

Domestic Waste Recycling Scrutiny Review

Agreed Remit

To identify future improvements in CYC's working methods in order to increase domestic waste recycling.

Key Objectives

- i) To consider best practice from exemplar Local Authorities including incentive schemes.
- ii) To consider the views of CYC waste operatives.
- iii) To gather evidence on the effectiveness of the initiatives scheduled for this financial year.

Background

The project is a qualitative and quantitative research exercise to establish the effectiveness of promotional work, campaigns and activities designed to boost participation, capture rates and quality of material collected in kerbside recycling in poor performing areas but also to look at opportunities for implementing waste prevention and waste minimisation activities.

The review work recognises that as financial resources become increasingly limited, it is important to target them where they will be most effective in helping to divert more waste from landfill by increasing levels of reuse, recycling and composting.

The basis of the approach used for the review is to select two similar geographical areas from which evidence will be gathered on the effectiveness of initiatives employed to improve kerbside recycling and reduce the amount of waste sent to landfill (whether by recycling, waste prevention or reuse activities). For the purposes of comparison the same methodology will be followed in each area. One area will be used as a control whilst the other will be a test area where a targeted bespoke communications campaign is delivered.

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The waste hierarchy says that the most sustainable way of dealing with waste is to first look to reduce it, then reuse it and then to recycle or compost it. Often the concepts of reduce and reuse are confused with recycling so it is felt that the communications campaign and initiatives for the targeted areas should begin with recycling to ensure that all participating residents are familiar with and taking part in the service before messages about reducing and reusing waste are tackled. After a couple of months the campaign will develop to include messages about how waste can be reduced and reused with the aim of getting residents to eventually manage their waste more sustainably.

For each basic area that is subject to review the following key elements will be included:

- Background - Identify where you are (demographics of area, current and proposed services, waste data and targets, research, funding and support).
- Situational Analysis - Establish where you want to be (analyse current position, outline where you need to be).
- Aims & Objectives - Define aims and objectives (overall aims, overall objectives **S**pecific / **M**easurable / **A**chievable / **R**ealistic / **T**imebound).
- Target Audience - Identify your audience (all householders, internal and external groups, specific groups, hard to reach and engage, lifestyle characteristics).
- Branding & Messaging - Developing communications (visual identity, tone of voice, type of message).
- Strategy & Communications Methods - Develop strategy and methods (overall approach, methods to support services, methods to reach audiences, impact of each method, distribution methods)
- Campaign Activities - Develop individual activities (individual campaign aims and objectives, communications tactics, agree measuring and evaluation mechanisms - such as participation, tonnages, recycling rate, website hits).
- Planning Your Activities - Scheduling and costs (links with service provision, links with national events, schedule campaign activities, outline indicative costs, include contingencies).
- Monitoring & Evaluation - Evaluate effectiveness (overall aims and objectives achieved?, individual campaign aims and objectives achieved?, review impact of campaign activities, determine future activities).

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Kingsway North Area / Monkton Road Area Project - October 2013 to March 2014

The project involves looking at the actions and participation levels of residents living within areas predominantly consisting of semi detached housing and a high density of council owned housing.

- Test area - Kingsway North and streets surrounding (629 properties)
- Control area - Monkton Road and streets surrounding (604 properties)

Streets included in the test and control areas are detailed in the table on page 21.

These areas have been selected to enable gathering of evidence on the effectiveness of initiatives employed to improve participation in (and consequently the levels of) kerbside recycling and reduce the amount of waste sent to landfill.

For the purposes of comparison both areas were monitored and evaluated at the beginning and end of the project, but only one area (test area) was targeted with a bespoke campaign, whilst the other experienced no changes (control area).

Phase 1 - Monitoring & Evaluation - October to December 2013

A period of monitoring and evaluation has taken place to build up an accurate picture of what was happening in both the control and test areas. This is important to establish any changes that take place in the test area following the campaign work and to be able to effectively use the control area as a comparison. To ensure consistency of approach the same methodology for monitoring and evaluation was carried out in both areas.

Resident door step survey

A doorstep survey was carried out with residents in both the test and control areas to establish what barriers there are to residents fully

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participating in the kerbside recycling service and waste reduction activities generally. Questions were also asked to discover what activities and facilities would encourage residents to participate more, which would then inform the project work.

Your Local Link were commissioned to complete the survey work and asked to post surveys through the letterbox at properties where they were unable to speak directly with residents. A freepost envelope was included with the survey along with details of a prize draw for £25 worth of shopping vouchers to act as an incentive to participate in the survey.

228 surveys were returned in total (including both postal returns and door step interviews) which equates to an 18.5% response rate overall.

Type of respondents headline figures:

- Both areas responded to the survey in fairly equal measures;
 - YO30 Control area = 16.9%
 - YO31 Test area = 14.1%
 - Didn't supply postcode = 3%
- 30% of the respondents were male, 66% female and 4% did not specify.
- Age range in area/that responded to survey
 - 16-24 = 1.8%
 - 25-34 = 11%
 - 35-44 = 18.9%
 - 45-54 = 21.5%
 - 55-64 = 14%
 - 65-74 = 17.1%
 - 75+ = 9.6%
 - Prefer not to say / No age specified = 6.1%

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- 94.7% of respondents classed themselves as 'White British'. 1.8% specified 'Asian or Asian British' and 3.5% classed themselves as 'Other' and specified nationalities including; Chinese, French, German, Indian, Irish, Polish and Turkish.
- 36% of respondents were married, 25% single, 7% cohabiting and the remaining 32% were in a civil partnership, widowed or preferred not to say.
- 78.5% of respondents asked to be entered in to the prize draw.

