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# LIFE+ Up and Forward Project: Case Study

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B12: Facilities  
Area: Rochdale  
Date: December 2014

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LIFE11 ENV/UK/000389

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## Section 1: Executive Summary

### 1. Introduction

- 1.1 As part of the EU LIFE+ project Greater Manchester Waste Disposal Authority (GMWDA) has carried out a 42 different communications campaigns across nine Districts within Greater Manchester (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside and Trafford). Each campaign has had slightly different focus, targeting sections of the community that have traditionally been hard to reach, making the success of recycling schemes in these areas particularly challenging. This project enabled GMWDA to target smaller groups, generally around 1,500 households, with much focused recycling messages. This allowed a variety of communication methods and messages to be piloted and the impact of each to be monitored.

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

- a) Households - focused on communities in disadvantaged areas;
  - b) Students and Short lets - focused on those areas with a high level of rental properties or student rental accommodation;
  - c) Faith and Culture - focused on those areas with a strong religious or cultural background; and
  - d) Apartments - focused on those areas with a high level of low rise or high rise apartments.
- 1.2 The facilities campaign reported on in this case study falls within the apartments theme. The campaign targeted seven low performing multi occupancy dwellings within Rochdale, working with residents and housing provider to make recycling easier and more accessible for residents by addressing some of the main barriers to apartment recycling including: access; convenience and structural issues.
- 1.3 The campaign sought active participation from residents, caretakers and housing providers to develop strategies throughout the campaign. These strategies included: improving or installing new recycling facilities on site; providing residents with bags and caddies to store and carry recycling; engagement stands and focus groups to support residents in using recycling services; doorstep engagement activities; and the production of be-spoke communication material including leaflets and installation of new signage on or near to the recycling bins.
- 1.4 Monitoring the impact of this campaign took place via face to face surveys which were conducted before and after the recycling campaign took place. The survey was used to gauge awareness and understanding of recycling services and the level of commitment to recycling among respondents. During post-evaluation the campaign recall was also measured and its effect on recycling behaviour. At the end of the campaign the communal recycling facilities at each site were monitored to assess the effectiveness of the campaign.
- 1.5 The facilities campaign has had a positive impact and changed behaviour with 30% claiming to now recycle more since receiving some form of communications material. In addition to this, overall awareness of all waste streams saw notable increases.
- 1.6 Gaining access to the buildings and getting residents to actually open their doors is a barrier that was presented for most of the communal engagement activities and in distributing campaign materials. To overcome this issues Project Officers communicated with residents prior to activities via letters and informal notices on community boards.

## 2. Aims of the Campaign

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

Key objectives were as follows:

- a) install/improve waste stream facilities within accessible communal locations;
- b) increase the level of recycling for all of the current materials collected;
- c) raise awareness of the importance of recycling; and
- d) embed recycling behaviour within identified low performing areas.

## 3. Key Facts

- 3.1 The total cost of delivering the activity was €12,088.56 (£9999.48), of which €5,095.97 (£4,220.48) was personnel costs and €6,992.59 (£5,779.00) was consumables. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.
- 3.2 297 hours were spent delivering the campaign.
- 3.3 The campaign targeted seven apartment blocks with 761 households.
- 3.4 Seven new communal bins were installed, alongside the distribution of 740 recycling bags and 280 food waste caddies and compostable liners.
- 3.5 Seven engagement stands were held one each apartment block to act as a collection point and to engage with residents.
- 3.6 Two focus groups were held with residents groups and to aid in the development of suitable communications materials.
- 3.7 One focus groups was held with the housing provider to review policies and resolve logistical problems.
- 3.8 The levels of awareness of the shared recycling collections increased for all waste streams.
- 3.9 30% claimed to recycle more since receiving the campaign materials.
- 3.10 80% could remember receiving some form of communication during the campaign.

## 4. Results

- 4.1 In terms of measuring the overall success of each campaign a key indicator has been identified which explores the change in respondents' claimed recycling behaviour since receiving some form of campaign communications. Therefore; the question 'since receiving the recycling campaign materials has this changed your behaviour towards waste and recycling?' is highlighted as a key measure.

### 4.2 Key indicator

30% claimed to recycle more since receiving the campaign materials.

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

- 4.3.1 The levels of awareness of the shared recycling collections increased for all waste streams.
- 4.3.2 During the pre-evaluation around two third (69%) were aware of the shared dry recycling collection (pulpables and commingled). Post-evaluation this increased to 99% and 97% respectively for both waste streams.
- 4.3.3 Levels of awareness of the shared food waste bin also increased by 36%, from 2% (pre) to 38% (post). Of those aware 88% claimed to use the shared food waste bin post-evaluation.
- 4.3.4 When asked if they feel that the campaign has now given them a better understanding of waste and recycling services available, 69% said it had.

### 4.4 Campaign recall

A series of communication materials were developed for this campaign. The information contained in the communication materials were recalled by the majority of respondents (80%), with 'provided with recycling liner/caddy' and 'food waste bins installed' being the most commonly mentioned. This recall seems to have had a positive effect on changing respondent's behaviour as a third of respondents now claim to recycle more.

### 4.5 Commitment to recycling

The percentage of committed recyclers decreased slightly by 6%, from 35% to 29% post-evaluation, nationally this figure is 75%.

