LIFE+ Up and Forward Project: Case Study

B12: Facilities
Area: Stockport
Date: August 2014

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 facilities campaign reported on in this case study targeted five low performing multi occupancy dwellings within Stockport; working with residents and management agents to improve recycling and encourage better use of these services by addressing some of the main barriers to apartment recycling including: access; convenience and structural issues.

1.3 The campaign sought active participation from residents, caretakers and housing providers to develop strategies throughout the campaign. These strategies included: improving or installing new recycling facilities on site; providing residents with bags and caddies to store and carry recycling; engagement stand/drop in sessions to support residents in using recycling services; doorstep engagement activities; and the production of be-spoke communication material including leaflets and bin stickers.

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. During post-evaluation the campaign recall was also measured and its effect on recycling behaviour.

1.5 The facilities campaign has had a positive impact and changed the behaviour with 26% claiming to now recycle more since receiving come form of communications material. In addition to this, overall awareness and claimed usage increased for all waste streams assessed.

1.6 It is important to make sure that the recycling containers are placed in an accessible location: the ease of use will minimise the use of residual bins. Recycling facilities should be located together with residual waste where possible. Consideration should be also be given to consulting all the residents on the citing of new facilities to alleviate complaints. Clear and pictorial labelling of shared recycling bins and the use of clear signage to reinforce recycling behaviour is recommended.

2. Aims of the Campaign

2.1 The overriding aim was to encourage residents to recycle pulpables (paper and card), comingled (glass, cans, jars and plastic bottles) and food waste by improving communications and access to communal recycling facilities.

Key objectives were as follows:
a) install/improve waste stream facilities within accessible communal locations;
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 €14,676.96 (£12,138.65), of which €5,095.97 (£4,220.48) was personnel costs and €8,998.03 (£7,918.17) was consumables. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.

3.2 297 hours were spent delivering the campaign.

3.3 Five apartment's blocks were used as part of the campaign which accounted for 614 apartments.

3.4 Eight communal facilities introduced: 2 x 1100 litre commingled 2 x 1100 litre pulpables and 4 x 500 litre organics.

3.5 Three focus groups were held with residents groups to aid in the development of suitable communications materials.

3.6 Five engagement stands were held in each apartment block.

3.7 Two housing associations were involved: Stockport Homes and Equity Housing.

3.8 26% claimed to recycle more since receiving campaign materials.

3.9 The levels of awareness of the shared recycling collections increased for all waste streams.

3.10 81% could remember receiving some form of communication during the campaign.

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**

26% claimed to recycle more since receiving campaign materials.

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

The levels of awareness of the shared recycling collections increased for all waste streams, most notably, post-evaluation nearly all respondents were aware of the dry recyclate service. Claimed usage of the dry recyclate bins has remained fairly stable, with slight decreases ranging from 2% to 5%. Awareness of the shared food waste bin increased by 8%, with around a third now being aware. Of this, claimed usage has increased by a fifth.

4.4 Overall satisfaction

Overall satisfaction with the service has increased by almost two fifths, with these respondents stating that there is nothing that would encourage them to recycle more as they are happy with the current service, most likely relating to the improvements made. When asked what improvements they have noticed, most commonly cited was receiving a reusable bags and/or a caddy and seeing signage about recycling installed on/ or near the bins.

4.5 Campaign recall

A series of communication materials were developed for this campaign. The information contained in the communication materials was recalled by the majority of respondents (81%), with the recycling leaflet and receiving a recycling bag being most commonly mentioned. This recall seems to have had a positive effect on changing respondents' behaviour as 26% claim to now recycle more. When asked if they feel that the campaign has now given them a better understanding of waste and recycling services available, 56% said it had.

4.6 Commitment to recycling

The percentage of committed recyclers decreased slightly by 3%, from 24% to 21% post-evaluation, nationally this figure is 75%.

Section 2: Introduction

2.1 The facilities campaign is one of 12 campaigns run by GMWDA. The campaign was delivered by GMWDA in partnership with Stockport Council, targeting 614 households across five low performing apartment blocks in Stockport. It ran for 22 weeks from April 2014 to August 2014.

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

a) installing/improving waste recycling facilities making them easily accessible to residents;
b) actively engaging with residents and management agents to understand barriers to recycling;
c) devising tailored communication materials following feedback from residents, caretakers and housing providers; and
d) providing a split recycling bag, food caddy and compostable liners to residents (residents can then easily transport their recycling to the communal facilities).

2.3 The campaign assessed the needs of each apartment block on a case by case basis. It sought active involvement (two way communications) from residents, caretakers and housing providers in the location and installation of new facilities and/or improving current facilities. Discussions also took place about how to balance the installation of new recycling facilities with the reduction of residual waste capacity, as well as explaining how to use the facilities.

2.4 To explore and understand key issues affecting residents in the selected flatted developments, focus groups and engagements stands 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.

