
LIFE+ Up and Forward Project: Case Study

B10: Bags & Caddies
Area: Bolton
Date: August 2014



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 bags and caddies communication campaign reported on in this case study falls within the apartments theme. The campaign was delivered across Bolton targeting seven low performing, high density apartment blocks. It looked to encourage residents to recycle by providing reusable recycling bags and food waste caddies to store and carry recycling; helping to overcome space constraints, difficulties with separating items and also acting as a visual reminder.

1.3 To aid in campaign delivery, including the distribution of bags and caddies, Project Officers sought active participation from social housing providers, private letting companies and caretakers. Residents were also consulted through door step engagement and drop-in engagement sessions to understand current barriers to recycling and to help develop be-spoke communication materials. Signage was also provided on/near recycling containers.

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. Additionally, residents' recall of the campaign and effects the campaign has had on recycling behaviour was assessed through the post intervention survey.

1.5 Following the campaign, 47% claimed to recycle more since receiving communications materials. The campaign also saw success with more respondents being aware and claiming to use the shared food waste bin. Barriers are still being presented for all waste streams, although these were minimal. The level of committed recyclers has increased, which shows a shift in residents perceptions towards pro recycling behaviour.

1.6 Gaining access to the buildings and getting residents to actually open their doors is a barrier that was presented for most of the communal engagement activities. Recommendations to assist in overcoming this barrier are:

- a) gain uptake in the project from the managing agents prior to evaluation activities. When gaining access it was found on a number of occasions that management agents were not aware of the activities/campaigns therefore making it harder for access to be granted; and
- b) once uptake in the project is gained, send out Council branded letters to residents explaining the up and coming activities.

Aims of the Campaign

- 2.1 The aim of this campaign was to encourage residents in apartment blocks to recycle pulpables (paper and card), commingled (cans, glass, jars and plastic bottles) and food waste by providing residents with reusable recycling bags and food waste caddies to assist them in taking their recycling to the shared bin areas.

Key objectives were as follows:

- a) increase the level of recycling for all of the current materials collected;
- b) raise awareness of the recycling facilities available; and
- c) embed correct recycling behaviour.

Key Facts

- 3.1 The total cost of delivering the activity was €15,250.32 (£12,617.94), of which €8,200.33 (£6,791.50) was personnel costs and €7,049.99 (£5,826.44) was consumables. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.
- 3.2 449 hours were spent delivering the campaign.
- 3.3 The campaign was delivered in partnership with Bolton Council under a Service Level Agreement (SLA).
- 3.4 Seven apartment blocks were used as part of the campaign which accounted for approximately 560 apartments. Six apartment blocks were managed by social housing provider Bolton at Home, and one was owned by a private management company, Block Property Management.
- 3.5 Eight resident roadshows were held across all seven sites. One residents meeting was also attended.
- 3.6 All seven sites had dry recycling facilities already in place and two had organic recycling facilities as well. Sites that were without organic recycling agreed to trial new facilities.
- 3.7 560 households received a split bag, caddy and liners, and an information guide.
- 3.8 Each site received permanent A1 recycling information signs installed either on or near to the bin stores.
- 3.9 Pre campaign 150 face to face and six postcard surveys were completed. For the post campaign monitoring 150 face to face and 13 postcard surveys were completed, no online surveys were completed.
- 3.10 47% claimed to recycle more since receiving campaign materials.

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

47% claimed to recycle more since receiving campaign materials.

4.3 Awareness, claimed usage and barriers to using services

4.3.1 The awareness levels and claimed usage of the shared dry recycling collections remained consistent and high in pre to post-evaluation.

4.3.2 There were notable increases in the awareness of the shared food waste collection, this increased by 59%, from 3% to 62%. Post-evaluation, the proportion of those aware of the food waste service and claiming to use it was 76%.

4.3.3 The proportion presenting a barrier to using all the shared bins has increased slightly post-evaluation, with bin stores being too far away, overflowing bins or bins not collected frequently enough being the most commonly mentioned factors.

4.4 Campaign recall

A series of communications materials were developed for this campaign. The information contained in the communication materials was recalled by the majority of respondents (83%), with 'received a recycling magnet' and 'saw permanent recycling signs near the chutes' being most commonly mentioned. This recall seems to have had a positive effect on changing respondents' behaviour as 47% claim to now recycle more.

4.5 Commitment to recycling

The percentage of committed recyclers increased by 10%, from 26% to 36% post-evaluation, nationally this figure is 75%. Although this increase is still below the national average it is important to consider this figure in the context of the area and community given they are using communal bins which are not easily accessible to all.