## Section 2: Introduction

- 2.1 The facilities campaign is one of 12 campaigns run by GMWDA. The campaign was delivered by GMWDA in partnership with Rochdale Council, targeting 761 households across seven low performing multi occupancy dwellings within Rochdale. It ran for 22 weeks from July 2014 to December 2014.
- 2.2 The campaign looked to overcome the obstacles to recycling in apartments by:
  - a) installing/improving waste recycling facilities making them easily accessible to residents;
  - b) actively engaging with residents and management agents to understand barriers to recycling;
  - c) devising tailored communication materials following feedback from residents, caretakers and housing providers; and
  - d) providing a split recycling bag, food caddy and compostable liners to residents (residents can then easily transport their recycling to the communal facilities).
- 2.3 The campaign assessed the needs of each apartment block on a case by case basis. It sought active involvement (two way communications) from residents, caretakers and housing providers in the location and installation of new facilities and/or improving current facilities. Discussions also took place about how to balance the installation of new recycling facilities with the reduction of residual waste capacity, as well as explaining how to use the facilities.
- 2.4 To explore and understand key issues affecting residents in the selected flatted developments, focus groups were carried out with residents. Questions were asked to identify problems regarding waste and recycling, any barriers they were facing to recycle (lack of bins, don't know what goes in each bin), and what they thought was important to help increase recycling in the area. Feedback from this engagement with residents was used to produce communication materials giving residents information on recycling; this resulted in signage being installed in chute rooms.
- 2.5 To further facilitate recycling residents were also provided with reusable recycling bags and food waste caddies/liners. A follow up consultation was carried out with residents via doorstep engagement to re-affirm the information provided and to help residents overcome any further barriers.
- 2.6 It was expected that by involving the community in the provision of new facilities and by increasing recycling knowledge that residents would feel empowered to tackle their own waste; increasing recycling rates and participation.

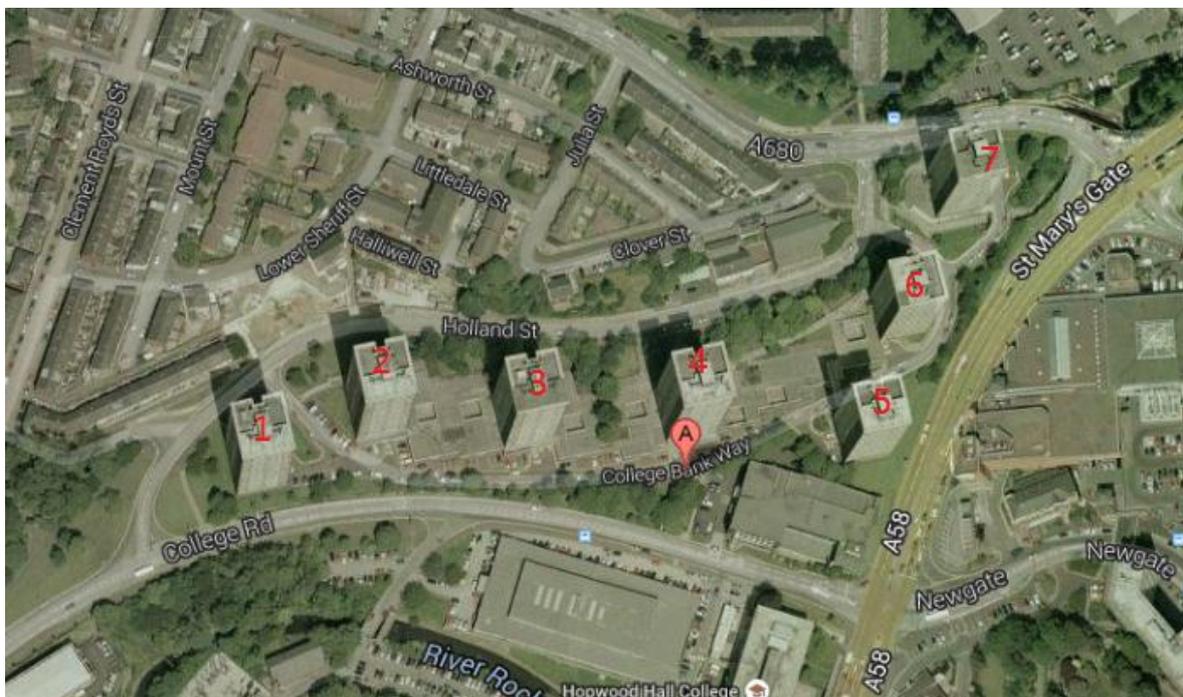
## Section 3: Campaign Area

- 3.1 The campaign targeted 761 households in high density housing in the Rochdale. The apartment blocks were selected using district knowledge of apartment blocks with the potential to increase their levels of recycling.

Seven blocks of flats were chosen on the basis of this data set; the buildings where situated in the College bank area as follows:

- 1) Mitchell Hey
- 2) Dunkirk Rise
- 3) Tentercoft
- 4) Town Mill Brow
- 5) Underwood
- 6) Holland Rise
- 7) Mardyke

### Map: Location of Apartment Blocks



### 3.2 About Rochdale ([www.rochdale.gov.uk](http://www.rochdale.gov.uk))

3.2.1 Rochdale is a large market town in Greater Manchester, England. It lies at the foothills of the South Pennines on the River Roch, 5.3 miles (8.5 km) north-northwest of Oldham, and 9.8 miles (15.8 km) north-northeast of the city of Manchester. Rochdale is surrounded by several smaller settlements which together form the Metropolitan Borough of Rochdale, population 206,500. Rochdale is the largest settlement and administrative centre, with a total population of 95,796.

3.2. 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.

3.2.3 Of the total population the majority is white British 85%, followed white Eastern European by Asian 6%, Black 4%, Asian 1% and mixed ethnic groups 3%.

### 3.3 About College Bank Flats

3.3.1 The seven blocks of flats at College Bank Rochdale are known locally as "The Seven Sisters" and consist of four tower blocks 21 storeys high and three tower blocks 17 storeys high and provide 761 homes.

The tower blocks took two years to build between 1963 and 1965 and today more than 40 years after receiving their first tenants, the Seven Sisters are still a big part of Rochdale's housing programme.

Solar panels have recently been erected on top of each tower block to run the lights in the buildings communal areas

### 3.4 Flats collection service

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

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

The waste disposal system for the majority of residents previous to this campaign was to dispose of all waste via chutes (into a residual bin) which were allocated on each floor. Recycling facilities were available for five of the seven blocks of flats for pulpables and commingled only; used by a minority of residents.

3.4.2 Rochdale current recycling rate is 35% this is the lowest of the nine districts of Greater Manchester (as of December 2014).

