
LIFE+ Up and Forward Project: Case Study

B4-B6

Transience

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Contents

		Page
1.	Executive Summary	2
2.	Key Facts	4
3	The Approach	5
4.	Results	9
5.	Conclusion	14
6.	Key Learning Points	15

Section 1: Executive Summary

1.1 Background to the Project

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;
- d) Apartments - focused on those areas with a high level of low rise or high rise apartments.

1.2 B4-B6 (Transience) Actions

The campaigns outlined under Actions B4 to B6 (Transience) were developed to address the fact that transient residents are usually at a life cycle stage where they are not actively participating in recycling. There were 3 campaigns carried out under the this theme:

- a) Private Rental Market - it has been proven that transient populations are poor recyclers, which live predominantly in rented houses. These types of houses are also occupied by a high proportion of youth, who are also low participants. The campaign was therefore funnelled through landlords and partnership organisations as a cost effective way of reaching more individuals, and using them to help develop the campaign.
- b) Golden Bin - students (youth) are generally poor participants in recycling. This campaign was developed with students through the use of social media and appealed to students by providing a targeted reward.
- c) Recycling Games - the campaign engaged with students in a fun and non-patronising way through use of a competitive game that was played at two main events. It involved students in the developing and planning of the game and the running of the events.

Individual case studies for each campaign are available for download on the Up and Forward website. Case studies include:

- a) selection of campaign area;
- b) demographic and Acorn data;
- c) campaign approach, results and key learnings;
- d) breakdown of costs.

Website: www.recycleforgreatermanchester.com/upandforward

1.3 Overall objectives

The aim of each campaign was to support and reinforce kerbside recycling of garden and food waste, cans, plastic bottles and paper/card.

Key objectives were as follows:

- a) increase the level of recycling for all of the current materials collected;
- b) raise awareness of the importance of recycling; and
- c) embed good recycling behaviour within identified low performing areas.

1.4 Selecting the campaign area

Campaign areas were selected based on the following 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 using ACORN data to select a waste collection round suited to the Action (in a deprived/low income area); and
- c) District knowledge.

1.5 Monitoring the impact of campaigns/targets

Monitoring the impact of the Transience campaigns took place in a variety of ways. In all 3 campaigns (Private Rental, Golden Bin and Recycling games) pre and post campaign changes in recycling behaviour, perceptions and barriers to usage, were measured via a doorstep consultation. In addition for the Private Rental campaign, 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 also 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.

1.6 Results

The overall picture for the Transience theme is a positive one. The key indicator of success shows that on average 40% are now recycling more as a result of the campaigns. In addition, increases for both participation rates (between 9%-22%) and tonnages collected (2 tonnes-8 tonnes) for the B4 Private Rental Campaign, have been recorded across two recycling streams (commingled and organics).

1.7 Conclusions

Success was seen in B4 with more than half of those asked claiming to recycle more since the campaigns (+59%), in addition almost two thirds of people (60.5%) had used some form of re-use network/service during the campaign period. The student campaigns (B5 and B6) successfully engaged with university students to promote the use of the recycling facilities available to them. Using social media in B5 as the main communication tool meant that marketing costs were kept relatively low; allowing this campaign to be easily replicated across Europe. Whilst the costs associated with the B6 campaign seem high, two educational games (Bean Bag recycling game and Beat the Bin Men game) are now available for future use across Greater Manchester by Districts and partner organisations to encourage correct recycling behaviour; in particular amongst the student and youth population.

Section 2: Key Facts

By theme

- 2.1 The total cost of delivering the activities in the Transience theme (10 campaigns) was €161,719 of which €103,976 was personnel costs. GMWDA received 50% towards the total cost of this activity from the EU LIFE+ programme.
- 2.2 On the ground activities were delivered in 22 weeks (per campaign); with an average of 423 hours spent on each campaign.
- 2.3 Key Indicator: 40% are now recycling more as a result of the campaigns (B4/B5/B6).
- 2.4 Increases for both participation rates (between 9%-22%) and tonnages collected (2 tonnes-8 tonnes) have been recorded across two recycling waste streams (commingled and organics) in the B4 campaign.
- 2.5 21 recycling ambassadors were recruited from the local community (B5/B6).

