

Evaluation of the Household Waste Incentives Pilot Scheme

Final Report to Defra (Waste Strategy Division)
Appendix 1: East

July 2006

East

Breckland Council

Aim of scheme

The aim of this local 'Community Rewards' incentive scheme was to increase the quality of recyclable materials collected via kerbside collection and reduce the number of rejected loads at the Waste Transfer Station and Materials Recovery Facility (MRF).

Area features/demographics

This scheme targeted 1,148 households on an estate in Thetford. The area suffers from relatively high levels of deprivation with a high proportion of young families (with the lowest mean householder age in the authority of 34 years old) and the highest unemployment rate in the area at 5.82%. The targeted area mainly consisted of terraced and social housing properties.

Scheme description

Breckland Council runs an alternate weekly kerbside collection of dry recyclables and residual waste. The recyclable material includes cardboard, paper, cans and plastic bottles and is collected in a 240l wheeled bin. This collection infrastructure helped the authority achieve a recycling rate of 34% for the district as a whole in 2004-05.

The recycling rate achieved in the pilot area was however negligible due to consistently high levels of residual waste contamination in the recycling containers. Prior to the trial almost 100% of the recycling loads collected in the area were rejected. The 'Recycling Stars' incentive scheme was designed to support the 'advisory card' system in place for controlling the level of contamination in recycling containers.

Recyclables should only be collected where the bin is presented correctly and there is no significant contamination apparent. Refuse crews check each bin and if there are very small amounts of contamination present then they leave a yellow card detailing the problem to the resident. If there are large amounts of contamination then crews leave a red card detailing the problem and the bin is not emptied.

The red and yellow card enforcement measures were deemed to have not been working adequately in the trial area hence its selection as a pilot area for this incentive scheme. Thus the main aim of the incentive scheme was to reduce the level of contamination ensuring that no loads were rejected at the transfer station or MRF.

During the pilot, gold recycling stars were introduced in addition to the red cards as a way of rewarding good recycling behaviour (yellow cards were not used during the trial).

Gold star reward cards were left by trained officers if, upon inspection of the wheeled bin, the content was judged to be of a satisfactory standard. Householders could then take the cards to a collection point at the community centre or school on the estate, where they were redeemed.

If the community reached a certain target number then they were rewarded with a gift, for example children's playground equipment or a bin, in proportionate value to the number of stars collected.

Defra Funding

Defra funding for this scheme was £9,200 this covered authority staff costs, the prize fund and all publicity and promotional material. This additional funding support from Defra equates to around £8.01 per household.

Monitoring mechanism used

The following monitoring methods were used, comparing the results achieved during the trial period to those prior to the trial starting:

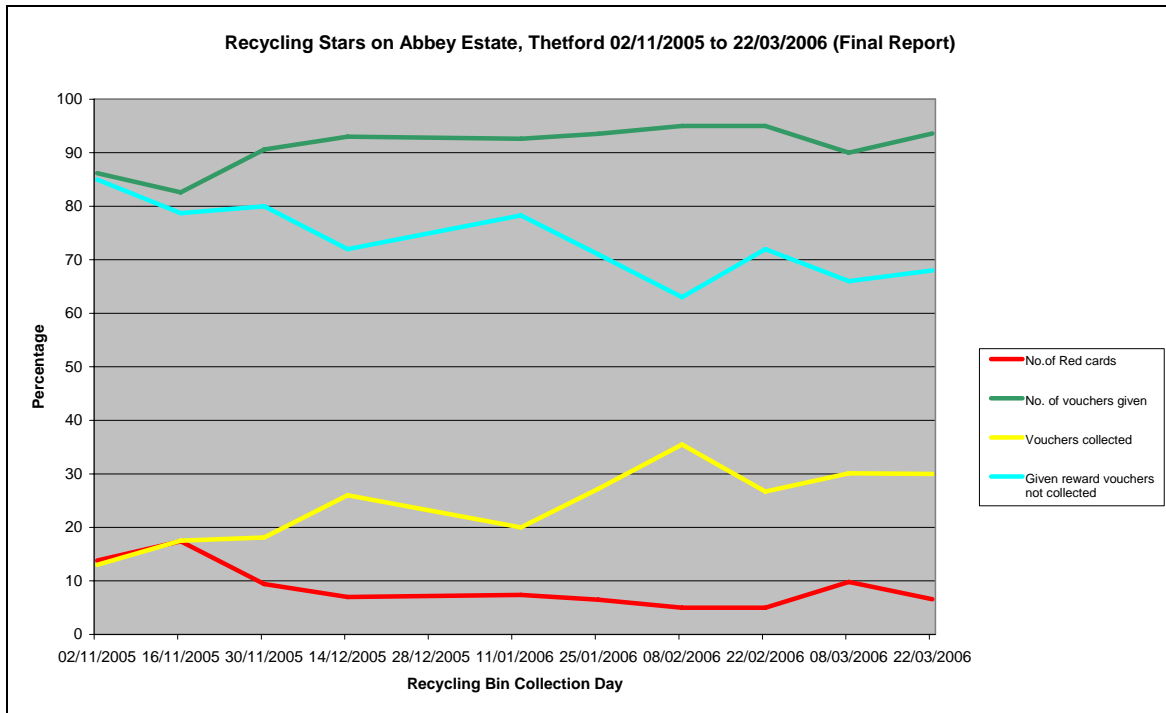
- Number of loads rejected at the transfer station.
- Number of red cards issued to record any reduction in contamination.
- Number of gold stars 'cashed' to record positive participation in recycling behaviour.