## Section 4: Demographics & Acorn Data

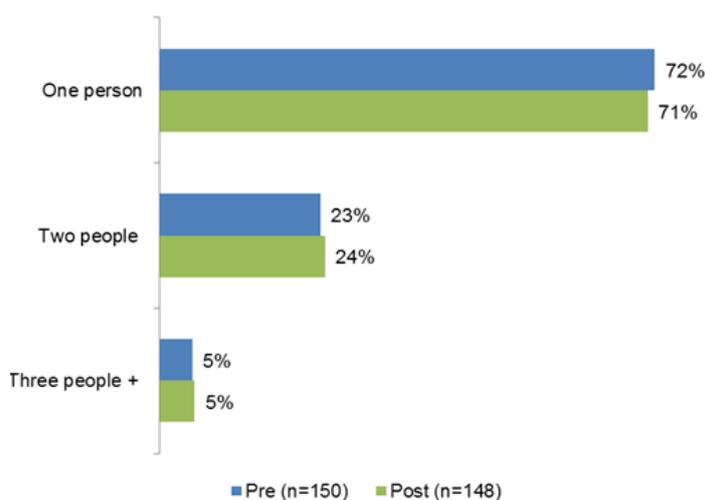
4.1 A series of demographic questions were asked to ensure that the respondents from the pre and post-evaluation were comparable. These were:

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

### 4.2 Size of household

When comparing household size, pre and post-evaluation, household composition remained stable, with one person households made up the majority of the sample.

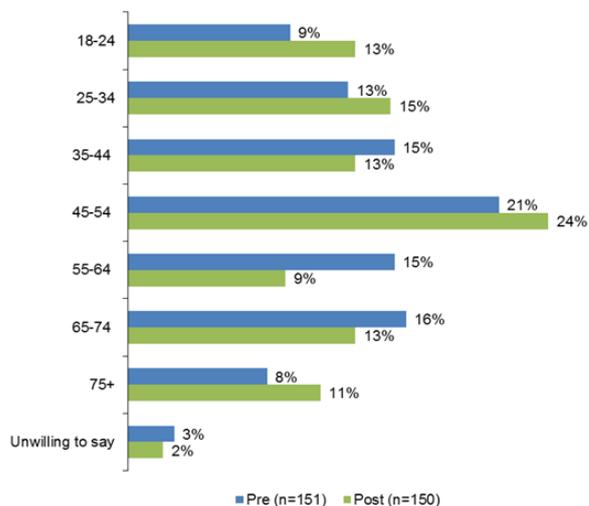
Figure: Household size of respondents



### 4.3 Age group

When comparing the age profile of respondents, results varied slightly pre and post-evaluation. There were slightly less older (55-75+) respondents and slightly more younger (18-34) respondents post-evaluation.

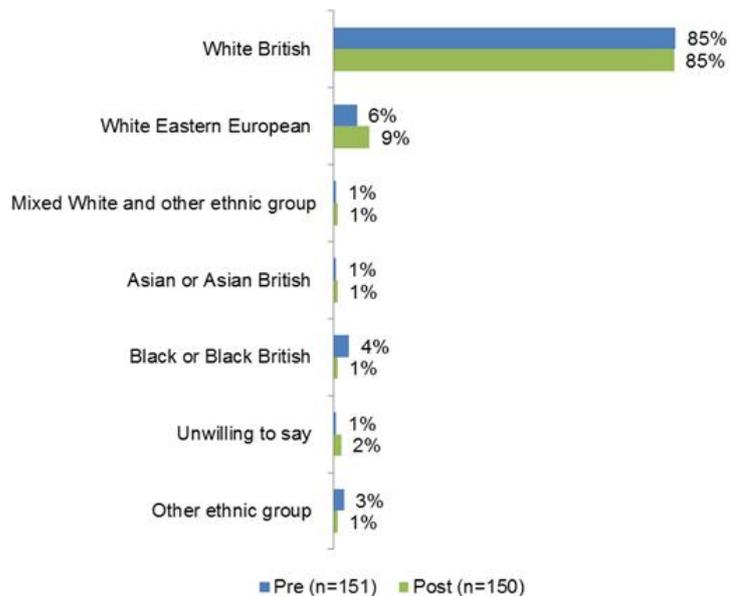
Figure: Age group of respondents



#### 4.4 Ethnic group

For both the pre and post-evaluation the majority (85%) of the respondents fell into the 'White British' ethnic group.

**Figure: Ethnic group of respondents**



## Section 5: The Approach to the Campaign

- 5.1 The campaign employed two members of staff, a Campaign Officer from GMWDA, and an Outreach Worker to work with community groups and residents. However to ensure the campaigns success the whole LIFE+ team was utilised to aid with the delivery of the bags and caddies to residents.
- 5.2 The target audience was residents who wanted to recycle but lacked the facilities and/or knowledge to do so, residents who were not motivated to recycle, and those residents who already recycled some items but not everything. It was expected that over the life time of the campaign, residents would understand why they are being asked to recycle, and then continue to recycle as part of their normal routine.
- 5.3 The main elements of campaign delivery were broken down into three distinct periods: research, engagement and behavioural change, with pre and post monitoring (via face to face surveys) occurring before and after the main campaign periods.

**Table: B12 Rochdale campaign time frame**

<p><b>Research</b> (5<sup>th</sup> May 2014 - 6<sup>th</sup> June 2014)</p> <ul style="list-style-type: none"> <li>- Developing contacts, communications, getting to know the area, list of community groups, ordering bags and caddies</li> </ul>	<p><b>Engagement</b> (9<sup>th</sup> June 2014 - 4<sup>th</sup> July 2014)</p> <ul style="list-style-type: none"> <li>- Attending residents meetings and arranging focus groups</li> </ul>	<p><b>Behavioural Change</b> (7<sup>th</sup> July 2014 - 29<sup>th</sup> Sept 2014)</p> <ul style="list-style-type: none"> <li>- Events, media, delivery of campaign material, bags and caddies, and resident engagement</li> </ul>
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### 5.4 Research period

#### 5.4.1 Contact with local housing providers and management agents

The research period was used to contact the housing provider. An email was sent initially followed by an introductory telephone call. A face to face meetings was organised on-site for each apartment block to include the caretaker.

