

Public Attitudes and Behaviour in Western Riverside

Summary Report

**Research evaluation results from the first year of
the Rethink Rubbish Western Riverside Campaign**

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**Research Study Conducted by the Open University and MORI Social
Research Institute for Waste Watch on behalf of Rethink Rubbish
Western Riverside Campaign**



Summary Report

Introduction

This research project, carried out in partnership by The Open University and MORI Social Research Institute was commissioned by Waste Watch to provide evaluation and to inform the development of their communication campaign in the Western Riverside Waste Authority area. 'Rethink Rubbish Western Riverside' is a five year public waste awareness campaign designed to encourage residents in the Western Riverside Waste Authority boroughs of Hammersmith & Fulham (H&F), Kensington & Chelsea (RBKC), Lambeth and Wandsworth to recycle more, reduce their rubbish and buy more recycled products. It is a Western Riverside Waste Authority initiative funded by Cory Environmental through the Landfill Tax Credit Scheme and delivered by Waste Watch and London Remade.

This report analyses and discusses the results from both the quantitative and qualitative studies undertaken as part of the evaluation. The research included two quantitative surveys – one baseline carried out in the autumn of 2002 before the campaign or recycling service changes started in the area and one in the autumn of 2003 after the first year of the campaign – and qualitative focus group research to explore attitudes, behaviours and motivators in more depth.

The research, as might be expected, supports and reinforces many of the findings of other attitudinal research carried out recently in the UK. There is a commonality that people consider recycling a 'good thing' to do, express a desire to participate, but do not always act accordingly; that many have 'time and space constraints', feel their actions would have little effect, or just that they don't have convenient facilities (DEFRA, 2001; MORI, 2002; SEERA, 2003; Waste Watch, 1998). What we hope can be learnt from this research though is not specifically further insight of peoples attitudes about recycling, but by observing and analysing some of the changes and trends apparent during the first year of the Rethink Rubbish Western Riverside Campaign, some examination of what might have encouraged the increased recycling activity apparent between the two surveys, what barriers exist to further

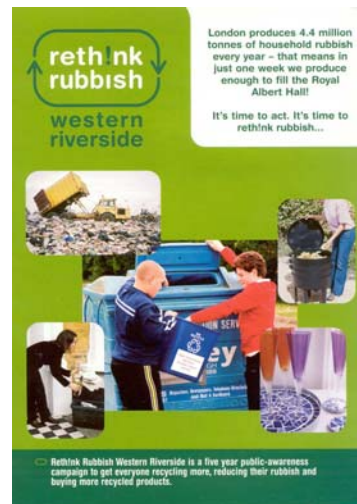
increased recycling and who experience them, and what information is needed by those whom the campaign hopes to encourage to recycle more.

A vast majority of respondents in both surveys considered recycling to be worthwhile or very worthwhile (95%), but there were strong shifts towards increased recycling behaviour – at least as self-reported – between the two surveys. Around 2/3 of respondents said that improved facilities was the main reason for recycling more – a clear correlation between recycling infrastructure and reported recycling behaviour.

There was a significant increase in the reported level of recycling in areas where increased and more convenient provision of kerbside collection was introduced between the surveys, compared to other areas where recycling provision had remained relatively constant. In this case it was the introduction of the orange sack 'one-bag' scheme for collecting co-mingled recyclables. This implies that the act of increasing provision increases recycling behaviour, although associated publicity is likely also to have played a part.

That recycling behaviour has increased across WRWA is supported by the increased capture rate measured in waste audits, which also emphasises that recycling has increased much more in H&F and Wandsworth, where the new schemes had been introduced. Awareness about recycling also increased significantly more in these boroughs.

It is not possible to determine from the research whether the specific type of kerbside collection influenced recycling



participation, or whether the introduction of any improved provision making it easier and more convenient to recycle would have achieved the same effect. The results though give some indication, supported by the focus group observations that the one bag scheme offers a simple, convenient and easy to use system; that the orange bag scheme encourages higher participation by removing some of the barriers to recycling; that when orange sacks are provided to all eligible households repeat deliveries act as reminders; and lastly that they are very noticeable when put out for collection, possibly creating peer pressure to participate. These are all elements that may have contributed to increased participation. What the survey results do not show however is whether it is the orange sack or provision of a convenient and easy to use container for recycling that has resulted in increased participation in recycling.

Looking at the characteristics of the three groups of recyclers identified in this study – high, medium and low/non recyclers – revealed a differentiation of access to kerbside facilities, with 50% more high recyclers provided with kerbside collections than low/non recyclers. The

research found that low/non recyclers are more likely to forget or not think about recycling, and to feel that lack of storage space is a problem. High recyclers felt better informed than mediums, and considerably more so than low/non recyclers. Low/non recyclers were more likely not to recall any communications in the past year than the medium or high recyclers.

Campaign Context

The most significant change to occur between the two surveys was in the recycling infrastructure provided to residents in H&F and Wandsworth. In both boroughs a weekly kerbside collection using a single orange sack to collect paper & card, glass bottles & jars, food tins, drinks cans and plastic bottles was introduced to all properties except high-rise estates. Access to kerbside collections across all boroughs is now 66% overall.

