

Evaluation of the Household Waste Incentives Pilot Scheme

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

July 2006

South East

Brighton and Hove

Aim of scheme

The objective of the scheme was to provide a financial incentive in the form of a competition for selected primary schools. Schools in the worst performing recycling areas were chosen and competed to encourage their local communities to increase participation rates for the kerbside scheme.

Area features/demographics

Brighton & Hove has a deprivation index of 92, and achieved a recycling rate of 19.80% in 2004/05. Households are provided with a weekly refuse collection service and a fortnightly recycling service.

Scheme description

The project covered the five worst performing kerbside collection rounds (chosen by tonnes of recycling per household). Two schools in each of the five round areas (10 schools in total) were provided with a campaign budget of £2,000 that they could use to raise awareness by their own chosen means. Communication plans were checked, but schools were free to use methods such as producing their own publicity materials, organising events or setting up a recycling lottery. It was intended that running the scheme in this way would give the schools full flexibility and ownership and would be easier to integrate the promotion into the curriculum.

Schools were encouraged to be innovative provided their campaigns were consistent with the service (e.g. in terms of the promotion of the types of material to put out for recycling), they were also offered the opportunity to visit waste management facilities (such as landfill sites or transfer stations) and received support from the Council's Corporate Communications and Design Team.

The incentive for schools to participate was the opportunity to win 1st, 2nd or 3rd prize in relation to improving the amount of household waste collected on the kerbside recycling round. There were also runners up prizes and an additional prize for the best campaign. Schools were able to spend the prize money on either an environmental education project or on environmental improvements to the school.

A wide variety of local media were used to promote the project; letters to residents, press releases in local papers, TV coverage, radio interviews, school newsletters, and the council website.

Defra Funding

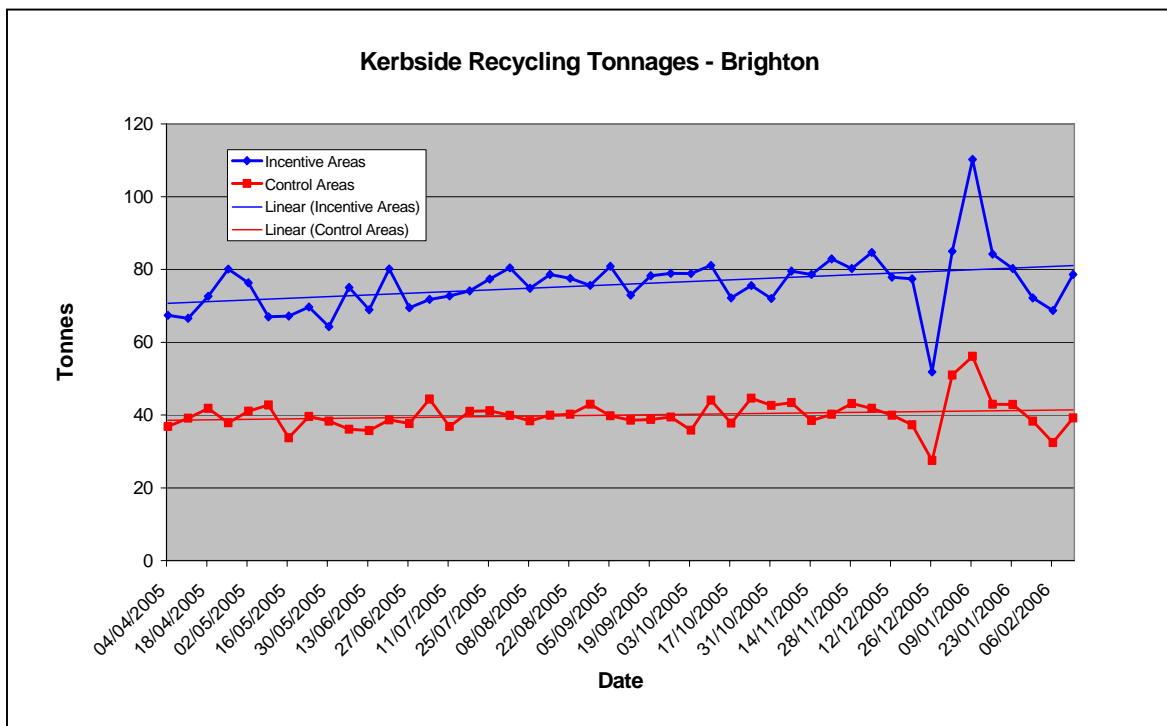
Defra funding for this scheme was £50,000, which covered the prize fund, publicity and survey costs. This is equivalent to a cost of £1.86 per household for each of the 26,900 households covered by the primary school communities.

Monitoring mechanism used

Recycling tonnages were monitored in the pilot and control rounds to monitor and assess the success of the scheme. An attitudinal survey was also completed.

Key results

The graph below compares the performance of the incentivised rounds with those in control areas. Over the trial period it shows that the average weekly tonnage collected in the control rounds increased by 6%; tonnages in the pilot areas increased by 16%. This suggests that the incentive increased collected tonnages by approximately 10% over the period that it ran.



There is no complimentary participation rate data. But the attitudinal survey shows that householders were aware of the campaign both through direct advise from children/parents/schools and through local poster campaigns.