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

#### 5.4.2 On-site assessments

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

A communal bin analysis was undertaken to: ensure identified locations had the right capacity containers for the removal of recyclable waste; identify current recycling and contamination levels; detail which types and quantities of

recycling containers were currently in use; access the current location of communal facilities; and establish what signage/communications were being used.

#### 5.4.3 Surveys

An outside agency was commissioned to conduct 150 face to face surveys to establish: commitment to recycling; and awareness and usage of waste collections.

The questionnaire survey was designed to establish respondent's awareness and understanding of recycling services operating at their property, to establish usage of existing services and measure the respondent's commitment to recycling.

### 5.5 Engagement period

To ensure recycling facilities were accepted and used by residents (community buy-in), discussions took place through door step surveys, focus groups and engagement stands to establish where and what kind of recycling facilities should be installed.

#### 5.5.1 Focus groups with residents

A total of two focus group were held to:

- a) understand key drivers and barriers to recycling behaviour;
- b) gauge residents' knowledge of what they can and can't recycle;
- c) examine the residents' acceptance of new facilities installation;
- d) consider the effectiveness of key information channels;
- e) help to identify what new strategies/messages could be put in place to encourage recycling and reduce contamination of recyclable waste; and
- f) gain feedback about the housing provider current services.

Most of the residents who attended the focus groups already recycled, they felt that the reason that residents who did not recycle was due to lack of knowledge and motivation.

Feedback established that residents: would like the facilities to be located at the main entrance to each block; had concerns about people dumping waste in chute rooms and at basement level; would prefer clear, simple and informative communication material; felt introducing food waste was a good idea but were worried about it smelling and attracting vermin.

Signage was considered near to the bins, however due to ongoing redevelopment this was not viable. Also as there was no vehicles access to the main entrance it was agreed the communal bins should stay at the basement location with bags and caddies given to residents to help them transport their recycling.

#### 5.5.2 Focus group with housing provider

A focus group was held with the housing provider to review policies and resolve logistical problems. The objectives of the groups were to:

- a) understand what the Housing Group environmental and sustainability policies in place;
- b) establish what facility are and were to be provided by the housing Group;

- c) examine current issues surrounding waste and recycling;
- d) gauge if caretaker could take on further responsibility for recycling;
- e) understand health and safety issues; and
- f) create communications material to promote new services.

Previously communal recycling facilities for pulpable and commingled recycling had only been installed in some apartments throughout the borough; with facilities under used due to limited location, communication barriers and a high number of transient residents.

Proposing to install food waste facilities to each block was met with resistance from both the housing providers and caretakers; stating concerns with vermin and contamination. Caretakers were also resistant to maintaining and cleaning the facilities; Rochdale Borough Council confirmed it would be the housing provider’s responsibility to offer this service. Language and literacy barriers were identified due to the mixed culture of residents.

Following discussions it was agreed to trial a food waste recycling facility and collection in three of the seven blocks. Where locations required extra capacity, additional communal recycling bins were ordered immediately to ensure timely delivery within the campaign period.

### 5.5.3 Development of campaign materials

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

#### a) Information letters

The official letter contained information on how to use the recycling bag and food caddies, why they were being asked to recycle and when the new facilities would be installed.

Image: Flats with food waste - A4 letter



Image: Flats without food waste - A4 letter



b) Information Leaflet

The information leaflet advised what could be recycled; how to use their new bags and caddies; where the communal recycling facilities were located; and a reminder to residents not to fly tip waste.

Leaflets were kept clear and simple to overcome any barriers for residents who did not speak English as a first language.

Image: Recycling leaflet



### What can be recycled in the green bins?

**Yes please...**

Aerosol cans    Drink cans    Food & foil trays

Food cans    Glass bottles & jars    Plastic bottles ONLY

**STEP 1**    **STEP 2**    **STEP 3**

**No plastic bags**

Take unwrapped books, clothes, bin-a-brac, CDs and DVDs to charity.

### What can be recycled in the brown bins?

**Yes please...**

Boxes    Food wrappings    Shoes, skins & peelings    Tea/coffee

**STEP 1**    **STEP 2**    **STEP 3**

**No plastic bags**

**Where are my nearest recycling bins?**  
Your recycling bins are located on the ground floor of Mitchell Hey and Dundas Rise, and outside the basement entrance of Tenleycroft.

**No fly tipping**  
Please do not leave bulky items or large construction bins beside the recycling bins. This is fly tipping, which is a criminal offence.

c) Chute signage

Clear, easy to follow signage was produced for installation at the chute rooms.

Image: A1 chute room signage - with food waste

## THINK BEFORE YOU CHUTE IT

### UP TO 70% OF YOUR BIN CAN BE RECYCLED

What we supply to you

**Recycling bags**    **Blue Bin**    **Green Bin**    **Brown Bin**

Blue/green recycling containers: You will find these bins outside the basement entrance.

Bin of compostable bags    Kitchen caddy to place the compostable bags in    **Brown wheeled bin**: You will find these bins at the ground floor entrance for Mitchell Hey and Dundas Rise, Basement entrance of Tenleycroft.

How to use your Blue, Green and Brown bins

**STEP 1**    **STEP 2**    **STEP 3**

**Blue Bin**    **Green Bin**    **Brown Bin**

**Blue Bin**: Cardboard, Telephone directories, Food and drink cartons, Newspapers, magazines, comics and waste paper.

**Green Bin**: Drink cans, Food & foil trays and foil-wrapped food, Glass bottles and jars, Milk bottles, Plastic bottles.

**Brown Bin**: Dairy products, eggs, Fruit, veg, bread, Cooked and raw meat, Eggs, Bread, Biscuits, Pet food, Fruit and veg peelings, Meat and off-cuts.

