

Evaluation of the Household Waste Incentives Pilot Scheme

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

July 2006

West Midlands

East Staffordshire

Aim of scheme

This scheme was designed to incentivise householders in rural areas to use bring bank facilities located at schools through the use of a school reward scheme.

Area features/demographics

East Staffordshire is ranked 124th in the Index of Multiple Deprivation. In 2004-05 its district wide recycling rate was 22%.

Scheme description

The scheme was offered to all schools in East Staffordshire, however the trials covered three rural wards where kerbside collection schemes are not deemed to be cost effective and recycling services are limited to bring bank facilities.

The incentive was designed to increase the use of new bring banks at schools in rural areas that are not serviced by kerbside collections. Once the infrastructure was in place local householders were encouraged to use these facilities by the use of a community reward scheme, in which £12 was given to the local school for every tonne of waste that was recycled through its bring site.

Defra funding

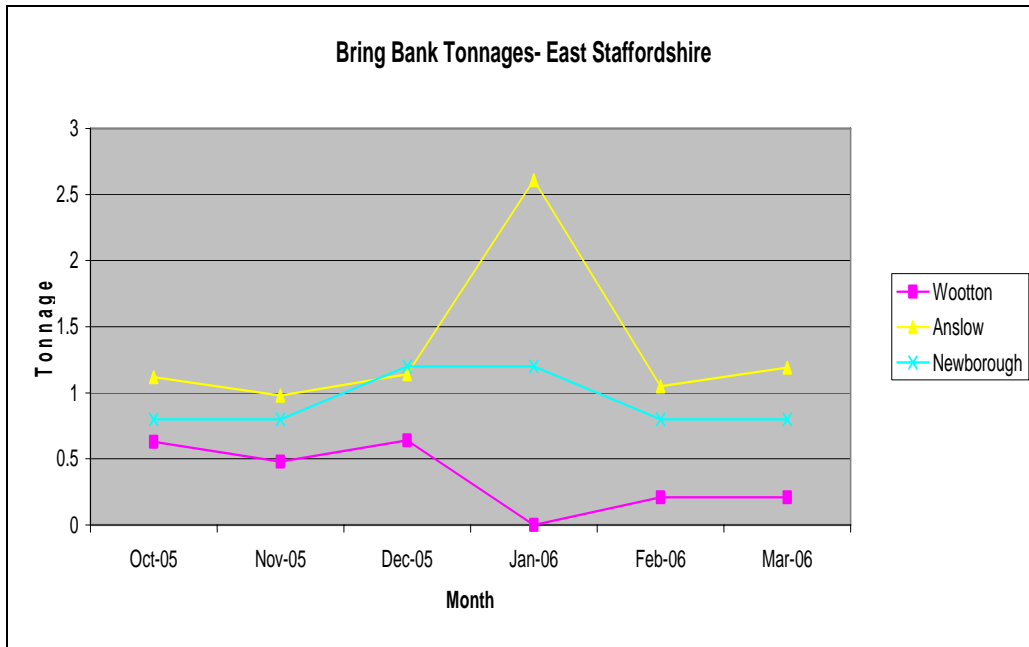
Defra funding for this scheme was £30,000, which covered the prize fund, all publicity and promotional material and site signage. This funding support from Defra equates to support of around £12.00 per household

Monitoring mechanism used

The tonnages of materials collected through bring banks was used to measure the success of the initiative.

Key results

Schools in each of the three parishes signed up to the scheme, and the tonnages collected are shown in the graph below.



It should be noted that the council were unable to persuade the schools to have recycling banks prior to them being offered a financial reward.

Conclusion

- The use of a payment to the school hosting a recycling bank has facilitated the introduction of banks to sites that would not have been possible without a financial incentive.
- The results suggest that the value of the reward (£12/tonne) is enough of an incentive for the schools to participate in the scheme and allow recycling banks to be placed on their grounds.
- The scheme can be judged a success as it has increased the amount of recyclable materials collected as the scheme has allowed the authority to introduce recycling banks into schools that would previously not have accepted them.

