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# LIFE+ Up and Forward Project: Case Study

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B7 Faith

Area: Tameside

Date: June 2013

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LIFE11 ENV/UK/000389

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## Section 1: Executive Summary

### 1. Introduction

- 1.1 As part of the EU LIFE+ project Greater Manchester Waste Disposal Authority (GMWDA) has carried out a 42 different communications campaigns across nine Districts within Greater Manchester (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside and Trafford). Each campaign has had slightly different focus, targeting sections of the community that have traditionally been hard to reach, making the success of recycling schemes in these areas particularly challenging. This project enabled GMWDA to target smaller groups, generally around 1500 households, with much focused recycling messages. This allowed a variety of communication methods and messages to be piloted and the impact of each to be monitored.

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

- a) Households - focused on communities in disadvantaged areas;
  - b) Students and Short lets - focused on those areas with a high level of rental properties or student rental accommodation;
  - c) Faith and Culture - focused on those areas with a strong religious or cultural background; and
  - d) Apartments - focused on those areas with a high level of low rise or high rise apartments.
- 1.2 The faith communication campaign reported on in this case study was carried out in the St Peter's area of Tameside; focused around the Muslim community. It aimed to promote recycling behaviour in low performing areas where there are clusters of people that follow a particular faith. Working with the local places of worship, this project explored whether religious beliefs, core attitudes and the way of life promoted by particular faiths can influence communities waste prevention and recycling behaviour.
- 1.3 By engaging with faith groups and leaders the campaign was able to develop innovative ways to increase recycling participation rates across this community. The message was refocused and moved into the community, with the delivery being through local faith groups in the target area. Communication materials were designed with the help of the faith groups that presented the recycling message in a clear way, in both English and Urdu, using events from the faith group's calendars and delivered in a way recommended by faith leaders.
- 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 Set out rates (monitoring how many households present containers for emptying on two consecutive collections) decreased for all three recycling waste streams. The weight of pulpables collected also decreased in this study area and failed to meet the targets set. The campaign was successful in obtaining community involvement in the campaign and it was possible to work closely with several faith groups to produce relevant and accurate communication materials suitable for use with the population in this study area.
- 1.6 The restructuring of the commingled recycling and organics waste collection rounds meant data collected was not comparable. It is important to fully understand these implications before any campaigns commence and to restructure start/end dates accordingly. It is also advisable that campaigns and monitoring take place over an extended period, (preferably over a year), to allow for continued community engagement and to allow data to be compared from the same season.

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

- 2.1 The aim of the faith campaign was to increase recycling in low performing areas that have a high proportion of a particular faith and where the place of worship is the focal point for the community.

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 €14,536.75 (£12,220.55), of which €7,341.02 (£6,079.82) was personnel costs and €7,195.73 (£6,140.73) was consumables. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.
- 3.2 411 hours were spent delivering the campaign.
- 3.3 Four faith led focus groups were held to gather opinion and inform the campaign.
- 3.4 The Big Tidy up event was held, with over 50 recycling bins delivered/ordered on the day and a breaking the fast event was held at the local mosque during Ramadan.
- 3.5 Nine community recycling ambassadors were recruited and trained.
- 3.6 72 hours were spent on community engagement by recycling ambassador volunteers.
- 3.7 Over 500 households directly engaged by Project Officers and recycling ambassadors.
- 3.8 Project Officers worked with over 15 local community groups, organisations and providers.
- 3.9 Campaign materials were developed and approved by religious leaders and

available in English and Urdu.

## **4. Results**

### **4.1 Set out monitoring**

Set out rates for pulpables waste decreased by 4%, from 26% to 22%. Set out rates for commingled waste decreased by 13%, from 48% to 35%. The organics waste stream set out rate remained stable at 10% pre and 9% post campaign. Set out rates for all three waste streams failed to meet the targets that had been set.

### **4.2 Weight monitoring**

The weight of pulpables materials collected decreased following the campaign, with the weight of waste collected decreasing from 6.61 tonnes to 4.68 tonnes, which is 61.11% of the target set.

Tameside Council restructured their commingled and organics waste stream rounds between the pre and post campaign monitoring. The rounds that were monitored for both the commingled recycling and the organics waste in the pre campaign monitoring were divided into two rounds for the post campaign. The set out monitoring took place on the same properties for both pre and post campaign, so the impact on set out rates is accurate. However, the tonnages of waste for each collection round may not be from the same households for each campaign. This makes it difficult to directly compare the impact that this campaign has had on the weight of materials presented for collection. Therefore the weight waste data for the commingled and organics waste streams have not been presented.

### **4.3 Targets**

The weight of pulpables materials collected decreased following the campaign, with the weight of waste collected decreasing from 6.61 tonnes to 4.68 tonnes, which is 61.11% of the target set.

