
LIFE+ Up and Forward Project: Case Study

B2: Celebrating Recycling
Achievements
Area: Rochdale
Date: November 2013



LIFE11 ENV/UK/000389



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Section 1: Executive Summary

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 celebrating recycling achievements campaign reported on in this case study falls within the household theme. The delivery of the campaign was carried out in the Langley area of Rochdale in partnership with Rochdale Council. The campaign's main driver was the establishment of an events committee with volunteers from the local community. Committee members were encouraged to work with other residents, existing networks and environmental groups to plan and run a family event focused on waste and recycling (empowering the community).
- 1.3 Recycling ambassadors were recruited from the community and trained to carry out surveys in the local area to understand why people were not recycling and provide guidance on event activities.
- 1.4 The free event was held organised by community and received support from local businesses including a Riverside Housing, cafes, and two national supermarkets who supplied prizes for the event
- 1.5 Monitoring the impact of the campaign took place in a variety of ways. The number of households that were actively recycling was monitored and any change in the yield of recyclable materials collected in the area was calculated. Targets were set to increase both the set out rates in the study area and the weight of recyclable waste collected. These targets, and the formula used to set them for all of the GMWDA / EU LIFE+ projects are explained in more detail in the project handbook document.
- 1.6 The campaign was successful with all three recycle waste streams showing an increase in the two weekly set out rate; and all exceeding the target set. This increase shows that more households are using the services, thus moving towards pro recycling behaviours. Alongside this, the campaign received support from the local community and school involvement, by recruiting local Ambassadors and forming resident and environmental committee groups.

- 1.7 The bottom up approach recruiting volunteers from the community and in using local services for the event improved engagement. The campaign found that residents were more likely to listen and respond to people within their own community. A longer presence in the area would be beneficial in establishing further partnership working and in the recruitment of volunteers. A small community environmental group who were already established in the area became volunteers and still continue to work on the campaign, recruiting more members and expanding services in the area. The 'Environmental ambassadors' have become a registered charity.

Aims of the Campaign

- 2.1 The main aim of the campaign was to help local residents understand why they are asked to recycle and how to recycle correctly through a highly visual, fun, family event (organised by community volunteers).

Key objectives were as follows:

- a) to develop positive recycling behaviours amongst residents in deprived areas;
- b) increase the level of recycling for all of the current materials collected; and
- c) raise awareness of the importance of recycling.

Key Facts

- 3.1 The total cost of delivering the activity was €12,840.33 (£10,627.61), of which €9,397.28 (£7,782.11) was personnel costs and €3443.06 (£2845.50) was consumables. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.
- 3.2 290.65 hours were spent delivering the campaign.
- 3.3 One school was engaged with, including the delivery of a school assembly and an eco-group event planning meeting.
- 3.4 17 recycling ambassadors were recruited from the local community; with six attending an educational visit to GMWDA's recycling facilities
- 3.5 Three days were spent door knocking by seven recycling ambassadors with 82 surveys completed and analysed on recycling behaviour.
- 3.6 1500 events leaflets were distributed within the community.
- 3.7 Two focus groups were held with 28 attendees.
- 3.8 Three event committee meetings were held in community with 15 attendees.
- 3.9 170 residents engaged with at event.
- 3.10 Set out rates increased across all three recycling waste streams.

Results

4.1 Set out monitoring

For all three recycle waste streams the two weekly set out rate increased, with all exceeding the target set.

4.1.1 Pulpables recycling increased from 46% to 59%, a rise of 13%.

4.1.2 Commingled recycling rose from 55% to 68%, an increase of 13%.

4.1.3 Organics rose from 14% to 35%, an increase of 21%.

4.2 Weight monitoring

The weight of material collected in two waste streams increased following the campaign.

4.2.1 The weight of pulpables recycling decreased from 4.02 tonnes to 3.86 tonnes.

4.2.2 The weight of commingled recycling collected increased from 4.25 tonnes to 4.44 tonnes.

4.2.3 The weight of organics increased from 5.55 tonnes to 15.32 tonnes. (Some of the increase in the organics waste stream may be accounted for by the timing of the monitoring and seasonal trends in organic waste generation, where larger amounts of this waste will be generated in the growing seasons).

4.3 Targets

Targets were set to increase both the set out rates in the study area and the weight of recyclable waste collected.

All three waste streams saw an increase in set out rates with Commingled and Organics collections meeting the targets sets. The pulpables waste stream failed to exceed its target yet achieved 83.73% towards the target set.

4.4 The event

A successful community event was held, with involvement from a number of local residents. The event was well received within the local community with over 170 people in attendance. The campaign also gained support from several local and national businesses that provided prizes and gifts for the event.

