

Agenda Item 2.4



LINCOLNSHIRE WASTE PARTNERSHIP

17 OCTOBER 2013

SUBJECT:	CASE STUDY: IMPROVING RECYCLING PRACTICES.
REPORT BY:	SOUTH HOLLAND DISTRICT COUNCIL
CONTACT NO:	EMILY SPICER, ENVIRONMENTAL SERVICES CO-ORDINATOR – 01775 764884

BACKGROUND INFORMATION

The Environmental Services Team at SHDC is fundamental in promoting effective household recycling, and within this team an opportunity for a temporary role was created for 4 months (January-April 2013) to undertake a targeted educational and engagement project, focusing on recycling practices.

The main aims and objectives of this project were:

- To increase residents knowledge of the kerbside recycling scheme through a broad brush communications package to all residents of South Holland and a targeted door stepping campaign to 1500 properties;
- To increase the quality of material presented and decrease contamination by 3%;
- To increase the kerbside recycling performance by 1%;
- To decrease the number of complaints received regarding the incorrect presentation in 5 of the worse offending areas of refuse or recycling sacks;
- To provide support to the migrant community to enable use of the kerbside recycling scheme through specific translated material.

METHODOLOGY

In order to achieve the above aims and objectives a series of actions were undertaken. These were using both broad-brush communications to all SHDC residents but also targeted communications where evidence (analysis of individual loads) showed poor recycling participation and high contamination rates. These actions included:

- A targeted door knocking campaign in Spalding and Sutton Bridge (the areas with the highest contamination) was conducted;

- A package of information leaflets of what can be recycled and where and when to present materials has been produced. These are 3-way folded to display the 6 main languages in South Holland;
- A landlord's fact sheet has been produced and will be continually sent out to existing and new landlords to inform their tenants what is required of them in respect to household waste and recycling collections;
- An informative double page spread was included in the council magazine detailing what the council is currently doing in terms of recycling, where material goes once its collected from your doorstep, end destination of materials, what to do with electrical waste and what can be recycled. This was sent to all properties in the district;
- The Council magazine also contained a 'recycling wheel' which details the best way a resident can recycle/dispose of over 40 household items;
- Recycling wheels have also been translated into Polish which is the second most used language in the district;
- A competition was run which asked residents about their recycling and also what would make them recycle more;
- A telephone survey was conducted with over 300 residents to ascertain the success of the South Holland Now magazine article and to gauge an opinion of how would be best to give residents their recycling support information;
- Close working with a variety of key groups and stake-holders.

RESULTS

Recycling and contamination rates

The results of the campaign clearly showed that the overall recycling performance increased in areas that were targeted. This was seen in a 1%-10% increase in the tonnage being collected. The recycling contamination rate also decreased beyond the target of 3%. This was attributed to the door stepping exercise which saw over 1500 doors knocked and detailed discussions carried out with over 500 residents (contact rate 30%).

Communication material

Complaints received in 5 of the worse offending areas for the incorrect presentation of sacks have been reduced and eliminated after multi-language leaflets were delivered in conjunction with door stepping.

Over 50 landlords' leaflets have been delivered which included agents and Houses of Multiple Occupancy.

Over 200 residents have entered the competition and informed us of what would make them recycle more.

Telephone survey

Results from the telephone survey indicated that 76% of residents recalled receiving the spring edition of the South Holland Now magazine. Recall was significantly higher among females (81%) when compared to male residents (69%). There was also a trend towards increased recall with age (i.e. higher recall among older residents).

The majority of interviewees (89%) found the information informative. 93% of these people agreed that the magazine gave them all the information they needed and 79% said they would keep the information and refer back to it. Interestingly 67% of people said that it included information that they did not know. For the survey questions asking for attitudes on recycling, preserving the environment for the future (44%) and reducing the amount of waste going to landfill (40%) were seen as the main benefits of recycling.

The majority of residents interviewed said they recycle as much waste as possible (78%) with a further 19% saying they recycle most of their waste but could possibly recycle more. The effort required (28%) (E.g. it's easier to put recycling in with the rubbish) was the most mentioned reason why the household doesn't recycle as much as they could. Questions relating to encouraging more recycling found that 51% would recycle with more sacks, 46% would recycle if more materials were taken, 45% if more space was available to store and 43% if a reward scheme was set up where points were received for prizes.

CONCLUSIONS

The results conclude that the project has had an overall positive effect on resident's behaviour towards recycling. A baseline has now been established and SHDC will continue to improve its communication, opportunities to encourage residents and support in order to raise participation, decrease contamination, increase the quality of material and decrease complaints as a consequence of the incorrect presentation of sacks.

The survey has highlighted areas for progress and these will assist in the decision making process for future waste and recycling projects as detailed in the Weekly Collection Support Scheme for which South Holland made a successful bid.

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