

Evaluation of the Household Waste Incentives Pilot Scheme

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

July 2006

South West

The West of England Partnership

Aim of scheme

This project was a partnership between Bath and North East Somerset, South Gloucestershire Council, North Somerset Council, Bristol City Council and The Recycling Consortium, lead by Bath & North East Somerset Council. Its aim was to encourage people living in both individual households and flats to improve their recycling behaviour (using either kerbside recycling collections or mini recycling centres) through the use of pledges and a prize draw scheme.

Area features/demographics

The project was established to compare a wide and varied area covered by the four Unitary Authorities of Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire. A total of 25,186 households were involved in the trial, with mainly areas of low participation and flats being targeted. The overall district recycling rate and Index of Multiple Deprivation for each of the authorities is provided below: -

| | Recycling rate (2004-05) | Index of Multiple Deprivation |
|------------------------------|-----------------------------|----------------------------------|
| Bath and North East Somerset | 32% | 244 |
| Bristol | 12% | 71 |
| North Somerset | 20% | 107 |
| South Gloucestershire | 32% | 297 |

Scheme description

The project was based on face-to-face contact with residents. Residents were not only asked to make a pledge to recycle but also then had to act on this pledge by actively recycling in order to be eligible for a prize.

A total of 25,106 properties were targeted, of which 21,688 were eligible for incentives and 3,498 were control properties. The selection method was also tailored to deliver canvassing to a selection of flats within the targeted area. Households pledging to recycle received a pledge sticker to go on their recycling box, whilst a confidential record was taken of those people in the flats who made a pledge.

The prize was a £50 cash prize (or for South Gloucestershire residents, an opportunity to make a £50 donation to a local charity). In order to be eligible, household participants had to make a pledge and present their box with the sticker clearly visible, whilst in blocks of flats, one random 'pledger' was selected from the block with the greatest increase in recycling material for that particular month. Ten

pledgers per authority area were randomly selected at the end of each month ensuring enough winners to provide a realistic chance of winning.

Defra Funding

Defra funding for this scheme was £67,450, which covered the prize fund, publicity and participation survey costs. This is equivalent to a cost of £2.68 per household.

Monitoring mechanism used

Recycling tonnages collected, participation rates and a post pilot attitudinal survey were used to measure the performance of the scheme.

Key results

The results presented in the two tables, below, show that:

- The average participation rate and collection rate have increased in both the incentive and control areas, but the increase was higher in the incentive areas.
- There was an increase in the amount of recyclable material collected in both the incentive and control areas, but the increase was higher in the incentive areas.
- There was a significant increase in the amount of material collected for the flats in Bath and North East Somerset but reductions in Bristol. In both areas incentive trials significantly outperformed control areas.

| Area | | No of properties | Participation rate September 2005 | Participation rate March 2006 | % Increase in Participation rate |
|----------------|---------------------|------------------|-----------------------------------|-------------------------------|----------------------------------|
| B&NES | Incentivised | 1532 | 0.53 | 0.63 | 16.00 |
| | Control | 784 | 0.56 | 0.65 | 13.00 |
| Bristol | Incentivised | 194 | 0.58 | 0.69 | 15.00 |
| | Control | 67 | 0.41 | 0.56 | 25.00 |
| North Somerset | Incentivised | 4177 | 0.46 | 0.40 | -13.00 |
| | Control | 1155 | 0.62 | 0.60 | -3.00 |
| South Glous | Incentivised | 772 | 0.73 | 0.92 | 20.00 |
| | Control | 822 | 0.73 | 0.64 | -15.00 |
| Average | Incentivised | 6675 | 0.58 | 0.66 | 13.00 |
| | Control | 2828 | 0.58 | 0.61 | 5.00 |

| | | September kg/hh/wk | Average Kg/hh/wk for incentive period | Difference | % Difference |
|------------|---------------------|--------------------|---------------------------------------|------------|--------------|
| B&NES | Incentivised rounds | 2.66 | 2.94 | 0.28 | 10.40 |
| | Control rounds | 2.82 | 3.47 | 0.65 | 23.11 |
| | Incentivised Flats | 3.56 | 5.42 | 1.86 | 52.11 |
| | Control Flats | 2.32 | 3.14 | 0.82 | 35.27 |
| Bristol CC | Incentivised rounds | 2.27 | 2.44 | 0.17 | 7.33 |
| | Control rounds | 2.06 | 2.42 | 0.36 | 17.50 |

| | | September kg/hh/wk | Average Kg/hh/wk for incentive period | Difference | % Difference |
|-----------------------------|-------------------------|-----------------------|--|------------|-----------------|
| | Incentivised Flats | 1.23 | 1.18 | -0.05 | -3.72 |
| | Control Flats | 0.98 | 0.64 | -0.34 | -34.99 |
| North Somerset | Incentivised rounds | 4.1 | 4.26 | 0.16 | 3.82 |
| | Control rounds | 3.51 | 3.70 | 0.19 | 5.32 |
| | Incentivised Flats | No data | 5.79 | | |
| | Control Flats | No data | 11.65 | | |
| South Glous | Incentivised rounds | 6.15 | 6.59 | 0.44 | 7.07 |
| | Control rounds | 6.7 | 5.37 | -1.34 | -19.93 |
| | Incentivised Flats | | | | |
| | Control Flats | | | | |
| Average increase | Incentive Rounds | | | | 7.16 |
| | Control Rounds | | | | 6.50 |
| | Incentive Flats | | | | 24.19 |
| | Control Flats | | | | 0.14 |

A post trial survey of 765 households was conducted and showed: -

- 41% of householders were aware of the scheme.
- Overall, the majority of residents surveyed reported that they had learnt about the incentive via leaflets (49%) and canvassing (39%), whereas the project newsletter and local media were cited by only 5% and 4% of respondents respectively.
- 169 (22%) of the residents canvassed said that they had pledged during the project, 151 (20%) said they had not, and the remaining 445 (58%) were unsure and/or did not give a response to this question.
- Of the 169 residents who said they had pledged, 21% said they did so because of their 'care for the environment' while another 20% said that they were 'already doing it'.
- Existing recycling behaviour was also the most frequently cited reason given by those who had decided not to pledge, in 41% of responses, demonstrating a division of opinion between existing recyclers who will respond to this type of incentive and those who feel that it is inappropriate due to the fact that they already recycle.

A very high proportion of winners, 95% (188 out of a potential 198), claimed their £50 cash prize during the pilot.

Conclusion

- The results show that on average the participation rates in the incentivised areas increased by 13% compared to 8% in the control areas. Tonnages in the incentivised areas also increased more than in control areas. This increase was more significant in flats and the performance of the Bath and North East Somerset region was significantly better than that in Bristol.

- By comparing the changes in participation amongst non-flat collection rounds with the change in tonnage associated with those properties, judgements can be made as to what impact has been achieved. For example, new householders encouraged to recycle by the incentive (increasing participation rate) may not recycle as many materials as existing recyclers (increasing overall tonnage/household figure but to a lesser degree).
- There is some evidence of a link between deprivation index and increase in participation and tonnages collected, with the more affluent areas of Bath and North East Somerset and South Gloucestershire generally outperforming the regions in Bristol and North Somerset. However, anecdotal evidence suggests that the higher increases were achieved in areas where more resources were available and more proportional activities were undertaken.

