
LIFE+ Up and Forward Project: Case Study

B9 Diverse Communities
Area: Rochdale
Date: March 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 1500 households, with much focused recycling messages. This allowed a variety of communication methods and messages to be piloted and the impact of each to be monitored.

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

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

- 1.2 The communication campaign reported on in this case study falls within the faith and culture theme. It was carried out in the Rochdale area and targeted 1,379 households with a mix of different faiths and cultures (specifically Asian and White British residents) in an area with a poor record for recovering recycling materials from household waste. 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 To ensure the campaign developed a message that was acceptable to all ethnic groups identified in the area and to address cultural sensitivities, GMWDA in partnership with Rochdale Borough Council worked closely with local partners, community groups, and faith leaders.
- 1.4 Over a two week period drop in sessions were held focusing on recycling. Project Officers and Rochdale Council representatives were on hand to address any barriers or concerns that residents had in using the kerbside recycling services. The drop in sessions were informal and interactive, with free food and refreshments being provided, as well as children's activities. In addition volunteers were recruited from the community who assisted at the sessions, and also distributed recycling leaflets and bin stickers to households in the target area. The campaign materials developed looked to tap into one theme that residents could identify with and centred on the 'Recycle for your community' theme.
- 1.5 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.

- 1.6 Following the campaign set out rates either decreased or remained stable for all waste streams. The weight of recyclate collected for the pulpables and commingled waste streams has not provided any meaningful changes in behaviours. The organics waste stream increased by 9.83 tonnes, however this could be due to the timings of the monitoring activities. The pre was carried out during November/December and post during April/May periods. Success was seen with the drop in sessions and recruitment of community volunteers, to further help spread the recycling message. The delivery of leaflets and stickers for all three recyclate bins also assisted in diverting the correct materials into each bin.
- 1.7 Cultural and language barriers added to the difficulties associated with areas of high deprivation making engaging in this community and gaining a response that shows a positive behaviour change challenging. There was lack of community centres and groups in the area due to recent closure of two community hubs. Engaging with and developing partnerships was also difficult due to time constraints. It is therefore recommended that the campaign take place over a longer period; preferably one year.
- 1.8 Developing a message 'Recycle for your community' to incorporate both ethnic groups, Asian and White British was cost effective. Also the development of separate drop in sessions tailored to represent both ethnic groups, and delivered at meeting places specific to these groups, enabled Project Officers to effectively engage across the whole community.

2. Aims of the Campaign

- 2.1 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 €12,690.89 (£10,502.92), of which €8,315.53 (£6,886.92) was personnel costs and €4,375.36 (£3,616.00) 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 Four recycling ambassadors were recruited and trained from the local community.
- 3.4 1,500 recycling information leaflets were distributed within the community.
- 3.5 1,500 households received three blank bin stickers.
- 3.6 30 surveys were completed and analysed on recycling behaviour.
- 3.7 One focus group was held.

- 3.8 Three engagement stands were held.
- 3.9 Two community leaders assisted with the campaign.
- 3.10 Four drop in information sessions held for residents.
- 3.11 The weight of tonnages collected in the organics waste stream increased by 9.83 tonnes.

4. Results

4.1 Set out monitoring/targets

The set out rates for both the dry recyclate waste streams decreased post campaign. The pulpables waste stream decreased by 5%, from 28% (pre) to 23% (post) and the commingled waste stream decreased by 8%, from 36% (pre) to 28% (post), with both failing to reach the targets set. The set out rate of the organics waste stream remained consistent pre to post campaign at 2% and therefore failed to meet the target set (7%).

4.2 Weight monitoring/targets

The weight of the pulpables collected increased marginally post campaign from 3.12 tonnes to 3.22 tonnes, progressing 89.08% towards the target set. The weight of the commingled collected decreased marginally, from 3.87 tonnes to 3.71 tonnes and therefore failed to reach the target set. The weight of organics collected increased by 9.83 tonnes, from 5.27 tonnes to 15.10 tonnes, exceeding the target set of 8.63 tonnes.

The increase in set out for the organics waste stream could be due to the timings of the monitoring activities. The pre was carried out during November/December and post during April/May periods; the latter timeframes are most likely to higher quantities of organics waste due to it being a more active growing season. In addition to this, the organics round covered a wider area to that of the campaign area where the set out monitoring was carried out. This could therefore be the underlying cause for such a large increase in tonnage collected versus the low set out rate.

4.3 Pre-surveys

Ownership of recycling bins was lower than for most of the campaigns within this project. 63% of respondents had a pulpables bin at home, 63% had a commingled bin and only 33% had an organics bin. On exploring the frequency of use of kerbside collections, it was notable that less than half used the recycling collection service 'every time'.

Results show that less than half of those that responded recycle aerosols (47%), aluminium foil (47%), food waste (37%), and garden waste (23%). Over half are also recycling the wrong items including margarine tubs (60%), yogurt pots (53%) and plastic bags (43%).

Overall, the majority of those that responded viewed themselves as 'good' recyclers (77%), however almost a quarter (23%) felt the recycling system was difficult to understand, with 46% stating that recycling 'takes too much time and effort'.