By campaign

- 2.6 B4: Increases in participation and tonnages were recorded across 2 recycling waste streams; commingled and organics. The key indicator shows that 59% are recycling more since receiving some form of communication and of those asked on average 60.5% had used re-use services during the campaign period. Overall there was an increase in committed recyclers of 34%.
- 2.7 B5: Over a third (37%) claimed to now recycle more, followed by just over half (55%) recycling the same as they did before. The campaign had the highest recall across the whole Up and Forward Project at 87%. Levels of awareness increased for both the dry recyclate waste streams. Awareness of the shared pulpables (paper and card) increased by 12%, from 85% to 97%, followed by 10% more respondents being aware of the shared commingled recycling bin from 85% pre to 95% post evaluation.
- 2.8 B6: The B6 action has shown an increase in awareness of facilities by almost 60% together with a decrease in barriers to recycling and a high claimed usage of facilities at 88%. The key indicator shows that 25% of respondents are claiming to recycle more.

Section 3: The Approach to the Campaigns

- 3.1 Targeting Transient populations brings additional challenges alongside those associated with high levels of deprivation (low incomes, lack of access to education and opportunity). Residents are often new to the area and unaware of the local recycling collections and other reuse and recycling facilities available. All of these factors lead to a lack of prioritisation for recycling with reduced visibility and shared neighbourhood learning preventing a positive recycling habit being formed. It has also been recognised that there are difficulties reaching this group of residents with the traditional approach of door knocking and/or awareness raising promotional activities. This group often does not have time to engage with a canvasser at the doorstep trying to deliver a recycling message.
- 3.2 To overcome these associated factors, campaigns under the Transience theme were developed within the community using a combination of surveys/focus groups to develop an in-depth understanding of the issues affecting the underperforming groups. The outcomes were used to maximise the benefits of the campaign by incorporating the views of residents into the campaign messages, and working with members of the community, landlords and partner organisations to deliver 'face to face' communications and targeted activities.
- 3.3 B4: Private Rental Market - The B4 campaign looked to engage with the private rental market across Greater Manchester to educate Transient populations on waste prevention, re-use and recycling services. As well as providing initial information to tenants on re-use and recycling facilities available, the campaigns provided permanent reminders in properties as a means of repeated education to promote the correct use of services. It also trained housing officers in recycling to support long term changes in behaviour.

Photo: Local housing associations training on benefits of recycling



- 3.4 B5: Golden Bin - The campaign was initiated to overcome issues with low recycling levels and high contamination rates in student rental areas; issues that are generally caused as students move out of halls to privately rented accommodation after their first year; moving from a managed communal waste system to managing their own waste in domestic properties. Most students are unfamiliar with the '4 bin' waste management system used in Greater Manchester. To change students' attitudes to recycling and engage fully with the target community of students, the campaign was delivered through social media via a #RubbishSelfie competition which offered a reward for correct recycling. Recycling ambassadors were also recruited through the Universities and encouraged to act as waste advisors in their community; as well as promoting the competition. The campaign ran over 2 semesters.

Photo: Facebook Entry for Rubbish Selfie competition



- 3.5 B6: Recycling Games - As students are known poor performers in terms of recycling, the B6 recycling campaign looked to promote recycling amongst students in a fun and non-patronising way through the use of a real-life, competitive game that would be played at organised events on university grounds. The recycling games competition was run at the University of Bolton and targeted two halls of residence, Hollins and Orlando Halls, and two private accommodation sites, The Packhorse and The Bank. The campaign ran over 2 semesters from September 2013 to April 2014. In semester 1, a competition was held for students to design a recycling game. The competition received 6 group entries. The judging panel received presentations from all entrants and the 'Beat the Bin-men' game was chosen as the winning entrant. The game involved two teams going head to head to collect and sort recyclable items through an assault course. The game was subsequently used at 2 major events.
- 3.6 The game was made into a portable stand with four rooms available - kitchen, bedroom, bathroom and garden. Each room is designed to encourage recycling of objects in a fun way; keeping the main elements of the original winning design. The portable game will take a prominent role in future GMWDA/R4GM (Recycle for Greater Manchester) campaigns and events.

Photos: Beat the Bin Men at Orlando Halls, Bolton University and Permanent Beat The Bin Men Game (Messy Bedroom)



- 3.7 It was expected that over the life span of the campaigns residents would understand why they were being asked to recycle and then continue to recycle as part of their normal routine.
- 3.8 Different methods were used to identify a low performing collection round and to monitor the impact of the campaigns. The reason for this was that the B4 Private Rental campaign took place with residents on a kerbside collection round, whereas,

the two student campaigns (B5 and B6) operated a communal recycling system at the selected Universities. It was not possible to obtain collection weights or participation rates for communal facilities as the waste was incorporated into a round that covered other properties, or was collected by a private company. Therefore, surveys were conducted before and after to assess the campaign.