The orange sack scheme (called Smart Sack in H&F) replaced kerbside collections offered to households in both boroughs. In Wandsworth low rise properties had previously been offered an opt-in service using (for most of the

Characteristics of the Kerbside Recycling Services in WRWA (in autumn 2002 and autumn 2003 – when the surveys were carried out)					
	kerbside collection in H&F in 2002	kerbside collection in Wandsworth in 2002	orange sack kerbside collection service in H&F and Wandsworth in 2003	kerbside collection service in Lambeth in 2002 + 2003	kerbside collection service in RBKC in 2002 + 2003
Frequency	weekly	weekly	weekly	weekly	twice weekly
Range of materials collected	paper + card; and glass to small area	paper + card; tins + cans; aluminium foil; glass bottles + jars	paper + card, glass bottles + jars, tins + cans; plastic bottles	paper, glass bottles + jars; aluminium foil; tins + cans; engine oil; textiles and shoes	paper + card, glass bottles + jars, tins + cans, plastic bottles, textiles, juice cartons
Container supplied	no container for paper + card; red box for glass for 11% of properties	3 plastic bags, colour coded for different recyclables	orange plastic sack	green box	residents can use plastic carrier bags with or without bag tags; clear plastic sacks; bins with stickers; or request a green recycling bin (introduced in 2003)
Opt-in or opt-out	opt-out	opt-in	opt-out	opt-in	partly opt-out, partly opt-in: anyone can use carrier bags; other containers on request
How containers are supplied	no containers for paper + card; red boxes provided to all eligible properties in part of the borough	sacks supplied if requested	sacks delivered to all eligible households every 3-4 months	boxes delivered if requested	residents can buy sacks which are posted to them; green bins available on request; and bag tags form council offices and libraries

borough, as 4 trial schemes with different requirements operated in selected areas as well) a three bag system of different coloured bags for different recyclables. In H&F those not living on flatted estates had previously had kerbside collections of paper and card which were left out in bags provided by the householder or bundled; and about 20% of these properties also had a red recycling box for glass collections.

The introduction of the orange sack scheme in both boroughs provided increased opportunities for kerbside recycling for residents. H&F saw the greatest change with a significant increase in the range of materials collected, and the provision of a container (i.e. the orange sack) for storing recyclables to all households on the scheme. Wandsworth residents were provided with sacks without having to opt-in purposely, and which represented a simplified provision (1 sack instead of 3). Also plastic bottles were added to the range of materials collected.

In RBKC and Lambeth kerbside provision has remained essentially the same, with the exception that RBKC introduced in May 2003 green recycling bins for dry recyclables in addition to the collection container options already in place. It should be noted that Lambeth has now introduced a new improved kerbside service, since April 2004, with residents using either orange sacks or their existing green box.

Residents of WRWA have been exposed to a range of communications activities during the period under study, either initiated as part of the Rethink Rubbish Western Riverside campaign by Waste Watch, coming from the individual boroughs in their activities to improve recycling performance, or from the Recycle for London campaign and other less assessable broader media messages. All boroughs have experienced this increased level of publicity for recycling.

The 'Recycle for London' campaign was run by a number of organisations in London, including the Greater London Authority, for 2 months in September and October 2003, and included advertising in the form of 1000 bus backs, posters in, and in the vicinity of, all London supermarkets, radio ads and web links.

A particular communication initiative that needs to be mentioned in greater detail is

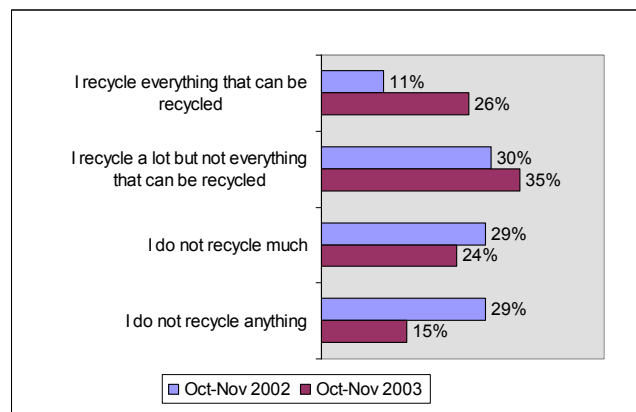
the doorstepping campaign carried out by Waste Watch in 3 of the WRWA boroughs during the summer of 2003. Nearly 80,000 households were visited by 20 Recycling Champions during July and August 2003 in the London boroughs of Hammersmith & Fulham, Lambeth and Wandsworth. Residents in about 30% of these households were spoken to directly and encouraged to participate in their kerbside recycling programme or to participate more.

Monitoring of residents' participation in the kerbside recycling scheme took place both before and after doorstepping and for control rounds, and property participation and set-out rates were recorded and related to tonnages collected. Doorstepping was overall found to increase both participation and set-out rates in the majority of targeted areas but there were some variations, which were attributed to variations in delivery of the recycling service. Some aspects of the effects of this campaign on attitudes were explored in the second survey.

Current Recycling Behaviour and Changes from 2002 to 2003

WRWA is recycling more: Recycling behaviour as self-reported by respondents in the surveys shows a dramatic shift towards increased recycling between the two surveys carried out in 2002 and 2003. In the 2003 survey, just over a quarter say "I recycle everything possible", which more than doubled from the 2002 survey; and those claiming not to recycle anything dropped by almost a half. Nearly a third of people interviewed said they recycle more in 2003 than a year ago.

Reported recycling behaviour



Improved facilities was the main reason given for recycling more. Overall, reasons associated with improved facilities for recycling accounted for two thirds of those who said they recycled more in 2003. Those who mentioned recycling more because of better facilities were 80% in Hammersmith and Fulham (H&F), and 70% in Wandsworth; much higher than for Lambeth (48%) and Kensington & Chelsea (RBKC) (40%). The most popular reason given by 37% of respondents alone was 'have been given bins/bags for recycling'.

This connection of increased recycling with increased kerbside provision is supported strongly by the strength of the key message which emerged from the focus groups to:

"get the service right, make it convenient and easy, get the facilities in place ... then tell us about it!"