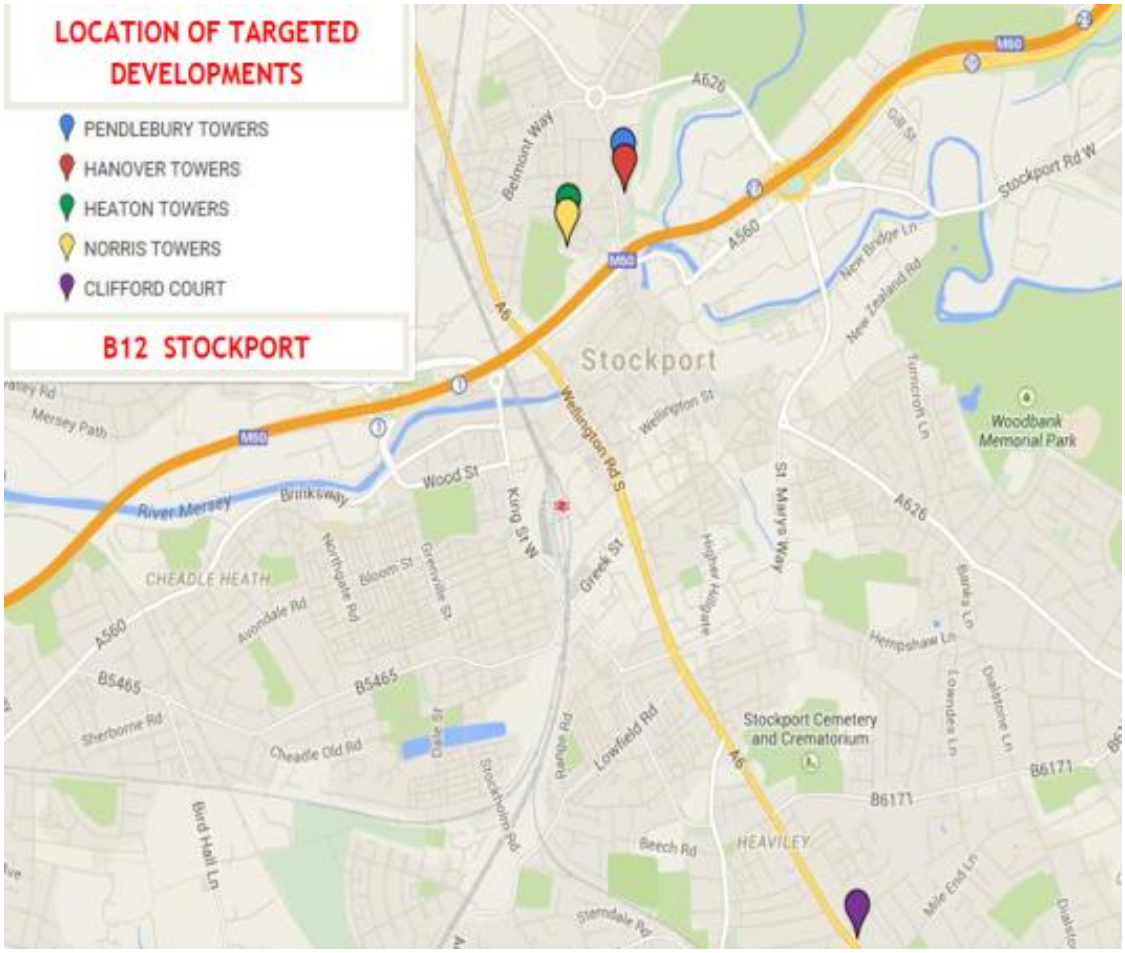
2.5 Reusable recycling bags and food waste caddies/liners were distributed to residents at each of the target developments. Alongside the provision of containers information leaflets and letters were also distributed which contained details of why they were being provided with the containers, how to 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.

2.6 It was expected that by involving the community in the provision of new facilities and by increasing recycling knowledge that residents would feel empowered to tackle their own waste; increasing recycling rates and participation.

Section 3: Campaign Area

3.1 The campaign targeted 614 households in five high density apartment blocks in Stockport. The apartment blocks were selected using district knowledge of apartment blocks with the potential to increase their levels of recycling.

Map: Location of Apartment Blocks



3.2 **About Stockport (www.stockport.org.uk)**

3.2.1 Stockport is one of ten districts in Greater Manchester, England. It lies on elevated ground seven miles (11 km) south-east of Manchester city centre, at the point where the rivers Goyt and Tame merge to create the River Mersey. The Metropolitan Borough of Stockport is comprised of numerous sub-regions which include Cheadle, Cheadle Hulme, Marple, Bredbury, Reddish and Romiley.

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. The majority of residents class themselves as being White British (89%). Of the total population the majority is white 92.1%, followed by Asian 4.9%, Mixed Ethnic Groups 1.8% and Black 0.7%.

3.2.3 Of the total households (125,975), 21.3% are detached, 41.2% semi-detached, 21.5% terraced and 16% are flats/apartments.

3.3 About the apartment blocks

3.3.1 The apartment blocks selected for the facilities campaign were: Pendlebury Towers, Hanover Towers, Heaton Tower, Norris Tower and Clifford Court. The total of apartments targeted was 614. The housing providers involved were Stockport Homes and Equity Housing.

3.3.2 Four of the buildings are situated in the Heaton Norris area that lies within the South Reddish Ward. The 2010 national indices of total deprivation rank this neighborhood 150 out of 32482 where 1 is the most deprived; the unemployment rate is 14.3% , 9.9% above the national quota. Of the total households 82.5% are flats/apartments. Only Clifford court, a retirement/sheltered accommodation, is located in Great Moor in the Manor ward.