Section 2: Introduction

- 2.1 The celebrating recycling achievements campaign is one of 12 campaigns run by GMWDA's Up and Forward project. The campaign was delivered by GMWDA in partnership with Rochdale Borough Council.
- 2.2 The campaign ran for 22 weeks, from November 2013 to March 2014, in Langley, Rochdale. It targeted 1500 households to raise awareness of the importance of recycling, embed correct recycling behaviour and increase recycling rates across three waste streams. The area was identified as low yielding and contained households with high levels of deprivation. As it has been recognised that there are often difficulties in reaching residents in hard to reach communities with the traditional approach of door knocking activities, the recycling message was refocused and moved into the community and delivered through a fun family event, with the help of local community groups and volunteers in the target area.
- 2.3 A community committee was established who met on three separate occasions to plan and develop activities to encourage changes in behaviour and increase the recovery of recyclable materials. The committee was made up of volunteer residents, representatives from schools, community groups and local environmental organisations in Langley, Rochdale.
- 2.4 To further improve two way communications with residents, a group of volunteers (recycling ambassadors) were recruited from the target area. It was assumed that by recruiting volunteers from the community, ambassadors would have better access to residents (than council workers) and would be able to deliver a more receptive message. This is aligned to behavioural change theory which identifies that the person delivering the message has an important impact on whether people are receptive to it.
- 2.5 Recycling ambassadors were trained to carry out surveys in the local area to understand why people were not recycling and provide feedback on event activities. To encourage changes in behaviour and increase the recovery of recyclable materials, insights gained during the consultation were used to develop event activities and produce key communication materials; this included an events leaflet and children's activity booklet.
- 2.6 The free event was held in the heart of the community and received support from several local businesses including the main housing provider Riverside, two national supermarkets and a community cafe, who all supplied prizes for the event.
- 2.7 It was expected that by working with a range of stakeholders and through the use of volunteers the community would feel empowered to tackle their own waste and increase recycling. It was also expected that the highly visual event would raise the profile and importance of recycling in the local area, which would in turn help to mould positive recycling habits at home.

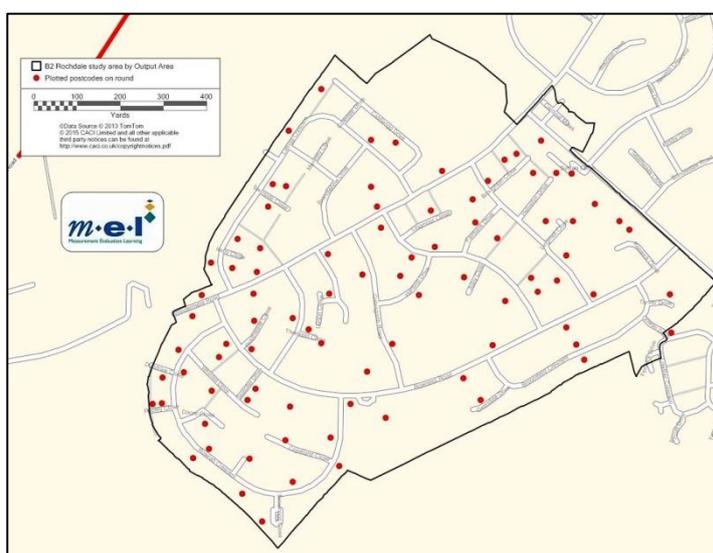
Section 3: Campaign Area

3.1 The campaign area of Langley in Rochdale was selected based on the following two data sets:

- a) weight data from waste and recycling collection rounds; and
- b) socio-demographic profile of the area.

It should be noted that the weight data from Rochdale waste and recycling collection rounds could not be used due to a recent round restructure, therefore tonnage records were not available. Round selection was based purely on socio-demographic data and local knowledge.

Map: Rochdale study area by output area



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

- 3.2.1 Rochdale is a large market town in Greater Manchester, England and is surrounded by several smaller settlements which together form the Metropolitan Borough of Rochdale.
- 3.2.2 Rochdale, population 211,699. Rochdale Borough is one of the most deprived areas of the country. This is reflected in low economic growth, poor life expectancy, higher crime levels, low skills, high levels of children and pensioners living in poverty and poor physical environment.
- 3.2.3 Reported in the 2011 census the population of 87.1% of people living in Rochdale were born in England. Other countries of birth were 4.3% Pakistan, 0.9% Scotland, 0.9% Ireland, 0.8% Bangladesh, 0.5% India, 0.4% Wales, 0.4% Northern Ireland, 0.2% Nigeria, 0.2% Zimbabwe.
- 3.2.4 Reported in the 2011 census 91.7% of people living in Rochdale speak English. Other languages spoken are 2.3% Urdu, 1.2% Panjabi, 1.0% Bengali, 0.9% Polish, 0.7% Pakistani Pahari, 0.3% South Asian Language, 0.2% Portuguese, 0.1% Kurdish, 0.1% All other Chinese.
- 3.2.5 Rochdale's current recycling rate is 35% (as at November 2013), the lowest rate in Greater Manchester.

3.3 About Langley (www.rochdale.gov.uk)

- 3.3.1 Langley is an area of Middleton in the Metropolitan Borough of Rochdale, Greater Manchester, England. It is 4.4 miles (7.1 km) south-southwest of Rochdale and 5.5 miles (8.9 km) north-northeast of Manchester City Centre. The Langley estate is an overspill housing development that was created in the 1950s for Manchester City Council. Families moved into the new housing from the slum clearance areas of Manchester. The area is predominantly White British and is classified as deprived was chosen by identifying a number of different factors including ethnic statistics, waste vehicle collection weights and information provided by Local Authority.
- 3.3.2 Reported in the 2011 census the population of Langley was 10,220 and is made up of approximately 51% females and 49% males. 94.6% of people living in Langley were born in England. Other countries of birth were 0.7% Ireland, 0.7% Scotland, 0.4% Wales, 0.3% Nigeria, 0.3% Northern Ireland, 0.2% South Africa, 0.1% Pakistan, 0.1% Kenya, 0.1% Hong Kong .
- 3.3.3 98.2% of people living in Langley speak English. The other languages spoken are 0.7% Polish, 0.1% Panjabi, 0.1% All other Chinese, 0.1% Mandarin Chinese, 0.1% Tagalog/Filipino, 0.1% Urdu, 0.1% Romanian, 0.1% Portuguese, 0.1% African language.