Key lessons learned

- The majority of people who gave feedback stated that they were made aware of the scheme via canvassing or the leaflet. Therefore, it can be seen that leaflets and canvassing had the biggest impact upon residents and were the most appropriate methods of communication for introducing the scheme to residents. However project staff noted that although the canvassing activities caused a large influx of pledges, it was relatively short-lived and that sustained promotion would be required to keep interest levels high over a longer period.
- Making pledging a pre-requisite for being eligible for an incentive requires a significant degree of data management (to cope with changes in habitation, e.g. individuals moving, getting married or passing away).
- An easier system to administer would be a 'lucky container' system where the incentive can be randomly awarded to any resident who recycles as opposed to recipients being defined by those who make a pledge. However theory suggests that people who pledge to undertake an action are more likely to actually do it.
- It was noted, that the choice of a geographically distinct area for a pilot scheme makes the scheme easier to manage and promote through local media. Project staff noticed that some areas could receive greater media coverage and promotional and roadshow activity than more disparate areas, and that localised areas were also much easier to define for office based staff administering the project. It was also easier for residents to understand where the boundaries of the incentivised area lay and hence there was less likelihood of encountering residents who are unhappy that they are excluded from the scheme despite living in close proximity to the incentive area.
- Due to the method of awarding prizes, there could be a delay of up to 4 weeks between a prize being awarded and the householder receiving their money. Project staff felt that these delays lead to suspicion about payment being honoured.

- Anecdotal evidence from collection crews in Bath and North East Somerset, suggests that there was a big increase in lightweight plastics being put out.
- BACS payment was offered as a way for residents to receive their prize. It was noted that many residents feared giving their bank details over the phone for BACS transactions.

Further Information

The Recycling Consortium, in partnership with the four Unitary Authorities has produced a detailed final report of the incentive detailing all the findings, best practice identified and lessons learned. A copy of this report can be obtained from www.bathnes.gov.uk.

Dorset County Council

Aim of scheme

This scheme was designed to incentivise householders to participate in recycling schemes, through the use of a prize draw 'recycling lottery' scheme.

Area features/demographics

The scheme covered the whole of Dorset and thus covered a wide range of socio-economic groups including those from ethnic minorities. Dorset County Council had a recycling rate of 34% in 2004/05.

Scheme description

To take part in the lottery, residents were asked to write their name and address on a postcard sized piece of paper and to put this in a glass bottle for recycling. 85% of Dorset residents are covered by a kerbside glass collection scheme and the county is covered extensively by a network of glass bring banks and by 11 Household Waste Recycling Centres.

The target audience for the lottery was young professionals and prizes were designed to be appealing to this group. Prizes were of a relatively low value to increase resident's chances of winning and to minimise costs. To maintain a local and an environmental link to the proposed lottery, prizes promoted local attractions and the environment (e.g. cinema tickets, food and drink vouchers and products made from recycled materials).

As the main target audience were young professionals, extensive use was made of radio advertising, although other publicity methods were also used to try increase awareness of the scheme throughout the county.

Defra funding

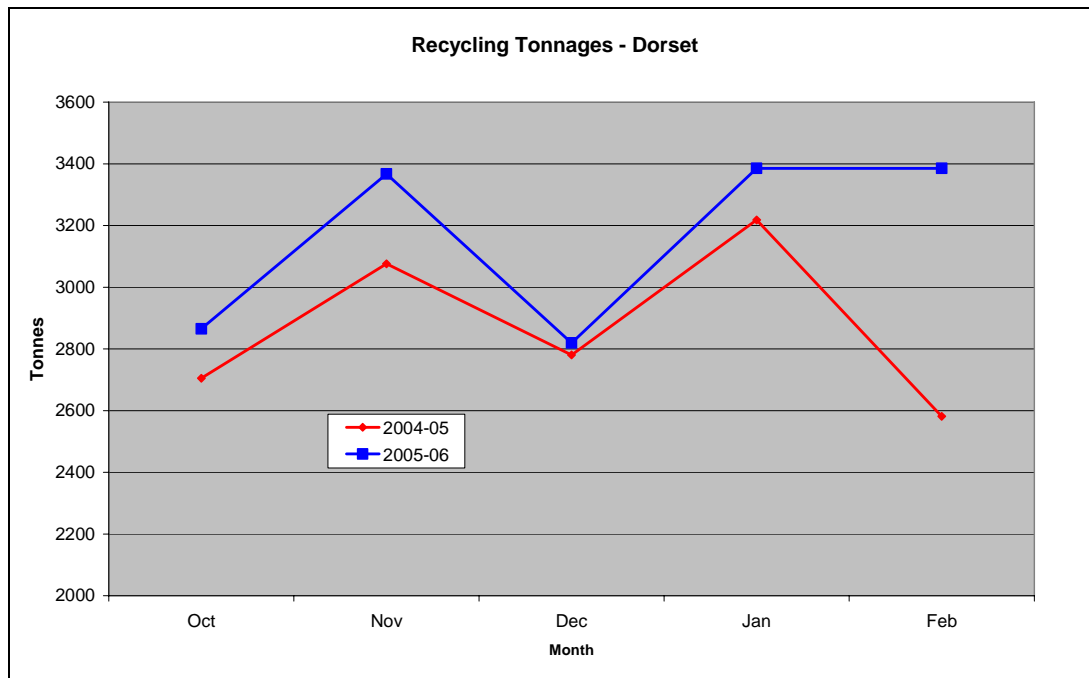
Defra funding for this scheme was £52,375, which covered the prize fund, publicity and monitoring and evaluation. This is equivalent to a cost of £ 0.31 per household.

Monitoring mechanism used

Recycling tonnage data and the result of a Citizens' Panel survey was used to measure the success of this scheme.

Key results

The graph below compares the weights of material collected through kerbside collections and glass bring banks, in 2005-06 and 2004-05. Although it shows that 2005-06 tonnage is slightly higher than 2004-05, it is not clear what proportion of this increase is attributable to the incentive scheme. The most significant factor being that 3 of the 6 districts had been in the process of expanding kerbside collections.



Survey work conducted through Dorset's Citizen's Panel indicated that 30% of respondents had heard of the lottery and 21% had actually entered.

Conclusions

- Although tonnages for 2005-06 are slightly higher to those in 2004-05 it is not clear from the data available what proportion of the increase in tonnages collected can be attributed to the incentive scheme.
- Of the Citizens Panel members who were aware of the lottery a relatively high proportion claimed to have partaken in the lottery, suggesting the lottery prizes themselves were an effective incentive.

Key lessons learned

- Officers feel that messages about recycling tend to stagnate with time and residents require regular reminders to recycle. The incentive scheme provided a refreshing alternative message about recycling with the opportunity to win prizes. However, like other messages, the lottery could also stagnate with time and new ideas to keep interest in recycling fresh will therefore be required.
- Officers also felt that the cost effectiveness of the incentive scheme could not be judged until the longer-term impact of the scheme has been assessed. The value of the incentive being greater if its impact was maintained in the longer term once the incentive had finished (i.e. people who were motivated to recycle by the incentive who did not stop recycling because the incentive stopped).