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. This campaign looked to increase recycling in a low performing area where a mix of different cultures and languages has made traditional approaches less successful.
- 2.2 The campaign was delivered by GMWDA in partnership with Rochdale Borough Council, targeting 1379 households in Spotland/Falings and the Cronkershaw area of Rochdale 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 December 2013 to April 2014.
- 2.3 Working in consultation with the community and by recruiting local volunteers the campaign looked to identify common barriers to recycling and create appropriate communications materials which incorporated a culturally appropriate message targeted at both Asian and White British residents. Pre campaign attitudinal surveys were undertaken at organised events in the targeted area. In addition one focus group was held with residents.
- 2.4 Campaign materials including bin stickers and a 'recycle for your community' were developed to identify with the main two ethnic communities in the area Asian and White British. The leaflet was pictorial with Urdu translation and contained information on the recycling service and what items should and should not be put into the recycling bins.
- 2.5 Drop in sessions were held focusing on recycling with Project Officers and Rochdale Council representatives on hand to address any barriers or concerns that residents had in using the kerbside recycling services. In addition volunteers were recruited from the community who assisted at the sessions, and also distributed campaign materials to households in the target area.
- 2.6 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

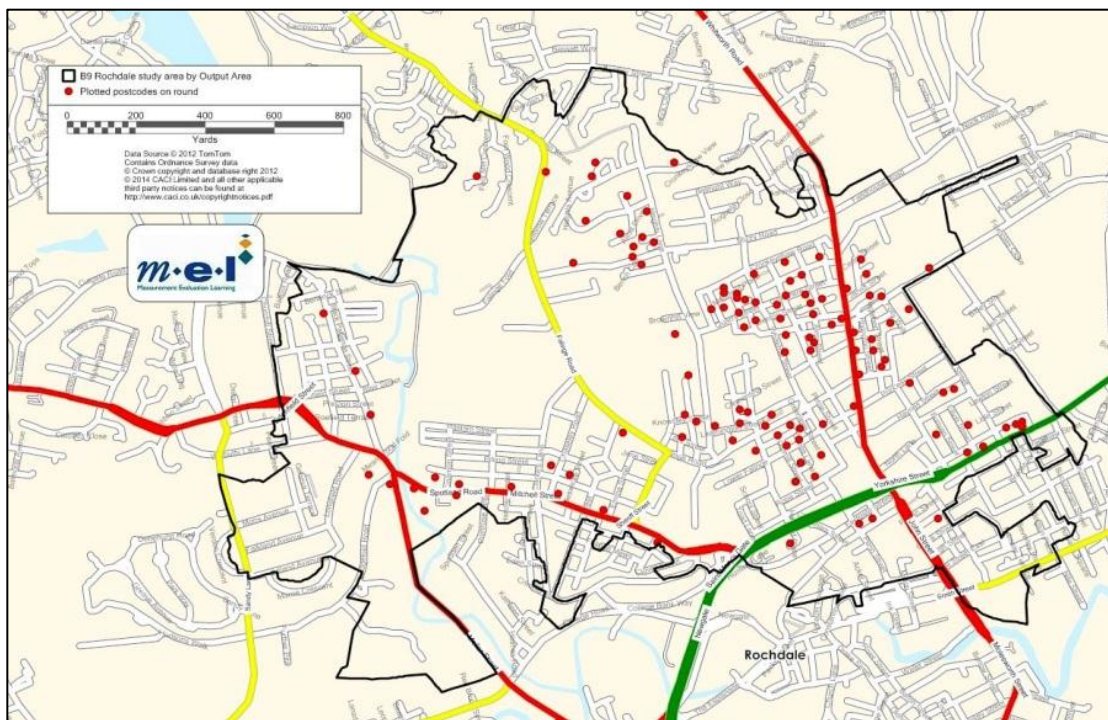
3.

3.1 Where feasible campaign areas are 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).

It should be noted that for Rochdale the weight data from waste and recycling collection rounds could not be used due to a recent round restructure, resulting in no available tonnage records. Round selection was based purely on socio-demographic data and local knowledge, The ACORN data relevant to this campaign is discussed in section 4.

B9 Rochdale study area by output area



3.2 About Rochdale (www.Rochdale.gov.uk)

- 3.2.1 Rochdale is a large market town in Greater Manchester, England and is surrounded by several smaller settlements which together form the Metropolitan Borough of Rochdale.
- 3.2.2 Rochdale, population 211,699. Rochdale Borough is one of the most deprived areas of the country. This is reflected in low economic growth, poor life expectancy, higher crime levels, low skills, high levels of children and pensioners living in poverty and poor physical environment.

3.3 About the campaign area (www.rochdale.gov.uk)

- 3.3.1 The campaign was focused in the Spotland/Lower Falinge and Cronkeyshaw area of Rochdale. The majority of households are privately owned or are

private rental; below 10% is social housing. A large number of the properties are terrace houses with gated back alleyways and no garden area. There are a small number of low rise flats with the remaining being private semi/detached properties. The refuse collection round selected for this campaign covers a large area of approximately four square miles and is classified under three different wards Spotland/Falinge, Central Ward and Healey Ward. The area is split into two very differing demographics, Asian and White British.

3.4 Household collection service

- 3.4.1 Rochdale Borough Council provides a two weekly household collection service for all waste streams. 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

Rochdale B9 - Recycling collections			
Waste stream	Collection day	Collection frequency	Containers used for collection
Commingled	Thursday	Two weekly	Green with blue lid wheeled bin
Pulpables	Thursday	Two weekly	Blue wheeled bin
Organics	Thursday	Two weekly	Brown wheeled bin

- 3.4.2 As of March 2014, Rochdale’s current recycling rate is 35% (lowest rate in Greater Manchester)

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 ACORN profile by category

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. Just under half (45%) of the sample are classified as ACORN 4 'Financially Stretched', with 39% 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.