The borough specific shifts for those claiming to recycle everything and 'a lot' show the biggest gains in H&F (up 31 points to 68% in 2003) and Wandsworth (up 26 points to 71%), with a smaller gain in Lambeth (up 14 points to 55%) and not much change in RBKC (up 7 points to 50%).

The biggest changes seen were in the increase in H&F and Wandsworth of those saying they now recycle everything that can be recycled, and there was an average of just under a fifth more people claiming to be recycling frequently in those areas with new kerbside collection services (i.e. the orange sack areas) compared to other boroughs. Of those with access to the newly introduced orange sack scheme, 82% claim to use it; compared to 50% of those with access to other kerbside schemes.

These results support issues raised in focus groups that access to facilities and their convenience is the most important motivator.

"I started recycling when they provided the facilities (kerbside collections) because it made it easier for me. I wanted to recycle but I found it very difficult looking for say bottle banks, or driving to a supermarket to take my stuff away until they provided the facilities. But since then I have found it so easy." (medium/high recycler)

It is commonly accepted that people consistently over-report their participation in recycling schemes in surveys, with as many as two thirds claiming behaviour they may not carry out. This may be due

to a number of factors such as wanting to exaggerate a perceived morally good activity and wanting to answer in a way that pleases the interviewer, or just not remembering how much they actually do. The actual percentages claiming to participate in these surveys are not as important as the comparative trends from 2002 to 2003. However there is still some need for caution in interpreting the results, as the increased awareness due to the introduction of new kerbside services and increased publicity could lead to a tendency amongst the respondents to over-report more in 2003 than 2002, and hence exaggerate the changes observed.

This increase in reported recycling is though supported by the changes in recycling material captured (i.e. how much of the available material that is collected for recycling) by the borough as measured in the waste audits carried out by London Remade as part of the Rethink Rubbish Western Riverside project (London Remade, 2004). Overall the capture rate for WRWA increased from 14% to 21%, but more significant increases were seen for H&F and Wandsworth in 2003 to an overall capture rate of 28%. Clearly participation in recycling is higher in H&F and Wandsworth amongst those with kerbside access, which suggests that improved provision with the introduction of the orange sack schemes is encouraging more people to participate and existing participants to recycle more materials. Longer term evaluation will be needed to draw firmer conclusions about what contributing factors are most important, although the initial indication, supported by the focus group observations that the one bag scheme offers a simple, convenient and easy to use system, is that the orange bag scheme contributes to encouraging higher participation.

Knowledge of recycling services is also up overall. Asked whether they knew what recycling facilities are on offer in their area, there was an overall increase in awareness of 14 points from 2002 to 2003 with 39% feeling they did know in 2002, and 53% in 2003.

There is a need for more regular and effective communications about recycling services, as although there has been an increase in awareness of recycling facilities around 47% felt they were not very well informed.

And recycling different materials: The reported recycling activity of specific

recyclables in the surveys shows a growing perception and engagement in recycling a range of materials. Where there was an increase in the number of materials collected for recycling, there was a corresponding increase in the number of people reporting they recycle them. This include card/cardboard, with 44% claiming to recycle them “every/most times” in 2003 (up15 points on 2002); drink cans, at 40% (up18 points); and plastic bottles, at 36% (up 23 points). Newspaper and magazines have the highest overall claimed recycling, and particularly for H&F and Wandsworth (at around 70% saying they frequently recycle them).

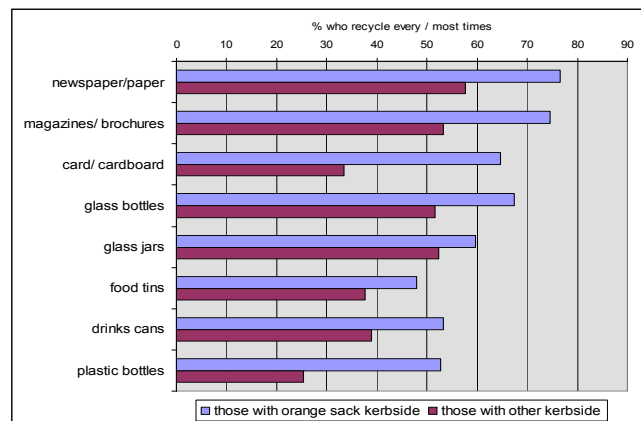
Comparison of claimed behaviour for recycling different materials between the 2002 and 2003 surveys for each borough shows no significant changes for Lambeth and RBKC, but for Wandsworth and H&F there are very significant increases for most materials. For those collected in the orange sack scheme, an increase of 19-40 points was seen in the percentage who claimed to recycle these materials every/most times. Particularly there were big increases in claimed recycling of plastic bottles in H&F and Wandsworth (38 and 40 points up), a new material introduced with orange bag scheme. Also big increases were seen in tins/cans and card – again new materials for kerbside collection in H&F.

Increases can also be seen in materials which were collected prior to the introduction of the new kerbside recycling schemes including paper & card and glass in H&F, and paper & card, glass and cans in Wandsworth. All of these are up by more than 17 points in the percentage claiming to recycle them frequently. It is often reported that increasing the range of materials collected through a kerbside recycling scheme can lead to increased capture of not only the new materials added to the scheme but also of existing recyclables collected.

Comparing the changes in reported recycling behaviour in H&F with those for the capture rates recorded from the waste audit data (London Remade, 2004), shows strong similarities, reinforcing the overall trends reported in the survey in recycling behaviour. Specific reported recycling behaviour may need to be treated with caution as it is self reported, but the trend is clearly supported by materials collected.