**Things we CANNOT recycle**

Plastic bins    Rigid plastic    Plastic bags    Bin bags    Plastic food trays

**Why recycle?** It costs up to ten times more to collect and empty a rubbish bin than it does a recycling bin. Recycling can save money for Rochdale residents. If you need further information about your rubbish or recycling service, please visit our website of [www.rochdale.gov.uk/recycling\\_and\\_bins.aspx](http://www.rochdale.gov.uk/recycling_and_bins.aspx)

ROCHDALE BOROUGH COUNCIL

Image: A1 Chute room signage - without food waste



## 5.6 Behavioural change period

### 5.6.1 Installation of facilities

At the beginning of the behavioural change phase, seven new communal bins were installed.

Images: New communal facilities installed at College Bank



### 5.6.2 Door-to-door distribution of bags and caddies

To coincide with the installation of new facilities, bags and caddies were delivered to each property over a three day period by a team of four Campaign Officers and Outreach Workers. It was felt that face to face contact was more likely to overcome barriers such as literacy and language and officers could answer any questions resident may have. Each apartment received a split reusable bag designed to store dry recyclables and to aid disposal, as well as campaign materials. In addition, a food caddy and liners were distributed to the three apartment blocks trailing food waste facilities.

If residents were not at home, those receiving recycling bags were posted through the letter box. For apartments receiving food waste caddies a note was left advising residents that bags and caddies could be collected from an engagement stand to be held in the foyer or available to collect from the caretakers.

### Recycling bags

Two recycling bags, one for pulpables (paper and card) and one for commingled (glass, cans, jars and plastic bottles) were distributed. Residents were asked to store the bags inside their property and use it to recycle items inside their flats. Residents were asked to keep hold of their recycling bags and continue to use this to store their recycling.

Image: Rochdale on-line article



### A separate food caddy with a compostable liner

Initially, the food caddy was distributed with a roll of 50 compostable liners. This enabled residents to insert one compostable liner into their caddy and then fill the liner with leftover food. Once the liner was full residents were able to remove it from the caddy and carry it down to the communal recycling containers.

### 5.6.3 Engagement stands

An engagement stand was held in each apartment blocks after delivery of their new facilities. This created an opportunity for residents to discuss any issues or ask questions regarding their new facilities; it also allowed residents to collect any undelivered items.

## Section 6: Results

### 6.1

#### 6.1.1 Key indicator

In terms of measuring the overall success of each campaign a key indicator has been identified which explores the change in respondents' claimed recycling behaviour since receiving some form of campaign communications. Therefore; the question 'since receiving the recycling campaign materials has this changed your behaviour towards waste and recycling?' is highlighted as a key measure.



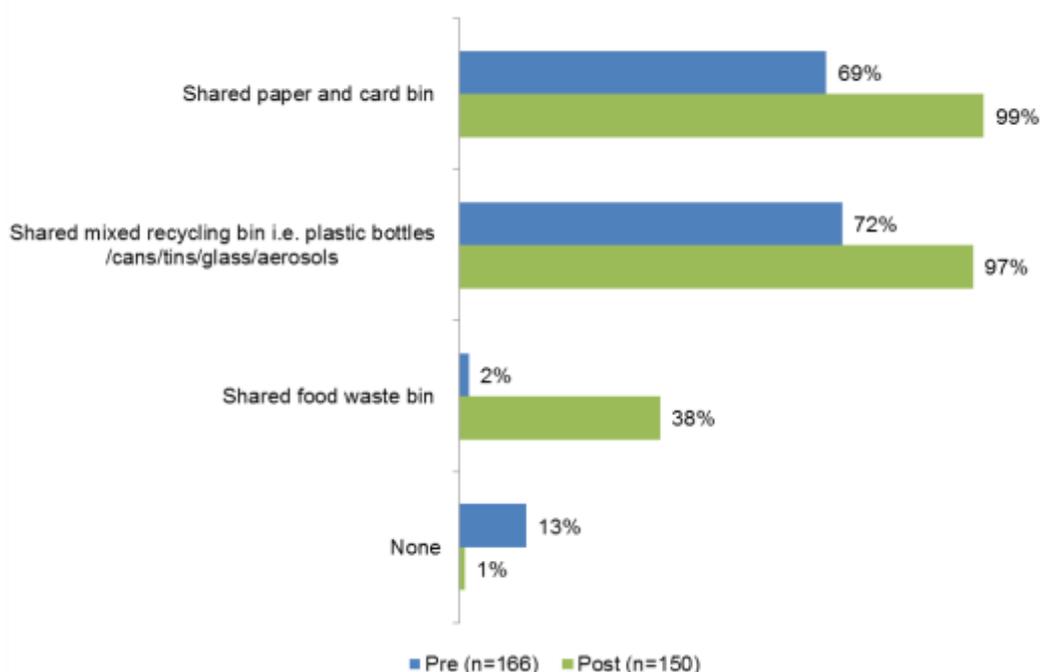
Base (n=132)

**Claimed to recycle more since receiving campaign**

#### 6.1.2 Awareness of recycling collection services

To gather general awareness of the waste collection services offered respondents were asked which bins/services their council provides and if they use them. Levels of awareness increased for all waste streams, awareness of the shared food waste bin increased by 36%, from 2% to 38%. This was followed by the shared paper bin increasing by 30% from 69% to 99% and the shared mixed recycling bin by 25% from 72% to 97%. Just 1% said they weren't provided with any recycling collections, compared to 13% in the pre-evaluation period.

