
LIFE+ Up and Forward Project: Case Study

B3: Community and
Business
Area: Oldham
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Contents

		Page
1.	Executive Summary	2
2.	Introduction	5
3	Campaign Area	6
4.	Demographics & Acorn Data	9
5.	The Approach to the Campaign	12
6.	Results	17
7.	Conclusion	25
8.	Key Learning Points	26

Section 1: Executive Summary

1. Introduction

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

The project started in June 2013 and ran until January 2015 and involved 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 community and business recycling campaign reported on in this case study falls within the household theme. The campaign targeted 1980 households in the Oldham area of Greater Manchester. It aimed to involve local businesses to support and reinforce kerbside recycling. This is seen as an effective mechanism to encourage a correct recycling behaviour as low income families tend to rely on local businesses.

- 1.3 Local businesses were recruited from the in Fitton Hill area of Oldham to work with the local council and GMWDA to improve recycling in the area. Ten businesses (including the local housing office and the library) were involved and each had premises within the locality. Selected businesses provided recycling information points with a display of leaflets and guides, to help residents recycle correctly. As an incentive to help residents take part and raise awareness; free reusable bags for life were also distributed.

- 1.4 Following lessons learnt from phase 1 the campaign looked to 'reward' correct recycling behaviour and participation with residents only being able to claim a free bag for life from participating stores if they had recycled correctly.

Each resident had a 'tag' posted through their doors along with instructions of how to take part in the campaign. Residents were asked to write their address on the tag and attach it to their commingled recycling bin. If the bin had the correct items inside and was not contaminated then a 'free bag for life' token was posted through their doors. To claim the bag residents had to take the tokens they received to any participating stores and make a purchase. With the bag residents received recycling information.

- 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 Despite high awareness of the campaign (79%), the weight of recycling collected in pulpables and commingled waste decreased. The set out rates (the percentage of households presenting waste for collection at least once during two consecutive collections) also decreased in both waste streams from 57% to 54% in pulpables and from 67% to 55% in commingled. However, following the campaign there was a 15% decrease in contamination levels recorded in the commingled waste stream. The set out of the organics waste stream increased, but just fell short of the target set. Weight data was not available to the organics waste stream.
- 1.7 Careful consideration needs to be given to the target area. To measure the recycling rate in the most economical way waste vehicle collection weights were used. However, recycling and residual waste collection rounds cover a different number of properties so did not match exactly. It was therefore necessary to draw a boundary and exclude some properties from the calculation.

2. Aims of the Campaign

- 2.1 The aim of this campaign was to involve local businesses in a low performing area to support and reinforce kerbside recycling of cans, plastic bottles and paper/card.

Key objectives were as follows:

- a) to increase waste prevention, reuse and recycling behaviours amongst residents in deprived areas, as well as reduce contamination in the recycling bins;
- b) increase participation in low performing areas towards those of the best performing areas with a target to at least half the difference; and
- c) reduce the overall amount of waste collected in the area.

3. Key Facts

- 3.1 The total cost of delivering the activity was €15,085.30 (£12,480.94), of which €7,847.00 (£6,498.88) was personnel costs and €7,238.29 (£5,982.06) was consumables. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.
- 3.2 451 hours were spent delivering the campaign.
- 3.3 The campaign was delivered in partnership with Oldham Council under a Service Level Agreement (SLA).
- 3.4 10 businesses signed up to campaign.

- 3.5 Two community focal points signed up to campaign.
- 3.6 Four recycling ambassadors recruited from the local community.
- 3.7 94 surveys completed and analysed on recycling behaviour.
- 3.8 1700 campaign leaflets distributed within the community.
- 3.9 38 days spent by recycling ambassadors on promoting the campaign.
- 3.10 1700 reward tags distributed with 375 bins tagged.
- 3.11 285 tokens redeemed for a bags for life.
- 3.12 The set out rate for the organics waste stream increased.

4. Results

4.1 Set out monitoring

The organics increased by 3%, from 19% (pre) to 22% (post). The commingled waste stream decreased by 12%, from 67% (pre) to 55% (post). This was followed by the pulpables decreasing by 3%, from 57% (pre) to 54% (post).

4.2 Weight monitoring

Weight data was not available to the organics waste stream. From the data available it can be seen that both remaining waste streams decreased in the weight of recyclate collected. Pulpables decreased by 0.52 tonnes, while commingled decreased by one tonne.

4.3 Targets

Each stream did not achieve their target set but did progress towards the target by 85.80% and 80.07% respectively.

4.4 Involvement of local businesses

10 businesses in the area acted as an intermediary point between the Council and residents, providing display space for information on recycling, distributing information leaflets and promotional bags for life. This gave the opportunity to raise levels of awareness about the use of the recycling collections within the targeted community.

Section 2: Introduction

2.