Exeter City Council

Aim of scheme

This scheme was designed to incentivise householders to participate in recycling schemes through the use of a prize draw scheme.

Area features/demographics

The scheme covered all 49,400 households in Exeter and thus covered a range of mainly urban and suburban socio economic groups. Exeter has a deprivation index of 129 and achieved a recycling rate of 21% in 2004/05.

Scheme description

Householders were provided with personalised entry tickets via the Royal Mail. Residents were asked to attach these tickets to recyclable items to be collected via the normal commingled kerbside collection service offered to all residents. The winning tickets were selected at random from materials being processed through the MRF. The prizes were valued at around £1,000 per month for the first 4 months, with a final prize of an environmentally friendlier car as the culmination to the programme.

As households receive alternate week collections, this meant that for each month there was one collection with a prize draw promotion and one collection without, thus providing comparable data to monitor the effect of the incentive scheme. Accordingly during the trial period each household received eleven recycling collections (discounting the atypical Christmas and January collections), five being the subject of prize draws, alternating with six without prize draws.

The scheme was initially promoted by sending every household in Exeter two sets of self adhesive prize draw entry tickets, one set to be used during each of the two pre Christmas promotions. Included with this mailing was a leaflet about what can and cannot be recycled and a reminder of recycling collection dates. A second mail out included the second set of prize draw tickets for the final prize draws. Both mailings provided an opportunity to reinforce the recycling message, and highlight that recyclers in Exeter would win the major prizes as a thank you for recycling. The local daily paper also provided strong support through an ongoing 'Recycle from Home' campaign.

Defra Funding

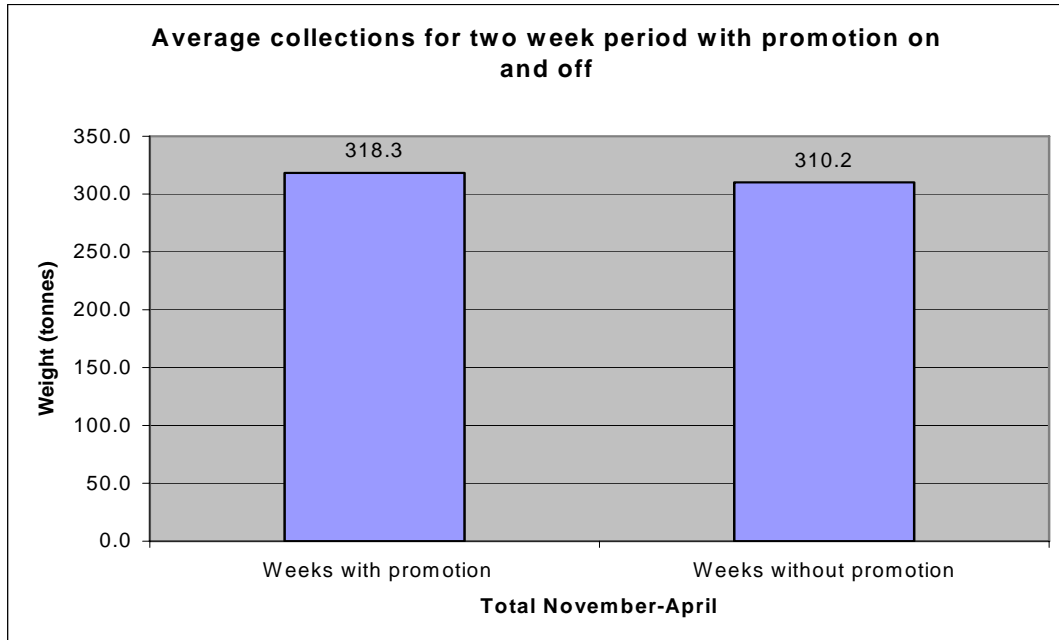
Defra funding for this scheme was £94,000, which covered the prize fund, publicity and leaflet distribution costs. This is equivalent to a cost of £1.90 per household.

Monitoring mechanism used

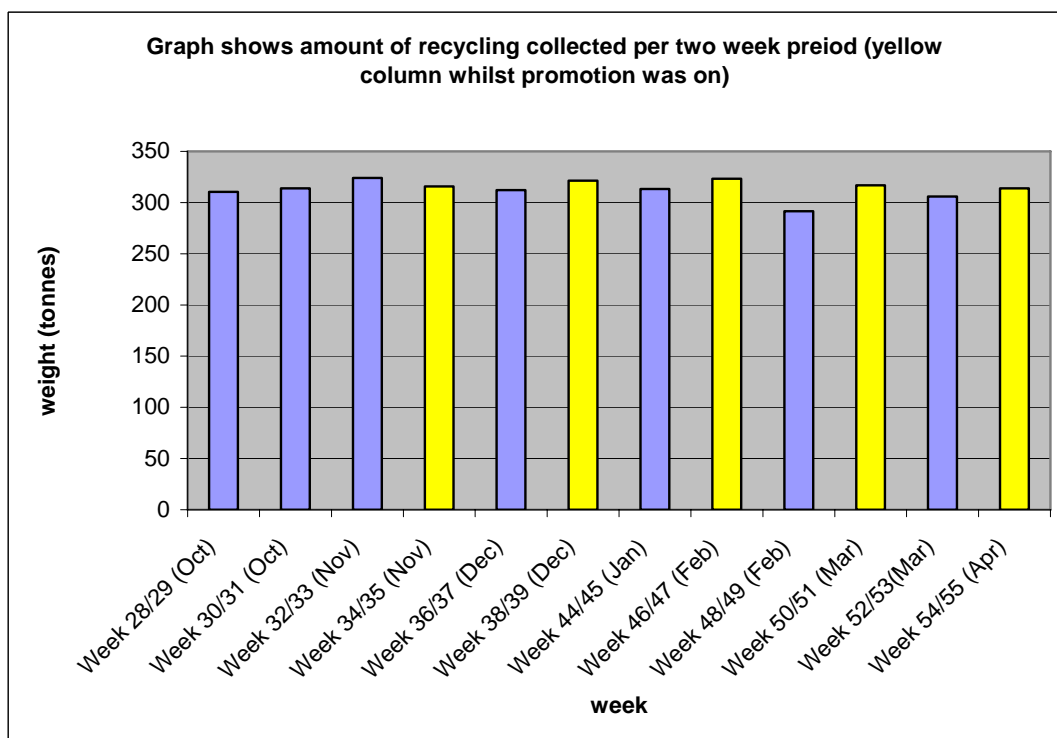
Recycling tonnages collected during prize draw weeks compared to non-prize draw weeks was used to measure the success of this scheme.

Key results

The graph below shows the average weight of recyclables collected on prize draw weeks compared to those collections where there was no incentive. It shows a 2.6% increase in materials collected in incentive weeks.



The second graph below shows that, with the exception of week 34/35, in every week in which there was a prize draw the tonnage was higher than the preceding week. Although this variation is within the range of weights collected, this suggests that the incentive has had positive effect (albeit small) on recycling rates.



Conclusions

- Exeter has provisionally achieved a recycling rate of 30% for 2005/06. This is an increase of 9 percentage points on the 21% recycling rate achieved in 2004/05. Thus, whilst the scheme has resulted in a small increase in tonnage collected during the prize draw weeks (of around 2.6%), its impact is small compared to the overall increase in the recycling rate.