Conclusions

- These results suggest that the incentive has been successful, as it has increased recycling tonnages by 10% more than in the control area. Without participation rate data it cannot be determined whether this increase is a result of existing recyclers doing so more regularly and/or separating more materials, or if previous non-recyclers have now been encouraged to act.
- Although the scheme has proven to be a success it was specifically targeted at areas with low recycling and participation rates. Careful consideration of the replication potential of the impact of such a scheme would be required if it were to be introduced into an area of high recycling/participation.
- It is not clear from the data provided whether there were any differences in the results achieved by the different promotion and incentivisation methods employed by the schools.

Key lessons learned

- Feedback from the authority suggested that the scheme was very successful in raising awareness and changing behaviour amongst school children, parents and teachers. The incentive was highly focussed and targeted and the awareness and behaviour change appears to have been limited to these groups and did not extend into the wider community.
- Feedback suggests that the project created new enthusiasm from some schools, and the provision of a communications budget meant that schools were able to take real ownership of the scheme and this empowered them to motivate pupils, staff and the local community. As a result of the project two schools have decided to work towards 'Eco School' status.
- Officers expressed concerns over the restrictive 6-month timetable for the pilot. They felt that, as it was not linked to school term times it made the difficult process of contacting and involving teachers that much more difficult.

Canterbury

Aim of scheme

The aim of this scheme was to incentivise students living in non-hall accommodation to participate in kerbside recycling schemes, and to raise their awareness of waste issues, by offering them a prize draw scheme.

Area features/demographics

Canterbury provides an alternate weekly refuse and recycling service. Canterbury has a deprivation index of 219 and achieved a recycling rate of 33.70% in 2004/05.

Scheme description

Canterbury has a student population of over 20,000 students living in the community. This group of people are only in residence in a property a year at a time and come from areas with differing waste collection procedures to those they come to. Management of waste is not high on a student's agenda and this group has always been hard to reach in terms of waste management.

The main thrust of the project was to place council information on the university student's union websites and to get students to sign up on line to recycle and manage their waste as required. The addresses of those student properties which signed up were eligible for a monthly prize of a £25 food or book voucher. Three or four properties were picked at random each month and officers would visit these to ensure that recycling was taking place and then determine a winner.

The competition was advertised on local radio stations, and posters, beer mats, fridge magnets and leaflets were also used to inform students about the incentive scheme.

Defra Funding

Defra funding for this scheme was £11,000, which covered the prize fund, publicity/promotion and project evaluation. This equates to a cost of £0.68 per household for each of the 16,250 houses covered by the scheme (many of these will not be occupied by students).

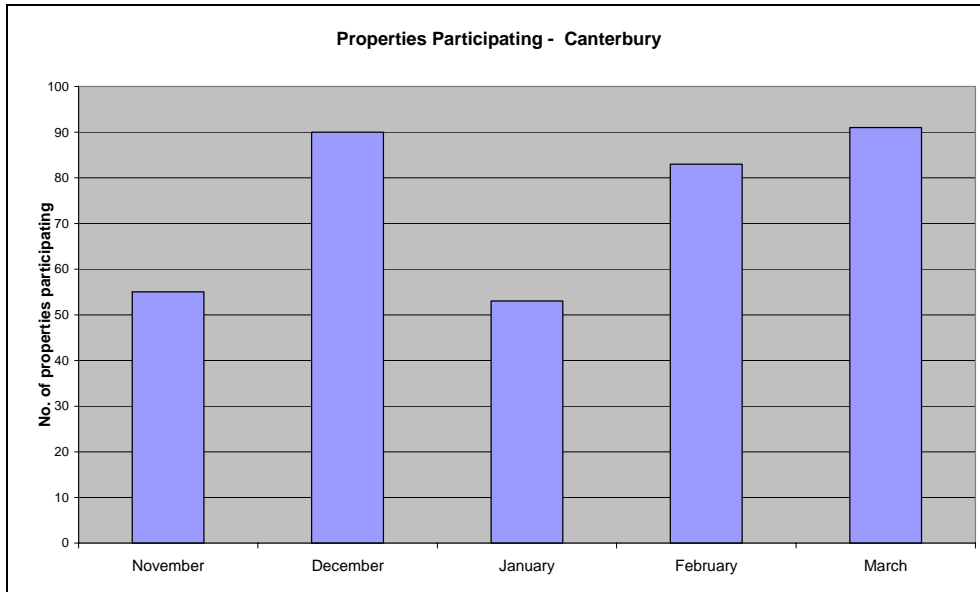
Monitoring mechanism used

The number of student properties signing up to the scheme, and the amount of recyclables set out, were used to measure the success of the scheme.

The monitoring also involved assessing the amount of recyclable material left in the residual bin. This made it very time consuming to assess the properties involved.