- 2.1 The community and business campaign is one of 12 campaigns run by GMWDA's Up and Forward project. The campaign was delivered by GMWDA in partnership with Oldham Council. It ran for 22 weeks, from July 2014 to November 2014.
- 2.2 The campaign targeted 1980 households in Fitton Hill, Oldham, to raise awareness of the importance of recycling, embed correct recycling behaviour and increase recycling rates across two waste streams: pulpables and commingled. The area was identified as low performing with residents more likely to be reliant on local services due to low income, lower car ownership or money to travel by other means.
- 2.3 Therefore, the campaign looked to deliver the recycling message through local shops and services that had a regular dialogue with communities. Local businesses were recruited in the campaign area to work with GMWDA to help residents recycle correctly. These businesses were asked to become recycling information points, with a display of leaflets and guides to help residents recycle correctly. To encourage participation, businesses were named on communication materials and listed on the Up and Forward project website, giving them a raised environmental profile.
- 2.4 Traditional methods of delivering a recycling message were still used. Leaflets were distributed to local households informing them of the free bag for life scheme, but the majority of the engagement work took place in and around the businesses, using these as places where this group would have a common link and moving the message assimilation into the community. A team of four local volunteers were recruited and trained to deliver recycling messages within the community and raise awareness of campaign.
- 2.5 Residents took part in the campaign by claiming a free bag for life that was given to them as a 'thank you' for recycling correctly. Each resident had a tag posted through their doors along with instructions of how to take part in the campaign. Residents had to write their address on the tag and attach it to their commingled bin. If the bin was not contaminated then a free bag for life token was posted through their doors. Information leaflets were also provided if incorrect materials were presented for collection in recycling containers. To claim the free bag residents had to take the tokens they received to any participating stores. With the bag residents received recycling information.
- 2.6 It was expected that over the duration of the campaign residents would translate the information they received at the point of purchase to their waste prevention and recycling habits at home. At the same time shop owners that participated in the campaign would have a better understanding of the importance of recycling and it was hoped this would encourage them to stock less wasteful products in the future.

Section 3: Campaign Area

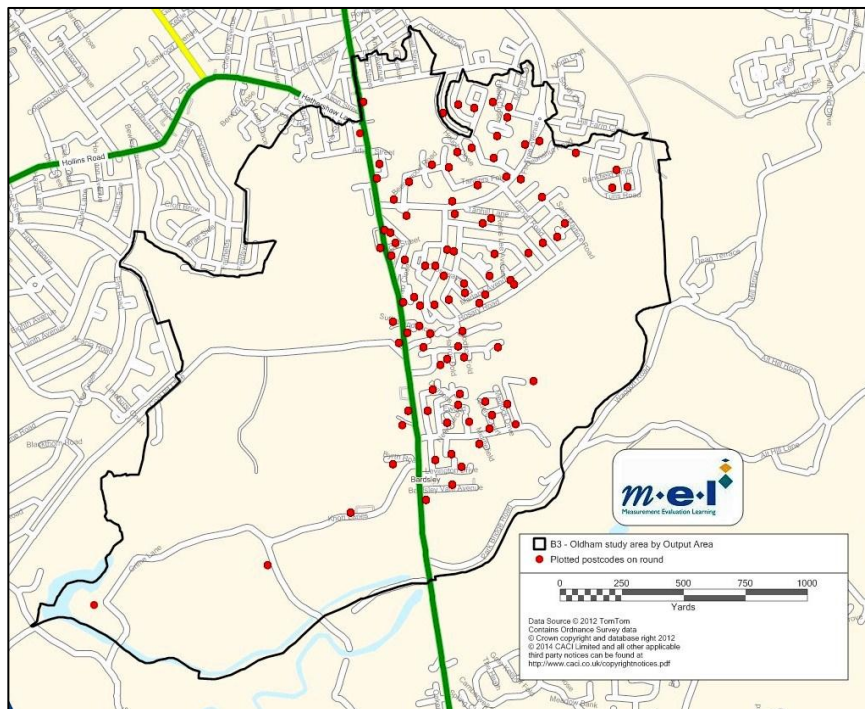
3.

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

- a) weight of waste (tonnages) collected at the kerbside for the various waste streams (to select a waste collection round with a low yield);
- b) socio-demographic profile of the area (to select a waste collection round with a high proportion of school age children in a deprived/low income area).; and
- c) a high number of local businesses and community services within the campaign area.

As the campaign was based on businesses that were linked to work carried out in the local area, it was important that the selected campaign area contained a high number of local independent businesses that members of the community who didn't have access to cars, used on a regular basis.

Community and business Oldham study area by output area - Fitton Hill



3.2 Identifying a low performing collection round

Waste collection data was analysed for the period June 2012 to April 2013. Oldham does not automatically record tonnages by round therefore Gate weigh data was used to assess yields. The Gate weigh software system records tonnages by vehicle registration via the weighbridge when tipping loads and is used by all nine districts in Greater Manchester. M·E·L had to refer back to the District vehicle control sheets (vehicles registrations used for each day etc.) and link this to each round number/name and waste stream. If a vehicle registration could not be matched (i.e. hire vehicle used due to vehicle breakdown) this data was removed from the analysis.

The table below presents the average tonnages of waste materials generated for the selected round in Oldham; this is based on the tonnage data provided by the District. The tonnages provided for two of the recyclable waste streams (pulpables and commingled) have been used to estimate the proportion of kilograms produced per households for the selected round. The pulpables and commingled rounds selected are low yielding, ranking 13th and 4th lowest yield respectively out of the 40 rounds operated by Oldham.