Evaluation of 'Type of respondent':

The survey results establish a lot about the residents to be targeted as part of the bespoke campaign. Many residents that responded are single or cohabiting without children, and there is also a large elderly community within both areas. Although targeting project work in schools was an option, it is clear from the survey results it is important to also target other community venues.

The prize draw acted as a positive incentive to residents to complete the survey suggesting financial incentives may be effective within the area as part of the project work.

There was a wide range in the age of respondents suggesting it may be necessary to have varied activities available for different residents to participate in.

Current waste disposal and recycling habits headline figures

- Facilities used in the last 6 months
 - Rubbish bin = 100%
 - Recycling boxes = 97%
 - HWRC = 46%
 - Recycling banks = 32%
 - Other = 6% (specified answers included; Charity shops, freecycle, green bin, rag and bone man, skips)

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- Common reasons cited for not using recycling boxes
 - 'Can't afford replacement boxes'
 - 'Boxes too heavy'
 - 'Crew doesn't always empty'
 - 'Use other facilities' (banks at the local community centre etc)
 - 'Boxes unsuitable' (too small, difficult to store etc.)
- Reasons for not using HWRC
 - Don't have a car = 50%
 - Don't know the opening hours = 7.4%
 - Don't need to use it = 37.7%
 - Don't know what I can take to site = 4.1%
 - Other = 0.8% (Reasons included; 'Don't want to pay to tip', 'Can't find it', 'Costs', 'Just leave things out for CYC to remove', 'Rag and bone man').
- Knowledge of what can be recycled at the kerbside
 - Full knowledge = 88%
 - Some knowledge = 9%
 - No knowledge = 2%
 - No answer = 1%
- Would benefit from more information about recycling
 - Yes = 46%
 - No = 42%
 - Don't know = 9%
 - No answer = 3%

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Evaluation of Current waste disposal and recycling habits headline figures

Most residents across a wide age and gender range have full knowledge of what they can recycle at the kerbside and use the boxes regularly to do so. The small amount of residents that don't use the recycling boxes cited various reasons with the most common being not wanting to pay to replace boxes that have been lost.

Despite the fact that 98% of residents claimed to have full or some knowledge of what can be recycled at the kerbside, 55% of residents also said that they felt they would or might benefit from more information about what they could recycle. This suggests that residents would like to know more about recycling outside of the kerbside service.

54% of respondents do not use the HWRCs. Of these respondents 50% said that this was because they didn't have a car. Of this number when asked how they would dispose of larger items of furniture and electrical items the majority (49%) stated they would pay someone to remove it and 42% said they would donate it to charity. This suggests that putting a reuse scheme/collection service in place may be welcome to residents without transportation.

The costs of replacing boxes or disposing of some materials at the HWRC featured in many of the comments of those residents that stated that they did not use these facilities. However this was a relatively small number of residents within the survey area.

Waste prevention, reuse and other recycling headline figures

- Other items recycled by residents;
 - Batteries = 39%
 - Carrier bags = 43%
 - Cartons = 17%
 - Music/textiles = 18%
 - Other items included; clothes, foil, light bulbs, plastic, paint tins, printer cartridges, shoes.

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- Extra recycling put out in bags
 - Yes = 27%
 - No = 51%
 - Sometimes = 16%
 - No answer = 6%

- How would you dispose of furniture and electrical items that you no longer use?
 - Rubbish bin = 9%
 - Sell or pass on = 47%
 - HWRC = 45%
 - Charity = 50%
 - Pay for removal = 27%
 - Other included; Gypsies, Rag and bone man, Skips.

- Washable nappies?
 - Yes = 2%
 - No = 27%
 - Maybe in the future = 6.5%
 - Not applicable = 64.5%

- Mailing preference service?
 - Yes = 16%
 - No = 77%
 - n/a = 7%

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Evaluation of waste prevention, reuse and other recycling habits

Residents were keen to recycle other items and high percentages claimed to recycle other materials at recycling banks or collection points such as carrier bags and batteries. It would be interesting to look at facilities available in the area for the items that were not as widely recycled such as textiles and tetra packs.

There was little interest across the board in using washable nappies. For many it was not applicable but for those residents for whom it did apply most stated that they 'did not use them and never would'. Promoting this waste prevention activity within the test area may be fruitless as there is so little interest from residents and a campaign may not achieve much impact or tonnage reduction.

The mailing preference service was not very well used overall but very popular with residents with many comments that they would like to sign up to the service or find out additional ways that they can reduce the amount of junk mail delivered to their property. This suggested a Junk Mail waste prevention campaign in the test area may be effective in reducing waste overall at very little cost to the Council.

Participation monitoring

An exercise has been taking place in both the control and test areas to establish current participation and set out rates in the kerbside recycling service.

