

Report



Street Scene, Regeneration and Safety Scrutiny Committee

Part 1

Date: 16 June 2015

Item No: 4

Subject Increasing Recycling: Waste Awareness Wales Project

Purpose To report progress regarding this project, an aspect of the recycling review currently being undertaken by the Policy Review Group established by the Committee.

The report sets out the results of the Waste Awareness Wales project, the methodology employed and the evidence gathered. As part of the scrutiny process, the report also presents recommendations for the Council and its Executive in response to the findings, including proposals for action and future research / trial projects.

Author Senior Overview and Scrutiny Officer

Ward General

Summary In April 2014 the Committee established a Policy Review Group to undertake the development of a marketing strategy targeting householders not engaged or intermittently engaged in recycling, in order to increase the level of recycling and reduce the residual waste collected from the kerbside.

Subsequently, the PRG joined with a project team operating with representation from Street Scene Environmental Services, Marketing and Communications, Customer Services and Newport Wastesavers and Community Insight to continue the task.

At the end of 2014, funding became available from Waste Awareness Wales (WAW) to deliver a project that aimed to increase dry and food waste recycling in a targeted area, using segmentation profiling for targeting. £30,000 was awarded and the project took place in February and March 2015. The aim of this project was to undertake a door stepping campaign aimed at increasing recycling rates for food waste and dry recycle through a targeted approach.

This project, involving approximately 18,000 properties, funded by Waste Awareness Wales promoted the Waste Awareness Wales "Whole House Recycling Campaign", also provided the opportunity to test some local insight messaging on recycling in a broader area.

Proposal *The Policy Review Group are still in the process of drafting their recommendations – further analysis is still being done to test the robustness of the ideas being put forward. Progress will be reported verbally to the Committee on 16 June*

Action by Senior Overview and Scrutiny Officer

Timetable Immediate

This report was prepared after consultation with:

- Monitoring Officer
- Chief Financial Officer
- Head of People and Business Change

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Background

Waste management is a major priority for the Council, and “Increasing Recycling” was one of eight priorities selected in the Council’s Improvement Plan for 2015-16, to ensure Newport delivers the Welsh Government objectives for increasing recycling and European targets for diversion of waste from landfill, exploring every recycling and diversion opportunity available to the city.

In April 2014 the Committee established a Policy Review Group to undertake the development of a marketing strategy targeting householders not engaged or intermittently engaged in recycling, in order to increase the level of recycling and reduce the residual waste collected from the kerbside.

The Committee appointed a Policy Review Group to undertake this review comprising Councillors Bond Huntley and Mlewa.

Subsequently, the PRG joined with a project team operating with representation from Street Scene Environmental Services, Marketing and Communications, Customer Services and Newport Wastesavers and Community Insight to continue the task.

At the end of 2014, funding became available from Waste Awareness Wales (WAW) to deliver a project that aimed to increase dry and food waste recycling in a targeted area, using segmentation profiling for targeting. £30,000 was awarded and the project took place in February and March 2015. The aim of this project was to undertake a door stepping campaign aimed at increasing recycling rates for food waste and dry recycle through a targeted approach.

This project, involving approximately 18,000 properties, funded by Waste Awareness Wales promoted the Waste Awareness Wales “Whole House Recycling Campaign”, would also provide the opportunity to test some local insight messaging on recycling in a broader area.

Purpose of This report:

1. Sets out the results of the Waste Awareness Wales project, the methodology employed and the evidence gathered.
2. As part of the scrutiny process, the report also presents recommendations for the Council and its Executive in response to the findings, including proposals for action and future research / trial projects.

Proposals

The Policy Review Group are still in the process of drafting their recommendations – further analysis is still being done to test the robustness of the ideas being put forward.

Progress will be reported verbally to the Committee on 16 June.

Waste Awareness Wales Project

This project, involving approximately 18,000 properties, funded by Waste Awareness Wales involved door to door marketing, promoting the Waste Awareness Wales “Whole House Recycling Campaign” to encourage and promote recycling in the city. This also provided the opportunity to test some local insight messaging on recycling in a broader area.

The project aimed to increase dry and food waste recycling in a targeted area, using segmentation profiling for targeting. £30,000 was awarded and the project took place in February and March 2015.

The project was overseen by the Scrutiny Member/Officer Group and analysed the resulting data as part of the Recycling Review. It was intended that outcomes would not only include the emergence of a marketing strategy for recycling but also some wider lessons learned about recycling methods. It was acknowledged that undertaking the project would widen the original Terms of Reference for the Group.

The report sets out the results of the Waste Awareness Wales project, the methodology employed and the evidence gathered.

The 70% Trial” Funded by WG and WRAP

A further project involving “The 70% trial”, funded by WG and WRAP was to have been undertaken at the same time as the Waste Awareness Wales Project, targeting 650 properties to test whether the Welsh Government’s future target of 70% recycling could be achieved within available resources, This has not proceeded due to a change in funding position.

New Project

A new project is being planned to trial trolley boxes within an agreed pilot area. **The Committee will need to review the terms of reference in light of the findings of this report, and determine its future involvement in this topic. As such, the recommendations in this report include proposals for scrutiny work going forward.**

Comments of Chief Financial Officer

To follow.

Comments of Monitoring Officer

There are no legal implications at this stage. Any legal issues will be addressed in due course once the Policy Review Group have finalised their conclusions and recommendations.

Staffing Implications: Comments of Head of People and Business Change

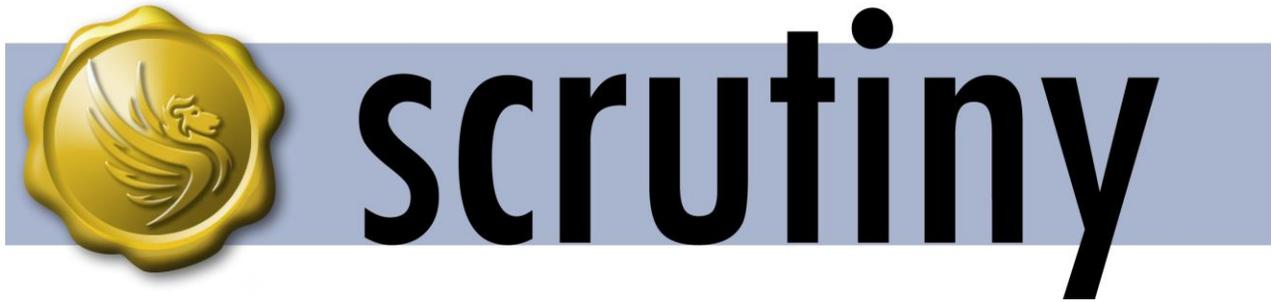
There are no human resources implications in this report however the proposals for the ongoing involvement of scrutiny members in the development and monitoring of recycling policy is supported to ensure overview and to drive innovation for this high priority work which has major cost, reputational and political implications.

