

Recycle Western Riverside Doorstepping Campaign 2010 Final Report

Prepared by Waste Watch for the Recycle Western Riverside Partnership

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Executive Summary

- The Recycle Western Riverside campaign team at Waste Watch was commissioned to undertake a doorstepping campaign across the four constituent boroughs of the Western Riverside Waste Authority (London boroughs of Hammersmith and Fulham, Lambeth, Wandsworth and the Royal Borough of Kensington and Chelsea) in autumn 2010.
- The targets of the campaign were to visit 10,000 households and make contact with 3,000 residents (30% contact rate) in each borough. The Recycling Promoters exceeded these targets by making a total of 54,785 visits to 42,810 households across the four boroughs. They spoke to 13,704 residents which made for an overall contact rate of 32.0%.
- This report presents the findings from the doorstepping undertaken in each of the boroughs.

Phase 1: Wandsworth

- The campaign focused on promoting the estates recycling service to residents in flats in order to increase participation and capture of materials and decrease contamination. The recycling of textiles was also promoted and Green Pledge cards were offered to residents.
- A total of 12,089 visits to 10,714 households were made. 3,532 residents were spoken to which made for an overall contact rate of 33.0%.
- The majority of residents contacted claimed to use the estates recycling service (81.1%).
- The most commonly cited reason for not using the estates recycling service was 'cannot be bothered' (35.2%).
- Paper was the most commonly recycled material through the estates recycling service (82.7%).
- Only 42.2% of residents who stated that they use the estates recycling service deposit recycling loose into the banks.
- 612 orders for orange reusable bags were taken.
- 59.4% of residents claimed to recycle textiles, with charity shops/collections as the most commonly cited method of disposal (40.1%).
- Feedback on recycling services generated a positive to constructive comments ratio of 42:58.
- 'Recycling banks are full' was the most common constructive comment (23.1%).
- 812 Green Pledge cards were distributed and 106 were returned to Wandsworth Council.

Phase 2: Lambeth

- The campaign focused on promoting the kerbside recycling service and the estates recycling service in order to increase participation and the capture of materials. Vale Street RRC and home composting were also promoted and feedback was sought on the different visual communications styles of recycling leaflets and reusable orange bags.
- A total of 12,529 visits to 10,279 households were made. 3,455 residents were spoken to which made for an overall contact rate of 33.6%. This consisted of 11,423 visits to 9,173 kerbside households with 3,168 residents contacted (34.5%) and 1,106 visits to 1,106 flats households with 287 residents contacted (25.9%).

- The majority of residents contacted claimed to use the kerbside recycling service and the estates recycling service (93.2% and 77.4% respectively).
- The most commonly cited reason for not using the kerbside recycling service and the estates recycling service was 'cannot be bothered' (35.9% and 33.3% respectively).
- Paper was the most commonly recycled material through both the kerbside recycling service and the estates recycling service (86.5% and 85.1% respectively).
- 18.3% of residents from kerbside households were interested in taking up home composting.
- 37.1% of residents served by the kerbside recycling service claimed to use Vale Street RRC, while 18.5% of residents served by the estates recycling service claimed to use this facility.
- Feedback on recycling services generated a positive to constructive comments ratio of 62:38 from residents served by the kerbside recycling service. 'More materials should be recycled' was the most common constructive comment (25.5%).
- Feedback on recycling services generated a positive to constructive comments ratio of 51:49 from residents served by the estates recycling service. 'Banks are full' was the most common constructive comment (25.0%).
- Residents served by the kerbside and estates recycling services both preferred the illustrations style of recycling leaflet (as opposed to the photographic style) (19.9% and 16.4% respectively).
- The most common comment from residents served by the estates recycling service in response to feedback on the reusable orange bag was 'do not have a bag, would find it helpful' (33.1%).
- 129 orders for orange reusable bags were taken.

Phase 3: Hammersmith and Fulham

- The campaign focused on promoting the kerbside recycling service and the flats above shops recycling service in order to increase participation and the capture of materials. Home composting and a supporting workshop, battery recycling and a small WEEE recycling trial were also promoted. No Junk Mail stickers were also distributed.
- A total of 13,513 visits to 10,633 households were made. 3,359 residents were spoken to which made for an overall contact rate of 31.6%. This consisted of 11,851 visits to 8,971 kerbside households with 3,066 residents contacted (34.2%) and 1,662 visits to 1,662 flats above shops households with 293 residents contacted (17.6%).
- The majority of residents contacted claimed to use the kerbside recycling service and the flats above shops recycling service (90.2% and 74.4% respectively).
- The most commonly cited reason for not using the kerbside recycling service was 'sacks not delivered' (25.1%), while the most commonly cited reason for not using the flats above shops recycling service was 'lack of sacks' (31.6%).
- Paper was the most commonly recycled material through both the kerbside recycling service and the flats above shops recycling service (81.5% and 71.1% respectively).
- 26 orders for orange recycling sacks were taken for residents served by the flats above shops recycling service.
- 11.1% of residents from kerbside households were interested in taking up home composting.
- 6.5% of residents from kerbside households were interested in attending the composting workshop.
- Feedback on recycling services generated a positive to constructive comments ratio of 61:39 from residents served by the kerbside recycling service. 'More materials should be recycled' was the most common constructive comment (28.9%).
- Feedback on recycling services generated a positive to constructive comments ratio of 39:61 from residents served by the flats above shops recycling service. 'Lack of sacks' was the most common constructive comment (39.8%).

Phase 4: Kensington and Chelsea

- The campaign focused on promoting the kerbside recycling service and the flats above shops recycling service in order to increase participation and the capture of materials. No Junk Mail stickers were also distributed.
- A total of 16,654 visits to 11,184 households were made. 3,358 residents were spoken to which made for an overall contact rate of 30.0%.
- The majority of residents contacted claimed to use the kerbside recycling service (83.9%).
- The most commonly cited reason for not using the kerbside recycling service was 'cannot be bothered' (26.3%).
- Paper was the most commonly recycled material through the kerbside recycling service (80.3%).
- Feedback on recycling services generated a positive to constructive comments ratio of 67:33.
- 'More materials should be recycled' was the most common constructive comment (28.9%).

Section 1: Introduction

Recycle Western Riverside (RWR) is a campaign which encourages residents of the London boroughs of Hammersmith and Fulham, Lambeth, Wandsworth and the Royal Borough of Kensington and Chelsea to recycle, reduce their rubbish and buy more recycled products. The campaign is delivered by Waste Watch and is funded by the Western Riverside Waste Authority (WRWA) and Cory Environmental.

The RWR campaign team at Waste Watch was commissioned to undertake a doorstepping campaign across the four constituent boroughs in autumn 2010. This report presents the findings from the doorstepping undertaken in each of the boroughs.

1.1 Recycling services

All four Western Riverside boroughs provide kerbside properties with the orange sack recycling service. Sacks are delivered to properties three times a year in the case of Lambeth and four times a year in the case of Hammersmith and Fulham, Kensington and Chelsea and Wandsworth. Blocks of flats are provided with the estates recycling service of 1,100 or 1,280 litre eurobin bring banks. In the case of Kensington and Chelsea, Lambeth and Wandsworth, reusable orange bags have been/continue to be distributed to flat dwelling residents to facilitate recycling.

Both services collect comingled paper, cardboard, food tins and drink cans, empty aerosol cans, food and drink cartons, and plastic bottles. The materials are sorted at a materials recovery facility (MRF) before being sent to recycling processors. There is the possibility that rigid plastic packaging will be added to the recycling services in 2011 following the opening of the new WRWA MRF at Smugglers Way.

Both recycling and refuse are collected weekly on the same day with the exception of Kensington and Chelsea where the frequency is up to three times a week.

Garden waste collection services are also available to kerbside properties in the four boroughs with differences in containers, collection frequency and charges. Subsidised home compost bins are also available to residents.

In addition to these services, residents can make use of the bring banks across the four boroughs to recycle materials like textiles and shoes. Batteries can be recycled in libraries and council buildings. During the doorstepping campaign, Hammersmith & Fulham were running a small waste electrical and electronic equipment (WEEE) recycling trial using a container at Fulham Library. These and further materials can also be recycled at the reuse and recycling centres (RRCs) at Smugglers Way and Cringle Dock. Lambeth residents can also use Vale Street RRC.

Section 2: Methodology

The doorstepping campaign ran for eight weeks commencing on 28 September and ending on 19 November 2010. The equivalent of eleven full time Recycling Promoters were recruited for the campaign who worked as two teams, each led by a Team Leader.

The Recycling Promoters were provided with a full day of training at the start of the campaign (27 September) which covered household waste management in the UK, the RWR campaign and the nature of recycling services across the boroughs, doorstepping in practice (including role plays), and health and safety. The first day of training also included training for the initial phase of the campaign in Wandsworth.