Key results

The scheme has resulted in a reduction in the number of contaminated bins leading to an improvement in the overall quality of recyclable material collected such that no loads were rejected during the trial period.

Project specific monitoring is presented in the graph, below, and shows:

- The number of red cards (for contaminated bins) decreased - approximately halving from 15.6% to 8.2%.
- The number of gold stars (for good recycling) has correspondingly increased from 84% to 92%.
- The number of gold stars that were claimed increased during the pilot, doubling from 13% to 30%.



Conclusion

- The scheme has had a positive effect on the quality of recyclables collected with the proportion of contaminated bins reducing. The reduction in the number of contaminated bins has facilitated an improvement in the quality of recyclable material delivered to the transfer station, which meant that no loads were rejected during the trial period. Thus the scheme can be deemed as a success as it has achieved its objective of improving the quality of recyclables collected.
- The long-term impact of the initiative is not known and thus regular ongoing monitoring will be needed to ensure that householders maintain their good recycling behaviour without the community rewards incentive in place.

Key lessons learned

- The authority has deemed the scheme to be a success and plan to use a slightly modified version of the scheme in other parts of the district to encourage improved recycling practices. The authority intends to train the waste collection contractor staff to further allow them to issue the gold stars across the borough, thus reducing the need for direct involvement of the authority staff. This commitment has been incorporated into the service plan for 2006/07.
- A small number of households became abusive towards the collections crews, which resulted in a police escort on some collections. This aggression seems to have been triggered by the crews not emptying contaminated recycling bins rather than the application of the incentive scheme or the issuing of gold stars.

Cambridgeshire and Peterborough Waste Partnership

Aim of scheme

Two separate pilot schemes were trialled in Cambridgeshire with the aim of encouraging householders to recycle their waste via kerbside collection and/or at the local Household Waste Recycling Centres (HWRCs). In both cases the type of incentive used was a prize draw to win vouchers ranging in value from £50 to £150.

Area features/demographics

The scheme aimed at HWRCs was run in two out of five districts, East Cambridgeshire and Fenland. The scheme that focused on kerbside covered all properties in the districts of Cambridge City, East Cambridgeshire, Fenland and South Cambridgeshire – encompassing 140,000 properties in total. These districts cover a broad spectrum of demographic make-up, as can be seen from them being ranked 204, 318, 114 and 340 respectively in the Index of Multiple Deprivation. This implies the Fenland district contains a predominance of more hard-pressed residents and in South Cambridge there are more affluent homeowners.

Scheme descriptions

HWRC Pilot

This scheme was aimed at rewarding frequent recyclers at the County's civic amenity sites (Household Waste Recycling Centres, HWRCs) and encouraging the recycling of more unusual materials. A 'Frequent Recycler' (loyalty) card was available for residents in the area to take with them every time they visit any of the HWRCs with recyclables; site operators then stamped each material stream they brought in (according to the range of materials received on the sites). Once at least one line on the card has been completed it is handed to site operators, who then sent all cards collected to Cambridgeshire County Council each week for the prize draw of £50 of retail vouchers. Winners were announced in local newspapers every month. There was a special prize every month with visits to town centres on board of commercial radio station Q103.

Frequent recycler cards were distributed to residents in the relevant areas at HWRCs, in the local weekly newspapers as inserts, via the council's websites and upon request via a contact centre.

Kerbside Pilot

A waste analysis study conducted by Community Recycling Services (CRS) in October 2005, highlighted the fact that there was a significant amount of food and kitchen waste being placed in residual waste bins. This is despite the fact that the four waste collections authorities provide householders with kerbside kitchen and garden waste collections (as shown in the table below).

	Residual waste	Dry recyclables	Organic Waste	Recycling rate (2004-05)	Index of Multiple Deprivation
Cambridge City	Fortnightly, wheeled bin	Fortnightly, box	Fortnightly, Wheeled bin	30%	204
East Cambridge	Sack, Weekly	Fortnightly, box	Fortnightly, sack	27%	218
Fenland	Fortnightly, wheeled bin	Fortnightly, wheeled bin	Fortnightly, wheeled bin	21%	114
South Cambridge	Fortnightly, wheeled bin	Fortnightly, box	Fortnightly, wheeled bin	47%	340

The main aim of the kerbside incentive scheme was to increase the amount of food and kitchen waste diverted from residual waste collection into recycling collections. A promotional character 'Captain Green' was used to promote this scheme along with support from two local commercial radio stations Star FM and FenRadio to help increase capture rates of green waste (kitchen and garden wastes) via kerbside collections in the four collection authorities (see the table above for detail on the collection services provided).

Captain Green visited a different part of the trial area twice a week to spread the recycling message, using the Star FM/FenRadio promotional vehicle. His visits coincided with the green waste collection services. Residents who had put their green bin/brown sack out for collection got the chance to win a prize by phoning the radio station; those who had not were given a leaflet explaining the benefits of recycling and how they have a chance of winning a prize if they left out green waste in future. There was also an instant winner every month for a bigger prize, which was broadcast live.

In order to win the twice-weekly prize of £75 worth of supermarket vouchers householders had to call the local radio station, state that they have received the relevant leaflet. Winners were chosen and Star FM/FenRadio phoned them back to let them know they have won and record a quick interview that was later on broadcasted to increase awareness of the scheme and how easy it was to win.

In addition, each month there was a special prize for recyclers of £150 worth of gift vouchers for residents who phone in from one of the previously visited areas that month.