Table: Round ranking based on average kg collected per household per collection

Waste stream	Route/Round	Total Kg collected during period	No. of collections recorded during period	Average Kg collected per collection	Number of properties	Average kg per household per collection	Ranking (where 1 is lowest yielding)
Pulpables	Week 2 Monday Round 2	133740	20	6687	2218	3.01	13th / 40
Comingled	Week 2 Monday Round 3	125580	22	5708.18	2230	2.56	4th / 40
Organic	NA	NA	NA	NA	NA	NA	NA

3.3 About Oldham

3.3.1 Oldham is one of 10 districts in Greater Manchester, England. It lies amid the Pennines on elevated ground between the rivers Irk and Medlock, 5.3 miles (8.5 km) south-southeast of Rochdale, and 6.9 miles (11.1 km) northeast of the city of Manchester. Oldham is surrounded by several smaller towns that together form the Metropolitan Borough of Oldham, of which Oldham is the administrative centre.

3.3.2 Oldham was a boomtown of the Industrial Revolution in the 19th century, rapidly becoming one of the most important centres of cotton and textile industries in England.

Oldham has a total population of 224,900 where 14.5% are non-white British. Of the total population 12.5% live in flat/apartment/maisonette accommodation, 32.1% terraced, 32.1% semi-detached, and 17.2% detached.

3.3.3 Due to the town being an industrial centre, and thus a hub for employment, it has always attracted migrant workers. Today, Oldham is a working class town and has large Bangladeshi, Indian and Pakistani communities.

3.4 About Fitton Hill

3.4.1 The area is built up of a large council estate and terraced houses. It has high proportions of social housing, deprivation and unemployment. The population breakdown of the area is 76% White British, 17% Asian, 2% Mixed and Black/Black British 5%. The bulk of the housing stock is semidetached and terraced houses and there are also a number of two-up two-down. There is a primary school, a children's centre, a community centre and a few local shops on each estate.

3.4.2 Oldham is ranked as 48th for Deprivation rates in the UK.

3.5 Household Collection Service

- 3.5.1 Recycling bins are collected regularly by Oldham Council; organics are collected weekly and commingled and pulpables are collected on a two weekly basis. Residual waste bins are also collected every two weeks. There are no known problems with collections in the area.

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: Oldham recycling collections

Oldham - Recycling collections			
Waste stream	Collecti on day	Collection frequency	Containers used for collection
Commingled	Monday	Two weekly	Brown wheeled bin or box
Pulpables	Monday	Two weekly	Blue wheeled bin or bag
Organics	Monday	Weekly	Green wheeled bin or caddy

- 3.5.2 Oldham has a current recycling rate of 39% (as at July 2014).

Section 4: Demographics and Acorn Data

4.

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

4.1.1 ACORN profile by category

The table below presents the ACORN profile by Category and Group classifications of the study area and compares this to Greater Manchester as a whole. Over half (58%) of households are classified as ACORN 5 'Urban Adversity', within this sample, 23% fall into Group P 'Struggling Estates' and 19% fall into Group Q 'Difficult Circumstances'. This Group is characterised with higher proportions of younger people and more likely to have single parent households compared to the national average. Areas are more likely to be deprived, with higher levels of unemployment and higher proportions claiming benefits.

32% are classified as ACORN 4 'Financially Stretched', within this sample, 10% fall into Group L 'Modest Means and 11% fall into Group M 'Striving Families'. This Group is characterised by having a mix of families, including singles, couples with children and single parent households. The age profile being younger and incomes being below the national average. Unemployment levels may be above average.

Table: ACORN classification of Oldham study area and Greater Manchester

ACORN Classification	Count	B3 Oldham profile	Count	Greater Manchester profile
	Count	%	Count	%
1 Affluent Achievers	82	3	212,941	19
1.A Lavish Lifestyles	0	0	11,111	1
1.B Executive Wealth	82	3	103,091	9
1.C Mature Money	0	0	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	169	7	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	90	4	109,703	10
3.I Comfortable Seniors	23	1	30,665	3
3.J Starting Out	56	2	59,527	5
4 Financially Stretched	806	32	303,715	26
4.K Student Life	0	0	22,982	2
4.L Modest Means	247	10	132,581	12
4.M Striving Families	284	11	82,082	7
4.N Poorer Pensioners	275	11	66,070	6
5 Urban Adversity	1,436	58	310,023	27
5.O Young Hardship	386	16	112,302	10
5.P Struggling Estates	574	23	83,816	7
5.Q Difficult Circumstances	476	19	113,905	10
6 Not Private Households	0	0	1,651	0

4.1.2 Age profile and family structure

As the campaign focused on residents in the study area who use local business for their shopping, the age profile and the family structure were assessed. Fitton Hill has a very similar profile to the complete Oldham. Just under one fifth (19%) of the population fell into the 30-44 group, just under one tenth fell in the 20-24 and another fifth (20%) fell in the 45-59 group. 23% fell into the 0-15 groups. This proportion mirrors the family structure profile as half of the population is composed of couples or single parents with depended children.

The campaign aimed to work with local shop owners and volunteers in order to support and reinforce kerbside recycling and to help spread the key messages of the campaign. By working in consultation with the community throughout the project and using volunteers, the campaign also looked to recognize common barriers to recycling and issues with the recycling collection system in place

Table: Age group profile of study area and compared against Oldham Council as a whole

Age group	B3 Oldham profile (%)	Greater Manchester profile (%)
0-15	23	20
16-19	6	5
20-24	7	8
25-29	7	7
30-44	19	21
45-59	20	19
60-64	5	6
65+	14	15

Table: Family structure profile of study area and compared against Oldham Council as a whole

Family structure	B3 Oldham profile (%)	Greater Manchester profile (%)
Family with no dependent children	45	49
Couple family with dependent children	29	35
Single parent with dependent children	26	16

4.1.3 Car ownership

Car ownership was also important to establish the shopping habits of the area residents. The percentage of no car ownership (44%) is significantly higher than the Oldham Council percentage as a whole (31%).