3.4 Flats collection service

3.4.1 In addition to a residual waste collection, Stockport operates three separate recycling collections:

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

Waste Stream	Collection Frequency	Containers used for collection
Commingled	Four weekly	Brown 1100 litre bin
Pulpables	Two weekly	Blue 1100 litre bin
Organic	Weekly	Green wheeled bin (500litre)

3.4.2 Stockport current recycling rate is 64.58% (as of August 2014).

Section 4: Demographics & Acorn Data

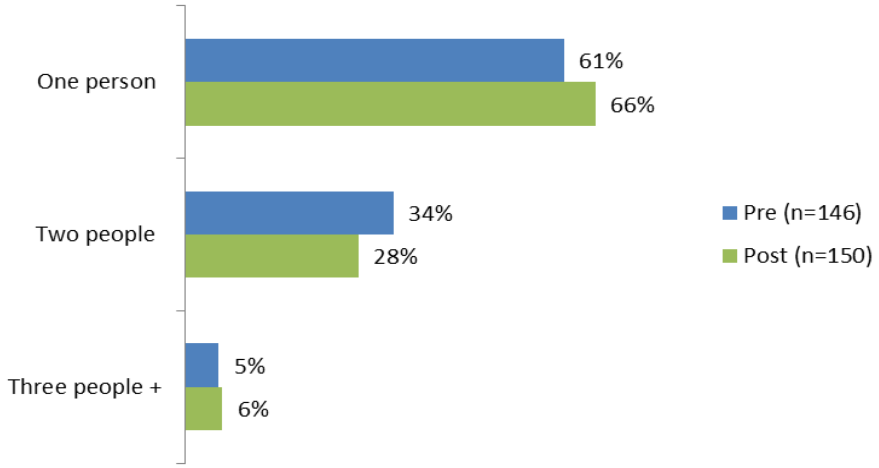
4.1 A series of demographic questions were asked to ensure that the respondents from the pre and post-evaluation were comparable. These were:

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

Size of household

Over two thirds (66%) of household contacted consisted of one person, followed by 28% of households with two people. In the pre-evaluation, 61% of households contained one person which was followed by 34% of households with two people.

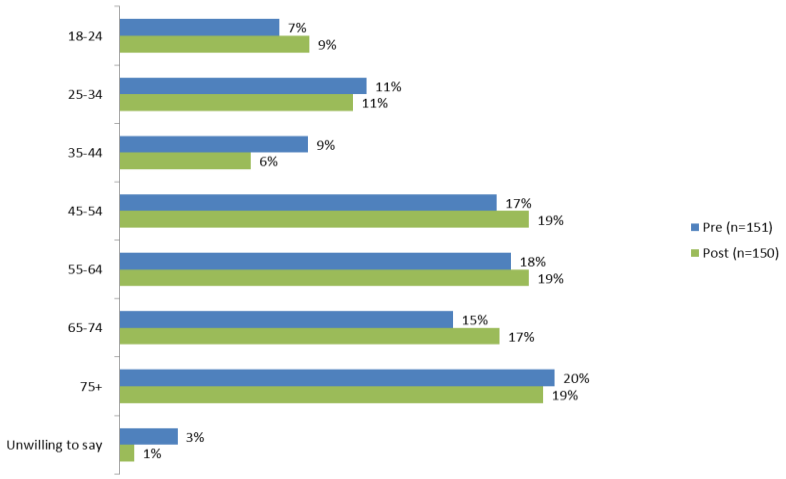
Figure: Household size of respondents



4.2 **Age group of residents**

Respondents who were aged 45-54, 55-64 and 75+ accounts for one fifth (19%) of the sample. This was followed by 17% aged 65-74 and 11% aged 25-34. This was a fairly similar result to the pre-evaluation period.

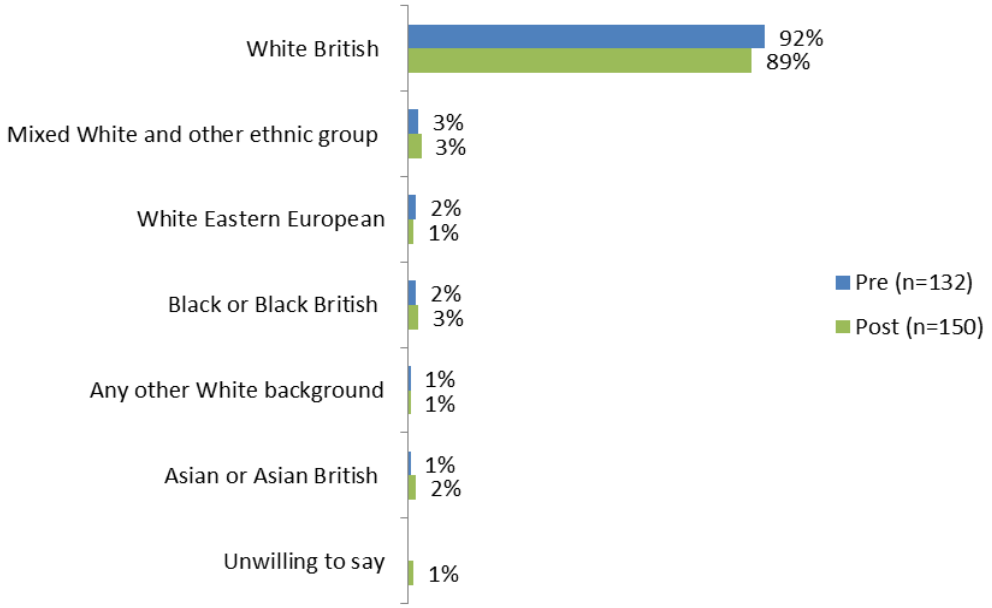
Figure: Age group of respondents



4.3 Ethnic group

Around nine in ten people spoken to classified their ethnic origin as 'White British' in both the pre (89%) and the post-evaluation (92%) results.