Section 2: Introduction

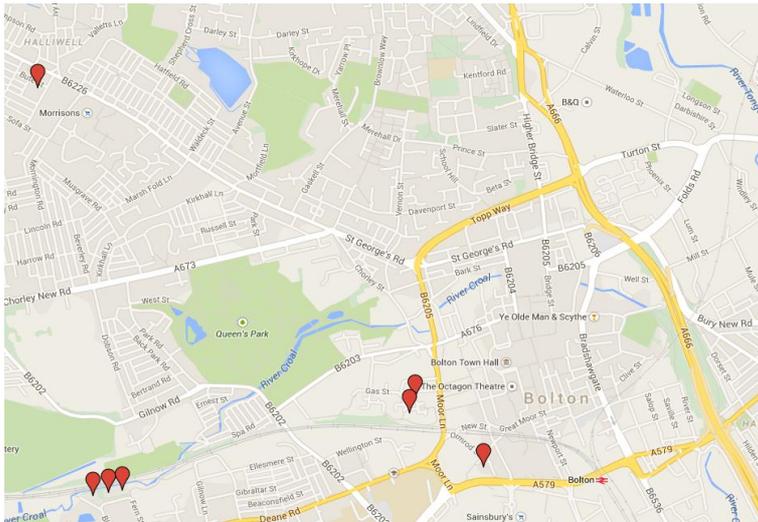
- 2.1 The bags and caddies campaign is one of 12 campaigns run by GMWDA. The campaign was delivered by the GMWDA in partnership with Bolton Council targeting 560 low performing households across seven sites in Bolton. It ran for 22 weeks, from May 2014 to August 2014.
- 2.2 The demographics for each apartment block varied with two apartment blocks providing sheltered accommodation for vulnerable people. The majority of the apartment blocks were located around Bolton town centre and predominantly owned by social housing provider, Bolton at Home; one apartment block was privately managed by Block Property Management.
- 2.3 The campaign looked to overcome the obstacles to recycling in apartments by:
 - a) devising tailored communication materials following feedback from residents and management agents;
 - b) actively engaging with residents and management agents to understand barriers to recycling; and
 - c) providing a split recycling bag, food caddy and compostable liners to residents.
- 2.4 Project Officers engaged with residents through doorstep engagement, attending resident groups and by holding on-site roadshows. This allowed Project Officers to identify problems regarding waste and recycling, understand barriers to recycling (lack of bins and lack of knowledge as to what goes in each bin etc.) and gather feedback on what residents felt would help to increase recycling in their apartment blocks.
- 2.5 Reusable recycling bags and food waste caddies/liners were distributed to residents at each of the target developments. Apartment blocks without food waste recycling were also given to opportunity to trial new communal facilities on site.
- 2.6 Alongside the provision of containers bespoke campaign materials were designed in response to resident's feedback. The materials ranged from a letter to residents which mentioned specific apartment block based problems, information on the location of recycling facilities and how to use them correctly, permanent weather proof signage at strategic locations, and information on bulky waste and furniture reuse schemes in the area.
- 2.7 It was expected that the campaign would empower local communities to tackle their own waste by providing increased knowledge of reuse and recycling services available to them and by providing solutions to overcome issues with recycling due to limited space available in apartment blocks.

Section 3: Campaign Area

- 3.1 The campaign targeted 560 households in low performing, high density housing in Bolton. Seven apartment blocks were selected based on District knowledge of apartment blocks with the potential to increase their levels of recycling.

No quotas were set for socio demographics characteristics, a set of priority flats were highlighted where the majority of the surveys were completed in the pre activities so that a similar proportion of respondents were contacted in the post evaluation.

Map: Location of apartment blocks



3.2 About Bolton

Bolton is a former mill town located in north west England approximately 10 miles north west of Manchester, and surrounded by several smaller towns and villages which together form the Metropolitan Borough of Bolton.

Map: Districts within Greater Manchester



Bolton has a population of 140,000 with 87% of residents stating they were born in the U.K. As a former mill and textile hub there is a large Asian community or those of Asian descent, approximately 16% of the total population.

