

---

# LIFE+ Up and Forward Project: Case Study

---

B9 Diverse Communities  
Area: Manchester  
Date: July 2014



LIFE11 ENV/UK/000389

---



# Contents

		<b>Page</b>
<b>1.</b>	<b>Executive Summary</b>	<b>2</b>
<b>2.</b>	<b>Introduction</b>	<b>5</b>
<b>3</b>	<b>Campaign Area</b>	<b>6</b>
<b>4.</b>	<b>Demographics &amp; Acorn Data</b>	<b>9</b>
<b>5.</b>	<b>The Approach to the Campaign</b>	<b>11</b>
<b>6.</b>	<b>Results</b>	<b>17</b>
<b>7.</b>	<b>Conclusion</b>	<b>23</b>
<b>8.</b>	<b>Key Learning Points</b>	<b>24</b>

## 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 communication campaign reported on in this case study falls within the faith and culture theme. It was carried out in the Gorton, Longsight and Belle Vue areas of Manchester and targeted 1,914 households with a mix of different faiths and cultures. It aimed to help local residents understand why they are asked to recycle and how to recycle correctly by developing a campaign that would appeal across the community.
- 1.3 The campaign was delivered by GMWDA in partnership with Manchester Council. It focused on establishing what barriers residents faced in using the kerbside recycling services provided. Results showed that there were knowledge and understanding barriers amongst residents. Exploring further, it was found that some of the older brown wheeled bins for commingled waste had outdated information stickers on the lids therefore residents were unaware of what can/cannot go into the bins. Therefore, on the 30th September 2014 recycling information stickers were applied to all comingled bins in the area. In addition to this, a 'Recycle Right' guide was delivered to all residents in the campaign area. The campaign also formed partnerships with the local Surestart centre, Gorton Market and Eastland Housing Association, which further helped to deliver the recycling message. For example several recycling information stalls were held at the Gorton Market engaging with residents.
- 1.4 Monitoring the impact of the campaign took place in a variety of ways. The number of households that were actively recycling was monitored and any change in the yield of recyclable materials collected in the area was calculated. Targets were set to increase both the set out rates in the study area and the weight of recyclable waste collected. These targets, and the formula used to set them for all of the GMWDA / EU LIFE+ projects are explained in more detail in the project handbook document.
- 1.5 Engaging with the community was difficult due to the nature of the round; being split between four separate communities. The events would be more successful being held during the school holidays. Children activities are important and encourage people to

attend.

- 1.6 The overall set out rates and weight of recyclate collected does not present any meaningful change in residents' behaviour. Success was seen with the Up and Forward team and council representatives gaining a better understanding of the barriers residents face when using the kerbside recycling services. In addition, connections were made with key establishments in the area, which assisted the campaign in engaging with the community. Of those who received campaign materials or were visited by a Project Officer, 81% felt motivated to recycle more due to the campaign.

## **2. Aims of the Campaign**

The aim of this campaign was to increase recycling in low performing areas that had a high proportion of households with a mix of different faiths and cultures.

Key objectives were as follows:

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

## **3. Key Facts**

- 3.1 The total cost of delivering the activity was €10,353.21 (£8,570.95), of which €8,315.53 (£6,886.92) was personnel costs and €2,037.68 (£1,684.03) was consumables. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.
- 3.2 522 hours were spent delivering the campaign.
- 3.3 1000 recycling guides were distributed within the community.
- 3.4 1500 household commingled bins were stickered with recycling information.
- 3.5 Two information drop in centres and two information stalls were held.
- 3.6 One focus group was held.
- 3.7 85 surveys were completed and analysed on recycling behaviour.
- 3.8 None of the waste streams achieved the set targets.
- 3.9 81% said they felt motivated to recycle more due to the campaign.

## **4. Results**

### **4.1 Set out monitoring/targets**

The set out rates for both the pulpables and organic waste streams decreased, whilst the commingled waste stream remained stable pre to post campaign. The set out rate of the pulpables decreased by 5%, from 52% (pre) to 47% (post), failing to meet the target set of 55%. The organic waste stream decreased by 6%, from 31% (pre) to 25% (post), also failing to meet the target set of 35%. The set out rate of the commingled waste stream remained stable pre to post campaign at 42%, therefore failing to meet the target set of 46%.

#### 4.2 Weight monitoring/targets

The weight of organics collected could not be assessed due to a seasonal round restructure following the pre monitoring period. Both the weight of the pulpable and commingled recycling collected decreased post campaign. Pulpables decreased from 5.64 tonnes to 5.53 tonnes, failing to meet the target set of 6.07 tonnes. The weight of commingled collected decreased from 5.88 tonnes to 5.38 tonnes, also failing to meet the target set of 6.44 tonnes.

#### 4.3 Surveys

Pre campaign surveys highlighted the lack of understanding and awareness residents had in regard to recycling. There was a positive change in behaviour with a high level of understanding post campaign for recycling of items such as aerosols (88%), plastic trays (64%) and tetrapaks (46%).

Of those who received materials or were visited by a Project Officer, 81% felt motivated to recycle more due to the campaign.