## Section 2: Introduction

### 2

- 2.1 The faith campaign is one of 12 campaigns run by GMWDA's Up and Forward project. The campaign was delivered by the Authority in partnership with Tameside Council. It ran for 22 weeks, from June 2013 to November 2013.
- 2.2 The campaign targeted approximately 1500 households in the St Peter's area of Tameside to raise awareness of the importance of recycling, embed correct recycling behaviour and increase recycling rates across three waste streams - pulpables, commingled and organics.
- 2.3 As many faith groups tend to have a religious focal point in the area, and religion has a deep meaning, the campaign looked to explore whether their religious beliefs could be aligned to pro recycling behaviour. To help promote the recycling message, the campaign sought support from community and faith leaders and religious groups. Religious gatherings were used as focal points for the campaign and community ambassadors were recruited to carry out local research to understand the practices and obstacles to recycling.

Traditional methods of delivering a recycling message were still used. Leaflets were distributed to via faith groups, with messages tailored for the specific faith group and using events in each faith group's calendar. For instance, leaflets referring to 'green' passages from the holy book were handed out at an evening fast-breaking event at the local Mosque during Ramadan. During Eid reusable water bottles, quoting the Quran, were handed out after Friday prayers. In addition to this, residents were also encouraged to become recycling ambassadors and take part in workshops, community events and discussions.

- 2.4 As a result of feedback received early in the campaign a Big Tidy Up event was organised for September 2013. This involved a large group of volunteers, community groups and local organisations, the area got a recycling makeover. The Big Tidy up involved:
  - a) a clean-up of the area;
  - b) litter picking;
  - c) removal of large items;
  - d) bin cleaning;
  - e) bin marking;
  - f) recycling ambassadors talking to residents about recycling; and
  - g) distribution of recycling leaflets in English and Urdu.
- 2.5 In addition to the support received from faith groups and faith Leaders, this campaign was also supported by the local housing associations, local schools and two major retailers which gave it a variety of different outlets for the recycling message.
- 2.6 It was expected that over the duration of the campaign residents would feel empowered to tackle their own waste, improving recycling rates in the area.

## Section 3: Campaign Area

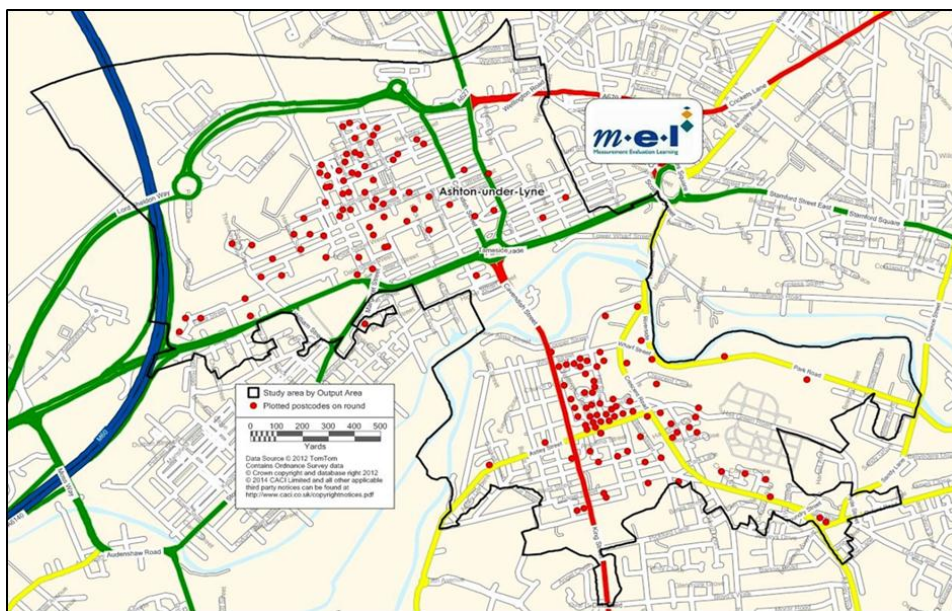
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3.1 The campaign area was selected based on the following data sets:

- a) records of the weight of waste collected at the kerbside for the various waste streams; and
- b) socio demographic profile of the area and local knowledge.

Examining these two data sets enabled the selection of a study area that is both low performing in the yield of recyclable materials collected and is home to clusters of populations belonging to different faith groups.

**Figure: B7 Tameside study area by output area**



It should be noted that between the pre and post monitoring Tameside Council restructured their commingled and organics waste stream rounds. The weight waste monitoring is therefore not comparable as collection vehicles would have collected from a wider area when compared to the pre evaluation period.

### 3.2 About Tameside

- 3.2.1 Tameside is at the heart of the country's second largest regional centre and is an attractive place to live, mid-way between the Pennines and the city of Manchester. It combines a mix of urban and rural landscapes and the area includes historic market towns, a canal network and industrial heritage areas.
- 3.2.2 For such a small area, Tameside has surprisingly varied scenery. Large parts are open moorland with brooks cutting deep valley channels down to the main rivers - Tame, Medlock and Etherow - which flow from the Pennines into the River Mersey. Pennine scenery is apparent in areas like Mossley, Stalybridge, and the Longendale villages of Mottram, Hollingworth and Broadbottom. Whilst Hyde, Ashton, Dukinfield, Denton and Audenshaw are lower lying, the Pennine hills still dominate views to the east.