Key lessons learned

- There was a high level of media coverage throughout the incentive period, building on an existing good and supportive relationship with the local press. Officers felt this together with the two sets of direct mailing played a big part in the success of the scheme and raised awareness of general recycling issues in the City.
- The first two sets of entry tickets were personalised with names and addresses, a number of residents and some local media raised the risk of identity theft. Advice was taken from the Home Office Identity Fraud Unit and the second set of entry tickets were amended to replace the address on the tickets with a unique identity number linking back to the Exeter City Council database. This perceived risk effectively rules out future use of promotions requiring residents to place simple personalised entry tickets in kerbside collected materials unless relatively complex systems linking to winning numbers are used.
- More environmentally minded residents also raised the issue of encouraging consumerism by giving away prizes, missing the point that the scheme was designed to encourage those not already recycling to start. A common theme was that people should recycle anyway and why reward people for simply doing as they are asked.
- Officers also noted an increase in the number of people requesting additional recycling containers following the mail out of entry labels.

Gloucestershire County Council

Aim of scheme

The incentive scheme in Gloucestershire was designed so that selected communities within three districts competed to achieve the greatest increase in recycling tonnage per household over a specified time period, with the winning community in each district being awarded a prize.

Area features/demographics

The scheme covered 7,000 households in three of the districts within Gloucestershire:

- Gloucester City - urban area with some areas of high deprivation and mixed ethnic communities. It has a deprivation index of 101 and achieved a recycling rate of 11% in 2004/05.
- Cotswold District - largely rural area. It has a deprivation index of 335 and achieved a recycling rate of 20% in 2004/05.
- Tewkesbury Borough - mix of mainly rural with some urban populations. It has a deprivation index of 239 and achieved a 15% recycling rate in 2004/05.

Scheme description

Each of the three participating districts was split up into a number of pilot areas and control areas. Each pilot area in a district then 'competed' with each other, and regular updates (i.e. 'league tables') were published in appropriate local media and on individual Council websites to encourage ongoing motivation.

The area in each of the three district with the largest amount of recyclables collected, by weight per household over 4 months won a prize of £1,000 which could either be donated to the local school/s or used for a community based project (e.g. park benches/ flowers for village/ play equipment/ tree planting/ gardens for schools), to be decided by a committee formed from representatives of the area.

The initial publicity involved delivering flyers to all households in the selected areas detailing how the scheme would function (which included information on ease of recycling, the benefits of recycling, and the benefits of the scheme). The schemes were also promoted through the local media; e.g. editorials and advertisements, radio, local parish/town notice boards and parish/town council newsletters, libraries and schools in appropriate areas, county and district websites, and flyers to selected districts. An interim communication during the scheme provided a reminder about the scheme and the benefits of recycling, and included information on scheme winners and the increases in participation rates in the target areas. The final communication at the end of the scheme presented the final results, thanked all residents in the trial areas, and included information on the need to keep on recycling.

Defra Funding

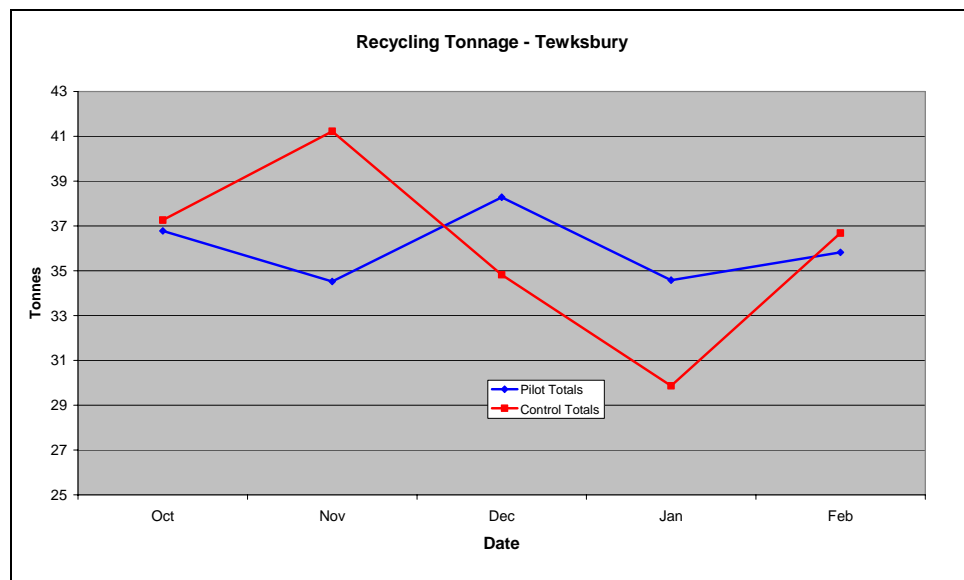
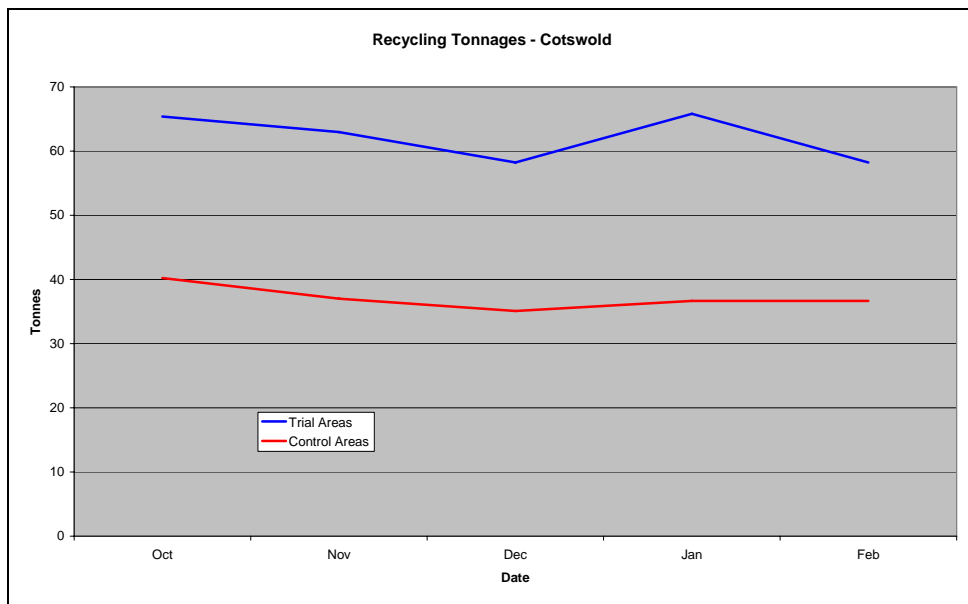
Defra funding for this scheme was £13,240 which covered the prize fund, publicity and participation monitoring. This is equivalent to a cost of £1.89 per household.