However increased reported recycling was not only restricted to materials which were

Recycling of different materials by type of kerbside scheme



collected in the kerbside schemes. Lambeth don't collect either card or plastic bottles for recycling either through kerbside or bring sites, and although reported recycling levels for these were much lower than for the other boroughs, 21% though say they recycle card frequently, and 14% plastic bottles. This indicates misunderstanding, over-reporting or 'wishful thinking' in the responses, and emphasises that self-reported data needs to be treated with caution.

Contamination in recycling collections needs to be correlated with reported behaviour to identify where real misunderstandings exist about what materials can't be recycled locally.

Most of those who frequently recycle garden waste have private gardens, as do most who claim to compost at home. However 10% of those without gardens, and who are unlikely therefore to home compost, claim to recycle kitchen waste every/most times in an area with no collection facilities for this waste. Likewise 8% claim to recycle garden waste but have no garden, and 23% of those who say they compost at home every or most times also have no gardens. These are the materials with the lowest overall claimed frequent recycling rates at 20% for garden waste and 14% for kitchen organics, and there is clearly significant confusion around recycling garden and kitchen organic waste, whether collected for composting or composted at home.

Further research is needed to understand the issues and barriers around composting amongst the residents of WRWA to enable information to be targeted to reduce the current, apparent confusion.

When asked about what materials can and cannot be recycled in this area there was

a significant overall increase in the awareness that plastic bottles can be recycled. This was up 34 points to 77% in Wandsworth and up 34 points as well to 73% in H&F, which correlates well with the increased kerbside provision.

There was a small increase in those who said glass could be recycled in H&F as awareness of glass as recyclable was already high, which considering the significant increases in reported recycling of glass (up from 42% to 61% for glass bottles for frequent recycled), gives a strong indication that the increased amounts being collected by the council is due to increased service provision- i.e. making it easier to recycle by providing kerbside collections – rather than awareness.

H&F who had introduced a garden waste collection scheme during 2003, showed an increase of 20 points to 52% who said that garden waste could be recycled, compared to insignificant changes in the other boroughs.

This emphasises the point also made in the focus groups that facilities need to come before awareness; and increasing awareness follows the introduction of new services.

In general the results correlate well with what can and can't be recycled in each area, and increases were seen even where materials had been collected for recycling before the previous survey in 2002, indicating that awareness of

recycling services overall had increased. However H&F and Wandsworth also saw increases in those that thought juice cartons were recycled in this area when they are not collected; with over half thinking they can be recycled.

Knowledge of services: Overall there appears to have been an increase in the awareness of some materials being able to be recycled, but there are also significant numbers of people not aware of what can be recycled, and considerable mis-understanding about whether some materials are included in collections or not. Increased provision has led to increasing recycling activity, but there is still a need to more effectively communicate the details.

There is a need for targeted information to clarify what can't be recycled in the borough, as well as what can, to cut down on non-targeted materials being collected.

The survey also reported that around a third of those living in high rise flats claim to use a kerbside collection, where the schemes don't actually cover these properties. The focus groups emphasised the lack of facilities for those living on estates and the difficulties they face in order to recycle, and often how excluded they felt. There was general concern from those living on estates that they were not adequately provided for, whilst services were provided to those in houses. There also appears to be confusion about what services they do have.

Research is needed to understand what recycling those living in high rise estates do engage in, why some claim to use services they don't have, and what provision would be convenient for those living in flats.

Results show a similar use of bring sites amongst those with and without access to kerbside recycling collections; 27% of respondents overall saying that they use kerbside collections, also say they use bring sites, whereas 24% of those without kerbside collection say they use bring sites. Because of the question asked, this data only shows whether respondents claim to use these facilities, and tells us nothing about how often they use them, for what materials and how much they deposit.

There seems to be some differences in emphasis between the focus group discussions and findings from the surveys in the importance of making bring sites clean and pleasant places to visit.



"it (bring site) is the meeting point for the alcoholics ...and then when you reach the bins they are usually messy, overflowing ... so I think you do need to be quite dedicated. I give myself a star for going there to take the damned stuff in the first place because it is not a nice place to go". (medium/high recycler)

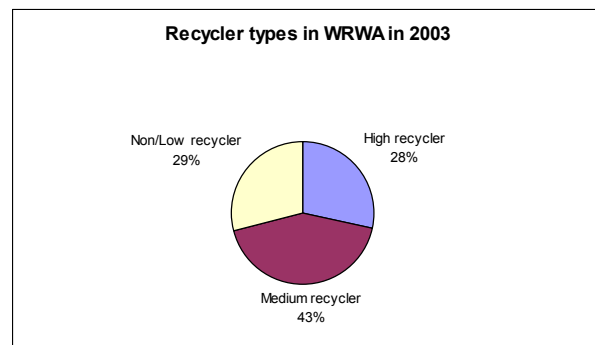
The focus group participants felt very strongly that if bring sites were left dirty and untidy, and it appeared no-one cared about them then this sent a message about recycling not being important enough. The survey though only picked up a minority of respondents saying they experienced problems with these sites.

It is important that bring sites are well maintained and pleasant, safe places to visit to give out the right message about recycling, and to increase use of these facilities

Recycler Typologies

Factor and Cluster analysis of the data has been used to explore the extent and nature of residents' participation in recycling in Western Riverside. It identified three main discrete 'segments' or groups within the local population on the basis of their attitudes and behaviour towards recycling: high, medium and low/non recyclers.