Subsequently, as the campaign progressed from one borough to the next, a two hour training session was held on the specifics of the campaign in that borough (12 October for Lambeth, 26 October for Hammersmith and Fulham, and 9 November for Kensington and Chelsea). The Recycling Promoters also visited the new MRF at Smugglers Way on 5 October to learn more about the recycling process.

All Recycling Promoters were issued with RWR branded high visibility vests, rucksacks and identification badges. They also carried a letter of authorisation from the council in question explaining the reasons behind their visit. Mobile phones were provided for safety and to communicate within the team and with the Waste Watch Consultant. While all Recycling Promoters were effective communicators in English, some were also fluent in one or more of the following languages: Bengali, French, Hindi, Italian, Pashto, Portuguese, Spanish and Urdu.

When contact was made at the doorstep, the Recycling Promoters introduced themselves and used a relaxed conversational approach following a script decided in consultation with each borough to cover the aim and objectives of the campaign (see Appendix 6.1 and 6.2). During each visit the Recycling Promoters promoted and explained the full details of the kerbside or estates recycling service and, where appropriate, further recycling services. The Recycling Promoters aimed to address barriers to participation identified during the conversation in order to encourage:

- non-participating residents to start recycling
- residents already participating to recycle more
- residents to participate correctly

The Recycling Promoters also answered any queries about the recycling services and provided the resident with an opportunity to make comments about the services to be passed on to the respective borough. Specific unresolved complaints related to the issues of waste and recycling were also recorded, and in some boroughs orders for orange sacks and reusable orange bags were taken. In most instances the Recycling Promoters posted leaflets explaining the recycling services through the letter box where there was no contact made with a resident.

Recycling Promoters were given logsheets to record information collected after each visit which helped to keep a record of the campaign's progress. The information collected included:

- the number of households visited and contacts made
- the resident's participation in the kerbside or estates recycling service, including the materials recycled
- reasons why residents did not participate in the recycling service
- any feedback on the recycling services

The information recorded was summarised by street or block of flats. Once all properties in an area had been visited and revisited, the sheets were submitted to the Waste Watch Consultant for data entry and analysis.

Where relevant, the Recycling Promoters also noted any observed issues about the recycling service in relation to particular streets or blocks of flats.

Quality checks to examine and assess the presentation, communication and delivery skills of the Recycling Promoters were undertaken during the campaign to ensure that the required standards were being met. Feedback was provided to aid continuous improvements to the standard of doorstepping and to act as a motivational platform for the Recycling Promoters.

2.1 Campaign schedule

The Recycling Promoters worked to the schedule presented in Table 1.

Table 1: Campaign schedule

Borough	Dates	Number of days
Wandsworth	28 September – 9 October with additional day on 21 October	15
Lambeth	12 – 23 October	14
Hammersmith and Fulham	26 October – 6 November	14
Kensington and Chelsea	9 – 19 November	14

The Recycling Promoters worked from Tuesdays to Fridays (12:00 to 19:00, shifting to an earlier finish of 18:30 in the second week of the Hammersmith & Fulham phase once the clocks had gone back) and on Saturdays (10:00 to 17:00) each week. One additional day of doorstepping by two Recycling Promoters was required in Wandsworth to ensure the campaign targets were surpassed.

2.2 Terminology

Number of households visited

The total number of households knocked on by the Recycling Promoters whether contact was made or not.

Number of visits made

The total number of visits made during the campaign by the Recycling Promoters whether contact was made or not including revisits.

Contact rate

The number of households where a resident was spoken to directly as a percentage of the total number of households visited.

Comments

Comments are divided into positive and constructive comments. Constructive comments were categorised and included comments like more materials should be recycled, the service is inconvenient to use and there have been missed collections.

Section 3: Results

It should be noted that the findings of doorstepping campaigns should be interpreted and used with caution as residents' stated behaviour with respect to recycling tends to be an overestimation of actual behaviour.

It should also be noted that the primary aim of the Recycling Promoters in each borough was to promote the kerbside or estates recycling service. Whether or not the Recycling Promoter guided the conversation on to promote further things like home composting and other recycling facilities depended on the existing behaviour and interest of the resident. As a result, questions arising later in the conversational script have higher proportions of no responses than earlier questions.

3.1 Overall doorstepping progress

The targets of the campaign were to visit 10,000 households and make contact with 3,000 residents (30% contact rate) in each borough. The Recycling Promoters exceeded these targets by making a total of 54,785 visits to 42,810 households across the four boroughs. They spoke to 13,704 residents which made for an overall contact rate of 32.0%. The team worked towards daily and weekly targets to ensure that the campaign was successful in engaging with as many residents as possible. The contact rate was increased by the Recycling Promoters working into the early evenings and on Saturdays, and making up to two visits to households at different times of the day in order to speak to residents. Table 2 presents the details for the four boroughs.

Table 2: Doorstepping progress by borough

Borough	Number of households visited	Number of visits made	Number of residents contacted	Contact rate
Wandsworth	10,714	12,089	3,532	33.0%
Lambeth	10,279	12,529	3,455	33.6%
Hammersmith and Fulham	10,633	13,513	3,359	31.6%
Kensington and Chelsea	11,184	16,654	3,358	30.0%
Total	42,810	54,785	13,704	32.0%

The Recycling Promoters achieved the highest contact rate of 33.6% in Lambeth and the lowest contact rate of 30.0% in Kensington and Chelsea.

3.2 Phase 1 – Wandsworth

The overall aim of the doorstepping campaign in the London Borough of Wandsworth was to promote the estates recycling service to residents in flats in order to increase participation and the capture of materials and decrease contamination. The Recycling Promoters took orders for orange reusable bags to facilitate recycling. With respect to contamination of recycling banks with textiles, the Recycling Promoters also promoted textiles recycling facilities.

Leaflets with information about the estates recycling service were provided to residents contacted and, where possible, delivered through letterboxes where no contact was made.

Green Pledge cards were offered to residents interested in taking steps to reduce their environmental impact.

The Recycling Promoters visited flats in three areas of the borough: Battersea (Monday collection), Roehampton (Friday collection), and Wandsworth (Thursday collection).

3.2.1 Key findings

The overall findings from the doorstepping campaign in Wandsworth are presented in Table 3.

Table 3: Key findings (Wandsworth)

Key finding	Value
Doorstepping progress	
Number of households visited	10,714
Number of visits made	12,089
Total number of contacts	3,532 (33.0%)
Estates recycling service behaviour	
Number of households who use the service	2,863 (81.1%)
Most common reason for not using the service	'Cannot be bothered' 265 (35.2%)
Most common material recycled	Paper 2,368 (82.7%)
Number of households depositing recycling loose	1,208 (42.2%)
Number of reusable orange bag orders	612
Textile recycling behaviour	
Most common way of disposing of textiles	Charity shops/collections 1,416 (40.1%)
Recycling services feedback	
Positive to constructive comments ratio	42:58
Most common constructive comment	'Recycling banks are full' 270 (23.1%)
Green pledge cards	
Number of cards distributed	812

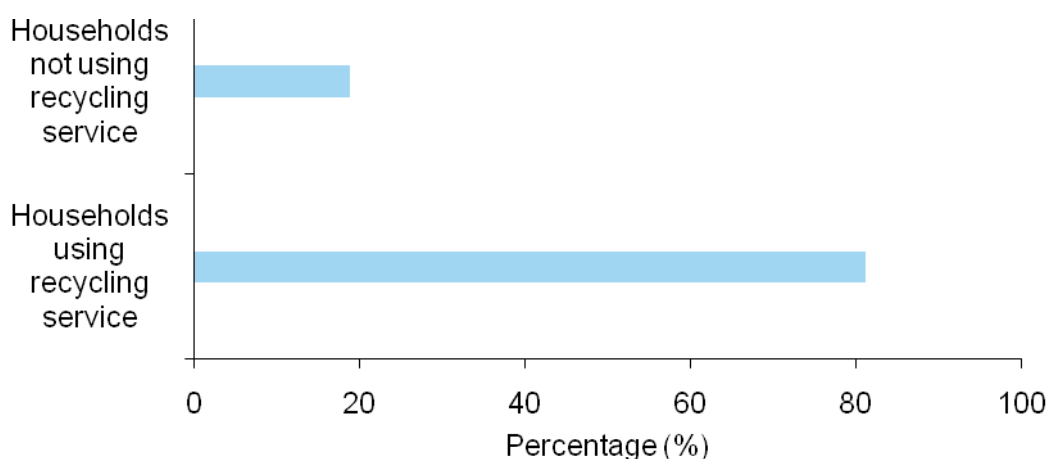
The Recycling Promoters made a total of 12,089 visits to 10,714 households. They spoke to 3,532 residents which made for an overall contact rate of 33.0%.