Key Lessons Learned

- The authority has used the scheme to expand the number and location of recycling banks in rural areas where it is felt that a kerbside collection is not cost effective. Other authorities considering such an incentive will need to balance the cost of operating recycling banks with an incentive and the returns (tonnage collected) that

this would give with the cost and returns (tonnage collected) that would be achieved with a kerbside collection.

- The financial reward also encouraged certain Parish Councils to promote the banks, although this support varied between different parishes.

Redditch

Aim of scheme

The aim of this scheme was to increase the recycling of corrugated cardboard via bring banks through a schools reward incentive scheme which would reward local middle schools (£100) for each tonne of cardboard recycled.

Area features/demographics

The scheme covered all 79,200 households in Redditch. The borough is ranked 174th in the Index of Multiple Deprivation. In 2004-05 its district wide recycling rate was 21.65%.

Redditch currently provides a kerbside collection for paper, glass, cans, tins, textiles and thin card. Corrugated card is excluded from the collection, and residents who place this material in their box are left a postcard asking them to take the material to a bring bank.

Scheme description

The incentive scheme covered the whole borough of Redditch including the 8 middle schools in the borough. For every additional tonne of cardboard and paper recycled the Council paid £100 per extra tonne of cardboard recycled, directly to those schools who had registered for the scheme, on the basis that this money was used to carry out environmental improvements/projects at the schools. As individual banks were not weighed the payments were split equally between the schools that registered for the scheme. The scheme ran for 6 months and culminated in a publicity event where schools were presented with their money.

Defra funding

Defra funding for this scheme was £20,500, which covered the prize fund and publicity and promotional materials. This funding support from Defra equates to support of around £0.26 per household.

Monitoring mechanism used

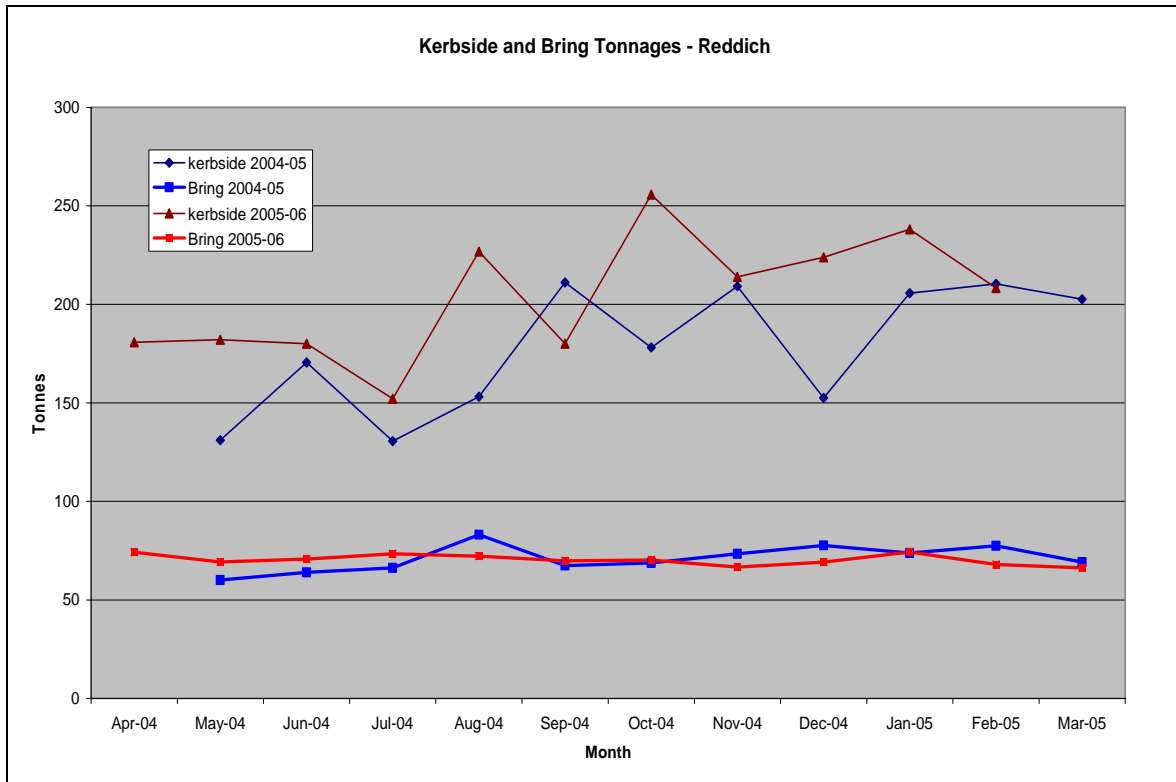
The authority monitored the scheme using: -