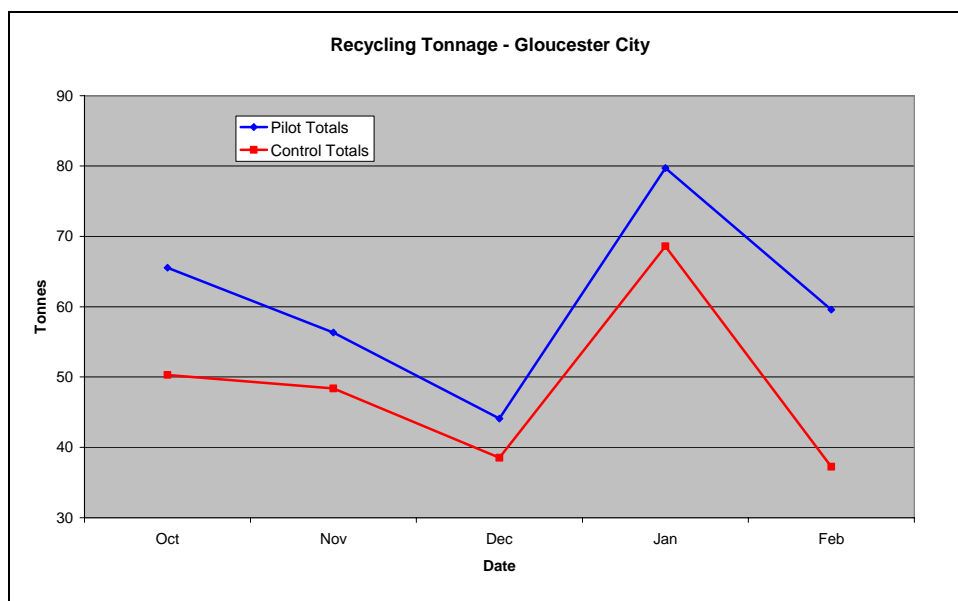
Monitoring mechanism used

Tonnage data and participation rates were used to measure the success of this scheme in both pilot and control areas of the three districts.

Key results

The graphs below show the recycling tonnages collected in the three districts. The tonnages collected in the pilot areas in Tewksbury were similar (although less variable) to those in the control areas; the results in Cotswold and Gloucester show that the tonnages of recyclables collected in the trial areas are slightly higher than in the control areas.





The table below shows the participation rates prior to and at the end of the trial period. It suggests that participation rates in two of the districts reduced during the trial period.

| | Participation rate | |
|------------|--------------------|-------------|
| | Pre scheme | Post scheme |
| Cotswold | 53% | 47% |
| Gloucester | 73% | 75% |
| Tewksbury | 80% | 69% |

Conclusions

- There has been a slight (2 percentage point) increase in the participation data for Gloucester City together with an associated small increase in recycling tonnage suggesting, that in that area, the incentive scheme has had a small but positive impact on householders' recycling behaviour.
- Results for Tewksbury and the Cotswold area are less conclusive and suggest that the incentive was more influential in the less affluent region of Gloucester City, where deprivation rates are higher and recycling rates were lowest.

Key lessons learned

- Officers felt that the publicity promoting the schemes in the trial areas could lead to criticism from non-participating communities and felt that more consideration needs to be given to this issue for future pilot and control incentive trials.
- Concerns were also expressed over the amount of time officers could give to support the scheme. A number of officers commented that other commitments meant that they were not able to provide the anticipated level of support to the scheme.

Restormel Borough Council

Aim of scheme

The aim of the project was to monitor and evaluate the level of success in increasing kerbside recycle tonnages through encouraging communities to compete in a recycling league.

Area features/demographics

There were a total of 10,000 households in the target areas. They were diverse in both geographical nature (urban, rural and semi-rural) and in socio-economic make up. Restormel has a deprivation index of 198 and achieved a 20% recycling rate in 2004/05.

Scheme description

The scheme ran as a competition between communities to increase the tonnage of recycle set out per household, with the winning community being the one that produced the greatest increase in tonnage from a pre-project recycle weight benchmark against that achieved at the project end date. This was calculated on a per household basis allowing both small and large communities to compete in the same league. The prize was £10,000 to spend on a community project.

The three main methods of promoting the scheme were:

- Door drop - A postcard promoting the competition was distributed to each of the households within the selected areas, pointing residents to the Recycle for Cornwall website and helpline for information and advice on how to participate.
- Newspaper Advertising - A half page advert was placed in the local paper throughout the duration of the competition. This provided a weekly update on league results and some helpful hints and tips as to what could be done to improve performance.
- Local Promotion - Restormel Borough Council has established links with a number of community groups, parish and town councils. These networks were used to promote the scheme and encourage participation, and a poster was produced and distributed to these groups and displayed on local notice boards and shops.

Defra Funding

Defra funding for this scheme was £36,634, which covered the prize fund, publicity and monitoring costs. This is equivalent to a cost of £3.66 per household.

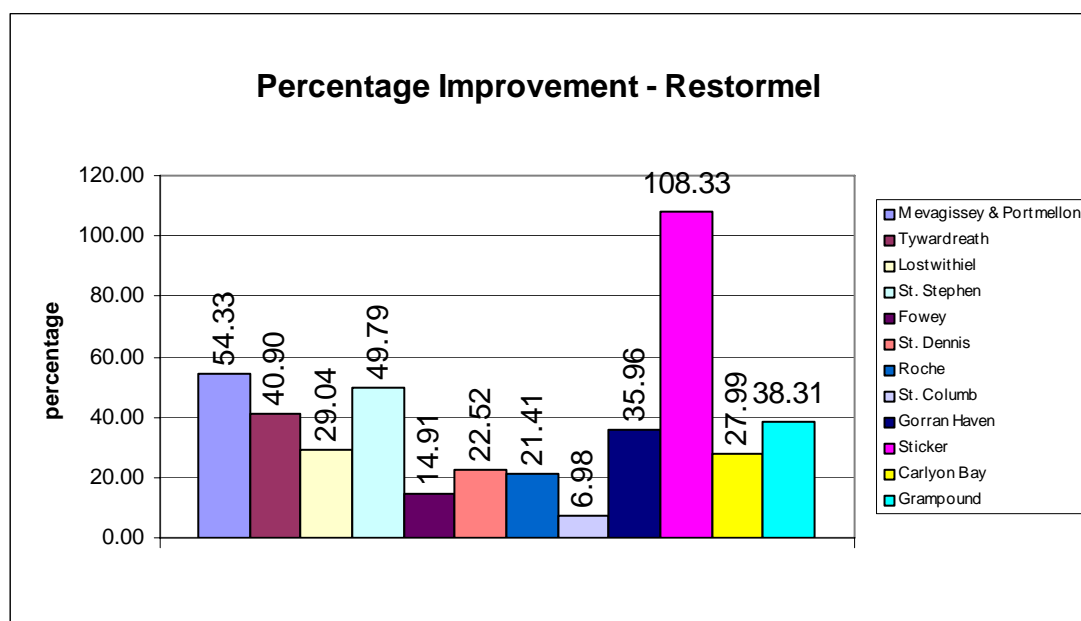
Monitoring mechanism used

Monitoring consisted of:

- Tonnage measurements – before, during and post the scheme.
- Participation monitoring in the 3 trial communities and 1 control area.
- Attitudinal surveys – both pre and post trial.

Key results

The following graph shows the percentage improvement in the amount of recyclable material collected in each of the 12 target areas.