3.2.2 Estates recycling service behaviour

Participation in the estates recycling service

The majority of residents (2,863) contacted claimed to use the estates recycling service, while 669 residents stated that they do not participate in this service. Figure 1 summarises these findings.

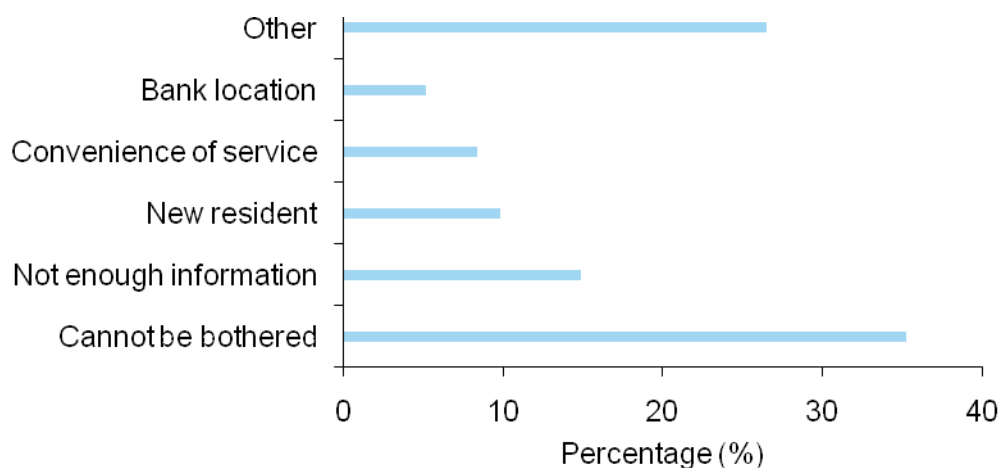
Figure 1: Participation in the estates recycling service (Wandsworth)



Reasons for non-participation in the estates recycling service

The residents who stated that they did not participate in the estates recycling service provided a number of reasons for their lack of participation, as summarised in Figure 2.

Figure 2: Reasons for non-participation in the estates recycling service (Wandsworth)



The majority of responses were recorded in the category 'cannot be bothered' (265). This was followed by 'not enough information to participate' (112), which often represented a lack of awareness of the location of estates recycling banks. Residents who were new to the borough and unfamiliar with the recycling service accounted for 74 responses. 63 residents referred to the recycling service as being inconvenient to use, while 39 residents were unhappy about the location of their recycling banks.

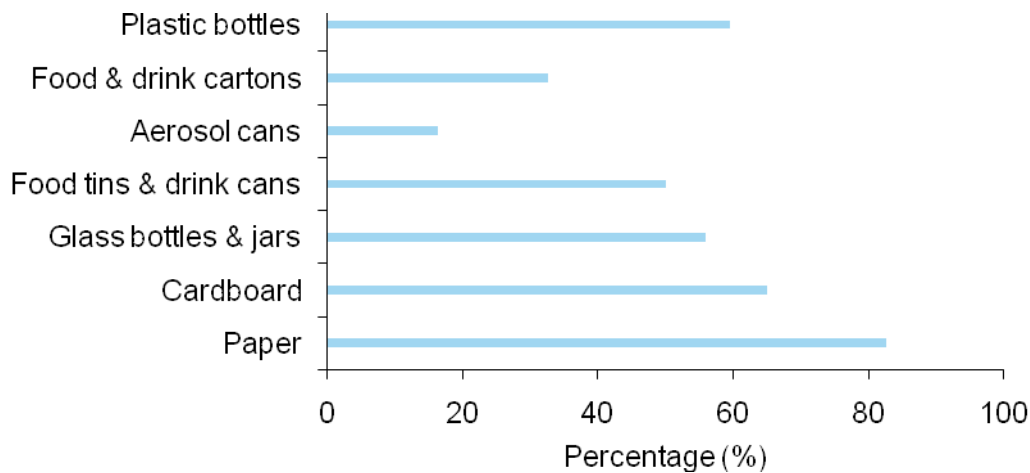
The category of 'other' with includes comments like 'no container for recycling', 'easier to use refuse chute', 'recycling banks are full' and 'I do not believe in recycling' (199 responses in total).

As well as providing non-participating residents with details of the service such as bank location and the range of materials collected, the Recycling Promoters encouraged residents to start participating in the service, thereby helping to address the main barriers to participation identified at the doorstep.

Materials recycled through estates recycling service

Figure 3 shows the materials recycled by the residents (2,863) who stated that they use the estates recycling service.

Figure 3: Materials recycled through the estates recycling service (Wandsworth)



Paper was the most commonly recycled material with 2,368 responses. This was followed by cardboard (1,860), plastic bottles (1,704), glass bottles and jars (1,602) and food tins and drink cans (1,435). The least commonly recycled material was aerosol cans with 469 responses, followed by food and drink cartons (933).

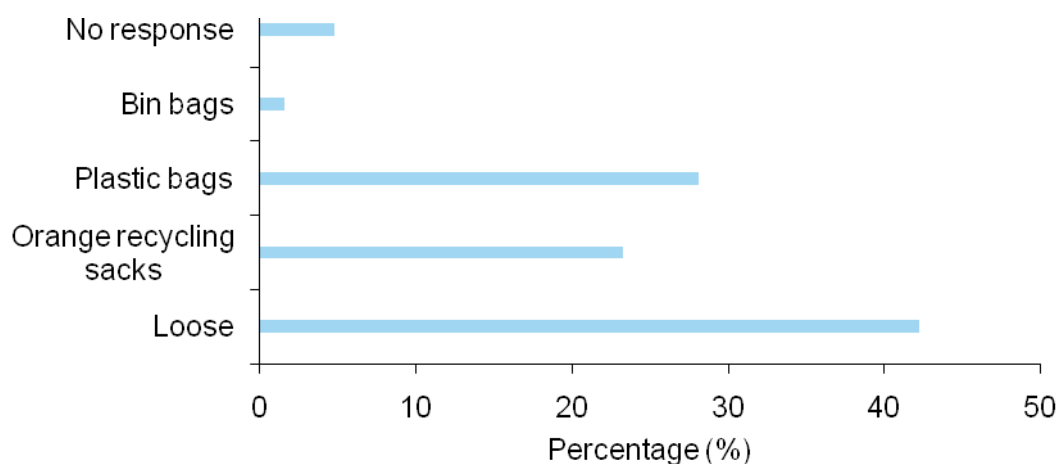
Some residents also stated that they recycled materials other than the accepted materials. The main contaminant recorded was plastic bags with 448 responses, followed by mixed plastics (194).

The Recycling Promoters informed all residents contacted of the entire range of materials collected by the recycling service and encouraged them to recycle all materials. The Recycling Promoters also corrected any contamination and highlighted the negative impacts of placing the wrong materials in the recycling banks. Thereby, the Recycling Promoters helped to increase the capture rates and quality of materials collected by the service.

Ways of depositing recycling

Where the conversation allowed, Figure 4 shows how the residents (2,863) who stated that they use the estates recycling service deposit recycling in the banks.

Figure 4: Ways of depositing recycling (Wandsworth)



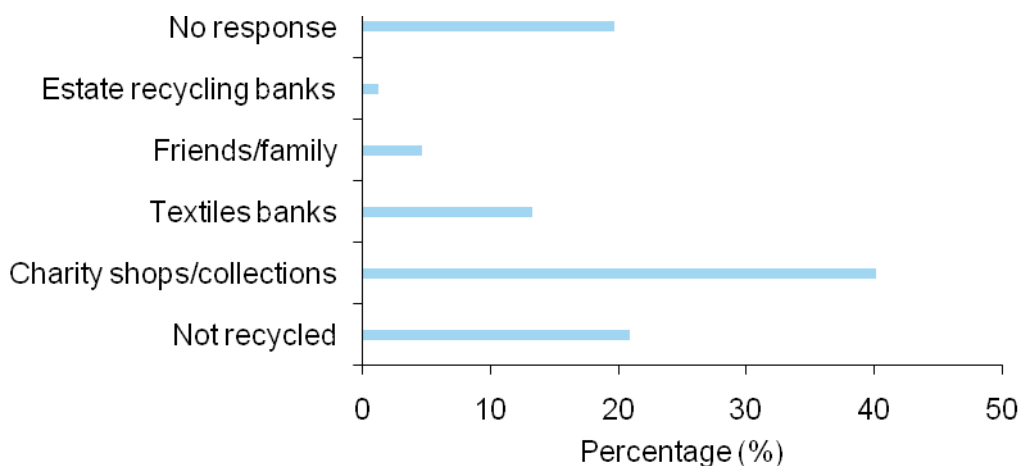
The majority of residents (1,517, 53.0%) do not deposit recycling loose into the banks. As such, 805 and 46 residents use plastic bags and bin bags respectively to deposit their recycling, and orange recycling sacks (generally obtained from libraries) are used by 666 residents. In contrast, 1208 residents do deposit recycling loose into the banks.