Figure: Ethnic group of respondents



Section 5: The Approach to the Campaign

5.

5.1 The campaign employed two members of staff, a Campaign Officer 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.

5.2 The target audience was residents who wanted to recycle but lacked the facilities and/or knowledge to do so, 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.

5.3 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 **Table: B12 Stockport campaign time frame**

Research (12th May– 30th May)	**Engagement** (2nd Jun – 30th Jun)	**Behavioural Change** (4th Jul – 29th Aug)
- Developing contacts, communications, getting to know the area, list of community groups, ordering bags and caddies	- Attending residents meetings and arranging focus groups	- Events, media, delivery of campaign material, bags and caddies, and resident engagement

5.5 **Research period**

The campaign examined how to develop recycling facilities, aids and communications that are accepted and used by residents. Evidence would suggest that residents are more likely to recycle if the opportunities to recycle are increased while at the same time the opportunities to dispose of waste without separating are reduced.

5.5.1 **Contact with local housing providers and management agents**

The research period was used to identify both social and private landlords who managed the sites and then make contact. To establish contact an email was sent to each individual management agent, followed by an introductory telephone call. Where possible face to face meetings were organised on-site for each apartment block to include the caretaker.

Introductory meetings were used to establish current recycling and waste issues, identify any active residents/resident groups and to overcome difficulties in accessing communal areas to carry our door to door activities (due to secure access arrangements for the communal entrance to the building).

Consultations with Stockport Homes and Equity Housing took place to discuss the barriers to using recycling services. Housing Officers were also able to provide information about residents groups, identify useful contacts and facilitate the organisation of monitoring and engagement moments.

5.5.2 On-site assessments

Project Officers alongside a representative from the local authority waste and recycling team, and where possible a representative from the housing provider (e.g. caretaker) carried out on-site assessments of each selected apartment block.

A communal bin analysis was undertaken to: ensure identified locations had the right capacity containers for the removal of recyclable waste; identify current recycling and contamination levels; detail which types and quantities of recycling containers were currently in use; access the current location of communal facilities; and establish what signage/communications were being used.

5.6 Engagement period

As it has been shown 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 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 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.

5.6.2 Focus groups

A total of three focus group 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) examine the residents' acceptance of new facilities installation;
d) consider the effectiveness of key information channels; and
e) help to identify what new strategies/messages could be put in place to encourage recycling and reduce contamination of recyclable waste.

Feedback from the focus groups stressed the importance of producing clear, simple and informative communication material. The majority of the attendants were already recycling and used the facilities available. The main reasons for not recycling were identified as lack of knowledge and motivation.

Other considerations were:

a) bins should be located in a short walking distance and should be cluttered together;
b) recycling has to be convenient and easy for everyone especially for elderly, disable people and for the residents that live on the higher floors of the building;
c) the current bin height seemed to have been an issue for some residents;
d) more information on how to dispose of other recycling items that cannot go in the recycling bins (old clothing, WEEE); and
e) the introducing food waste was a good idea but residents were worried about it smelling and attracting vermin, also residents would contaminate the collection.

Overall the idea of having items to facilitate recycling in the residents living quarters was positively welcomed. The participants preferred the two separate bags and food caddies option to the split recycling bag.

Caretakers present at the focus groups expressed their concern about bins contamination. They strongly suggested the introduction of locks and in some cases they felt that locking the bins in place would stop them from being moved around.

Image: Focus group with residents

5.6.3 **Engagement stands**

A total of five engagement stands, one for each apartment block, were held to allow residents to discuss any recycling or waste related issues.

5.6.4 **Site selection for installation of facilities**

Further meetings were arranged with Stockport Homes and Stockport Council regarding the siting of new recycling bins in particular for Hanover and Pendlebury Towers (where no recycling facilities were currently available)): the new location had to be conveniently placed for the residents to use and for the crews to collect from. A total of eight shared recycling facilities were introduced: two 1100 litre commingled bins, two 1100 litre pulpables bins and four 500 litre organics bins. The extension of a hard standing area was required to accommodate the new facilities.

In Heaton and Norris towers and Clifford Court recycling facilities were

already in place for pulpables and commingled; therefore a trial of food waste was agreed. Light levels of contamination were found in the existent recycling bins.

During these meetings concerns were raised about the introduction of food waste; organic bins installed previously in other apartment blocks in the area seemed to get continually contaminated with plastic and refuse. To avoid this issue it was decided to trial 500 litre lockable food bins.

Discussions also took place with housing providers to look at reducing the number of residual containers available either at the time of installation of the new recycling facilities or in the future depending on the success of the campaign.

Image: Current recycling facilities

5.6.5 **Development of campaign materials**

To assist with the implementation of communal recycling facilities the campaign was supported by the development of communication materials. As it has been shown blanket type communications do not necessarily work in apartment's blocks, the campaign was designed to allow feedback gained through surveys, focus groups and engagement to be assessed and developed to inform the use of different communication methods. Campaign materials developed following feedback included:

a) **Tailored information leaflets**

Information leaflets were tailored to each individual block. They illustrated: how to use the recycling bag and food caddies; where the communal recycling facilities were located; and how to dispose of bulky items. Leaflets were kept clear and simple to overcome any barriers for residents who did not speak English as a first language.