The results for the pre and post trial participation monitoring are detailed below: -

| Recycling round | Participation October 2005 (%) | Participation February 2006 (%) | Increase |
|----------------------------|--------------------------------|---------------------------------|--------------|
| <i>Trial areas</i> | | | |
| Carlyon Bay | 56.03 | 56.78 | 0.75 (1%) |
| St Dennis | 54.64 | 47.94 | -6.70 (-12%) |
| St Stephen | 55.25 | 60.70 | 5.45 (10%) |
| <i>Control area</i> | | | |
| St Austell | 44.61 | 48.58 | 3.97 (9%) |

A post trial attitudinal survey of 500 representative households showed that: -

- 49% of those questioned were aware of the scheme.
- Of these 22% (i.e. 11% of all households) said the incentive had made them start recycling or recycle more.

Conclusions

- The results for this scheme show that all the trial communities increased their recycling performance. This ranged from 7% to more than doubling recycling performance (108% improvement). These results suggest that the scheme had a positive impact on recycling habits. To try and identify the magnitude of increase due solely to the incentive further data would be required to understand if, for instance, there had been any expansion to recycling services over that time. It would also be useful to investigate these results in comparison to changes in tonnage at a representative control area.
- Although the graphs show that tonnages increased across all pilot areas, participation rates did not. The increases in set out weights recorded may well be as a result of increased support from existing participants in the kerbside scheme as opposed to new recyclers becoming involved.
- There is a wide range in the improvements in the individual communities recycling performance, it is not possible to say from the data provided why this may be, further secondary analysis would be needed in order to understand these differences.

Key lessons learned

- Local authority officers felt that the support from two Cornwall based environmental organizations was an important factor in enabling delivery of this project. Rezolve provided the media campaign with Cornwall Waste Action providing monitoring and awareness surveys.
- Of these householders who said that they had started to recycle or had increased their recycling as a result of the incentive, 80% said a lower value community prize of £500-5,000 would have been high enough to encourage them to recycle.
- The advertising and other press coverage extended beyond the targeted area, so that the publicity may well have had an additional effect on a secondary target audience.

Somerset County Council

Aim of scheme

The aim of this scheme was to encourage householders to recycle glass and cans via the kerbside collection scheme (these materials have only recently been added to the kerbside collection) through the use of a prize draw scheme.

Area features/demographics

The scheme covered all 17,500 households in West Somerset District. The demography of the area is primarily a rural ageing population with a low-density ratio (48.3 people per km²). The area has a relatively high percentage (21%) of elderly people. West Somerset has a deprivation index of 184 and achieved a recycling rate of 17% in 2004/05.

All householders have been provided with a fortnightly kerbside collection of paper and cardboard since 2002. Cans, glass and aluminium foil were added to this service in April 2005.

Scheme description

The scheme (called the '3 to Win' scheme) was designed to promote the recent addition of cans and glass to the kerbside recycling service in West Somerset. Residents could place a '3 to Win' competition entry postcard in their kerbside boxes if they had placed at least one can, glass and paper/card item in the box. The postcards were distributed with a local free weekly newspaper, and were available from libraries, Council offices, Council Information Points, Parish Councils, as well as being handed out by the SWP's education team (Somerset Waste Action Programme) to schools and community groups.

When the kerbside collection crew emptied the boxes, they separated the postcards into a collection bag. There was a prize draw every month for three months, with a larger 'overall' winner and separate 'round' winners each month. As well as the monthly cash prizes there was a chance to win a unique new, outdoor wooden storage unit for a kerbside recycling box, made locally from reclaimed timber.

The following types of media were used to promote the scheme:

- Newspaper adverts (one half page per month in a broadsheet paper)
- Radio adverts on the local radio station (during the course of the campaign)
- Road shows (nine were held during the course of the campaign)
- Press releases
- Council web pages.

Defra Funding

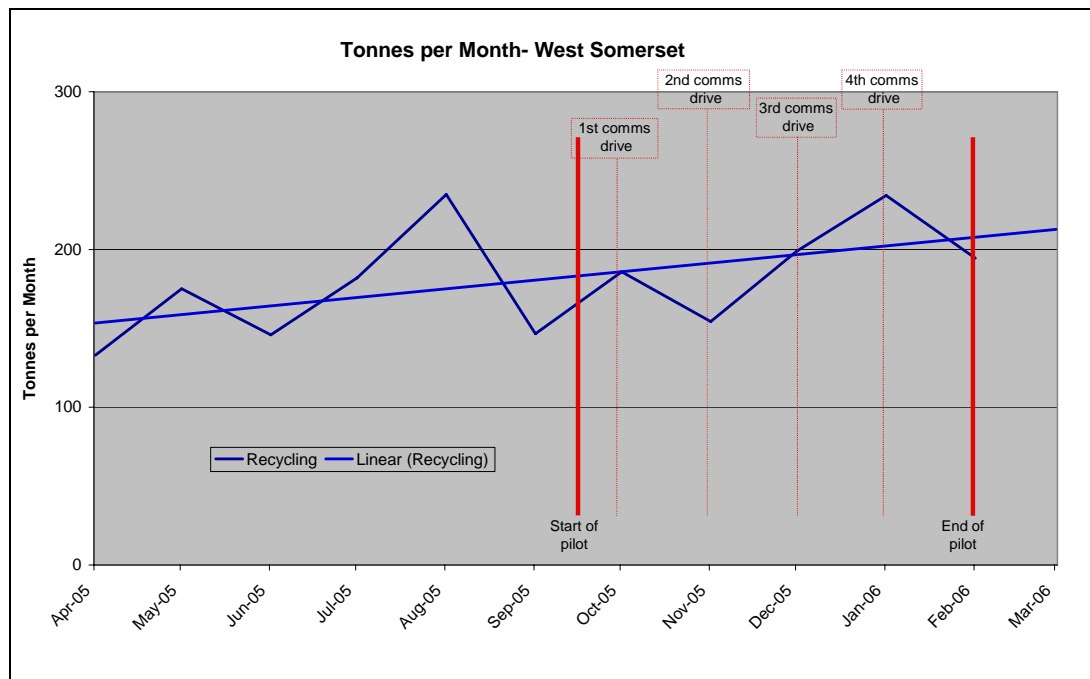
Defra funding for this scheme was £25,704, which covered the prize fund, publicity and monitoring costs. This is equivalent to a cost of £1.47 per household.

Monitoring mechanism used

Tonnage data and participation rates were used to measure the success of this scheme.

Key results

The graph below shows a gradual increase in the kerbside recycling tonnage for 2005-06. There is no comparable data for 2004-05 as the kerbside collection scheme with the added cans, glass and aluminium foil was not operational.



Participation rates increased from 46% (prior to the incentive) to 52% after the trial.

Conclusions

- The results have been very positive with the weight of recyclables collected and the participation rates both increasing over the pilot duration.
- In the absence of baseline data for the previous year, or a comparable control area, it is difficult to say how much of this increase is directly due to the incentive offered and how much is due to general increased awareness of the new kerbside recycling scheme (expansion to the whole district was completed in April 2005).