Table: Vehicle ownership profile of study area and compared against Oldham Council as a whole

Vehicle ownership	B3 Oldham profile (%)	Greater Manchester profile (%)
No car	44	31
1 car	42	43
2 cars	12	22
3 cars	2	4
4+ cars	1	1

In summary, based on the information above, the round selected for the B3 Oldham campaign was low yielding and met the objectives of the campaign, with a high proportion of deprived households with few car owners.

Section 5: The Approach to the Campaign

5.

- 5.1 The campaign employed two members of staff, a Campaign Officer from Greater Manchester Waste Disposal Authority and an Outreach Worker from Oldham Council's Waste Management Team.
- 5.2 The campaign's key target audience was deprived households. Families that have a low income are less likely to own cars. This means they are more likely to rely on local businesses as opposed to traveling out of the area. The campaign used local businesses to promote recycling in order to increase rates in the poorly performing areas.
- 5.3 Following the selection of the study 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; as well as contamination levels from the Bolton InCab data recorder. Targets were set to increase both the set out rates in the study area and the weight of recyclable waste collected.
- 5.4 The delivery of the campaign followed three set phases: research, engagement and behavioural change, with pre and post monitoring occurring before and after the main campaign periods.

Research (7th July 2014 - 1st August 2014) - Developing contacts, communications, getting to know the area, list of community groups	Engagement (4th August 2014- 5th September 2014) - Volunteer recruitment & training, door-knocking and surveying, focus groups	Behavioural Change (8th September 2014- 17th October 2014) - Events, media, delivery of campaign material, peer to peer engagement
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5.5 Research period - getting to know the area and making contacts.

- 5.5.1 To gain an understanding of the demographic makeup of the targeted area Project Officers conducted a desk based study using census data from the national statistics database. Officers also identified a list of local shops to approach to encourage participation in the campaign.
- 5.5.2 Several visits to the area were made during the research period including a drive around the area during a bin collection day. This enabled Project Officers to assess recycling behaviour including participation levels, bin contamination levels and the general maintenance of the area (fly-tipping). Project Officers were also able to confirm round demographics: as with other campaigns this showed the census data to be out of date as pockets of other ethnic minorities had moved in post 2011.
- 5.5.3 Pre monitoring. Prior to the campaign research, pre-campaign monitoring was carried out by MEL Research (MEL) over a four week period. This covered four recycling collection days for the campaign area; two pulpables and two commingled. MEL Officers count how many bins were put out on each collection day and how many were contaminated. As part of the pre-campaign monitoring, tonnages of recyclables collected from that round were also measured by the waste vehicle collection weights. Each waste stream was measured twice on two

separate collection days.

Project Officers also carried out contamination monitoring across all three waste streams pre and post campaign. During pre-monitoring the highest contamination was found to be in the commingled waste stream; with 34% of all commingled bins presented for collection having some form of contamination. The main problem identified was incorrect plastics being placed in the recycle bin including plastic yoghurt pots, butter tubs, plastic bags and plastic food trays.

- 5.5.4 Using knowledge from Oldham Council Officers, the social housing provider for the area was identified as Villages Housing. Through Villages, local community groups, active members of the community and popular businesses were also identified.
- 5.5.5 The campaign required businesses and community focal points from the area to take part. There were over 25 potential organisations to work with in the area. To narrow it down, residents were surveyed and asked which businesses and focal points they used most often. The results were:
- a) Coopers Café
 - b) The Brew (Community run café)
 - c) Fitton Hill Library
 - d) Lomas Pharmacy
 - e) The Pet Stop (Pet shop)
 - f) Post Office
 - g) Premier Convenience Store
 - h) Sue's Café
 - i) The Village Kitchen (Sandwich shop)
 - j) Villages Housing Office (Housing association for the area)

After contacting the businesses to inform them about the project, they all agreed to take part.

5.6 Engagement period - reaching out to the community and finding out what the area wants

5.6.1 Focus groups

Focus groups were held with residents from the area to find out what they wanted from the campaign. They also were asked about how they wanted communication materials to look and what content should be included as part of them.

Image: Focus group participants



5.6.2 Meetings with local associations

Officers met with Villages Housing, Fitton Hill Library and The Eden project (community empowerment project) to discuss how the organisations could assist with the campaign throughout.

5.6.3 Engagement with businesses

Officers visited the businesses and other organisations that had agreed to take part in the campaign. This was to gauge what each business does and how many customers they get from our campaign area. Officers then signed the businesses up to the campaigns and trained staff as recycling ambassadors. The businesses were given a stock of bags for life ready for when the campaign started.

5.6.4 Door knocking/face to face engagement

Doorstep surveying was carried out by Project Officers and ambassadors to find out recycling barriers and to find out what residents would like to see from the campaigns. This also allowed residents to order missing recycling bins.

5.6.5 Producing campaign materials

All materials were developed and tested through informal focus groups with local residents. This enabled the creation of communication materials that appealed to the Fitton Hill community.

a) Bin tags

A bin tagging scheme was devised to reward residents who recycled properly. A bin tag was created, that could be attached by residents to the commingled recycling bin. If presented correctly (on the right day with the right items inside) a free bag for life token was posted through the household's door.