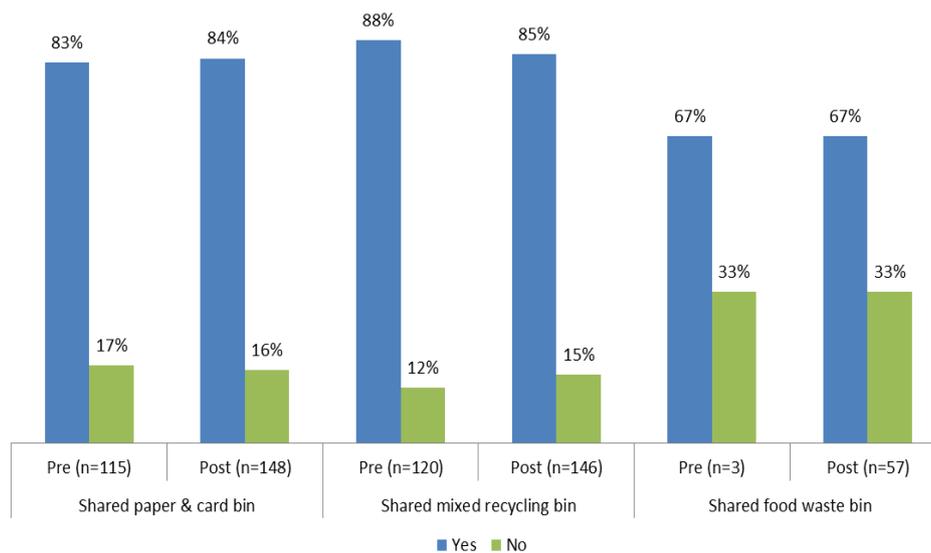
**Figure: Awareness of Recycling Collection Services**



### 6.1.3 Claimed usage of recycling collection services

Of those aware; claimed usage for all waste streams remained fairly consistent pre to post-evaluation. Claimed usage of the food waste collection was lower when compared to the dry recycling waste streams, although this is due to residents generally being less likely to use organics waste streams due to the 'yuck factor'.

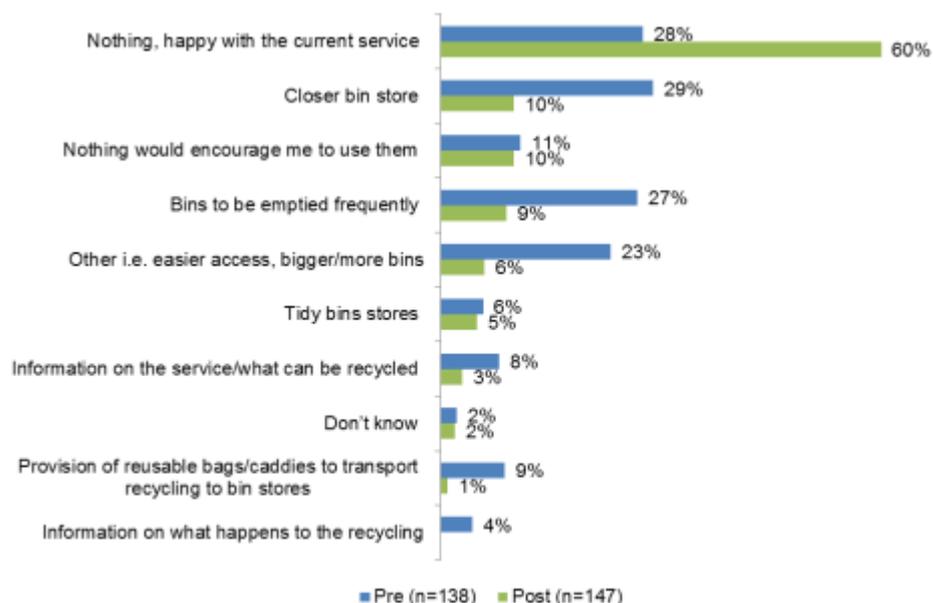
Figure: Claimed usage of waste and recycling collection services.



### 6.1.4 Encouragement to use services more

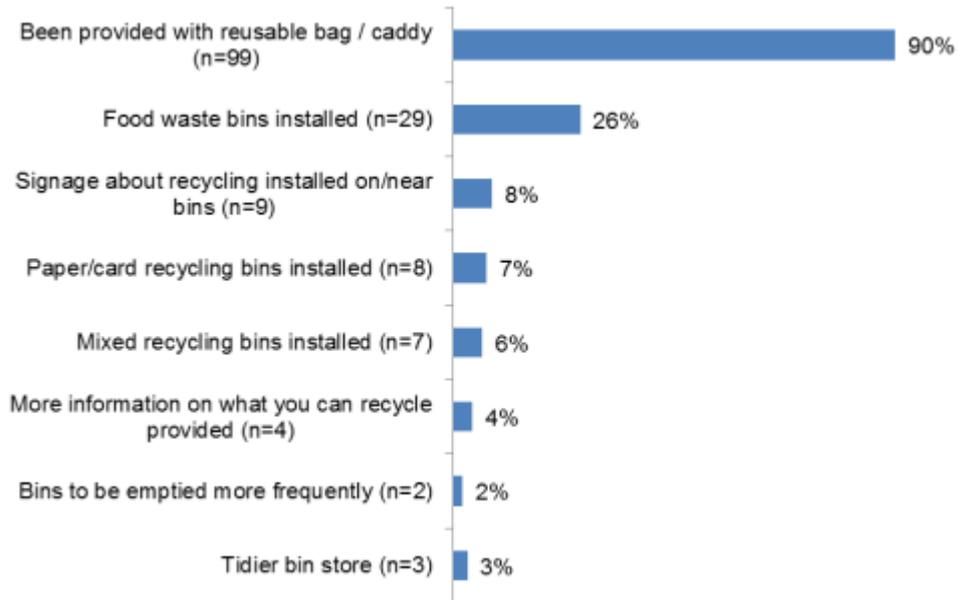
Overall, post-evaluation there were far less concerns presented by respondents, with 60% stating that there was nothing that would encourage them as they are happy with the current service.

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



During the post-evaluation period, respondents were then asked if they had noticed any improvements to the recycling services provided at their flats. Around two thirds (67%) had, when asked what this was, being provided with reusable bags/caddies was most commonly cited. This was followed by just over a quarter (26%) stating they had food waste bin installed.