To monitor participation and set out rates, all properties were monitored over 4 consecutive recycling collections (period of 8 weeks) and information gathered about how often residents set recycling out for collection, how many boxes they present and what materials are presented. It was then possible to work out a percentage participation rate by street and overall by area.

Current projections from the participation monitoring work show that participation vastly varies ranges from street to street. In some streets only 42.5% of residents regularly present their recycling boxes for collection, whereas in neighbouring streets participation is as high as 75%. It is important to look at the factors that affect poorer levels of participation, particularly when it is on a street by street basis. What this

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data does suggest is that localised work (potentially even targeting a single street for a campaign) may be beneficial in terms of increasing participation rates.

In some parts of both areas participation levels are relatively high, although this does not necessarily reflect a high capture rate of recyclable materials. It may be that participation in the service is high but tonnages remain low due to a lack of awareness of the materials that can and cannot be recycled.

Recycling tonnage monitoring

To assess whether there has been any increase in the amount of material collected it is important to look at the tonnages of recycling collected from each area. To do this a separate crew was sent out to complete one recycling collection per area and returned tonnage figures by type of material.

On average York residents produced around 6.53kg of recyclables per household per collection in the 2012/2013 financial year. In November 2013 the amounts measured per household per collection in the test and control areas were 6.07kg and 7.12kg respectively.

Within the test area the amount of recycling collected per household was significantly lower than the average across the city which gives positive scope for improvement.

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Phase 2 - Planning, project work and area based communications – January to March 2014

Implications of monitoring work on planning

The results from the period of monitoring and evaluation were important in planning the project work and bespoke communications as the results offered an insight in to current behaviours and attitudes.

78% of respondents to the doorstep survey asked to be entered in to the prize draw demonstrating that this may have acted as an incentive to participate.

Specific project work carried out in the test area has been influenced by the results of the monitoring work. For example; Over half of respondents to the survey claimed that they did not use the HWRC, and over half of this number stated that this was because they did not have a car. Because of this a community reuse collection of bulky items was arranged to give residents without transport access to an important waste collection service.

Smarter York Challenge Brochure

A brochure was developed specific to the test area and delivered to residents at the start of the project. The brochure was designed to engage with residents in the test area, raise awareness of waste prevention and create interest in planned activities. Further campaign specific communications were developed throughout the project with the same bespoke branding.

A copy of the brochure is attached in Appendix A.

Incentive scheme 1 – ‘Return to Sender’ campaign

The ‘Return to Sender’ campaign was developed in response to the results of the doorstep survey where 77% of respondents stated that they had not signed up to the Mailing preference service and still received junk mail. Qualitative data collected from the survey work suggested that residents would be interested in joining the service or finding out how they could avoid junk mail.

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The 'Return to Sender' incentive scheme was designed to help and encourage residents to take practical steps to avoid junk mail, preventing waste at source and reducing the amount of waste sent to landfill.

Residents were sent a letter inviting them to take part in the incentive scheme. A 'No Junk Mail' sticker, embossed with the Smarter York branding was included with the letter. Half of the properties in the test area received a letter simply encouraging them to take part and outlining the environmental benefits of reducing junk mail, whilst the other half of properties in test area received a letter inviting them to take part and informing them that all properties that participated would be entered in to a prize draw with a financial reward. This approach allowed us to engage with all residents in the area, but also offered us the opportunity to test the effectiveness of financial incentives versus encouragement only in improving levels of participation.

Communications

Examples of the 'No Junk Mail' sticker and letters are shown on the next page.

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City & Environmental Services

Eco Depot
Hazel Court
James Street
York
YO10 3DS

www.york.gov.uk
Tel: (01904) 551551
Email: ycc@york.gov.uk



Return to Sender

Dear Resident,

Take part in our Smarter York challenge and be in with a chance of winning **£100 of vouchers.**

If you are sick of coming home to a pile of junk mail on your doormat then this challenge is for you.

Simply attach the 'No Junk Mail' sticker (enclosed) on to the outside of your letterbox to let people know that you do not want any junk mail. Every household displaying a sticker will be entered into a prize draw to win £100 of high street vouchers.

The average household receives 650 pieces of junk mail per year. Not only is it a nuisance but it costs the planet 17 trees, 7,000 gallons of water and 390 gallons of oil per tonne of junk mail produced.

Signing up to the Mailing Preference Service will also stop you receiving junk mail that is addressed to the householder. Signing up is free and easy. Simply visit www.mpsonline.org.uk and put your postcode in to start.

Remember to display your sticker to be in with a chance of winning!



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Return to Sender

Dear Resident,

Take part in our Smarter York challenge and help us reduce the amount of junk mail ending up buried in our landfill sites!

If you are sick of coming home to a pile of junk mail on your doormat then this challenge is for you.

Simply attach the 'No Junk Mail' sticker (enclosed) on to the outside of your letterbox to let people know that you do not want any junk mail posting through your door. Signing up to the Mailing Preference Service will also stop you receiving junk mail that is addressed to the householder. Signing up is free and easy. Simply visit www.mpsonline.org.uk and put your postcode in to start.