A further 36% are classified as ACORN 5 'Urban Adversity', with 20% falling into group Q 'Difficult Circumstances' and 16% falling into group O 'Young Hardship'. Households within this category are more likely to be deprived, with higher levels of long term unemployment and higher proportions claiming benefits.

Table: ACORN classification of B9 Rochdale study area and Greater Manchester

ACORN Classification	B9 Rochdale study area Profile		Greater Manchester Profile	
	Count	%	Count	%
1 Affluent Achievers	378	9	212,941	19
1.A Lavish Lifestyles	0	0	11,111	1
1.B Executive Wealth	166	4	103,091	9
1.C Mature Money	212	5	98,739	9
2 Rising Prosperity	0	0	63,314	6
2.D City Sophisticates	0	0	18,119	2
2.E Career Climbers	0	0	45,195	4
3 Comfortable Communities	473	9	258,428	22
3.F Countryside Communities	0	0	5,987	1
3.G Successful Suburbs	121	3	52,546	5
3.H Steady Neighbourhoods	117	3	109,703	10
3.I Comfortable Seniors	0	0	30,665	3
3.J Starting Out	136	3	59,527	5
4 Financially Stretched	1,796	45	303,715	26
4.K Student Life	0	0	22,982	2
4.L Modest Means	1,546	39	132,581	12
4.M Striving Families	137	3	82,082	7
4.N Poorer Pensioners	113	3	66,070	6
5 Urban Adversity	1,458	36	310,023	27
5.O Young Hardship	638	16	112,302	10
5.P Struggling Estates	18	0	83,816	7
5.Q Difficult Circumstances	802	20	113,905	10
6 Not Private Households	4	0	1,651	0
6.R Not Private Households	4	0	1,651	0

4.1.2 Ethnicity profile

The table below presents the ethnic profile of the Rochdale study area; this shows higher proportions of Asian or Asian British residents than in the Greater Manchester area (41% and 10% respectively). There are lower proportions of White residents in the study area than in the Greater Manchester area (52% and 84% respectively).

Ethnic profile of Rochdale study area and Greater Manchester

Ethnicity	B9 Rochdale study area Profile (%)	Greater Manchester Profile (%)
White	52	84
Mixed	2	2
Asian or Asian British	41	10
Black or Black British	3	3
Chinese or Other Ethnic Group	1	1

4.1.3 Religious profile

The table below presents the religious profile of the Rochdale study area; this shows a higher proportion of Muslim residents than in the Greater Manchester area (39% and 9% respectively). There are also lower proportions of Christian residents in the study area than in the Greater Manchester area (40% and 62% respectively).

Religious profile of Rochdale study area and Greater Manchester

Religion	B9 Rochdale study area Profile (%)	Greater Manchester Profile (%)
Christian	40	62
Buddhist	0	0
Hindu	1	1
Jewish	0	1
Muslim	39	9
Sikh	0	0
Other known religion	0	0
No religion	15	21
Not stated religion	5	6

4.2 In summary, the round selected for the Rochdale campaign met the required objectives as it had a mix of Asian and White culture backgrounds, and was identified as low performing based on local knowledge.

Section 5: The Approach to the Campaign

5

- 5.1 The campaign employed three members of staff, a Campaign Officer, and two Outreach Workers 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 (particularly from Asian and White British residents) a broad range of community engagement was undertaken. Drop in sessions were 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 and used to improve recycling knowledge; helping more people to put the right things in the right bin.
- 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.

5.5 Research period

- 5.5.1 The research period was used to assess the area and 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.
- 5.5.2 Several visits to the area were made including a drive around the area during a bin collection day. This enabled Project Officers to assess recycling behaviour including participation levels, bin contamination levels and the general maintenance of the area (fly-tipping). Low performing streets were identified and subsequently targeted.
- 5.5.3 To help disseminate the key messages developed as part of the campaign, Project Officers identified and contacted local community centres, community leaders, schools, faith groups and housing associations. This research showed that there was a lack of community meeting places. Only one community centre was identified that was running on diminished capacity due to reduced funding and was facing closure within 12 months.

5.6 Engagement period

5.6.1 Recruiting volunteers

A poster for the recruitment of recycling ambassadors was produced and distributed in the area to businesses, public service offices, schools, and the community centre. Officers also held engagement stands at the job club, primary school and a children's centre to encourage residents to volunteer. Four volunteers were successfully recruited and trained in recycling.

The recycling ambassadors were asked to carry out pre-campaign door step surveys and act as community waste advisors for residents during the campaign. Ambassadors were reluctant to door knock in the area and were therefore asked to attend the organised drop in sessions to advise residents on recycling and waste issues.

5.6.2 Focus groups

A focus group was held at the Spotland Community Centre to discuss waste and recycling issues. To encourage participation advertising posters were displayed within the centre, leaflets were distributed to approximately 150 properties on low performing streets in the surrounding streets and door step engagement was undertaken by Project Officers. Despite these efforts only two people attended the focus group; one recycling ambassador was recruited at this group.