The Recycling Promoters corrected any contamination and highlighted the negative impacts of bagging materials including the financial costs of residents in flats making use of orange recycling sacks. Some residents would nonetheless like to be supplied with orange recycling sacks. The Recycling Promoters also took 612 orders for orange reusable bags thereby facilitating residents to deposit their recycling loose into the banks. Some residents already in possession of a reusable orange recycling bag commented that the bag is too small.

3.2.3 Textiles recycling behaviour

Where the conversation allowed, residents were asked if they recycle textiles and if so how. 2,838 responses were recorded, as summarised in Figure 5.

Figure 5: Textiles disposal routes (Wandsworth)



Charity shops/collections were the most common destination for textiles with 1,416 responses. 470 and 166 responses were recorded under the categories of textiles banks and friends/family respectively. 47 residents stated that they used their estate recycling banks to recycle textiles. Thus, 2,099 responses (59.4%) related to textiles being recycled/reused, although incorrectly in the case of the estate recycling banks. The Recycling Promoters felt

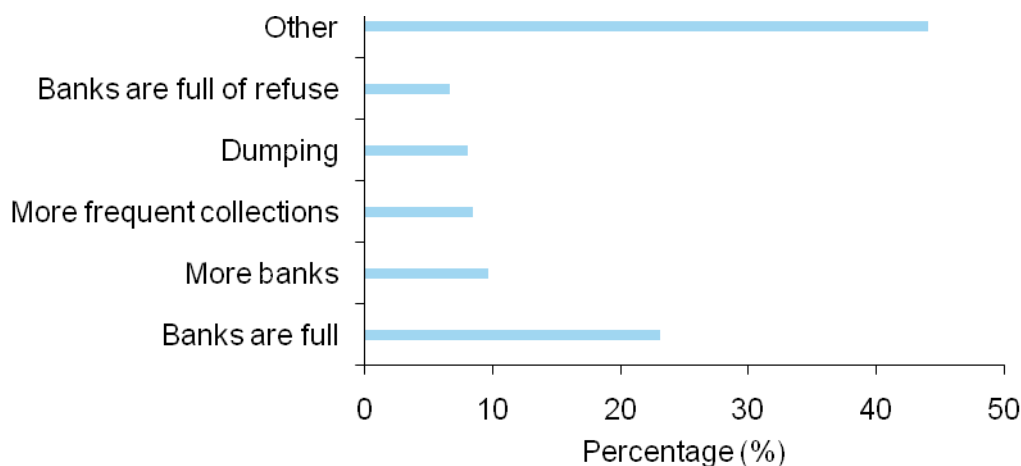
that this contamination originated from residents misunderstanding the estates recycling service, i.e. residents are aware that textiles can be recycled and therefore think they can deposit them in the recycling banks. 739 residents stated that they do not recycle textiles and a minimum of 694 residents did not respond to this question.

The Recycling Promoters encouraged residents to recycle textiles and informed them of the location of local textiles banks. The Recycling Promoters also corrected any contamination and highlighted the negative impacts of placing the textiles in the estate recycling banks. Thereby, the Recycling Promoters helped to increase the capture rates of textiles and the quality of materials collected by the estates recycling service.

3.2.4 Recycling services feedback

The Recycling Promoters also asked residents for feedback on the recycling services. Overall, 2,014 responses were recorded as feedback. While 844 responses were recorded in the category of positive comments, 1,170 responses fell in the category of 'constructive comments'. This made for a positive to constructive comments ratio of 42:58. Figure 6 summarises the main constructive comments recorded.

Figure 6: Constructive comments about recycling services (Wandsworth)



'Recycling banks are full' was the most common comment with 270 responses. The second most common comment was a request for more recycling banks with 113 responses, which was closely followed by a request for more frequent collections (99), comments about issues of dumping (often caused by commercial operations as well as residents) (95) and comments that the recycling banks are full of refuse (78).

The category of 'other' includes comments like 'more materials should be recycled' (primarily requests for mixed plastics and textiles), references to the recycling service as being inconvenient to use, and unhappiness about the location of recycling banks (515 responses in total).

3.2.5 Green Pledge cards

Where the conversation allowed, the Recycling Promoters offered Green Pledge cards to residents. 812 cards were distributed (23.0% of residents contacted). 1,388 residents (39.3%) declined a card and 1,332 residents (37.7%) did not provide a response. The Recycling Promoters encouraged residents to complete the card on the doorstep and return to the Recycling Promoter. However, residents also had the option to return the card free post. 106 Green Pledge cards were returned to Wandsworth Council.

3.2.6 Additional observations from Recycling Promoters

The Recycling Promoters observed that recycling banks are often full. Recycling banks are sometimes very dirty and in a poor state of repair. All these factors put residents off using the estates recycling service. Poor signage was also observed by the Recycling Promoters, which ties in with lack of awareness from some residents regarding the location of their recycling banks.

The Recycling Promoters noted that contamination was a major issue (identified from both their own observations and residents comments), whether this was recycling deposited in plastic bags, black sacks of recycling or general waste, or other materials placed in the banks. Recycling banks that have gone through the process of having locks fitted were not always found to be locked in practice.

3.3 Phase 2 – Lambeth

The overall aim of the doorstepping campaign in the London Borough of Lambeth was to promote the kerbside recycling service and the estates recycling service in order to increase participation and the capture of materials. The Recycling Promoters also promoted use of Vale Street RRC, and sought feedback on the different visual communications styles of recycling leaflets. Home composting was also promoted to residents in kerbside properties. Feedback on orange reusable bags was sought and orders for bags were taken from residents served by the estates recycling service.

Leaflets with information about the recycling service were provided to residents contacted and delivered through letterboxes where no contact was made. Leaflets with information about Vale Street RRC and home composting were shown to residents contacted, and in some cases given to interested residents (not a blanket distribution due to a shortage of these leaflets).

The Recycling Promoters visited properties in the south east corner of the borough where Vale Street RRC is also situated.

3.3.1 Key findings

The overall findings from the doorstepping campaign in Lambeth are presented in Table 4.

Table 4: Key findings (Lambeth)

Key finding	Value	
	Kerbside	Estates
Doorstepping progress		
Number of households visited	9,173	1,106
Number of visits made	11,423	1,106
Total number of contacts	3,168 (34.5%)	287 (25.9%)
Recycling service behaviour		
Number of households who use the service	2,954 (93.2%)	222 (77.4%)
Most common reason for not using the service	'Cannot be bothered' 83 (35.9%)	'Cannot be bothered' 26 (33.3%)
Most common material recycled	Paper 2,556 (86.5%)	Paper 189 (85.1%)
Home composting behaviour		
Number of households interested in taking up home composting	580 (18.3%)	-
Vale Street RRC behaviour		
Number of households who use the service	1,175 (37.1%)	53 (18.5%)
Recycling services feedback		
Positive to constructive comments ratio	62:38	51:49
Most common constructive comment	'More materials should be recycled' 202 (25.5%)	'Banks are full' 20 (25.0%)
Communications style feedback		
Style preference	Illustrations 630 (19.9%)	Illustrations 47 (16.4%)
Reusable orange bag feedback		
Most common comment	-	'Do not have a bag, would find it helpful' 95 (33.1%)
Number of orders	-	129

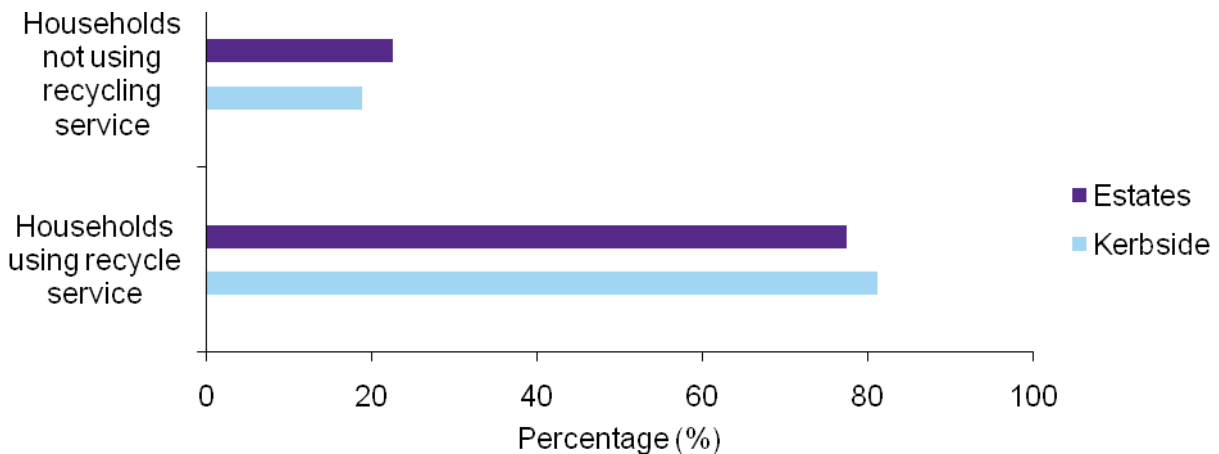
The Recycling Promoters made a total of 12,529 visits to 10,279 households. They spoke to 3,455 residents which made for an overall contact rate of 33.6%.