Background Papers



**Report of the Street Scene, Regeneration and
Safety Scrutiny Committee**

Increasing Recycling: Waste Awareness Wales Project



Report published

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Introduction

Waste management is a major priority for the Council, and “Increasing Recycling” was one of eight priorities selected in the Council’s Improvement Plan for 2015-16, to ensure Newport delivers the Welsh Government objectives for increasing recycling and European targets for diversion of waste from landfill, exploring every recycling and diversion opportunity available to the city.

The following extract from the Improvement Plan summarises why this is a priority, as well as the current position:

Why have we chosen this Improvement Objective?

This objective has been chosen as it has a significant implication for Council budgets and is a topic of high interest to our residents. This objective will be focused mostly on the benefits that can be gained through customer education and guidance on how to recycle, how to recycle more and why it is important.

It is accepted that around 30% of our residents either fail to recycle their waste or only recycle when their residual waste bin is full. If all these residents performed in line with the Newport average then an estimated 2,600 tonnes would be diverted from landfill at a saving of £208,000 a year in tax / disposal costs.

Additionally we will explore the diverse nature of the city with a view to improving communication, informing and helping the numerous cultural and ethnic groups we have within our city to recycle and recycle more.

The Street Scene, Regeneration and Safety Scrutiny Committee has also identified Waste Management as one of its key priorities, and has appointed a Policy Review Group to investigate the Council’s strategies for increasing recycling rates in more detail, focussing particularly on the marketing and promotion of recycling.

An officer group was already in existence with a very similar brief, so the two Groups have joined forces to oversee the projects being trialled in this area, test new ideas and drive forward future strategies to divert waste from landfill.

Waste Awareness Wales Project

At the end of 2014, funding became available from Waste Awareness Wales (WAW) to deliver a project that aimed to increase dry and food waste recycling in a targeted area, using segmentation profiling for targeting. £30,000 was awarded and the project took place in February and March 2015.

This report has two purposes:

1. It sets out the results of the Waste Awareness Wales project, the methodology employed and the evidence gathered.
2. As part of the scrutiny process, the report also presents recommendations for the Council and its Executive in response to the findings, including proposals for action and future research / trial projects.

Waste Awareness Wales Project: Methodology

The aim of this project was to undertake a door stepping campaign aimed at increasing recycling rates for food waste and dry recyclate through a targeted approach. Waste Awareness Wales in association with the WLGA provided a grant to support Newport City Council in the delivery of the project.

Funding of the project was provided on the basis of the following projected outcomes:

- The Wales Awareness Wales Segmentation Toolkit data was utilised to determine the most cost effective method of extensively reaching householders in Newport.
- Waste Awareness Wales branding including Welsh specific logos, Waste Awareness Wales “Full house Recycling” and Food Waste Reduction/Recycling leaflets were used.
- Targeted householders were encouraged to recycle more food and dry recyclate.
- The effectiveness of door stepping was monitored and evaluated
- 5% increase in participation rates for dry recycling. 4% tonnage increase for dry recyclate.
- Tonnage saved from landfill / disposal estimated 228 tonnes per annum.
- Landfill tax / disposal costs saved £18,240 per annum.

Identification of Target Areas

By using segmentation profiling, the following segments were identified by the Wales-wide waste and recycling segmentation model as those most likely to respond positively to door-to-door communication methods:

- Settled pensioners
- Terraced families
- Low income families
- Stretched social renting

After analysis of the population, the following wards had the highest density of these groups and these were selected for the project.

- Bettws (95%)
- Gaer (75%)
- Ringland (81%)
- St Julians (89%)

Four staff members were seconded from refuse and recycling to deliver the programme. These staff and the project coordinator attended a training session in January 2015, provided by Ricardo AEA, a global sustainability consultancy that supported WRAP, the WLGA, local authorities and numerous businesses in Wales. Staff members were trained to understand the role of door stepping and its part in improving recycling rates, to plan and conduct a doorstepping campaign, potential barriers and how to overcome them, and key behavioural and communication skills of a good door stepper.

Between the training and the start date for participation monitoring, staff received further training to allow them to deal with any issues raised at the door. This included “frequently asked questions” and background information presented by colleagues from Wastesavers.

Marketing staff liaised with officers at WLGA to agree the branding for the calling cards and information packs left at properties. Examples of the materials and a briefing note were sent to all Members of the Authority to advise them what would be happening, the wards affected and the purpose of the project.

The door stepping team members were given uniforms and identity badges. All relevant parties such as the police, Trading Standards, call centre staff and street wardens were updated so that they were aware of activity and prepared for any complaints from residents.

Participation Monitoring and Door-Knocking



The door stepping team

Phase One: Initial Participation Monitoring

Participation monitoring started on 2 February 2015. Four Refuse Officers accompanied the staff from Wastesavers on four different routes each day over the course of a week. This was repeated for three weeks. Each officer recorded whether or not a resident had set out a green box, a blue box, food waste and cardboard/bags for each property on the route. At the end of the day this information was collated and at the end of three weeks, officers were able to identify properties that had failed to recycle during the participation monitoring period.

Phase Two: Door Stepping

Between 23 February and 13 March 2015, the team visited each one of the properties that had failed to recycle during the previous three weeks.

Phase Three: Follow Up Monitoring / Disruption to Data Collection

A further three weeks of participation monitoring took place after completion of the door stepping phase.

Unfortunately this data collection was disrupted when a number of the Wastesavers vehicles were vandalised during the second week of participation monitoring. Notes have been included in the findings where data has been affected by this disruption. Also, due to subsequent catch up collections and bank holidays, it was not possible to obtain comparable tonnage data in consecutive weeks following the project. Therefore, tonnages from later weeks have been used in the findings to provide a more accurate picture of impact. Again, notes are included in the findings where this has been done.

Key Findings and Data Analysis

Headline Results from Door-Stepping Phase

During the period 23 February to 13 March 2015, the four officers visited the properties that had failed to recycle during the initial participation monitoring phase.