- 3.2.3 The current (2012) estimated population of the Borough is 220,200, comprising 95,000 households and an electorate of around 170,800. Over two-thirds (64.1%) of residential property within the Borough is owner-occupied.
- 3.2.4 Tameside consists of nineteen wards and forms the primary part of the urban area immediately to the east of Manchester. It stretches from Manchester in the west to the rural moorlands of the Peak District in the east and shares borders with Stockport, Oldham, Manchester and the Borough of High Peak in Derbyshire.
- 3.2.5 According to Government statistics, some areas of Tameside are amongst the most nationally deprived. Of the nineteen wards St Peter's has the lowest level of owner-occupation and the highest number of Pakistani residents.

### 3.3 About St Peter's ward

- 3.3.1 The targeted area of St Peter's is located in Tameside and includes areas of Crowhill, Guide Bridge, Heylee, Fairthorne Grange, Cavendish Mill, Ryecroft, Ashton Moss, Cockbrook, Hurst Brook, Higher Hurst, Tameside, The Arches, Thompson Cross, Hurst Knoll, Parkbridge, Park Bridge, Smallshaw, Wilshaw, Alt Hill, Limehurst, Holebottom, Hartshead Green and Audenshaw.
- 3.3.2 In the 2011 census the population of St Peter's was 12,254 and is made up of approximately 49% females and 51% males. The average age of people in St Peter's is 35, while the median age is lower at 33.
- 3.3.3 The area is characterised by high levels of deprivation and is home to a large Muslim community. Housing is predominately terraced and a mix of privately owned and rented.

### 3.4 Household collection service (as at June 2013)

- 3.4.1 Tameside borough offers facilities for recycling glass, plastic bottles, cans (green bin), garden/food waste (brown bin), paper, cardboard and drinks cartons (blue bin). Brown bins are collected weekly, blue bins every three weeks and green bins two weekly. bottles/aluminium and tin cans). Food and garden waste collected two weekly. Residual waste is collected two weekly.

**Table: Tameside recycling collections**

Waste stream	Collection frequency	Containers used for collection
Commingled	Two weekly	Green wheeled bin
Pulpables	Three weekly	Blue wheeled bin
Organics	Weekly	Brown wheeled bin

- 3.4.2 Tameside has made significant improvements, with recycling rates improving to 40%. This puts Tameside in 4th best position out of the nine authorities.
- 3.4.3 It currently costs the Council around £14 million per year to dispose of waste, with projected rises in landfill tax and gate fees this is set to rise to £18.5 million by 2014/15.



### 3.5 Identifying a low performing collection round

To identify a low performing collection round waste collection data was analysed for the period June 2012 to April 2013. Tameside does not record tonnages by round therefore Gate weigh data was used to assess yields. As the Gate weigh system records tonnages by vehicle registration, rounds were assigned to each registration number using council control sheets. If a vehicle registration could not be matched (i.e. hire vehicle used due to vehicle breakdown) then this data was removed from the analysis.

The table below presents the average tonnages of waste materials generated for the selected rounds in Tameside; this is based on the tonnage data provided by the District and is based on the rounds as they were before the restructure explained above. The tonnages provided for the three recyclable waste streams (pulpables, commingled and organics) have been used to estimate the average kilograms produced per households for the selected 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	Blue 40	NA	NA	5903	1985	2.97	9th / 45
Comingled	Green 33 (Split into 2 rounds Green 40 & 37)	NA	NA	4215	2564	1.64	1st / 40
Organics	Brown 40 (Now called Brown 33)	NA	NA	2295	1985	1.16	5th / 45

The commingled round chosen was the lowest yielding round of the 40 commingled recycling collection rounds operated by Tameside Council. The pulpables and organics rounds were also low yielding, ranking 9th and 5th lowest respectively out of the 45 rounds operated.

## Section 4: Demographics and 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.

The socio-demographic results of the study area by output area using 2011 census data are shown below.

- 4.2 Almost two thirds (61%) of the sample are represented by ACORN 5 'Urban Adversity', with 35% falling into Group Q 'Difficult Circumstances' and 26% falling into Group P 'Struggling Estates'. Households within these groups are more likely to be deprived, with longer levels of unemployment and higher proportions claiming benefits.

Almost one third (32%) are classified as ACORN 4 'Financially Stretched', within this sample, 19% fall into Group L 'Modest Means' 7% fall into Group M 'Striving Families' a 7% fall into Group N 'Poorer Pensioners'. ACORN Group 4 is characterised by having a mix of families, including singles, couples with children and single parent households. The age profile being younger and incomes being below the national average. Unemployment levels may be above average.

**Table: ACORN classification of B7 Tameside study area and Greater Manchester**

ACORN Classification		B7 Tameside profile		Greater Manchester profile	
		Count	%	Count	%
<b>1</b>	<b>Affluent Achievers</b>	<b>4</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	4	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>247</b>	<b>6</b>	<b>258,428</b>	<b>22</b>
3.F	Countryside Communities	0	0	5,987	1
3.G	Successful Suburbs	51	1	52,546	5
3.H	Steady Neighbourhoods	142	3	109,703	10
3.I	Comfortable Seniors	23	1	30,665	3
3.J	Starting Out	133	4	59,527	5
<b>4</b>	<b>Financially Stretched</b>	<b>1,348</b>	<b>32</b>	<b>303,715</b>	<b>26</b>
4.K	Student Life	17	0	22,982	2
4.L	Modest Means	783	19	132,581	12
4.M	Striving Families	275	7	82,082	7
4.N	Poorer Pensioners	273	7	66,070	6
<b>5</b>	<b>Urban Adversity</b>	<b>2,576</b>	<b>61</b>	<b>310,023</b>	<b>27</b>
5.O	Young Hardship	1,106	26	112,302	10
5.P	Struggling Estates	0	0	83,816	7
5.Q	Difficult Circumstances	1,470	35	113,905	10
<b>6</b>	<b>Not Private Households</b>	<b>0</b>	<b>0</b>	<b>1,651</b>	<b>0</b>