Image: Leaflet for Clifford Court (front)

Image: Leaflet for Heaton Towers (front)

Image: Leaflet for Norris Towers (front)

Image: Leaflet for Pendlebury Towers (front)

Image: Leaflet for Clifford Court, Heaton, Norris and Pendlebury Towers (back)

Image: Leaflet for Hanover Towers (front)

Image: Hanover Towers (back, no food waste).

b) **Letters**

Official letters detailing to residents why the recycling facilities were being provided and also addressing frequently asked questions were produced.

Image: A4 letter

c) **Bin stickers**

Stickers were produced for the new recycling facilities providing clear, accessible and pictorial information to guide residents on how to recycle correctly.

Image: Commingled bin sticker

Image: Pulpables bin sticker

5.7 Behavioural change period

5.7.1 Installation of facilities

At the beginning of the behavioural change phase, the new communal recycling containers and bin stickers were installed.

5.7.2 Door-to-door distribution of bags, caddies and campaign material

To coincide with the installation of new facilities, bags and caddies were delivered to each property over a two day period. Each apartment received two reusable bags designed to store dry recyclables and to aid disposal. In addition, a food caddy and liners, as well as campaign materials, were distributed.

If residents were not in, items were left at the door step. In locations where this option was not viable, bags and caddies where left with caretakers and a card was posted through residents' door to inform them on where to collect the items.

Image: Sorry we missed you cards

Recycling bags

Residents were asked to store the bags inside their property and use it to recycle items inside their apartment. Residents were asked to keep hold of their recycling bags and continue to use this to store their recycling.

Image: Delivery day

Food caddy with compostable liners

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.

Section 6: Results

6.1 Surveys

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.

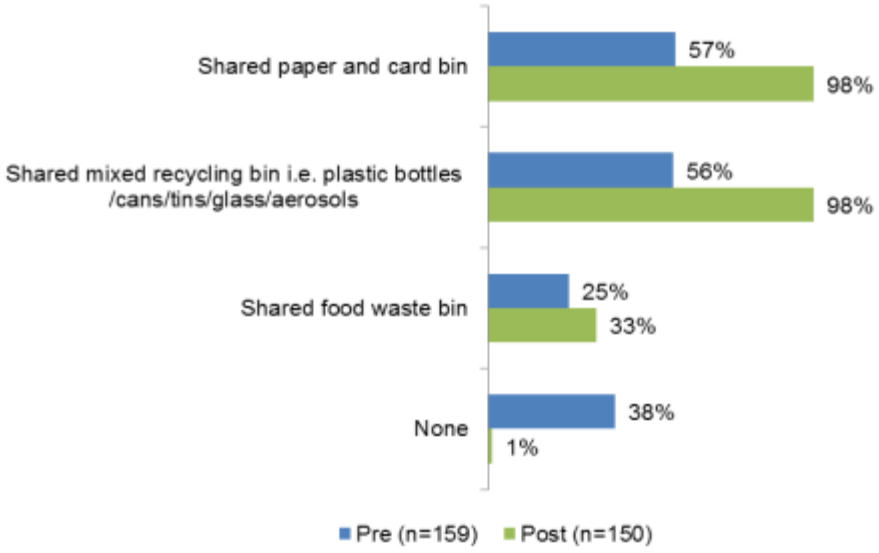
Base (n=124)

Claimed to recycle more since receiving campaign

6.1.2 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 have increased for all waste streams; most notably the dry recyclate. Pre-evaluation just over half were aware this service, compared to the majority now being aware post-evaluation. Just 1% said they weren't provided with any recycling collections, compared to over a third stating this in the pre-evaluation period.

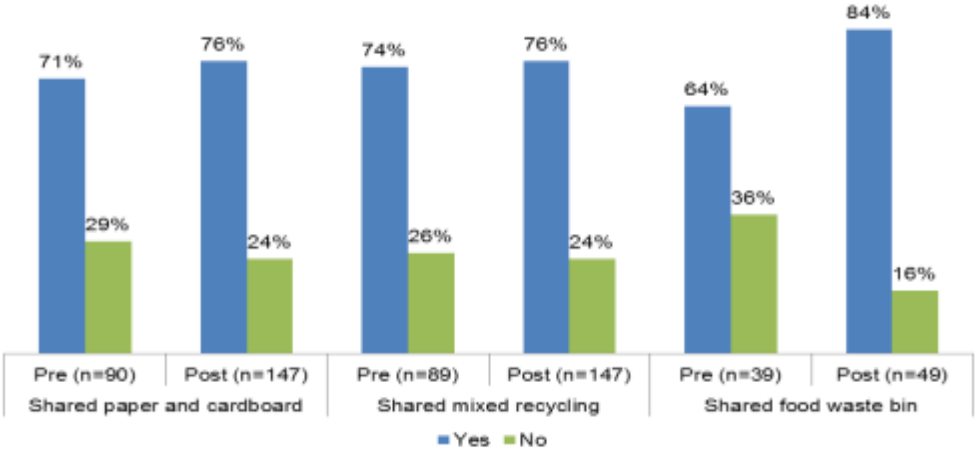
Figure: Awareness of councils recycling services.



6.1.3 Claimed usage of recycling collection services

Of those aware claimed usage for the dry recyclate waste streams remained fairly consistent pre to post-evaluation. Claimed usage of the food waste collection increased by 20%, from 64% to 84%.