The District Councils selected the areas to visit, according to recycling performance (poor/medium performers) and socio-demographic composition (including low-mid-high income areas as well as areas with ethnic/minority groups and hard-to-reach properties).

Defra Funding

Defra funding for the HWRC scheme was £50,000 and covered the prize fund, all publicity and promotional material and waste analysis costs. This funding support from

Defra equates to support of around £0.76 per household (66,000). Radio advertising was provided in kind by the local radio stations.

Defra funding for the kerbside scheme was £69,400 and covered, the prize fund, all publicity and promotional material and waste analysis costs. This funding support from Defra equates to support of around £0.50 per household (140,000 households). Again, radio advertising was provided in kind by the local radio stations.

Monitoring mechanism used

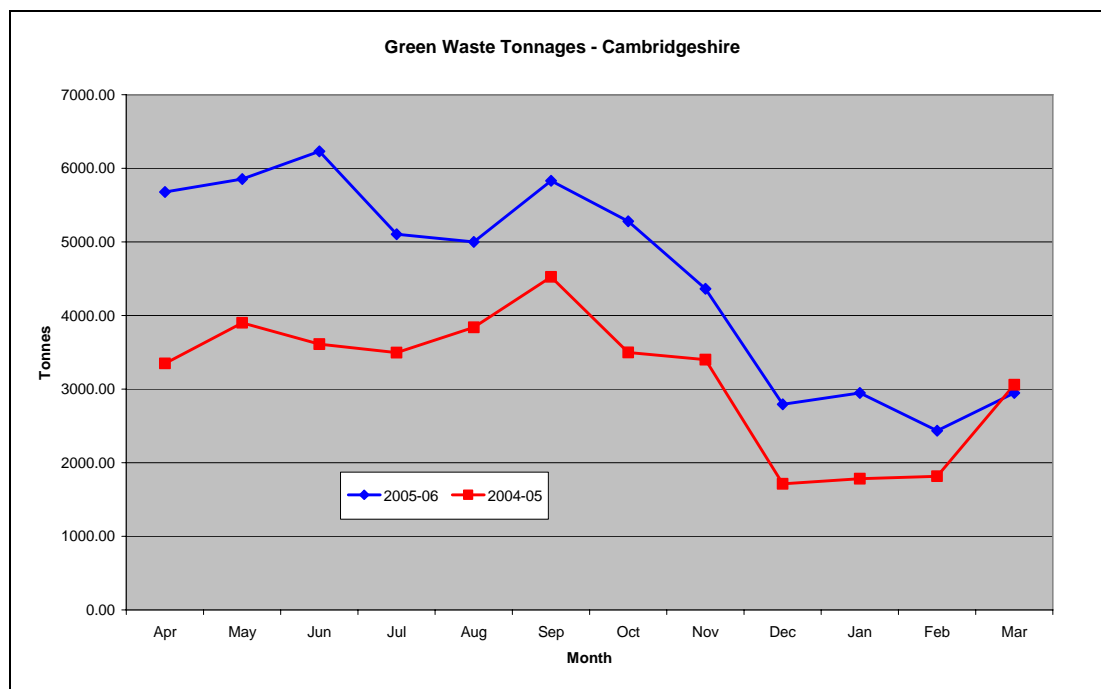
The key metrics used to determine the success of the incentive were: -

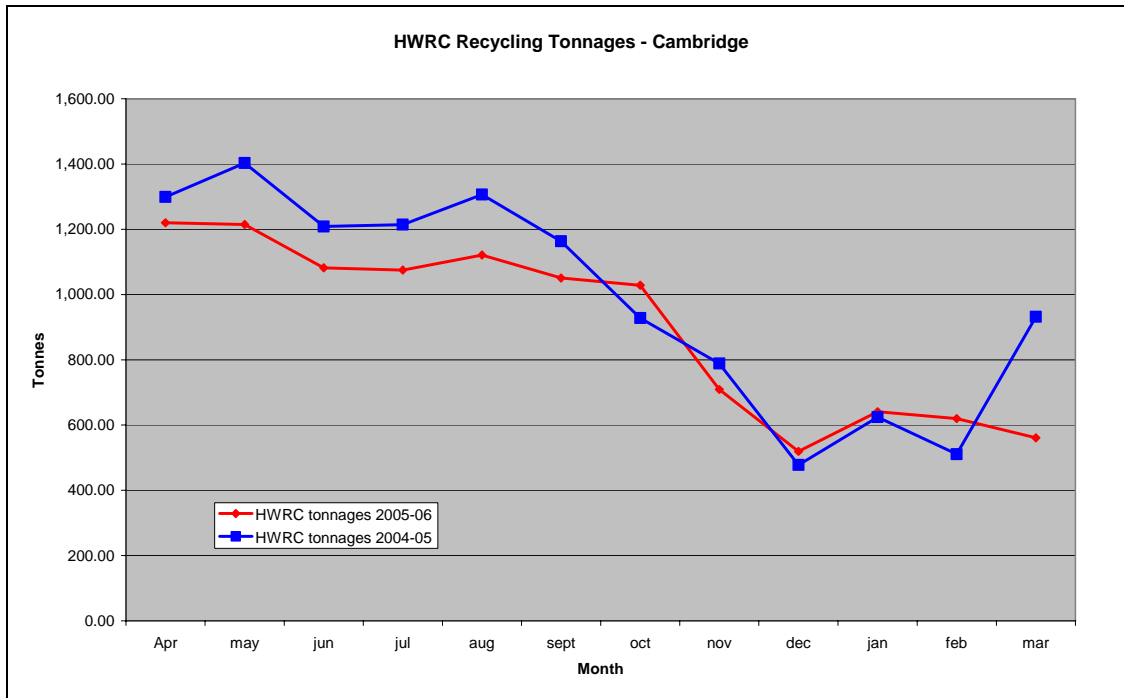
- Tonnage of material collected at the kerbside and at HWRCs, then comparing this to weights of material collected in 2004-05.
- Participation rates for kerbside recycling schemes.
- Post-incentive waste analysis of residual waste containers to monitor the impact of kitchen and garden waste diversion.