- 4.3 The table below presents the ethnicity profile of Tameside B7 study area; this shows higher proportions of Asian or Asian British residents than in the Greater Manchester area (23% and 10% respectively). There are lower proportions of White residents in the study area than in the Greater Manchester area (72% and 84% respectively).

**Table: Ethnicity profile of B7 Tameside study area and Greater Manchester**

<b>Ethnicity</b>	<b>B7 Tameside profile (%)</b>	<b>Greater Manchester profile (%)</b>
White	72%	84%
Mixed	2%	2%
Asian or Asian Black	23%	10%
Black or Black British	2%	3%
Chinese or Other Ethnic Group	0%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>

- 4.4 The following table presents the religion profile of the Tameside B7 Study area; this shows higher proportions of Muslim residents than in the Greater Manchester area (21% and 9% respectively). There are also lower proportions of Christian residents in the study area than in the Greater Manchester area (48% and 62% respectively).

**Table: Religion profile of B7 Tameside study area and Greater Manchester**

<b>Religion</b>	<b>B7 Tameside profile (%)</b>	<b>Greater Manchester profile (%)</b>
Christian	48%	62%
Buddhist	0%	0%
Hindu	1%	1%
Jewish	0%	1%
Muslim	21%	9%
Sikh	0%	0%
Other known religion	0%	0%
No religion	23%	21%
No stated religion	7%	6%
<b>Total</b>	<b>100%</b>	<b>100%</b>

- 4.5 In summary, based on the information collated above, the round selected for the B7 Tameside campaign was both low performing in the yield of recyclable materials collected and, whilst showing high levels of deprivation, also contained a high population of populations of Muslim residents.

## 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.
- 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 The campaign was initiated to carry a recycling message to a demographic group that was recognised as being 'hard to reach' where traditional doorstep canvassing have proved to be ineffective. It set out to explore whether pro recycling behaviour could be aligned to religious beliefs. To encourage changes in recycling behaviour, the campaign looked to deliver targeted messages through community engagement with the recruitment of recycling ambassadors and the involvement of religious leaders and groups.
- 5.4 The delivery of the campaign followed three set phases: research, engagement and behavioural change, with pre and post monitoring occurring before and after the main campaign periods.
- 5.5 **Research period:** Six week period to develop contacts and get to know the area.

### 5.5.1 Engaging with religious leaders and the community.

Project officers made contact with local mosques, identified Muslim based community groups and key organisations in the area including:

- a) St Catherine's Street Mosque;
- b) Tameside Elders group;
- c) Kushamdid Women's group;
- d) St Peters Partnership;
- e) 3rd Sector Coalition
- f) Neighbourhood Police
- g) Indian Temple
- h) Housing associations - Regenda, Akxa, New Charter
- i) Holy Trinity Primary School
- j) Asda; and
- k) Ikea.

All of these organisations assisted with the campaign.

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

### 5.6.1 Understanding recycling behaviour

A research company was commissioned to design and analyse a survey on residents' recycling to:

- a) examine attitudes towards recycling;
- b) measure residents' recycling behaviour;
- c) explore the levels of understanding; and

d) identify the main motivators/inhibitors.

Doorstep surveying was carried out by Project Officers and ambassadors in the area. Results showed that a large proportion of residents did not have recycling bins and were unsure of what items could be recycled (see section 6.2).

Key outcomes were used to inform the development of the event and the production of supporting campaign materials to promote correct recycling behaviour (see 5.4.4 Producing campaign materials).

#### 5.6.2 Focus groups

Four focus groups were held with local residents to understand the practices and obstacles to recycling. Feedback was then used to develop campaign materials and inform Tameside Council of waste issues, most noticeably that residents did not have recycling bins.

#### 5.6.3 Recruitment of recycling ambassadors

Ambassadors were recruited by attending local events, established community groups and through door knocking. To ensure they understood local recycling facilities and the aims of the campaign, they were trained in recycling behaviour and door step engagement. Ambassadors were tasked with attending the Big Tidy Up event, distributing campaign materials at local places of worship and carrying out focused door knocking to understand the practices and obstacles to recycling.

#### 5.6.4 Producing campaign materials

From feedback gathered from groups and informal meetings held in the community it became apparent that there were a high proportion of Non-English speaking residents. To overcome this barrier information leaflets were developed using pictorial images alongside simple language.

By engaging with the community and religious leaders, campaign messages were developed that were aligned to the Muslim communities' core religious beliefs. Religious text from the Quran was quoted on the recycling information leaflets as the community felt this would convey the importance of the recycling message.