Two further attempts were made to encourage residents to attend subsequent focus groups, again with limited success.

5.6.3 Engagement stands

Working in partnership with the local primary school, Surestart centre and Job Club, engagement stands were held at each of the locations. Residents were encouraged to discuss any recycling problems and further recruitment of recycling ambassadors took place.

Surveys were conducted at each session to:

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

The results allowed Project Officers to better understand current recycling behaviour and develop appropriate solutions (see section 6.1 for survey results).

5.6.4 Production of communication materials

Campaign materials including bin stickers and a 'recycle for your community' guide were developed to identify with the main two ethnic communities in the area, Asian and White British.

To address the high proportion of non-English speaking residents in the target area information leaflets were developed using pictorial images alongside translation in Urdu. The guide included simple information to improve recycling knowledge particularly with items that were currently being recycled wrong or not recycled at all including: plastic bags; foil; aerosols; and food and garden waste (see section 6.1 for full survey results).

Image: Recycle for your community leaflet

Come along to our drop in sessions:

- Do you have recycling problems?
- Need a recycling bin?
- Is your bin contaminated?
- Do you have untidy streets?

ہمارے ڈراپ ان سیشنز میں تشریف لائیں:

کیا آپ کو ریسیکلنگ کی دھڑلیاں ہیں؟

کیا آپ کو ریسیکلنگ کا کوڑے دان درکار ہے؟

کیا آپ کا کوڑے دان آلودہ ہو گیا ہے؟

کیا آپ کو پتلیں اور ہتھیلیاں اپنے کوڑے دان پر چپکا دیں۔

EVENT 1 Location: Spacknall Community Centre, Spacknall Road. Date: Tuesday 27/03/14 Time: 2pm-5pm	EVENT 2 Location: Whitworth Road Community Association, 150 Whitworth Road. Date: Friday 28/03/14 Time: 11am-3pm
EVENT 3 Location: St Dionis, 180 Whitthall Street. Date: Tuesday 01/04/14 Time: 12pm-4pm	EVENT 4 Location: Richmond Hall, Lomas Street. Date: Saturday 05/04/14 Time: 11am-3pm

FREE food and refreshments

Contact: Joanne.Nuttall@gmwda.gov.uk • 0161 770 1722

FREE bin stickers!
مفت کوڑے دان والے اسٹیکرز!

Know which bins are yours:
Write your house number and street name on the stickers free with this leaflet, peel off the backing and stick them to your bins.

جانیں کہ کون سے کوڑے دان آپ کے ہیں اپنا مکان نمبر اور اسٹریٹ کا نام اس کتابچے کے ساتھ مفت آنے والے اسٹیکرز پر لکھیں، پیسٹنگ کو ہتھیلیاں اور ہتھیلیاں اپنے کوڑے دان پر چپکا دیں۔



Recycle for your community
اپنے معاشرے کے لیے ریسیکل کریں



No fly tipping in your community
اپنے معاشرے میں کوڑا کرکٹ نہ پھیلانیں

Please remember to put all waste in your bins.
یاد رکھیں کہ سب کوڑا اپنے کوڑے دان میں ڈالیں۔



The Local Council works with the contribution of the UK Government of the European Union.

ROCHDALE
BOROUGH COUNCIL

The Local Council works with the contribution of the UK Government of the European Union.

ROCHDALE
BOROUGH COUNCIL

What can be recycled in the blue bins?
نیسے رنگ کے کوڑے دان میں کون سی چیزیں ریسیکل کی جاسکتی ہیں؟

Yes please... ہاں براہ کرم...

- Cardboard کارڈ
- Cans کن
- Colours & plastics کھلونے اور پلاسٹک
- Books کتابیں
- Newspapers & magazines اخبارات اور رسالے
- Wrapping paper & cards ڈھانچے اور کارڈ

No plastic bags پلاسٹک کی ہتھیلیاں نہ ڈالیں

What can be recycled in the brown bins?
بھورے رنگ کے کوڑے دان میں کون سی چیزیں ریسیکل کی جاسکتی ہیں؟

Yes please... ہاں براہ کرم...

- Brushes برساتی
- Food wastage کھانے کا پتہ کھینچا ہوا
- Domestic waste گھریلو کوڑا
- Grass, weeds & twigs چھوٹے پھوسے، پھوسے اور پھوسے
- Shells, skins & poultry تھوکے، جلدیں اور پر
- Textiles کپڑے اور کپڑے

No plastic bags پلاسٹک کی ہتھیلیاں نہ ڈالیں

What can be recycled in the green bin with blue lid?
نیسے رنگ کے کوڑے دان میں کون سی چیزیں ریسیکل کی جاسکتی ہیں؟

Yes please... ہاں براہ کرم...

- Assorted cans مختلف رنگ کے کن
- Drinks cans مشروبات کے کن
- Full & half bottles پوری اور نصف بوتلیں
- Plastic bottles ONLY پلاسٹک کی بوتلیں
- Food cans کھانے کے کن
- Wine bottles & jugs شیشے کی بوتلیں اور جگ
- Plastic bottles ONLY پلاسٹک کی بوتلیں

No plastic bags پلاسٹک کی ہتھیلیاں نہ ڈالیں

To address the reported issue of bins going missing three blank self-adhesive stickers were also produced and distributed to all households in the targeted area.

