots, plastic packaging and margarine tubs;
- k) contamination was high with many people placing recyclables in plastics bags into the communal bins;
- l) the design and layout of some apartments is causing collection/waste problems e.g. slopes, inaccessible bins due to narrow/small bin stores;
- m) older apartments tend to have small bin stores that are inadequate for the number of tenants they serve, leading to insufficient waste storage; and
- n) some bin stores are accessible to the public, which on occasion leads to items being dumped by other residents or businesses.

### 6.2 Surveys

During the pre-evaluation period 152 face to face, 27 postcards and one online survey were completed. For the post-evaluation period 150 face to face and 15 postcards surveys were completed, no online surveys were submitted.

#### 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.



Base (n=40)

**Claimed to recycle more since receiving campaign materials**

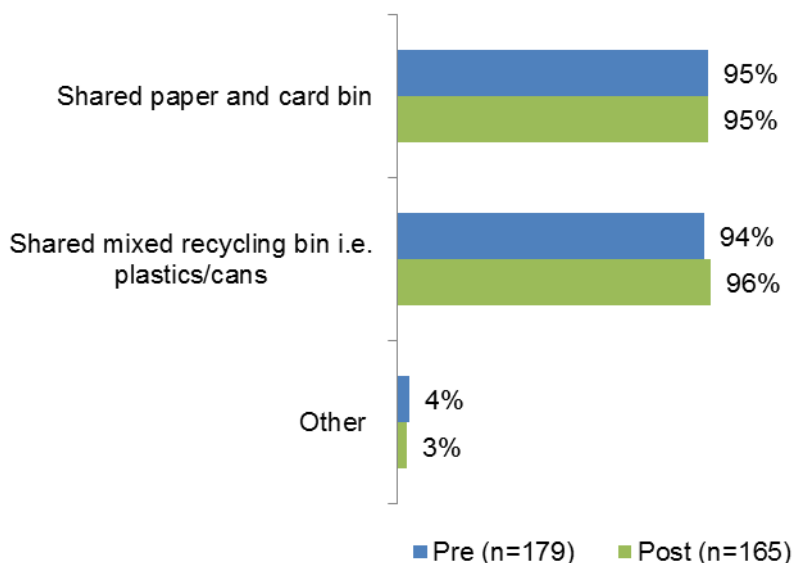


### 6.2.2 Awareness of waste and recycling collection services

To gather general awareness of the waste collection services offered, respondents were asked which bins/services their council provides and if they use them. Levels of awareness remained fairly consistent for both waste streams pre to post-evaluation. The majority are aware of the shared dry recyclate waste streams (pulpables and comminged), ranging around the 95% figure.

Awareness - In the pre campaign survey 91% of respondents were aware of the shared general rubbish collection. This increased to 100% in the post survey.

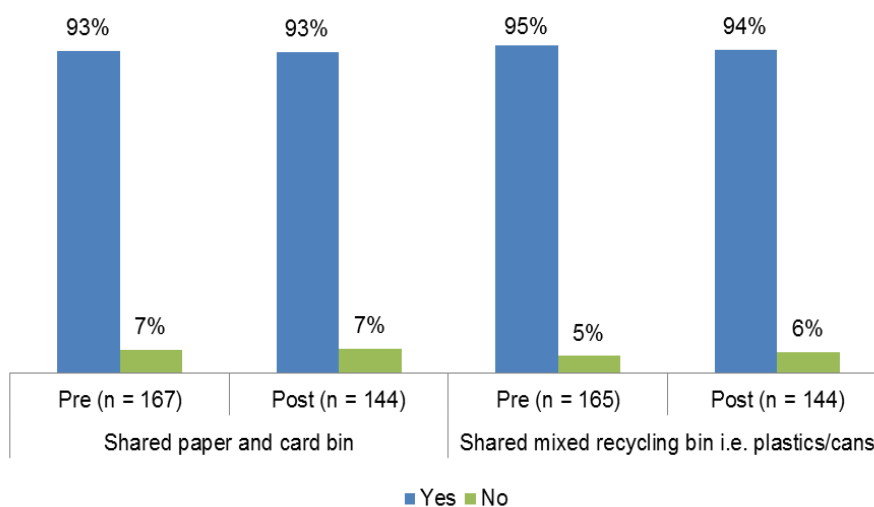
**Figure: Awareness of councils recycling services**



### 6.2.3 Claimed usage of recycling collection services

Of those aware; claimed usage of both the shared dry recyclate bins remained stable post-evaluation, 93% for the shared paper and card (pulpables) bin and 95% pre to 94% for the shared mixed recycling (comminged) bin.