Key results

The following two graphs show the 2004-05 and 2005-06 kerbside green waste and HWRC collection tonnages. It can be seen that for the period between Oct 05 and Mar 06 when the incentive schemes were piloted:

- Kerbside collected green waste has decreased, but follows the general trend of the previous year.
- The amount of recyclables collected through the HWRC also follows a similar pattern to last year.





- Feedback from authority officers also suggests that there was no determinable evidence of a measurable increase in participation rates.
- Initial results from a secondary waste analysis at the end of the incentive period suggest that the percentage of food and green waste in the residual waste stream may have decreased.
- Along with a newspaper advert, 5,760 leaflets were distributed for the kerbside scheme. In total, 51 householders contacted the radio station to claim their prize (a 0.8% claim rate).
- To promote the HWRC scheme 165,000 leaflets were distributed. This led to 500 cards being returned for entry into the prize draw (a 0.3% return rate).

Conclusion

The feedback from residents and recycling officers indicates that although the incentive scheme has raised awareness of recycling this has not been translated into increased tonnages or participation rates.

Key lessons learned

- The incentive appears to have had a disappointing level of uptake with the result that a quantification of the impacts on collected tonnages has not been possible. The significant effect of external, uncontrollable factors (such as seasonal weather affecting green waste arisings) makes it almost impossible to determine the specific outcomes of lower impact pilot schemes. This is particularly true when they are not

locally targeted and in an area of relatively high recycling as impacts on tonnages are less significant and, in effect, diluted across a wider population.

- Collaboration with local radio stations can provide a cost-effective means of reaching a wide target audience and increasing awareness of recycling to the public.
- Pressure of timescales, from the time project funding was announced to the required time of implementation, was believed to be detrimental to the potential impact of the incentive by the time available to plan monitoring and publicity activities.

Further Information

As part of the incentive scheme a detailed waste analysis was undertaken, copies of this may be available from Cambridgeshire County Council.

Cash for Trash

Earn yourself upto £125

just for putting your rubbish in the right place



On Monday October 17th, Cambridgeshire's very own environmental super hero, Captain Green will be patrolling the streets of Fenland to ensure residents are using their green waste bin and sacks, but overall to reward those enthusiastic recyclers with £75 worth of shopping vouchers.

Additionally, take your recyclables to your nearest Household Waste Recycling Centre and play Recycling Bin-Go to get the chance of win extra £50!

Captain Green

Cambridgeshire County Council Waste Campaigns Officer, Victor Perez explains how easy it will be: "Every week, Captain Green will be visiting streets in Fenland on the day of collection of your green waste and if you have your brown bin for collection with your garden and kitchen waste, look out for our leaflet and you could win £75 and other amazing prizes such as cinema tickets or even a nice dinner in a very well-known restaurant".

"We will be telling you where Captain Green is with help of radio station FunRadio 107.5, so tune in and find out how recycling will now pay for your weekly shopping", Victor added.

Cambridgeshire residents have been doing great at recycling, from April to July this year, together we have recycled over 45% of our waste – that's almost doubled the average 23% recycling rate of England.

However, recent waste analysis have shown that in Cambridgeshire, a large amount of kitchen waste is still going to landfill as residents do not put it into the green bin or brown sack.

Victor Perez, addressed the importance of using our green bin and brown sacks: "Kitchen and garden waste are biodegradable and when they're sent to landfill they will produce methane, which is a major contributor to global warming. When you put your kitchen and garden waste into the brown bin, we collect it and send it to be composted, diverting it from landfill and producing something useful".

Don't forget, Captain Green coming to a street near you soon...



Play Recycling Bin-Go

Come to any of Cambridgeshire County Council's Household Waste Recycling Centres (HWRCs) in Fenland and play Recycling Bin-Go! With sites in March, Whittlesey and Fenland, we make sure there's one close to you.

Playing recycling Bin-Go is as easy as 1,2,3...

- 1) Sort your waste for recycling and take it to your nearest Household Waste Recycling Centre in Fenland.
- 2) Fill in your details in the space at the back your Recycling Bin-Go card
- 3) Hand it to staff to be put into the competition and Bin-Go!

At HWRCs you can recycle:

- Batteries (car and household)
- Cardboard
- Clothes and Shoes
- Electro/Electronic equipment
- Fluorescent tubes
- Glass bottles and jars
- Green waste (garden trimmings)
- Ink cartridges
- Metal (cans, tins, scrap metal)
- Mobile phones
- Paper
- Timber and Untreated wood



For more information on waste and recycling call 0845 0455207 or visit www.recap.co.uk

www.cambridgeshire.gov.uk

recycle now,
recycle for Cambridgeshire

Essex County Council

Aim of scheme

The pilot incentive scheme run in Essex was designed to encourage householders to recycle their waste via kerbside collections, the incentive being a prize draw to win £100 or £200.