Comparing the recycler typologies identified in the first survey shows changes in both the proportions of the respondents in each group – with a shift towards more recycling activity showing – and some small changes in the profile identified for each of the groups: high, medium and low/non recyclers. In 2003 the survey identified 28% of households in



WRWA as high recyclers, 43% as medium and 29% as low/non recyclers. This shows an almost doubling of the number of high recyclers since 2002 when only 15% of the population were grouped as high recyclers, and a big decrease in low/non recyclers from the 43% found in 2002.

Clearly the profiles only indicate tendencies and many individuals outside these characteristics will be found in each of the groups. Neither is it clear from the survey data which of these socio-demographic factors, if any act in any determining way in influencing which recycler type people are more likely to belong to.

The focus groups also concentrated on differences between different recycler groups and chose participants according to whether their self reported recycling behaviour was at the high, medium, low or non levels. Focus groups were held with three types of participants – medium/high recyclers; low/non recyclers; and young mid (medium/low) recyclers.

Further research is needed to identify the particular barriers to recycling experienced by low/non recyclers in general, and specifically for those living on high-rise estates and for those from black and minority ethnic groups.

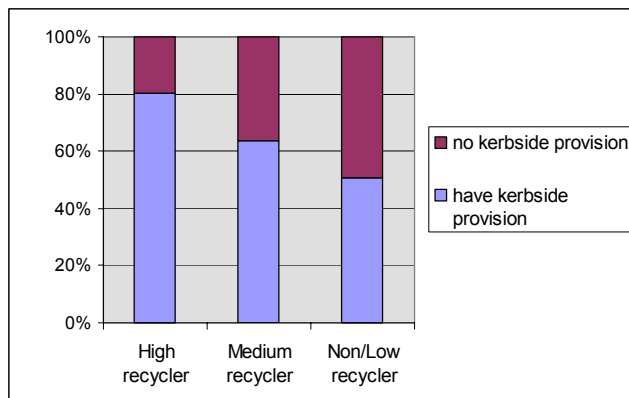
2003 recycler typologies	
'High' recyclers	This group are enthusiastic and dedicated recyclers who tend to recycle 6+ materials frequently, and they are keen to compost. They are more likely to be female (but not strongly so), middle aged (45-65), and belong to social class group ABC1; but not exclusively so. They are more likely to be living in detached, semis or terraced housing, to be owner occupiers and to have lived in current property more than 5 years. They are more likely to be 'white British' although increases amongst 'other white' and 'black Caribbean' ethnic groups were seen from 2002. They are more likely to be in work, retired or looking after house/children.
'Medium' recyclers	This group believes recycling to be important but is more likely to recycle only 2-3 materials frequently; mostly paper and glass. They are evenly spread across most age groups, but strongly represented in the over 65s, more likely to be female, and in social class category C2 or E but not strongly so. They are more likely to be from 'white' or 'Asian' ethnic backgrounds.
'Low/non' recyclers	This group are more likely to not recycle or only recycle one material either paper or glass sometimes, and are less likely to be aware of communications and information about recycling. They are more likely to be living in low or high rise flats, and to be renting, and to have lived in current property for less than 2 years. They are more likely to be young (16-24) and male, and tend to be either in education or unemployed. They are more likely to be from 'black' ethnic groups, and to belong to social class categories C2 and E

More high recyclers (78%) than medium or low/non; and more medium (61%) than low/non recyclers (49%) have access to kerbside recycling collections. However not all those provided with kerbside collections were recyclers and nearly half of the low/non recyclers do have access therefore to convenient facilities, so it is important to identify what are the barriers to their using it.

Asked whether they know what recycling facilities are on offer in the area, 60% of medium recyclers and 69% of high recyclers said they did, whereas 63% of low recyclers said they did not. Half of these – 31% low/non recyclers – had access to kerbside schemes, but didn't know about them.

Aim to target low/non recyclers in areas *with* kerbside collections to increase awareness of the provision.

Kerbside Access by Recycler Group in 2003



Amongst those without kerbside schemes 16% are high recyclers, and 33% medium recyclers

There are opportunities to target the significant group of medium recyclers who do *not* have access to kerbside collection, and who might become high recyclers with more convenient facilities.

More high recyclers are consistently claiming to frequently recycle each material compared to medium recyclers, and mediums more so than low/non recyclers. However a number of materials are not recycled frequently by many, even amongst the high recyclers, and less so by the medium or low recyclers.

Targeting medium and high recyclers with information about the 'less commonly recycled' materials will help to tackle low awareness.

Attitudes, Motivators and Barriers to Recycling

The recycler typologies identify who recycles, but the question of why relates to their attitudes, and the drivers, motivators and barriers perceived by them. Creating supportive attitudes is important, but research has often concluded that because of the diversity of barriers that exist for any sustainable activity that information alone, although it can be effective in creating public awareness and improved understanding, will be limited in its ability to foster behaviour change. Identifying the barriers to recycling felt by the non, low and medium recyclers and working to overcome them is necessary before information is likely to be effective.

The perceived value of recycling is unchanged between the two surveys, and remains very high (67% say it's "very worthwhile") and 28% fairly worthwhile. There is very little difference between recycler groups and no difference between the boroughs or those with or without kerbside access.

People now believe that more people are recycling; on average this is up from a perceived average of 25% in 2002 to 34% in 2003. There was a big drop in those who felt only one in ten recycled and gains in 5 in 10 and above. When asked how many other people in the area recycles high and medium recyclers tend to think twice as many households recycle (just over 4 in 10) to the low/non recyclers (just under 2 in 10).

