
LIFE+ Up and Forward Project: Case Study

B12: Facilities
Area: Salford
Date: December 2014



LIFE11 ENV/UK/000389



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Section 1: Executive Summary

1. Introduction.

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

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

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

- 1.2 The facilities campaign reported on in this case study falls within the apartments theme. The campaign targeted five low performing multi occupancy apartment dwellings in Salford, Greater Manchester 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 and effect on recycling behaviour was also measured.
- 1.5 The campaign has had a positive impact and changed behaviour with 19% claiming to now recycle more since receiving some form of communications material. In addition to this, overall awareness has increased dramatically for all waste streams assessed. This all shows positive shifts towards pro

recycling behaviours.

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

2. Aims of the Campaign

- 2.1 The overriding aim was to encourage residents to recycle pulpables (paper and card), commingled (glass, cans, jars and plastic bottles) and food waste by improving communications and access to communal recycling facilities.
- 2.2 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 €13,631.94 (£11,275.00), of which €5,095.97 (£4,220.48) was personnel costs and €8,535.97 (£7,054.52) was consumables. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.
- 3.2 297 hours spent delivering the campaign.
- 3.3 The campaign targeted 626 households across five apartment blocks.
- 3.4 10 new communal containers were installed: three 1110 litre commingled bins, three 1100 litre paper and cardboard bins, four 500 litre organic bins.
- 3.5 Over 600 recycling bags, food waste caddies and compostable liners were delivered to residents.
- 3.6 Two focus groups were held with residents to aid in the development of suitable communications materials.
- 3.7 Five engagement stands were held across each apartment block to encourage correct use of facilities.
- 3.8 Three property management and housing associations were involved including: Salix Homes, Pendleton Together and Block Property Management.
- 3.9 The levels of awareness of the shared recycling collections increased for all waste streams from 37% to 89% post campaign.
- 3.10 19% claimed to recycle more since receiving the campaign materials.

- 3.11 84% 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

19% 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 a third (37%) were aware of the shared dry recycling collection (pulpables and commingled). Post-evaluation this increased to 89% for both waste streams.

- 4.3.3 Levels of awareness of the shared food waste bin also increased by 29%, from 6% (pre) to 35% (post). Of those aware 89% 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, 56% said it had.

4.4 Campaign recall

A series of communication materials were developed for this campaign. The information contained in the communication materials was recalled by the majority of respondents (84%), with 'received a recycling bag' and 'received a letter about recycling' being the most commonly mentioned. This recall seems to have had a positive effect on changing respondent's behaviour as just under a fifth of respondents now claim to recycle more.

4.5 Commitment to recycling

The percentage of committed recyclers remained consistent at 15% from pre to post-evaluation.

Section 2: Introduction

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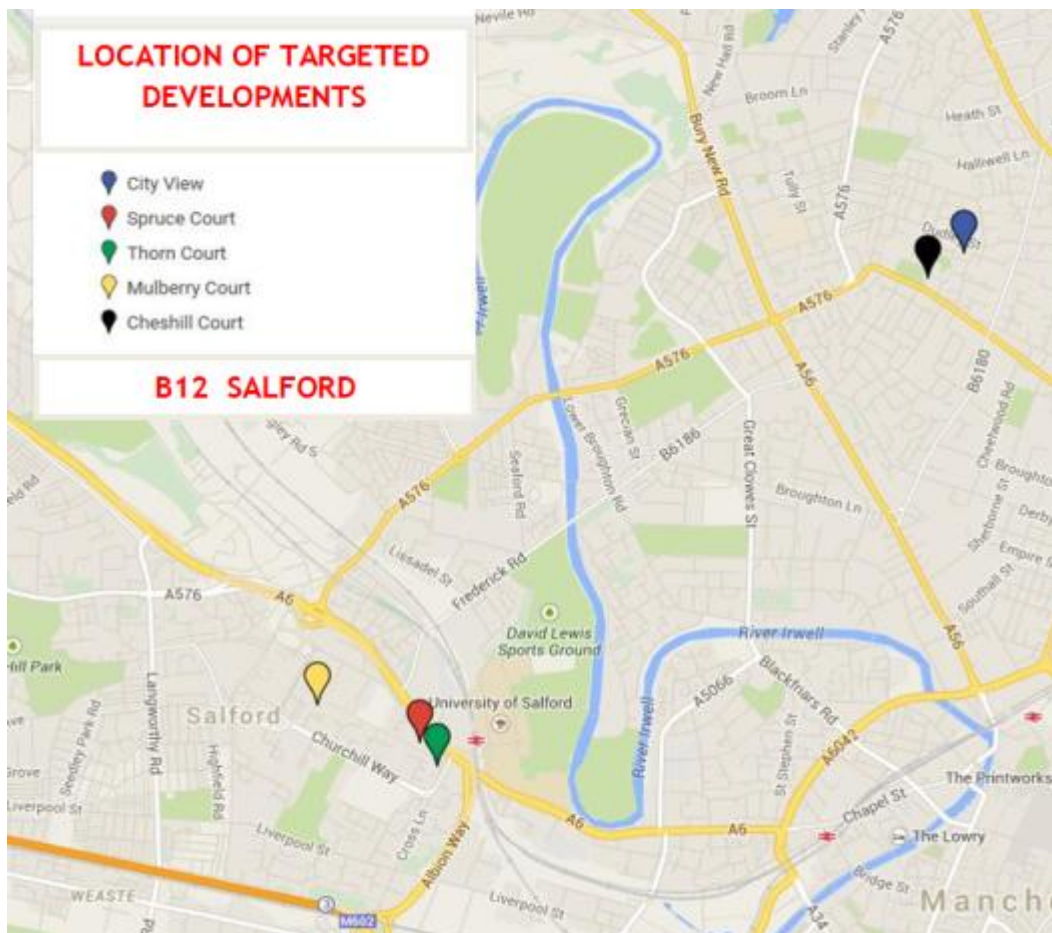
- 2.1 The facilities campaign is one of 12 campaigns run by GMWDA. The campaign was delivered by GMWDA in partnership with Salford City Council, targeting 626 households across five low performing apartment blocks in Salford. It ran for 22 weeks from July 2014 to December 2014.
- 2.2 The campaign looked 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 apartment blocks, focus groups and engagement stands were carried out with residents. Questions were asked to identify problems regarding waste and recycling, any barriers they were facing to recycle (lack of bins, don't know what goes in each bin) and what they thought was important to help increase recycling in their apartment blocks. Feedback from this engagement was used to produce communication materials including recycling information packs and permanent signage located on or near to the communal recycling bins.
- 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.