## Section 2: Introduction

### 2.

- 2.1 The diverse communities campaign is one of 12 campaigns run by GMWDA's Up and Forward project. Each campaign has had a 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.
- 2.2 The campaign was delivered by GMWDA in partnership with Manchester City Council, targeting 1,914 households in the Gorton, Belle Vue and Longsight areas of Greater Manchester. The aim of the campaign was to raise awareness of the importance of recycling, embed correct recycling behaviour and increase recycling rates across three waste streams - pulpables, commingled and organics. It ran for 22 weeks, from June 2014 to October 2014.
- 2.3 The campaign looked to increase recycling in a low performing area where a mix of different cultures and languages has made traditional approaches less successful. It focused on establishing what barriers residents faced in using the kerbside recycling services provided. Engagement included:
  - a) attending English Classes for Speakers of Other Languages (ESOL) at the local community centre;
  - b) attending community groups and sessions at Gorton Surestart centre;
  - c) holding drop in sessions for local residents to discuss waste and recycling issues;
  - d) attending a community open day for Eastland Housing; and
  - e) engagement stands held at the local Gorton Market.
- 2.4 To improve recycling knowledge recycling information stickers were applied to all comingled bins in the area. In addition to this, a 'Recycle Right' guide was delivered to all residents in the campaign area. The leaflet was pictorial with information about how to keep the alleyways clean and clear and information on the recycling facilities available.
- 2.5 It was expected that the campaign would increase understanding of recycling and waste prevention in the area and encourage the adoption of positive behaviours from residents.

## Section 3: Campaign Area

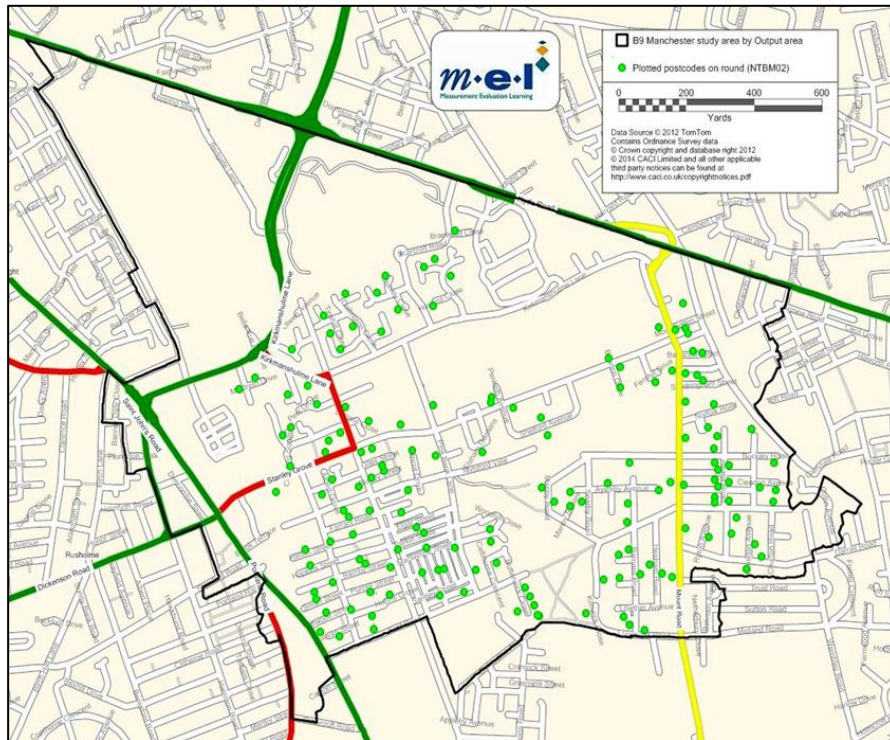
3.

3.1 The campaign area of Manchester was selected based on the following two data sets:

- a) weight of waste (tonnages) collected at the kerbside for the various waste streams (to select a waste collection round with a low yield); and
- b) socio-demographic profile of the area (to select a waste collection round with a high proportion of school age children in a deprived/low income area).

Examining these two data sets enabled the selection of a study area that was low performing in the yield of recyclable materials collected and had a mix of different cultures. The ACORN data relevant to this campaign is discussed in section 4, weight data is shown below.

**Map: B9 Manchester by output area**



3.2 **About Manchester ([www.manchester.gov.uk](http://www.manchester.gov.uk))**

- 3.1.1 Manchester is located in the south-central part of North West England. Manchester is a city and metropolitan borough with a population of 510,700 (2012 est.). Of the total population 34.5% live in flat/apartment/maisonette accommodation, 30.2% terraced, 30.3% semi-detached, and 5% detached.
- 3.1.2 Between the beginning of July 2011 and end of June 2012 (Mid-Year Estimate date), births exceeded deaths by 4,800. Migration (internal and international) and other changes accounted for a net increase of 3,100 people between July 2011 and June 2012. Compared to Greater Manchester and England, Manchester has a younger population, with a particularly large 20-35 age group.
- 3.1.3 Recycling was introduced to Manchester pre 2004 (it started in 2004 and low

rise properties were covered at this time but i don't know when exactly the kerbside service started in different areas of the city as 3rd sector charities ran some of the rounds in North Manchester prior to a city wide service being introduced (i think in 2003). Apartment recycling started in 2006 and was a phased approach as each site has its own requirements due to space for the storage of containers and bins.

### 3.3 About the area ([www.manchester.gov.uk](http://www.manchester.gov.uk))

- 3.3.1 Gorton is largest neighbourhood in East Manchester. Gorton stretches over 650 hectares from the edge of the city centre out towards the lower slopes of the Pennines.
- 3.3.2 Housing types: detached 4%, semi-detached 31%, terraced 47%, flat (purpose-built) 15%, other 3%.
- 3.3.3 Housing tenure: owned outright 15%, owned with mortgage 21%, rented (social/ council) 36%, rented: private landlord 23%, other 5%.
- 3.3.4 Economic activity: full-time employee 32%, part-time employee 14%, unemployed 8%, full-time student 11%, retired 10%, long-term sick or disabled 9%, looking after home or family 6%, other 10%.

### 3.4 Household collection service

- 3.4.1 Manchester Council provides a two weekly household collection service for pulpables (paper/card) and commingled (glass and plastic bottles/aluminium and tin cans). Food and garden waste collected two weekly. Residual waste is collected two weekly.