3.4 Household Collection Service

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

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

Table: Recycling Collections

Rochdale B2 - Recycling collections			
Waste stream	Collection day	Collection frequency	Containers used for collection
Commingled	Tuesday	Two weekly	Green with blue Lid wheeled bin
Pulpables	Tuesday	Two weekly	Blue wheeled bin
Organics	Tuesday	Two weekly	Brown wheeled bin

Section 4: Demographics and Acorn Data

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

4.1.1 ACORN profile by category

The table below presents the ACORN profile by Category and Group classifications of the study area and compares this to the Greater Manchester area as a whole. Almost two thirds (63%) of the households are classified as ACORN 5 'Urban Adversity', with 33% falling into Group Q "Difficult Circumstances and 30% falling into Group P "Struggling Estates". ACORN 5 areas are more likely to be deprived, with longer levels of unemployment and higher proportions claiming benefits.

Around 28% of households are classified as ACORN 4 'Financially Stretched', with almost all (23%) falling into Group M "Striving Families". This Group is characterised by poorer families with many children in terraced housing on post war estates with limited means. Unemployment levels may be above average.

Table: Acorn classification of Rochdale Study Area & Greater Manchester

ACORN Classification	B2 Rochdale profile		Greater Manchester profile	
	Count	%	Count	%
1 Affluent Achievers	34	2	212,941	18.5
1.A Lavish Lifestyles	0	0	11,111	1
1.B Executive Wealth	0	0	103,091	9
1.C Mature Money	34	2	98,739	9
2 Rising Prosperity	0	0	63,314	6
2.D City Sophisticates	0	0	18,119	2
2.E Career Climbers	0	0	45,195	4
3 Comfortable Communities	89	6	258,428	22
3.F Countryside Communities	0	0	5,987	1
3.G Successful Suburbs	0	0	52,546	5
3.H Steady Neighbourhoods	36	2	109,703	10
3.I Comfortable Seniors	29	2	30,665	3
3.J Starting Out	24	2	59,527	5
4 Financially Stretched	436	28	303,715	26
4.K Student Life	0	0	22,982	2
4.L Modest Means	26	2	132,581	12
4.M Striving Families	352	23	82,082	7
4.N Poorer Pensioners	58	4	66,070	6
5 Urban Adversity	980	63	310,023	27
5.O Young Hardship	0	0	112,302	10
5.P Struggling Estates	468	30	83,816	7
5.Q Difficult Circumstances	512	33	113,905	10
6 Not Private Households	17	1	1,651	0

In summary, based on the information collated above, the round selected for the B2 Rochdale campaign contained households with high levels of deprivation.

Section 5: The Approach to the Campaign

- 5.1 The campaign employed three members of staff, a Campaign Officer, Trainee Campaign Officer and Outreach Worker from GMWDA's LIFE+ team.
- 5.2 Following the selection of the target area (see section 3), monitoring of set out rates took place and the current weight of waste and recycling collected at the kerbside was established. Targets were then set to increase both the set out rates in the study area and the weight of recyclable waste collected.
- 5.3 The key target audience for the campaign was families. Families with children are traditionally better recyclers, therefore, it was assumed low income families (with children) would be the most effective route to increasing recycling rates in poorly performing deprived areas through a family fun day.
- 5.4 A subtle 'bottom up' engagement method was used; volunteers and residents were encouraged to discuss recycling between themselves in order to stage the event. This provided the opportunity to intervene in recycling behaviours, as the recycling message could be informally reinforced through designing, developing and staging the event.
- 5.5 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.
- 5.6 **Research period**

The research period of the campaign was used to assess the area. Valuable information about waste and recycling was gathered by driving around the area during a bin collection day to assess what bins were put out, what sort of contamination was being found in the bins, and the general state of the area. The information was used to identify problem and low performing streets. It also helped to identify areas which were experiencing fly-tipping problems and those streets where there are unoccupied houses.

5.6.1 Engaging with existing networks and associations

To incorporate existing local knowledge and experience, and to help develop effective delivery mechanisms for the campaign, Project Officers approached existing networks, housing associations, local businesses and community groups.

Local community centres and groups, housing associations and places of worship were identified and contact was made during this period. Meetings were arranged to explain the project and gain support.

Using these links a list of possible communication networks for the area was developed, including housing association newsletters, local newspapers, local websites and social media sites.

5.6.2 Recruiting volunteers

Recruitment of recycling ambassadors was undertaken by visiting established community centres utilising various activities classes and organised focus groups. Project Officers gained useful knowledge of the area and key community figures. Volunteers Recruitment poster were produced and displayed within the community.

A total of 17 recycling ambassadors were recruited. Community volunteers were

asked to commit over a three month period with Project Officers managing volunteer time inputs and providing support. Volunteers were trained in recycling and door step engagement and carried out pre-campaign surveys in the local area and act as community waste advisors for residents (providing a bottom-up approach).

5.6.3 Volunteer training

All of the Ambassadors were trained in recycling and door step engagement; two groups attended training sessions that lasting an hour each. Later in the project six Ambassadors attended an educational visit to GMWDA's recycling facilities.