- Tonnage data for cardboard recycled via recycling banks
- Pupil awareness surveys
- Public awareness monitoring at the four key sites in the form of face-to-face interview surveys

Key results

The graph below shows that the bring bank tonnages for mixed paper and paper and card banks shows a similar trend in both 2004-05 and 2005-06.

It should be noted that over this time period Redditch has expanded the number of households serviced by their kerbside collection scheme (which includes the collection of paper and thin card) and thus some of the material previously collected in the banks has been diverted into the kerbside collection service. This suggests that the scheme has been successful in encouraging householders to recycle their thick cardboard via the bring bank system.



Due to staff resources the authority has not been able to process the results from the pupil and public awareness surveys.

Conclusion

- The only way to accurately determine the impact of this incentive would have been to conduct a compositional analysis of the paper and card banks both prior to, during and post the incentive period.
- However, this would not be cost-effective and the results provided do suggest that the scheme has been successful, as the tonnage of material collected in the mixed paper and card banks remains similar to those collected in 2004-05, despite an increase in the kerbside collection of paper. This supports the hypothesis that householders who previously recycled their paper via bring banks, and now have a kerbside collection,

are recycling using the kerbside collection for paper and now recycling their corrugated cardboard to bring sites.

- This conclusion could be further investigated with analysis of the results from the pupil and public awareness survey.

Key Lessons Learned

- Officers commented that the monitoring and evaluation of this scheme was made more difficult by the large weight difference between mixed paper and card and cardboard only (which is much lighter).
- The authority has suggested that the overall sum offered to each school needed to be significant in order to motivate the school to get involved and promote the scheme and thus effect change.
- The authority also raised the issue over whether payments should be made even if tonnages don't increase. Withholding payments would be justified if the community had not increased their recycling behaviour. However, not making payments would result in less publicity than if payments were made. Making payments would facilitate more (positive) publicity, but an authority would then be rewarding the community for doing nothing different and be seen to be normalising existing recycling behaviour. This issue is a potential risk of incentive schemes that reward the community based on increasing monthly tonnages.

Think your card is...

TOO THICK TO RECYCLE?

For each extra tonne
of cardboard recycled at recycling
centres between November and March 2006
we will donate £100
to participating middle schools -
up to £2000 per school.



For more information please telephone
the recycling hotline 534190 or visit
www.redditchbc.gov.uk/recycling



Shropshire County Council

Aim of scheme

The aim of the scheme was to encourage householders to recycle through kerbside collections and Civic Amenity Sites and to assess the degree to which the scheme could generate enough advertising to pay for itself. The incentive used was a charitable donation scheme to a Shropshire based charity.

Area features/demographics

The scheme covered all 120,000 households in Shropshire. The recycling rate and Index of Multiple Deprivation for each of the authorities is provided below: -

	Recycling rate (2004-05)	Index of Multiple Deprivation
Bridgnorth	31%	303
North Shropshire	29%	254
Oswestry	29%	197
Shrewsbury & Atcham	22%	222
South Shropshire	27%	241
Shropshire CC	29%	

Over 80% of Shropshire's population is covered by a kerbside recycling scheme.