3.3.2 Recycling services behaviour

Participation in recycling services

With respect to the kerbside recycling service, the majority of residents (2,954) contacted claimed to use the service, while 214 residents stated that they do not participate. With respect to the estates recycling service, the majority of residents (222) contacted claimed to use the service, while 65 residents stated that they do not participate. The estates recycling service is used by a lower proportion of residents than the kerbside recycling service. Figure 7 summarises these findings.

Figure 7: Participation in the kerbside and estates recycling services (Lambeth)



Reasons for non-participation in recycling services

The residents who stated that they did not participate in their respective recycling service provided a number of reasons for their lack of participation, as summarised in Figure 8 and Figure 9.

Figure 8: Reasons for non-participation in the kerbside recycling service (Lambeth)

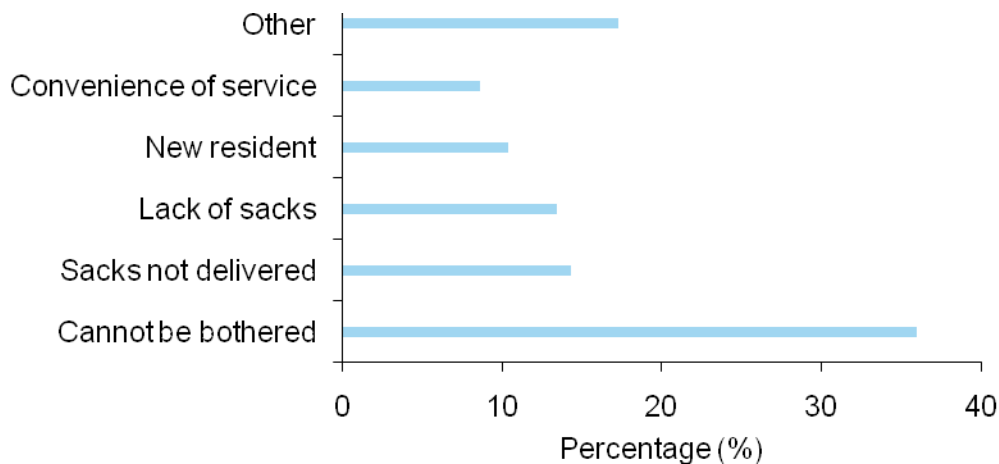
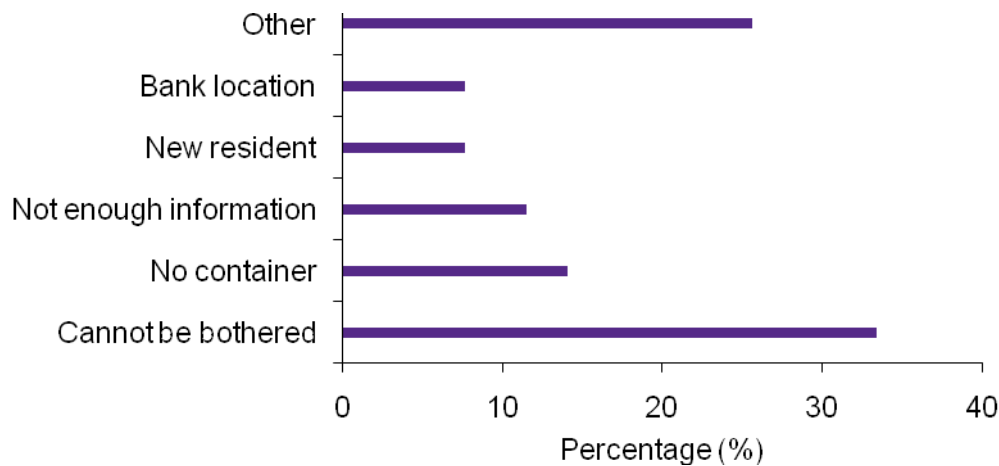


Figure 9: Reasons for non-participation in the estates recycling service (Lambeth)



With respect to the kerbside recycling service, the majority of responses were recorded in the category 'cannot be bothered' (83). The second most common reason was 'sacks not delivered' (33), closely followed by 'lack of sacks' (31). Residents who were new to the borough and unfamiliar with the recycling service accounted for 24 responses. 20 residents referred to the recycling service as being inconvenient to use.

The category of 'other' includes comments like 'not enough information to participate', 'I do not believe in recycling' and 'quality of service' (40 responses in total).

With respect to the estates recycling service, the majority of responses were again recorded in the category 'cannot be bothered' (26). The second most common reason was 'no container' (10), closely followed by 'not enough information to participate' (9). Residents who were new to the borough and unfamiliar with the recycling service accounted for 6 responses and 6 residents were unhappy about the location of their recycling banks.

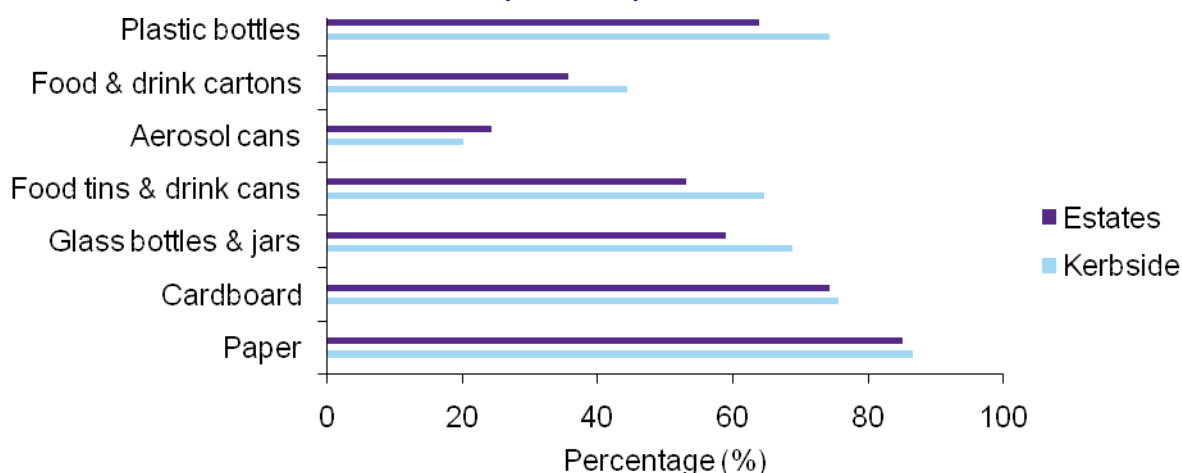
The category of 'other' includes comments about the recycling service as being inconvenient to use and 'quality of service' (21 responses in total).

As well as providing non-participating residents with full details of their recycling service, the Recycling Promoters encouraged residents to start participating in the service, thereby helping to address the main barriers to participation identified at the doorstep.

Materials recycled through recycling services

Figure 10 shows the materials recycled by the residents (2,954) who stated that they use the kerbside recycling service and the residents (222) who stated that they use the estates recycling service.

Figure 10: Materials recycled through the kerbside and estates recycling services (Lambeth)



Paper was the most commonly recycled material with respect to both the kerbside and estates recycling service with 2,556 and 189 responses respectively. This was followed by cardboard with (2,234 and 165 respectively), plastic bottles (2,194 and 142 respectively), glass bottles and jars (2,030 and 131 respectively) and food tins and drink cans (1,911 and 118 respectively). The least commonly recycled material was aerosol cans with 596 and 54 responses respectively, followed by food and drink cartons (1,310 and 79 respectively). All materials are recycled by a lower proportion of households in flats compared to households in kerbside properties, with the most marked difference in relation to food tins and drink cans.