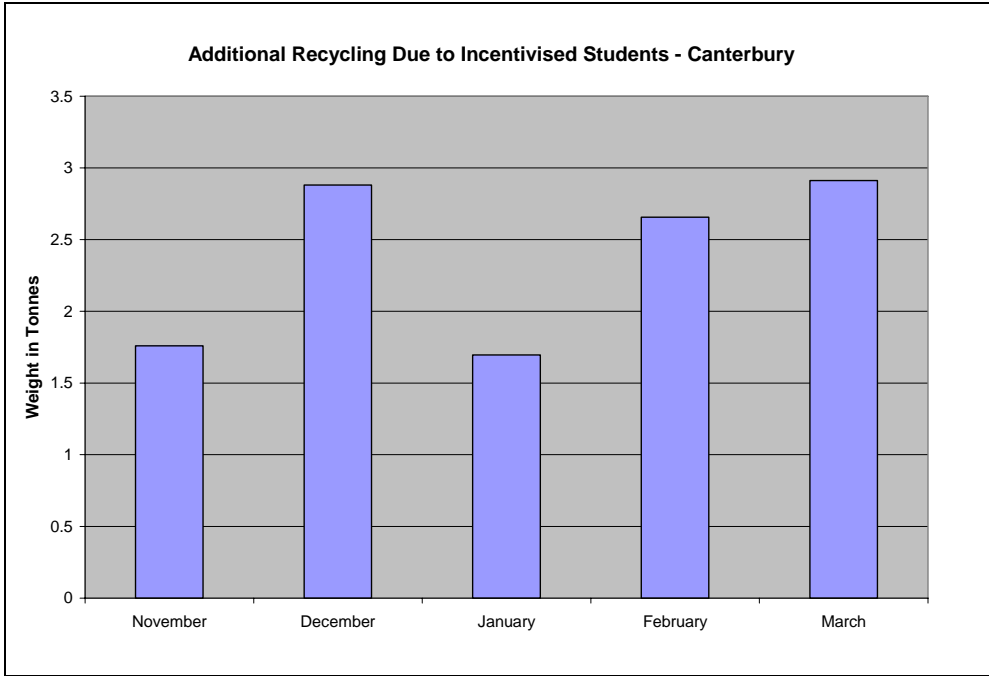
Key results

The 1st graph below show the number of properties who signed up to the scheme, which were subsequently check and show to be participating in the kerbside collections.



The 2nd graph show the estimated additional tonnage collected as a result of the scheme. This assumes that:

- Each student household contains 4 students who each produce 4kg of recyclable material each fortnight, with two collections per month (i.e. each student house produces 32kg of recyclables a month).
- No student households participated in the kerbside scheme prior to the start of the incentive.



These additional tonnages are likely to be slightly over estimated as they assume that no student household were participating in recycling schemes before the start of the incentive scheme.

Conclusions

The incentive scheme increased awareness of the council's recycling scheme to students, increasing their participation and the tonnage collected. The results suggest that the incentive has resulted in an additional 32kg of recyclables per month per student property. This equates to an extra 288kg per student property (based on students being in residence for 9 months of the year).

The Council consider that this project was worthwhile and will continue with it as a means of promoting waste issues to this group of residents. However they will tailor the scheme to fit the academic calendar.

Key lessons learned

Feed back from the authority suggests that: -

- Support from the Students union was critical to the success of the scheme.
- The Defra time scales for this project did not lend itself to academic terms and students time spent in residence.
- Encouraging students to manage their waste more effectively has a positive impact on neighbouring properties.

East & West Sussex

Aim of scheme

This project ran four schemes with different rewards that were designed to incentivise householders to use recycling services.

Area features/demographics

The schemes ran in a number of districts in East and West Sussex. The recycling rate and Index of Multiple Deprivation for each of the authorities is provided below along with an indication of which scheme ran in each district: -

	Recycling rate (2004-05)	Index of Multiple Deprivation	Scheme (inc total number of households)			
			1 (5,200)	2 (11,000)	3 (4,000)	4 (4,000)
Adur	22%	236		x		
Arun	14%	170	x			
Eastbourne	16%	213	x			
Hastings	11%	48			x	x
Horsham	35%	349		x		
Lewes	18%	194		x		
Mid Sussex	21%	342			x	x
Rother	14%	190		x		
Worthing	17%	210	x			
Wealden	29%	275	x			

Scheme description

Four different incentive schemes ran across East and West Sussex. The Waste & Energy Research Group (WERG) of the University of Brighton managed the schemes, on behalf of the Sussex authorities.

1. Vouchers to be used locally and for recycled goods

In this scheme the incentive was aimed at the household level, and linked to immediate returns at local shops. It was developed for households in areas of medium to high deprivation. This project was designed for estates with one or two parades of shops in the vicinity. Every time a household recycling box was emptied, a voucher was received. Householders could use these in local shops, i.e. within walking distance. Some vouchers were also redeemable at businesses/organisations in the environmental sector, and at shops/charities selling reclaimed/recycled furniture.

This scheme ran over nine rounds in four towns, with variations in home ownership, deprivation and voucher value set out.

2. School Communities

The focus of this project was overall community involvement with an emphasis on areas where there is allegiance to one or more primary schools. This project ran in four small towns where the recycling area has natural boundaries and the town has a good community spirit.

In this project, all householders had a leaflet left in their box at the start telling them that increases in a specific material received throughout the town for recycling (at bring banks or HWRC) will trigger rewards to the local primary school(s). Leaflets were also given to all of the children to take home. Significant increases in the materials targeted over the trial period would result in funds being released to each of the schools.

3. Three-Way Competitions

The focus of these schemes was small, strong community-based areas that already have active and effective neighbourhood groups of some kind, e.g. Parish councils, housing associations. Three communities were invited to participate, and told that in Dec, Jan and Feb the increases in recycling tonnages of each community would be monitored. A first, second and third prize of £100, £200, and £400 were awarded each month for the communities (for 3 months).

Two sets of trial areas for this incentive were operated. One set covered three areas made up of predominantly housing association properties with low to medium recycling rates. The second scheme ran in three rural villages with medium recycling levels.

4. Leisure Card Scheme

In the fourth scheme vouchers were deposited in recycling boxes that had been set out. The vouchers gave residents a discount on a 'Passport to Leisure' card, which entitled them to discounts at leisure facilities.

This scheme was run in two areas - one less well off area with high deprivation and one area with lower deprivation and more middle class residents.