Scheme description

Five addresses per month (one in each district) were picked at random by the appropriate district authority and if that household presented a box/bin for recycling on their collection day they won £1,000 for a local Shropshire charity of their choice. The recycling centres had a draw to ensure that people not yet provided with a kerbside recycling service, or who preferred to recycle at these sites, had the opportunity to enter.

The project had an official media partner in BBC Radio Shropshire. The basis of the project was to use the incentive scheme as a "Trojan Horse" to ensure significant amounts of guaranteed local media coverage and to assess to what extent an incentive scheme of this nature could "pay for itself" in terms of the advertising value of the publicity generated. BBC Radio Shropshire is listened to by nearly a third of the adult population of the county each week – over 150,000 people and bbc.co.uk/shropshire attracts over 20,000 unique users every week.

Defra funding

Defra funding for this scheme was £36,000, which covered the prize fund, all publicity and promotional material and data processing costs. This funding support from Defra equates to support of around £0.30 per household.

Monitoring mechanism used

The following monitoring was undertaken during the trial:

- Recycling tonnage data
- Advertising Value Equivalents (AVEs) for both radio and press
- Opportunities to hear (OTS) and Opportunities to See (OTS)

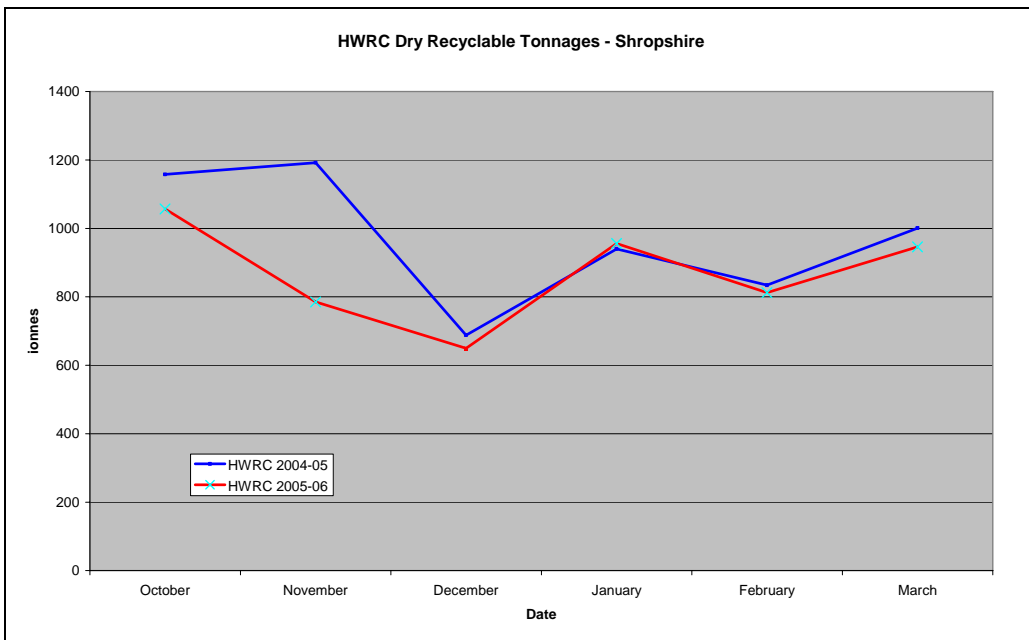
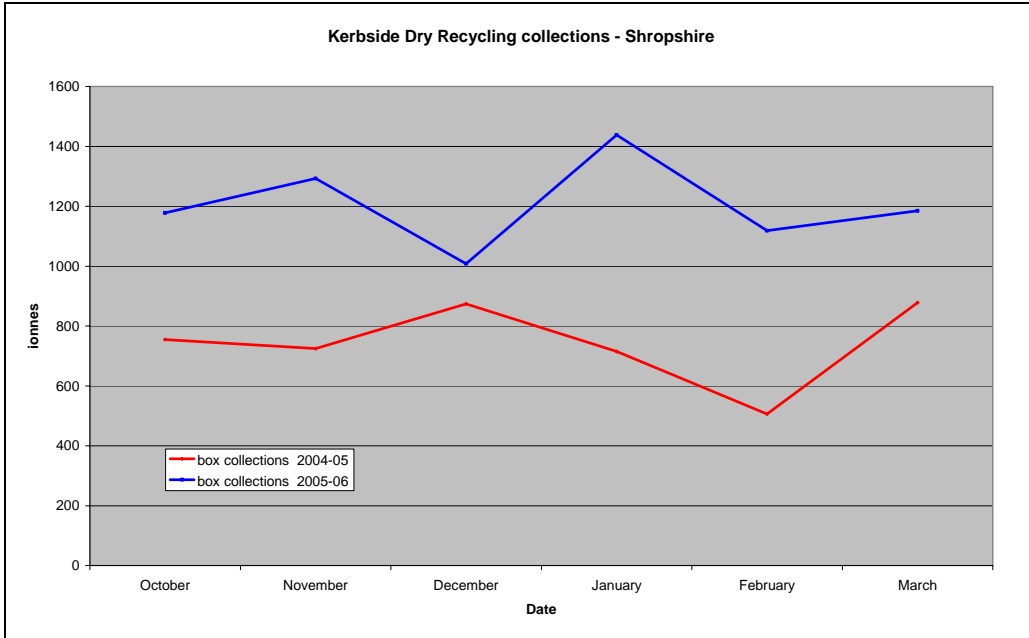
Key results