3.1 The campaign targeted 626 households in high density housing in the Broughton and Langworthy wards of Salford. The apartment blocks were selected using district knowledge of apartment blocks with the potential to increase their levels of recycling.

Map: Location of Apartment Blocks



3.2 About Salford (<https://www.salford.gov.uk/citystatistics2011.htm>)

3.2.1 The City of Salford is a city and metropolitan borough of Greater Manchester, England. It is named after its largest settlement, Salford, but covers a far larger area which includes the towns of Eccles, Swinton and Pendlebury, Walkden and Irlam which apart from Irlam each have a population of over 35,000.

3.2.2 The city has a population of 233,933 and is administered from the Salford Civic Centre in Swinton. Of the total usual residents in households 37.1% live in flat/apartment/maisonette accommodation, 30.1% terraced, 40.2% semi-detached, and 10.8% detached. (Derived from 2011 Census data)

3.2.3 Of the total population the majority is white 90.1%, followed by Asian

4.1%, Black 2.8% and mixed ethnic groups 2%. (Derived from 2011 Census data)

3.3 About the apartment blocks

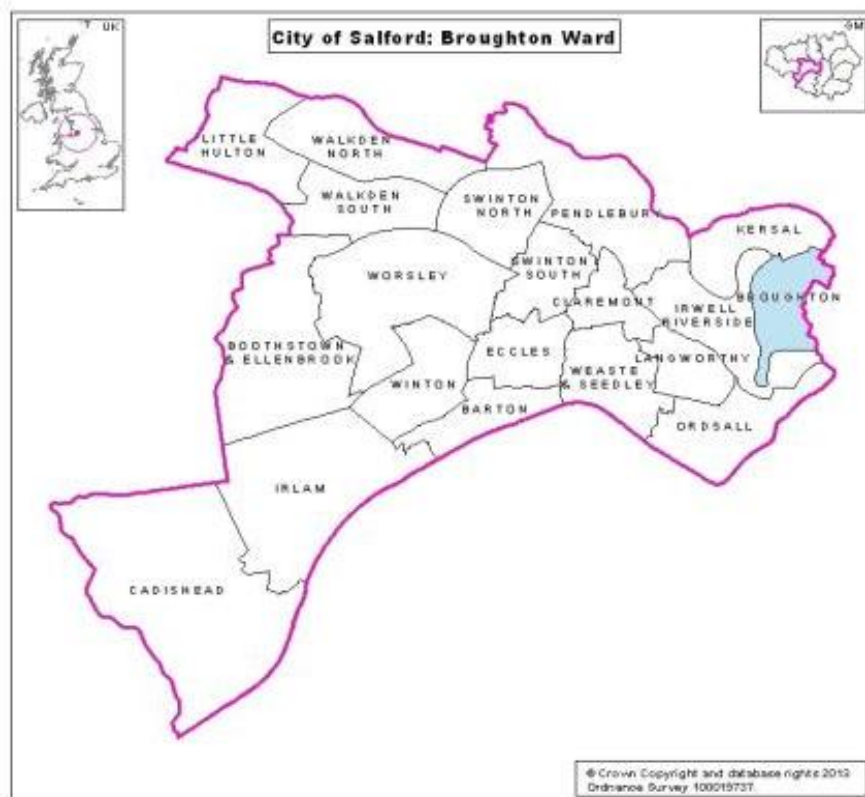
3.3.1 The five apartment blocks (626 households) were situated in the wards of Broughton and Langworthy and managed by three different housing providers Salix Homes, Pendleton Together and Block Property Management.

3.3.2 About Broughton

Lower Broughton has suffered a significant loss of population over recent decades. Historically the area has suffered from crime, health, and unemployment problems. However, since 2004, Lower Broughton and Higher Broughton have been redeveloped with a mixture of town houses and flats. Much needed local services, including a new library, nursery, youth club and sports facilities have also been provided through the opening of the Broughton Hub in 2011. A new school (Riverside Primary) opened in 2011 and Green Grosvenor Park provides a high quality new facility for the local community.