Area features/demographics

The competition ran in 10 of the 12 district councils in Essex and also in the neighbouring unitary authorities of Southend and Thurrock thus covering 600,000 households in total. The districts of Tendring and Uttlesford acted as control areas.

The scheme ran in a broad demographic spectrum, featuring highly populated urban conurbations, commuter towns and also rural areas. Within this competition area the majority of households were within Acorn 3, Comfortably Off (35%) and Acorn 1, Affluent Achievers (26%). Acorn 4 (Modest Means) and Acorn 5 (Hard pressed) made up 17% and 16% respectively and only 5% of households were Acorn 2 (Urban Prosperity). This is reflected in the Index of Multiple Deprivation for the authorities ranged from 64 to 333.

Each of the districts provides a kerbside recycling scheme. There was a broad range of recycling rates amongst the constituent authorities from a low of 10% to a high of 30%.

Scheme description

To be eligible to receive a prize householders needed to, correctly, take part in their kerbside recycling collections. Addresses were picked at random in each district for each week of the scheme using an existing database containing all the addresses in the relevant district.

If the chosen household was recycling when the property was checked on the day of collection then the householder won the prize. If the householder was not recycling on that chosen week then either the nearest house to the chosen address that was recycling won, or alternatively a reserve addresses was used.

Level of incentives offered were:

- Weekly prize of £100 per authority area for 6 weeks.
- Weekly prize of £200 per authority areas for 2 weeks
- A one off payment to a county charity – linked to the amount of tonnes recycled during the competition period, up to a limit of £2,000.

Each household within the competition area received information on the competition in a number of ways including:

- Radio advertising
- Internal and external bus advertising

- Press advertising
- Leaflets in libraries, leisure centres, council offices delivered to the door, handed out in high street etc.
- Posters displayed on parish and council notice boards, supermarkets, shopping centres.
- Roadshows and displays.
- School children targeted through visits from the Waste Education Team during the build up to and during the competition.
- PR activity (press releases and launches including LA Roadshows).
- Council publications.

Defra Funding

Defra funding for this scheme was £90,000. This covered the prize fund, all publicity and promotional material and participation surveys. This funding support from Defra equates to support of around £0.15 per household.

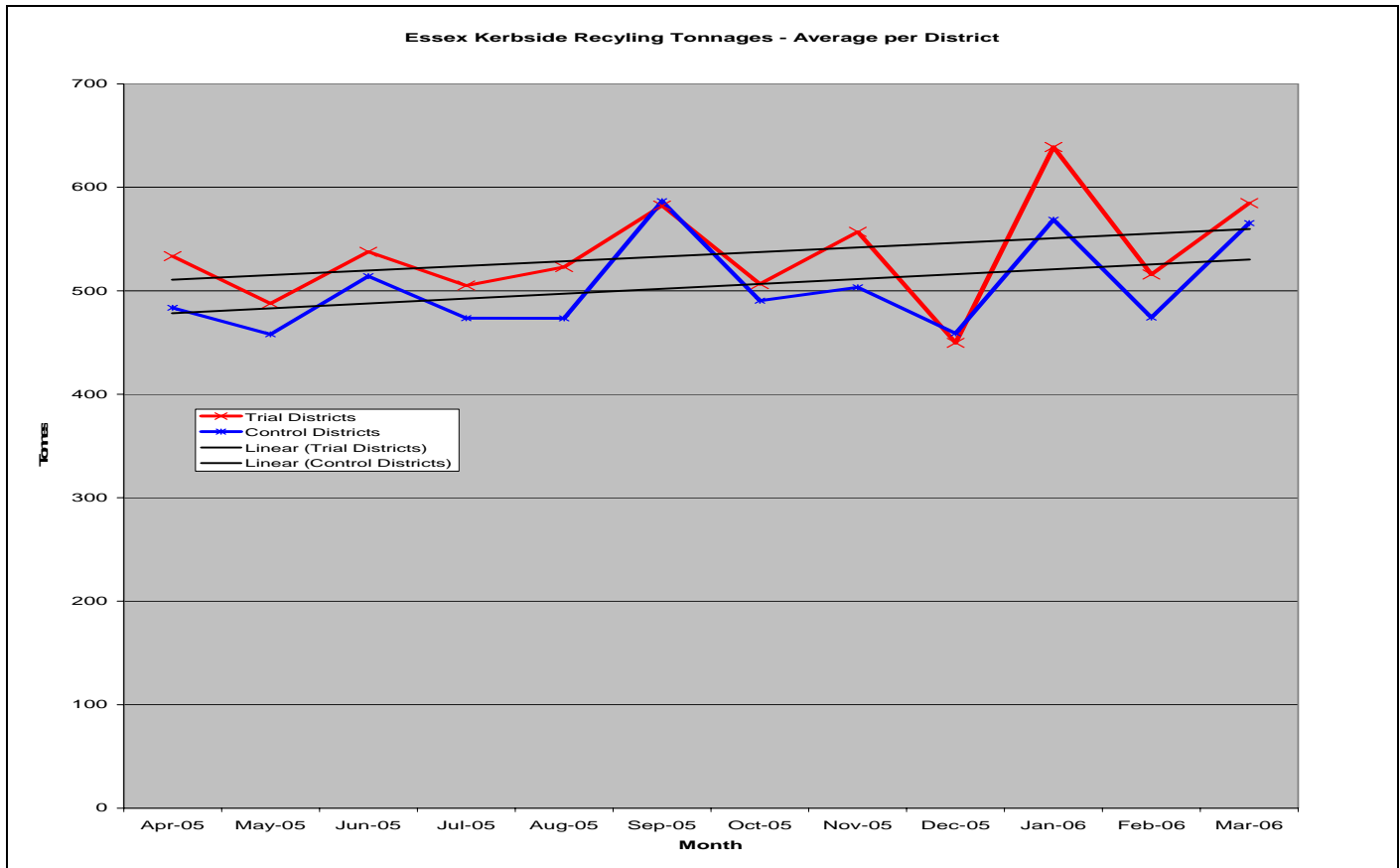
Monitoring mechanism used

A number of performance indicators were proposed to measure the impact of the incentive in both pilot and control areas. These included:

- Tonnage data
- Participation rate monitoring
- Publicity monitoring - including Opportunities to Hear (OTH) and Opportunities to See (OTS)
- Incentive website 'hits' during the trial period.