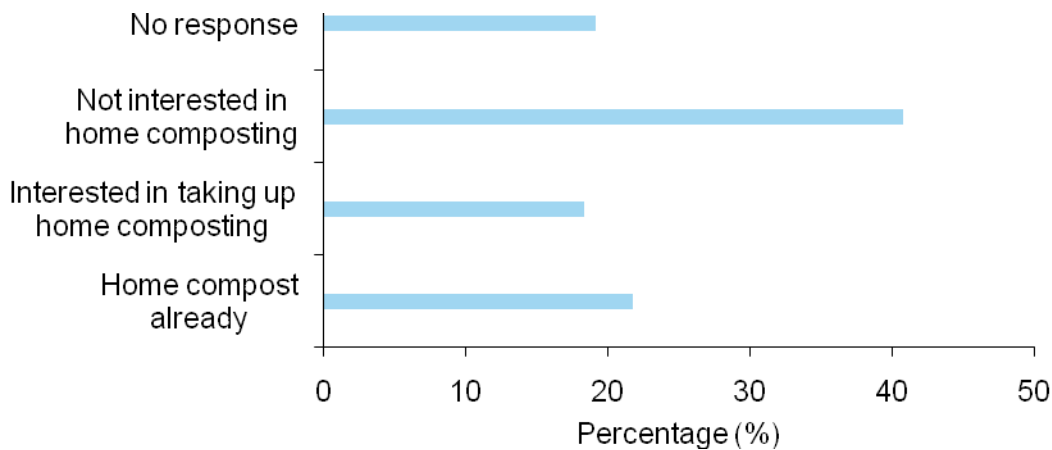
Some residents also stated that they recycled materials other than the accepted materials. The main contaminant recorded on the kerbside was mixed plastics with 203 responses, followed by plastic bags (55). Plastic bags were the most commonly stated contaminant with respect to the estates recycling service with 46 responses followed by mixed plastics (7).

The Recycling Promoters informed all residents contacted of the entire range of materials collected by the recycling service and encouraged them to recycle all materials. The Recycling Promoters also corrected any contamination and highlighted the negative impacts of placing the wrong materials in the recycling sacks/banks. Thereby, the Recycling Promoters helped to increase the capture rates and quality of materials collected by the services.

3.3.3 Home composting behaviour

Where the conversation allowed, the Recycling Promoters promoted home composting to residents served by the kerbside recycling service, including details of how to order a subsidised compost bin. Figure 11 shows the responses of residents.

Figure 11: Interest in home composting (Lambeth)

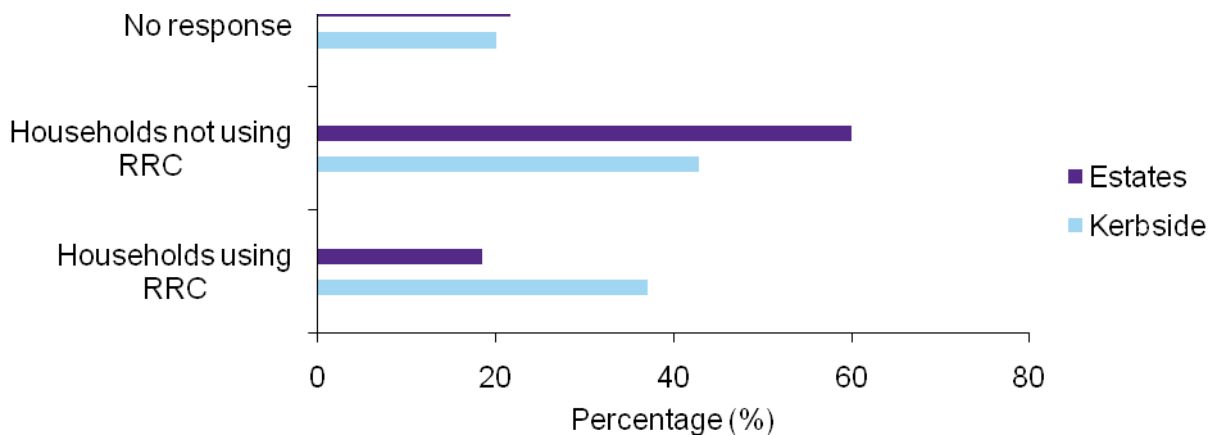


580 residents expressed an interest in taking up home composting, while 690 were already engaged in this activity. 1,292 residents were not interested in taking up home composting and 606 residents did not provide a response.

3.3.4 Vale Street RRC behaviour

Where the conversation allowed, residents were asked if they use Vale Street RRC and the findings are summarised in Figure 12.

Figure 12: Use of Vale Street RRC (Lambeth)



With respect to the kerbside recycling service, 1,175 residents claimed to use Vale Street RRC while 1,356 residents stated that they did not use this facility. With respect to the estates recycling service, 53 residents claimed to use Vale Street RRC while 172 residents said they do not. Thus, Vale Street RRC is used by a lower proportion of residents served by the estates recycling service compared to the kerbside recycling service.

A perception that the facility is too fussy about what materials are accepted and that staff are uncooperative where commonly heard comments about Vale Street RRC.

As well as providing non-participating residents with full details about Vale Street RRC including the range of materials accepted for reuse and recycling, the Recycling Promoters encouraged residents to use this facility.

3.3.5 Recycling services feedback

The Recycling Promoters also asked residents for feedback on the recycling services. Overall, 2,091 responses were recorded as feedback from kerbside properties. While 1,299 responses were recorded in the category of positive comments, 792 responses fell in the category of 'constructive comments'. This made for a positive to constructive comments ratio of 62:38. Overall, 164 responses were recorded as feedback from properties served by the estates recycling service. While 84 responses were recorded in the category of positive comments, 80 responses fell in the category of 'constructive comments'. This made for a positive to constructive comments ratio of 51:49. Figure 13 and Figure 14 summarise the main constructive comments recorded from kerbside properties and estates properties respectively.

Figure 13: Constructive comments about recycling services from kerbside households (Lambeth)

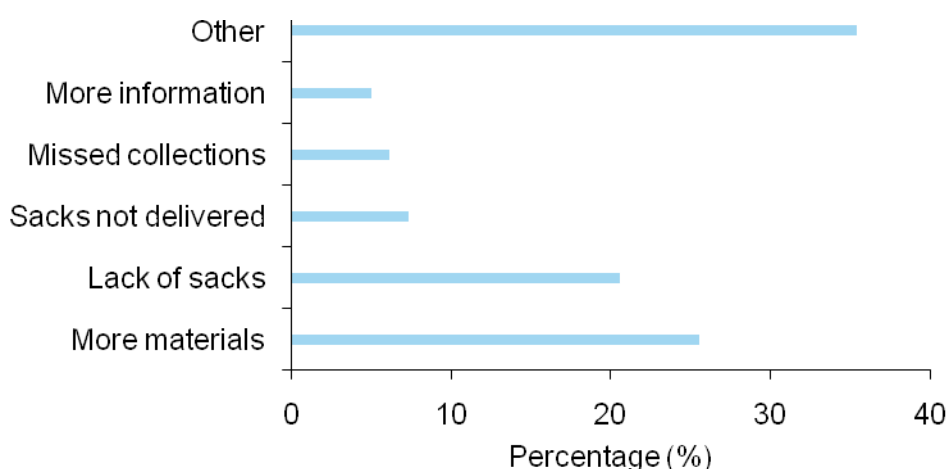
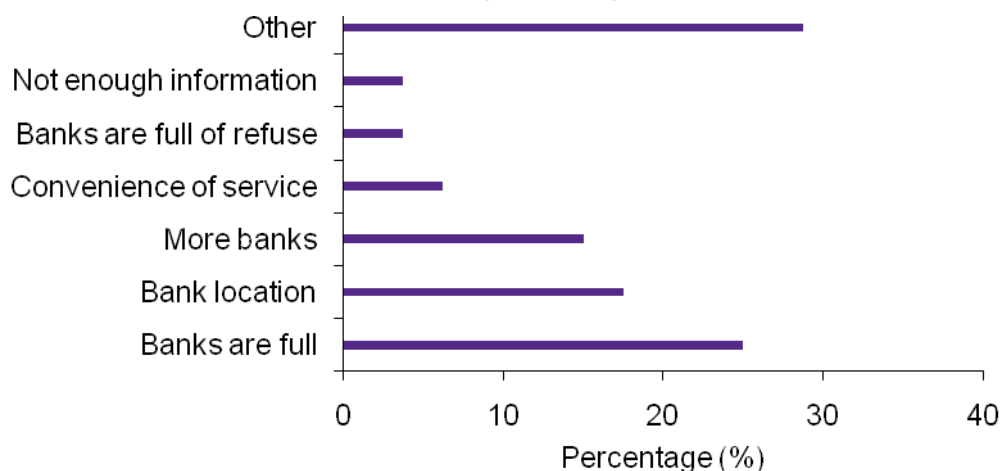


Figure 14: Constructive comments about recycling services from estate households (Lambeth)



With respect to kerbside properties, 'more materials should be recycled' was the most common comment with 202 responses; mixed plastics and food waste were the primary requests, the latter appearing to be a result of neighbouring areas of the borough having access to a trial food waste recycling service. The second most common comment was 'lack of sacks' (163). 58 residents commented that sacks had not been delivered. In some instances the Recycling Promoters heard that this was still the case after numerous attempts to contact the council. 49 residents referred to missed collections, while 40 residents commented that they would like more information about recycling such as what happens to the materials collected.

The category of 'other' includes comments like 'quality of service', 'not enough information to participate' and 'design of sacks' (280 responses in total).