Defra funding

The table below outlines the support funding provided by Defra for each of the schemes:

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Scheme	Name	Total Defra Funding	No. of households involved	Funding per Household
1	Shopping Vouchers	£87,500	5,200	£16.83
2	Schools Communities	£40,500	11,000	£3.68
3	Three Way Competitions	£29,500	4,000	£7.38
4	Leisure Centre Vouchers	£45,500	4,000	£11.38

Monitoring mechanism used

Recyclate tonnages collected and participation rates were used to measure the performance of the schemes, along with the take-up of the vouchers on the various schemes.

Key results

1. Vouchers for Shops

The table below shows the average percentage point increase in participation rate in the four districts in which this scheme ran. Officers noted that areas further from the chosen shops did less well. Householders receiving regular reminders did better (Wealden).

	Recycling rate (2004-05)	Index of Multiple Deprivation	Participation rate		
			Pre %	Post %	Inc (%)
Arun	14%	170	66	79	+13 (20%)
Eastbourne	16%	213	52	55	+3 (6%)
Worthing	17%	210	55	58	+3 (5%)
Wealden	29%	275	60	71	+11 (18%)

2. Schools Communities

The increase in tonnages collected in the trial (and control) areas is outlined below: -

	Recycling rate (2004-05)	Index of Multiple Deprivation	Increase in tonnage (%)
Adur	22%	236	-5%
Horsham	35%	349	9%
Lewes (trial)	18%	194	17%
Lewes (control)			11%
Rother	14%	190	17%

3. Three Way Competitions

The table below shows the average percentage point increase in participation rate in Mid Sussex and the average percentage increase in the volume of recyclables collected in Hastings. Officers noted that the Mid Sussex village councils did not respond positively to the scheme; the Hastings housing associations were active in promoting the scheme.

	Recycling rate (2004-05)	Index of Multiple Deprivation	Participation rate		
			Pre	Post	Inc (%)

			Volume of recyclables		
Hastings	11%	48	16	21	5 (33%)
			Participation rate		
Mid Sussex	21%	342	62	60	-2 (3%)

4. Leisure Centres Vouchers

The table below shows the average percentage point increase in participation rate in the two districts in which this scheme ran. Officers noted that rounds within each district that were within walking distance of leisure centres, showed greater improvement.

	Recycling rate (2004-05)	Index of Multiple Deprivation	Participation rate		
			Pre	Post	Inc (%)
Hastings	11%	48	47	61	+14 (30%)
Mid Sussex	21%	342	52	57	+5 (10%)

Conclusion

- The results of each of the four schemes suggested that each has had a positive impact on recycling, albeit to varying degrees. Thus each of the schemes can be deemed to have had some success.
- These results suggest that in general higher increases were achieved in the more deprived districts; this could be because the initial participation rates were lower or because the incentive was more influential in these areas. It should be noted that this general trend is influenced by the first two points below.

Key Lessons Learned

- Across all the schemes, it became clear that community strength seemed to be the main ingredient needed for significant success. The best School scheme and 3-Way Competition scheme were both in areas with stronger community spirits.
- Vouchers for use in local shops were much less effective if the shops were not very close by; the same applies for leisure centre discount vouchers.
- For the schools community scheme, one enthusiastic teacher made a significant difference in a small school.
- More publicity should have been given to householders about the schemes, because if they were non-participants they did not see/receive the weekly vouchers. Two sub-schemes which gave ALL householders vouchers (with values dependent on the participation of the whole building / round of households) did better than expected, and this is thought to be due to the non-recyclers receiving a regular voucher, reminding them of the scheme (Wealden).
- In passing, it was noted that measured participation rates varied hugely depending on which roads were monitored, and the variation caused by this could easily have made the detection of any real effect impossible to identify. In all these Sussex projects these problems were avoided by careful ongoing monitoring of the data collection.

Further information

The University of Brighton has produced a detailed final report of the incentives piloted in Sussex, including sub-studies on deprivation, housing types, voucher values and voucher types. A full copy of the report on the project can be found at - www.brighton.ac.uk/werg

Hampshire County Council

Aim of scheme

This incentive trial consisted of two distinct elements:

- The first was designed to evaluate the impact of offering householders experience vouchers as an incentive for improving their recycling performance and reducing contamination, or maintaining a good recycling performance.
- The second was designed to evaluate the impact of offering an incentive that would be used to enhance the local environment of a specific community, in exchange for the community achieving set recycling targets.

Area features/demographics

1. Portsmouth Recycling Reward Scheme

The scheme targeted approximately 10,000 households in the Portsmouth City area and thus covered mainly urban and suburban socio-economic groups. Portsmouth has a deprivation index of 108 and achieved a recycling rate of 17% in 2004/05.

2. Community Recycling Incentives Project

The community of Lee-on-the-Solent is a distinct area within the district of Gosport. Geographically, it is located on the south coast across the bay from Portsmouth and relatively isolated from the surrounding area. It is a semi-urban area with a high number of residents of retirement age, however, a new housing development contains young families. The community consists of 4,400 households and achieved a recycling rate of 30% in 2004/05. Gosport's ranking in the Index of Multiple Deprivation is 253.

Scheme description

1. Portsmouth Recycling Reward Scheme

All households in the pilot area received an information pack containing details about how to take part in the scheme, what could and could not be recycled and a 'traffic light' sticker to put on their recycling bin.

Recycling bins were monitored on four occasions between November 2005 and February 2006 by a team of Recycling Advisors. The first monitoring phase was used to gather baseline data and then for each of the following three monitoring phases, Recycling Advisors gave feedback to residents using traffic light stickers. Householders received a red score for heavily contaminated recycling bins, amber for lightly contaminated bins and green for non-contaminated bins.