Key results

The graph below shows the average recycling tonnage per district per month. It shows that the average tonnage collected via kerbside collection does not vary significantly between trial and control districts over the campaign period (Oct 05 to Mar 06).



The pre, mid and (where available) post participation rates for the trial and control districts is summarised below:

Competition District	Participation Monitoring %		
	Pre	Mid	Post
Basildon	49.7	55.7	55.6
Braintree	77.9	84.3	
Brentwood	67	64.5	
Castle Point	50.9	46.1	
Chelmsford	41.42	47.6	
Colchester	86.07	86.27	
Harlow	63.9	78.6	
Maldon	42.08	42.1	
Rochford	72.02	77.53	76.08
Southend	52.44	57.31	
Thurrock	43.11	42.3	
Average	58.78	62.03	65.84

Control District	Participation Monitoring %
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	Pre	Mid	Post
Tendring	72.13	63.4	
Uttlesford	67.85	76.06	
Average	69.99	69.73	

The authorities have experienced problems with the website monitoring package resulting in a lack of data in monitoring website hits, the pages visited and the time spent on the site.

Conclusion

The comparative tonnage data for control and trial areas suggests that the incentive has had little impact on recycling tonnages. This may be due to a limited impact of the incentive in trial areas or perhaps a partial awareness of the incentive may have influenced households in the control areas to recycle more.

The participation survey results show that participation rates increased in the trial area, but have remained fairly consistent in the control areas. It should be noted that this observation is based on limited results and further post incentive surveys are planned in the remaining pilot and control areas.

A possible result of the incentive could be that participation increased (in order for residents to be eligible for a prize) but that average weights collected were low, resulting in little difference in overall tonnage collected.

Key lessons learned

- Officers expressed concerns over the timing of the trial as the Christmas period affected collection dates and thus the amounts of waste that was recycled. The timing of the end of the trial also had an impact as the number of Bank Holidays in April and May resulted in delays in gathering post –trial participation data.
- The charity chosen to receive the tonnage-based charity payment was initially supportive of the scheme. However they became less supportive when they realised that there was a conflict of interest between their textile banks and promoting an increase in kerbside collections, which they felt could reduce the amount of textiles collected through their bring banks. The charity ended up being less supportive of the scheme, which officers felt reduced the amount of publicity that could be gained from promoting the charitable donation element of the scheme.
- Where mass audience communication channels, such as radio is used to raise publicity for incentive trials involving pilot and control areas there is a high risk of promotional messages being picked up by control area householders. This will reduce the chances of being able to measure anticipated differences in recycling behaviour.

South Norfolk DC

Aim of scheme

The incentive scheme that was piloted in South Norfolk aimed at encouraging householders to produce less waste, recycle via kerbside collections and reduce contamination, using both community level rewards (£500) and prize draws (£50 per winning household).

Area features/demographics

South Norfolk has a population of 114,300, of which 35% live in rural locations with the remainder living in market towns or on the fringes of Norwich. The district is low in the national ranking of local authority deprivation (291 out of 354 districts). The ethnic profile shows that less than 1.5% of the population is non-white.

The incentive scheme ran in two rural parishes (Barford and Bawburgh) and two urban parishes (Mulbarton and Poringland). Two additional parishes, one rural (Little Melton) and one urban (Loddon) acted as control areas with no incentive being offered. In total 4,000 properties were involved in the trial and control rounds.

Since September 2002 the council has been introducing an alternate weekly collection scheme across the district. Collections alternate between residual waste and dry recyclables (paper, card, cans, plastic bottles and aerosols). Recyclables are collected as dry co-mingled but glass is not included as it makes it unacceptable to the operators of the local MRF. The district recycling rate for South Norfolk was 24.9% in 2004-05. The trial and control areas have received this alternate weekly service for over two years. The authority also uses a system of advisory 'warning' red-cards to highlight to householders problems with recycling contamination.

Scheme description

The aims of the project were to identify the most effective means of reducing household waste sent to landfill, to increase the capture rate of mixed dry recyclables and reduce contamination through the use of community and individual rewards.

At the start of the scheme all four target parishes were contacted using the councils usual communication methods of leaflet drops and letters to parishes. The leaflets and letters advised them that householders would receive individual or community rewards if recycling rates increased. The rewards were to be issued in the middle of the pilot and the effects of the two different reward systems measured at the end of the pilot. Two parishes were to receive individual level rewards and two parishes community level rewards in an attempt to identify what type of incentive works best.

Two of the parishes (one urban, one rural) were to be rewarded for the greatest reduction in waste arisings and for the least contamination, with two community prizes of £500 being offered. Individuals were to be rewarded for the most improved recycling rate and

all properties producing less waste than a set target were to be entered into a prize draw, with the first 100 households receiving a £50 prize for the remaining two parishes.