Many residents felt leaflets available in Urdu would also be beneficial especially for the older generation and these were subsequently produced.

“There are a lot of different communities in this area and many can't read English.”

**Resident feedback form focus groups**

Image: Recycling information leaflet - Urdu and English

**آپ کا ری سائیکلنگ رہنما**  
لیکن زیاں ہونے کے سبب ضائع نہ ہوں  
کیونکہ اللہ تعالیٰ ضائع کرنے والوں کو  
پسند نہیں فرماتا

**آپ کا پراپن کیکشن**

**آپ کے کھانے اور باغ سے پیدا ہونے والی گندگی کو جمع کرنے والی ٹی سروس**

**آپ کے زیاں کھانے کا صندوقچہ**

**اللہ کی فراہم کردہ چیزوں میں سے کھا اور پی، اور زمین پر پرائی نہ پھیلا، فساد نہ پرپا کرے**

**Your recycling guide**  
"But waste not by excess: for Allah loveth not the wasters."

**Your paper and cardboard collection**

**Please place your recycling bins out for emptying at the same place your refuse bin is collected.**

**We can also recycle bulky waste.**

**For further information about recycling in Tameside please visit www.tameside.gov.uk/recycling or phone 0161 342 8355**

5.7 **Behavioural change.** Eight week period to deliver campaign materials and continue engagement with residents.

### 5.7.1 Events

Project Officers supported by recycling ambassadors ran three main events during the campaign; two were focused on important religious ceremonies - Ramadan and Eid; the third was developed following feedback from the community. These events were seen as an important way to engage with local residents, gather feedback, offer advice, hand out recycling information, and to allow residents to order missing bins.

#### a) The Big Tidy Up

In September, following feedback from the community and with the help of a large group of volunteers, community groups and local organisations, the area got a recycling makeover. The Big Tidy up involved: a clean-up of the area; litter picking; removal of large items; bin cleaning and bin marking; and the ordering of missing bins.

“I’ve seen vans come, open their doors and dump rubbish.”

“Providing skips once a month might help to solve the fly-tipping issues.”

#### Resident feedback form focus groups

During the event recycling ambassadors went door to door to talk with residents. A supporting recycling information leaflet, developed following community feedback, produced in Urdu and English was available for residents and provided information on how to recycle right. To ensure everyone had the correct recycling facilities Tameside Council were on hand to deliver and take orders for missing recycling bins.

Image: The Big Tidy Up promotional leaflet



Image: Letter picking with local primary school



b) Ramadan/Eid

The campaign period coincided with two major religious ceremonies in the Muslim faith- Ramadan and Eid. Activities were designed to link into these ceremonies, during which time the food waste stream often dominates.

Image: Food waste promotional leaflet





**Image: Reusable water bottles given out at Eid**



During Ramadan recycling leaflets referring to ‘green’ passages from the holy book were handed out at an evening fast-breaking event at the local Mosque. The event was organised by Project Officers in partnership with the Mosque.

During Eid, leaflets focusing on food waste and with Urdu translations were produced along with reusable water bottles which both quoted the Quran. These were handed out after Friday prayers and received favourably by the community. Friday is the most popular prayer time allowing Officers to reach a larger audience.

#### **5.7.2 Doorstep engagement**

Door-to-door canvassing by Project Officers and recycling ambassadors was seen as an important part of the campaign to gather feedback and understand waste issues. It was also used as an opportunity to distribute translated recycling leaflets. Common issues were:

“Tameside Council does not provide us with food waste bags and we do not know where to get them from.”

“People are confused over collection days, we need more information.”

“Bins are over flowing because they are not being collected, I’ve contacted Tameside Council but nothing has happened.”

#### **Resident feedback form focus groups**

#### **5.7.3 Promoting the recycling message**

A key contact in the community was the local neighbourhood police who already had strong connections with local mosques and community groups.

Officers working in partnership with the neighbour police officer to encourage faith leaders to promote the message at Friday Prayers at the local mosque.

Officers also made frequent visits to the identified community groups to encourage correct use of recycling facilities. Talks and activities were frequently held at the Tameside Elder's group and Kushamdid Women's group. Members were encouraged to go home and talk to their friends and neighbours about recycling and report back issues to officers on their next visit.

Officers worked closely with the local primary school which was in the heart of the community. The local school was invited to take a class of children to the recycling education centre to learn about recycling and encouraged to take this message home to their parents.

## Section 6: Results

### 6.

#### 6.1 Focus groups

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

- 6.1.1 Information was seen as an important motivator with residents requesting information about exactly what items are recyclable.
- 6.1.2 Regular leaflets providing details of bin collection dates, possibly timetables, were requested.
- 6.1.3 Non-English speakers requested leaflets with translation in Urdu.
- 6.1.4 Information required on how to dispose of bulky waste was seen as important.
- 6.1.5 Many residents reported not having the facilities to recycle - missing bins.
- 6.1.6 Residents reported that their bins were not being emptied on collection days.
- 6.1.7 Fly-tipping on the streets and in gated alleyways was reported as an issue.

#### 6.2 Surveys (Pre campaign)

Overall, the majority of respondents were of Asian/Asian British origin (65%), with a mix of 'first languages'.