A combination of different containers types (i.e. predominantly wheeled bins but also bags and boxes) are used for the recycling collections, each container is colour coded for a particular waste stream. Operational features of the recycling collections such as collection days, collection frequency and container types are shown in the table below.

**Table: Recycling collections**

Manchester B9 - Recycling collections			
Waste stream	Collection day	Collection frequency	Containers used for collection
Commingled	Tuesday	Two weekly	Brown wheeled bin
Pulpables	Tuesday	Two weekly	Blue wheeled bin
Organics	Tuesday	Two weekly	Green wheeled bin or kerbside caddy

- 3.4.2 Manchester's current recycling rate is 36.8% (as of July 2014).

### 3.5 Identifying a low performing collection round

It was not possible to identify the exact number of collections taken during the campaign period from the data supplied by the council; it is assumed that there should have been 26 collections during the 52-week period.

The tonnages provided for two of the recyclable waste streams (pulpable and



commingled) have been used to estimate the amount of kilograms produced per household for the selected round. The table below presents the average tonnages of waste materials generated. Where 1 is the lowest yield, the pulpables ranked 1st and comingled ranked 2nd out of the 70 rounds operated by Manchester. The organics round selected ranked just below average at 22nd out of 75 rounds.

**Table: Round ranking based on average kg collected per household per collection**

Waste stream	Route/Round	Total Kg collected during period	No. of collections recorded during period	Average Kg collected per collection	Number of properties	Average kg per household per collection	Ranking (where 1 is lowest yielding)
Pulpables	Tue NTBM02	42578	26	1638	3460	0.47	1st / 70
Comingled	Tue NTBM02	39364	26	1514	3460	0.44	2nd / 70
Organics	Tue NGF02	522513	26	20097	3276	6.13	22nd / 75

3.6 In summary, based on the information above, the round selected for the B9 Manchester campaign was low yielding and met the objectives of the campaign.

## Section 4: Demographics & Acorn Data

### 4.

4.1 ACORN data was used to determine the demographic profile of the study area. ACORN is a segmentation tool which categorises the UK's population into demographic types. ACORN combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. ACORN segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types.

4.1.1 The table below presents the ACORN profile by Category and Group classifications of the study area and compares this to Greater Manchester as a whole. Around two thirds (64%) of the sample are classified as ACORN 5 'Urban Adversity', with 24% falling into Group P 'Struggling Estates', 20% falling into Group O 'Young Hardship' and another 20% falling into Group Q 'Difficult Circumstances'. Households within this Category are more likely to be deprived, with higher levels of long term unemployment and higher proportions claiming benefits.

A further 31% are classified as ACORN 4 'Financially Stretched', with 27% falling into Group L 'Modest Means'. ACORN Category 4 is characterised by having a mix of families, including singles, couples with children and single parent households. The age profile of this Category is younger and incomes fall below the national average. Unemployment levels may be above average.

### ACORN classification of B9 Manchester study area and Greater Manchester

ACORN Classification		B9 Manchester study area Profile		Greater Manchester Profile	
		Count	%	Count	%
<b>1</b>	<b>Affluent Achievers</b>	<b>0</b>	<b>0</b>	<b>212,941</b>	<b>19</b>
1.A	Lavish Lifestyles	0	0	11,111	1
1.B	Executive Wealth	0	0	103,091	9
1.C	Mature Money	0	0	98,739	9
<b>2</b>	<b>Rising Prosperity</b>	<b>0</b>	<b>0</b>	<b>63,314</b>	<b>6</b>
2.D	City Sophisticates	0	0	18,119	2
2.E	Career Climbers	0	0	45,195	4
<b>3</b>	<b>Comfortable Communities</b>	<b>231</b>	<b>6</b>	<b>258,428</b>	<b>22</b>
3.F	Countryside Communities	0	0	5,987	1
3.G	Successful Suburbs	231	6	52,546	5
3.H	Steady Neighbourhoods	0	0	109,703	10
3.I	Comfortable Seniors	0	0	30,665	3
3.J	Starting Out	0	0	59,527	5
<b>4</b>	<b>Financially Stretched</b>	<b>1,269</b>	<b>31</b>	<b>303,715</b>	<b>26</b>
4.K	Student Life	0	0	22,982	2
4.L	Modest Means	1134	27	132,581	12
4.M	Striving Families	81	2	82,082	7
4.N	Poorer Pensioners	54	1	66,070	6
<b>5</b>	<b>Urban Adversity</b>	<b>2,656</b>	<b>64</b>	<b>310,023</b>	<b>27</b>
5.O	Young Hardship	815	20	112,302	10
5.P	Struggling Estates	1003	24	83,816	7
5.Q	Difficult Circumstances	838	20	113,905	10
<b>6</b>	<b>Not Private Households</b>	<b>3</b>	<b>0</b>	<b>1,651</b>	<b>0</b>
6.R	Not Private Households	3	0	1,651	0

## 4.2 Ethnicity profile

The table below presents the ethnic profile of the Manchester B9 study area; this shows higher proportions of Asian or Asian British residents than in the Greater Manchester area (38% and 10% respectively). There are lower proportions of White residents in the study area than in the Greater Manchester area (39% and 84% respectively). Finally, there are also slightly higher proportions of Black or Black British residents than in the Greater Manchester area at 14% and 3% respectively.