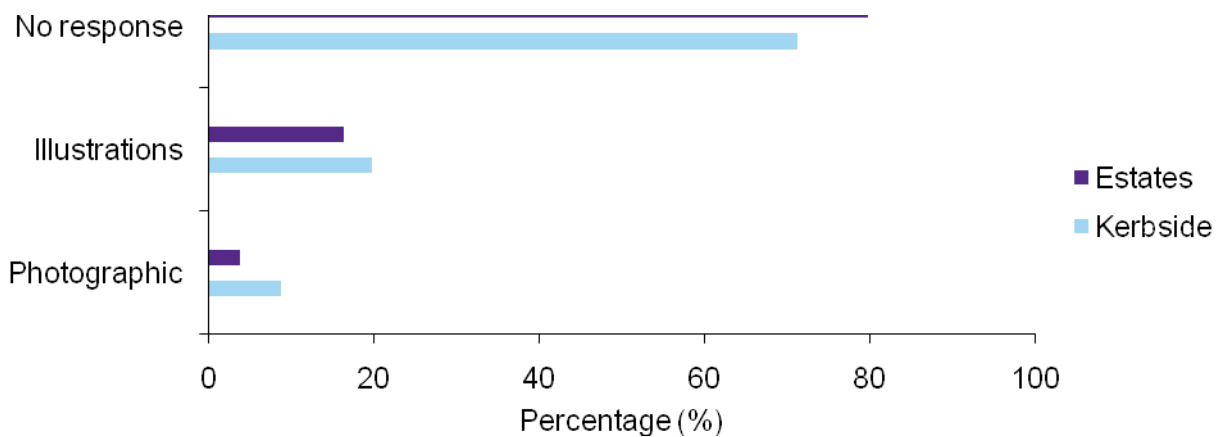
With respect to estates properties, 'recycling banks are full' was the most common comment with 20 responses. The second most common comment was unhappiness about the location of recycling banks (14), which was followed by a request for more recycling banks (12), references to the recycling service as being inconvenient to use, 'recycling banks are full of refuse' (3), and 'not enough information to participate' (3).

The category of 'other' includes comments like 'more materials should be recycled', 'more frequent collections' and 'litter' (28 responses in total).

3.3.6 Communications style feedback

Where the conversation allowed, the Recycling Promoters requested feedback from residents about two different recycling leaflets, specifically which style of visual communication they preferred. One style was photographic while the other used illustrations. Figure 15 shows residents' preferences.

Figure 15: Visual communications style preference (Lambeth)



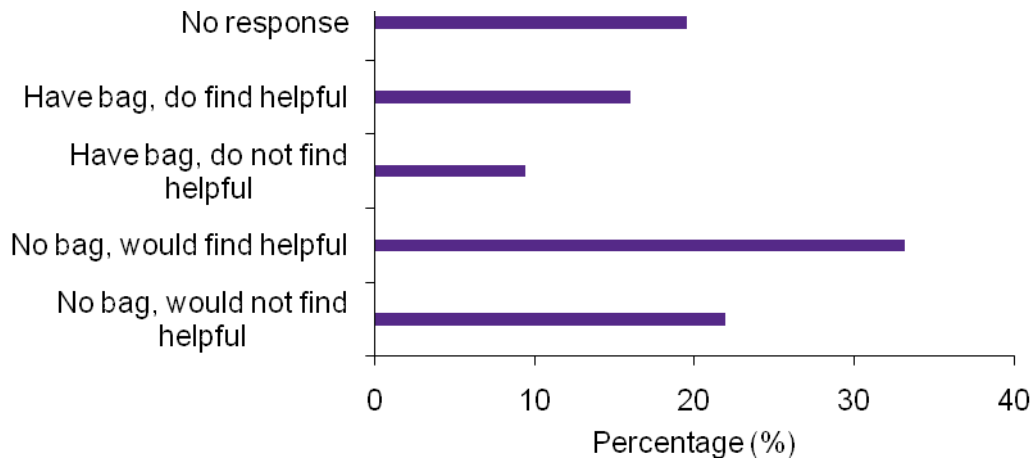
Residents from both kerbside properties and estates properties preferred the illustrations style with 630 and 47 responses respectively. 281 residents from kerbside properties and 11 residents from estates properties preferred the photographic style. No response was recorded from 2,257 kerbside residents and 229 estates residents.

The Recycling Promoters reported that residents felt the illustrations style was more attention grabbing and clearer to understand in terms of the items that can be recycled. Some residents also commented that this style was more appealing in terms of explaining recycling to their children. However, residents very much liked to see photos of what happens to their recycling which was included in the photographic leaflet.

3.3.7 Reusable orange bag feedback

Where the conversation allowed, the Recycling Promoters requested feedback from residents served by the estates recycling service about the orange reusable bag, which is summarised in Figure 16.

Figure 16: Orange reusable bag feedback (Lambeth)



73 residents already had a reusable orange bag, with 46 residents finding it helpful and 27 residents not finding it helpful. 158 residents did not have a reusable orange bag, with 95 residents stating they would find it helpful and 63 residents stating they would not find it helpful. Thus, 141 residents do/would find a bag helpful, with less residents (90) would/do not find in helpful.

The Recycling Promoters took 129 orders for reusable orange bags, including two bulk orders for 70 bags for two sheltered housing developments.

3.4 Phase 3 – Hammersmith and Fulham

The overall aim of the doorstepping campaign in the London Borough of Hammersmith and Fulham was to promote the kerbside recycling service and flats above shops recycling service to increase participation and the capture of materials. The Recycling Promoters also promoted home composting and a supporting workshop run by the council. Battery recycling and a small WEEE recycling trial using a container at Fulham Library was also promoted and No Junk Mail stickers distributed. Orders for orange sacks were taken from residents in flats above shops who had not received them.

Leaflets with information about the recycling service, home composting and the small WEEE recycling trial were provided to residents contacted and delivered through letterboxes where no contact was made.

The Recycling Promoters visited kerbside properties across nine collection rounds in the Fulham area of the borough (where the trial small WEEE collection at Fulham Library was based). The collection rounds, which included poor to medium performing ones, were as follows: Gang 2 Thursday, Gang 2 Friday, Gang 4 Thursday, Gang 5 Thursday, Gang 5 Friday, Gang 6 Thursday, Gang 7 Friday, Gang 9 Thursday, and Gang 11 Thursday. Flats above shops were visited across the length of the borough.

3.4.1 Key findings

The overall findings from the doorstepping campaign in Hammersmith and Fulham are presented in Table 5.

Table 5: Key findings (Hammersmith and Fulham)

Key finding	Value	
	Kerbside	Flats above shops
Doorstepping progress		
Number of households visited	8,971	1,662
Number of visits made	11,851	1,662
Total number of contacts	3,066 (34.2%)	293 (17.6%)
Recycling service behaviour		
Number of households who use the service	2,766 (90.2%)	218 (74.4%)
Most common reason for not using the service	'Sacks not delivered' 92 (25.1%)	'Lack of sacks' 30 (31.6%)
Most common material recycled	Paper 2,253 (81.5%)	Paper 155 (71.1%)
Number of orange sack orders	-	26
Home composting behaviour		
Number of households interested in taking up composting bin offer	339 (11.1%)	5 (1.7%)
Number of households interested in attending composting workshop	200 (6.5%)	7 (2.4%)
Recycling services feedback		
Positive to constructive comments ratio	61:39	39:61
Most common constructive comment	'More materials should be recycled' 195 (28.9%)	'Lack of sacks' 33 (39.8%)

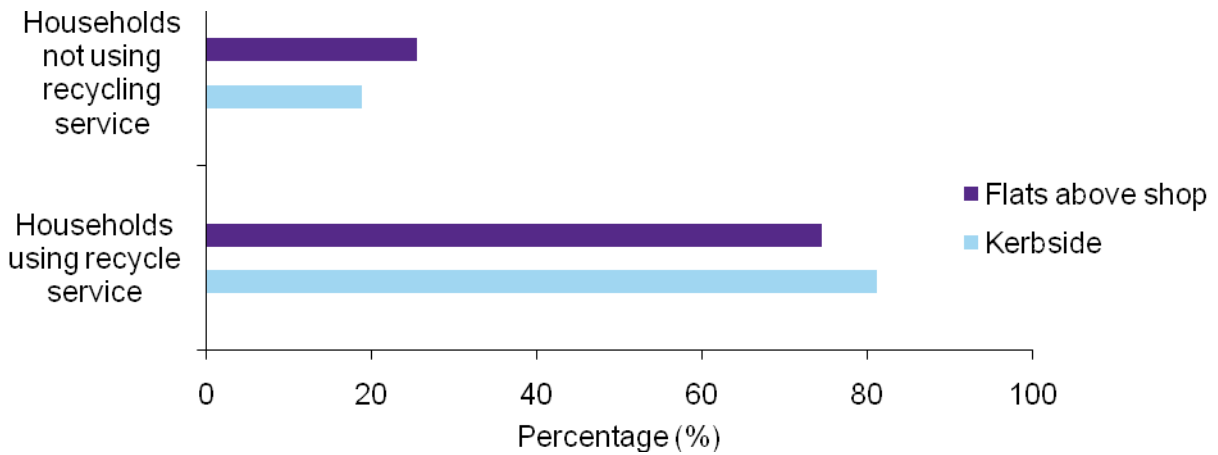
The Recycling Promoters made a total of 13,513 visits to 10,633 households. They spoke to 3,359 residents which made for an overall contact rate of 31.6%.