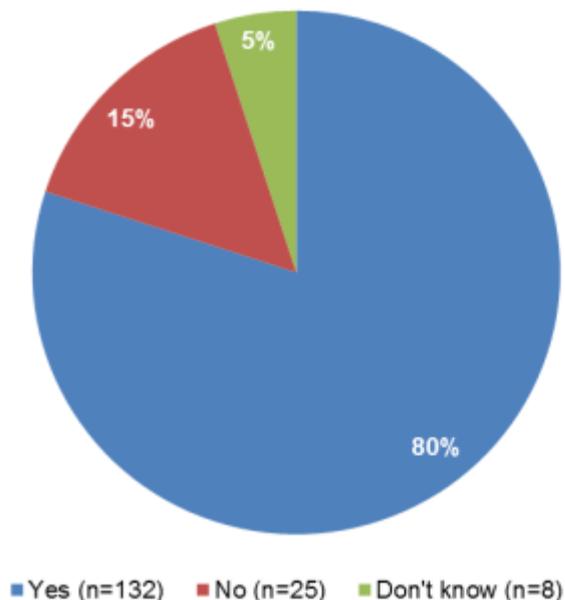
**Figure: What improvements have you noticed to the recycling services at your flat?**



#### 6.1.5 Recall of recycling campaign

In order to establish whether respondents could recall the recycling campaign, respondents were asked to think back over the last 2 months and state whether they had seen, heard or received any information around waste and recycling in their area. The majority (80%) recalled some form of communication.

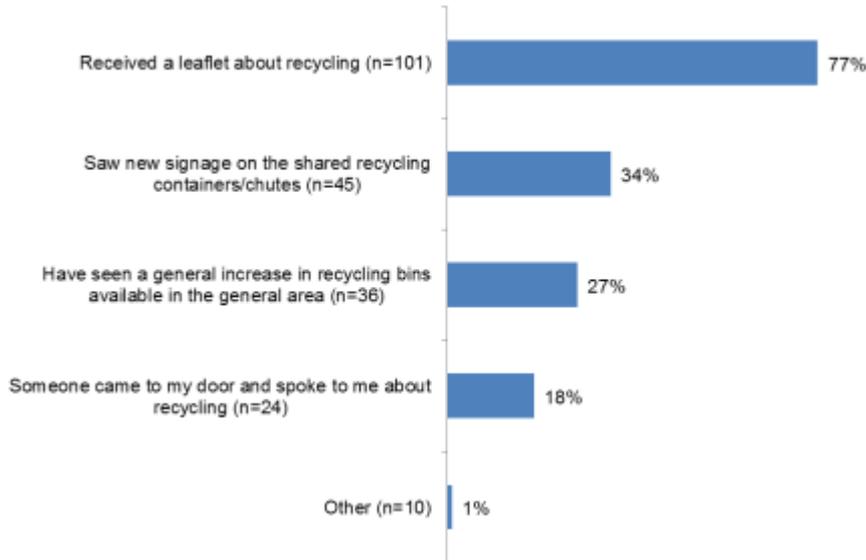
**Figure: Campaign Recall**



### 6.1.6 Which communication materials did respondents recall?

Respondents that stated they did recall seeing information about recycling in their area in the previous two months were asked what they remembered seeing. Most commonly mentioned was ‘received a leaflet about recycling’ at 77%, followed by 34% citing ‘saw new signage on the shared recycling containers/chutes’.

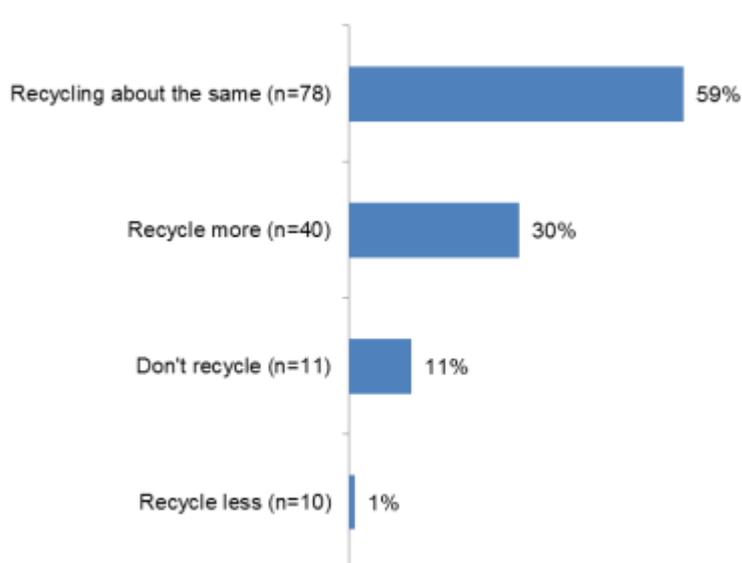
**Figure: What information respondents recalled seeing, hearing or receiving?**



### 6.1.7 Changes in behaviour

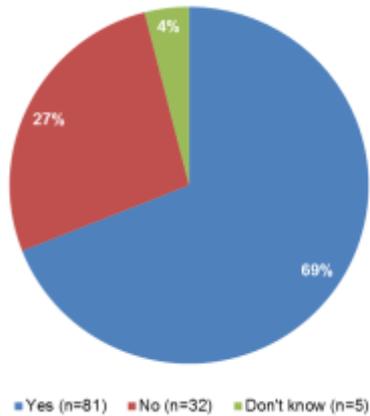
Respondents were asked if receiving the recycling campaign materials had changed their behaviour towards waste and recycling. Around two thirds (59%) stated that their behaviour hadn't changed, although positively 30% claimed to recycle more.

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



Respondents were asked if seeing the recycling campaign materials had given them a better understanding of recycling/waste services available to them. Around two thirds (69%) said that it had, with the remaining stating no (27%) or don't know (4%).

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



### 6.1.8 Commitment to recycling

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

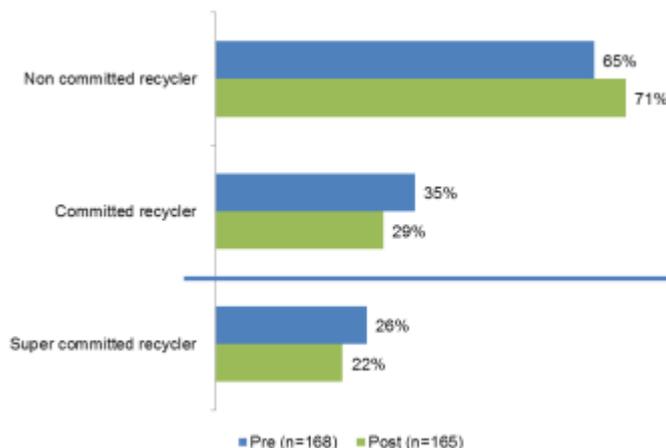
- a) how important recycling is to the respondent;
- b) how they would describe their attitude to recycling and; and
- c) how much they recycle.