The average household receives 650 pieces of junk mail per year. Not only is it a nuisance but it costs the planet 17 trees, 7,000 gallons of water and 390 gallons of oil per tonne of junk mail produced.

Remember to display your sticker and help us to Stop the Drop!



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Promoting the prevention of junk mail is a relatively inexpensive yet effective waste prevention activity as it is possible to quantify the results of a campaign by the number of residents that have joined a scheme or are displaying a junk mail sticker etc. This means that it is possible to understand the effect of communications and accurately measure the effectiveness of a campaign and use this information when directing future resources.

Campaign results:

Residents responded well to the incentive and participation levels were relatively high.

- 202 properties displayed a junk mail sticker which equates to a participation rate of more than 32.2% within the overall test area.
- 95 properties within the area that received encouragement only displayed a junk mail sticker which equates to a 32.09% participation rate.
- 107 properties within the area that were included in the financial incentive displayed a junk mail sticker which equates to a 32.33% participation rate.

Evaluation

There was a high level of response from residents in the test area to this incentive, demonstrating that there is an interest and demand for this type of waste prevention activity. Surprisingly the results showed that in this instance the financial incentive was not a factor in determining levels of participation and residents from the area that simply received encouragement to display their sticker were just as likely to participate in the campaign. This may be in part because very little effort was required to participate with the potential for long term positive benefits (i.e. Display a sticker on one occasion, avoid junk mail for x months). Had the subject of the incentive been focused on different WP activities (for example; reducing the amount of food waste produced over a set period) and had more action on the part of the resident been required there may

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have been less participation overall and particularly in the streets that were not offered any incentive to participate.

Incentive scheme 2 – ‘StreetbyStreet’ campaign

The StreetbyStreet campaign (SbS) was a campaign specifically designed to increase participation in the kerbside recycling service and to also improve the capture of materials.

The monitoring exercise completed in December 2013 captured street specific data regarding the number households that put out recycling boxes on collection day. A ‘set out’ rate was calculated per street which was based on households presenting at least one box on collection day. ‘Set out’ was monitored over 4 consecutive collections and using the data we were able to calculate participation in the service, based on the average number of properties putting out at least one box against the number of properties in the street.

Prior to the start of the SbS incentive residents were informed that properties in the street with the most improved participation in the recycling collection at the end of the campaign would receive one £5 voucher per household. Street specific stickers embossed with campaign branding were provided to each property to display on their recycling boxes as a reminder and encouragement to other properties in the street to participate. The incentive was also designed to introduce elements of competition and community spirit to determine if these were factors in encouraging increased participation.

Communications

Examples of the ‘StreetbyStreet’ sticker and letter are shown on the next page.

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'StreetByStreet'

Dear Resident,

We recently launched the 'Smarter York Challenge' in your area and your street could be in with a chance of winning!

Enclosed with this letter are 3 'Streetbystreet' stickers, one for each of your recycling boxes. 9 streets in your area have been given 'street stickers' All you have to do is display these stickers on your recycle boxes as soon as you receive them (end of Jan) and we will monitor how many boxes are presented in each street bearing our stickers on recycling collection day for 8 weeks.

Recycling is easy, quick to do and helps to reduce the amount in your bin. Here's how to take part in 'StreetByStreet':

- **Make you sure you display your sticker!**
When you present your recycling for collection, make sure your stickers are attached and facing outwards so we can tell you've participated
- **Present your boxes properly**
Make sure your boxes are presented at the front edge of your property by 7am the morning of collection, making sure your lids or nets are fastened.
- **Bring your boxes in**
Once your recycling has been collected make sure you bring in your boxes and separate them out in an appropriate place ready to start using them again.

Every participating household in the winning street will receive a £5 shopping voucher, the more households that recycle in your street, the better chance you have at winning!

If you need a refresher on what materials you can put in your recycle boxes, see overleaf for a quick review.



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Campaign results

- Peter Hill Drive & Court (monitored as one street) won the incentive with an overall increase in participation of 16.18%
- 24% of properties in the test area displayed SbS stickers on their recycling boxes.

Evaluation

Participation levels in this incentive were not as high as the 'Return to Sender' campaign, however more action was required on the part of the resident to participate. Residents were required to display stickers on their recycling boxes and also to regularly present their boxes for collection. It is unclear whether the SbS incentive was successful in fostering community spirit and whether this was a factor in participation levels. Some streets performed very well and a high percentage of properties displayed stickers but this was not always the case in neighbouring streets.

Community reuse collection

A community reuse collection was arranged in partnership with the British Heart Foundation to offer residents in the test area the opportunity to dispose of reusable goods in a sustainable way. Residents were sent a letter advising them of the date of the collection and providing them with details of what would and wouldn't be accepted. The survey work carried out prior to the campaign showed that 54% of residents in the area did not use the HWRCs, and of these residents 50% said that this was because they didn't have a car. When residents were asked how they would dispose of larger items of furniture and electrical items the majority (49%) stated they would pay someone to remove it and 42% said they would donate it to charity. The collection was arranged to meet the needs of these residents.

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Communications

Free collection

Have you got any unwanted furniture, electrical items or bric-a-brac?

Smarter York Challenge!

As part of the Smarter York challenge happening in your area, we are offering residents the opportunity to take advantage of a free collection of good quality furniture, electrical items and bric a brac by the British Heart Foundation.