3.9 *All campaigns (B4-B6)*

Face to face surveys were conducted before and after all campaigns. The results set out to explore the change in the respondents' 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. In terms of measuring the overall success of each campaign a key indicator was identified which explored the change in respondents' claimed recycling behaviour since receiving some form of campaign material. Therefore; the question 'since receiving the recycling campaign materials has this changed your behaviour towards waste and recycling?' was highlighted as a key measure.

3.10 *B5 and B6*

Low performing areas were selected using local District knowledge of student populations. Demographics were captured during pre and post monitoring surveys to ensure the selected areas met the campaign objectives.

3.11 *B4 Private Rental*

To identify low performing collection rounds, waste collection data was analysed for a period of 12 months prior to the campaigns commencing. GMWDA maintains waste data (recycling rates, facility tonnages etc.) as part of its contract monitoring procedures and analyses waste to support its overall strategy. In order to select an appropriate intervention area existing data was made available to the Project and used to identify low performing rounds to target within each of the campaigns delivered. The Tonnage Data Assessment ranked the rounds depending on the yield (amount of recycling captured) per household. Yield was chosen rather the recycling rate because the three recycling rounds and residual waste round do not sufficiently overlap to calculate the recycling rate.

ACORN data was used to determine the demographic profile of the B4 Private Rental 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. Each area selected for delivery of the B4 campaign was identified as low yielding for the amount of recyclable materials collected at the kerbside and had high levels of deprivation. It was also required that the selected area contain a high level of rented properties. On average each community area selected had high proportions (66%) of ACORN category 4 (Financially stretched) and 5 (Urban adversity) households.

A final intervention zone of approximately 1500 properties was selected in each campaign area from the identified low performing streets; based on the baseline findings provided. In essence, this tailored the intervention zones that were most in need of communications, the campaign then focused on these campaign zones.

Tonnage data was collected in the three kerbside recycling streams (pulpables, commingled and organics) before activities commenced and compared to what had been collected after. Set out rate monitoring was also carried out in order to establish whether there had been a change in the number of households presenting recyclable waste for collection. This was performed in the study area before the campaign started and was repeated soon after the campaign concluded. Calculating the set out rate involved monitoring the number of recycling (or waste) containers presented for collection on two consecutive collection days. If a household presented containers for emptying at least once during the two collection days that were monitored they were counted as participating. For example, if 60% of households participated, this means 60% of households set out their container at least once during the monitoring period (over the two collections).

Section 4: Results

4.1 B4: Private Rental

The communication strategies used in the B4 Private Rental campaigns were successful in raising awareness of recycling in the community. Communication materials were distributed to all properties and additional permanent notices were created to be placed in private rental properties. In Manchester, the effectiveness of the communications was illustrated by the large turnout of the community at the 'Big Tidy Up' event. The response from the community and housing providers was positive and residents welcomed the intervention that the campaign provided. In Phase 2 more focus was added to waste prevention and reuse and engaging with established organisations; as the communications for Phase 1 focused upon recycling messages.

Achievements

B4: Private Rental	Results (SUM OF INDIVIDUAL CAMPAIGN DATA)	
Number of letting agents, social housing providers taking part	20	
Number of Residents taking part in Big Tidy Up	100	
Changes in waste prevention - participation	Pulpables:	-50%
	Commingled:	+9%
	Organics:	+22%
Changes in waste prevention - tonnages*	Pulpables:	-5.1 tonnes
	Commingled:	+2.3 tonnes
Key indicator % recycling more (based on survey question)		
Commitment to recycling (based on survey question)	+34%	
Average % of people using reuse services during the campaign period (based on survey question)	60.5%	

*Data for the organics waste streams is not shown as full data could not be achieved across all campaigns due to seasonality and inconsistencies in round data. Please refer to individual case studies for available data.

Targets

In the commingled waste two of the four B4 Private Rental Recycling campaigns (Stockport and Trafford) exceeded the targets set for participation; Stockport was the only campaign to exceed the set tonnage target.

In the pulpables waste stream none of the campaigns reached the targets set and only one campaign (Tameside) exceeded the set tonnage target.

In the organics waste stream three out of the four campaigns exceeded the participation targets (Tameside, Stockport and Trafford).

Please refer to individual cases studies for specific target information.