Table: Demographic ethnicity data

Bolton Compared			
<u>2011 Census</u>	<u>Bolton (borough)</u>	<u>GM Urban Area</u>	<u>England</u>
Total population	276,786	2,682,500	53,012,456
White	81.9%	79.8%	85.4%
Asian	14.0%	10.1%	7.8%
Black	1.7%	2.8%	3.5%
Source: Derived from Office for National Statistics data			

3.3 About the apartment blocks

The apartment blocks picked as part of this campaign were situated across Bolton. Six of which were managed by social housing provider Bolton at Home and one privately managed by Block Property Management. Two of the apartment blocks managed by Bolton at Home were sheltered accommodation sites for the elderly and those with learning difficulties/disabilities. There was a mixture of demographics across each site from the elderly, to families with young children. Atlas Mill, the only privately managed apartment block in the campaign, had a higher than average number of young professionals and low levels of unemployment.

The majority of apartment blocks just had dry recycling facilities, pulpables and commingled. Paderborn Court and Atlas Mill already had organic waste recycling however these were not being used to their full potential. All the apartment blocks without organic recycling agreed to trial it at their sites as part of the campaign.

3.4 Household collection service

In addition to a residual waste collection, Manchester operates three separate recycling collections: pulpables recycling (paper, cardboard, tetrapaks); commingled recycling (glass bottles and jars, plastic bottles, metal food and drink containers); and organics waste (food) collected for composting.

Table: Apartment waste collection schedule

Waste stream	Collection frequency	Containers used for collection
Commingled	Two weekly	Burgundy wheeled bin
Pulpables	Two weekly	Beige wheeled bin
Organics	two weekly	Green wheeled bin

3.5 Bolton's current recycling rate is 42% (as of August 2014).

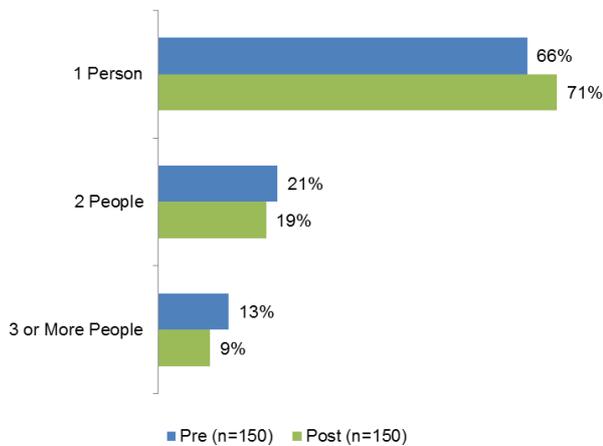
Section 4: Demographics & Acorn Data

- 4.1 A series of demographic questions were asked to ensure that the respondents from the pre and post-evaluation were comparable. These were:
- a) size of household;
 - b) age group of respondent; and
 - c) ethnic origin of respondent.

4.2 Size of household

When comparing household size, pre and post-evaluation, household composition remained stable, although slightly more 1 person households were surveyed in the pre-evaluation.

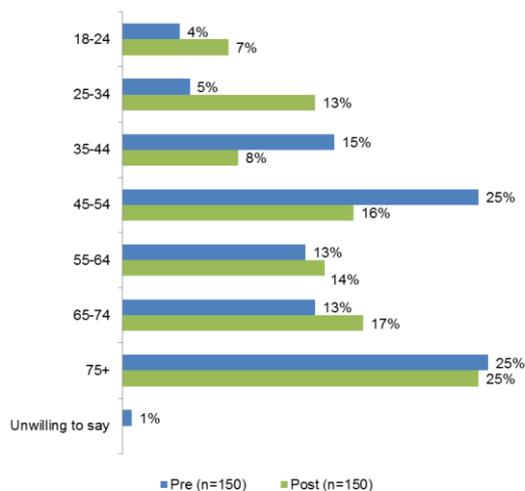
Graph: Household size



4.3 Age group

When comparing the age profile of respondents, results were diverse, with the majority of the sample made up of the older age group (55+) pre and post-evaluation.