5.6.4 Recruiting the events committee.

The event was to be resident lead 'from the bottom up' so an event committee had to establish. Flyers and posters were produced to recruit residents; these were distributed to local business and residents. Three meetings were to be held at various times of day to attract maximum number of attendees.

5.7 Engagement period

5.7.1 Volunteer community engagement.

The recycling ambassadors were asked to carry out pre-campaign surveys and act as community waste advisors for residents during the campaign. The volunteers used a combination of different technics to engage with resident. A number of volunteers did not want to door knock and do surveys so they held informal gathering with neighbours or in established community groups. At these groups they discussed recycling also reported any problems back to the Project Officer. Door step engagement was carried out over a three day period with a total of seven volunteers. Residents were asked to participate in surveys.

Image Volunteer engagement



5.7.2 Understanding recycling behaviour

To establish attitudes towards recycling surveys were carried out by Project Officers and recycling ambassadors.

The survey was designed and analysed by an external research company. The key objectives of the survey were to:

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

Surveys were carried out at the local primary school, door to door in the community and via digital media. A total of 82 surveys were completed and analysed with 27% stating they would be willing to attend a recycling-themed 'family event' in their local area.

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

5.7.3 Staging the event

In order to stage the event the committee met on three separate occasions with support from Project Officers. As the event was to be community led the first of these meetings enabled attendees to suggest what sort of event they wanted, it was decided that it would be a family fun day to be located at the local community centre. The second meeting was held to discuss and decide what activities should be at the event also to draft the communication material. The final meeting was to sign off the communication leaflet and allocate jobs for the volunteers on the day.

The following activities were completed in the run up to the event:

a) **Developing the event theme and activities**

In order to gather views from the wider community, volunteers approached residents to establish what activities they felt were appropriate. Information was gathered via face to face and informal chats.

b) **Focus groups**

The Project Officers held a number of community focus groups to obtain local knowledge of the area, also to familiarise themselves with local barriers to recycling. The exercise was also to tell residents about the campaign and recruit recycling ambassadors and people to join the events committee.

c) **School engagement**

Bowlee Primary school was approached to take part in organising the events also participate in a recycling sticker competition. The eco class helped coordinate the competition within the school. The Project Officers held a school assembly and each pupil was issued with a sticker template.

The five winning entries stickers were produced and issued at the event, the winning pupils also received a prize at the event. The eight members of the eco class also became a sub event committee and volunteered at

the event on the day. 200 surveys were distributed to parents and guardians via the school with a letter attached about the campaign and family fun day. 28 surveys were returned.

Image: School assembly and sticker competition



d) Producing campaign materials

Campaign materials were developed following feedback from the community. These included posters, leaflets, stickers and a children's recycling themed activity booklet. To engage the community further the local youth group was approached to design event posters. The design was incorporated into promotional leaflets and newspaper adverts. A competition was also held in the local primary school to design recycling themed stickers for use at the event.

Image: Event committee notice



The above poster was updated and redistributed to shops, schools and public amenities throughout the estate of Langley for each meeting.

Image: Family fun day promotional flyer



The above flyer was developed by the events committee with input from the Eco class. Information obtained from the door step engagement showed that there was a lack of understanding of what could be recycled in the commingled bin. An A5 flyer was produced to promote the family fun day included recycling information. 100 posters were displayed in shops schools and public places throughout the area. 1500 flyers were hand delivered to households.

e) Sticker competition

To encourage children and their parents to attend the event, Project Officers in partnership with the local school ran a design a sticker competition around recycling. There were 200 entries from the pupils of Bowlee primary. The winners were announced at the event.

Image: Stickers created as part of a competition



5.8 Behaviour change period - The event

It was decided from several options to hold the event at one of the local community centres as it had outdoor facilities and was central on the estate. The committee recruited local members of the community to run a majority of the activities, including craft club gardening group, DJ and local football coach it was considered by using local well know people from the community it would encourage residents to attend.

Other activities at the event included:

a) Digital game

The interactive game developed for the campaign 'Getting Wasted' was available for residents to play and download.

b) Information stand

A recycling information stand manned by members of the Authority was the available for residents to order missing bins and received information. Resident was asked to complete a survey about the campaign they were encouraged to do this by entering a free prize draw to win prizes donated by local business.

c) Superhero

The recycling superhero character developed for the campaign gave out prizes and interacting with residents.

Image: B2 Rochdale Community Event



Section 6: Results

6.1 The event

The event was well received within the local community with over 150 people visiting on the day. 91% of who were from within the targeted postcodes. 87.9% said that the event would make them think more about recycling. 12 requests for recycling bins were received and subsequently delivered.

6.2 Pre surveys - Understanding recycling behaviour

6.2.1 Attitudes towards recycling

32% felt that they were 'good' recyclers and an encouraging 27% were willing to attend a recycling-themed 'family event' in their local area. 94% felt the recycling system was easy to understand and 63% wanted the council to spend more money on promoting recycling.

6.2.2 Recycling behaviour

Overall, paper/cardboard (91%), glass bottles/jars (94%), plastic bottles (93%) and cans (91%) were the most widely recycled items. The number of residents recycling the wrong items in the commingled waste stream was found to be high. 60% recycled margarine/butter tubs, 55% yoghurt pots, 39% plastic bags.

To address the issue of high levels of plastic contamination information about correct recycling of plastics was included on the reverse side of the event promotional leaflet.