Image: Bin stickers

FREE bin stickers!
مفت کوڑے دان والے اسٹیکرز!

Know which bins are yours:
Write your house number and street name on the stickers free with this leaflet, peel off the backing and stick them to your bins.

جانیں کہ کون سے کوڑے دان آپ کے ہیں اپنا مکان نمبر اور اسٹریٹ کا نام اس کتابچے کے ساتھ مفت آنے والے اسٹیکرز پر لکھیں، پیسٹنگ کو ہتھیلیاں اور ہتھیلیاں اپنے کوڑے دان پر چپکا دیں۔





5.7 Behavioural change period

To encourage the community to engage with the campaign (and due to low attendance at focus groups), separate drop in sessions were held tailored to the two main identified ethnic groups, Asian and White British. Surveys also showed that half of residents asked (50%) felt that drop in sessions would ‘help the community to work together to recycle better’.

The sessions were promoted; in the ‘Recycle for your community’ guide posted door to door to each household in the target area; through partner organisations (including schools, job centre, Surestart centre); and at each venue selected.

Each session gave the opportunity for residents to; discuss any recycling and waste issues; order missing recycling bins; gain advice on contaminated bins (what should go in what bin); and also discuss any fly-tipping problems.

Feedback from attending residents was positive as many were hesitant and unsure of who to contact regards waste and recycling issues.

Four local venues were chosen, that residents often used, these were as follows:

5.7.1 Drop in session one: Spotland Road Community Centre

The first event was held at the established Spotland Community Centre on Thursday 27th March 2014, 2.00pm to 6.00pm. The centre is situated in the heart of a predominantly Asian community; over 50 residents attended.

Image: Residents attending the drop in session



5.7.2 Drop in session two: Whitworth Road Community Association

The second session was held at the Whitworth Road Community Association on Friday 28th March 2014, 11.00am to 3.00pm. The centre is situated in a predominantly White British area; 28 residents attended (mainly retired residents who were already active within the community).

5.7.3 Drop in session three: JD Dance Centre -

This session was held at JD Dance Studio on Tuesday 1st April 2014, 12.00pm to 4.00pm; selected for its central location. 12 residents attended with the majority reporting fly tipping and issues with bin contamination.

5.7.4 Drop in session four: Richmond Hall

Drop in session four was held at Richmond Hall on Saturday 5th April 2014, 11.00am to 3.00pm; eight residents attended. A Saturday was chosen to encourage attendance by residents who could not attend during the week due to work commitments.

Image: Residents attending the drop in session



5.7.5 Distribution of campaign materials

Delivery of campaign materials was undertaken in the target area prior to the drop in sessions by Project Officers. All households received the 'Recycle for your community' leaflet (promoting the drop sessions) and three self-adhesive bin stickers.

Section 6: Results

6.

6.1 Surveys (pre campaign results)

6.1.1 Attitudes towards recycling

Overall, the majority of those that responded viewed themselves as 'good' recyclers (77%), however almost a quarter (23%) felt the recycling system was difficult to understand, with 46% stating that recycling 'takes too much time and effort'.

6.1.2 Recycling behaviour

Overall, pulpables (paper/cardboard) and commingled (glass bottles/jars) were the most widely recycled items (87-90% of those asked recycled these items).

Ownership of recycling bins was lower than for most of the campaigns within this project. 63% of respondents had a pulpables bin at home, 63% had a commingled bin and only 33% had an organics bin.

On exploring the frequency of use of kerbside collections, it was notable that less than half used the recycling collection service 'every time'.

6.1.3 Understanding

Results show that less than half of those that responded recycle aerosols (47%), aluminium foil (47%), food waste (37%), and garden waste (23%).

Over half are also recycling the wrong items including margarine tubs (60%) and yogurt pots (53%).

6.1.4 Motivators/Inhibitors

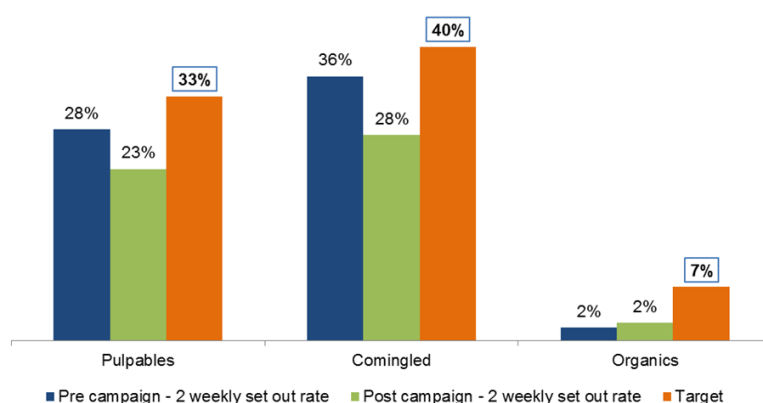
Overall, the main 'motivator' for residents' recycling was their concern for the environment (80%), followed by 'to protect the environment' (63%). The main 'barrier' (i.e., inhibitor) which emerged as particularly significant was that resident felt that the bins were not collected enough (30%) and 20% felt that 'there are too many different bins'.

6.2 Set out monitoring

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



The two weekly set out rates for both dry recyclate waste streams decreased post campaign. The set out rate of the pulpables waste stream decreased by 5%, from 28% (pre) to 23% (post), whilst the commingled decreased by 8%, from 36% (pre) to 28% (post), both failed to meet the targets set. Lastly, the set out rate of the organics was very low at 2% pre campaign and remained so post, therefore failing to meet the target set of 7%.