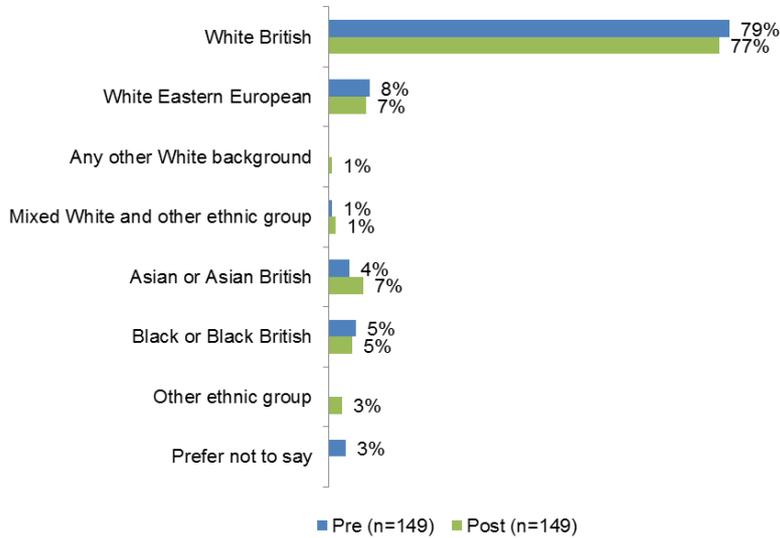
Graph: Age group of respondents



4.4 Ethnic group

For both the pre and post-evaluation over three quarters (79% pre and 77% post) of the respondents fell into the 'White British' ethnic group.

Graph: Ethnic group of respondents



Section 5: The Approach to the Campaign

- 5.1 The campaign primarily employed two members of staff, a Campaign Officer from GMWDA, and an Outreach Worker from Bolton Council Recycling Team to work with community groups and residents. However to ensure the campaigns success the whole LIFE+ team was utilised to aid with the delivery of the bags and caddies to residents, and during other key activities within the campaign.
- 5.2 In Greater Manchester recycling rates in apartment properties are lower compared to properties with individual kerbside collections. Although many high rise apartments are provided with recycling facilities, there any many issues that prevent or hinder residents from using these facilities including:
- a) space constraints for storing and separating items;
 - b) a lack of ownership due to high number of rented properties; and
 - c) residents often have further to carry materials.

The campaign looked to overcome some of these issues by providing residents with reusable recycling bags and food waste caddies to assist them in taking recycling to the shared bin areas.

- 5.3 The target audience was residents who wanted to recycle but lacked the knowledge, 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.
- 5.4 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.

Research (12 th May - 6 th June 2014)	Engagement (9 th Jun -5 th July 2014)	Behavioural Change (7 th July - 15 th Aug 2014)
Developing contacts, communications, identify and getting to know the area, list of community groups, ordering bags & caddies	Attending resident meetings and arranging focus groups	Events, media, delivery of campaign material, bags & caddies, peer to peer engagement

5.5 Research period

- 5.5.1 The research period was used to assess the sites identified to be part of the campaign. Information about waste and recycling was gathered by visiting each site and conducting a bin audit. This included looking at the number and size of the recycling facilities, where they were located, what signage was being used, what contamination was being found in the bins, and any nuisances in the area. The information was used to identify problem and low performing apartment blocks and identify areas which were experiencing fly-tipping and littering problems.
- 5.5.2 The period was used to identify both social and private landlords who managed the sites and make contact.

5.5.3 Social landlords were able to provide information about residents groups and identify useful contacts. Unfortunately the majority of sites no longer had active residents groups therefore other means were used to engage with residents and gain feedback for the engagement period.

5.6 Engagement period

As it has been shown that blanket type communications do not necessarily work in apartment's blocks, the campaign was designed to allow feedback gained during the project to be assessed and developed to inform the use of different communication methods. In order to fully interact with residents and to understand recycling behaviour the following forms of engagement were undertaken:

5.6.1 The Campaign Officer and Outreach Worker met with local residents to discuss any waste and recycling problems they were facing, what they thought the solutions should be, and to get feedback on the design and production of campaign materials.

5.6.2 At all the sites a pop-up stand was held to engage with residents. Residents were informed of the stand a week beforehand through a letter drop and invited to attend. The stand was held by LIFE+ Outreach Workers and a member of staff from Bolton Council Recycling Team. A residents meeting was also attend at Hargreaves House and Jubilee Court to promote the campaign and to speak to residents. The feedback from these meetings were as follows:

- a) residents felt that signage was not clear on and round the current recycling facilities;
- b) the recycling facilities at some locations were lacking and improperly placed;
- c) some recycling facilities had access issues especially those at sheltered accommodation sites;
- d) reported problems with homeless people sleeping in bin areas;
- e) recycling facilities being improperly used with fly-tipping occurring and plastic bags being left in the bin areas;
- f) chute rooms and recycling bins being used at unsocial hours; and
- g) residents throwing waste from their windows.

5.6.3 Project Officers developed close working relationships with landlords, management companies and caretakers to fully understand barriers to recycling, to maximize promotional opportunities and to schedule delivery of bags and caddies via door step engagement.