Of Broughton total population (13,869), 23.3% live in flats (Derived from 2011 Census data. <https://www.salford.gov.uk/wardstatistics2011.htm>)

Image: Map of Broughton ward



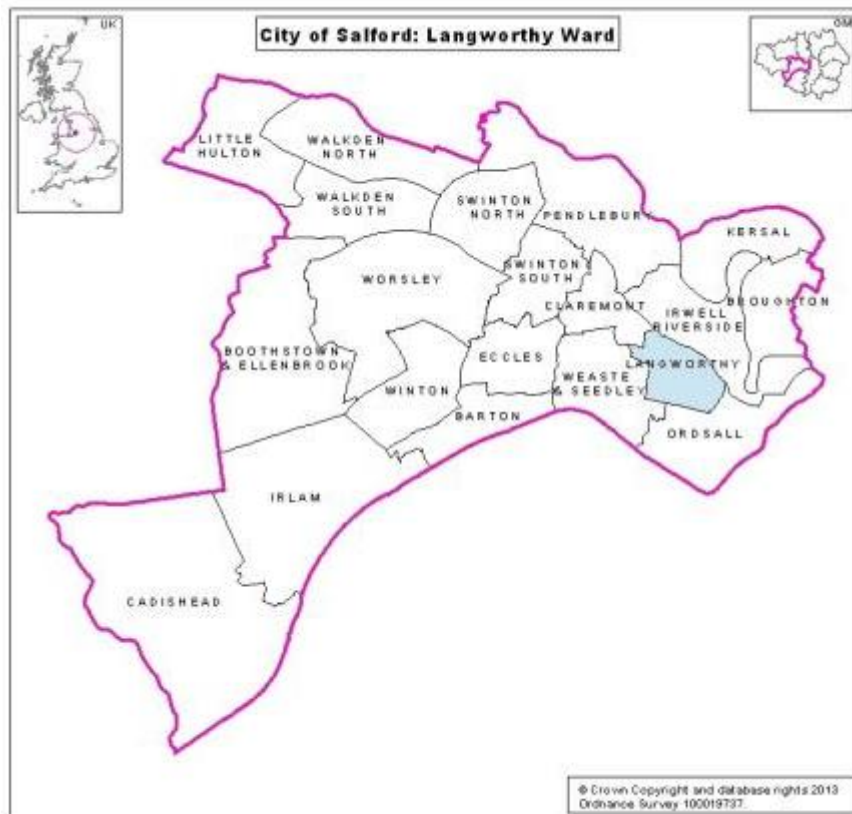
3.3.3 About Langworthy

Large parts of the neighbourhood, in common with the rest of Central Salford, suffer from significant problems of deprivation, with low demand and obsolete housing and underused land and buildings.

To help regenerate the area, Langworthy was part of a Housing Market Renewal Initiative scheme up to 2011. Since then, the area has seen further investment seen from Salford City Council and partner organisations.

Of the total population (12,935) 33% live in flats. (Derived from 2011 Census data. <https://www.salford.gov.uk/wardstatistics2011.htm>)

Image: Map of Langworthy ward



3.4 Apartments collection service

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

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

3.4.2 Salford's current recycling rate is 41% (as of December 2014).

Section 4: Demographics

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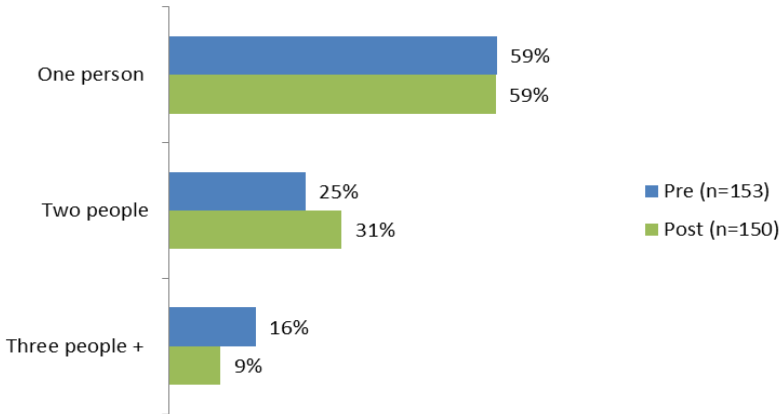
4.1 A series of demographic questions were asked to ensure that the respondents from the pre and post-evaluation were comparable. These were:

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

4.2 Size of household

In the pre and post-evaluation under two thirds (59%) of households consisted of one person. While more two people households made up the sample post-evaluation at 31% compared to 25% pre-evaluation.

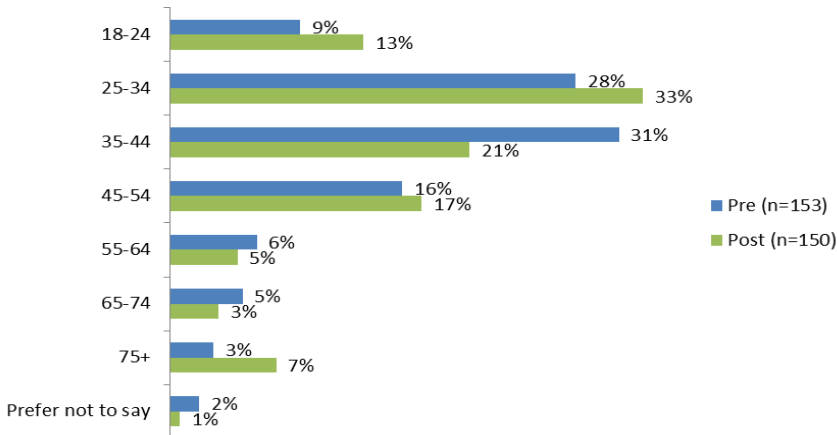
Figure: Household size of respondents



4.3 Age group of respondents

Post-evaluation almost half (46%) of the respondents fell into the younger age group (18-34) followed by 38% in the middle age group (35-54). Lastly 12% fell into the older age group (55+). This varies from the pre-evaluation where 17% fell into the younger age group, followed by 47% in the middle age group and 14% fell into the older age group.