Image: Bin tag



b) Leaflets

Leaflets were created and posted door to door to each of the targeted households. The leaflet informed residents of the bin tagging scheme in place and detailed how to claim the free bag for life.

Image: Promotional leaflet



5.7 Behavioural change period - delivering the campaign to the area

5.7.1 The reward scheme

As contamination levels were higher and more noticeable in the commingled waste stream (see section 5.5.3) the campaign focused on this stream for the reward initiative.

Project Officers leafleted every household in the campaign area with the promotional leaflet and reward tag. Residents were asked to attach the tag to their commingled recycling bin on the dates displayed in the leaflet.

On collection day Project Officers assessed the bins for contamination. If the tagged bins had all of the correct items inside, the residents received a fee bag for life token (posted through their letterboxes). Residents were able to exchange the token for a free bag for life from a participating business or organisation. The bags were filled with recycling information.

Image: Local business participating in the campaign with a bag for life



5.7.2 Food waste event

Residents requested an event to bring the community together under the theme of recycling and sustainability. Community run café, The Brew, offered to host a food waste event for residents to attend. A cooking demonstration took place in the café and residents were invited to watch and take part. Officers then handed out free recipe kits to the residents which allowed them to try out the meal for themselves. The recipe focussed on using budget foods which are often thrown away or go to waste.

5.7.3 Stamping

Five out of the ten businesses that signed up to the Oldham campaign served their goods in paper bags. This prompted Project Officers to design a stamp to tell residents that their paper bags can be recycled in their paper bins. Each of these businesses was given a stamp or stamped bags to use.

Image: Recycling stamp



Section 6: Results

6.

6.1 Surveys

Attitudinal surveys were conducted to gauge the possible change in motivations and levels of understanding of recycling for those in the area.

6.1.1 Attitudes towards recycling

An overwhelming 93% felt that they were 'good' recyclers.

6.1.2 Recycling behaviour

Paper/cardboard, glass bottles/jars and plastic bottles were recycled by almost all households, with high levels of recycling seen generally. Also the number of residents recycling the wrong items in the commingled waste stream was found to be relatively low. 37% recycled margarine/butter tubs, 32% yoghurt pots, 7% plastic bags. On exploring the frequency of use of kerbside collection services, it was encouraging that most households put out each bin 'every time'.

6.1.3 Understanding

On being asked which bin they were supposed to put different items in, 56% to 100% identified the correct colour bin to the identified waste stream.

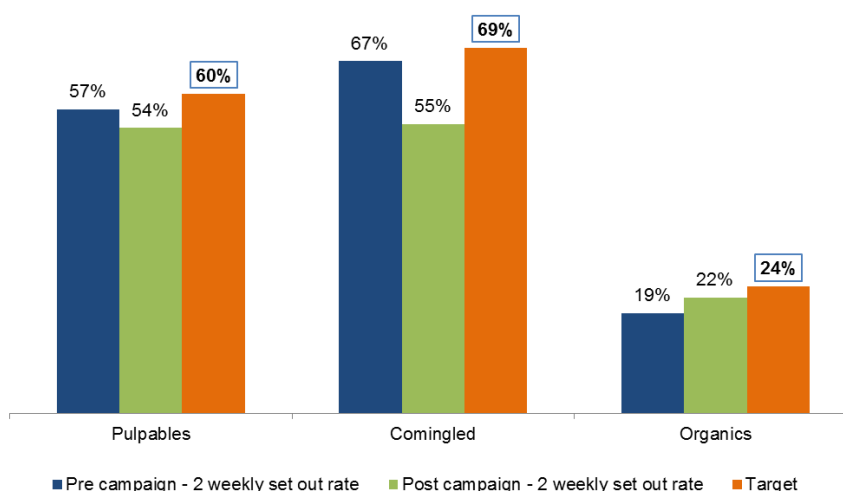
6.1.4 Motivators/inhibitors

On exploring the 'barriers' to recycling, a high level of non-response was evidenced, but some felt that the bins were not collected enough. Overall, the key 'motivator' for residents' recycling was that otherwise they would have too much in their residual bin (32%), and that they knew it was the part of the law to recycle (29%).

6.2 Participation monitoring.

Set out rate monitoring took place pre campaign and post campaign to enable any changes to be monitored. The post campaign monitoring was carried out in October till December 2014 by an outside consultancy. This meant monitoring would be able to show any immediate responses to the campaign, but not track any long term embedded behaviour changes. Waste streams monitored were pulpables, commingled and organics.

Graph: Two weekly set out rate pre and post monitoring with target



Figures show the percentage of properties that have presented containers for collection at least once during the monitoring periods, together with the target set for each waste stream.

6.2.1 Pulpables

The baseline two weekly set out rate was 57%, this means that 57% of households set out their green wheeled bin at least once during the two monitoring weeks. During the post monitoring period the two weekly set out rate decreased by 3%, from a baseline of 57% to 54%, failing to reach the set target.