Key lessons learned

- Officers felt that such schemes need support from senior offices, members and collection contractors. They felt that this scheme was well supported by all these stakeholders.
- Officers commented that the timing of the trial (over the Christmas period) made monitoring the scheme and interpreting the result more difficult.

Teignbridge District Council

Aim of scheme

Teignbridge has recently introduced a food waste collection system. This pilot incentive aimed to reward households that separated all their food and kerbside recyclable waste by offering a prize draw scheme for participation.

Area features/demographics

The project targeted all 54,400 properties in Teignbridge. The district is ranked 163rd out of 354 for overall deprivation and 7th in Devon. Teignbridge achieved a recycling rate of 27% in 2004/05.

Scheme description

The 'Is there a banana in your bin?' project randomly checked ten household's recycling activity each week. The selected households had their residual bin audited. The first residual waste bin found to contain no food waste (suggesting the householders are either home composting or using their green bin for food waste composting) and no materials that could be recycled, won a prize in the form of a locally produced organic food box every week for 6 months (approx value of £650). If food waste was found in their black bin, a communication was made to inform the householders of their 'missed opportunity' and they were awarded an educational recycling consolation prize.

The scheme was promoted using both the 'Recycle Now' and 'Don't let Devon go to waste' campaigns via a multimedia approach.

Defra Funding

Defra funding for this scheme was £77,388 which covered the prize fund, publicity and project management costs. This is equivalent to a cost of £1.42 per household.

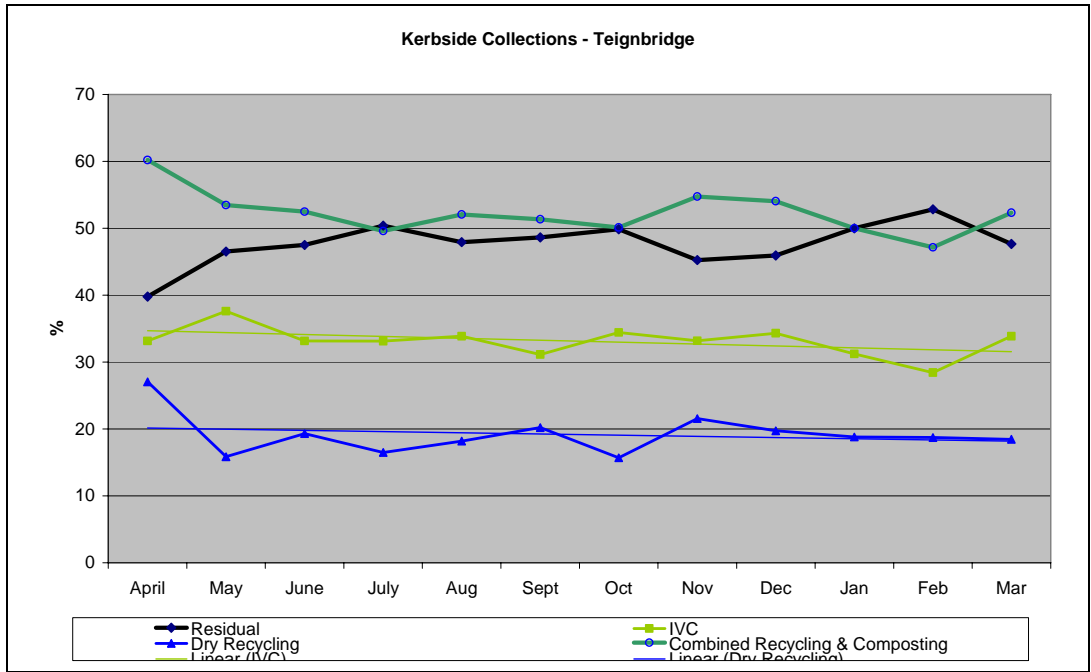
Monitoring mechanism used

The following monitoring was used: -

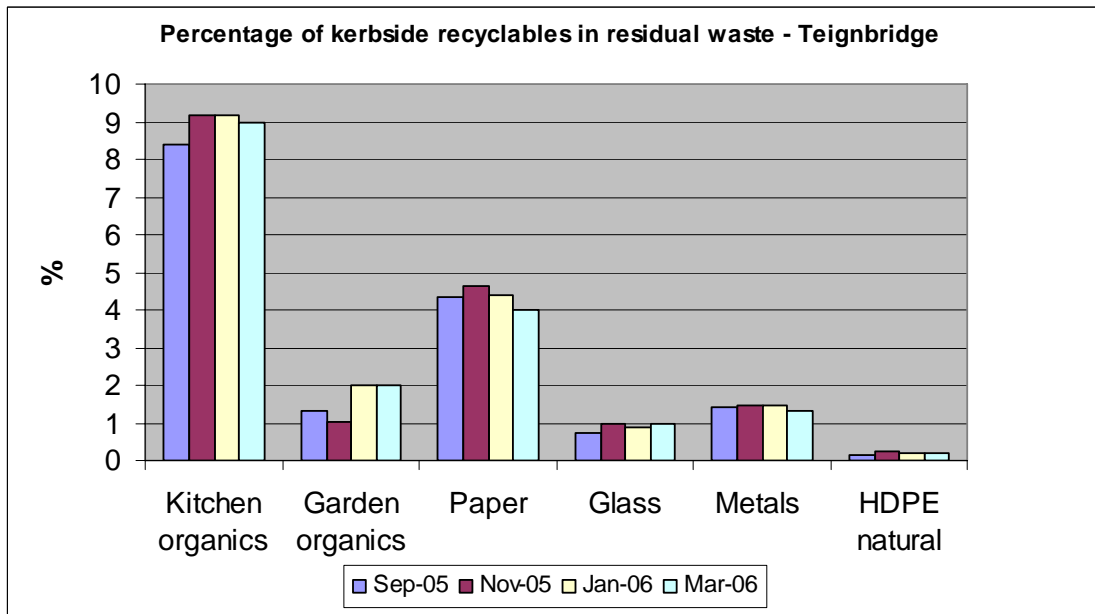
- Tonnages diverted into the organic waste and recycling collection systems.
- Composition analysis of residual waste
- Face-to-face attitudinal survey interviews.

Key results

The graph below shows that the weight of organic and dry recyclables remains fairly constant throughout the financial year 2005-06. There is no comparable data for 2004-05 as the kerbside collection scheme was not fully operational until April 2005.



The graph below shows the percentage of various waste types that were put into the residual waste bins.