Defra Funding

Defra funding for this scheme was £25,000, which covered the prize fund, a temporary project officer, all publicity and promotional material, attitudinal surveys and temporary staff. This funding support from Defra equates to support of around £6.25 per household.

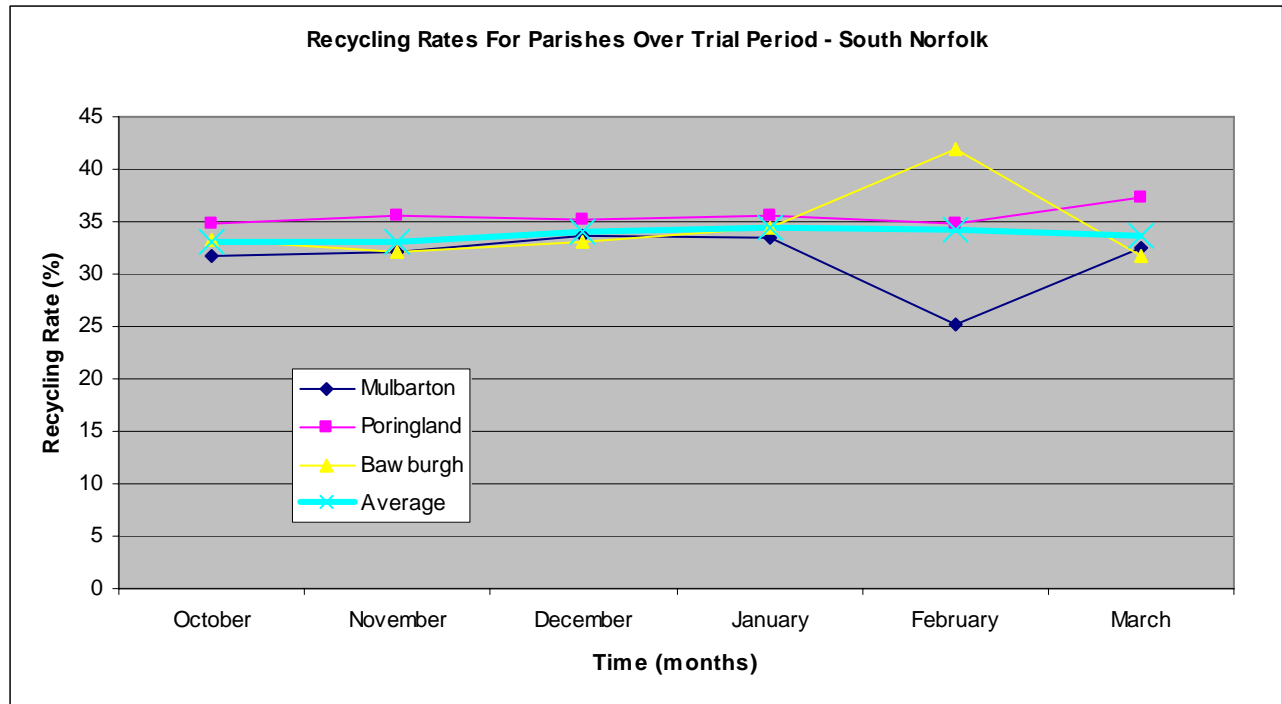
Monitoring mechanism used

The intention was to gather the following data in the control and pilot areas to measure the success of the incentive: -

- Individual bin weighing equipment was used to gather detailed local data that could then be used to calculate local recycling rates and monitor levels of waste per household.
- The number of red 'attention' cards issued was used to measure contamination.
- An attitudinal survey was conducted (in the pilot areas only) to measure the awareness and impact of the scheme on householder's behaviour.

Key results

Due to technical problems with the bin weighing software, some missing data and subsequent data manipulation difficulties, the results from the two controls and one trial area were not usable. However, using the weight data for recyclables and residual waste, local recycling rates can be calculated for the three remaining pilot areas for the trial period. The graph below shows that apart from a slight deviation for Bawburgh and Mulbarton in February there has been a small overall increase (33-34%) in the recycling rates in these three incentivised parishes over the trial period. Without comparable data for the two control areas it is difficult to determine the degree of impact the incentives offered had on the recycling rate alone.



The number of red ‘attention’ cards issued in three of the pilot parishes and the two control parishes showed no significant changes. In one pilot parish the number of red attention cards issues dropped by approximately 50%, in the second half of the incentive period. However it is not clear from the data whether this was as a direct result of the incentive publicity.

Towards the end of the pilot, South Norfolk commissioned SWAP (Save Waste and Prosper) to conduct an independent door-to-door attitudinal survey. The results of the 846 interviews (from a representative sample of the 4,000 properties) showed:

- 33% of households were aware of the incentive scheme.
- Of those, over half said it had not encouraged them to recycle and 70% said it had not encouraged them to reduce their waste.
- Almost all (94.6%) of residents felt that they already did all they could to recycle and reduce their waste.
- When asked what might encourage recycling in their area 43% of those asked stated that increasing the range of material collected at the kerbside would increase recycling rates compared to only 28% believed that cash incentives for individuals and the community would increase recycling rates.

Conclusions

- Although bin-weighing technology has the potential to provide waste data quickly and accurately, problems with the weighing software in South Norfolk resulted in limited data being available for the two control and one pilot parish. It also resulted in delays in analysing data and awarding prizes. Without any control data it is difficult to determine the impact of the incentive scheme.
- As a direct consequence, the Council have continued the incentive scheme for two months to try and assess whether there are any differences between the results achieved by offering community rewards as opposed to individual rewards.