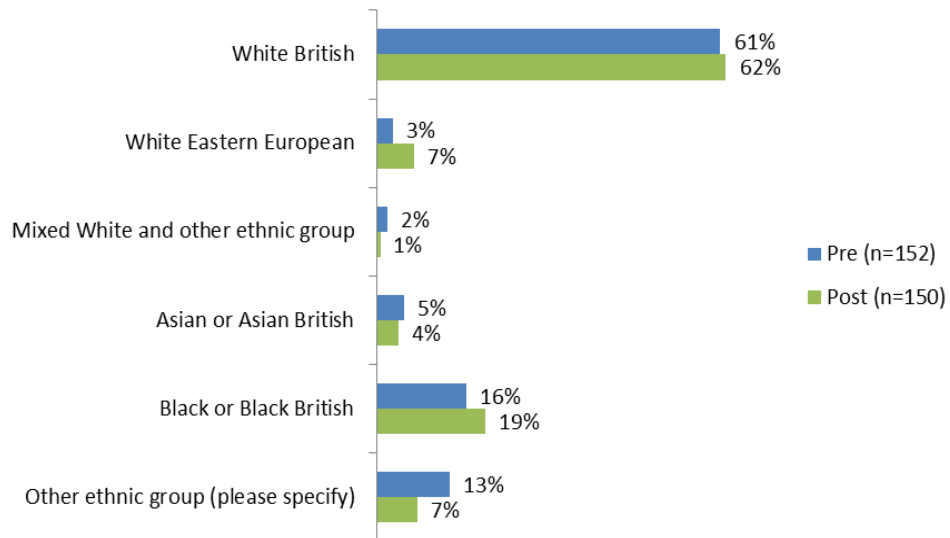
Figure: Age group of respondents



4.4 Ethnic group

Around six in ten classified their ethnic origin as 'White British' in both the pre (61%) and post (62%) evaluation periods.

Figure: Ethnic group of respondents



Section 5: The Approach to the Campaign

5.

- 5.1 The campaign primarily employed two members of staff, a Campaign Officer and an Outreach Worker from GMWDA. However to ensure the campaigns success the whole LIFE+ team was utilised to aid with the delivery of the bags and caddies to residents.
- 5.2 The target audience was residents who wanted to recycle but lacked the facilities and/or knowledge to do so, residents who were not motivated to recycle, and those residents who already recycled some items but not everything. It was expected that over the life time of the campaign, residents would understand why they are being asked to recycle, and then continue to recycle as part of their normal routine.
- 5.3 The main elements of campaign delivery were broken down into three distinct periods: research, engagement and behavioural change, with pre and post monitoring (via face to face surveys) occurring before and after the main campaign periods.
- 5.4 **Table: B12 Salford campaign time frame**

Research (4 th Aug -29 th Aug) - Developing contacts, communications, getting to know the area, list of community groups, ordering bags and caddies	Engagement (1 st Sep - 3 rd Oct) - Attending residents meetings and arranging focus groups	Behavioural Change (6 th Oct - 14 th Nov) - Events, media, delivery of campaign material, bags and caddies, and resident engagement
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5.5 Research period

5.5.1 Contact with local housing providers and management agents

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

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

5.5.2 On-site assessments

Project Officers alongside a representative from the local authority waste and recycling team, and where possible a representative from the

housing provider (e.g. caretaker) carried out on-site assessments of each selected apartment block.

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

Image: Communal recycling facilities - Salford City council



5.6 Engagement period

5.6.1 Focus groups / surveys

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.

Questions were also asked to:

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

“Publicity should be ‘eye catching’, informative and drive home the message of why recycling is so important.”

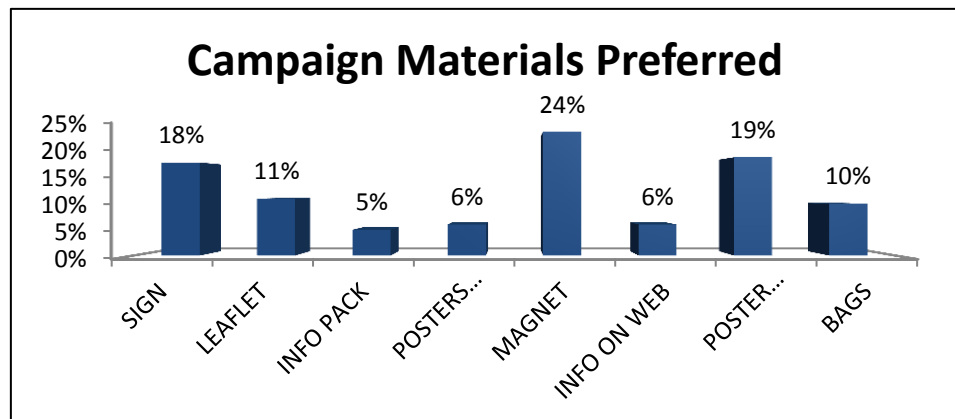
Feedback from focus group attendee

Image: Focus Group at Thorn Court



Feed-back from the focus groups and surveys stressed the importance of producing clear, simple and educative communication material, preferably in the form of a fridge magnet and large signage placed in the recycling areas.

Graph: What campaign materials would you prefer?



Residents also suggested that an incentive scheme should be activated to encourage people struggling with general deprivation issues to prioritise recycling:

“There should be incentives and, in the case of blocks, benefits to the Association for the benefit of everyone to encourage current non-recyclers”

Feedback from focus group attendee

5.6.2 Engagement stands

A total of five on-site engagement stands, one for each apartment block, were held by Project Officers. Prior to the event a letter was delivered to every resident inviting them to attend.

The events offered residents the chance to discuss any issues or concerns they had regarding recycling and the installation of new

facilities.