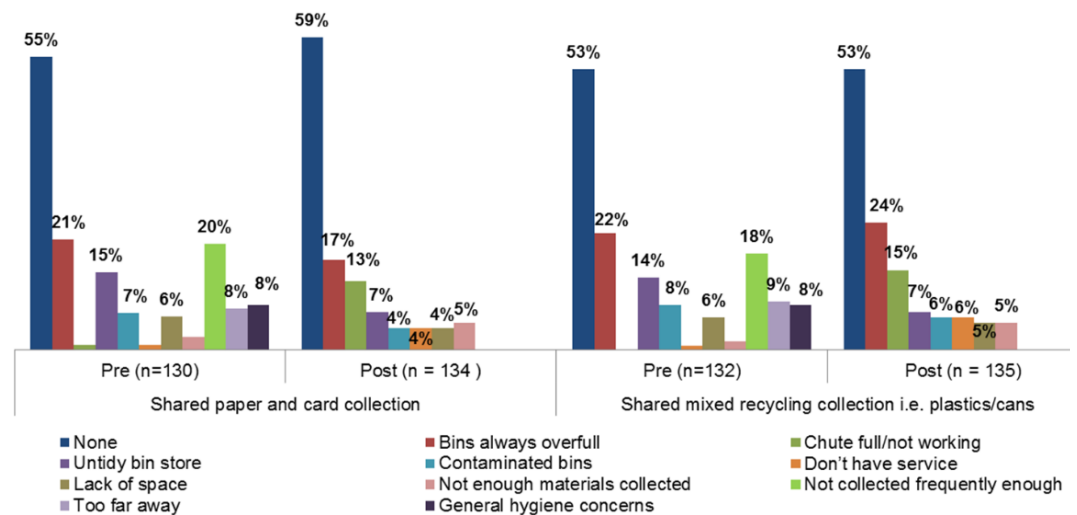
**Figure: Claimed usage of waste and recycling collection services**



### 6.2.4 Barrier to using services

To understand what barriers residents encounter in using the services provided, respondents were asked what issues they have had, if any. Overall, barriers presented have remained unchanged for both dry recycle waste streams, with similar proportions stating they have no issues with the services. Situational barriers are still being presented post-evaluation such as ‘bins being full/overfull’ or ‘chute not working’.

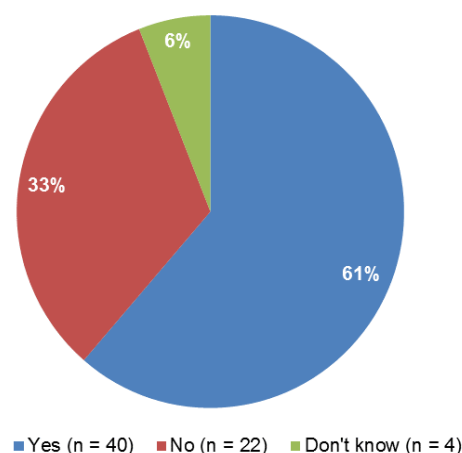
Figure: Barriers encountered when using services