Those residents who achieved at least two 'greens' between monitoring phases 2 and 4 were rewarded with experience vouchers valued at £20 per household.

Experience vouchers were chosen rather than gift vouchers to ensure that the incentive itself didn't contribute to waste growth and householders were offered a choice of vouchers for local leisure facilities and attractions.

In addition to the information packs, the scheme was also promoted via media briefings, press releases, the website and visits to target households by Recycling Advisors.

2. Community Recycling Incentives Project

This scheme was designed to improve the performance of a community that had an average recycling performance. A community of 4,400 households in Lee-on-the-Solent had to meet specific targets in order to win a £50,000 community incentive reward. The scheme involved recruiting recycling 'Champions' to form a Community Action Group, which managed monthly activities and events such as, SWAP day and Christmas tree chipping.

Defra Funding

Defra funding for the recycling rewards scheme was £142,500, which covered the experience vouchers, publicity materials, participation rate monitoring, door stepping and project management. The cost per household was £13.21 for the 10,788 households covered by the scheme.

Defra funding for the community-recycling scheme was £72,500, which covered the community incentive, publicity materials, events, monitoring, and evaluation and project management. The cost per household was £16.48 for the 4,400 households covered by the scheme.

Monitoring mechanisms used

The Portsmouth Recycling Reward Scheme was evaluated using a range of methods including tonnage data, the traffic light scores awarded, monitoring of participation, range of recyclables and type and amount of contamination, feedback from doorstepping and a survey issued to all households that qualified for a reward.

To address the difficulty of monitoring community-based projects the monitoring indicators used in the community rewards scheme included several elements:

- the number of people participating in activities
- participation in other community organisation meetings to promote recycling (e.g. WI, Brownies, Scouts, schools assemble, coffee mornings; pre/post natal groups)
- feedback from volunteers' diaries (e.g. number of friends/family they spoke to about recycling)
- the volume of materials diverted from landfill as an result of events and collection round tonnage data from area (e.g. SWAP day, textile amnesty, paper banks)

Key results

1. Portsmouth Recycling Reward Scheme

The overall proportion of Green scores awarded increased considerably, from 36% at the start of the scheme to 70% at the end. This pattern of increase was matched by a similar decrease in Amber and Red scores. 4,692 (43%) of households were eligible for a reward at the end of the scheme. 47% of these winners had scored Green over monitoring phases 2-4, and of these, 35% had improved from scoring Red or Amber in the baseline phase 1. Of those eligible for a reward 61% (2,857) claimed their voucher.

Participation rates did not seem to increase as a result of the scheme, which were already relatively high at 85%, which suggests that the scheme did not attract any new residents to start recycling.

A total of 5,328 households (49% of total households covered by the scheme) were visited by a doorstepping campaign between monitoring phases 1 and 4. Of these households, 54% were contacted (i.e. spoken to) by Recycling Advisors. Records from conversations showed that the majority (over 70%) of residents were enthusiastic towards recycling. The main point of confusion seemed to be what items can and can't be recycled. 86% of residents said that the incentive would change their behaviour. The results of these interviews show that:

- 71% of people found out about the scheme via the leaflet that was delivered to residents.
- 68% of people who completed the survey stated that they were already recycling.
- Only 6% of people stated that the main reason they participated in the scheme was the chance of receiving a reward.
- Just over half (53%) of those that completed the survey thought that their recycling behaviour had improved as a result of the Reward Scheme.
- Of these people, when asked 'What has been the main change in your recycling behaviour', 53% said that they no longer put the wrong materials in their recycling bin, 27% said they recycle more materials and 19% said they recycle a wider range of materials.
- Over half (53%) of those that felt their behaviour had improved, stated that the main reason was because they had received more information about what can and can't be recycled. 20% stated that it was due to the feedback they received via the traffic light sticker and only 13% of people stated that it was as a result of the reward.

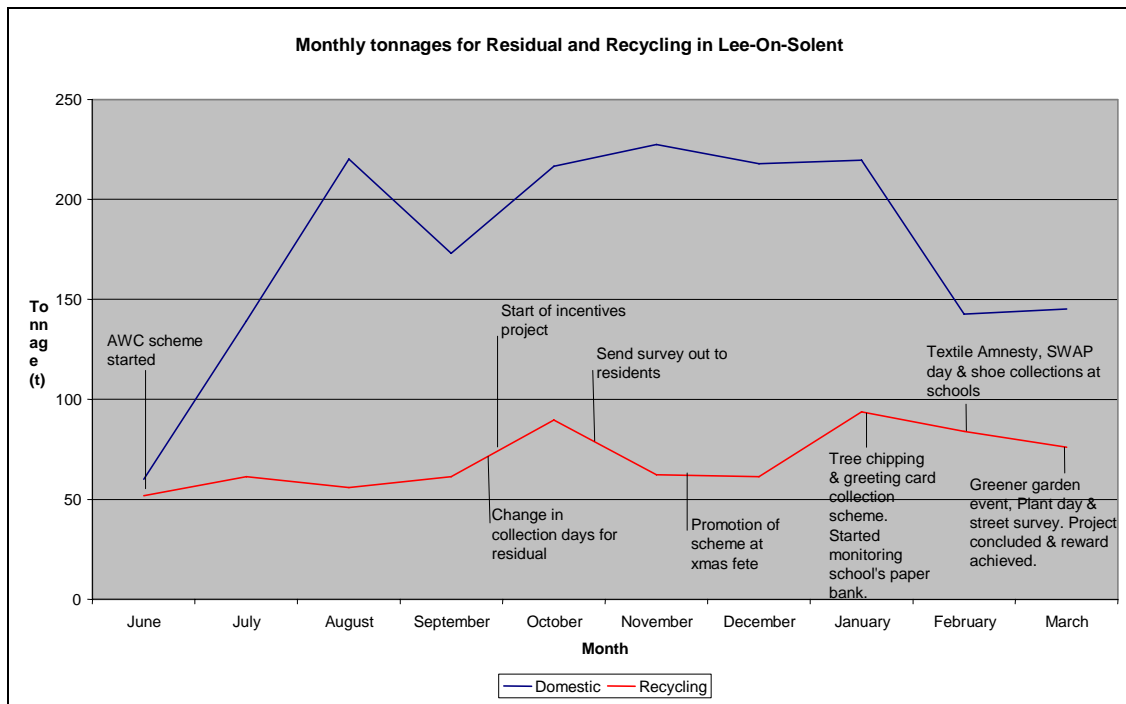
2. Community Recycling Incentives Project