Image: Engagement stand



5.6.3 Educational visits

To help residents understand why they were being asked to recycle and to educate them in correct recycling behaviour a visit to the recycling education centre at Sharston, Manchester was organised.

Residents received a site tour of the Material Recovery Facility as well as an informative class with a detailed explanation and activities on how recycling is sorted and separated.

5.6.4 Site selection for installation of facilities

Following feedback from residents, caretakers and housing providers, a site for installation of new facilities was selected ensuring easy access for residents. In some cases this required tarmacking/concreting of an outdoor area.

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

5.6.5 Development of campaign materials

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

a) Information packs

The pack consisted of an A4 letter and an A5 fridge magnet illustrating to residents how to use the recycling bag and food caddies, and why new facilities were being installed.

The information also showed where the communal recycling facilities were located. Contact details were provided to the resident in case they would like more information on recycling or how to report a lost, damaged or stolen food caddy or recycling bag and how to order further liners. Leaflets were kept clear and simple to overcome any barriers for residents who did not speak English as a first language.

Image: Apartments with food waste - A4 letter and leaflet



b) Fridge magnets

Residents felt that the recycling information would be better received as a magnet rather than a leaflet which could easily be misplaced or not looked at. The magnet showed residents what items should go in each recycling bin and reiterated information about bulky waste removals.

Image: A5 Fridge magnet



c) Signage

Clear, easy to follow signage was produced for installation at the communal recycling bins and for use in communal areas.

Image: A1 permanent signage - Apartments with food waste



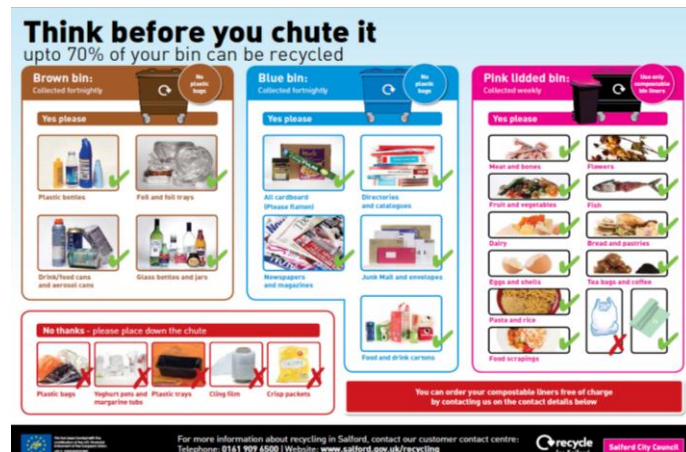
Image: A1 permanent signage - Apartments without food waste



Image: A4 poster indicating shared recycling bins location



Image: A3 Chute poster



5.7 Behavioural change period

5.7.1 Installation of facilities

At the beginning of the behavioural change phase, 10 new communal recycling containers were installed across five locations: three 1110 litre commingled (mixed recycling) bins, three 1100 litre pulpables (paper and cardboard bins), four 500 litre organic food waste bins.

5.7.2 Door-to-door distribution of bags and caddies and information packs

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

Image: Bags and caddies



Distribution was undertaken by a team of Project Officers as it was felt that face-to face contact was more likely to overcome barriers such as literacy and language. Those who responded to the door knocking were given a brief explanation of the campaign and the tools they were receiving and asked if they had any questions about recycling in the apartment block.

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

Image: Sorry we missed you cards



5.7.3 Installation of signage/posters

Hard-wearing, galvanised permanent signage (see 5.6.5 b) was distributed to the housing providers to be installed by their caretaking teams in the recycling bin areas. The signage was simple and easy to understand, using pictorial images, to encourage correct recycling behaviour. It could also be moved should the recycling facilities be changed or old recycling bins removed.

Chute sign posters were installed in apartment blocks where residents were using a chute system. Posters stating the location of new facilities were placed in communal areas and on noticeboards (see 5.6.5 b).

5.7.4 Follow-up visits

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

Section 6: Results

6.

6.1 During the pre-evaluation period 150 face to face, 9 postcard and 3 online surveys were completed. For the post-evaluation period 150 face to face and 7 online surveys were completed, no postcard surveys were submitted. The surveys looked to evaluate the effectiveness of the campaign by exploring the change in the respondent's level of commitment to recycling, awareness, claimed usage and barriers to using recycling services as well as recall of the campaign delivered and if this has had an impact on behaviour. The combined results are presented below.

6.2 Surveys

6.2.1 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.



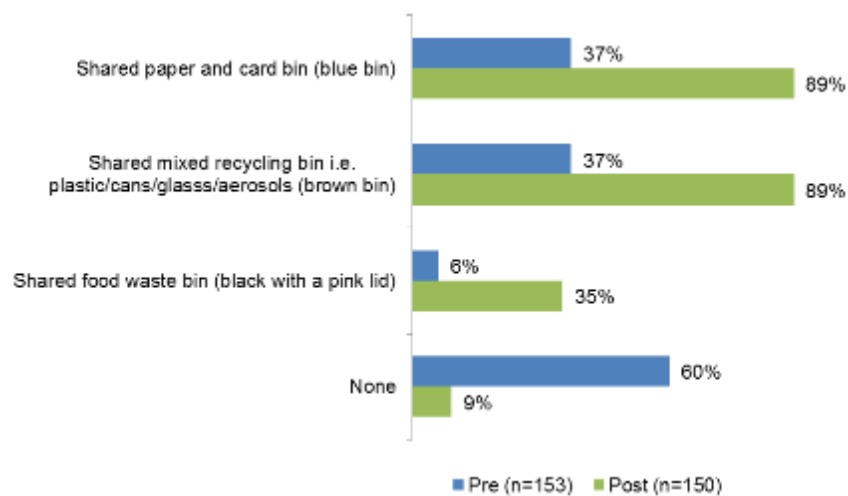
Base (n=132)

Claimed to recycle more since receiving campaign materials

6.2.2 Awareness of recycling collection services

Levels of awareness increased for all three waste streams. Awareness of the shared paper/card and shared mixed recycling bins both increased by 52%, from 37% to 89% post-evaluation. Awareness of the shared food waste bin increased by 29%, from 6% (pre) to 35% (post).