Almost all currently had a green (paper) and a blue (commingled) bin at home (both 99%), with 87% owning a brown bin for recycling of organics. On exploring the frequency of use of kerbside collection services, it was encouraging that most households put out each bin 'every time'.

To encourage the uptake of recycling bins, residents were able to order bins at the event.

6.2.3 Understanding

On being asked which bin they were supposed to put different items in, 79% to 89% identified the correct colour bin to the right waste stream.

6.2.4 Motivators/Inhibitors

On exploring the 'barriers' to recycling, 13% felt that the bins were not collected enough. Overall, the key 'motivator' for residents' recycling was their concern for the environment (78%), with 'doing their bit' also notable (52%).

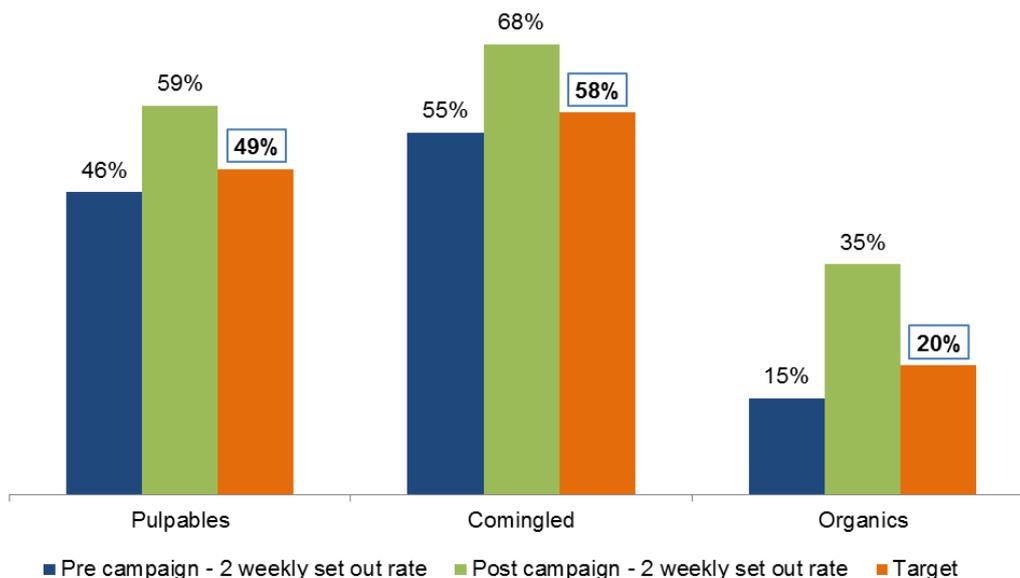
6.3 Participation Monitoring

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.

Calculating the set out rate involves monitoring the number of recycling (or waste) containers presented for collection on two consecutive collection days. If a household presents containers for emptying at least once during the two collection days that were monitored they were counted as participating.

Two weekly set out rate pre and post monitoring with target - All of the waste streams achieved the targets for improving set out rates in the study area. Pulpables recycling increased from 46% to 59%, a rise of 13%. Comingled recycling rose from 55% to 68%, an increase of 13%. Organics rose from 14% to 35%, an increase of 21%.

Graph: Pre and post monitoring set out rates with target



6.3.1 Pulpables

The pre campaign two weekly set out rate for the pulpables collection was 46%. The post campaign two weekly set out rate for pulpables collection was 59%. The two weekly set out rate for pulpables increased by 13% following the campaign.

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

Pulpables round	Pre			Post		
	Set out week 1	Set out week 2	2 Weekly set out rate	Set out week 1	Set out week 2	2 Weekly set out rate
Set out blue wheeled bin	445	472	660	590	668	850
%	31%	33%	46%	41%	46%	59%
Excess	17	25	38	18	16	33
%	1%	2%	3%	1%	1%	2%
Total	1446			1446		

6.3.2 Commingled

The pre campaign two weekly set out rate for the comingled collection was 55%. The post campaign two weekly set out rate for the comingled collection was 68%. The two weekly set out rate for comingled collection increased by 13% following the 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 with blue lid	552	572	791	724	769	984
%	38%	40%	55%	50%	53%	68%
Excess	1	1	2	6	10	15
%	0%	0%	0%	0%	1%	1%
Total	1446			1446		

6.3.3 Organics

The pre campaign two weekly set out rate for organics collection was 14%. The post campaign two weekly set out for organics collection was 35%. The two weekly set out rate for organics collection increased by 21% following the campaign.

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

Organics	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/kitchen caddy)	129	125	206	263	399	494
%	9%	9%	14%	19%	28%	35%
Excess overall	4	1	4	0	0	0
%	0%	0%	0%	0%	0%	0%
Set out brown wheeled bin	129	125	206	263	399	494
%	9%	9%	14%	19%	28%	35%
Excess	4	1	4	0	0	0
%	0%	0%	0%	0%	0%	0%
Set out *kitchen caddy	0	0	0	0	0	0
%	0%	0%	0%	0%	0%	0%
Excess	0	0	0	0	0	0
%	0%	0%	0%	0%	0%	0%
Total	1421			1421		

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. The majority of households in the target area (63%) are in ACORN 5 'Urban Adversity' and ACORN 4 'Financially Stretched' (28%) and, all of which reflect high levels of deprivation. A small number of households in the target area (6%) are in ACORN 3 'Comfortable Communities'. The tables below present the two weekly set out rate of the rounds by ACORN Category pre and post campaign.