The items must be in good condition, clean and in working order.

Saturday 22 February from 10am

If the weather is dry - leave the items outside clearly labelled with the enclosed flyer.

If the weather is wet - leave the items indoors and display your flyer in your window. We will knock on your door to collect your items.

Smarter York Challenge!
Please take these items to be reused

Yes please

- Furniture all kinds and sizes (soft furnishing must have a 1988 Fire Regulations label)
- Large electrical goods including: washing machines, fridges, freezers, microwaves, TVs
- Small electrical goods including: kettles, irons, blenders
- Bric-a-brac including: books, DVDs, ornaments, pictures

No thanks

- Broken equipment
- Poor quality items that are not saleable
- Bedding
- Clothing

If 22 February is not convenient for you or you have a large quantity of items to donate, please contact the British Heart Foundation on 0844 2489161 to arrange an alternative collection date.

ycc@york.gov.uk [01904 551551](tel:01904551551) [@cycwaste](https://twitter.com/cycwaste) [CYCwaste](https://www.facebook.com/CYCwaste) www.york.gov.uk/recycling

Smarter York **British Heart Foundation** **CITY OF YORK COUNCIL**

Campaign results

There was a poor take up for the community furniture collection and only 10 households took part. The British Heart Foundation (who operated the collection) were pleased to have been involved in the campaign for the opportunity to promote their collection service, and have since received several service requests from households within the test area.

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Compost bin one day sale

A reduced price compost bin sale was arranged within the test area in partnership with the Friends of St Nicholas fields (FOSNF) as the majority of properties in the area receive garden waste collections and have outside space capable of housing composting equipment.

The sale was specifically advertised within the test area with targeted communications at local venues, but also advertised to a wider audience through a press release, updates on the council website and advertising through council social media channels. 13 compost bins were sold on the day.

Communications



COMPOST BIN SALE

From £12

Two sizes available
First come, first served
CASH SALES ONLY

Saturday 22 March 11am-3pm
Burton Stone Community Centre
Evelyn Crescent, YO30 6DR

Smarter York
St Nicholas Fields
Registered charity no. 1061909
CITY OF YORK COUNCIL

The advertisement features a large red banner at the top with the text 'COMPOST BIN SALE' in white. Below this, a black compost bin is shown with a yellow starburst graphic on its side that says 'From £12'. To the right of the bin, there is a green compost bin filled with food scraps. The text 'Two sizes available', 'First come, first served', and 'CASH SALES ONLY' is written in red. At the bottom, the event details are listed: 'Saturday 22 March 11am-3pm' at 'Burton Stone Community Centre, Evelyn Crescent, YO30 6DR'. The footer contains logos for 'Smarter York', 'St Nicholas Fields' (a registered charity), and 'CITY OF YORK COUNCIL'.

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Phase 3 - Monitoring, evaluation and recommendations

Following the campaign work a period of monitoring and evaluation has taken place in both the test and control areas. This is to establish whether there have been any significant changes in the behaviour of residents in the area that could be attributed to the campaign work.

Activities followed the same methodology of the pre campaign monitoring exercises and included;

- Resident surveys
- Participation monitoring
- Collection of materials – Tonnage monitoring

Participation monitoring

The participation monitoring followed the same procedure as the pre campaign monitoring exercise. All properties in both the test and control areas were monitored over an 8 week period (4 collections) and the number of times each property presented recycling boxes for collection was recorded along with which materials were presented for collection. The data from the first round of monitoring was used to calculate street specific participation rates and from these make assumptions about participation levels in the area. The second set of data acts as a comparison to establish any change in the number of properties presenting boxes for collection and the levels of participation. The table below demonstrates participation levels before and after the campaign activities had been delivered.

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Street	Number of properties	Participation Rate Pre-campaign %	Participation Rate Post Campaign %	Difference +/- %
Test Area				
Kingsway North	148	52.87%	58.70%	5.83%
Water Lane	84	50.89%	50.60%	-0.29%
Spalding Avenue	128	51.95%	60.90%	8.95%
St Philips Grove	64	44.10%	46.80%	2.70%
Burdyke Avenue	52	50.48%	62.02%	11.54%
Peter Hill Drive & Court	59	51.69%	67.87%	16.18%
Sutton Way	10	42.50%	47.50%	5.00%
Burton Green	84	57.10%	56.55%	-0.55%
Average	629	50.21%	56.39%	6.18%
Control Area				
Monkton Road	58	62.60%	68.97%	6.37%
Byland Avenue	90	66.90%	68.33%	1.43%
Kirkham Avenue	54	61.57%	56.48%	-5.09%
Bell farm Avenue	80	59.06%	41.56%	-17.50%
Roche Avenue	56	55.36%	58.04%	2.68%
Middleham Avenue	62	51.21%	48.79%	-2.42%
Lilling Avenue	18	59.72%	66.67%	6.95%
Foston Grove	22	45.45%	44.32%	-1.13%
Healey Grove	18	63.89%	52.78%	-11.11%
Elmfield Avenue	24	64.58%	57.29%	-7.29%
Sefton Avenue	32	73.44%	63.28%	-10.16%
Barfield Road	36	74.31%	53.47%	-20.84%
Thornfield Avenue	22	67.05%	55.68%	-11.37%
Friars Walk	18	65.28%	54.17%	-11.11%
The Crossway	14	75%	64.29%	-10.71%
Average	604	63.03%	56.94%	-6.08%
<p>Control Area - Participation rates recorded in many streets deteriorated over the course of the project. This might have been due to anomalies created by a change of collection times and householders not putting recyclables out early enough for collection. This matter will be further investigated.</p>				

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Evaluation

There has been a marked improvement in participation and set out rates in most streets within the test area and any decreases were minimal. Overall there was an increase in participation of 6.18% as detailed in the table on page 21. There was also a noticeable increase in the number of boxes presented by individual households.