- 490 properties visited with a contact rate of 92% (451) of houses that were occupied.
- 12% (61) of properties were unoccupied or uninhabitable, 2% (9) of residents were in hospital and 1% (6) were away on holiday.
- 5% (24) residents were not interested/not prepared to engage in discussions relating to recycling.
- Calling cards left at 43% (209) of properties and information packs left at 44% (218).
- 13% (64) requests made for new equipment.
- 13% (63) of residents were elderly or frail and unable to recycle because they found it too physically difficult to recycle.
- 216 (44%) of residents claimed that they did recycle but not every week, many stated that they recycled monthly.

Survey Results

Reason	Total	Bettws	Gaer	Ringland	St Julians
A I do recycle / recycle sometimes	216	66	53	43	54
B Need information on how to recycle	81	8	28	22	23
C Need box / caddy / bags	72	12	19	13	28
D Not interested / will not engage	24	8	4	7	5
E No food waste, fed to animals or composted	1	1	0	0	0
F Elderly / physically difficult	63	15	12	18	18
G Smell / maggots / flies / disgusting / unhygienic	0	0	0	0	0
H Language barrier	3	1	2	0	0
I Too busy / not enough time	13	8	0	4	1
J Damaged box	0	0	0	0	0
K Litter in the street	0	0	0	0	0

Properties visited	490	164	99	88	139
Empty House	64	19	14	5	26
Calling Card Left	209	69	41	36	63
Pack Left	219	69	49	40	61
Equipment Left	64	12	16	14	22

Wastesavers - Tonnage Collected

As previously noted, the Wastesavers vehicles were vandalised at the start of the second week of participation monitoring and due to subsequent catch up collections and two bank holidays it was possible to get comparable data until after the week commencing 27 April. Therefore the tonnages from the first three weeks, the first week following door stepping, and the next two comparable weeks are detailed below:

Week No.	Commencing	Total Tonnages Collected	Combined Tonnages	
1	02/02/2015	52.92	Wks 1/2/3	159.46
2	09/02/2015	53.52	Wks 7/12/13	159.61
3	16/02/2015	53.02		
4	23/02/2015	<i>Door stepping</i>		
5	02/03/2015	<i>Door stepping</i>		
6	09/03/2015	<i>Door stepping</i>		
7	16/03/2015	54.82		
8	23/03/2015	<i>Vandalism – collections disrupted</i>		
9	30/03/2015	<i>Bank holidays – collections disrupted</i>		
10	06/04/2015	<i>Bank holidays – collections disrupted</i>		
11	13/04/2015	<i>Bank holidays – collections disrupted</i>		
12	20/04/2015	53.13		
13	27/04/2015	51.66		

Analysis:

- The combined tonnage from the comparable weeks shows a minor increase of **0.09%**.
- There is a significant spike immediately following the door stepping exercise
- The difference between the best week before doorstepping (week 2) and the best week after (week 7) is **2.37%**.
- The spike and then drop in the weeks following the campaign may be due to a number of reasons, for example:
 - The campaign had an immediate effect, but was not habit forming

- Behaviours were changed due to the presence of highly visible Council representatives monitoring participation, and behaviours reverted when this stopped.
- The campaign had the desired effect on changing behaviours, but disrupted collections immediately following the campaign meant that behaviours reverted.
- It is possible that more sustained positive results could have been gained if collections had not been disrupted, but this cannot be proved without repeated campaigns / further monitoring.

Landfill Data

Landfill collections are shown below for the weeks before and after door stepping.

Week No.	Commencing	Total Collected (kgs)	Totals	(kgs)
1	02/02/2015	160120	Wks 1/2/3	456500
2	09/02/2015	149320	Wks 7/12/13	413080
3	16/02/2015	147060		
4	23/02/2015	<i>Door stepping</i>	Difference	-43420
5	02/03/2015	<i>Door stepping</i>		-9.5%
6	09/03/2015	<i>Door stepping</i>		
7	16/03/2015	134280		
8	23/03/2015	<i>Vandalism – collections disrupted</i>		
9	30/03/2015	<i>Bank holidays – collections disrupted</i>		
10	06/04/2015	<i>Bank holidays – collections disrupted</i>		
11	13/04/2015	<i>Bank holidays – collections disrupted</i>		
12	20/04/2015	136140		
13	27/04/2015	142660		

Analysis:

- The combined totals from the comparable weeks show a decrease of **9.5%**
- Mirroring the Wastesavers figures, there is a higher drop immediately following the door stepping exercise, but the effect seems to be more sustained over the small data sample collected here. Further monitoring of figures would be required to prove this over the longer term.

Combined Impact on Tonnages and Overall Waste

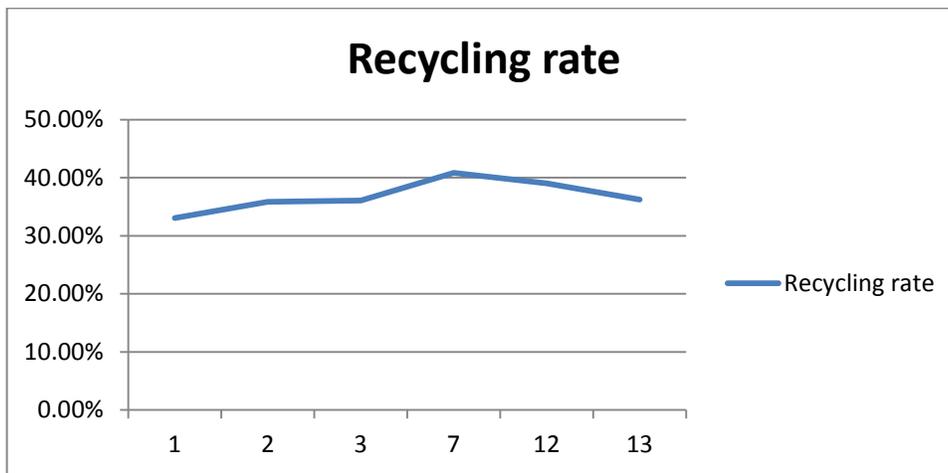
The tonnages from both recycling and residual waste need to be considered together to understand the overall impact on the waste stream. The tables and graph below shows the combined tonnages from dry waste, food waste and residual waste, and the overall recycling rate when looking at the total amount of waste generated by households over the project:

WEEK	DW+FW	RW	TOTAL	Recycling rate
1	52.92	160.12	213.04	33.05%
2	53.52	149.32	202.84	35.84%
3	53.02	147.06	200.08	36.05%
7	54.82	134.28	189.1	40.83%
12	53.13	136.14	189.27	39.03%
13	51.66	142.66	194.32	36.21%