The authority estimates that the project generated approximately £11,600 worth of AVE, which equates to 32% of the project funding from Defra.

The project also generated a number of opportunities to see/hear, including: -

- A 5m banner in the Market Square during the Carols in the Square event – seen by 6,000 people on the night and it remained in place for 3 weeks through the January sales period.
- Make a Difference day – 1,000 cotton bags and flyers handed out in 4 towns across the County.
- Sponsoring the giveaways for the pantomime kids invited onto the stage in each performance (another link with Radio Shropshire) seen by 22,272 people over 58 performances.
- BBC Radio Shropshire Website – featured the scheme on several occasions- seen by 20,000 unique visitors once a week.
- Radio Shropshire is listened to by nearly one third of the adult population.

The graphs below show the tonnages of dry recyclables collected via the kerbside and at the HWRC for 2004-05 and 2005-06. The graphs show that the weight of material collected at the kerbside has increased between the two year, while the tonnages of material collected at the HWRC follows a similar pattern in both years.



Conclusion

- The project generated over £11,000 of AVE (representing 32% of the value of funding from Defra) and a number of opportunities to see and hear.
- The tonnage data for kerbside collected dry recyclables suggests that the weight of material has increased, however it is not clear from the data provided how much of this increase can be attributed to the incentive.

Key lessons Learned

- Officers felt the partnership between SWP and BBC Radio Shropshire was extremely successful. The BBC's public service ethos, and their keen interest in what is happening in the Shropshire area guaranteed good coverage of the scheme. Because the charities were all either local to Shropshire or were a local branch of a national charity this also guaranteed additional interest in the local media as the funding was all spent within the County. There were a wide variety of charities chosen – and all had specific projects to spend the money on – giving additional publicity after the announcement of the winner.

Worcestershire

Aim of scheme

The aim of this scheme was to motivate householders to participate in kerbside collection schemes by offering them the potential to win cash prizes.

Area features/demographics

Approximately 1,000 properties (one collection round) per WCA were targeted in this incentive project (7,000 properties in total).