**Table: Ethnic profile of B9 Manchester study area and Greater Manchester**

<b>Ethnicity</b>	<b>B9 Manchester Profile (%)</b>	<b>Greater Manchester Profile (%)</b>
White	39	84
Mixed	6	2
Asian or Asian British	38	10
Black or Black British	14	3
Chinese or Other Ethnic Group	3	1

## 4.3 Table: Religious profile

The table below presents the religious profile of the Manchester B9 Study area; this shows a higher proportion of Muslim residents than in the Greater Manchester area (37% and 9% respectively). There are also lower proportions of Christian residents in the study area than in the Greater Manchester area (39% and 62% respectively).

**Religious profile of B9 Manchester study area and Greater Manchester**

<b>Religion</b>	<b>B9 Manchester Profile (%)</b>	<b>Greater Manchester Profile (%)</b>
Christian	39	62
Buddhist	1	0
Hindu	1	1
Jewish	0	1
Muslim	37	9
Sikh	0	0
Other known religion	0	0
No religion	13	21
Not stated religion	8	6

## Section 5: The Approach to the Campaign

### 5.

- 5.1 The campaign employed two members of staff, a Campaign Officer and an Outreach Worker from GMWDA's LIFE+ team.
- 5.2 Following the selection of the target area (see section 3), monitoring of set out rates took place and the current weight of waste and recycling collected at the kerbside was established. Targets were then set to increase both the set out rates in the study area and the weight of recyclable waste collected.
- 5.3 Given the need to address a range of cultural sensitivities (due to the diverse nature of the target area) a broad range of community engagement was undertaken. A community focus group was held and the makeup of attendees was compared against the demographics of the community. Where any specific group was under-represented then further community engagement took place to recruit the missing cultural backgrounds. The campaign materials were developed and tested by the community.
- 5.4 The main elements were broken down into three distinct periods; research, engagement and behavioural change, with pre and post monitoring occurring before and after the main campaign period.

Research (30 <sup>th</sup> June 2014 - 25 <sup>th</sup> July 2014)	Engagement (28 <sup>th</sup> July 2014 - 29 <sup>th</sup> Aug 2014)	Behavioural Change (1 <sup>st</sup> Sept 2014 - 10 <sup>th</sup> Oct 2104)
-Developing contacts, communications, getting to know the area, list of businesses and business groups	-Volunteer recruitment & training, business door-knocking and surveying, focus groups	-Events, media, delivery of campaign material, peer to peer engagement, waste audits

### 5.5 Research period

- 5.5.1 Valuable information about waste and recycling was collected by driving around the area during a bin collection day to assess: participation levels; bin contamination; and the general maintenance of the area e.g. fly tipping. Low performing streets were identified and subsequently targeted. It was also noted that part of the selected round was serviced by communal bins; as this did not form part of the pre campaign monitoring it was not targeted by Project Officers.
- 5.5.2 The research period was also used to understand the underlying characteristics of the community. This enabled Project Officers to gather up-to-date information rather than relying on Census data which was slightly outdated. It also helped to identify the main target audiences to which the campaign could be marketed to. Information was mainly gathered through door-step engagement.
- 5.5.3 Officers identified local community centres, libraries, housing associations, faith groups and other local organisations that could be approached to help disseminate the key messages developed as part of the campaign. Contact was made and meetings arranged to: explain the project; get a better understanding of the community's perceptions on waste and recycling; and to gain their support.

## 5.6 Engagement period

### 5.6.1 Engaging with the community

Project Officers actively engaged with community leaders and local residents through existing community groups and at key meeting points within the area. These groups were used to identify waste and recycling problems in the area, barriers to recycling and to find possible solutions. Links with Gorton Market were established, and two engagement stands. An information stand was also set up with communication supplied by Manchester Council.

### 5.6.2 Focus groups

The first focus group was held at local Surestart centre. Advertising posters were displayed within the centre and flyers were produced and distributed to properties in the surrounding area. Despite this promotion there were no attendees to the focus group.

### 5.6.3 Informal talks

Due to the lack of attendees at the organised focus group informal talks took place with those already attending the Surestart centre and information stands were held at the local Gorton market. The following feedback was recorded:

- a) bulky waste and fly tipping issues;
- b) new residents do not understand recycling;
- c) people moving a lot and leave waste behind - more work needs to be done with private landlords;
- d) lack of knowledge - especially the older brown commingled bins as the lid is embossed 'glass only' rather than, plastics, glass, tins etc;
- e) littering near business on Mount Road;
- f) throwing of food to birds is attracting vermin;
- g) people dumping waste in alleys;
- h) residents need more information on enforcement in the area; and
- i) leaflets to need to be simple messages and pictures due to the area having many different cultures and languages.

### 5.6.4 Doorstep surveying

Surveying was carried out by Project Officers in the area to:

- a) examine attitudes towards recycling;
- b) measure residents' recycling behaviour;
- c) explore the levels of understanding; and
- d) identify the main motivators/inhibitors.

Results showed that a large proportion of residents were unsure of what items could be recycled in the commingled bin. Over half of all those asked were recycling yoghurt pots (58%), plastic trays (58%) and margarine tubs (52%) in the commingled bin instead of disposing of them in the residual bin.

In addition, respondents felt that a recycling guide (18%) and information in the form of a sticker for the bin (30%) would be help them to recycle more.

### 5.6.5 ESOL classes

Project Officers held two sessions with local ESOL classes. The students were taught about words around recycling, how to recycle correctly and how to ask for information and advice.

### 5.6.6 Eastland Homes fun day

36% of the housing in the area was social or council rented. Project Officers worked with the largest of the housing provider Eastland homes to engage with residents at their family fun day.

### 5.6.7 Recruiting volunteers

Recycling ambassador recruitment posters were produced and distributed to businesses, public service offices, schools and community centres throughout the area.



Projects Officers worked closely with the Surestart centre attending jobs clubs, Romania groups and play sessions. Although important feedback was gained no volunteers were recruited.