Overall pre doorstepping	159.46	456.5	615.96	34.93%
Overall post doorstepping	159.61	413.08	572.69	38.64%

% Difference **3.71%**

Which means a 10% overall improvement in the rate



Overall Results from Participation Monitoring

The final results, comparing participation before and after the doorstepping exercise, show an overall increase in the participation rate:

Participation Rates	Before	After	Change
Either Box	91%	93%	2%
Food Waste	67%	78%	11%
Clear Bags	53%	65%	12%

Detailed Participation Results

Day	Round	No.of props	Total Participants Wks 2-4			Total Participants Wks 8-10			Participants Difference			% Difference			Participation Rate Wks 2-4			Participation Rate Wks 8-10			Participation Rate Difference		
			Either box	Food waste	Clear Bags	Either Box	Food Waste	Clear Bags	Either Box	Food Waste	Clear Bags	Either Box	Food Waste	Clear Bags	Either box	Food waste	Clear Bags	Either box	Food waste	Clear Bags	Either box	Food waste	Clear Bags
Tues	Bettws 1	694	628	422	375	654	501	434	26	79	59	4.14	18.72	15.73	90%	61%	54%	94%	72%	63%	4%	11%	9%
	Bettws 2	605	552	336	228	594	441	355	42	105	127	7.61	31.25	55.70	91%	56%	38%	98%	73%	59%	7%	17%	21%
	Bettws 3	664	496	348	391	506	386	338	10	38	-53	2.02	10.92	-13.55	75%	52%	59%	76%	58%	51%	2%	6%	-8%
	Bettws 4	579	444	287	200	468	447	399	24	160	199	5.41	55.75	99.50	77%	50%	35%	81%	77%	69%	4%	28%	34%
Wed	Durham Road	735	668	489	309	725	617	374	57	128	65	8.53	26.18	21.04	91%	67%	42%	99%	84%	51%	8%	17%	9%
	St Julians 1	615	545	370	203	556	419	267	11	49	64	2.02	13.24	31.53	89%	60%	33%	90%	68%	43%	2%	8%	10%
	St Julians 2	691	641	467	451	647	512	424	6	45	-27	0.94	9.64	-5.99	93%	68%	65%	94%	74%	61%	1%	7%	-4%
	Caerleon Road	799	757	535	347	767	721	647	10	186	300	1.32	34.77	86.46	95%	67%	43%	96%	90%	81%	1%	23%	38%
Thurs	Ringland 1	735	695	523	360	709	564	411	14	41	51	2.01	7.84	14.17	95%	71%	49%	96%	77%	56%	2%	6%	7%
	Ringland 2	785	739	617	532	760	723	648	21	106	116	2.84	17.18	21.80	94%	79%	68%	97%	92%	83%	3%	14%	15%
	Ringland 3	613	599	481	471	563	467	430	-36	-14	-41	-6.01	-2.91	-8.70	98%	78%	77%	92%	76%	70%	-6%	-2%	-7%
	Hendre Farm Gdns	523	476	298	289	492	393	337	16	95	48	3.36	31.88	16.61	91%	57%	55%	94%	75%	64%	3%	18%	9%
Fri	Gaer	712	697	613	563	676	514	404	-21	-99	-159	-3.01	-16.15	-28.24	98%	86%	79%	95%	72%	57%	-3%	-14%	-22%
	Stelvio Park	724	661	501	374	683	587	516	22	86	142	3.33	17.17	37.97	91%	69%	52%	94%	81%	71%	3%	12%	20%
	Cardiff Road	760	707	533	338	734	571	452	27	38	114	3.82	7.13	33.73	93%	70%	44%	97%	75%	59%	4%	5%	15%
	Maesglas	682	651	467	335	649	625	613	-2	158	278	-0.31	33.83	82.99	95%	68%	49%	95%	92%	90%	0%	23%	41%
TOTAL		10916	9956	7287	5766	10183	8488	7049	227	1201	1283	2.38	18.53	28.80	91%	67%	53%	93%	78%	65%	2%	11%	12%

The campaign had a minimal impact on boxes, as participation was already high on these – 91% in weeks 2-4. We had a much greater impact on food / clear bags, as there were greater gains to be made here.

Wider Impact: Surveyed vs. Non-Surveyed Households

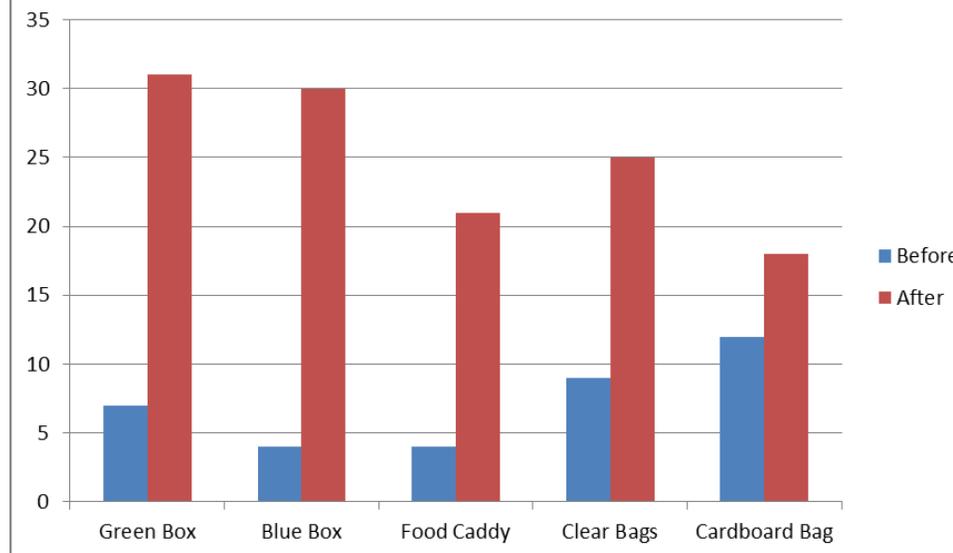
The summary of participation figures above suggests that the impact of the campaign was wider than just the houses surveyed, i.e. the increase in the number of households participating is greater than the numbers surveyed. Further analysis, looking at the Bettws I round, seems to confirm this – participation increases were seen across surveyed and non-surveyed households:

Bettws I: Surveyed Households (48)