A residential survey was delivered to every household in Lee-on-the-Solent before the launch of the pilot. The purpose of the survey was to identify the recycling profile of the community and to ask the residents what type of reward would be most beneficial to the area.

The results of the survey were consistent with the attitudes of residents across Hampshire, based on the MORI survey completed in 2004/05. Key findings were:

- 50% fairly well informed about recycling and services available
- 60% of people felt that most households in their area recycled
- 52% of people were fairly satisfied with the recycling facilities provided
- 30% of people chose the environmental reward (most responses)
- 14% of people said they would volunteer to promote recycling and achieve reward for the community, while 27% were undecided.
- 19% of people said that they had already talked about recycling waste/issues with their immediate family this year.

The following graph shows that there was a small increase in the tonnage of recyclables collected through the kerbside scheme. From the data provided it is not clear if this increase is due primarily to promotion of recycling by the community action group or other external factors (such as seasonal variations in waste or other promotional activities, e.g. national 'Recycle Now' campaign messaging).



The community action group participated in 5 monthly themed events during the incentive period, which were attended by a total of 532 people and collected 690 kg of specific materials (e.g. shoes, textiles, household items).

A street survey was carried out by the volunteers following the conclusion of the monthly events to assess the impact of their activities. Key findings were:

- 62% of people surveyed knew about the project
- 42% of people surveyed had heard about the recycling events
- 55% knew about the £50,000 community incentive

- 54% said they would be interested in recycling events in the future
- 68% recognised the Recycle for Hampshire logo used throughout pilot

The overall project targets were achieved and the reward of £50,000 was granted to the community of Lee-on-Solent. The reward was used for plants, benches, on-street recycling bins and landscaping in the local area. All street furniture was fixed with a plaque in recognition the recycling champions.

Conclusions

1. Portsmouth Recycling Reward Scheme

- The results show that the recycling performance of many residents in the pilot area improved as a result of the scheme, and that by the end of the scheme there was a 50% reduction in the number of households contaminating their recycling bins. However, the scheme does not seem to have persuaded many non-recycling residents to start recycling. This is suggested by the similarity of control and pilot areas in comparing tonnage data, no improvement in participation rates and the high proportion of householders surveyed who said they already recycled.
- A range of factors suggest that the incentive was not the most influential factor in relation to improving recycling performance over the course of the pilot project including:
 - Until the final stages of the scheme (from the end of January onwards), residents were not aware of the exact details of the incentive.
 - 4,692 households qualified for a voucher, however only 2857 (61%) voucher request forms were returned.
 - Only 6% of people stated that the main reason they participated in the scheme was the chance of receiving a reward.
- There were a number of other factors that were found to positively influence recycling performance and reduce contamination during the pilot project. These included:
 - Feedback on contamination performance via traffic light stickers
 - Distribution of communications materials which clarified what can and can't be recycled
 - Personal contact between target householders (Amber and Red) and Recycling Advisors

2. Community Recycling Incentives Project

- The results for the community reward scheme suggested that the scheme has had a limited impact on the amount of material collected at the kerbside but has been

successful at engaging members of the community and collecting specific materials. Thus this can also be seen as a success.

- There are no plans to continue with the large monetary incentive for local communities to promote waste reduction and recycling. However as a result of engaging with, and empowering residents, the volunteers have formed their own community action group, sponsored in part by Recycle for Hampshire. This model is envisaged to continue based on the 'softer' grass roots benefits of such activities.

Key lessons learned

1. Portsmouth Recycling Reward Scheme

- The results suggest that householders valued the direct feedback and information about what can and can't be recycled, more than the actual financial incentive. This reinforces the theory that the provision of positive feedback to householders is an important element for motivating behaviour change.
- The comprehensive monitoring and data analysis that was needed in order to determine which households qualified for a reward, was extremely time-consuming and longer timescales should therefore be allowed when undertaking projects of a similar nature.
- Officers felt that due to the problems associated with undertaking monitoring and doorstepping during the winter, ideally a project of this nature should be carried out during the summer months.

2. Community Recycling Incentives Project

- Community based projects require significant local knowledge and time to develop to their full potential. A turning point for the pilot was when Hampshire officers were able to employ a local resident, with an enthusiasm for recycling, to coordinate the volunteers.
- The community reward was key in setting up the community action group as this acted as a catalyst and gained publicity. Feedback from the volunteers shows that the £50 000 reward was not a significant incentive for them to participate in the pilot. However, many of the volunteers were motivated by altruistic motives, wishing to see an improvement in their local area and to ‘do something positive for their children’.
- More guidance is needed to be able to measure, both the hard and soft outcomes of community based projects.