Tonnage monitoring

One off collections of recycling from both areas took place before and after the campaign work to provide a snapshot of the amount and weight of materials being collected. This data is important in affirming any changes recorded through participation monitoring exercises. The table below illustrates the data recorded through the one off collections;

Test Area								
Date	Total recycling collected (kg)	Total glass (kg)	Total Plastic/cans (kg)	Total paper/card (kg)	Number of properties	Glass per property (kg)	Plastic/cans per property (kg)	Paper/card per property (kg)
Nov-13	3,820	940	1,000	1,880	629	1.49	1.59	2.99
Apr-14	4,040	1,040	1,140	1,860	629	1.65	1.81	2.96
Difference	220	100	140	-20	629	0.16	0.22	-0.03
% change	5.76%	10.64%	14%	-1.06%	629	10.64%	14.00%	-1.06%

Control Area								
Date	Total recycling collected (kg)	Total glass (kg)	Total Plastic/cans (kg)	Total paper/card (kg)	Number of properties	Glass per property (kg)	Plastic/cans per property (kg)	Paper/card per property (kg)
Nov-13	4,300	940	1,220	2,140	604	1.52	1.97	3.45
Apr-14*	0	0	0	0	604	0	0	0
Tonnage data not available at time of writing report but will be presented at meeting.								
Difference	-4300	-940	-1220	-2140	604	-1.52	-1.97	-3.45
% change	-100	-100	-100	-100	604	-100.00	-100.00	-100.00

Domestic Waste Recycling Scrutiny Review

In the test area the total of recycling materials collected increased by 220kgs. Plastic/cans increased most by 140kgs whilst paper/card decreased in weight by 20kgs. The decrease in the amount of paper and card collected could be attributed to changes in behaviour and a lower accumulation of waste due to the 'No Junk Mail' waste prevention campaign. There was an average increase of 0.35kg of recycling collected per household after the campaign work had been carried out. This was an average increase from 6.07kg to 6.42kg of recyclables collected per household.

Expenditure

Action	Cost
Doorstep survey (using private company)	£2,300
Survey prize draw (vouchers)	£25
Vehicle and crew for tonnage monitoring	£900
Smarter York Challenge brochure print	£200 (est)
'No Junk Mail' letters – print	£100 (est)
'No Junk Mail' stickers – print	£42
'No Junk Mail' scheme prize draw (vouchers)	£100
'StreetbyStreet' recycling incentive stickers – print	£485
'StreetbyStreet' recycling incentive prizes (£5 voucher per household)	£350
'StreetbyStreet' recycling incentive – Letter print	£168
Reuse collection flyer print	£150 (est)
Drop in sessions (room hire)	£56
Second survey printing	£150 (est)
Compost Bin one day sale - FOSNF	£1,618
Total	£6,644

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Expenditure was kept to a minimum by utilising staffing resources for many elements of the project work. Experience of using private company for first survey was not positive and in house delivered second survey delivered comparable results. This indicates it would be more cost effective and beneficial to keep work in house for any future customer survey needs.

Increasing funding would improve the quantity and effectiveness of waste prevention campaigns offered to residents. Further input of resources would allow the team to continue to engage with residents in both the test and control areas. This would help maintain participation and satisfaction levels with kerbside collection services but also provide opportunities to develop other new initiatives.

Survey results

A survey was carried out with residents in the test area to establish if any changes were evident following the campaign. Questions were asked to discover which activities residents participated in and facilities they used. This data can then be compared to data from the first survey.

95 surveys were returned in total which equates to a 15.1% response rate overall. The response rate is lower than the original survey however the second survey was completed by post and there were no doorstep interviews. This reduced the cost of completing the survey considerably.

Waste disposal and recycling habits headline figures

- Facilities used in the last 3 months (during campaign)
 - Rubbish bin = 100%
 - Recycling boxes = 96%
 - HWRC = 42%
 - Recycling banks = 29%
 - Other = 12% (specified answers included Charity shops, furniture store, supermarket bag recycling, internet)

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- Increased recycling in last 3 months?
 - Yes = 39%
 - No = 52%
 - No answer = 9%

- Knowledge of what can be recycled at the kerbside
 - Full knowledge = 90%
 - Some knowledge = 7%
 - No knowledge = 0%
 - No answer = 3%

From the survey results it appears that the number of residents using recycling boxes has remained the same. This is not reflected in the participation monitoring where a significant increase in participation was noticed. It may be that this has not been fully captured by the survey. The proportion of respondents using recycling boxes is very high at 96%. Actual participation in the test area averaged at 56% post campaign.