Before	No Participation	32	66.67%
	Some Participation	16	33.33%
After	No Participation	11	22.92%
	Some Participation	37	77.08%

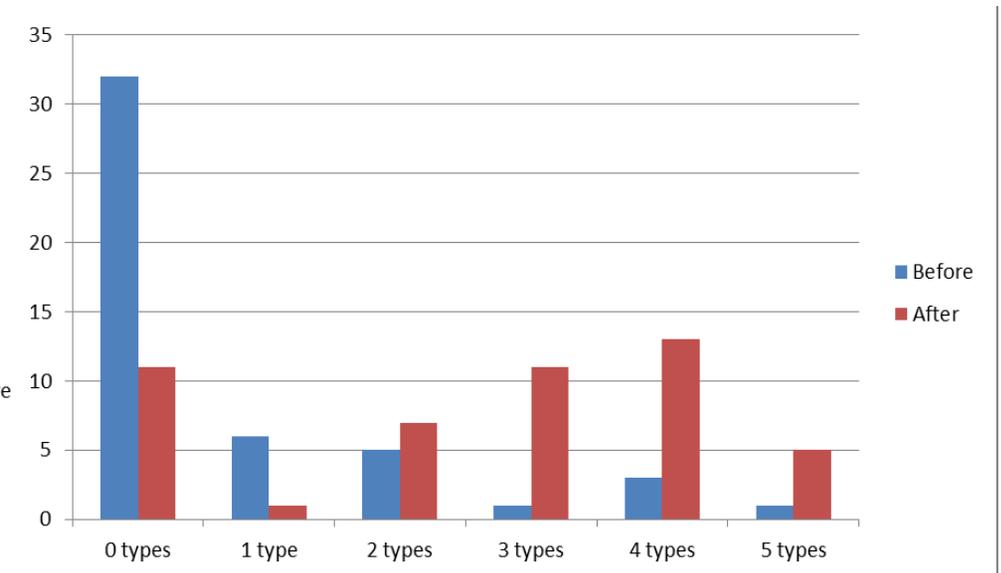
Material Types Collected

	Green Box	Blue Box	Food Caddy	Clear Bags	Cardboard Bag
Before	7	4	4	9	12
% Households Surveyed	14.58%	8.33%	8.33%	18.75%	25.00%
After	31	30	21	25	18
% Households Surveyed	64.58%	62.50%	43.75%	52.08%	37.50%
% Difference	50.00%	54.17%	35.42%	33.33%	12.50%



Type Count

	0 types	1 type	2 types	3 types	4 types	5 types
Before	32	6	5	1	3	1
% Households Surveyed	66.67%	12.50%	10.42%	2.08%	6.25%	2.08%
After	11	1	7	11	13	5
% Households Surveyed	22.92%	2.08%	14.58%	22.92%	27.08%	10.42%
% Difference	-43.75%	-10.42%	4.17%	20.83%	20.83%	8.33%

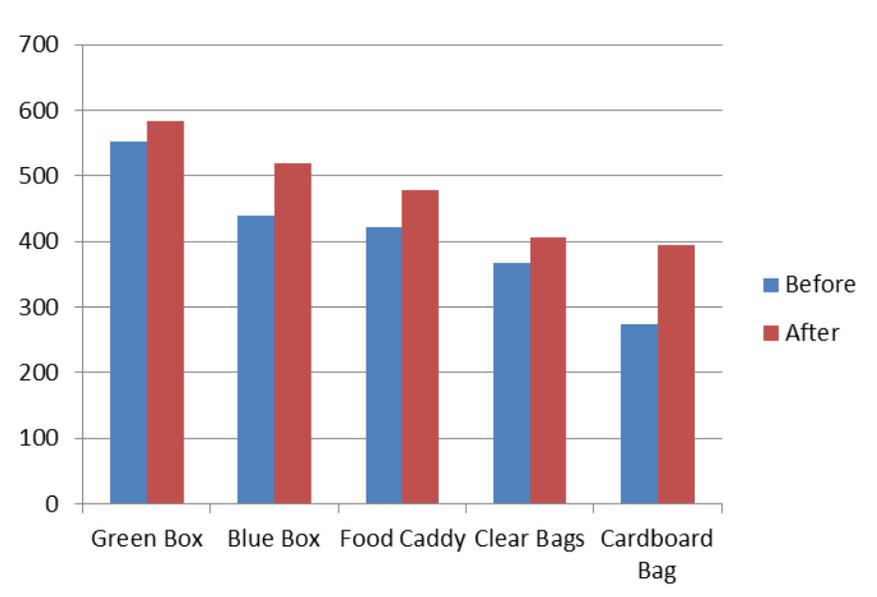


Bettws I: Households Monitored but Not Surveyed (645)

Phase 1 No Participation	7	1.09%
Phase 1 Some Participation	638	98.91%
Phase 2 No Participation	16	2.48%
Phase 2 Some Participation	629	97.52%

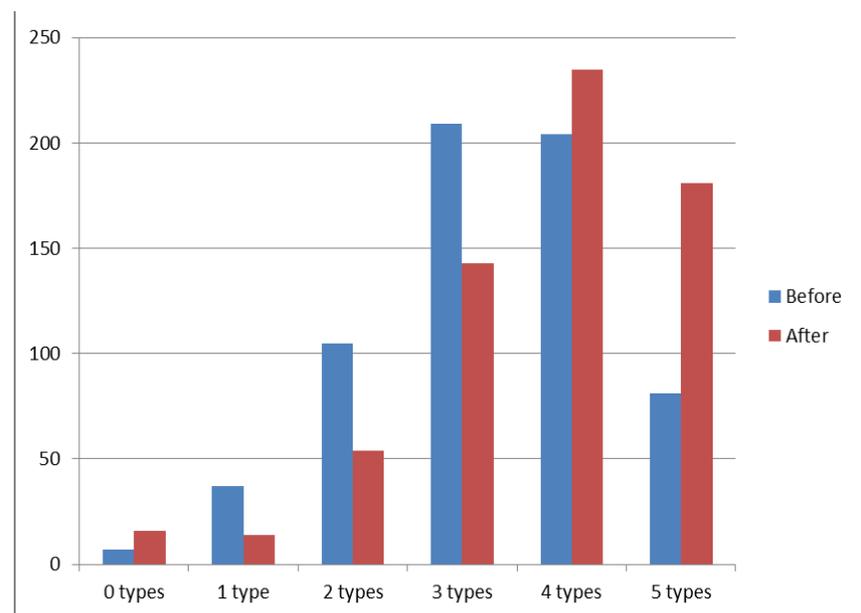
Material Types Collected

	Green Box	Blue Box	Food Caddy	Clear Bags	Cardboard Bag
Before	552	439	422	368	274
%	85.58%	68.06%	65.43%	57.05%	42.48%
After	583	519	478	406	395
%	90.39%	80.47%	74.11%	62.95%	61.24%
% difference	4.81%	12.40%	8.68%	5.89%	18.76%