Table: Set out rates - 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 rate overall (blue wheeled bin/blue bag)	855	916	1137	832	811	1067
%	43%	46%	57%	42%	41%	54%
Excess overall	29	36	57	6	10	16
%	1%	2%	3%	0%	1%	1%
Set out Blue wheeled bin	744	791	989	748	730	958
%	38%	40%	50%	38%	37%	48%
Excess	19	20	37	5	8	13
%	1%	1%	2%	0%	0%	1%
Set out Blue bag	116	129	168	87	81	121
%	6%	7%	8%	4%	4%	6%
Excess	10	17	22	1	2	3
%	1%	1%	1%	0%	0%	0%
Total	1555			1555		

6.2.2 Commingled

The baseline two weekly set out rate was 67%, this means that 67% of households set out their green wheeled bin at least once during the two monitoring weeks. During the post monitoring period the two weekly set out rate decreased by 12%, from a baseline of 67% to 55%, failing to reach the set target.

Table: Set out rates - 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 rate overall (brown wheeled bin/brown box) %	735 47%	815 52%	1035 67%	559 36%	657 42%	850 55%
Excess overall %	4 0%	7 0%	9 1%	1 0%	6 0%	7 0%
Set out Brown wheeled bin %	727 47%	805 52%	1025 66%	552 35%	646 42%	840 54%
Excess %	4 0%	7 0%	9 1%	1 0%	6 0%	7 0%
Set out Brown box %	15 1%	10 1%	18 1%	8 1%	15 1%	19 1%
Excess %	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Total	1980			1980		

6.2.3 Organics

The organics waste stream set out rate increased by 3% from 19% to 22%, surpassing the target set.

Table: Set out rates - organics

Organics round	Pre			Post		
	Set out week 1	Set out week 2	2 Weekly set out rate	Set out week 1	Set out week 2	2 Weekly set out rate
Set out rate overall (green wheeled bin/green food waste bin) %	155 10%	210 14%	293 19%	178 12%	253 16%	338 22%
Excess overall %	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%
Set out Green wheeled bin %	128 8%	179 12%	252 16%	114 7%	193 12%	266 17%
Excess %	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%
Set out Green food waste bin %	28 2%	36 2%	50 3%	65 4%	63 4%	95 6%
Excess %	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Total	1546			1546		

6.3 Demographics

Using the ACORN segmentation tool which categorises the UK's population into demographic types it was possible to identify high levels of deprivation in the area chosen for the campaign and the subsequent monitoring exercise. The majority of households in the target area (58%) are in ACORN 5 'Urban and, Adversity' or ACORN 4 'Financially Stretched' (32%) all of which reflect high levels of deprivation. A small number of households in the target area (7%) 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.

6.3.1 Pulpables

The two weekly set out rate for ACORN 4 decreased by 4%. The two weekly set out rate for ACORN 3 decreased by 4%. The two weekly set out rate for ACORN 5 decreased by 3%.

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

Pulpables round	Pre			Post			Change in 2 weekly set out
	Participated Properties	Total Properties	%	Participated Properties	Total Properties	%	
1 Affluent Achievers	65	82	0%	64	82	0%	0%
2 Rising Prosperity	0	0	0%	0	0	0%	0%
3 Comfortable Communities	82	108	76%	79	108	73%	-3%
4 Financially Stretched	321	613	52%	297	613	48%	-4%
5 Urban Adversity	669	1172	57%	627	1172	53%	-4%
6 Not Private Households	0	0	0%	0	0	0%	0%
Unclassified	0	5	0%	5	5	100%	100%
Total	1137	1980	57%	1072	1980	54%	-3%

6.3.2 Commingled

ACORN 4 and ACORN 5 households both recorded a decrease in the two weekly set out rates between the pre and the post campaign monitoring (15% decrease, 12% increase respectively).

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

Commingled round	Pre			Post			Change in 2 weekly set out
	Participated Properties	Total Properties	%	Participated Properties	Total Properties	%	
1 Affluent Achievers	76	82	0%	66	82	0%	0%
2 Rising Prosperity	0	0	0%	0	0	0%	0%
3 Comfortable Communities	0	0	0%	0	0	0%	0%
4 Financially Stretched	221	343	64%	171	343	50%	-15%
5 Urban Adversity	738	1104	67%	610	1104	55%	-12%
6 Not Private Households	0	0	0%	0	0	0%	0%
Unclassified	0	26	0%	3	26	12%	12%
Total	1035	1555	67%	850	1555	55%	-12%

6.3.3 Organics

Only one category saw a change in output over the two week period. ACORN 4 'Financially Stretched' recorded an increase of 8% in the two weekly set out rate.

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

Organics round	Pre			Post			Change in 2 weekly set out
	Participated Properties	Total Properties	%	Participated Properties	Total Properties	%	
1 Affluent Achievers	29	82	0%	41	82	0%	0%
2 Rising Prosperity	0	0	0%	0	0	0%	0%
3 Comfortable Communities	0	0	0%	0	0	0%	0%
4 Financially Stretched	58	416	14%	90	416	22%	8%
5 Urban Adversity	206	1045	20%	207	1045	20%	0%
6 Not Private Households	0	0	0%	0	0	0%	0%
Unclassified	0	3	0%	0	3	0%	0%
Total	293	1546	19%	338	1546	22%	3%