### 6.2.5 Awareness of the campaign

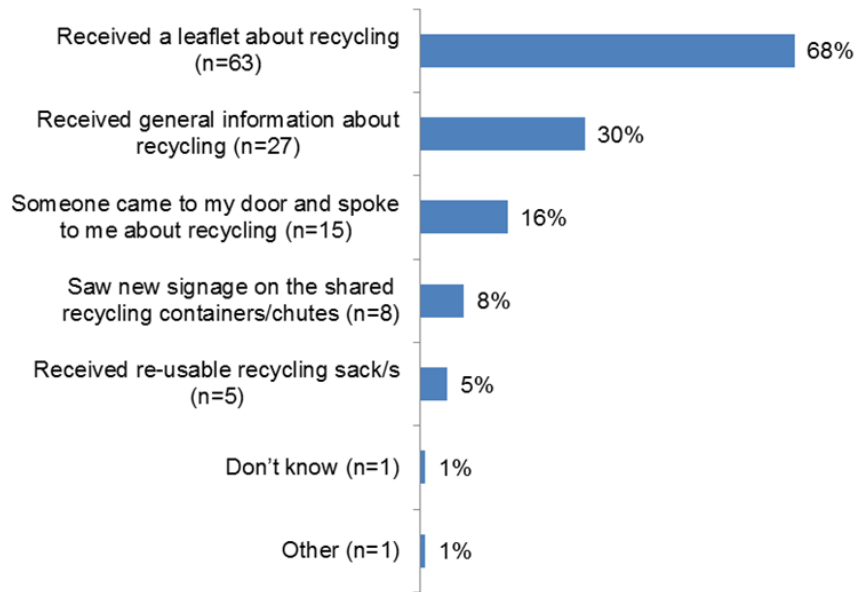
In order to establish whether respondents could recall the recycling campaign, respondents were asked to think back over the last five months and state whether they had seen, heard or received any information around waste and recycling in their area. 61% of respondents could recall the communication campaign.

Chart: Campaign recall



Respondents that stated they did recall seeing information about recycling in their area in the previous five months were asked what they remembered seeing. Most commonly mentioned was ‘received a recycling leaflet’ (68%).

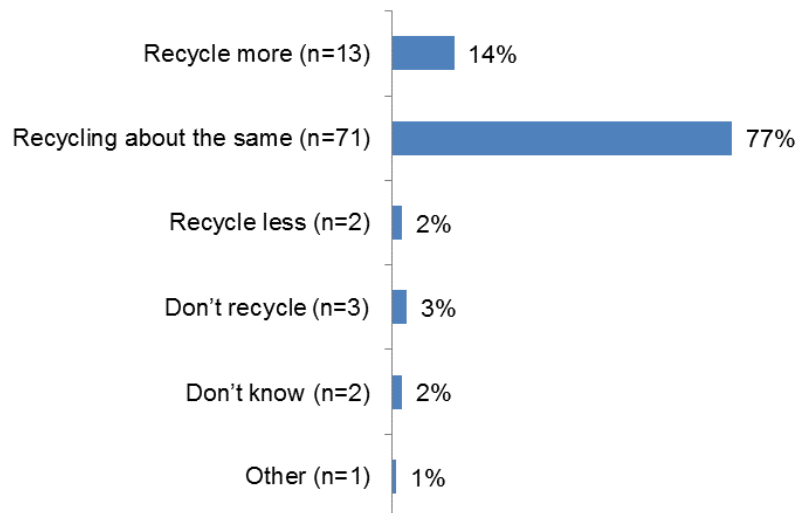
**Figure: What information respondents recalled seeing, hearing or receiving**



### 6.2.6 Changes in behaviour

Respondents were asked if receiving the recycling campaign materials had changed their behaviour towards waste and recycling. 14% claimed that they are now recycling more.

**Figure: 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 a set of core questions were asked; this is calculated using the three WRAP committed recycler questions:

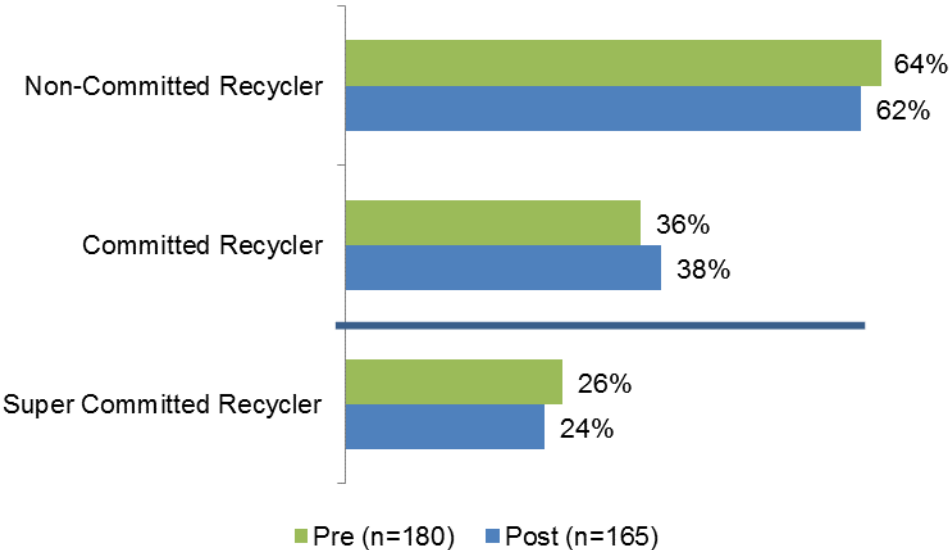
- a) how important recycling is to the respondent;
- b) how they would describe their attitude to recycling; and
- c) how much they recycle.