### 5.6.8 Production of campaign materials

Following community feedback a number of different campaign materials were developed. These included:

#### a) Information leaflet

From feedback gathered at focus groups and informal meetings held in the community it became apparent that there were a high proportion of non-English speaking residents. The area had many differing cultures incorporating several languages. To overcome this information leaflets were developed using pictorial images and clear, simple language.

Image: Recycle Right guide

**NEW Bin stickers**

To help residents understand what can be recycled we are going to apply a new bin sticker to your brown bin. Please remember to put your brown bin out for collection: your next collection is **Tuesday 30th September**.

**What to do with your Bulky Waste**

Before you arrange collection for an unwanted item please consider if others could reuse it. If it cannot be reused, Manchester City Council offers a free collection per household, up to 3 items every year between 1 April and 31 March. If there are more than 3 items there will be an additional charge of £27. Full details and help of how to dispose of bulky waste can be found at [www.manchester.gov.uk/recycling](http://www.manchester.gov.uk/recycling)

**Recycle Right**  
Your simple guide on how to recycle

With the financial support of the European Commission under the European Regional Development Fund

MANCHESTER CITY COUNCIL

Brown bin	Green bin	Blue bin
<p><b>Yes please...</b></p> <p>Aerosol cans, Drink cans, Foil &amp; foil trays, Food cans, Glass bottles &amp; jars, Plastic bottles ONLY</p>	<p><b>Yes please...</b></p> <p>Bones, Food scrapings, Flowers, Food waste, Shells, stems &amp; peelings, Household</p>	<p><b>Yes please...</b></p> <p>Cardboard, Cans, Catalogues &amp; directories, Junk mail, Newspapers &amp; magazines, Wrapping paper &amp; cards</p>
<p><b>No thanks...</b> Please dispose of in your normal black rubbish bin.</p> <p>Plastic film, Yogurt pots, Margarine tubs, Plastic bags</p>	<p><b>No thanks...</b> Please dispose of in your normal black rubbish bin.</p> <p>Soil &amp; rubble, Plant pots, Plastic bags</p>	<p><b>No thanks...</b> Please dispose of in your normal black rubbish bin.</p> <p>Plastic bubble wrap, Polystyrene, Plastic bags</p>

b) Bin sticker

Feedback suggested that there were knowledge and understanding barriers amongst residents. Exploring further, it was found that some of the older commingled wheeled bins had outdated information on the lids (embossed with recycling information about glass only). Therefore residents were unaware of what additional items could be recycled in this bin including plastic bottles, cans, tins, aerosols and foil. To overcome this barrier recycling information stickers were developed and applied to all commingled bins in the area.

Image: Commingled bin sticker

**Brown bin**

**Yes please...**

Aerosol cans, Drink cans, Foil & foil trays, Food cans, Glass bottles & jars, Plastic bottles ONLY

**No thanks...** Please dispose of in your normal black rubbish bin.

Plastic film, Yogurt pots, Margarine tubs, Plastic bags

MANCHESTER CITY COUNCIL

## 5.7 Behaviour Change Period

The emphasis during the behavioural change period was in the distribution of campaign materials including door to door leafleting of residents in the target area and applying bin stickers to all commingled bins.

### 5.7.1 Leaflet distribution

Recycle Right guides were distributed to each household in the target area by Project Officers. Included within this leaflet was information informing residents to put their commingled bin out on the next collection day (Tuesday 30th September) to enable Project Officers to apply a recycling information sticker.

### 5.7.2 Bin stickers

On the 30<sup>th</sup> September 2014 recycling information stickers were applied to all commingled bins in the area. If a resident had not put their bin out for collection a sticker was posted though the door.

**Image: Pre campaign - commingled bin embossed with recycling information about glass only**



**Image: Post campaign - commingled bin with new adhesive sticker applied**





### 5.7.3 Drop in Centre

Drop in sessions to give residents the opportunity to report any problems they had with their waste or order recycling bins were held at: the Sure Start Centre and Northmoor internet café. Sessions were advertised via posters and leaflets in the target area.

Despite considerable advertising sessions were poorly attended.

## Section 6: Results

### 6.

#### 6.1 Surveys (post campaign results)

##### 6.1.1 Attitudes towards recycling

An overwhelming 81% felt that they were 'good' recyclers and 81% said they were more motivated as a result of the campaign.

##### 6.1.2 Recycling behaviour

Pulpables (paper/cardboard), commingled (glass bottles/jars and plastic bottles) were recycled by almost all households, with high levels of recycling seen generally. Following the campaign, the number of residents recycling the wrong items in the commingled waste stream had reduced and was found to be below average. 30% recycled margarine/butter tubs (52% pre campaign), 36% plastic trays (58% pre campaign) and 31% yoghurt pots (58% pre campaign). On exploring the frequency of use of kerbside collection services, it was notable that relatively few used most of the services every time.

##### 6.1.3 Understanding

On being asked which bin they were supposed to put different items in, 88% to 92% identified the correct colour bin to the identified waste stream.

##### 6.1.4 Motivators/inhibitors

On exploring the 'barriers' to recycling, a high level of non-response was evidenced, but some felt that the bins were not collected enough. Overall, the key 'motivator' for residents' recycling was their concern for the environment (55%), with 'I hate to waste' also notable (39%).

##### 6.1.5 Campaign recall

All of those asked could remember receiving a Recycle Right guide (100%). 79% said they had received a sticker on their commingled bin.