The recycling rate and Index of Multiple Deprivation for each of the authorities is provided below: -

	Recycling rate (2004-05)	Index of Multiple Deprivation
Bromsgrove	24.17	299
Herefordshire	21.72	
Malvern Hills	21.50	237
Redditch	21.65	174
Worcester City	17.15	173
Wychavon	15.07	300
Wyre Forest	24.30	166
Worcestershire	23.91	

Scheme description

Householders received a themed (e.g. Christmas) postcard each month, which they could use to enter into the draw by placing it out with their paper recycling. Cards were randomly drawn from the MRF/bulking bays. The scheme had three cash prizes per authority per month with an additional grand draw per authority at the end of the scheme.

A further prize was offered in the final month for householders who completed and returned a feedback survey.

Defra funding

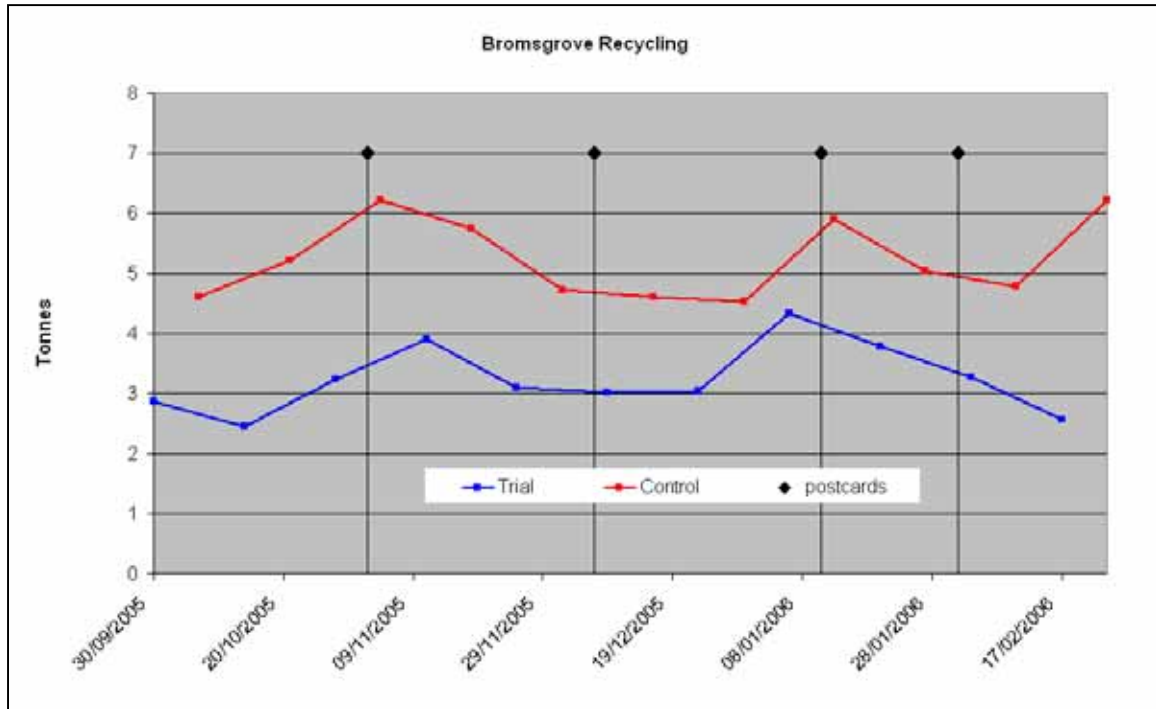
Defra funding for this scheme was £61,800, which covered the prize fund, all publicity and promotional material and data processing costs. This funding support from Defra equates to support of around £8.83 per household.

Monitoring mechanism used

The tonnage of recyclables was monitored in the trial and control areas to assess the impact of the incentive scheme.