Campaign Costs

B4	Personnel	€
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Cost	31,847
Travel & Subsistence	
Mileage costs of Project Team	702
Travel Expenses & Parking	94
Cost	796
Consumables	
45 x Ambassador Leaflets	61
45 x Ambassador Posters	274
2,500 x bin stickers	589
8,050 x leaflets	1867
1,500 x magnetic info cards	859
800 x moving in/out folders	1,313
1,043 x notices	1,982
800 x sorry we missed you cards	87
Supplies for focus groups/events	167
Cost	7,200
External Assistance	
4 x Community Project Delivery	4,490
Venue Hire	292
Cost	4,782
Other Costs	
Prize Shopping Vouchers x 10	111
Cost	111
Total Cost	44,735

4.2 B5: Golden Bin

The communication materials and strategies in this campaign have been successful in engaging with University students in private rental accommodation. The campaign embraced new media as a form of promoting the campaign with the use of Facebook and twitter; this was essential in engaging with the student community. Promotional leaflets were also been used and distributed by volunteers to raise awareness at events and during door knocking activities. In Phase 2 the communications were refreshed and revitalised to make sure the campaign carried on appealing to the student community. The campaign was positively received by students and could easily be replicated across other EU municipalities at a relatively low cost.

Achievements

B5:Golden Bin		
Manchester	Results	
The number of student Recycling Ambassadors recruited and trained	17	
Number of leaflets distributed to private rental properties	3150	
The number of campaign prizes awarded	12	
<i>Increase in waste prevention and recycling participation (survey questions)</i>		
Key indicator - % recycling more following the campaign	37%	
Increase in positive attitudes	Super Committed:	0%
	Committed:	+1%
	Non-Committed:	-1%

Targets

In terms of measuring the overall success of the campaign a key indicator was identified to explore 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?' was highlighted as a key measure.

Key indicator: 37% claimed to recycle more since receiving campaign materials.

Targets were not set for participation and tonnage increases.

Campaign Costs

B5	Personnel	€
	Cost	29,831
	Travel & Subsistence	
	Mileage costs of Project Team	702
	Travel Expenses & Parking	196
	Cost	898
	Consumables	
	30 x Ambassadors Pads	93
	970 x Big Tags	1572
	3,150 x leaflets	798
	50 x Posters	120
	Supplies for events	63
	Cost	2,646
	External Assistance	
	Campaign Project Delivery	2,003
	Cost	2,003

	Other Costs	
	Prize Fund	477
	Cost	477
	Total Cost	35,855

4.3 B6: Recycling Games

The communication strategy and materials successfully promoted recycling amongst University students in halls of residence and privately rented properties in Bolton. A competition was held to develop a game around the theme of recycling. The game was successfully launched at 2 main events, one at the halls of residence and one on campus. As the attendance at the first event was lower than anticipated (in part due to very wet and cold weather conditions), moving in to Phase 2 the event was promoted over a longer period of time and ran during fresher's week.

The game is an excellent medium, which could be used repeatedly to spread recycling messages, however, due to the scale and intricacy of the initial design, and to allow the game to be used across Greater Manchester, an external company was tasked with taking the main elements of the game and reproducing it to allow for easy storage, build/dismantling and transportation.

The Project Team also developed closer working relations with the University of Bolton to access internal communication channels. Permanent communication materials were successfully installed in the halls of residences helping to increase recycling levels on site. The information contained in the communication materials was recalled by almost eight out of ten (76%) respondents. The campaign was positively received by students and gained significant coverage in the local press.

Achievements

B6: Recycling Games		
Bolton	Results	
The number of requests for the competition brief	17	
The number of competition entries	6	
Recycling Ambassadors recruited and trained	4	
The large scale event has been held	27 th March 2014 and 22 nd September 2014.	
<i>Increase in waste prevention and recycling participation (survey questions)</i>		
Key indicator - % recycling more following the campaign	25%	
Increase in positive attitudes	Super Committed:	+12%
	Committed:	+12%
	Non-Committed:	-12%

Targets

In terms of measuring the overall success of each campaign a key indicator was identified to explore 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?' was highlighted as a key measure.

Key indicator: 25% claimed to recycle more since receiving campaign materials.