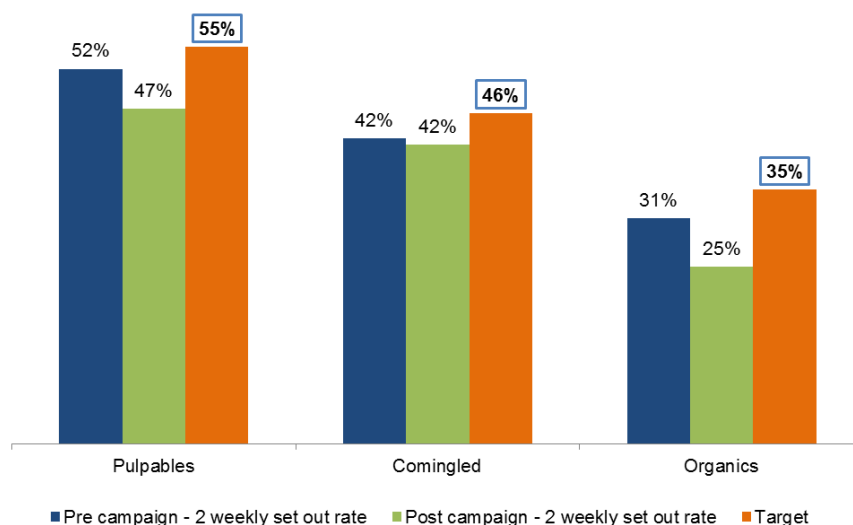
#### 6.2 Set out monitoring

In order to establish whether there had been a change in the number of households presenting recyclable waste for collection, set out rate monitoring was carried out. This was performed in the study area before the campaign started and was repeated soon after the campaign concluded.

Calculating the set out rate involves monitoring the number of households presenting a container for collection on two consecutive collection days. If a household presents a container for emptying at least once during the two collection days that were monitored they were counted as participating. For example, if 60% of households participated, this means 60% of households set out their container at least once during the monitoring period (over the two collections).

The graph below shows the percentage of properties that have presented containers for collection at least once during the monitoring periods alongside the set out rate target. This highlights any progression towards this target as a result of the campaign.

Graph: Two weekly set out rate pre and post monitoring with target



### 6.2.1 Pulpables

The pre campaign two weekly set out rate for pulpable collection was 52%. The post campaign two weekly set out rate for pulpable collection was 47%. The two weekly set out rate for the pulpable decreased by 5% following the campaign.

Pulpables round	Pre			Post		
	Set out week 1	Set out week 2	2 Weekly set out rate	Set out week 1	Set out week 2	2 Weekly set out rate
Set out rate overall (blue wheeled bin/blue box)	601	619	918	623	634	820
%	34%	35%	52%	35%	36%	47%
Excess overall	1	3	4	0	1	1
%	0%	0%	0%	0%	0%	0%
Set out blue wheeled bin	601	619	918	623	634	820
%	34%	35%	52%	35%	36%	47%
Excess	1	3	4	0	1	1
%	0%	0%	0%	0%	0%	0%
Set out blue box	0	0	0	0	0	0
%	0%	0%	0%	0%	0%	0%
Excess	0	0	0	0	0	0
%	0%	0%	0%	0%	0%	0%
<b>Total</b>	<b>1763</b>			<b>1763</b>		

### 6.2.2 Commingled

The pre and post campaign two weekly set out rate remained consistent at 42%.

Commingled round	Pre			Post		
	Set out week 1	Set out week 2	2 Weekly set out rate	Set out week 1	Set out week 2	2 Weekly set out rate
Set out rate overall (brown wheeled bin/brown box)	573	404	734	558	506	719
%	33%	23%	42%	32%	29%	42%
Excess overall	1	3	4	0	0	0
%	0%	0%	0%	0%	0%	0%
Set out Brown wheeled bin	573	404	734	558	506	719
%	33%	23%	42%	32%	29%	42%
Excess	1	3	4	0	0	0
%	0%	0%	0%	0%	0%	0%
Set out Brown box	0	0	0	0	0	0
%	0%	0%	0%	0%	0%	0%
Excess	0	0	0	0	0	0
%	0%	0%	0%	0%	0%	0%
<b>Total</b>	<b>1729</b>			<b>1729</b>		

### 6.2.3 Organics

The pre campaign two weekly set out rate for organic collection was 31%. The post campaign two weekly set out rate for organic collection was 25%. The two weekly set out rate for the organic collection decreased by 6% following the campaign.

Organics round	Pre			Post		
	Set out week 1	Set out week 2	2 Weekly set out rate	Set out week 1	Set out week 2	2 Weekly set out rate
Set out rate overall (green wheeled bin/food waste bin)	433	334	599	312	297	471
%	23%	17%	31%	16%	16%	25%
Excess overall	5	7	11	0	5	5
%	0%	0%	1%	0%	0%	0%
Set out green wheeled bin	407	314	562	293	277	445
%	21%	16%	29%	15%	14%	23%
Excess	4	6	9	0	5	5
%	0%	0%	0%	0%	0%	0%
Set out food waste bin	30	22	42	20	20	32
%	2%	1%	2%	1%	1%	2%
Excess	1	1	2	0	0	0
%	0%	0%	0%	0%	0%	0%
<b>Total</b>		<b>1914</b>			<b>1914</b>	

### 6.3 Demographics

Using the ACORN segmentation tool which categorises the UK's population into demographic types it was possible to identify high levels of deprivation in the area chosen for the campaign and the subsequent monitoring exercise.

The areas that were selected for the campaign and the subsequent monitoring exercise showed high levels of deprivation and produced a low yield in the kerbside recycling collections. The majority of households in the target area (95%) are in ACORN 4 'Financially Stretched' and ACORN 5 'Urban Adversity', all of which reflect high levels of deprivation. A small number of households in the target area (6%) are in ACORN 3 'Comfortable Communities'.

The tables below present the two weekly set out rate of the rounds by ACORN Category pre and post campaign.