However 39% of survey respondents said that they felt they had increased the amount that they recycled despite the fact that the majority were already using recycling boxes.

Despite this, the levels of knowledge of what could be recycled at the kerbside remained constant.

It is likely that the survey results do not fully reflect a wide cross section of residents within the test area. When looking at the survey results it is clear that the respondents appear to be committed recyclers that are already using the services well. The survey results do however give us an indication of how well waste prevention campaigns were received within the area and how effective the communications campaign was.

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Waste prevention, reuse and other recycling headline figures

- Awareness of campaign adverts/services in last 3 months
 - Yes = 62%
 - No = 34%
 - No Answer = 4%
- Usage of advertised services (eg textile bank, reuse collection, junk mail sticker)
 - Yes = 60%
 - No = 36%
 - No answer = 4%
- Other items recycled by residents
 - Batteries = 54%
 - Carrier bags = 59%
 - Cartons = 58%
 - Music/textiles = 26%
 - Other items included; Toys, electricals, books, clothes, furniture, ink cartridges
- How residents have disposed of furniture/electricals in last 3 months
 - Bin = 2%
 - BHF collection = 3%
 - Sold or passed on = 33%
 - HWRC = 34%
 - Charity = 37%
 - Paid someone to remove it = 5%
 - Other = 29%

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- How many residents have purchased a home compost bin or started to compost more in the last 3 months
 - Yes = 12 %
 - No = 82%
 - No answer = 6%
- Number of residents signed up the mail preference service
 - Yes = 38%
 - No = 59%
 - No answer = 3%
- Number of residents displaying a 'No Junk mail' sticker = 47.3%

A significant number of residents were aware of the campaign work and became involved in various waste prevention activities demonstrating that the communications campaign was effective and memorable.

The survey results demonstrated a change in behaviour from residents as they have been made aware of alternative disposal methods of various items. Pre campaign the vast majority of residents disposed of furniture and electrical items by selling them or paying someone/the Council to remove the item. Post campaign the proportion of residents paying someone to remove items had reduced whilst the proportion that disposed of items by donating to charity or using the Household Waste Recycling centres remained high. The proportion of residents that would have disposed of items in the bin or a landfill skip also reduced.

During the 'Return to Sender' campaign residents were provided with a 'No junk mail' sticker and given information about how to reduce junk mail and sign up to the mail preference service. The percentage of residents signed up to the service following the campaign had risen significantly from 16% to 38% suggesting the communication material used during this campaign was very effective.

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Summary

The campaign work and communications in the test area were effective with positive results and benefits including:

- Establishing a new, more customer friendly approach with communications. Use of consistent Smarter York branding for leaflets, letters and other campaign materials.
- Targeting a campaign at a small local community is potentially much more cost effective than a city wide blanket coverage campaign. Specific needs and solutions are much easier to identify in the smaller area, e.g. barriers to using kerbside recycling service, access to bulky waste items collection service.
- Various financial and non financial incentive schemes used encouraged good levels of participation.
- Overall levels of recycling and the number of residents participating in the kerbside collection service increased in test area. There was an average increase of 0.35kg of recyclables collected per household. Replicated city wide this would help capture 800 tonnes of recyclables and thereby diverting these materials from landfill.
- Project generated a wider interest and understanding about waste services with residents. Benefits of this are potentially much more wide reaching than just the kerbside recycling service. This type of approach also helps to establish local contacts who we can work with on future campaigns and projects.
- Campaigns and communications designed to fit in with specific needs of a small local community. Residents more readily identify with project delivery on this scale making it easier to influence behavioural change. This avoids problem of messages getting lost in a city wide blanket coverage campaign.

If more resources were available the campaign could have been enhanced with additional work with established local voluntary groups and community organisations. In the Clifton area work is ongoing with local community projects such as St Joseph's church which has developed a green agenda with the first 'Eco congregation' with waste reduction highlighted as a priority. Lack of staffing resources meant that there were limited opportunities to liaise with these groups and establish

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actions with shared goals. In terms of longer term behavioural change and action in the area the campaign would have greatly benefitted from these additional resources.

Offering financial incentives to residents was effective but not the sole contributing factor to improved participation in the kerbside recycling service and waste prevention activities. The role of financial incentives in encouraging greater levels of participation was tested during the 'Return to Sender' incentive where only half the residents involved in the incentive were informed about a prize draw. The results demonstrated that participation was consistent amongst residents entered in to the prize draw and those that were not. However a financial incentive was offered to residents for return of the postal survey. A high response rate from residents with over 75% requesting to be entered in to the prize draw suggests that a financial incentive was in this instance effective. Sustained levels of encouragement and consistent communications were important factors that encouraged involvement in the campaign.

Recommendations

In terms of future work and development the following recommendations are made:

- Targeting a campaign at a small local community is potentially much more beneficial and cost effective than one giving city wide blanket coverage. Therefore recommend adopting approach used in this project for targeting campaign work to specific locations and communities to boost participation, capture rates and quality of material collected in kerbside recycling in poor performing areas. Also important to look at opportunities for implementing waste prevention and waste minimisation activities.
- Retain many elements of the test area campaign and communications work but have flexibility to adapt and add features to meet the particular needs of householders in specific locations and communities.
- Ensure sufficient resources and capacity are available to continue to work at a community level and allow officers time to establish

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measures that may foster longer term behavioural change and sustain improved levels of participation.