Based on responses provided to these three questions a recycler's commitment is measured and categorised as being either:

- a) non committed;
- b) committed; or
- c) super committed.

Respondents classified as Committed Recyclers decreased by 6%, from 35% to 29% post-evaluation. Nationally the level of Committed Recyclers is 75%.

**Figure: Commitment to recycling.**



## 6.2 Staff costs / time

Role	(€)	(£)	Hours
Project Manager	66.98	55.47	3.4
Campaign Officer	3,980.87	3,296.96	212.2
Outreach Worker	1,048.12	868.05	82.2
<b>Total</b>	<b>5,095.97</b>	<b>4,220.48</b>	<b>297.8</b>

## 6.3 Cost of campaign materials / ambassador training

Description	(€)	(£)
Promotional leaflets	832.48	688.00
Chute posters	733.26	606.00
A4 letters	406.56	336.00
Bags	2444.20	2,020.00
Caddies	1189.43	983.00
Caddies Liners	902.66	746.00
Organics collection bins	484.00	400.00
<b>TOTAL</b>	<b>6,992.59</b>	<b>5,779.00</b>

## 6.4 Cost per head (excluding personnel costs)

(€)	(£)
9.19	7.59

## 6.5 Cost per head (including personnel costs)

(€)	(£)
15.89	13.14

## Section 7: Conclusion

- 7.1 The campaign has had a positive effect, with more respondents being aware of and satisfied the recycling services available. The levels of awareness of the shared recycling collections increased for all waste streams, most significantly the shared food waste collection, where above a third of respondents are aware. Of these, a third claimed to use the service. The shared dry recycle collections (pulpables and commingled) increased by around a third, with the majority of respondents all being aware. Claimed usage has remained fairly consistent pre and post-evaluation. The percentage of committed recyclers decreased slightly by 6%, from 35% to 29% post-evaluation, nationally this figure is 75%.
- 7.2 Overall satisfaction with the service has increased with over a third more respondents stating that there is nothing that would encourage them to recycle more as they are happy with the current service, most likely relating to the improvements made. When asked what improvements they have noticed, most commonly cited was receiving a reusable bag and/or caddy, this was followed by the installation of food waste bins.
- 7.3 A series of communications materials were developed for this campaign. The information contained in the communication materials was recalled by the majority of respondents, with the recycling leaflet being most commonly mentioned, followed by 'saw new signage on the shared recycling containers/chutes'. This recall seems to have had a positive effect on changing respondent's behaviour as 30% claim to now recycle more. When asked if they feel that the campaign has now given them a better understanding of waste and recycling services available, 69% said it had.
- 7.4 In summary, the campaign has had a positive impact and changed behaviour with 30% claiming to now recycle more since receiving some form of communications material. In addition to this, overall awareness of all waste streams saw notable increases.

## Section 8: Key Learning Points

- 8.1 General deprivation issues impose other priorities for residents: this can prevent them from participating in what they consider more peripheral activities such as recycling. Dedicating resources on active engagement with residents improves communication and can help to carefully define the social context; it is highly recommended to avoid a one-size-fits-all approach.
- 8.2 Concentrating on providing better facilities, recycling information and signage for communal bin store areas provided an alternative delivery point for the recycling campaign.
- 8.3 Engage and develop relationships with managing agents and housing associations as these contacts are in touch with their residents on a regular basis. Caretakers also have a direct interest in ensuring that waste facilities are used correctly and will guide future residents in familiarising themselves with the recycling scheme in place.
- 8.4 It is important to make sure that the recycling containers are placed in an accessible location: the ease of use will minimise the use of residual bins. Recycling facilities should be located together with residual waste where possible. Clear and pictorial labelling of shared recycling bins and chutes to reinforce recycling behaviour is recommended.
- 8.5 When distributing bags and caddies, residents were often not at home. It is therefore important to make alternative arrangements for the delivery of recycling aids and communications; in this case engagement stands in apartment block foyers and agreement from the housing provider that bags and caddies could be left with the caretaker for collection.
- 8.6 Ensure access to the flats is available when organising the delivery system of facilities. Gaining access to the buildings and getting residents to actually open their doors is a barrier that was presented for most of the communal engagement activities. To overcome this issue Project Officers were in close contact with management agents and caretakers. However, due to the short timescales of the project it was on occasion difficult to make contact resulting in a delay to door step activities taking place. Recommendations to assist in overcoming this barrier are:
  - a) gain uptake in the project from the managing agents prior to evaluation activities: and
  - b) once uptake in the project is gained, send out council branded letters to residents explaining the up and coming activities.
- 8.7 At end of the campaign, the organics food waste facilities were removed by Rochdale Council due to residents contaminating the bins with carrier bags. It could be possible that this was due to:
  - a) only one roll of caddy food waste liners was delivered per household; residents were then required to purchase more (in line with Rochdale Council policy. It is suggested that if liners were easily available and free to residents this would reduce contamination;
  - b) new tenants not receiving bags, caddies and communication material after the initial delivery;
  - c) the recycling facilities being situated in the basement. Feedback from residents confirmed that facilities situated within the chute rooms or on the ground floor would increase usage.
- 8.8 This campaign was carried out in phase two of the project and built on lessons learnt

from apartment focused campaigns in phase one. Learnings included reducing the number of sites for the campaign to allow focused engagement to be undertaken.

During phase one, the logistics and level of resources required to distribute campaign materials and engage with 1500 households over many apartment blocks proved to be very time consuming and made the delivery of an intense communication campaign very challenging. Moving forward, phase two campaigns reduced the campaign target to focus on the maximum of 10 apartment blocks, with a minimum of 60 households in each block (i.e. minimum of 600 households to be targeted). By reducing the sample size a more focused and quality campaign has been delivered.