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 increased slightly by 2%, from 36% to 38% post-evaluation. Nationally the level of committed recyclers is 75%. Of this 38% classified as committed recycler, almost a quarter (24%) fell into the super committed recycler classification; this was a slight decrease when compared to the pre-evaluation (26%).

**Figure: Commitment to recycling**



### 6.3 Staff costs / time

	(€)	(£)	Hours
Campaign Officer	5,072.51	4,201.05	235.50
Outreach Worker	2,820.00	2,335.52	203.25
<b>TOTAL</b>	<b>7,892.51</b>	<b>6,536.57</b>	<b>438.75</b>

### 6.4 Cost of campaign materials / ambassador training

Description	(€)	(£)
Staff training	108.39	89.58
A3 chute notice x 75	469.48	388
A1 permanent signage x 50	1936.00	1,600.00
Focus group room hire	105.67	87.33
Ambassador promotional leaflets (500) and posters (50)	352.72	291.50
Ambassador t-shirts x 600	312.30	258.10
Ambassador id badges x 190	22.64	18.71
Ambassador training	48.40	40.00
Other	266.88	220.56
<b>TOTAL</b>	<b>3,622.47</b>	<b>2,993.78</b>

### 6.5 Cost per head (excluding personnel costs)

(€)	(£)
2.23	1.85

### 6.6 Cost per head (including personnel costs)

(€)	(£)
7.12	5.89

## Section 7: Conclusion

### 7.

- 7.1 There has been some indication of a change in respondents' behaviour. 14% said they are now recycling more and there has been a slight increase in the percentage of committed recyclers (+2%) now at 38%. There were minimal changes in barriers to using the services, bins being full/overflowing still seems to be a concern with residents and the chute full/not working was also a concern for those surveyed in the post-evaluation. For both the shared dry recycle collection, the level of awareness and claimed usage remained consistent and high pre and post-evaluation.
- 7.2 Recruitment of ambassadors was lower than anticipated and it is clear from the campaign that the recruitment of ambassadors in apartments is challenging, resource and time consuming; requiring continuous engagement. However, where ambassadors are successfully recruited recycling rates in apartments can be improved.
- 7.3 Concentrating on providing recycling information signage for communal bin store areas provided an alternative delivery point for this campaign.
- 7.4 Time constraints of the campaign have not accounted for the continued role of ambassadors. It is reasonable to assume that the role of the ambassador would come into its own after a period of time when information has been forgotten, misplaced or new residents move into the blocks. Further evidence of their ability to change resident's behaviours in the long term maybe seen post campaign
- 7.5 In summary, 14% claimed to recycle more since receiving communications materials, in addition to this awareness and claimed usage remained high pre to post evaluation. Recall of the campaign delivered was average, but the campaign ran over a period of five months so remembering this could be difficult and could impact on whether respondents still perceived this to influence their behaviours. Clearly there are still barriers present as only around half claimed they have none. Barriers faced by respondents focused around situational factors which would need exploring further by operational staff.

## Section 8: Key Learning Points

8.

- 8.1 The logistics and level of resources required to recruit ambassadors and engage with residents from 1500 households over 29 apartment blocks 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. 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 of the up and coming activities.
- 8.3 It is important to build and sustain relationships with management companies, social landlords and tenant forums. These groups are key to raising awareness of waste and recycling issues and in the recruitment of volunteers.
- 8.4 Due to the short timescales of the project, recruitment of recycling ambassadors proved difficult with more success gained through established resident groups. It is therefore recommended that the recruitment of ambassadors forms part of a continued and sustained approach.
- 8.5 From the feedback gathered it is clear that there is no single solution to providing better waste provision and increased recycling. The only way to tackle these issues is to provide a range of solutions that can be applied on a need by need basis. However, this in itself is a task as the needs of each block and their residents' needs to be understood and bespoke solutions put in place.