Slough

Aim of scheme

This scheme was designed to increase the participation in the kerbside recycling scheme by offering wards the chance to win a community reward prize which would be spent on an environmental project within the ward.

Area features/demographics

Slough provides a weekly refuse and recycling service. The scheme covered the whole of Slough and thus covered a wide range of socio-economic groups including those from ethnic minorities. Slough has a deprivation index of 189 and achieved a recycling rate of 16% in 2004/05.

Scheme description

£2,500 was offered to the two wards with the greatest percentage participation at the end of the project. Two additional prizes of £2,500 were offered to the 2 wards with the most improved percentage participation throughout the duration of the project.

Councillors, community groups and schools were encouraged to lead the effort to promote recycling in their ward. Key members of the Keep Slough Green and Tidy Group decided upon the funding allocation.

The project was promoted using a strong media partnership and promotional materials specifically developed to support the scheme, delivered to each household and displayed in key community areas. Following the initial participation survey, the project was launched with a press release showing participation in recycling for each ward. There was also a press launch in the Town Centre using the “recycle for cash” notes.

Defra Funding

Defra funding for the scheme was £65,000, which covered the prize fund, publicity materials, and monitoring and evaluation. This is equivalent to £1.44 per household for each of the 45,000 households in Slough.

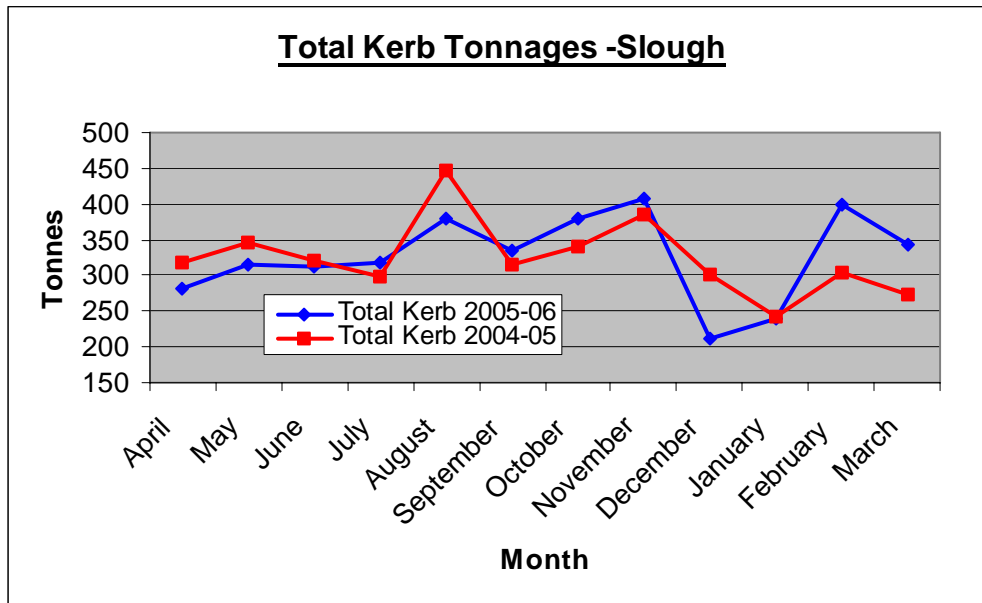
Monitoring mechanism used

Success was to be based on measuring tonnage, ‘set-out’ and participation rates. Set-out and participation surveys were conducted both before and after the trial period. The target was to increase participation by 5 -10% on average across the Borough.

Key results

The graph below shows the monthly tonnages for kerbside recycling in Slough. It shows that the tonnage for 2005-06 follows a similar trend to 2004-05. It should be

noted that towards the end of the incentive period (in Feb/Mar 2006) significant increases above 2004-05 levels were becoming apparent.



The ‘set-out’ rate increased in 9 of the 14 wards during the trial period. However, this was not been matched by a similar increase in participation, as participation was lower in all but 4 wards at the end of the trial period.

Although there was significant awareness and support for the scheme from a number of community groups, awareness of the scheme amongst the general public was relatively low at approximately 18% (as shown by the Recycling Awareness Survey).

Conclusions

- The increase in set out rate combined with a reduction in participation rate, and a small increase in recyclable tonnage, suggests that there could be some previous non-recyclers who are now recycling small amounts of material (on an irregular basis) together with existing recyclers putting out more material but slightly less often. However, it is not possible to tell from the results, which of these is the reason for the changes seen in Slough; more data would be required on additional factors such as the weather on the day of participation surveys and if monitoring was conducted over holiday periods.
- The results for this pilot are mixed as set-out rates have improved and the tonnage of material collected has increased on 04/05 levels but participation rates have fallen; the pilot objective was a 5-10% increase in participation rates.

Key lessons learned

- Delays in allocating project funding centrally meant that the project started very close to Christmas and ran for slightly less time than expected. This was not an ideal time to market the scheme to either residents or community groups. Additionally this was perhaps not enough time for groups to fully promote the scheme to their members.
- Officers felt that the main reason for reason low public awareness of the scheme (approx 18%) was due to problems with the delivery of promotional leaflets. However of this group of respondents around half stated that the Cash for Trash scheme had increased their likelihood to recycle.