5.6.4 Bespoke communication materials were designed following feedback from residents to address specific problems and issues faced. Residents felt a letter and A5 magnet would be appropriate and should be given out with the bags and caddies. When asked about a six page recycling leaflet delivered in an envelope resident's felt this would be mistaken for a bill and would not be opened.

The following campaign materials and tools were developed as part of the campaign.

a) **Bags, caddies and liners**

These were used as tools to aid with the storage and disposal of recyclates and to act as a visual reminder to recycle in the resident's home.

b) Letter

An A4 letter was produced and given as part of the campaign materials. This letter gave bespoke information about waste and recycling for the given apartment block and aimed to address some of the individual recycling problems the apartment block was facing. The information included the location of the recycling facilities, reminders about appropriate waste and recycling behaviour, and information about bulky waste removal procedures.

c) A5 Magnet

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: Recycling guide magnet



d) Permanent signage

Hard-wearing, galvanised permanent signage was given to the management companies 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.

A1 Signage



A3 Signage



5.7 Behavioural change period

- 5.7.1 During the behavioural change period the campaign materials and bags and caddies were delivered to each property. 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.

Photograph: Bags and caddies



- 5.7.2 Both Bolton at Home and Block Property Management were happy for the bags, caddies and campaign literature to be left on the door-step if residents were not at home. To overcome the problems regarding low response rates the materials were distributed at different times of the day depending on the apartment block. Those with a high number of unemployed residents or sheltered accommodation were distributed during the day. Those with a high number of residents in employment were distributed during the weekend. All residents received a letter beforehand letting tenants know about the distribution.
- 5.7.3 Project Officers also focused on face to face doorstep engagement with residents. This method was used to promote the campaign and also encourage residents to use the facilities available to them. 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.

Section 6: Results

6.1 Surveys

During the pre-evaluation period 150 face to face and six postcard surveys were completed. For the post-evaluation period 150 face to face and 13 postcards were completed. 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.

6.1.1 Key indicator

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



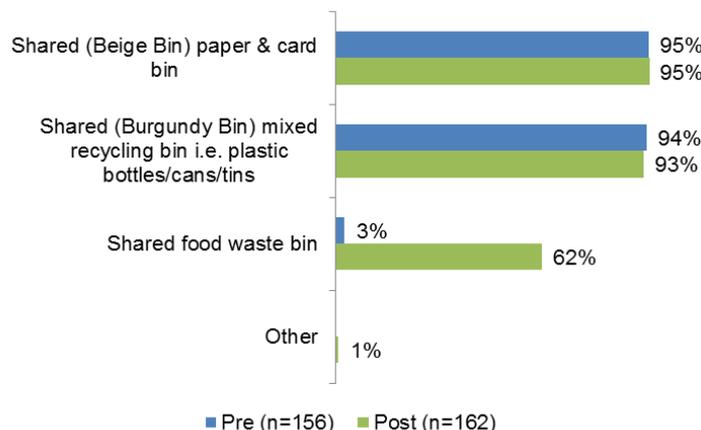
Base (n=135)

Claimed to recycle more since receiving campaign materials

6.1.2 Awareness of recycling collection services

To gather general awareness of the waste collection services offered, respondents were asked which bins/services their council provides. For both the dry recycle waste streams the levels of awareness remained consistent pre to post-evaluation. Awareness of shared pulpables (paper and card) remained high at 95%; results were similar for the shared commingled (mixed recycling) bin with 93% being aware post-evaluation. Positively awareness of the shared food waste bin increased by 59%, from 3% to 62%.

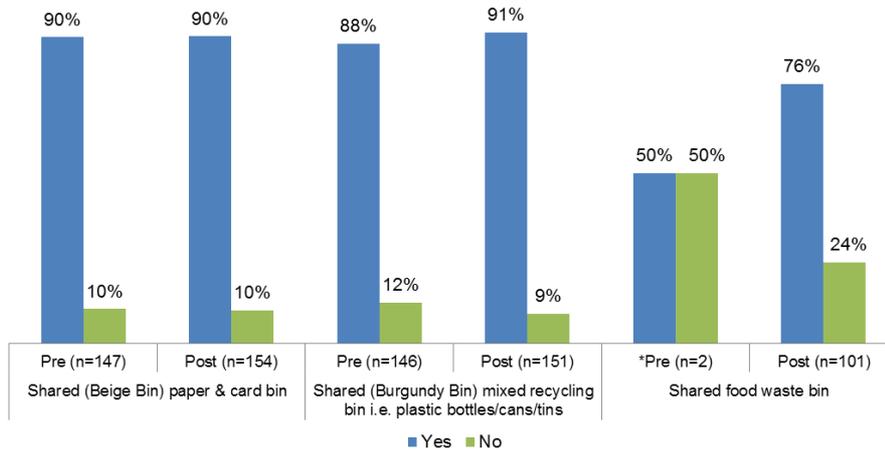
Graph: Awareness of councils recycling services