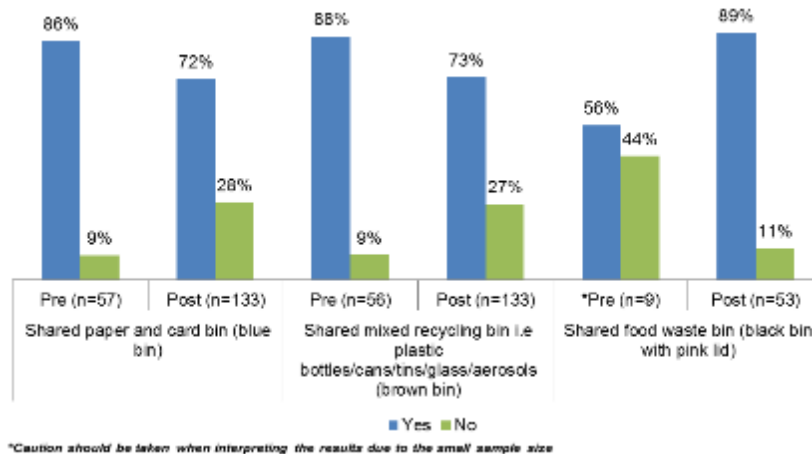
Figure: Awareness of recycling collection services



6.2.3 Claimed usage of recycling collection services

Of those aware; although the percentage of users that claimed to use the dry recyclate bin decreased the total number of respondents using the bin has increased substantially post-evaluation. Post-evaluation, 89% of those that were aware of the shared food waste collection claimed to use it.

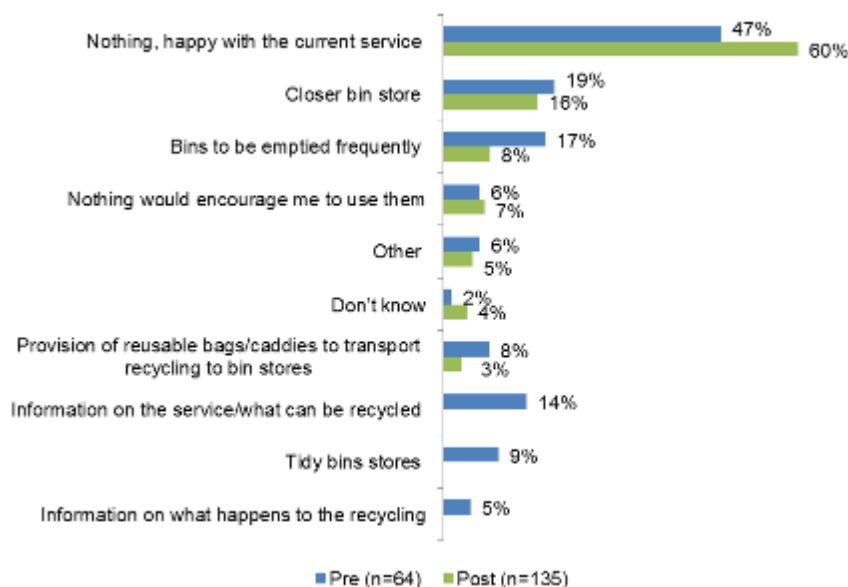
Figure: Claimed usage of waste and recycling collection services.



6.2.4 Encouragement to use services more

To understand what motivates people to recycle; respondents were asked what would encourage them to recycle more than they currently do. Since improvements were made to the service, and delivery of the campaign, the happiness of the respondents has increased from 47% to 60% post-evaluation.

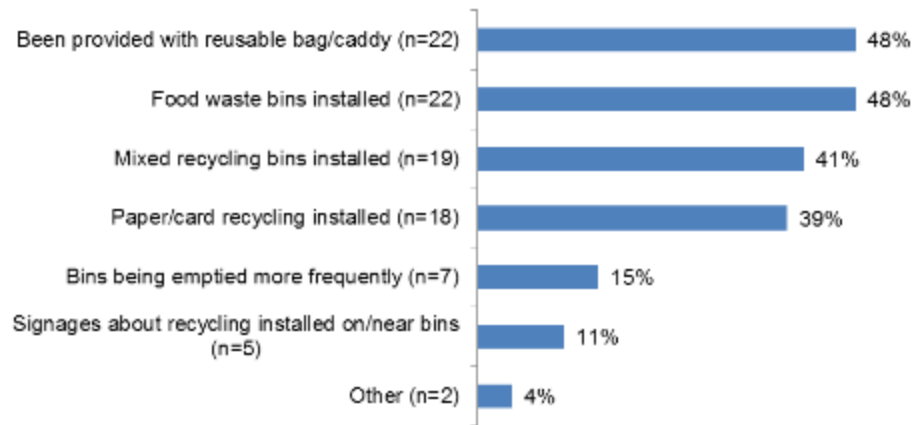
Figure: What would encourage you to use the service more than you currently do?



6.2.5 Improvements to recycling services

During the post-evaluation period, respondents were then asked if they had noticed any improvements to the recycling services provided at their flats, under a third (29%) had. When asked what this was, most commonly cited (48%) was being provided with reusable bags/caddies or having food waste bins installed. This was followed by 41% citing mixed recycling bins installed and 39% recalling paper/card recycling bins installed.