#### 6.3.1 Pulpables

The two weekly set out rate for ACORN 3 remained stable at 67%. The two weekly set out rate for ACORN 4 decreased by 23%. The two weekly set out rate for ACORN 5 decreased by 4%.

ACORN	Pre			Post			Change in 2 weekly set out
	Participated Properties	Total Properties	%	Participated Properties	Total Properties	%	
1 Affluent Achievers	0	0	0%	0	0	0%	0%
2 Rising Prosperity	0	0	0%	0	0	0%	0%
3 Comfortable Communities	138	205	67%	137	205	67%	0%
4 Financially Stretched	97	201	48%	50	201	25%	-23%
5 Urban Adversity	683	1347	51%	633	1347	47%	-4%
6 Not Private Households	0	10	0%	0	10	0%	0%
<b>Total</b>	<b>918</b>	<b>1763</b>	<b>52%</b>	<b>820</b>	<b>1763</b>	<b>47%</b>	<b>-5.6%</b>

#### 6.3.2 Commingled

The two weekly set out rate for ACORN 3 increased by 1%. The two weekly set out rate for ACORN 4 decreased by 7%. The two weekly set out rate for ACORN 5 decreased by 1%.

ACORN	Pre			Post			Change in 2 weekly set out
	Participated Properties	Total Properties	%	Participated Properties	Total Properties	%	
1 Affluent Achievers	0	0	0%	0	0	0%	0%
2 Rising Prosperity	0	0	0%	0	0	0%	0%
3 Comfortable Communities	84	158	53%	86	158	54%	1%
4 Financially Stretched	44	131	34%	35	131	27%	-7%
5 Urban Adversity	606	1431	42%	597	1431	42%	-1%
6 Not Private Households	0	9	0%	1	9	11%	0%
<b>Total</b>	<b>734</b>	<b>1729</b>	<b>42%</b>	<b>719</b>	<b>1729</b>	<b>42%</b>	<b>-0.9%</b>

### 6.3.3 Organics

The two weekly set out rate for ACORN 3 decreased by 15%. The two weekly set out rate for ACORN 4 decreased by 5%. The two weekly set out rate for ACORN 5 decreased by 6%.

ACORN	Pre			Post			Change in 2 weekly set out
	Participated Properties	Total Properties	%	Participated Properties	Total Properties	%	
1 Affluent Achievers	0	0	0%	0	0	0%	0%
2 Rising Prosperity	0	0	0%	0	0	0%	0%
3 Comfortable Communities	118	205	58%	87	205	42%	-15%
4 Financially Stretched	46	219	21%	36	219	16%	-5%
5 Urban Adversity	435	1484	29%	348	1484	23%	-6%
6 Not Private Households	0	6	0%	0	6	0%	0%
<b>Total</b>	<b>599</b>	<b>1914</b>	<b>31%</b>	<b>471</b>	<b>1914</b>	<b>25%</b>	<b>-6.7%</b>

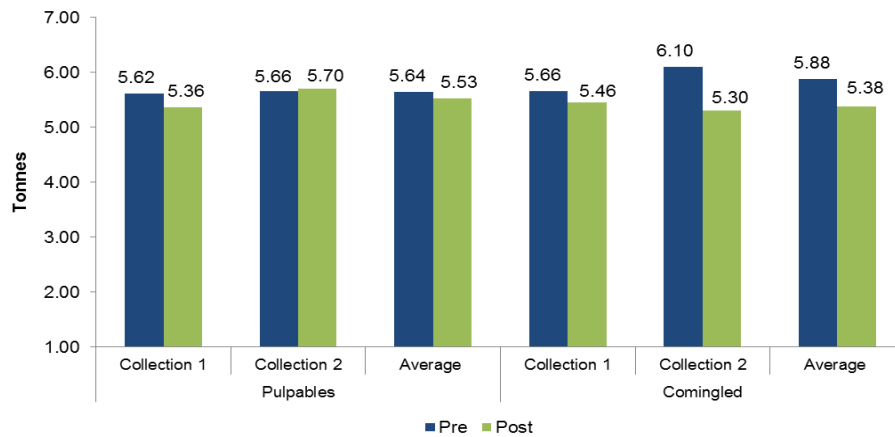
### 6.4 Tonnage data

The organic tonnage data has not been presented due to the council carrying out a round restructure following the pre monitoring period; therefore the pre and post campaign data is not comparable. The weight of both the pulpable and commingled recycling collected decreased post campaign, with both failing to meet the targets set.

#### Pre and post tonnage data and targets for B9 Manchester recycling

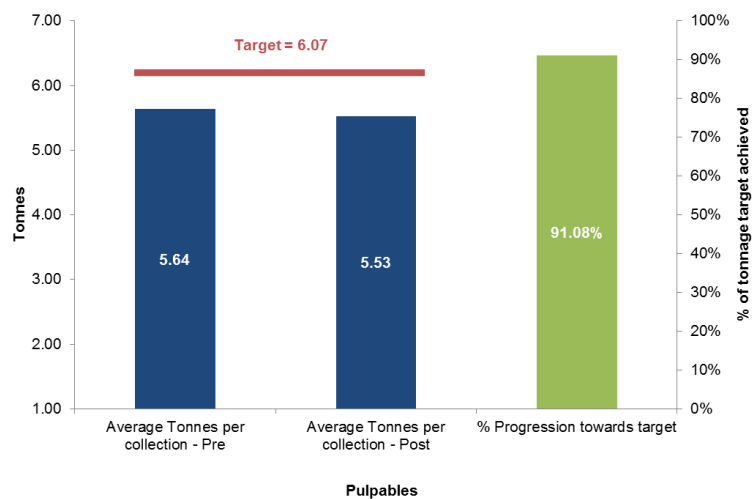
	PULPABLES	COMMINGLED
PRE CAMPAIGN COLLECTION TONNAGE	5.64	5.88
TARGETTED % INCREASE	7.66%	9.45%
TARGETTED TONNAGE INCREASE	0.43	0.56
TARGET TONNAGE (Y)	6.07	6.44
ACTUAL POST CAMPAIGN COLLECTION TONNAGE (X)	5.53	5.38
TONNAGE CHANGE	-0.11	-0.50
% CHANGE	-1.95%	-8.50%
% OF TONNAGE TARGET ACHIEVED (X/Y)	91.08%	83.60%

The graph below presents the tonnes of recyclate collected for each collection and also provides an average for pre and post campaign.