##### 6.2.1 Attitudes towards recycling

72% strongly agreed that they knew a lot about recycling and that only 10% disagreed. 69% strongly agreed that 'recycling should be compulsory for all households'.

##### 6.2.2 Recycling behaviour

Plastic bottles (74%), cans (69%) and glass bottles/jars (67%) were the most widely recycled items.

##### 6.2.3 Understanding

A high percentage of people were unsure of which bin to put items in, with between 24% and 38% either unsure or failed to respond.

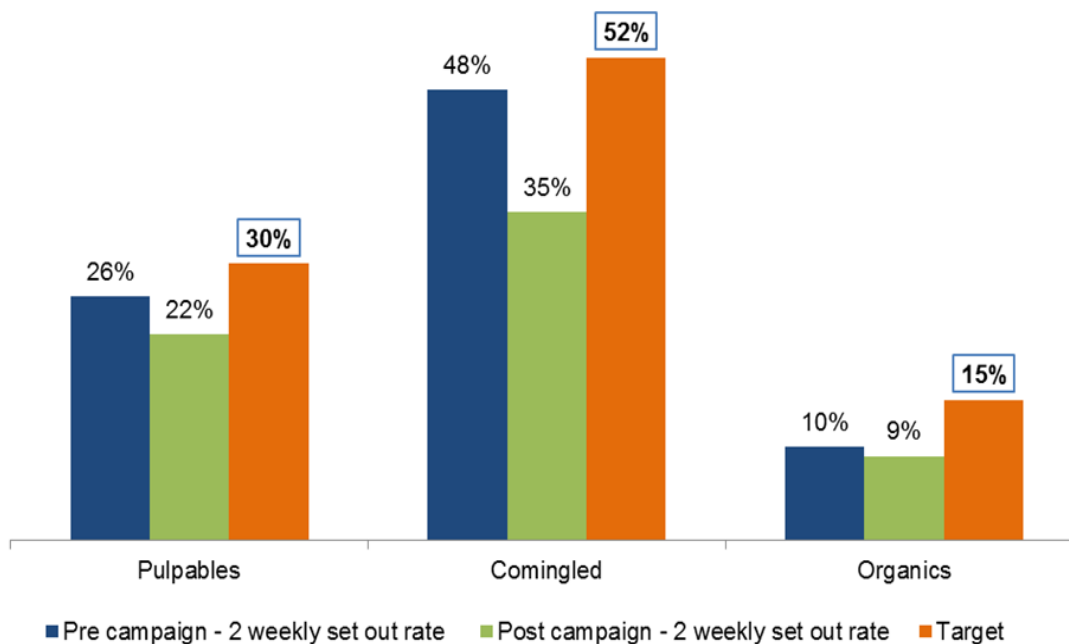
##### 6.2.4 Motivators/inhibitors

Overall, the main 'motivator' for residents' recycling was their concern for the environment (44%). The main inhibitor was either not having the correct recycling bins or not have their bins emptied enough. 13% said their bins were not collected enough. As expected, the vast majority had a 'general' (residual) household bin (90%), although relatively few had the organics equivalent (36%); pulpables (59%); and commingled e.g. bottles, jars, cans (54%).

### 6.3 Participation monitoring

In order to establish if there had been a change in the number of households presenting recyclable waste for collection set out rate monitoring was carried out in the study area before the campaign started and this was repeated soon after the campaign concluded. The campaign was monitored on at least two set out occasions before and after using an outside consultancy.

#### Two weekly set out rate pre and post monitoring with target



#### 6.3.1 Pulpables

The pre intervention two weekly set out rate for the pulpables recycling collections was 26%. The post intervention two weekly set out for pulpables recycling collections was 22%. The two weekly set out rate for pulpables recycling decreased by 4% following the recycling 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	98	83	135	72	70	113
%	19%	16%	26%	14%	14%	22%
Excess	3	3	6	0	0	0
%	1%	1%	1%	0%	0%	0%
Total	512			512		

#### 6.3.2 Commingled

The pre intervention two weekly set out rate for the commingled recycling collections was 48%. The post intervention two weekly set out for commingled

recycling collections was 35%. The two weekly set out rate for commingled recycling decreased by 13% following the recycling campaign.

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

Comingled 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 %	188 33%	179 32%	273 48%	153 27%	114 20%	198 35%
Excess %	1 0%	3 1%	4 1%	1 0%	2 0%	2 0%
<b>Total</b>	568			568		

### 6.3.3 Organics

The pre intervention two weekly set out rate for organics collections was 10%. The post intervention two weekly set out for organics collections was 9%. The two weekly set out rate for organics collections decreased by 1% following the recycling campaign.

**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 rate overall (brown wheeled bin/food waste bin) %	19 4%	35 7%	53 10%	30 6%	29 6%	47 9%
Overall excess %	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%
Set out brown wheeled bin %	19 4%	33 6%	51 10%	25 5%	17 3%	35 7%
Excess %	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%
Set out food waste caddy %	0 0%	10 2%	10 2%	5 1%	12 2%	13 3%
Excess %	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
<b>Total</b>	518			518		

## 6.4 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 (94%) 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' (Table 3.2). The tables below present the two weekly set out rate of the rounds by ACORN Category pre and post campaign.