6.4.1 Pulpables

The two weekly set out rate for ACORN 4 increased from 48% to 60%, an increase of 12%, whilst ACORN 5 increased from 42% to 56%, an increase of 14%. The two weekly set out rate for ACORN 3 increased by 6% from 69% to 74%.

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	%	
Acorn							
1 Affluent Achievers	25	34	74%	27	34	79%	6%
2 Rising Prosperity	0	0	0%	0	0	0%	0%
3 Comfortable Communities	61	89	69%	66	89	74%	6%
4 Financially Stretched	183	381	48%	228	381	60%	12%
5 Urban Adversity	388	929	42%	520	929	56%	14%
6 Not Private Households	3	13	23%	9	13	69%	46%
Total	660	1446	46%	850	1446	59%	13%

6.4.2 Commingled

The two weekly set out rate for ACORN 4 increased from 53% to 64%, an increase of 11%, whilst ACORN 5 increased from 52% to 68%, an increase of 16%. The two weekly set out rate for ACORN 3 decreased slightly by -1%.

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

Commingled round	Pre			Post			Change in 2 weekly set out
	Participated Properties	Total Properties	%	Participated Properties	Total Properties	%	
Acorn							
1 Affluent Achievers	30	34	88%	30	34	88%	0%
2 Rising Prosperity	0	0	0%	0	0	0%	0%
3 Comfortable Communities	74	89	83%	73	89	82%	-1%
4 Financially Stretched	202	381	53%	245	381	64%	11%
5 Urban Adversity	480	929	52%	628	929	68%	16%
6 Not Private Households	5	13	38%	8	13	62%	23%
Total	791	1446	55%	984	1446	68%	13%

6.4.3 Organics

There was an increase of 16% in set out rates for ACORN 4 (from 16% to 33%). There was an increase of 21% in set out rates for ACORN 5 (from 10% to 31%). The largest increase in participation was recorded for ACORN 3, the two weekly set out rate increased from 45% to 71%.

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

Organics	Pre			Post			Change in 2 weekly set out
	Participated Properties	Total Properties	%	Participated Properties	Total Properties	%	
Acorn							
1 Affluent Achievers	14	34	41%	20	34	59%	18%
2 Rising Prosperity	0	0	0%	0	0	0%	0%
3 Comfortable Communities	40	89	45%	63	89	71%	26%
4 Financially Stretched	62	381	16%	124	381	33%	16%
5 Urban Adversity	90	904	10%	284	904	31%	21%
6 Not Private Households	0	13	0%	3	13	23%	23%
Total	206	1421	14%	494	1421	35%	20%

6.5 Tonnage data

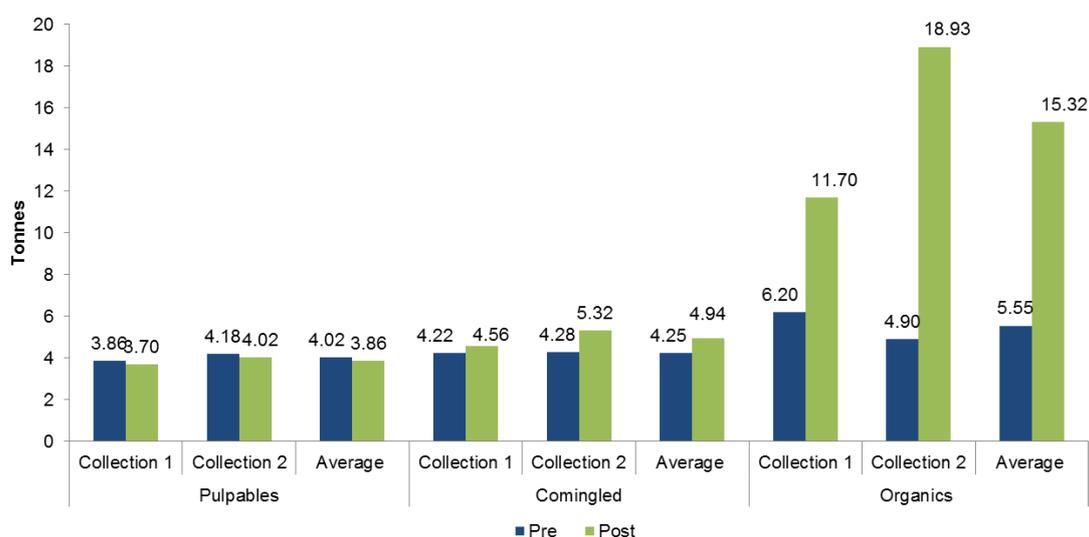
In the Rochdale B2 campaign area the weight of recyclable materials collected increased for commingled and organics waste streams whilst a decrease was observed for pulpables. The commingled and organics post campaign tonnages exceeded the targets set. The weight of pulpables recycling collected decreased by 0.16 tonnes or 3.98% (from 4.02 tonnes to 3.86 tonnes). The weight of commingled recycling collected increased by 0.69

tonnes or 16.23% (from 4.25 tonnes to 4.94 tonnes). The weight of organics waste collected increased by 9.76 tonnes or 178.85% (from 5.55 tonnes to 15.32 tonnes).