6.1.3 Claimed usage of recycling collection services

Of those aware; claimed usage of the dry recycle waste streams remained fairly consistent pre to post-evaluation, with 90% claiming to use the shared pulpables (paper/card bin) pre and post-evaluation. Claimed usage of the shared commingled (mixed recycling) bin increased by 3% from 88% to 91%. Claimed usage of the shared food waste bin increased by 26%, from 50% to 76%. It should be noted that count of households claiming to use the shared food waste bin increased substantially post-evaluation.

Graph: Claimed Usage of Waste and Recycling Collection Services

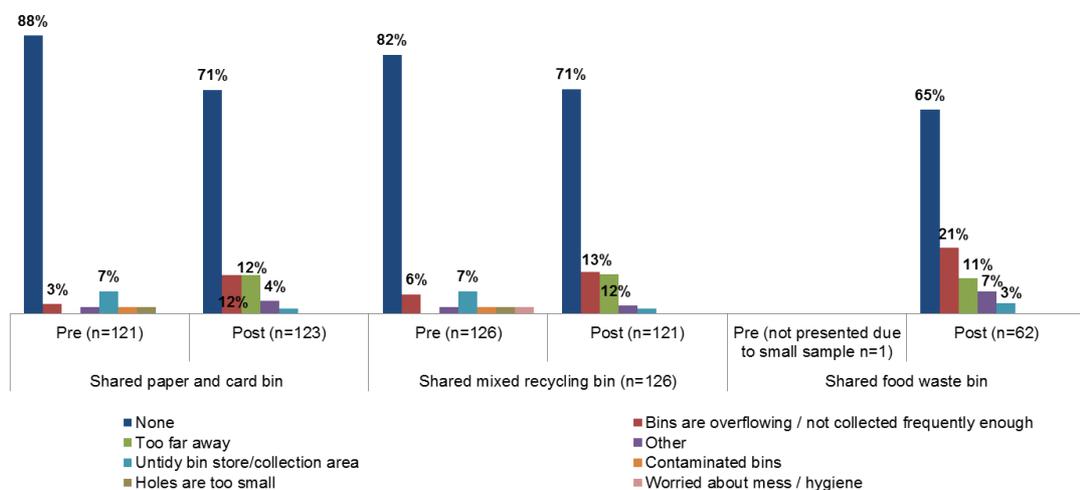


**Caution should be taken when interpreting the results due to the small sample size*

6.1.4 Barriers to recycling

To understand what barriers residents encounter in using the services provided, respondents were asked what issues they have had, if any. Overall, post-evaluation there were more barriers presented for the three waste bins but there was a higher number of respondents citing the bin store being too far away, overflowing bins or bins not collected frequently enough. The increase in barriers presented could be due to more residents now being aware and/or using the service.

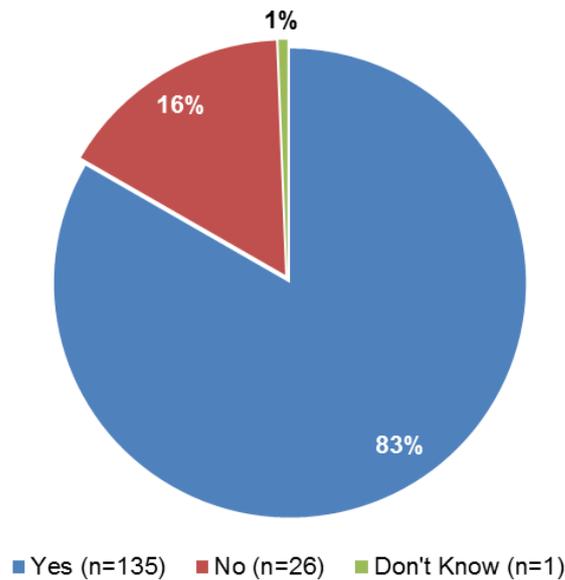
Graph: Barriers encountered when using services