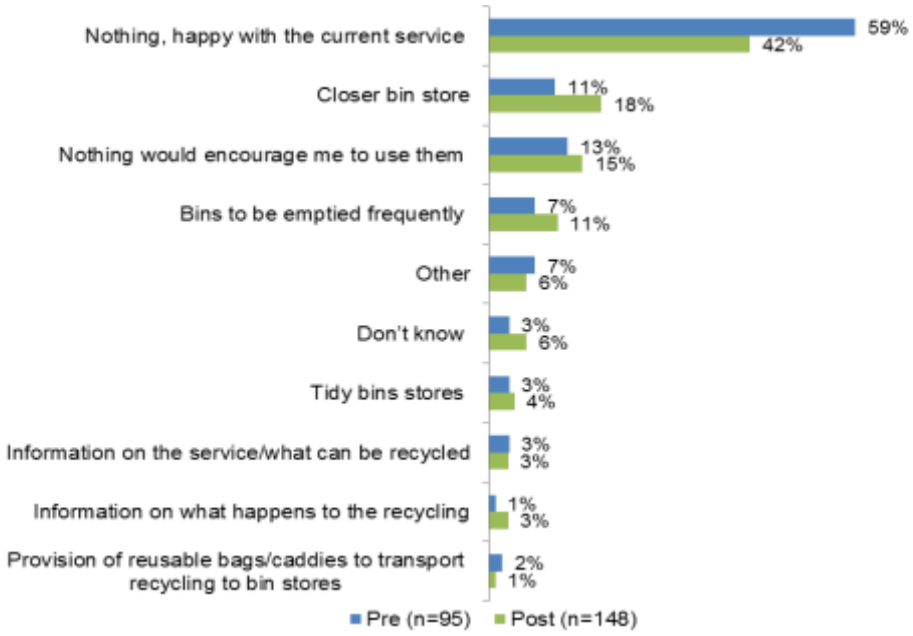
Figure: Claimed usage of waste and recycling collection services.



6.1.4 Encouragement to use services more

To understand what motivators people to recycle; respondents were asked what would encourage them to recycle more than they currently do. Overall, post-evaluation there was a 17% decrease in the proportion stating that there was nothing that would encourage them as they are happy with the current service from 59% pre to 42% post. Post-evaluation, there were modest increases in improvements to the services when compared to the pre-evaluation responses.

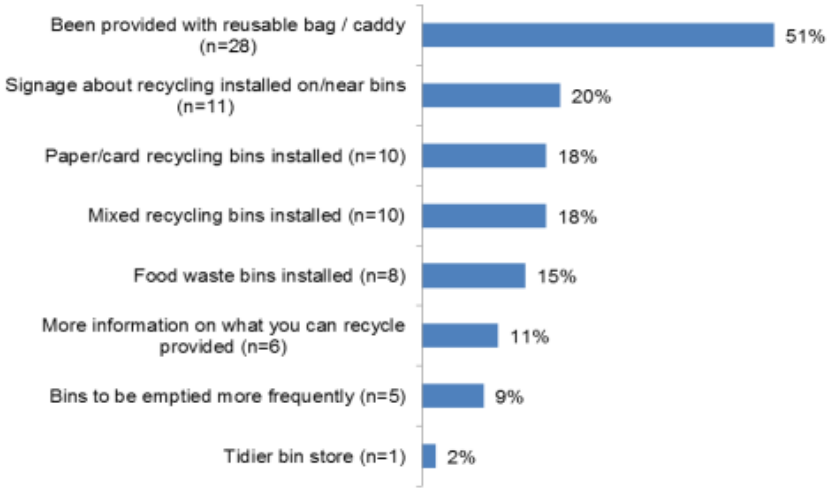
Figure: What would encourage you to use the service more than you currently do?



6.1.5 Improvements to recycling services

During the post-evaluation period, respondents were then asked if they had noticed any improvements to the recycling services provided at their flats, just under two fifths (36%) had. Of those that had noticed improvements (36%), when ask what this was, being provided with reusable bags/caddies was most commonly cited by over half. This was followed by a fifth stating they had seen signage about recycling installed on/near the bins.

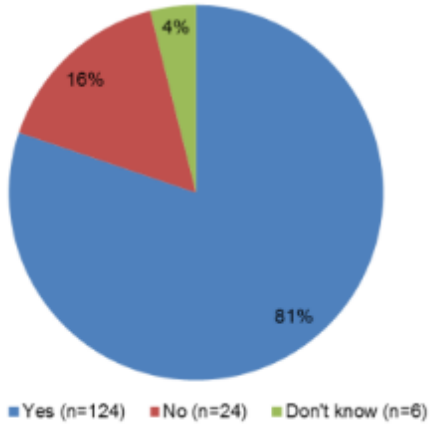
Figure: What improvements have you noticed to the recycling services at your flat?



6.1.6 Recall of recycling campaign

In order to establish whether respondents could recall the recycling campaign, respondents were asked to think back over the last 2 months and state whether they had seen, heard or received any information around waste and recycling in their area. The majority (81%) recalled some form of communication.