"I suppose you do get a warm glow when you see it's not just me, everyone is doing it. But you do need a lot of help like your borough to come and collect it for you." (young mid recycler)

Normalisation: The focus groups agreed that an important motivator is recycling being or becoming common behaviour. Recycling is not yet a habit or normalised for most people in the UK, and this behavioural change is needed if we are to achieve the participation and diversion required to both meet UK recycling targets, and achieve more sustainable waste management. Medium/high recyclers and the young mid recyclers were more likely to say that it was a habit for them and some felt they were leading the way. However the low/non recyclers saw it more as a hassle for them and not a habit, and that at the moment recycling

was not an important enough issue for most of them.

A number of issues around normalisation were explored in the surveys. High recyclers (90%) and medium recyclers (83%) are more likely to feel that recycling does fit in with their everyday routines; whilst over a half of low/non recyclers felt it didn't; and those with kerbside schemes are more likely to feel that recycling fitted into their routines.

Communicate the message about how recycling can be 'part of your everyday routine'; particularly targeting low/non recyclers and those living in high-rise flats to encourage normalisation.

More low/non recyclers agree that they forget or don't think to recycle; whereas the majority of high recyclers strongly disagree that they often forget to recycle, implying that it has become a habit for them. Low/non recyclers are also more likely to feel that they would recycle more if everyone else was doing it (45% said so in the 2003 survey), and these also think that less people are recycling. Medium and low/non recyclers are more likely to say that recycling is difficult, is a hassle or takes too much time compared to high recyclers.

That others do it was also seen as a motivator by many in the focus groups, particularly the low recyclers, and they suggested that extending this to seeing others doing it in public would encourage people to recycle. Recycling in public places and at work, not just in the home, would make it a more commonplace activity.

Cynicism: There was no change in the belief that the council doesn't actually recycle all of the items collected for recycling, with still nearly 1 in 5 thinking this. Those who said they were well informed were slightly more likely to feel that the council does recycle all the items collected, although there were still 'well informed' medium and high recyclers who felt that the council didn't recycle everything collected. This agrees with comments in focus groups where surprisingly many of the medium/high recyclers expressed lack of confidence that materials are actually recycled after they are collected. This was also expressed by low/non recyclers but a difference was that for the medium/high recyclers it didn't necessarily stop them recycling.

Work to improve the public's trust that what's collected for recycling is actually recycled, through better and more information.

Other environmental behaviours: In all cases high recyclers were significantly more likely to perform other environmental behaviours such as using washable nappies and purchasing re-usable 'bags for life' or cloth bags for shopping every-time than other groups. They are also more likely to do so 'sometimes, most times and every-time', although similar percentages of mediums as high recyclers say they do these action sometimes.

Storage space: This issue is still undoubtedly a barrier to recycling, although less respondents said they don't have enough space to recycle in 2003 than 2002. It also came up repeatedly in the focus group discussions. Considerably more low/non recyclers (62%) agreed with the statement that there is not enough space in my home to store recyclables, than high or medium recyclers (30% and 38% respectively).

"But I do have a storage issue and that for me is a huge - that's my main reason why I don't. I don't have a place to put it." (low/non recycler)

Those living in flats are more likely to feel that separating rubbish isn't clean and causes smells and clutter in the house with just under 40% of this group agreeing with this compared to 20% of those living in houses. And those who feel that separating rubbish isn't clean and causes smells and clutter are also more likely to not have enough space to recycle. Over 3/4 of those who felt recycling wasn't clean also said they didn't have enough space to recycle.

Communications messages need to tackle the storage space issue, particularly for those living on estates.

Information – Access, Needs and Preferences

There were increases all round in the perception of how well respondents felt they were informed about recycling, with significantly stronger shifts in most cases in H&F and Wandsworth. The biggest increases were in those who felt informed about 'local recycling services provided' and 'what can and cannot be recycled in the area'. Overall more than two thirds of households in H&F and Wandsworth say they are informed about what can be

recycled and what services are provided; increases from between a third and a half previously.

Clearly, the introduction of new provision with the orange sack scheme had led to a big increase in awareness, but also with an overall 57% feeling informed about services and 65% about what can be recycled this still leaves a significant minority who do not feel well informed.

Further research is needed to identify what messages and via which channels of communication will be most likely to reach those least well informed.

There was not much change in those saying they were informed about benefits of recycling, but 'what happens to materials after they're recycled' is better understood although still most people (60%) are not sure about this aspect of recycling.

Just over half responded saying they needed more information on what can and can't be recycled which was less than previous survey. There was convergence amongst the focus groups that they wanted more information. The low/non recycler groups exhibited a low awareness of how to recycle, which agrees with the feeling that medium/high recyclers had that people don't understand the issues. All groups felt that they had received insufficient information, and some participants expressed surprise at how ignorant of recycling they had previously been.

By recycler group, high recyclers had a higher level of respondents saying they were well informed about what materials can be recycled in the area (85%) than medium (72%) or low/non recyclers (33%).

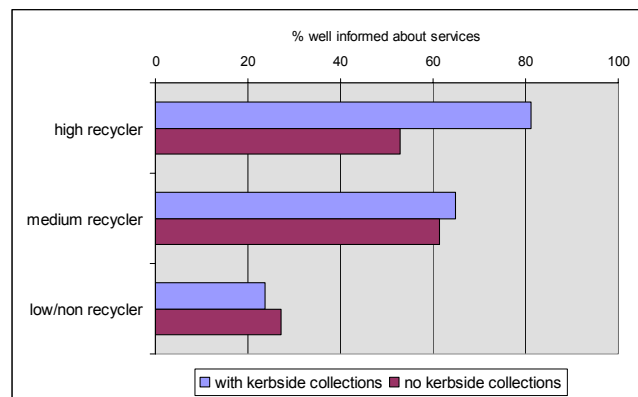
Low/non recyclers are much more likely to strongly agree that they don't know what facilities are available in the area, with nearly 70% of those who strongly agree being low/non recyclers. Amongst the low/non recyclers those without kerbside access were slightly more likely to say they were informed at 36% compared to 33% of those with kerbside. That low/non recyclers with kerbside collections often lack of information may be an influencing factor in their low level or lack of recycling activity.