Type Count

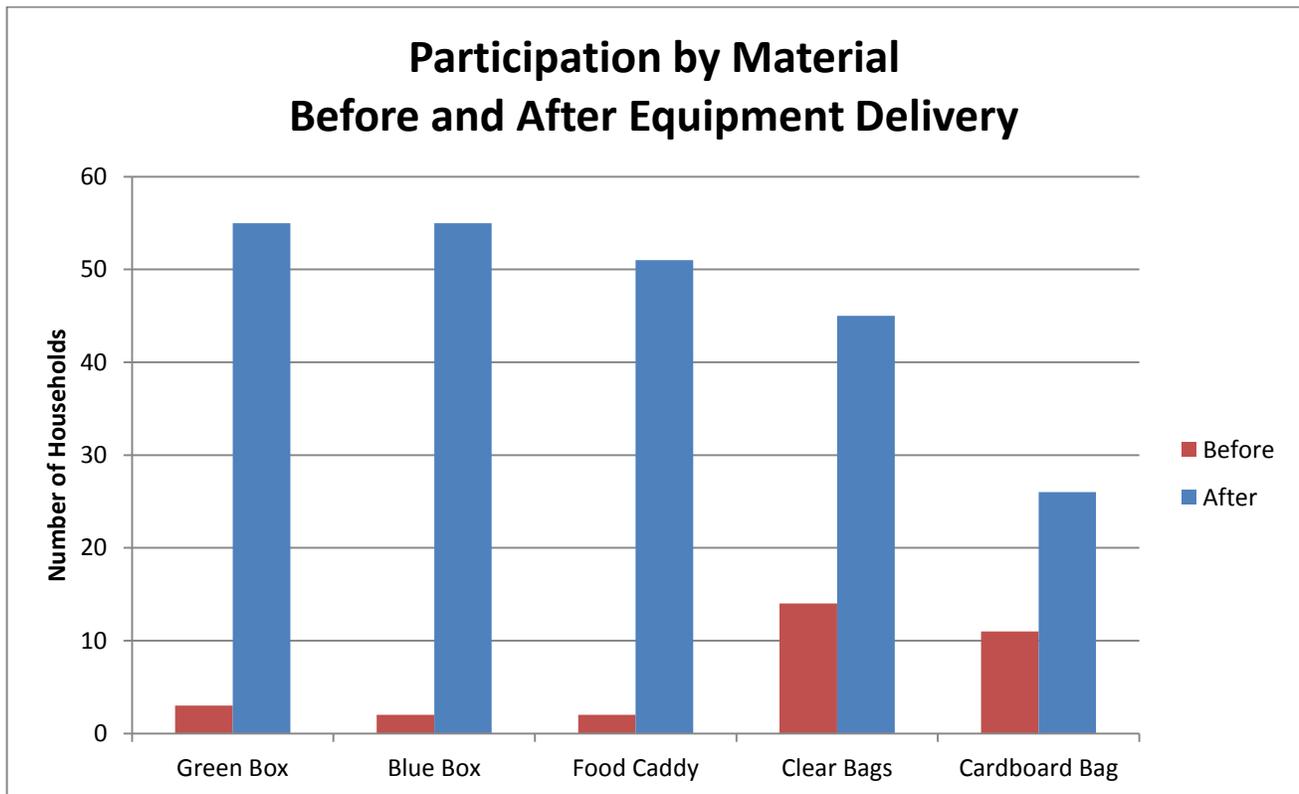
	0 types	1 type	2 types	3 types	4 types	5 types
Before	7	37	105	209	204	81
%	1.09%	5.74%	16.28%	32.40%	31.63%	12.56%
After	16	14	54	143	235	181
%	2.48%	2.17%	8.37%	22.17%	36.43%	28.06%
% difference	1.40%	-3.57%	-7.91%	-10.23%	4.81%	15.50%



Equipment Deliveries: Did This Prompt Participation?

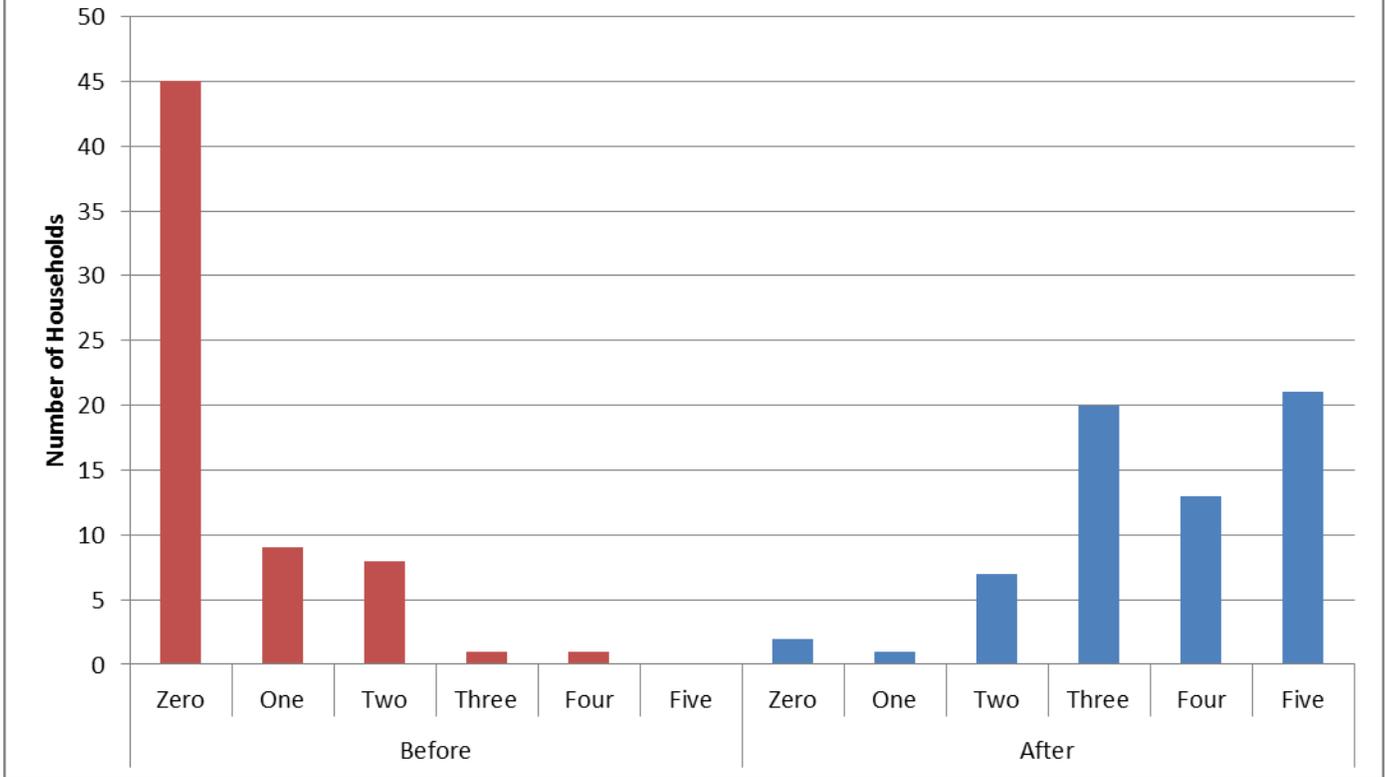
Of the 64 households that received new equipment, all except two were participating in recycling in some way after the door stepping exercise, therefore the percentage of these households doing any recycling dropped to 3%. This included an impressive 80% participation in food waste:

Equipment Deliveries: Households Participating	Green Box	Blue Box	Food Caddy	Clear Bags	Cardboard Bag	Overall Participation
Before	3	2	2	14	11	19
%	5%	3%	3%	22%	17%	30%
After	55	55	51	45	26	62
%	86%	86%	80%	70%	41%	97%
% Difference	81%	83%	77%	48%	23%	67%



As well as seeing increases across all five streams, the following graph shows that the level of participation by each household after the exercise was also high, with a third of households receiving new equipment participating in all five recycling streams following the door stepping exercise. 84% participated in at least three types, and 97% participated in at least one type of recycling:

No. of Materials Recycled Before and After Equipment Delivery



If you take out cardboard recycling, which is collected by the Council fortnightly, separately from the weekly Wastesavers collections, participation in all four of the remaining waste streams jumps up to **48%**.

Cost / Benefit Analysis

Project Costs:

Employee costs	£21,444
Transport hire costs	£2,513
Publicity & Advertising campaign	£2,213
Purchase of recycling boxes	£2,000
Total	£28,170

Project Outcomes Against Cost:

Number of properties surveyed	10,916
Project cost per property surveyed	£2.58

Number of properties where contact made with residents	451
Project cost per property where contact made	£24.20
Number of properties receiving new equipment	64

These figures focus on the direct impact of the project, looking at the cost per household surveyed. However the project is also shown to have had a wider impact on the participation on households in the area, whether or not they were surveyed. For example:

- 227 more people participating in green / blue box recycling
- 1201 more people participating in food waste recycling
- 1283 more people participating in clear bag recycling.

The next section provides a hypothesis for the potential impact on participation and recycling / residual waste tonnages if the project were to be rolled out.

Hypothesis: What Impact if Rolled Out?

The following analysis shows a projection of what impact this project could have if it was rolled out across the city, if the same increases in participation and reductions in tonnages were achieved.

The data below has been provided by Wastesavers and projects the potential impact on the waste streams they manage, using the participation increases we experienced in this project for individual waste streams:

2014-15	Total		Current	% increase	Total	Increase in tonnes
PAPER	3338.20	Food Waste	4522.48	11%	5019.95	497.47
GLASS	3689.12	Plastic bags	1936.10	12%	2168.43	232.33
STEEL	567.04	Boxes (both)	8065.87	2%	8227.19	161.32
ALI	219.53				Tonnage increase	891.12
TEXTILES	139.80					
PLASTIC	1936.10	2014-15 tonnages	14524			
FOOD WASTE	4522.48	Possible increase	15416			
Foil	23.32	Overall increase	6.14%			
Scrap	67.94					
Cardboard	284.61					
WEEE	20.92					
Toners	2.48					
Wood	1.00					
Schools Textiles	1.02					
Furniture/White Goods	34.07					
Paint/Bric a brac	6.20					
E-Inclusion	14.86					
Mattresses	0.60					
TOTAL	14869.30					

This is based upon the following assumptions:

- Increase in recycling relates to brand new recyclers – not dabblers
- % increase is representative across the city
- % increase in plastic bag use is IN ADDITION to the plastic already placed out in the boxes, not used as a replacement container for plastic
- Increase is sustained
- Need to remember food waste will drop after a peak due to behaviour change

It is also important to look at the overall tonnages, as this is what waste targets and penalties are based upon.

The average increase in recycling as a result of the project was 3.71%, an overall impact of 10% on the current rate. When set against the 2014-15 tonnages, this would give an additional amount of around **540 tonnes a year**:

2014-2015 Tonnage	14,524.45
Increase in rate	3.71%
Potential recycled tonnage	15,063.02
Tonnage increase	538.57

The landfill data shows an overall decrease of 9.5% across the project. When set against the 2014 – 15 residual waste tonnages, this would mean a decrease of around **2350 tonnes per year**:

(N.B. this is based on landfill figures set against residual waste figures – not all residual waste is sent to landfill, some goes to alternative treatment options.)

2014-2015 Tonnage	24707.84
Decrease in rate	9.5%
Potential residual waste tonnage	22360.59
Tonnage decrease	2347.24

Conclusions

Methodology

The team received a good reception on the doorstep, and there were no incidences reported of negative responses. Similar exercises have been undertaken before using volunteers, but feedback from the team and supporting officers suggests that this project benefitted from using members of the Newport workforce, who also lived locally so had an in depth knowledge of the local waste system as both an operative and a resident. They were able to relate to residents more directly and were able to give honest and immediate answers to any questions. If any similar exercises are to take place in future, it would make sense to use the same team again if possible, or train up other members of the Waste team with similar expertise and local knowledge.