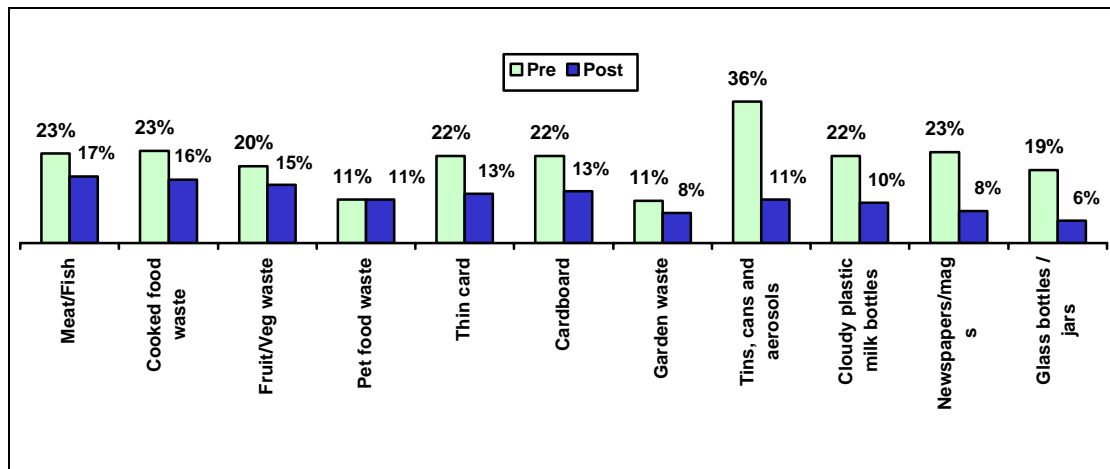


The results of the face-to-face interviews showed that:

- Just over one third of respondents claimed that they were aware of the 'banana in the bin' campaign (most commonly by either leaflet or press).
- Of the 108 respondents who were aware of the campaign, less than one-quarter felt that it had encouraged them to recycle more.

Those interviewed were asked if they put a range of recyclable items into their recycling bins. The results (summarised below) for pre and post trial show that fewer

people claim to put recyclable materials in their residual waste container as a result of the incentive promotion.



Conclusions

- The results of the waste analysis show little difference in the percentage of food waste or other recyclable materials in residual waste bins comparing pre and post trial periods.
- This fact, combined with analysis of the weight data (which shows no significant changes in the total weight of organic material collected for In Vessel Composting - IVC) suggests that the scheme has had a limited impact on encouraging householders to segregate their kitchen waste.
- It should be noted that the results from the face-to-face interviews suggest far greater success than the results of the waste analysis. It is well recognised that people tend to exaggerate their recycling habits when questioned as often those interviewed are conscious of what constitutes 'good behaviour' – suggesting the campaign message itself has been successfully communicated.

Key lessons learned

- Although the prize (of organic food) fits in with the concept of the scheme it is not clear how householders viewed the prize and whether it was an attractive incentive to them.

Wiltshire County Council

Aim of scheme

This scheme was aimed at incentivising urban households to use their kerbside recycling scheme through the use of a prize draw scheme.

Area features/demographics

The scheme covered 5,900 households in six of the lowest performing urban rounds in Salisbury and Chippenham (North Wiltshire). Salisbury has a deprivation index of 248 and a recycling rate of 18.6%. North Wiltshire has a deprivation index of 278 and a recycling rate of 16.3% in 2004/05.

Scheme description

A five-material “black box” recycling collection scheme has already been rolled out to around 61% of households in Wiltshire. However, the average participation rate in the scheme is estimated at only 45%, and the lowest performing rounds have participation rates of around 35%.

Six of the lowest performing rounds, in terms of tonnage yield per household were identified, 4 being in Salisbury and 2 in Chippenham. All households on these rounds were targeted with a leaflet drop encouraging use of the black box and offering a monetary incentive prize draw. There was a second leaflet drop in month 3 of the trial.

During the trial period householders could write their name and contact details on a piece of paper and put it into a waste glass bottle in the black box. One random draw a month per round was made over each month (of the trial) and the winner received a prize of £100.

Defra Funding

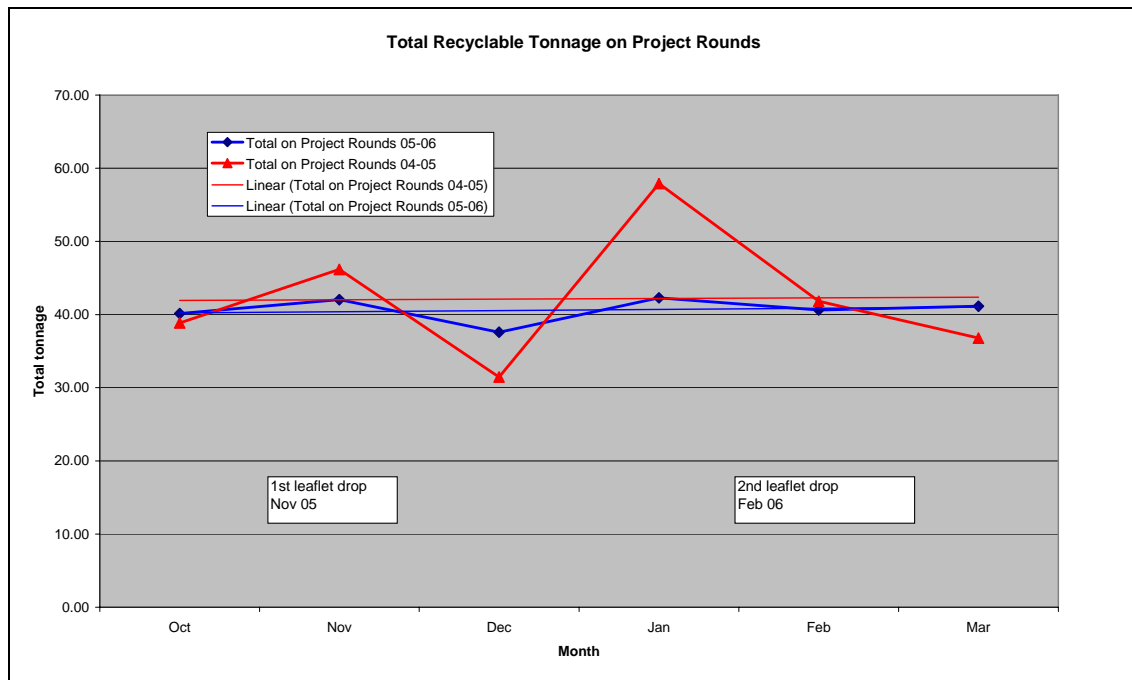
Defra funding for this scheme was £4,410, which covered the prize fund and publicity costs. This is equivalent to a cost of £0.75 per household.

Monitoring mechanism used

Tonnage data was used to measure the effectiveness of the incentive.

Key results

The graph below compares the total tonnages collected on the incentivised rounds in 2004-05 and 2005-06.



Conclusions

- The graph above shows little difference in the tonnages collected in 2004-05 and 2005-06, this suggests that the scheme had little impact on recycling levels. No participation data or attitudinal survey feedback is available to investigate if there has been any change in householder recycling behaviour.
- It is likely that the residents who entered the prize draw were already established recyclers and that few people were encouraged to take up recycling as a result of the prize draw reward being offered.

Key lessons learned

Officers felt that: -

- Leaflet publicity and a monetary incentive (£100 prize draw offered monthly over 6 months) are insufficient to boost yield in poorly performing recycling areas. Households that were already recycling appear to have responded to the scheme, but those who were not already recycling were not incentivised to start.
- Targeting non- or low-recycling households requires a more sophisticated approach than a small financial incentive. A door stepping campaign would provide a greater level of interaction with householders and a more powerful opportunity to influence their behaviour once barriers to recycling were understood.
- Wiltshire were also piloting a rural incentive scheme to increase recycling at bring sites but unfortunately due to a village school closure and threat of bring site closure this scheme folded but the key lesson here is to ensure any future plans are considered in the area where the scheme is being planned.