6.4.1 **Table: Two weekly set out rate pre and post campaign by ACORN Category - pulpables**

Pulpables round	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	0	0	0%	0	0	0%	0%
4 Financially Stretched	123	444	28%	104	444	23%	-4%
5 Urban Adversity	12	54	22%	9	54	17%	-6%
6 Not Private Households	0	5	0%	0	5	0%	0%
Unclassified	0	9	0%	0	9	0%	0%
<b>Total</b>	<b>135</b>	<b>512</b>	<b>26%</b>	<b>113</b>	<b>512</b>	<b>22%</b>	<b>-4%</b>

6.4.2 **Table: Two weekly set out rate pre and post campaign by ACORN Category - commingled**

Comingled round	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	0	0	0%	0	0	0%	0%
4 Financially Stretched	235	475	49%	177	475	37%	-12%
5 Urban Adversity	32	71	45%	17	71	24%	-21%
6 Not Private Households	0	4	0%	0	4	0%	0%
Unclassified	6	18	33%	4	18	22%	-11%
<b>Total</b>	<b>273</b>	<b>568</b>	<b>48%</b>	<b>198</b>	<b>568</b>	<b>35%</b>	<b>-13%</b>

6.4.3 **Table: Two weekly set out rate pre and post campaign by ACORN Category - organics**

Organics round	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	0	0	0%	0	0	0%	0%
4 Financially Stretched	43	444	10%	40	444	9%	-1%
5 Urban Adversity	3	54	6%	3	54	6%	0%
6 Not Private Households	1	5	20%	4	5	80%	60%
Unclassified	6	15	40%	0	15	0%	-40%
<b>Total</b>	<b>53</b>	<b>518</b>	<b>10%</b>	<b>47</b>	<b>503</b>	<b>9%</b>	<b>-1%</b>

6.5 **Tonnage data**

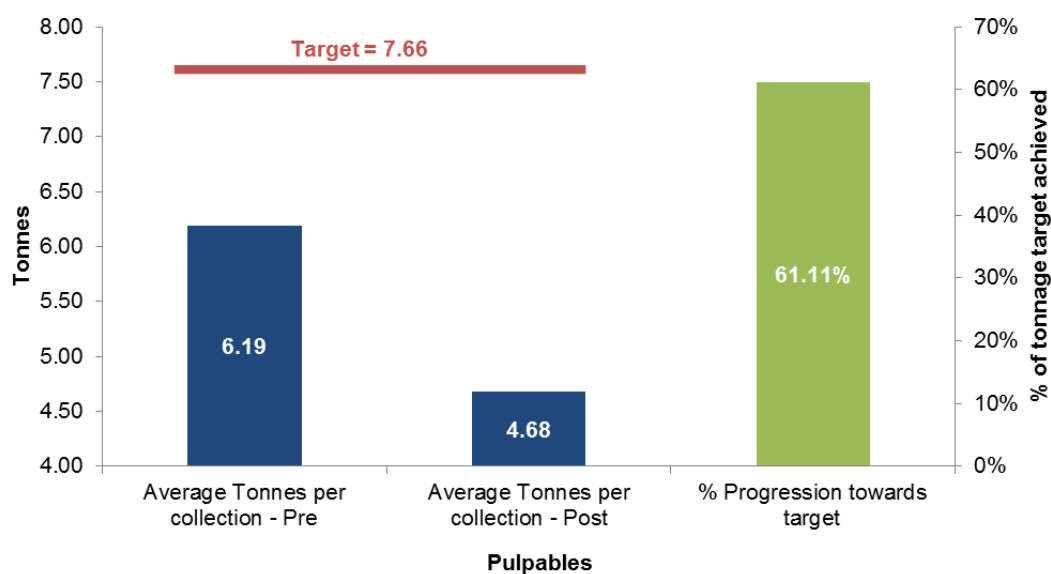
A series of targets were set to increase the weight of recyclable materials collected on each collection date in the study area. It should be noted that the commingled and organics data cannot be compared due a round restructure during the campaign. This is due to the weights provided being collected from a wider area when compared to the pre evaluation period.

**Table: Pre and post tonnage data and targets - pulpables**

	<b>PULPABLES</b>
PRE CAMPAIGN COLLECTION TONNAGE	6.61
TARGETTED % INCREASE	15.85%
TARGETTED TONNAGE INCREASE	1.05
TARGET TONNAGE (Y)	7.66
ACTUAL POST CAMPAIGN COLLECTION TONNAGE (X)	4.68
TONNAGE CHANGE	-1.93
% CHANGE	-29.20%
% OF TONNAGE TARGET ACHIEVED (X/Y)	61.11%

A collection target of 7.66 tonnes was set for the pulpables recycling waste stream. The tonnages of pulpables recycling decreased by 1.93 tonnes following the campaign from 6.19 tonnes to 4.68 tonnes, progressing 61.11% towards the target set.

