

Warwickshire Waste Partnership – 7 December 2010

Project to Increase the Number of Households Participating in Recycling in the Boroughs of North Warwickshire and Nuneaton and Bedworth

Report of the Strategic Director for Environment and Economy on behalf of the Officers Group

Summary

The report summarises the progress made on a project to increase the number of households participating in recycling in the Boroughs of North Warwickshire and Nuneaton and Bedworth. Further to the Waste Partnership meeting on 20/10/2010, Members asked for quarterly updates for the duration of the project.

Recommendation

That the Waste Partnership notes the work taking place between the partners and receives further updates throughout the life of the project.

1. Introduction

- 1.1 Statistics for both dry recycling levels and residual waste levels across the five Warwickshire waste collection authority areas were compared at the half way point during the financial year 2009/10. It was found that Nuneaton and Bedworth Borough and North Warwickshire Borough were performing below the level of the other three authorities. A decision was made, during the service planning process between the partners, that additional funding and support would be needed by the two Boroughs to help them improve their performance over the next 12 months.
- 1.2 In previous years, the other three authorities have received help from the County Council to put in place their alternate week collection infrastructure and communications campaigns.

2. Background

- 2.1 Of the five waste collection authorities in Warwickshire, three have introduced alternate week collection methods over the past few years: Rugby, Stratford and Warwick. These authorities currently perform better than the remaining two, in terms of both dry recycling rates and residual waste levels. The following

table demonstrates averaged rates for the five waste collection authorities and the average for the County, for data from 2009/2010.

Authority	Average household dry recycling rate BVPI 82a	Total residual household waste per household (kg) NI191
North Warwickshire	9.96%	823.41
Nuneaton and Bedworth	17.31%	632.25
Rugby	26.56%	460.58
Stratford	27.2%	404.19
Warwick	22.15%	421.13
Warwickshire	23.79%	591.33

- 2.2 The elevated performance of Rugby, Stratford and Warwick can be attributed, at least in part, to these authorities moving to an alternate week collection method. Additionally, when these changes were made over the past few years, large scale communications campaigns were employed to explain the changes and encourage full participation. The authorities received assistance with these campaigns from Warwickshire County Council staff.
- 2.3 Currently Nuneaton and Bedworth Borough Council (NBBC) collect both residual waste and dry recycling on a weekly basis. North Warwickshire Borough Council (NWBC) collect residual waste weekly and dry recycling fortnightly. Until this year, very little assistance has been given to the Boroughs to support increasing participation in recycling, increasing recycling levels or decreasing residual waste.

This new assistance is in the form of funding and additional help from the Waste Projects Team. It is envisaged that the funding will be spent in three areas, namely:-

- (i) A temporary member of staff for each authority until 31 March 2011, to co-ordinate the project
- (ii) Two full dry recycling participation surveys across all households in both Boroughs. One at the start and one at the end of the funding period.
- (iii) A targeted communication campaign to encourage participation

3. Progress Update

- 3.1 Warwickshire Waste Projects Team have met regularly with representatives from the two Boroughs to manage the project.
- 3.2 A Project co-ordinator for each Borough has overseen the completion of the baseline participation studies. They have collated the data and worked with WCC waste management staff and the Warwickshire Observatory to manipulate the data into formats whereby the promotional campaigns can be carefully targeted. They have worked with WCC to devise the promotional timetable and on delivery of the campaign.

- 3.3 The baseline participation surveys are complete. The raw data was collated using the best practice methodology set out by WRAP. The collated data has been analysed to provide us with an overall participation rate.

Nuneaton and Bedworth overall initial participation rate	71.8%
North Warwickshire overall initial participation rate	64.0%

- 3.4 The Warwickshire Observatory have manipulated the data to demonstrate the localities and demographic groups which exhibit the lowest participation levels. They have been providing advice on how to best use this powerful data to ensure that we maximise the effectiveness of the promotional work, spend the budget wisely and not annoy current committed recyclers with unnecessary communications.
- 3.5 Nuneaton and Bedworth has been selected by the Beverage Can Manufacturers Europe (BCME) to receive significant funding to increase the levels of metal recycling in the Borough. The campaign began on 22 August 2010 and ran until 23 September 2010. Activities included attitudinal surveys, leaflets, road shows and billboards at bus stops.
- 3.6 In North Warwickshire the collection of two new recycling streams was launched on 18 October 2010. NWBC and WCC have collaborated to promote the new plastic and cardboard collections through a three week intensive campaign.

4. Success Criteria

- 4.1 The target for this project is a five percentage point increase in participation rate. This will be even more of a challenge than expected given that the estimated participation rate at the conception of the project was around 40%.
- 4.2 Assuming a five percentage point increase in participation, this would result in 4000 additional households participating. Assuming also that each new participating household segregates 4 kg of dry recyclables each week, this will result in a reduction of residual waste sent for treatment of 800 tonnes. Based on an average landfill disposal cost for this year of £62, this results in disposal savings of £50,000. The Borough Councils receive £38 per tone in recycling credits which will lead to a total increase income for them of £30,500, plus potential enhanced credits depending on overall performance.

5. Next Steps

- 5.1 The data from the baseline participation survey is being used to develop targeted promotional work to increase participation in recycling, and to encourage waste minimisation and increase levels of recycling. The WCC Waste Projects Team and the Warwickshire Observatory is supporting the two Project co-ordinators in doing this and a detailed campaign delivery timetable has been drawn up. Materials such as leaflets and posters have been designed and purchased.
- 5.2 The promotional campaign will begin in November with articles in the two council publications: In Touch and North Talk. All households in Nuneaton and

Bedworth will receive a leaflet and targeted areas in North Warwickshire will be getting a leaflet. The roadshow schedule and work with community groups will begin. Work with schools and parents will take place in January. This marketing campaign will be focussed on the lower participation areas and demographic groups identified by the analysis of the baseline survey.

- 5.3 A Red Box Lottery will run throughout December and January. This method has previously been tested in Warwick District. Prizes in the form of vouchers have been donated by local businesses. Throughout the lottery period there will be weekly press announcements of that week's winner plus advice about recycling a particular waste stream. Non-participating households in particular streets will also receive cards through the door to remind them to set out their recycling next time to be in with a chance of winning.
- 5.4 The campaign will look to examine and address any barriers that prevent householders from recycling. The continued design and execution of the campaigns will be the project co-ordinators' key task until 2011.
- 5.5 The final participation surveys will take place in February and March 2011.

Enquiries: about this report should be made to Ruth Dixon - Senior Waste Management Officer, 01926 412961 email ruthdixon@warwickshire.gov.uk.

Background Papers

NBBC NWBC participation update for 20100615.doc.
NBBC NWBC participation update for 20100921.doc

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