Table: Pre and post tonnage data and targets for Rochdale community events

	PULPABLES	COMINGLED	ORGANICS
PRE CAMPAIGN COLLECTION TONNAGE	4.02	4.25	5.55
TARGETTED % INCREASE	9.45%	7.66%	24.50%
TARGETTED TONNAGE INCREASE	0.38	0.33	1.36
TARGET TONNAGE (Y)	4.40	4.58	6.91
ACTUAL POST CAMPAIGN COLLECTION TONNAGE (X)	3.86	4.94	15.32
TONNAGE CHANGE	-0.16	0.69	9.76
% CHANGE	-3.98%	16.23%	175.85%
% OF TONNAGE TARGET ACHIEVED (X/Y)	87.73%	107.97%	221.57%

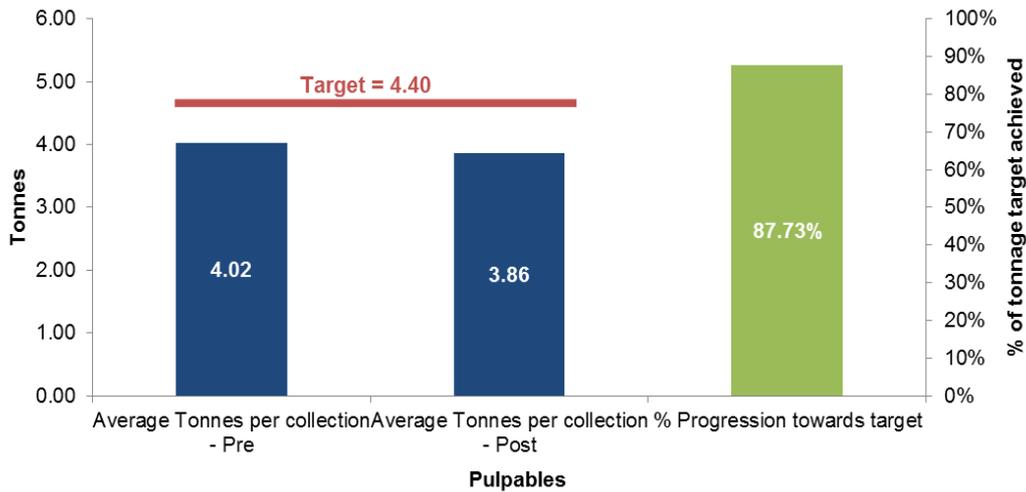
Graph: Average volume of recyclate collected (in tonnes) in the pre and post campaign periods



6.5.1 Pulpables

A collection target of 4.40 tonnes was set for pulpables recycling waste stream. The tonnages of pulpables recycling decreased following the campaign from 4.02 tonnes to 3.86 tonnes. The weight of pulpables collected decreased by 0.16 tonnes, with 87.73% of the tonnage target achieved.

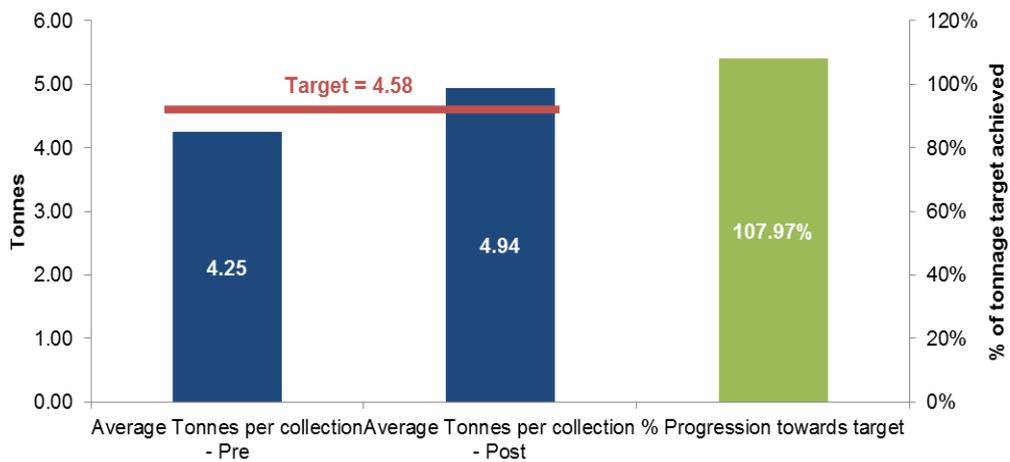
Graph: Average tonnes collected pre and post with target - pulpables



6.5.2 Commingled

A collection target of 4.58 tonnes was set for comingled recycling waste stream. The tonnages of comingled recycling increased following the campaign from 4.25 tonnes to 4.94 tonnes. The weight of comingled collected increased by 0.69 tonnes, with 107.97% of the tonnage target being achieved.