6.2.1 Pulpables

The pre campaign two weekly set out rate for pulpables collection was 28%. The post campaign two weekly set out rate for pulpables collection was 23%. The two weekly set out rate for the pulpables decreased by 5% following the campaign.

Table: Weekly set out and two weekly set out rate pre and post campaign - pulpables

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 blue wheeled bin	115	124	166	93	74	135
%	20%	21%	28%	16%	13%	23%
Excess	4	0	4	2	4	6
%	1%	0%	1%	0%	1%	1%
Total	585			585		

6.2.2 Commingled

The pre campaign two weekly set out rate for commingled collection was 36%. The post campaign two weekly set out rate for commingled collection was 28%. The two weekly set out rate for the commingled decreased by 8% following the campaign.

Table: Weekly set out and two weekly set out rate pre and post campaign - commingled

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 green wheeled bin with blue lid	155	140	208	107	103	162
%	26%	24%	36%	18%	18%	28%
Excess	0	1	1	0	1	1
%	0%	0%	0%	0%	0%	0%
Total	585			585		

6.2.3 Organics

The pre and post campaign two weekly set out rate for organics remained consistent at 2%.

Table: Weekly set out and two weekly set out rate pre and post campaign - organics

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 brown wheeled bin	11	3	12	11	12	17
%	2%	0%	2%	2%	2%	2%
Excess	0	0	0	0	0	0
%	0%	0%	0%	0%	0%	0%
Total	702			702		

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

Two weekly set out rate pre and post campaign by ACORN Category - pulpables

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	27	38	71%	24	38	63%	-8%
4 Financially Stretched	76	288	26%	61	281	22%	-5%
5 Urban Adversity	63	259	24%	50	266	19%	-6%
6 Not Private Households	0	0	0%	0	0	0%	0%
Total	166	585	28%	135	585	23%	-5%

6.3.2 Commingled

The two weekly set out rate for ACORN 4 decreased by 9%. The two weekly set out rate for ACORN 5 decreased by 6%.

Two weekly set out rate pre and post campaign by ACORN category - commingled

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	29	38	76%	26	38	68%	-8%
4 Financially Stretched	98	288	34%	69	281	25%	-9%
5 Urban Adversity	81	259	31%	67	266	25%	-6%
6 Not Private Households	0	0	0%	0	0	0%	0%
Total	208	585	36%	162	585	28%	-8%

6.3.3 Organics

The two weekly set out rate for ACORN 4 remained unchanged pre to post campaign at 1%. The two weekly set out rate for ACORN 5 decreased by 1%.

Two weekly set out rate pre and post campaign by ACORN category - organics

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	7	38	18%	10	38	26%	8%
4 Financially Stretched	3	353	1%	2	353	1%	0%
5 Urban Adversity	2	303	1%	0	303	0%	-1%
6 Not Private Households	0	8	0%	0	8	0%	0%
Total	12	702	2%	12	702	2%	0%

6.4 Tonnage data

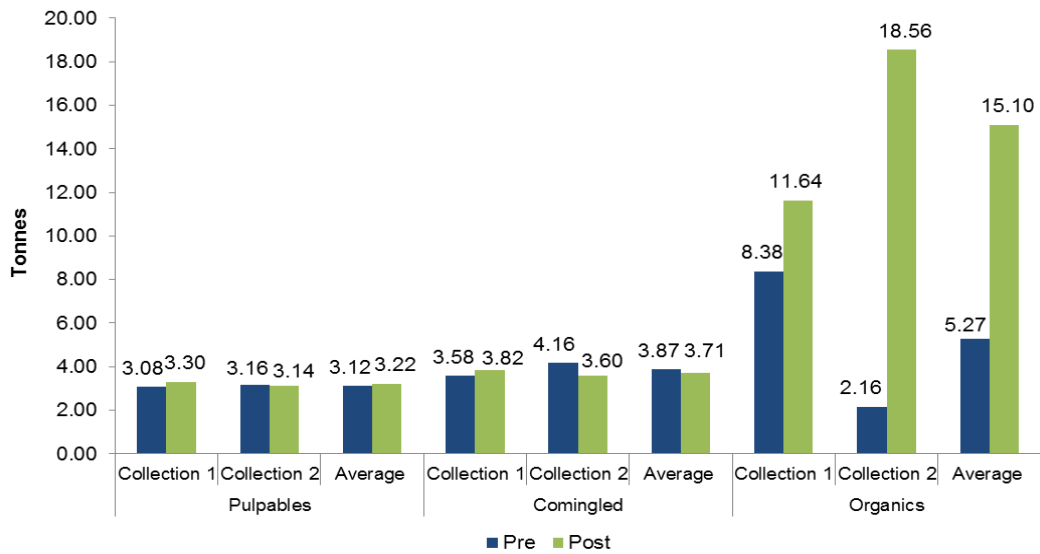
A series of targets were set to increase the weight of recyclable materials collected on each collection date in the study area. The weight of pulpables and organics recycling collected increased post campaign, with both progressing towards the targets set.