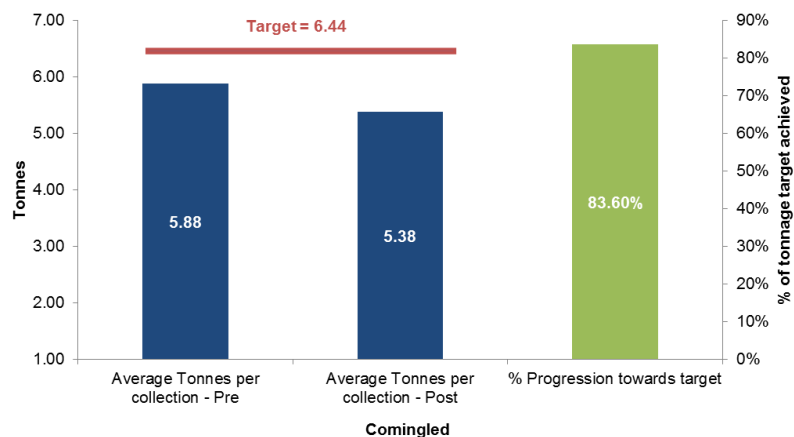
### 6.4.1 Pulpables

A collection target of 6.07 tonnes was set for pulpables waste stream. The tonnages of pulpables waste decreased marginally following the campaign from 5.64 tonnes to 5.53 tonnes, therefore failing to reach the target set.



### 6.4.2 Commingled

A collection target of 6.44 tonnes was set for commingled waste stream. The tonnages of commingled waste decreased marginally following the campaign from 5.88 tonnes to 5.38 tonnes, therefore failing to meet the target set.



6.6 Staff costs / time

Role	(€)	(£)	Hours
Project Support Officer	34.09	28.23	1.75
Campaign Officer	5,182.61	4,292.24	271.75
Outreach Worker	3,098.83	2,566.45	248.70
<b>TOTAL</b>	<b>8,315.53</b>	<b>6,886.92</b>	<b>522.2</b>

6.7 Cost of campaign materials / ambassador training

Description	(€)	(£)
Ambassador recruitment including training, posters and leaflets	189.10	156.28
A5 weather proof sticker	589.27	487.00
How to recycle guide	883.30	730.00
Monitoring	242.00	200.00
Other	134.01	110.75
<b>TOTAL</b>	<b>2,037.68</b>	<b>1,684.03</b>

6.8 Cost per head (including personnel costs)

(€)	(£)
5.41	4.49

6.9 Cost per head (excluding personnel costs)

(€)	(£)
1.06	0.88

## Section 7: Conclusion

### 7.

- 7.1 The set out rates for both the pulpables and organic waste streams decreased, whilst the commingled waste stream remained stable pre to post campaign. The set out rate of the pulpables decreased by 5%, from 52% (pre) to 47% (post), failing to meet the target set of 54%. The organic waste stream decreased by 6%, from 31% (pre) to 25% (post), also failing to meet the target set of 35%. The set out rate of the commingled waste stream remained stable pre to post campaign at 42%, therefore failing to meet the target set of 46%.
- 7.2 The weight of organics collected could not be assessed due to a seasonal round restructure following the pre monitoring period. Both the weight of the pulpable and commingled recycling collected decreased post campaign. Pulpables decreased from 5.64 tonnes to 5.53 tonnes, failing to meet the target set of 6.07 tonnes. The weight of commingled collected decreased from 5.88 tonnes to 5.38 tonnes, also failing to meet the target set of 6.44 tonnes.
- 7.3 In summary, the overall set out rates and weight of recyclate collected does not present any meaningful change in residents' behaviour. Success was seen with the Project Officers gaining a better understanding of the barriers residents face when using the kerbside recycling services and developing appropriate campaign materials to overcome these. In addition, connections were made with key establishments in the area, which assisted the campaign in engaging with the community. Of those who received campaign materials or were visited by a Project Officer, 81% felt motivated to recycle more due to the campaign.



## Section 8: Key Learning Points

8.

- 8.1 Traditionally, areas of high deprivation tend to have lower levels of participation in recycling schemes, be they household kerbside collections, or bring sites. Engaging in these communities and gaining a response that shows a positive behaviour change is at best challenging. This campaign encountered additional difficulties with cultural and language barriers due to the diverse community targeted. Project Officers also found it difficult to engage with residents through organised sessions. Due to a lack of feedback gained the development of a campaign that appealed across the community was very difficult.
- 8.2 Engaging with the community was also difficult due to the wide geographical area targeted and short time constraints (22 weeks for delivery). When selecting a round for this campaign consideration should be given to the existence of key community focal points that can bring the community together. The round selected for this campaign lacked any central/cohesive group, centre, supermarket or similar from which the campaign could build upon. It is also recommended that the campaign take place over a longer period; preferably one year.
- 8.3 Due to the high proportion of non-English speakers in the area, pictorial images were used in campaign materials alongside a greater focus on direct face to face contact; both improved engagement.