Figure: Campaign recall

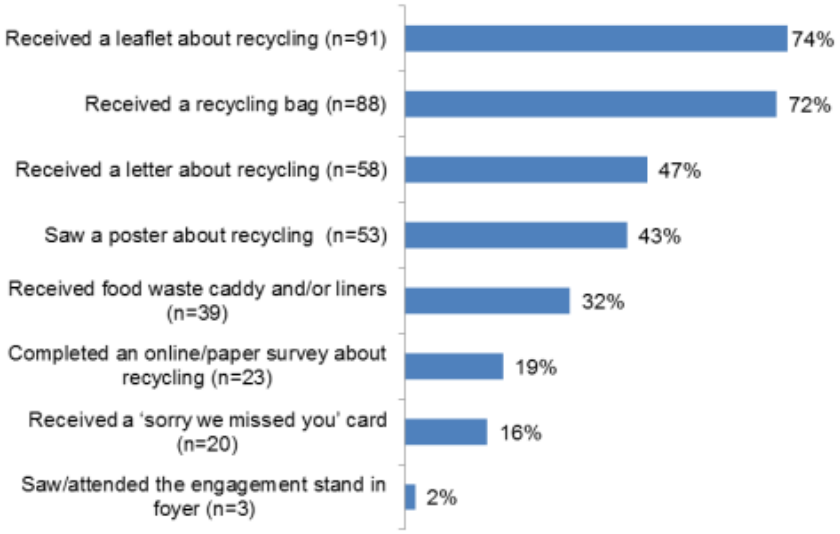


6.1.7 Which communication materials did respondents recall?

Respondents that stated they did recall seeing information about recycling in their area in the previous two months were asked what they remembered seeing. Most commonly mentioned was 'received a leaflet about recycling' at 74%, followed closely by 72% citing 'received a recycling bag'. Just under half (47%)

recalled receiving a letter about recycling, whole 43% saw a poster about recycling.

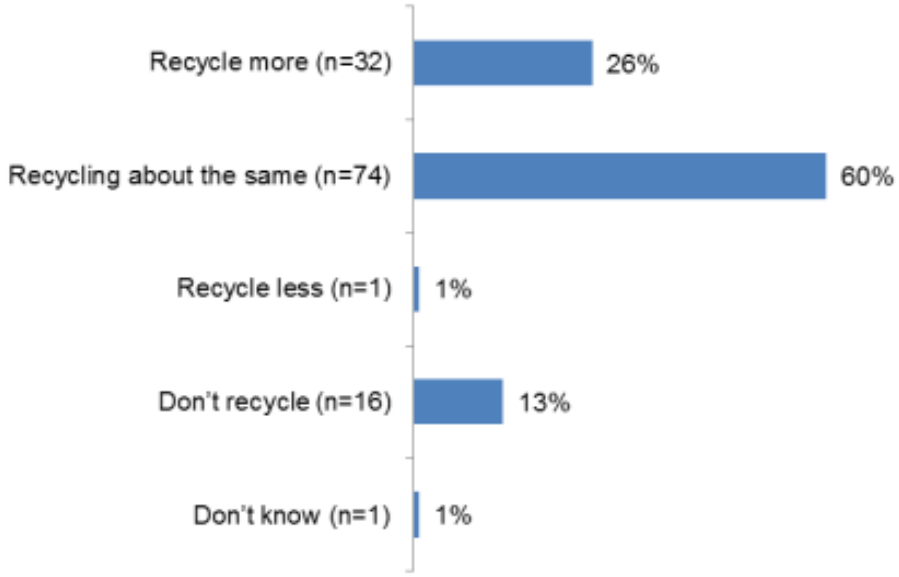
Figure: What information respondents recalled seeing, hearing or receiving?



6.1.8 Changes in behaviour

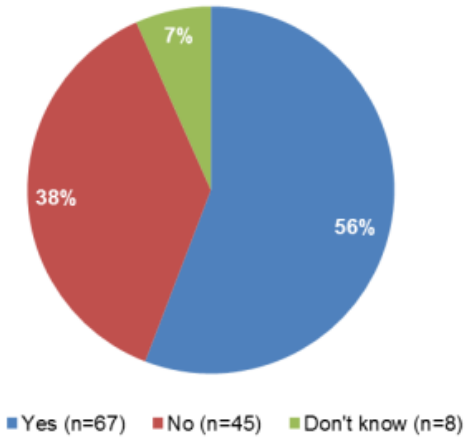
Respondents were asked if receiving the recycling campaign materials had changed their behaviour towards waste and recycling. Two thirds (60%) stated that their behaviour hadn't changed, although positively 26% claimed to recycle more.

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



Respondents were asked if seeing the recycling campaign materials had given them a better understanding of recycling/waste services available to them. Just over half (56%) said that it had, with the remaining stating no (38%) or don't know (7%).

Figure: Has seeing the information about recycling in your area given you a better understanding of the services in your area?



6.1.9 Commitment to recycling

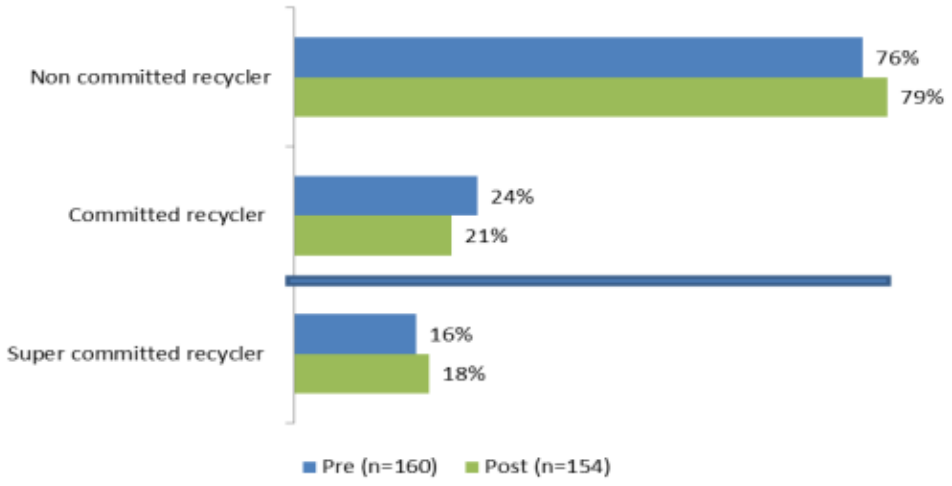
To establish a respondent's commitment to recycling a set of core questions were asked; this is calculated using the three WRAP committed recycler questions.