Key lessons learned

- Other authorities intending to use similar technology in combination with an incentive scheme should ensure that the weighing software used would successfully generate the reports needed, prior to publicising the incentive. This pilot was under time-bound funding constraints that made this impractical.
- Time constraints for the pilot are also believed to have contributed to the relatively low awareness level (33%) of the incentive scheme. It can often take several months of key messages being repeated for them to be received and acted upon by the public. The additional effect of these communications being over the Christmas period is likely to make them less effective than at other times of the year.
- Officers suggested that if the scheme were to be expanded or run in another district, consideration would need to be given to how to scale the rewards for different size parishes/communities to maintain an effective level of incentive.
- Equally, the requirements of expanding individual bin data to a larger population may hinder wider replicability (i.e. time and cost to administer).
- The attitudinal survey suggests the best 'incentive' to increase recycling levels would be to collect a wider range of materials in kerbside collections.

Further Information

As part of the incentive scheme a detailed attitudinal survey was undertaken, copies of this may be available from South Norfolk District Council.

St Edmundsbury

Aim of scheme

The aim of the project was to incentivise households to increase the quality of the recyclables placed out in the kerbside collection containers, through the use of a prize draw scheme aimed at rewarding school children.

Householders that put out a 'perfect bin' (containing clean and separated materials) and attached a leaflet to their bin had their details put in a draw for a prize.

Area features/demographics

The scheme covered 12,600 households in six of the seven districts in Suffolk. The recycling rates and Index of Multiple Deprivation rank for these authorities are listed below: -

	2004-05 Recycling Rate	Index of Deprivation rank
Babergh	35%	226
Forest Heath	56%	316
Ipswich	30%	134
Mid Suffolk	25%	326
St Edmundsbury	51%	209
Waveney	34%	82

Scheme description

As shown in the table above, recycling rates in the region are amongst the highest in England with participation rates in excess of 90% for the co-mingled dry recyclable collection. All households that participated in the scheme are provided with alternate weekly collection services. This project was therefore aimed at increasing the quality of recyclables, encouraging residents to present the 'perfect bin', as opposed to trying to simply increase gross tonnage collected. The perfect bin contained loose recyclable material that is clean and correctly separated.

The project was run in partnership with local schools. School children were each given a leaflet detailing what was deemed to be a 'perfect bin'. They were then required to encourage their parents to present a bin for collection, matching the criteria for a perfect bin, and attach a leaflet with their name and address details. The collection crew briefly inspected the bin and if it was deemed 'perfect' then the leaflet was included for the prize draw. The frequency of prize draw varied between the districts: Forest Heath DC and Ipswich BC issued only two prizes throughout the trial period, these prizes being the highest value; Babergh DC, Mid Suffolk DC and St Edmundsbury issued prizes of a lesser value, approximately monthly; Waveney gave away the lowest value prizes, approximately every two weeks. Prizes for the schoolchildren included book vouchers, bikes and MP3 players.

Defra Funding

Defra funding for this scheme was £23,000, which covered the prize fund, all publicity and promotional material, participation monitoring and satisfaction surveys. This funding support from Defra equates to support of around £1.83 per household.

Monitoring mechanism used

This scheme was designed to increase the quality of recyclables and thus the number of 'perfect bins' was monitored to judge the success of the scheme. Participation in the scheme was measured by counting the number of perfect bin hangers sent back to each authority by the residents.

In addition an independent contractor has conducted a customer satisfaction survey in an effort to gain an understanding of parents' opinion of the scheme. The survey will also investigate whether the scheme has changed recycling behaviour.

Key results

The table below shows the percentage change in the number of perfect bins when comparing the post trial results with those from before the start of the incentive scheme.

Local Authority	% change in perfect bins
Babergh	+13.95
Forest Heath	+15.25
Ipswich	+19.71
Mid Suffolk	+38.19
St Edmundsbury	+30.58
Waveney	+5.30

The results for all districts show that the number of perfect bins presented increased when comparing the results post-trial with those prior to the start of the scheme. Waveney experienced the lowest increase in change, however the number of perfect bins at the start of the campaign was higher than that recorded in the other authorities.

At the end of the project, a customer satisfaction survey was sent out to parents that sent children to the schools in the trial. The following tables show the results from some of the main questions.

	Yes	No
Did you take part in the scheme?	74%	24%

	Every collection	Occasionally	Less often
Frequency of taking part in the scheme?	56%	33%	11%

	A lot more	A little more	Same	Less
Did the scheme encourage recycling?	22%	25%	52%	1%

The results suggest that of those residents taking part in the scheme almost half said that the scheme encouraged them to recycle more often than before.

Conclusion

All of the districts that took part in the scheme showed an increase in the number of bins that were deemed 'perfect'. Thus this scheme can be deemed a success.

The results of the customer satisfaction survey suggest that the scheme encouraged people to recycle more. Data on tonnages would help support this claim.

From these initial results it is not possible to say whether a frequent smaller value prize is more of an incentive to children than a larger value prize given away less frequently but the satisfaction survey may provide some interesting opinions.

Key lessons learned

- Support from participating schools was vital for the incentive scheme success and where it was lacking the campaign's impact would have been significantly reduced.
- Anecdotal feedback in advance of the completed satisfaction survey suggests that many families feel that the scheme has successfully improved their children's knowledge of recycling.
- There was one incident where a parent contacted the office to mention that they did not wish to participate in the scheme because they did not want to put their children's details on the leaflets.