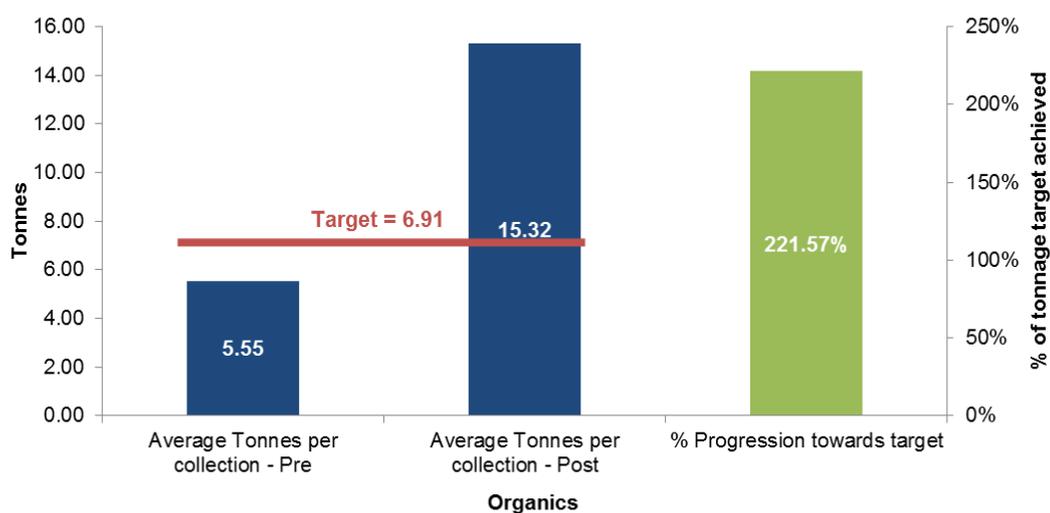
Graph: Average tonnes collected pre and post with target - comingled



6.5.3 Organics

A collection target of 6.91 tonnes was set for the organics waste stream. The tonnages of organic waste increased following the campaign from 5.55 tonnes to 15.32 tonnes. The weight of organics waste collected increased by 9.76 tonnes, with 221.57% of the tonnage target being achieved.

Graph: Average tonnes collected pre and post with target - organics



6.6 Staff costs / time

	(€)	(£)	Hours
Project Officer	61.57	50.99	3.75
Campaign Officer	6,614.86	5,478.42	353.66
Outreach Worker	2,720.92	2,252.70	220.9
TOTAL	9,397.28	7,782.11	290.65

6.7 Cost of campaign materials / ambassador training

Description	(€)	(£)
Ambassador training	118.58	98.00
Promotional leaflets	722.37	597.00
Focus group and committee meeting cost	166.98	138.00
Event Cost	1350.36	1116.00
Laminated ID badges (Ambassadors)	22.99	19.00
Bags	445.28	368.00
School sticker competition	78.65	65.00
Ambassador trips to GMWDA education centre	42.35	35.00
Bags for life	444.68	367.50
Other	50.82	42.00
TOTAL	3443.06	2845.50

6.8 Cost per head (including personnel costs)

(€)	(£)
8.56	7.09

6.9 Cost per head (excluding personnel costs)

(€)	(£)
2.30	1.90

Section 7: Conclusion

- 7.1 The celebrating recycling achievements campaign was successful in its aim to encourage changes in behaviour through a fun, family event, using trusted members of the community. The highly visual event provided an opportunity to deliver the recycling message in a positive way. The campaign resulted in an increase in set out rates and increases in the weight of material collected in the comingled and pulpables and organics recycling waste streams. There was a larger increase in the weight of organics waste collected in the campaign area; however this could be due to seasonal changes.
- 7.2 The campaign has shown that recruiting volunteers from the community allowed for improved engagement. Residents were found to be more receptive to listening and responding to people within their own community. Using the volunteers an event can be funded for a relatively small financial investment. It also give the campaign the ability to reach groups traditionally difficult to engage with on recycling issues, and who would have resisted contact at the doorstep for recycling awareness and educational programmes.
- 7.3 A key contributor to the success of the campaign was the commitment of the community committee in organising the event. Their experience combined with help of existing networks and associations allowed for the development of an effective communications solution. However it is important to note that volunteers often have other commitments and can prove hard to recruit. Time spent on community engagement and attending meetings is often minimal and volunteers in this campaign required continued support from Project Officers.
- 7.4 Work continues in the area by a local small environmental group who were already established when they became volunteers and have since become a registered charity. Working with volunteers from the local high school they work in the area and continue to engage with residents about all aspects of recycling and reuse.
- 7.5 In summary, for a relatively small financial investment, the campaign was able to deliver the recycling message to a demographic group that have been recognised as being 'hard to reach' with the traditional type of campaigns that involve doorstep canvassing to carry recycling messages.

Section 8: Key Learning Points

- 8.1 The bottom up approach recruiting volunteers from the community and in using local services for the event improved engagement. The campaign found that residents were more likely to listen and respond to people within their own community.
- 8.2 A longer presence in the area would be beneficial in establishing further partnership working and in the recruitment of volunteers. The move towards greater participation can be achieved only by gradual delegation of tasks as and when members of the local community and volunteers are available. Tapping into existing community and environmental groups is often the most realistic way of developing full community involvement or community control within the limited life span of most projects. It is also important to note that volunteers often have other commitments and can prove hard to recruit. Time spent on community engagement and attending meetings is often minimal and volunteers in this campaign required continuous support from Project Officers.
- 8.3 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 have highlighted the type and quantity of recyclable materials present in the residual waste stream in the study area and shown which materials offered the highest potential to increase the recycling yield if targeted by the campaign. A post campaign waste analysis would then have been able to track whether the residual waste contained a smaller proportion of the target materials. Unfortunately, the costs of waste analysis meant that monitoring in this fashion were outside the budget of the project for this campaign.
- 8.4 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. This means that the campaign and monitoring should be carried out over an extended period, (preferably over a year), to compare data from the same season. Due to the nature of this project and the timescales under which it was operated this has not been possible.