Campaign Costs

B6	Personnel	€
	Cost	42,298
	Travel & Subsistence	
	Mileage costs of Project Team (see note 7.1.7)	702
	Travel Expenses & Parking	167
	Cost	869
	Consumables	
	3 x Costumes	53
	4,700 x leaflets	1,483
	380 x Notices	1,028
	Permanent Beat the Bin-men Game	9,544
	80 x Posters	156
	LIFE+ Promotional Sweets	539
	600 x Promotional t-shirts	1,268
	Recycling bean-bag game	2,075
	Temporary Beat the bin-men game	1,314
	Supplies for events	533
	300 x Ambassador pads	93
	Cost	18,086
	External Assistance	
	Campaign Project Delivery	17,173
	Catering for Event	60
	Sports Venue Hire	1,899
	Cost	19,132
	Other Costs	
	Prize Fund	745
	Cost	745
Total Costs	81,130	

Section 5: Conclusion

- 5.1 The overall picture for the Transience theme is a positive one. The key indicator of success shows that on average 40% are now recycling more as a result of the campaigns. In addition, increases for both participation rates (between 9%-22%) and tonnages collected (2 tonnes-8 tonnes) have been recorded across two recycling waste streams (commingled and organics) in the B4 campaign.
- 5.2 Whilst the pulpables waste stream (in B4) shows a decrease of 50% participation and 5.1 tonnes, this could be due to peaks and troughs in seasonality; poor overlap between rounds; weather and operational issues. It is also worthwhile to note that the largest decrease of 35% was recorded in Tameside; Tameside changed its collection round for the pulpables waste stream towards the end of the campaign and monitoring also took place over Christmas, therefore, the pulpables results for the B4 campaign should be used with caution.
- 5.3 The B5 campaign successfully engaged with university students living in rented accommodation to promote the use of the recycling facilities available to them. Using social media as the main communication tool meant that marketing costs were kept relatively low; allowing this campaign to be easily replicated across Europe.

Success was also seen with more respondents being aware and presenting fewer barriers to using the dry recycling services. Campaign recall was high, and the knock on effect towards recycling more due to this is positive. Although the level of commitment to recycling is low, this could be due to the demographic targeted i.e. students being less likely to be fully committed. Although entries into the competition via social media were lower than expected, the campaign received the highest recall across the whole Up and Forward Project at 87%. The low entries could be due the relatively small target area of 1,500 households (rather than university wide).

- 5.4 The B6 action has shown an increase in awareness of facilities by almost 60% together with a decrease in barriers to recycling and a high claimed usage of facilities at 88%. The key indicator shows that 25% of respondents are claiming to recycle more. In addition to increases in recycling and usage of facilities, the campaign has also fostered closer working relationships between the University and Bolton Council, which will allow for continued future collaboration in the promotion of student recycling. Whilst the costs associated to this campaign seem high, an educational game is now available for future use across Greater Manchester by Districts and partner organisations to encourage correct recycling behaviour; in particular amongst the student and youth population.

Section 6: Key Learning Points

- 6.1 Identifying private landlords is a barrier that was presented throughout most of the campaigns, mainly due to data protection issues and absent landlords. The short timescale of the campaign and limited resources meant Project Officers were unable to gather this information. A more positive outcome was achieved by working with social housing providers. Generally social housing officers were already looking for solutions to waste problems and welcomed the support provided as part of the campaign. It is therefore recommended that campaigns targeting the private rental market should be delivered over a longer timescale, or be focused on social housing.
- 6.2 When compared to other LIFE+ campaigns within the Project, Project Officers found that student volunteers were easier to recruit and remained active and committed for longer (as volunteering could be linked to their course). The ambassadors were at ease with door step engagement tasks and frequently put forward their suggestions of how to improve uptake and increase promotion of the campaign.
- 6.3 Due to the relatively small target area of private rental properties, the majority of Manchester students were unable to participate in the #RubbishSelfie competition element of the B5 campaign. It is therefore recommended that this part of the campaign would be more suited to students living in halls of residence.
- 6.4 As the University of Bolton is mainly a commuter university (with few halls of residence) it is suggested that the B6 recycling game campaign would be better suited to a University with a high proportion of students living in concentrated halls of residence. This would also be beneficial when activities are held at Fresher's fairs as the majority of first year students live in halls.
- 6.5 Both student campaigns encountered problems due to constraints of the academic calendar. Developing initial university links, recruiting volunteers and identifying student homes within the target area took longer than anticipated. It is recommended that the research period (including making contacts) should commence in the summer break to allow the main activities to commence once the students return for the next academic year (when students are more receptive to communications). Recruit of volunteers should also take place at the start of the new academic year; this is a time when students have less pressure of exams and assignments.