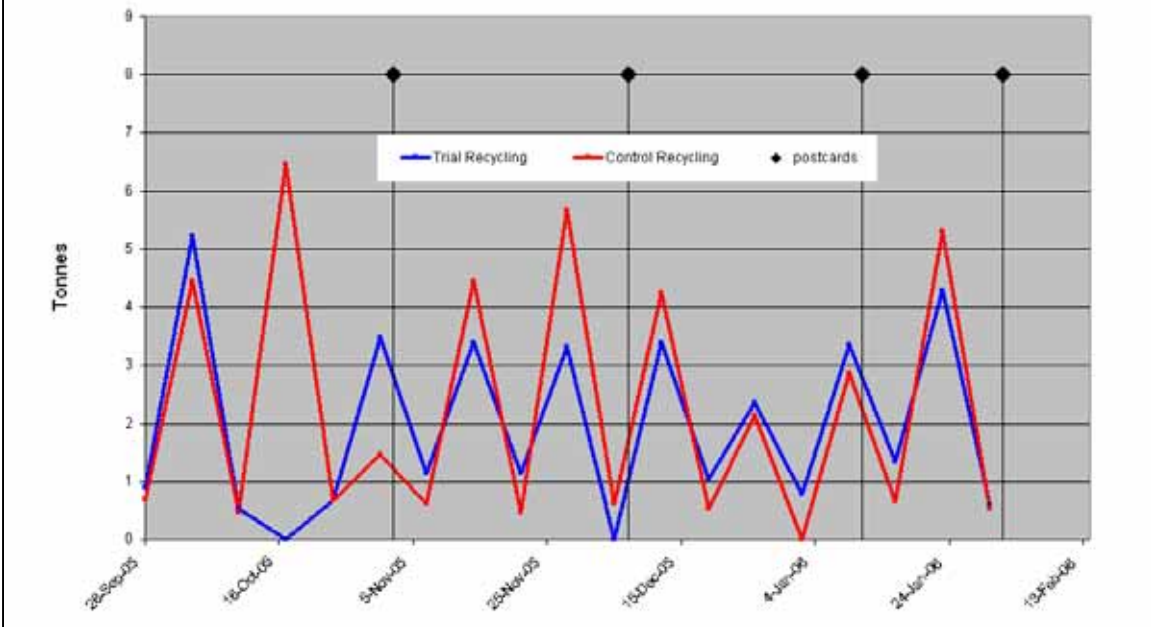
Key results

The two graphs below show the recycling tonnages collected in each of the two trial rounds and two control rounds in Bromsgrove and Wychavon (these are the only two authorities who have provided trial and control data with which to make a comparison). They show that tonnages in both areas the tonnage collected from the incentivised rounds



follows a similar pattern to that of the control rounds.

Wychavon Recycling



Pre and post participation rates for all the districts are summarised in the table below: -

District	Pre Campaign Participation Rate	Post Campaign Participation Rate
Bromsgrove District Council	77%	
Wyre Forest District Council	71%	69%
Redditch Borough Council	53%	45%
Malvern Hills District Council	63% *	74%
Wychavon District Council	78%	
Herefordshire Council	55%	51%

*Set out rate only – Participation is usually 10% higher than set out in the Malvern Hills District.

The results of a post attitudinal/awareness survey (390 responses) showed that of those who responded to specific questions: -

- 91.5% claimed to have entered the prize draw
- 91.5 % also claimed to be existing recyclers with only 8.5% claiming to have started recycling since the start of the scheme.
- 96.4% said they would continue to recycle now the incentive scheme has finished.
- 58.4% of householders said that the chance of winning money would encourage them to recycle more in the future.

Conclusion

- The results of the attitudinal/awareness survey suggests 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.
- The tonnage and participation results suggest that the scheme has had little, if any, impact on the tonnage of recyclable materials collected.

Key Lesson Learned

- Officers found that collating data across a number of authorities was time consuming.