**Graph: Pre and post tonnage data - pulpables**



## 6.6 Staff costs / time

	(€)	(£)	Hours
Campaign Officer	5504.40	4558.74	265
Outreach Worker	1836.62	1521.09	146.22
<b>TOTAL</b>	<b>7,341.02</b>	<b>6,079.82</b>	<b>411.22</b>

## 6.7 Cost of campaign materials / ambassador training

Description	(€)	(£)
Breaking the fast refreshments	2285.01	1950.00
Volunteer training	682.32	582.28
Translation of recycling guide	234.36	200.00
Big Tidy Up - bin cleaning	292.95	250.00
Big Tidy Up - Skip hire	421.85	360.00
Recycling guide	1169.46	998.00
Big Tidy Up promotional leaflet	623.98	532.50
Ramadan leaflet	181.63	155.00
Focus group refreshments	82.03	70.00
Big Tidy Up - Room hire	146.48	125.00
Big Tidy Up - Bin sprayer/stencilling	199.21	170.00
Big Tidy Up - Bin stickers	36.77	31.38
Transport to recycling centre for school	164.05	140.00
Refreshments - Big Tidy Up	30.47	26.00
Reusable water bottles	389.80	332.65
Ambassador log books	90.70	77.40
Ambassador id cards	21.89	18.68
Other	142.77	121.84
<b>TOTAL</b>	<b>7,195.73</b>	<b>6,140.73</b>

## 6.8 Cost per head (including personnel costs)

(€)	(£)
9.70	8.15

## 6.9 Cost per Head (excluding personnel costs)

(€)	(£)
4.79	4.09



## Section 7: Conclusion

### 7.

- 7.1 Despite decreases in participation and tonnages, the campaign successfully engaged with and received a lot of support in the community from a variety of faith leaders and faith groups. Partnerships were successfully established with the Tameside Elders community group, Kushamdid Women's Group and local housing organisations Regenda, New Charter and Aksa. As a result of input from these groups a variety of communications materials were developed to target people within these faith groups with messages delivered in English and Urdu and focused around religious beliefs. Messages were delivered with a focus on events within the faith groups calendars. For example, leaflets referring to 'green' passages from the holy book were handed out at an evening fast-breaking event at the local Mosque during Ramadan and during Eid reusable water bottles, quoting the Quran, were handed out after Friday prayers.
- 7.2 Volunteers were successfully recruited to act as recycling ambassadors to take part in workshops, community events and discussions as well as undertake some door to door campaigns delivering leaflets and speaking to residents about recycling. This campaign also received support from the local housing associations, local schools and two major retailers. This gave it a variety of additional outlets for the recycling message.
- 7.3 Issues surrounding waste collections were fed back to Tameside Council. Over recent months there has been a significant change in the way that the Council collects domestic waste. Collections have increased by 50% with the Council now carrying out 12.1 million collections per year, which has increased from 8.1 million.

## Section 8: Key Learning Points

### 8.

- 8.1 Engaging with the Muslim community was difficult. Not only due to the language barriers but due to women not being able to attend services at the mosques within the campaign area. To overcome language barriers, especially in door-to-door canvassing, it is recommended that ambassadors are recruited from the local community or translators used; with surveys translated into the required language (in this case Urdu).

In this campaign where Project Officers were accompanied by Muslim recycling ambassadors residents felt more comfortable engaging. It would also be advantageous to recruit both male and female staff members, with the outreach worker recruited from the local area.

- 8.2 As the Muslim community tends not to use mainstream media it is important to engage with local faith leaders and religious groups to disseminate information. This together with the use of translated communication materials and a focus on religious ceremonies helped to reach the predominately Muslim community of Holy Trinity in St Peter's, Tameside. More intense community engagement may be required to reach female residents (particularly door to door).
- 8.3 The Big Tidy up event allowed all partner organisations and the local community to come together to address waste issues and offer advice and guidance on recycling. Having Tameside Council present meant that recycling bins were delivered promptly.
- 8.4 The selected round has a variety of different property types, including terraced houses which present their own set of unique problems for waste collections. Many of the properties have no storage space for containers at the front of the properties and waste collections are therefore operated at the rear of properties in common spaces, known locally as "back alleys". On waste collection day there are often many containers placed together for emptying and it is not possible to easily allocate containers to specific households as it would be in a more modern street of semi-detached or detached properties. For these type of collections, in some cases bins can be clustered together making it difficult to allocate to the correct household. Where this did happen the monitor would allocate to a households to the best of their ability, this approach was then kept consistent thought the monitoring period.
- 8.5 To provide direct data comparisons pre and post intervention it is necessary to undertake the set out monitoring at a similar time of year. This is especially relevant where organics collections are being assessed. It is advisable that monitoring should be carried out over an extended period, (preferably over a year), to compare data from the same season.
- 8.6 The timing of the restructuring of the commingled recycling and organics waste collection rounds meant data collected was not comparable. It is important to fully understand these implications before any campaigns commence and to restructure start/end dates accordingly.
- 8.7 It is recommended that waste composition analysis work is carried out on the residual waste stream in conjunction with the weight monitoring. An initial waste analysis would highlight the type and quantity of recyclable materials present in the

residual waste stream in the study area and show which materials offer the highest potential to increase the recycling yield if targeted by the campaign. A post intervention waste analysis would be able to track whether the residual waste now contains a smaller proportion of the target materials by carrying out a comparison using the pre intervention analysis as a benchmark.