South Oxfordshire

Aim of scheme

The aim of this scheme was to encourage householders to participate in the kerbside recycling scheme, by offering the opportunity to enter a prize draw to win the South Oxfordshire proportion of their Council Tax back.

Area features/demographics

The scheme was targeted at all 55,000 households in South Oxfordshire. The district is a relatively affluent suburban/rural district (ranked 320th in the Index of Multiple Deprivation), but there are some areas of high deprivation in parts of the district.

The Council runs an 'opt in' weekly green box collection for paper, cardboard, tins, cans and plastics. The participation rate for this scheme has reached what appears to be a plateau at around 69%. The district wide recycling rate was 27% in 2005-06.

Scheme description

The recycling lottery was aimed at all the households in the district but specific work was conducted to target the two low participation areas of Berinsfield and Didcot. Residents had to register with the Council in order to enter the prize draw to win the prize, which was worth approximately £116 based on a typical band D property.

Residents were able to register themselves online, use a freephone number or return a slip printed in either the local paper or the Council newsletter. Registered residents were then assigned a number. This number was put onto a list, out of which, one number was picked each month. The address of the winning number was checked to see if the household had set out recyclable materials. If recyclable materials had been set out, and the correct materials were in the box, then the resident won the prize.

The scheme was publicised using the Council's newsletter, press releases and an advert, and fliers distributed to the two low participation areas.

Defra Funding

Defra funding for this scheme was £5,000, which covered the prize fund and promotional material. This is equivalent to a cost of £0.09 per household for each of the 55,000 households in the district.

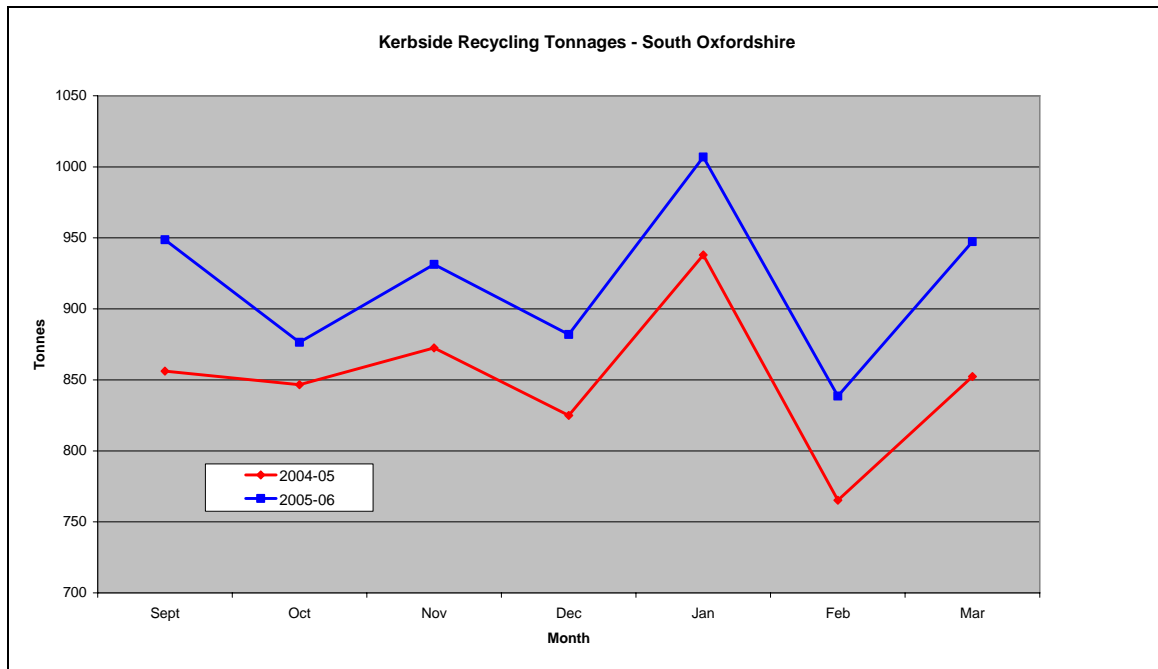
Monitoring mechanism used

The scheme was designed to monitor recycling tonnage and participation rates to assess the impact of the incentive.

Key results

Around 2,000 households (4% of the total households in the district) registered for the incentive. Nearly half of these were from the two targeted areas (Berinsfield and Didcot) that had the lowest participation rates.

The graph below shows the monthly tonnages for kerbside recycling in South Oxfordshire in 2004-05 and 2005-06. It shows that although the weights of material collected for recycling have increased in 2005-06 they follow a similar pattern to those in 2004-05.



The authority has been unable to carry out a participation survey during or after the trial period due to staff changeover, and thus it is not possible to assess the impact that the incentive has had on householder involvement in kerbside recycling.

Conclusions

- A high percentage of households from the targeted areas of low participation signed up for the scheme suggesting that the leaflet drop was a successful way of informing those households about the incentive and that it was attractive to them.
- Although 2,000 households have signed up for the scheme, it is not clear from the data available what proportion of the increase in tonnages collected can be attributed to the incentive scheme.
- Further evidence, such as a participation or attitudinal survey, is required to determine if the incentive offered has resulted in a change in householders' attitudes or behaviour.

Key lessons Learned

- This scheme was extremely successful in attracting media attention and so promoting further the competition and generating interest generally in recycling. Other districts in Oxfordshire are considering carrying out a similar competition based on the success in South Oxfordshire.
- Limited resources and the introduction of a brand new service (collection of garden waste for wheeled bins) meant that we are unable to directly relate an increase in recycling to this competition.