Table: Pre and post tonnage data and targets

	PULPABLES	COMMINGLED	ORGANICS
PRE CAMPAIGN COLLECTION TONNAGE	3.12	3.87	5.27
TARGETTED % INCREASE	15.85%	11.90%	63.78%
TARGETTED TONNAGE INCREASE	0.49	0.46	3.36
TARGET TONNAGE (Y)	3.61	4.33	8.63
ACTUAL POST CAMPAIGN COLLECTION TONNAGE (X)	3.22	3.71	15.10
TONNAGE CHANGE	0.10	-0.16	9.83
% CHANGE	3.21%	-4.13%	186.53%
% OF TONNAGE TARGET ACHIEVED (X/Y)	89.08%	85.67%	174.95%

The graph below presents the average weight of organics collected (in tonnes) in the pre and post campaign periods.

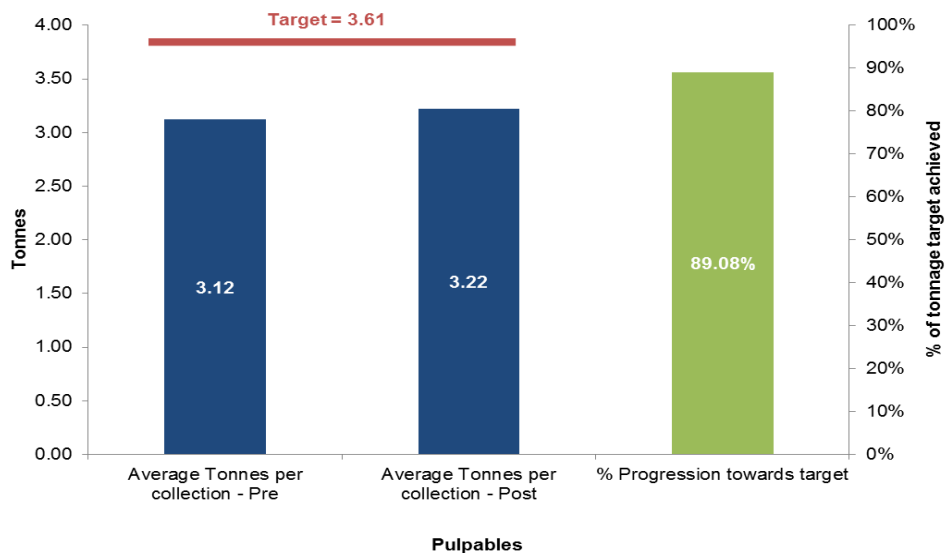
Graph: Tonnage data pre and post campaign with average collection



6.4.1 Pulpables

A collection target of 3.61 tonnes was set for pulpables waste stream. The tonnages of pulpables waste increased marginally following the campaign from 3.12 tonnes to 3.22 tonnes, progressing 89.08% towards the target set.

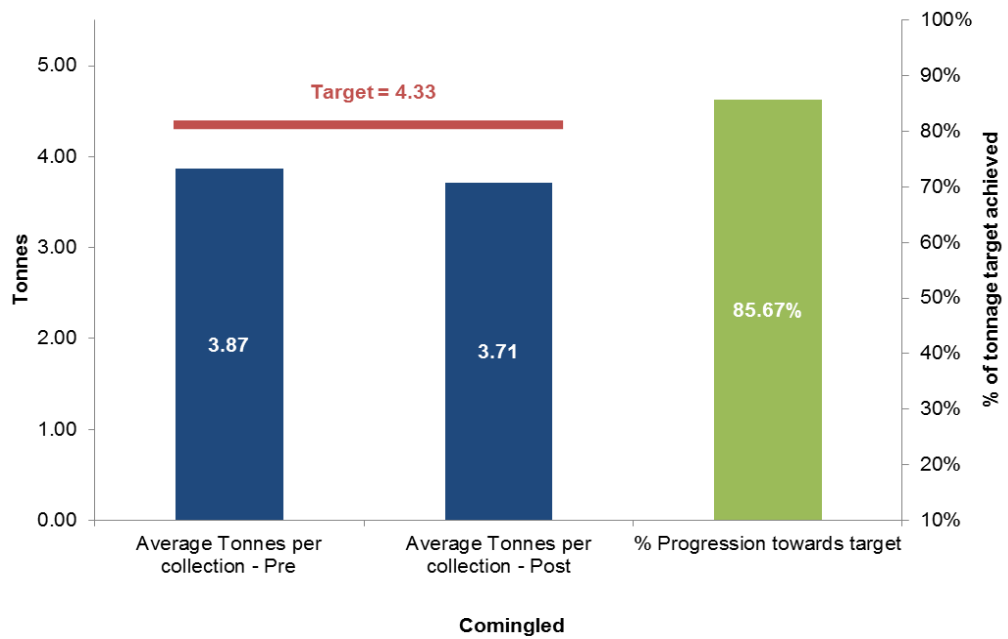
Graph: Pre and post tonnage data and targets for pulpables



6.4.2 Commingled

A collection target of 4.33 tonnes was set for commingled waste stream. The tonnages of commingled waste decreased following the campaign from 3.87 tonnes to 3.71 tonnes, therefore failing to reach the target set.