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

Based on responses provided to these three questions a recyclers commitment is measured and categorised as being either:
a) non committed;
b) committed; or
c) super committed.

Respondents classified as Committed Recyclers has remained fairly stable, with a slight decrease of 3% in the post-evaluation. (Nationally the level of Committed Recyclers is 75%). Of the 21% classified as Committed Recyclers, 18% fall into the Super Committed Recycler matrix; this is a 2% increase since the pre-evaluation.

Figure: Commitment to recycling



6.2 Staff costs / time

Role	(€)	(£)	Hours
Project Support Officer	66.98	55.47	3.4
Campaign Officer	3,980.87	3,296.96	212.2
Outreach Worker	1,048.12	868.05	82.2
TOTAL	**5,095.97**	**4,220.48**	**297.8**

6.3 Cost of campaign materials / facilities

Description	(€)	(£)
1500 x Compostable liners	1,270.50	1,050.00
1518 x Kitchen caddies	2,259.07	1,867.00
3000 x recycling bags (1500 blue;1500 brown)	2,286.90	1,890.00
2 x 500 litre galvanised steel containers, 2 x powder coating, 2 x locking posts	687.26	567.98
Installation of hard standing and fitting of a bracket at Pendlebury Tower	759.28	627.50
Development and lay of a concrete area at Hannover Tower	395.67	327.00
Design and Print of 800 x 'Sorry we missed you cards'	113.62	93.90
Design and print of 740 x A5 recycling information leaflets	842.16	696.00
Design and print of 740 x A4 recycling letters	309.16	255.50
Bin stickers	442.86	366.00
Additional monitoring and evaluation	121.00	100.00
Other	93.52	77.29
TOTAL	**8,998.03**	**7,918.17**

6.4 Cost per head (including personnel costs)

(€)	(£)
23.90	19.77

6.5 Cost per head (excluding personnel costs)

(€)	(£)
5.60	12.90

Section 7: Conclusion

7.1 The levels of awareness of the shared recycling collections increased for all waste streams, most notably, nearly all respondents post-evaluation were aware of the dry recyclate (pulpables ad commingled) service. Claimed usage of the shared dry recyclate bins increased slightly and claimed usage of the food waste bin increased by two fifths.

7.2 Just under two fifths had noticed improvements to the recycling services. When asked what improvements they have noticed, most commonly cited was receiving a reusable bag and/or caddy, this was followed by the signage about recycling installed on/near the bins.

7.3 The percentage of committed recyclers decreased slightly by 3%, from 24% to 21% post-evaluation, nationally this figure is 75%.

7.4 A series of communications materials were developed for this campaign. The information contained in the communication materials was recalled the majority of respondents (81%), with the recycling leaflet and receiving a recycling bag being most commonly mentioned. This was followed by 'receiving a letter about recycling' and 'saw a poster about recycling'. This recall seems to have had a positive effect on changing respondents' behaviour as a quarter of respondents now claim to recycle more. When asked if they feel that the campaign has now given them a better understanding of waste and recycling services available, 56% said it had.

7.5 In summary, the campaign has had a positive impact and changed the behaviour with 26% claiming to now recycle more since receiving come form of communications material. In addition to this, overall awareness and claimed usage increased for all waste streams assessed.

Section 8: Key Learning Points

8.1 As previously mentioned, 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.

8.2 Concentrating on providing better facilities, recycling information and new stickers for communal bins provided an alternative delivery point for the recycling campaign.

8.3 It is important to make sure that the recycling containers are placed in an accessible location: the ease of use will minimise the use of residual bins. Recycling facilities should be located together with residual waste where possible. Consideration should be also be given to consulting all the residents on the citing of new facilities to alleviate complaints. Clear and pictorial labelling of shared recycling bins and the use of clear signage to reinforce recycling behaviour is recommended.

8.4 The caretakers should be encouraged to be actively involved in the engagement process as they can be crucial to ensuring that residents know how to use the facilities provided. They also have a direct interest in ensuring that waste facilities are used correctly and will guide future residents in familiarising themselves with the recycling scheme in place.

8.5 General deprivation issues impose other priorities for residents: this can prevent them from participating in what they consider more peripheral activities such as recycling. Dedicating resources on active engagement with residents improves communication and can help to carefully define the social context; it is highly recommended to avoid a one-size-fits-all approach.

8.6 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. Some Housing Officers agreed that bags and caddies could be left on the resident doorstep; other preferred to leave the undelivered bags and caddies with the caretakers.

8.7 The frequency of waste collections needs to be considered when installing new facilities. Shared recycling bins can fill up quickly if the recycling scheme is positively welcomed by the residents. A failure in keeping the bins empty could result in recyclable waste being diverted back to the residual containers. Residents may also become demotivated, moving them away from the adoption of a pro recycling behaviour.

8.8 This campaign was carried out in phase two of the project and built on lessons learnt from apartment focused campaigns in 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 campaign materials and engage with 1500 households over many 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.