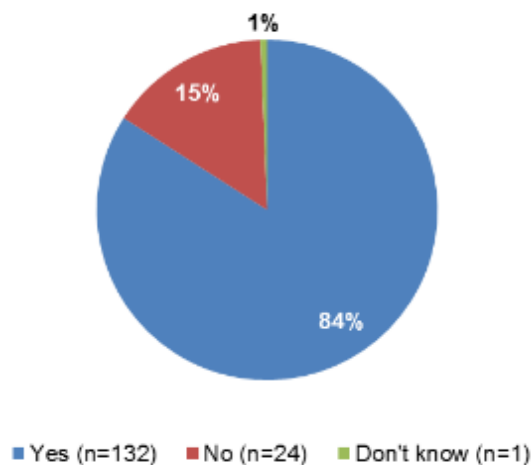
Figure: What improvements have you noticed to the recycling services at your flat?



6.2.6 Recall of recycling campaign

In order to establish whether respondents could recall the recycling campaign, respondents were asked to think back over the last three months and state whether they had seen, heard or received any information around waste and recycling in their area. The majority (84%) recalled some form of communication.

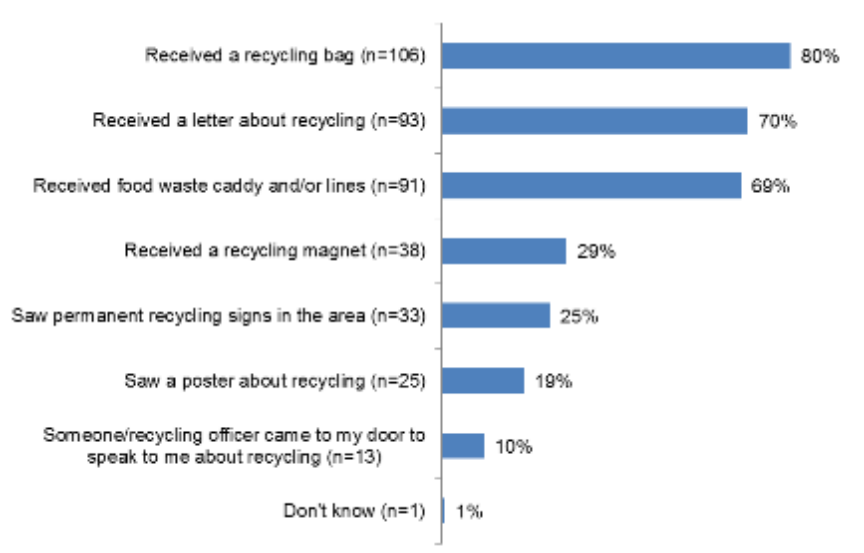
Figure: Campaign recall



6.2.7 Which communication materials did respondents recall?

Respondents that stated they did recall seeing information about recycling in their area in the previous three months were asked what they remembered seeing. Most commonly mentioned was ‘received a leaflet about recycling’ at 80%, followed by 70% citing ‘received a recycling bag’ and 69% ‘received food waste caddy and/or liners’.

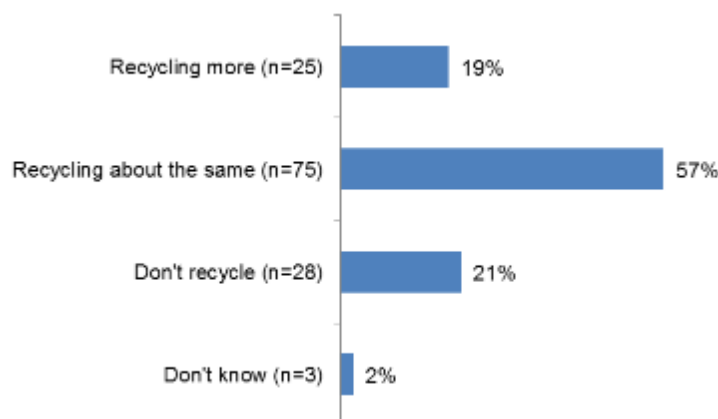
Figure: What information respondents recalled seeing, hearing or receiving?



6.2.8 Changes in behaviour

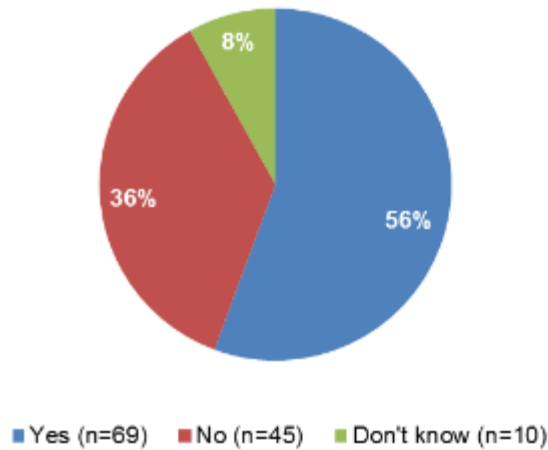
Respondents were asked if receiving the recycling campaign materials had changed their behaviour towards waste and recycling. Over half (57%) stated that their behaviour hadn't changed, although positively 19% claimed to recycle more.

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



Respondents were asked if seeing the recycling campaign materials had given them a better understanding of recycling/waste services available to them. Just over half (56%) said that it had, with the remaining stating no (36%) or don't know (8%).