- Develop the Smarter York Challenge branding and produce bespoke and consistent campaign communications. Essential to recognise importance of consistency and continuity of branding to avoid confusion and messages getting lost.
- Continue to investigate the use and impact of financial and non financial incentive schemes to encourage participation in waste management schemes and activities.



Dear Resident...

The Smarter York challenge has come to your area.

Smarter York is all about making York (and your neighbourhood) a cleaner, greener and more sustainable place to live.

Waste has huge impacts on our local and global environment as well as costing tax payers millions of pounds a year to bury it in landfill.

But it's not all about the environment, reducing waste can save you money and get you involved in your local community.

Over the next few months we will be running lots of events and challenges in your area with opportunities for you to get involved and even win prizes for reducing your waste.

Read on to find out what's coming up and ways to get involved over the next few months.

Thanks

**City of York Council's
Waste Services**



Coming soon...



StreetByStreet

This scheme rewards the best performing recycling street with £5 per household. Simply take part by displaying your street sticker on your recycling box and putting it out every collection. We'll measure which street has the most recycling out each collection. The more you recycle the better your chances. Look out for your stickers at the end of January

Return to Sender

"Stop the Drop" Sick of a mountain of junk mail on your doormat? The average household receives 650 pieces of junk mail a year. Not only is it a nuisance but it costs the planet 17 trees, 7,000 gallons of water and 390 gallons of oil per tonne of junk mail produced. Sign up to the mail preference service and take part in our Return to Sender sticker campaign and be in with a chance of winning £100 of vouchers. Your stickers will be delivered next week with more information.

Spring clean Collection

If you struggle to get rid of large items of furniture or have small electrical appliances gathering dust, why not give them to us? Our free community collection will not only help you get rid of something you no longer need it will benefit someone else. The collection will take place on Saturday 22nd Feb. More details will be sent to you soon.

Smarter York Challenge **3**

What you can recycle at home



Paper and card items for your box...



Glass items for your box...



4 Smarter York Challenge

Facilities in your area

What is it?	What can I take there?	Where is it?
Various recycling banks	Paper, glass, cans and foil, textiles	Union Terrace car park
Carrier bag recycling point	Carrier bags	Tesco, Clifton Moor
Carton recycling bank	Drinks cartons	Tesco, Clifton Moor
Age UK charity shop	Clothing, shoes, bric a brac, tapes, cassettes	Burton Stone Lane

Plastic bottles and tin cans for your box...



Smarter York Challenge **5**

Reducing waste at home

Food waste is a major issue. We throw away 7 million tonnes of food and drink from our homes every year, the majority of which could have been eaten. It's costing us £12.5bn a year and is bad for the environment too.

3 sure fire ways to save money on your food bills

Get friendly with your freezer

When you get home with your shopping, it is a good idea to transfer as much as you can straight into the freezer. If you have large packets of chicken pieces or fish, divide them up and freeze individual portions.



Lovely leftovers

If you have some dinner left in the pan, bag it and pop it in the freezer as a 'ready meal' for one. Even the smallest amount could be pureed up for the baby or served as a kid's portion for lunch the next day.



It pays to plan!

Planning your meals is one of the most effective ways you can cut wastage and food bills. Start by checking your fridge, freezer and store cupboard, and before you go shopping, write a list so you don't shop for things you already have.



6 Smarter York Challenge



Cutting down
the amount of food
you throw away
could save you £50
per month on your
shopping bills!

Reusing our old things is one of the best ways to reduce waste and save money! Its amazing what you can do with the household items you would usually just throw away.

Have you tried any of our top tips below?

- 1 Reuse your carrier bags as liners for small bins or for wrapping food waste in your bin
- 2 Use rechargeable batteries and save money time and time again
- 3 Clear out your old toys and games by donating them to your local library or charity shop
- 4 Donate any unwanted items to your local charity shop on Burton Stone Lane, or put them on freecycle! If they are in good condition why not join a local selling group on facebook or sell them on Ebay to make yourself some extra cash
- 5 Hang old cds and dvds as bird scarers in the garden and keep your plants safe!
- 6 Donate any old tools to the York Conservation volunteers who work on community projects.
Call **01904 644300**

Smarter York Challenge **7**

Garden Waste and composting

Putting your garden waste in your green bin is a great way to look after the environment as we compost the material and give it away to residents to use on their gardens.

But have you ever considered home composting? Lots of things can go in your home compost bin that can't be composted with your garden waste which will reduce the amount of waste in your grey bin! City of York Council offer reduced priced compost bins for residents. Look out for a sale coming to your area soon!



This information can be provided in your own language.

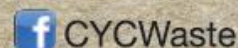
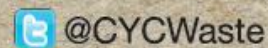
我們也用您們的語言提供這個信息 (Cantonese)

Ta informacja może być dostarczona w twoim własnym języku. (Polish)

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

☎ 01904 551550

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