Target low/non recyclers *with* kerbside access with information, as awareness may be one of the barriers they face.

Overall there are still significant groups of people who don't feel well enough informed about recycling, but what the survey data doesn't tell us clearly though is what type of information they want.

Most of those in the focus groups wanted information on what services were available; a clearer understanding of how to do it, and understanding what is most important, help to prioritise, and what happens to recyclables once collected. Medium/high recyclers wanted more information to help understand the issues, and had found difficulties in getting the information they wanted, particularly accurate information and detailed practical advice.

Informed about Recycling Services in the Area in 2003



Low/non recyclers said they need a clearer understanding of how to recycle, but were not so concerned about the 'whys' and 'whats' and outcomes of recycling. This group were particularly concerned with understanding what materials are most important, and wanted help to prioritise. Medium/high recyclers were more interested in what happens to recycled materials, as were the young mid-recyclers.

Campaigns and Communications

More respondents in WRWA felt informed about campaigns/ promotions in the local area in the 2003 survey compared to 2002. There was a 16 point increase in the percentage who felt informed, but this was still only 1/3 of respondents overall.

Communications are reaching an increased proportion of residents, but there is a need for greater penetration in order to reach the majority in each borough who did not feel informed about local campaigns and promotions.

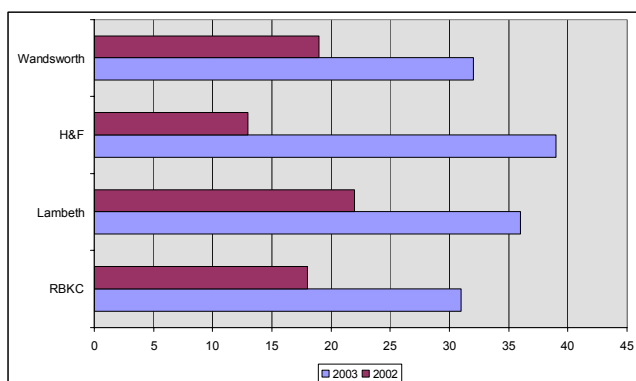
High recyclers were more likely to feel informed; however a half of the high recyclers said they did not feel informed. It is not possible to say what specific activities may have led to these differences, either between boroughs or different groups of recyclers, as even with more specific data it would be hard to separate out different campaigns or elements of campaigns due to the complex interactive effects of exposure to different media.

Information remembered: Overall the recall of written materials was higher than for other media, but this may reflect a range of factors, including when the material was distributed and the exposure to each media. Much of the campaign activity had been quite recent to the survey, and future surveys would be needed to observe whether impact achieved is lasting.

Need to investigate how to measure if information influences behaviour, rather than just the recall of information.

The recall of communications that respondents had personally seen or heard of was highest for leaflets or information through the door at 24%, although this is still less than a quarter of households. Asking whether they had 'seen or heard of' does not measure what impact that media may have had on the respondents, only that they recall it.

Informed about Local Campaigns and Promotions



In H&F and Wandsworth where the orange sack scheme has been introduced during the past year recall of leaflets was not significantly higher than for Lambeth or RBKC, which would indicate that information from leaflets has not had a strong influence on the higher recycling rates reported in H&F and Wandsworth.

Only 1 in 10 of the low/non recyclers said they had seen or heard of leaflets.

There was very low recall of leaflets amongst low/non recyclers, and therefore this group needs to be reached through other means.

After leaflets, the next most remembered media was posters at 13%, which may relate to the poster campaign carried out by the Recycle for London campaign in September/October immediately prior to the survey in 2003. With posters in every supermarket and on 18% of buses it was expected that 95% of the target audience of medium recyclers would be reached by this campaign.

Recall of personal approaches, including the doorstepping visits, local events, the 'Giant Motorised Dustbin' at shopping centres and activities in schools was fairly low, although the number of people exposed to such media is probably considerably lower than for written materials.

Doorstepping: The doorstepping campaign visited about 7% of the households in the three boroughs, but each of these was engaged in conversation, given literature, and then some telephoned as a follow-up reminder, which served to bring the messages to their attention if only for a brief time. The Waste Watch report of the doorstepping campaign detailed the increased participation rates and/or set-out rates that were seen in the majority of areas visited by the doorsteppers, and which indicates that the campaign was effective in increasing recycling behaviour in those areas, at least in the short-term. Support for personal visits to deliver recycling information was also given by many of the focus group participants (as mentioned above) who felt strongly that personal visits would be an effective way to engage people.

Overall those who remembered doorstepping visits or had heard of them, from the boroughs where doorstepping campaigns were held, and from those households with kerbside access who may have received visits, the overall recall of those having personally received a visit was 3%, and of having received a visit or heard about them 5%. This was higher in Wandsworth and Lambeth, than in H&F; but it is not possible to tell from the questions asked why this should be so. Those who remembered or had heard

about doorstepping visits as a proportion of the households visited shows a high level of recall in Lambeth and Wandsworth, with around 4 or 5 in 10 households saying they recalled a visit, although still fairly low in H&F. However this data should be treated **very cautiously** as it represents too few respondents to be statistically reliable and needs further more targeted investigation of the areas where doorstepping took place to determine whether it is a random result or supports claims for doorstepping achieving effective engagement with the public visited.