6.1.5 Campaign recall

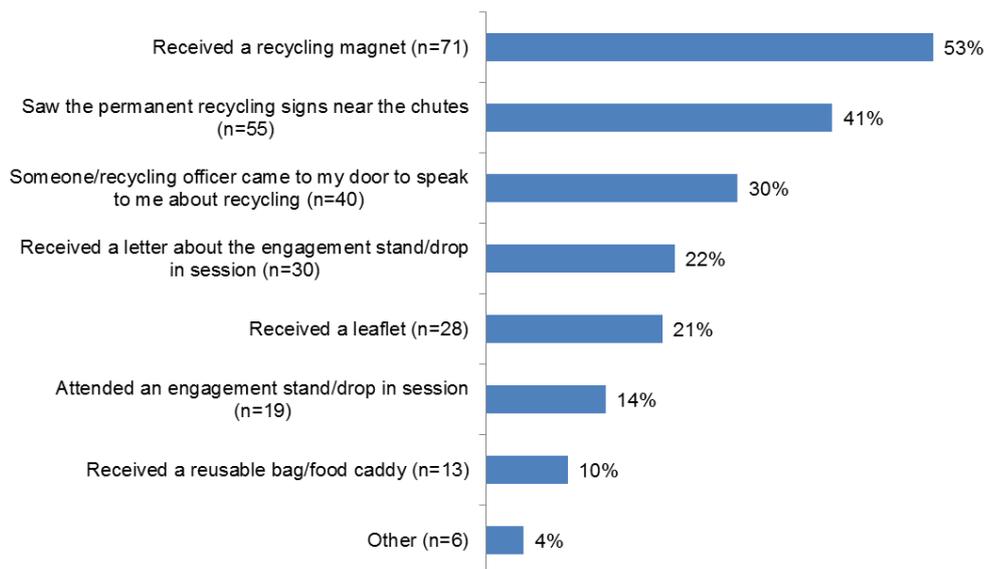
In order to establish whether respondents could recall the recycling campaign, respondents were asked to think back over the last three months and state whether they had seen, heard or received any information around waste and recycling in their area. The majority (83%) recalled some form of communication.

Graph: Recall of campaign (post monitoring)



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 recycling magnet’ at 53%, followed by 41% citing ‘saw permanent recycling signs near the chute’ and ‘someone/Recycling Officer came to my door to speak to me about recycling’ at 30%.

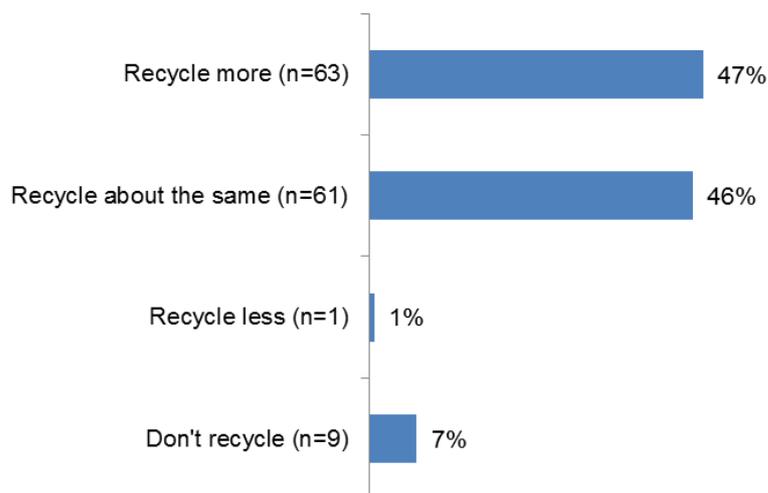
Graph: What information respondents recalled seeing, hearing or receiving



6.1.6 Changes in behaviour

Respondents were asked if receiving the recycling campaign materials had changed their behaviour towards waste and recycling. Positively, almost half (47%) claimed to now recycle more, followed by almost 46% recycling the same as they did before.

Graph: Has Seeing the Information About Recycling in Your Area Changed Your Recycling Behaviour?



6.1.7 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 (Waste Resources and Action Programme) committed recycler questions. These questions ask:

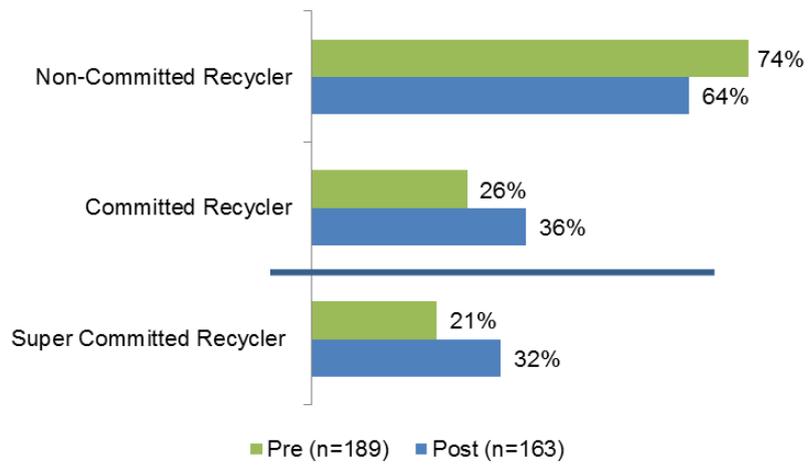
- a) how important recycling is to the respondent;
- b) how they would describe their attitude to recycling and; and
- c) how much they recycle.

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

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

Respondents classified as committed recyclers increased by 10%, from 26% to 36% post-evaluation. Nationally the level of committed recyclers is 75%. Of the 20% classified as committed recyclers, 32% fell into super committed matrix, which is an 11% increase from the pre-evaluation period.

Graph: Commitment to recycling



6.2 Staff cost/time

Description	(€)	(£)	Hours
Project Support Officer	68.19	56.47	3.5
Campaign Officer	5,312.14	4,399.51	239.7
Outreach Worker	2,820.00	2,335.52	206.0
Total	8,200.33	6,791.50	449.2

6.3 Cost of campaign materials

Description	(€)	(£)
Bags	2,141.70	1,770
Caddies	1,028.50	850.00
Liners	1,191.90	985.04
A5 Magnets design and print (1,000)	709.06	586.00
A4 Letter design and print (629)	381.15	315.00
Permanent signage design and print 11 x A1, 15 x A3	1,069.65	884.01
Vehicle hire	90.02	74.40
Other	438.01	361.99
Total	7,049.99	5,826.44

6.4 Cost per head (excluding personnel costs)

(€)	(£)
12.59	10.40

6.5 Cost per head (including personnel costs)

(€)	(£)
27.23	22.53

Section 7: Conclusion

- 7.1 The overall results suggest that a combination of informative and appropriate campaign literature as well as providing the tools to store and carry recycling has had a positive effect on these apartment blocks.
- 7.2 The awareness levels and claimed usage of the shared dry recycling collections remained consistent and high pre to post-evaluation. Although, there were notable increases in the awareness of the shared food waste collection, this increased by 59%, from 3% to 62%. Post-evaluation, the proportion of those aware of the food waste service and claiming to use it was 76%.
- 7.3 The percentage of committed recyclers increased by 10%, from 26% to 36% post-evaluation. Whilst nationally this figure is 75%, it should be noted that the campaign was undertaken in a hard to reach area and it could be concluded that an increase of 10% is a very positive step change in an area where previous interventions have not been positively received.
- 7.4 The proportion presenting a barrier in using all shared bins has increased slightly post-evaluation, with bin stores being too far away, overflowing bins or bins not collected frequently enough most commonly mentioned.
- 7.5 A series of communications materials were developed for this campaign and included a letter, magnet and permanent signage in the bin areas. The information contained in the communication materials were recalled by the majority of respondents (83%), with 'received a recycling magnet' and 'saw permanent recycling signs near the chutes' being most commonly mentioned. This recall seems to have had a positive effect on changing respondents' behaviour as 47% claim to now recycle more.
- 7.6 In summary, 47% claimed to recycle more since receiving communications materials. The campaign also saw success with more respondents being aware and claiming to use the shared food waste bin. Barriers are still being presented for all waste streams, although these were minimal. The level of committed recycler has increased, which shows a shift towards pro recycling behaviour.

Section 8: Key Learning Points

- 8.1 This campaign was carried out in phase two of the project and built on lessons learnt from 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 the bags and caddies to 1500 households over many apartment blocks (in excess of 20) 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.

- 8.2 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. Timetabling distribution to suit the demographic makeup of each apartment block is also important. For this campaign, those with demographics which suggested young professionals, such as Atlas Mill and those with high levels of employment, such as Hargreaves House, were targeted on a weekend. While those with low levels of employment and with young children were targeted during the day, taking into account when residents could be leaving to pick their children up from school.
- 8.3 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.

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.
- 8.4 It was noticed in the bin audits that at a number of sites the recycling facilities were in a poor condition and improperly placed. Consideration needs to be given to how residents will use the facilities and how easily accessible they are. Recycling facilities should be located together with residual waste where possible and accessible for all people, especially when located at sheltered housing sites.