Targeting

This project targeted non-participants and achieved an 11% / 12% increase on food waste and clear bags respectively. These are the hardest to reach in terms of changing habits and encouraging participation. We know from the figures that there are also a large proportion of people who do some recycling but could do more (the “dabblers”) – this exercise could potentially be used to even greater effect on this group of people, who are already engaged in recycling and therefore it should be easier to persuade them to do more. For example, participation rates for boxes were already at 91% in the first phase – but this will include people that are recycling some materials but not everything they possibly can.

Survey Results

75% of people surveyed (369 out of 490) responded either that they do recycle sometimes, or they need further information, or new equipment. This suggests that most people are aware that they should be participating. This should influence the way we communicate with them.

13% of people surveyed (63 out of 490) responded that participating in recycling was physically difficult for them. There is an assisted lift service available for both Council and Wastesavers services, but there may be opportunities to be more proactive in identifying people in need of this assistance.

Wider Effects

We contacted 490 properties in total. The box figures went up by 2%, with 227 more households participating. However the food waste and clear bag figures increased by twice the number of properties visited:

- Food waste up by 11%, 1201 more households participating
- Clear bags up by 12%, 1283 more households participating.

This could be caused by a number of factors, for example:

- Highly visible team in the area – people changed behaviours because they thought they were being monitored
- Positive effect of doorstepping – people talk to their neighbours and shared the message

Equipment

There were 64 responses to requests for new equipment – a small number compared to the increase we saw in the rates, which shows that gains made were not purely due to equipment, but an impressive 97% of households receiving equipment were shown to be participating in the second phase of monitoring. This proves the effect of the trial on people who were not previously participating – although they showed interest by placing the request, they were also influenced by having someone knock on their doors.

There are lessons to be learned here in terms of the way we make equipment available to residents, especially people who have moved house and people on new developments. Currently there is no mechanism in place to identify these people, and we rely on householders to request the equipment from us. There are opportunities to be more proactive in this area, for example:

- Could we use the Council Tax data we hold to identify people who have moved and contact them?
- Could we do more to liaise with developers to automatically deliver equipment to new builds?
- Could we provide a welcome pack to new householders?

Impact on Tonnages

The tonnage data from Wastesavers shows a spike in participation immediately following the door stepping exercise. This then dropped down in later weeks (when comparable data was available). There are a number of conclusions that could be drawn from this:

- The doorstepping had an immediate effect on behaviour but was not habit-forming
- The disruption caused first by the vandalism of Wastesavers trucks then a series of bank holidays, meant that positive new intentions were lost and behaviours reverted to old habits.
- If this exercise was carried out over a longer period, or by a permanent team, there would be opportunity to follow up on visits and help ensure good intentions turn into good habits.
- If behaviour was impacted by “being monitored”, more regular, highly visible monitoring activity could also have a positive effect (although if this was on a permanent basis, the effect may be lost as people get used to it).

Although the quantity of recycled materials did not experience an overall increase in absolute terms, the amount of waste going to landfill was significantly lower, which points to a decrease in the generation of waste and therefore a positive influence of the trial on the overall waste stream, and on the consumption of resources.

A Note on Data Limitations

- Without further repeated campaigns, monitoring and testing it is impossible to tell whether the disruptions to collections had a negative effect on securing behavioural change.
- Some issues were raised during the participation monitoring phase – the routes were not always followed exactly or in order which meant that sometimes it was difficult to record exactly what was put out and by whom. However it was reported by the monitoring team that they were able to collect accurate data on at least 90% of properties.

- The participation monitoring data only tells whether households have put out their boxes that day. It doesn't tell us how much is in the box, and therefore to what degree they are participating, and whether they could do more.
- Minimal effect was seen through the tonnages collected before and after the exercise:
 - Refuse / cardboard is collected fortnightly, but recycling is collected weekly. We know there is a trend that recycling increases on the weeks that refuse is not collected, as their refuse bin fills up.
 - The refuse collection routes do not tie in exactly with the recycling collection routes.

Recommendations

(The Policy Review Group are still in the process of drafting their recommendations – further analysis is still being done to test the robustness of the ideas being put forward. Progress will be reported verbally to the Committee on 16 June.)

Annex 1: Scrutiny Terms of Reference and Process

Scrutiny Review

The Street Scene, Regeneration and Safety Scrutiny Committee agreed to include “Waste Management/Reduce, Reuse, Recycle” in their Forward Work Programme for 2013/14 at the 15 October 2013 meeting.

Terms of Reference for the review were agreed at a later meeting on 28 April 2014:

- To undertake the development of a marketing strategy targeting householders not engaged or intermittently engaged in recycling, in order to increase the level of recycling and reduce the residual waste collected from the kerbside.

The Committee also agreed to appoint a Policy Review Group to undertake the review - Councillors Bond, Mlewa and Huntley were appointed to serve on the group.

Initial Purpose / Objectives of the Review

The Newport City Council recycling rate for 2012/13 was 49.2% and for 2013/14 was 51.7%. The overall purpose of the review was to help increase Newport City Council’s overall recycling rate to 58% for 2015/16. In order to achieve this, the Policy Review Group would:

- A Consider Background Research
- B Oversee Waste Awareness Wales Project**
- C Oversee the 70% Project
- D Contribute to the development of a marketing strategy based on the evidence gathered from background research and the results from the two projects.

The Policy Review Group met frequently from September 2014 collating background information and considering various options including the use of Community Insight data.

At the December 2014 Policy Review Group meeting, Officers reported that Waste Awareness Wales were prepared to provide grant funding for £30,000 to deliver a project that aimed to increase dry and food waste recycling in a targeted area utilising the segmentation profiling for targeting. This development was reported to the Street Scene, Regeneration and Safety Scrutiny Committee on 8 January 2015 where Members were pleased to hear about the grant and accepted the reasons for extending the original Terms of Reference.

This report outlines the Waste Awareness Wales Project, the methodology, key findings and recommendations and the evidence gathered.

Outcomes Required

The key findings from this scrutiny review will contribute to the development of a marketing strategy along with evidence gathered from background research and the associated projects. The marketing strategy and other recommendations will be presented to the Cabinet Member advising how Newport can improve recycling rates and communicate more effectively with residents to increase participation in recycling.

A report evaluating the Waste Awareness Wales project will be available for Waste Awareness Wales and other interested parties by June 2015.

Update on the 70% Project

Since agreeing the aims set out above, the funding position for the 70% Project has changed and a new project is being planned to trial trolley boxes within an agreed pilot area. The Committee will need to review the terms of reference in light of the findings of this report, and determine its future involvement in this topic. As such, the recommendations in this report include proposals for scrutiny work going forward.