Further evaluation is required of the impact of doorstepping on households in the areas visited to provide a reliable figure for how well remembered the visits were, and explore their impact on behavioural change.

Schools activities: Waste Watch have been engaged in working with schools in the WRWA area and a number of schools activities have taken place during the year preceding the 2003 survey. In questioning how many had seen or heard of schools activities in the survey, the recall amongst those households with children between 5 and 16 years old was 9%. Without data on what percentage of this target population had school children that had been involved in activities, it is not possible to say how effective the programme has been in reaching those parents. However the primary aim of the schools activities is longer term and not focused on direct transfer of the messages to home.

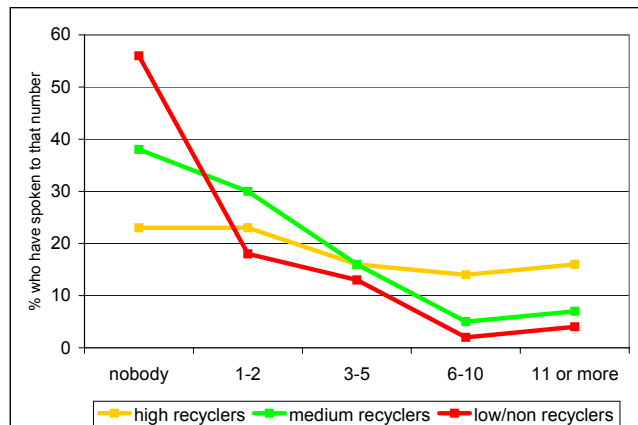
In the focus groups nearly everyone commenting on getting schools involved, and felt that educating kids is an important element in encouraging recycling.

Chatter factor: Over half of the respondents had spoken to someone about recycling/waste issues this year. Those in Wandsworth seemed to be more likely to chatter and to more people than the other boroughs.

High recyclers and those with kerbside collections were more likely to talk to more people about recycling/waste issues than either medium or low/non recyclers, with low/non recyclers being the most likely not to have talked to anyone.

Communications could make more use of chatter factor to encourage recycling; however more research is needed to gauge the effectiveness of this way of delivering the message.

People Talked To About Recycling/Waste Issues



Those who missed all promotional activity about recycling: Of the whole survey in 2003, 58% said that they had not seen any of the communications that were asked about. Of this group there were more proportionally in RBKC and H&F than in Lambeth or Wandsworth, and those without kerbside schemes more likely than those with. Low/non recyclers were most likely not to have seen any communications at 69%, followed by the medium recyclers at 58%, and then the high recyclers at 45%.

Further research is needed to explore how to reach the low/non recyclers who are less likely to see any communication about recycling.

In most cases the proportion who hadn't seen any of the communications was more than half of the group, which implies a lot more needs to be done to reach all of or even most of the population.



Acknowledgements
We would like to acknowledge and thank Waste Watch and Cory Environmental for funding this research. Waste Watch is a leading organisation promoting sustainable resource management in the UK by campaigning for all areas of society to reduce resource use, maximise resource reuse and increase the percentage of waste recycled.

The key recommendations and issues highlighted by the research results:

Communication: methods

- Further research is needed to explore how to reach the low/non recyclers who are less likely to see any communication about recycling.
- There was very low recall of leaflets amongst low/non recyclers, and therefore this group needs to be reached through other means.
- Further evaluation is required of the impact of doorstepping on households in the areas visited to provide a reliable figure for how well remembered the visits were, and explore their impact on behavioural change.
- Communications could make more use of chatter factor to encourage recycling; however more research is needed to gauge the effectiveness of this way of delivering the message.
- Need to investigate how to measure if information influences behaviour, rather than just the recall of information.

Communication: messages

- Communications are reaching an increased proportion of residents, but there is a need for greater penetration - to reach the majority in each borough who did not feel informed about local *campaigns and promotions*; and - to increase awareness of recycling *facilities* amongst almost half of residents who felt there were not very well informed.
- Aim to target low/non recyclers *with* kerbside access with information; as awareness may be one of the barriers they face.
- Targeting medium and high recyclers with information about the 'less commonly recycled' materials will help to tackle low awareness.
- Communicate the message about how recycling can be 'part of your everyday routine'; particularly targeting low/non recyclers and those living in high-rise flats to encourage normalisation.
- Communications messages need to tackle the storage space issue, particularly for those living on estates.

- Further research is needed to identify what messages and via which channels of communication will be most likely to reach those least well informed.
- Work to improve the public's trust that what's collected for recycling is actually recycled, through better and more information.
- Contamination in recycling collections needs to be correlated with reported behaviour to identify where real misunderstandings exist about what materials can't be recycled locally.
- There is a need for targeted information to clarify what can't be recycled in the borough, as well as what can, to cut down on non-targeted materials being collected.

Improving recycling services & tackling barriers

- There are opportunities to target the significant group of medium recyclers who do *not* have access to kerbside collection, and who might become high recyclers with more convenient facilities.
- Further research is needed to identify the particular barriers to recycling experienced by low/non recyclers and specifically for those living on high-rise estates and for those from black and minority ethnic groups.
- Research is needed to understand what recycling activities those living in high rise estates do engage in, why some claim to use services they don't have, and what provision would be convenient for those living in flats?
- It is clearly important that bring sites are well maintained and pleasant, safe places to visit to give out the right message about recycling, and to increase use of these facilities.
- Further research is needed to understand the issues and barriers around composting amongst the residents of WRWA to enable information to be targeted to reduce the current, apparent confusion.

These recommendations and issues are also emphasised throughout the report by setting them in boxes.