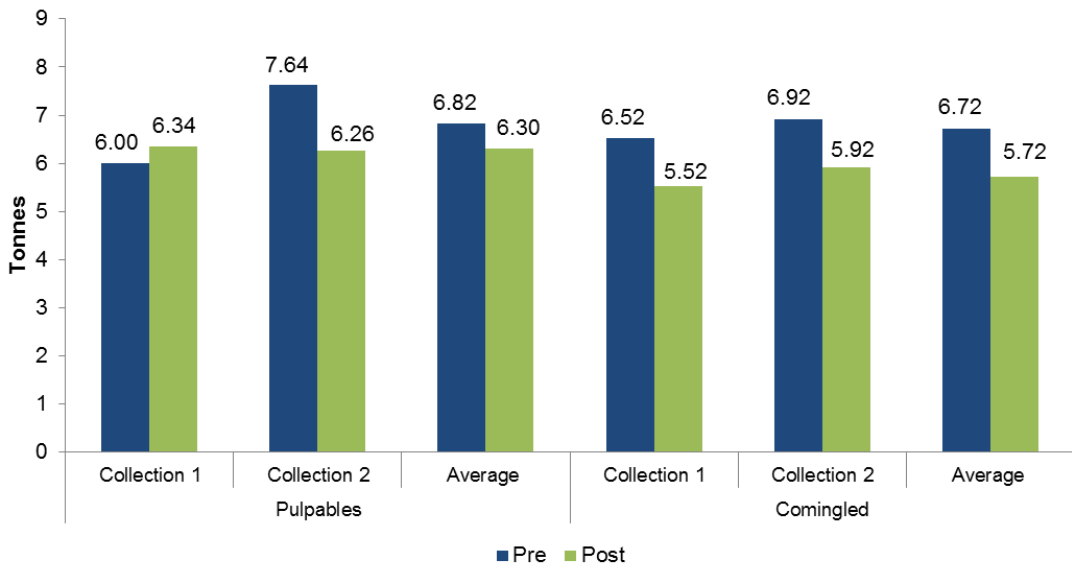
6.4 Tonnage data

In the campaign area for Oldham the recycling tonnages collected for both commingled recycling and pulpables showed a decrease post campaign. The levels of collected pulpables decreased by 7.62% or 0.52 tonnes after the campaign. The levels of collected commingled recycling fell by 14.88% or 1.00 tonne after the campaign. No weight data was available for organics.

Table: Pre and post tonnage data and targets

	PULPABLES	COMMINGLED
PRE CAMPAIGN COLLECTION TONNAGE	6.82	6.72
TARGETTED % INCREASE	7.66%	6.30%
TARGETTED TONNAGE INCREASE	0.52	0.42
TARGET TONNAGE (Y)	7.34	7.14
ACTUAL POST CAMPAIGN COLLECTION TONNAGE (X)	6.30	5.72
TONNAGE CHANGE	-0.52	-1.00
% CHANGE	-7.62%	-14.88%
% OF TONNAGE TARGET ACHIEVED (X/Y)	85.80%	80.07%

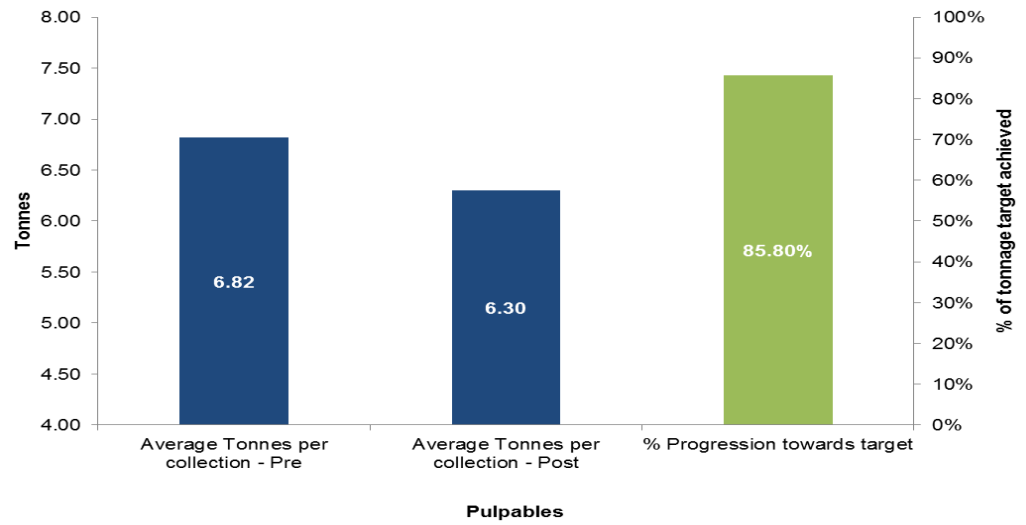
Graph: Tonnage data for each collection and overall average



6.4.1 Pulpables

A collection target of 7.34 tonnes was set for the pulpables recycling waste stream. Following the campaign, the tonnage of pulpables recycling decreased from 6.82 tonnes to 6.30 tonnes. This equated to a decrease of 0.52 tonnes. The tonnage target was close to being achieved being 85.80% towards the level set.