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



6.2.9 Commitment to recycling

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

These questions ask:

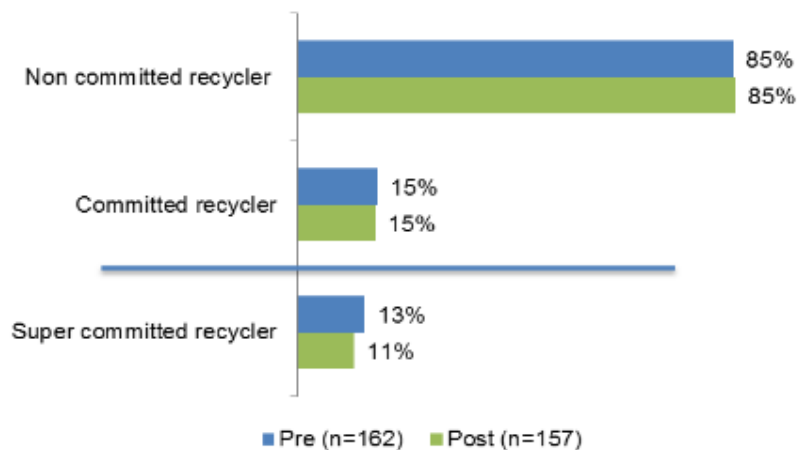
- a) how important recycling is to the respondent;
- b) how they would describe their attitude to recycling; and
- c) how much they recycle.

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 has remained consistent at 15%, (Nationally the level of Committed Recyclers is 75%). Of the 15% classified as Committed Recyclers, 11% fell into the Super Committed Recycler matrix.

Figure: Commitment to recycling



6.3 Staff costs / time (2014 conversion rate)

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

6.4 Cost of campaign materials / facilities

Description	(€)	(£)
3 x110 litre brown recycling containers	921.48	761.55
3 x110 litre dark blue recycling containers	921.48	761.55
4x500L lack recycling containers	1442.32	1,192.00
880 x kitchen caddy liners	902.07	745.51
1104 x 7 litre kitchen caddies	1456.07	1,203.36
975 x blue and 1000 x brown recycling bags	1565.14	1,293.50
Design and print of 680 x A4 double sided letters	378.97	313.20
Design and print of 20 x A4 communal posters	69.21	57.20
Design and print of 5 x A1 landscape encapsulated recycling information signage	242.00	200.00
Design and print of 640 x A5 recycling information fridge magnets	221.67	183.20
Additional monitoring	121.00	100.00
Other (focus groups, training)	294.57	243.45
TOTAL	8,535.97	7,054.52

6.5 Cost per head (excluding personnel costs)

(€)	(£)
13.64	11.27

6.6 Cost per head (including personnel costs)

(€)	(£)
21.78	18.01

Section 7: Conclusion

7.

- 7.1 The campaign has had a positive effect, with more respondents being aware and using services. 19% claimed to recycle more since receiving some form of communication material. In addition to this, overall awareness has increased significantly for all recycling waste streams assessed. This shows a positive shift towards pro recycling behaviour.
- 7.2 The levels of awareness of the shared recycling collections increased for all waste streams, most notably for the shared dry recycling collections. During the pre-evaluation around a third (37%) were aware of the shared paper/card bin and/or the shared mixed recycling bin, post-evaluation this increased to 89% for both waste streams. When assessing claimed usage of those aware of the bins, the overall percentage has decreased for both the shared dry recycle bins, but the total number of respondents using the bin has increased substantially post-evaluation.
- 7.3 Levels of awareness of the shared food waste bin also increased by 29%, from 6% (pre) to 35% (post). Of those aware 89% claimed to use the shared food waste bin post-evaluation.
- 7.4 A series of communications materials were developed for this campaign. The information contained in the communication materials was recalled by the majority of respondents (84%), with 'received a recycling bag' and 'received a letter about recycling' being most commonly mentioned. This recall seems to have had a positive effect on changing respondent's behaviour as just under a fifth of respondents now claim to recycle more. When asked if they feel that the campaign has now given them a better understanding of waste and recycling services available, 56% said it had.
- 7.5 In summary, the campaign has had a positive impact and changed behaviour with 19% claiming to now recycle more since receiving some form of communications material. In addition to this, overall awareness has increased dramatically for all waste streams assessed. This all shows positive shifts towards pro recycling behaviours.

Section 8: Key Learning Points

8.

- 8.1 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.
- 8.2 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 The caretakers should be encouraged to be actively involved in the engagement process as they can be crucial to ensuring that residents know how to use the facilities provided. They also have a direct interest in ensuring that waste facilities are used correctly and will guide future residents in familiarising themselves with the recycling scheme in place.
- 8.4 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 to reinforce recycling behaviour is recommended.
- 8.5 General deprivation issues impose other priorities for residents: this can prevent them from participating in what they consider more peripheral activities such as recycling. Dedicating resources on active engagement with residents improves communication and can help to carefully define the social context; it is highly recommended to avoid a one-size-fits-all approach.
- 8.6 When distributing bags and caddies, residents were often not at home. It is therefore important to make alternative arrangements for the delivery of recycling aids and communications. Some Housing Officers agreed that bags and caddies could be left on the resident doorstep; other preferred to leave the undelivered bags and caddies with the caretakers.
- 8.7 The frequency of waste collections needs to be considered when installing new facilities. Shared recycling bins can fill up quickly if the recycling scheme is positively welcomed by the residents. A failure in keeping the bins empty could result in recyclable waste being diverted back to the residual containers. Residents may also become demotivated, moving them away from the adoption of a pro recycling behaviour.

- 8.8 This campaign was carried out in phase two of the project and built on lessons learnt from apartment focused campaigns in phase one. Learnings included reducing the number of sites for the campaign to allow focused engagement to be undertaken.

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