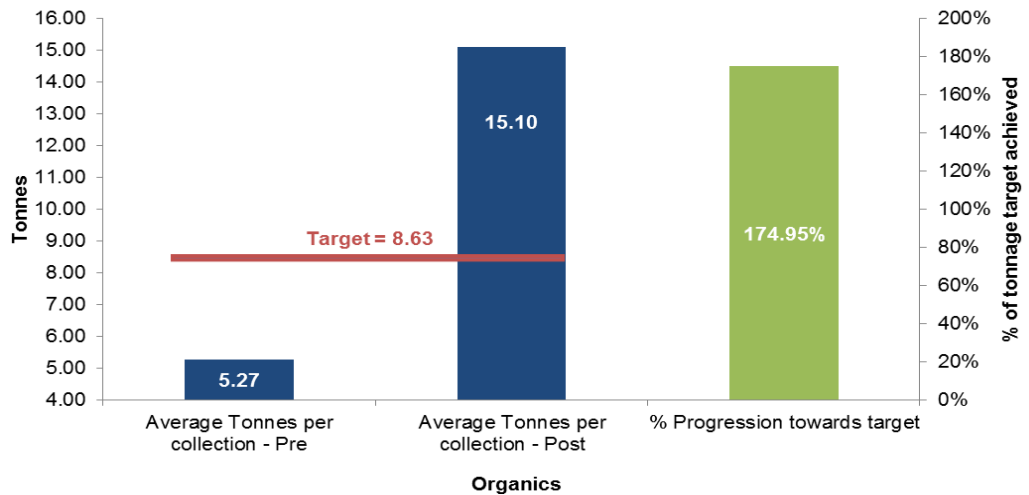
Graph: Pre and post tonnage data and targets for commingled



6.4.3 Organics

A collection target of 8.63 tonnes was set for organics waste stream. The tonnages of organics waste increased following the campaign from 5.27 tonnes to 15.10 tonnes, exceeding the target set by 9.83 tonnes.

Graph: Pre and post tonnage data and targets for organics



6.5 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
TOTAL	8,315.53	6,886.92	522.20

6.6 Costs of campaign materials/ambassadors training.

Description	(€)	(£)
Ambassador recruitment posters and training material	242.00	200.00
A5 leaflets x 1500	992.20	820.00
Translation of leaflet	399.30	330.00
Bin stickers	665.50	550.00
Focus group room hire	145.20	120.00
Room hire for drop in sessions	544.50	450.00
Catering and refreshments for drop in sessions	917.18	758.00
Face painter for drop in sessions	469.48	388.00
TOTAL	4,375.36	3,616.00

6.7 Costs per head (including personnel costs)

(€)	(£)
9.20	7.61

6.8 Cost per head (excluding personnel costs)

(€)	(£)
3.17	2.62

Section 7: Conclusion

7.

- 7.1 The set out rates for both the dry recyclate waste streams decreased post campaign. The pulpables waste stream decreased by 5%, from 28% (pre) to 23% (post) and the commingled waste stream decreased by 8%, from 36% (pre) to 28% (post), with both failing to reach the targets set. The set out rate of the organics waste stream remained consistent pre to post campaign at 2% and therefore failed to meet the target set (7%).
- 7.2 The weight of the pulpables collected increased marginally post campaign from 3.12 tonnes to 3.22 tonnes, progressing 89.08% towards the target set. The weight of commingled collected decreased marginally, from 3.87 tonnes to 3.71 tonnes and therefore failed to reach the target set. The weight of organics collected increased by 9.83 tonnes, from 5.27 tonnes to 15.10 tonnes, exceeding the target set of 8.63 tonnes. The increase in set out for the organics waste stream could be due to the timings of the monitoring activities. The pre was carried out during November/December and post during April/May periods; the latter timeframes are most likely to higher quantities of organics waste due to it being a more active growing season.
- 7.3 In summary, set out rates either decreased or remained stable for all waste streams, whilst with the exception of the organics, the weights of recyclate collected has not provided any meaningful changes in behaviours. Success was seen with the drop in session and recruitment of community volunteers, to further help spread the recycling message. The delivery of leaflets and stickers for all three recyclate bins also assisted in diverting the correct materials into each bin.
- 7.4 It should be noted that this was a particularly challenging area to work in. The study area contained one of the highest proportion (81%) of ACORN Category 4 and 5 households. The high proportion of these categories within this sample indicates that this is an area with extremely high levels of deprivation. Engaging in these communities and gaining a response that shows a positive behaviour change is at best challenging. Survey results also showed that only 17% of residents asked were willing to participate in any form of community engagement.

Section 8: Key Learning Points

8.

- 8.1 Cultural and language barriers added to the difficulties associated with areas of high deprivation making engaging in this community and gaining a response that shows a positive behaviour change challenging. There was lack of community centres and groups in the area due to recent closure of two community hubs. Engaging with and developing partnerships was also difficult due to time constraints. It is therefore recommended that the campaign take place over a longer period; preferably one year.
- 8.2 Recruiting volunteers from the community allowed for improved engagement. The campaign found that residents were more likely to listen and respond to people within their own community.
- 8.3 Due to the high proportion of non-English speakers in the area, pictorial images and translations were used in campaign materials alongside a greater focus on direct face to face contact (drop in sessions); both improved engagement.
- 8.4 Developing a message 'Recycle for your community' to incorporate both ethnic groups, Asian and White British was cost effective. Also the development of separate drop in sessions tailored to represent both ethnic groups, and delivered at meeting places specific to these groups, enabled Project Officers to effectively engage across the whole community.