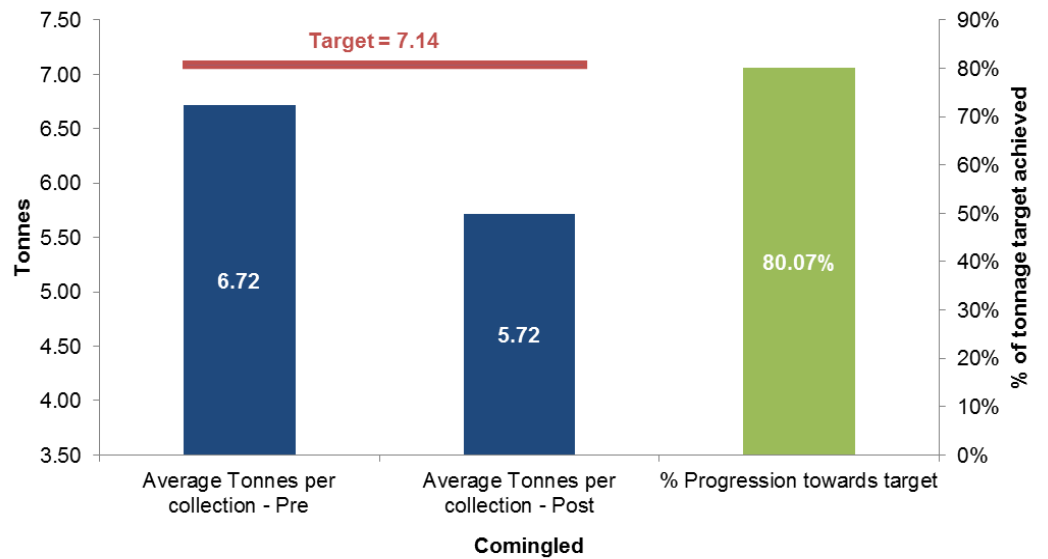
Figure: Pre and post tonnage data and targets - pulpables



6.4.2 Commingled

A collection target of 7.14 tonnes was set for the commingled recycling waste stream. Following the campaign, the tonnage of commingled recycling decreased from 6.72 tonnes to 5.72 tonnes. This equated to a decrease of 1 tonne. The tonnage data failed to achieve the target but achieved 80.07% towards the level set.

Figure: Pre and post tonnage data and targets - commingled



6.5 Contamination monitoring

Set out rate monitoring took place pre campaign on all three waste streams and post campaign on the commingled waste stream to enable any changes to be monitored. Following the campaign there was a 15% decrease in contamination levels recorded in the commingled waste stream.

Stream	Pre campaign			Post campaign		
	Participation	Contaminated	%	Participation	Contaminated	%
Commingled	926	318	34	850	164	19
Pulpables	877	51	6			
Organics	676	66	10			

6.6 Bags for life

1700 tags were distributed throughout the campaign period with a total of 373 redeemed. 285 tokens were then exchanged for bags for life.

6.7 Staff costs / time

	(€)	(£)	Hours
Project Support Officer	43.84	36.30	2.25
Campaign Officer	5,783.11	4,789.57	281.50
Outreach Worker	2,020.06	1,673.01	167.30
TOTAL	7,847.01	6,498.88	451.05

6.8 Cost of campaign materials

Description	(€)	(£)
Focus Group Training	34.27	28.33
Volunteer Training	48.40	40.00
Window Stickers	76.53	63.25
Bags For Life	1,858.56	1,536.00
A3 Ambassador Posters	98.35	81.28
Recycling News leaflet	1,458.05	1,205.00
Bin Tags	1,519.76	1,256.00
Children's Sticker	133.10	110.00
Business Poster	66.55	55.00
Life Token	133.10	110.00
Waste & Recycling Booklet	83.30	730.00
Other	928.31	767.20
TOTAL	7238.29	5,982.06

6.9 Cost per Head (including personnel costs)

(€)	(£)
7.62	6.30

6.10 Cost per Head (excluding personnel costs)

(€)	(£)
3.65	3.02

Section 7: Conclusion

7.

- 7.1 The campaign has shown some success with community engagement. Awareness of the campaign was high at 79%, however of those asked only 26% redeemed a token for a bag for life. The campaign had the potential to tag over 1980 recycling bins during the four week campaign period (over two commingled collections). In total, 1700 leaflets and reward tags were distributed, with a total of 375 bins tagged and 285 tokens redeemed for a bag for life.
- 7.2 Despite high awareness of the campaign, the weight of recycling collected in pulpables and commingled waste decreased. The set out rates (the percentage of households presenting waste for collection at least once during two consecutive collections) also decreased in both waste streams from 57% to 54% in pulpables and from 67% to 55% in commingled. However, following the campaign there was a 15% decrease in contamination levels recorded in the commingled waste stream.
- 7.3 Success was seen with businesses in the area acting as an intermediary point between the Council and residents, providing display space for information on recycling, distributing information leaflets and distributing promotional bags for life. This gave the opportunity to raise levels of awareness about the use of the recycling collections within a very small area in the community. Businesses found the campaign to be extremely rewarding, particularly in the education of staff on recycling and the use of a reward incentive. Other businesses in the local area have shown an interest in the campaign and would be willing to take part in a similar scheme.

Section 8: Key Learning Points

8.

- 8.1 A key contributor to the success of the campaign was the commitment and involvement of the businesses and organisations to the campaign; this created a real community spirit and encouraged residents to take part.
- 8.2 To provide direct data comparisons for pre and post intervention it is necessary to undertake the monitoring at a similar time of year. This is especially relevant when 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.
- 8.3 Careful consideration needs to be given to the target area. To measure the recycling rate in the most economical way waste vehicle collection weights were used. However, recycling and residual waste collection rounds cover a different number of properties so did not match exactly. It was therefore necessary to draw a boundary and exclude some properties from the calculation.
- 8.4 The campaign encountered minor problems with tags being removed from bins. This only also asked to write their addresses on the tickets before attaching them to their bins. Most residents did this but few left them blank which made it difficult to identify which household had taken part.