3.4.2 Recycling services behaviour

Participation in recycling services

With respect to the kerbside recycling service, the majority of residents (2,766) contacted claimed to use the service, while 300 residents stated that they do not participate. With respect to the flats above shops recycling service, the majority of residents (218) contacted claimed use the service, while 75 residents stated that they do not participate. The flats above shops recycling service is used by a lower proportion of residents than the kerbside recycling service. Figure 17 summarises these findings.

Figure 17: Participation in the kerbside and flats above shops recycling services (Hammersmith and Fulham)



Reasons for non-participation in recycling services

The residents who stated that they did not participate in their respective recycling service provided a number of reasons for their lack of participation, as summarised in Figure 18 and Figure 19.

Figure 18: Reasons for non-participation in the kerbside recycling service (Hammersmith and Fulham)

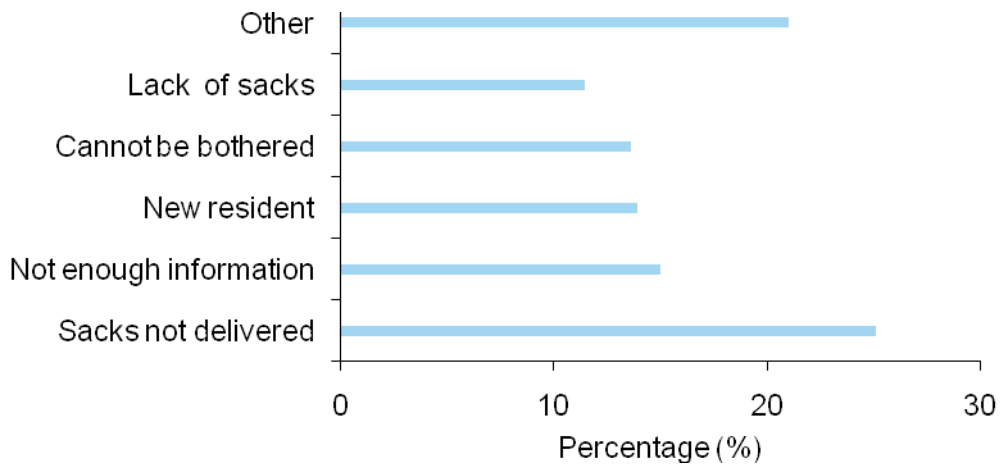
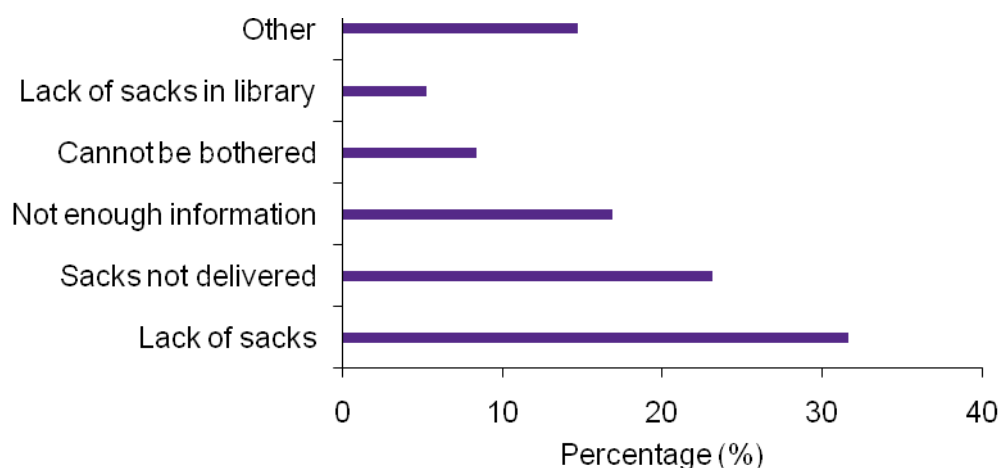


Figure 19: Reasons for non-participation in the flats above shops recycling service (Hammersmith and Fulham)



With respect to the kerbside recycling service, the majority of responses were recorded in the category 'sacks not delivered' (92). The second most common reason was 'not enough information to participate' (55), closely followed by residents who were new to the borough and unfamiliar with the recycling service (51). 50 residents indicated that they 'cannot be bothered' to use the recycling service and 'lack of sacks' was cited by 42 residents.

The category of 'other' includes comments about the recycling service as being inconvenient to use and 'uses other facilities' (77 responses in total).

With respect to the flats above shops recycling service, the majority of responses were recorded in the category 'lack of sacks' (30), which was followed by 'sacks not delivered' (22). 'Not enough information to participate' accounted for 16 responses and 8 residents indicated that they 'cannot be bothered' to use the recycling service. 5 residents stated that sacks were not in stock at the library.

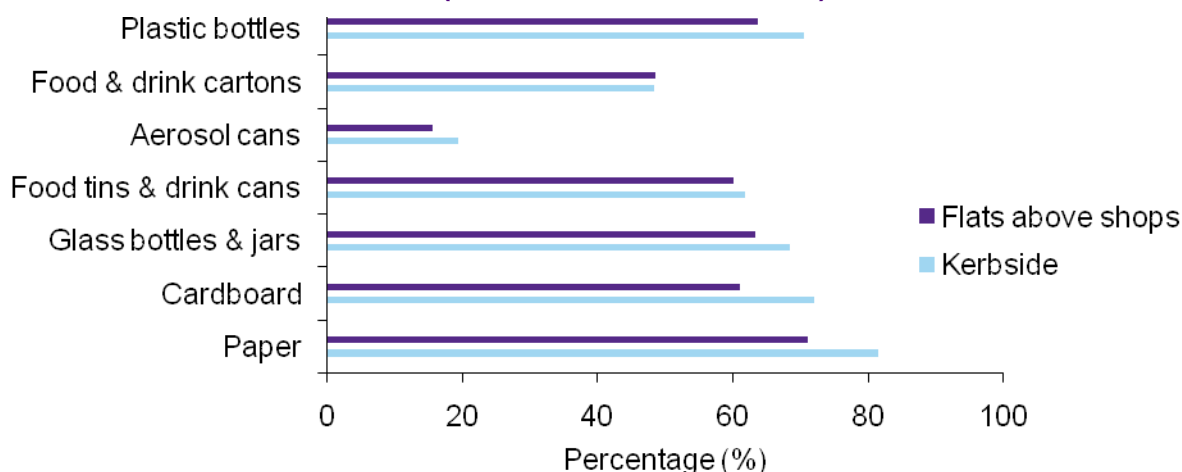
The category of 'other' includes 'uses other facilities', comments about the recycling service as being inconvenient to use and 'new resident' (14 responses in total).

As well as providing non-participating residents with full details of their recycling service, the Recycling Promoters encouraged residents to start participating in the service and took 26 orders for orange sacks from residents in flats above shops, thereby helping to address the main barriers to participation identified at the doorstep.

Materials recycled through recycling services

Figure 20 shows the materials recycled by the residents (2,766) who stated that they use the kerbside recycling service and the residents (218) who stated that they use the flats above shops recycling service.

Figure 20: Materials recycled through the kerbside and flats above shops recycling services (Hammersmith and Fulham)



Paper was the most commonly recycled material with respect to both the kerbside and flats above shops recycling service with 2,253 and 155 responses respectively. With respect to kerbside households this was followed by cardboard (1,990), plastic bottles (1,948), glass bottles and jars (1,892) and food tins and drink cans (1,711). With respect to flats above shops households this was followed by plastic bottles (139), glass bottles and jars (138), cardboard (133) and food tins and drink cans (131). The least commonly recycled material with respect to kerbside households and flats above shops households was aerosol cans with 536 and 34 responses respectively, followed by food and drink cartons (1,335 and 106 respectively). With the exception of food and drink cartons, all materials are recycled by a lower proportion of households in flats above shops compared to households in kerbside properties, with the most marked difference in relation to paper and cardboard.

Some residents also stated that they recycled materials other than the accepted materials. The main contaminant recorded from kerbside households and flats above shops households was mixed plastics with 258 responses and 21 responses respectively, followed by plastic bags (48 and 7 respectively).

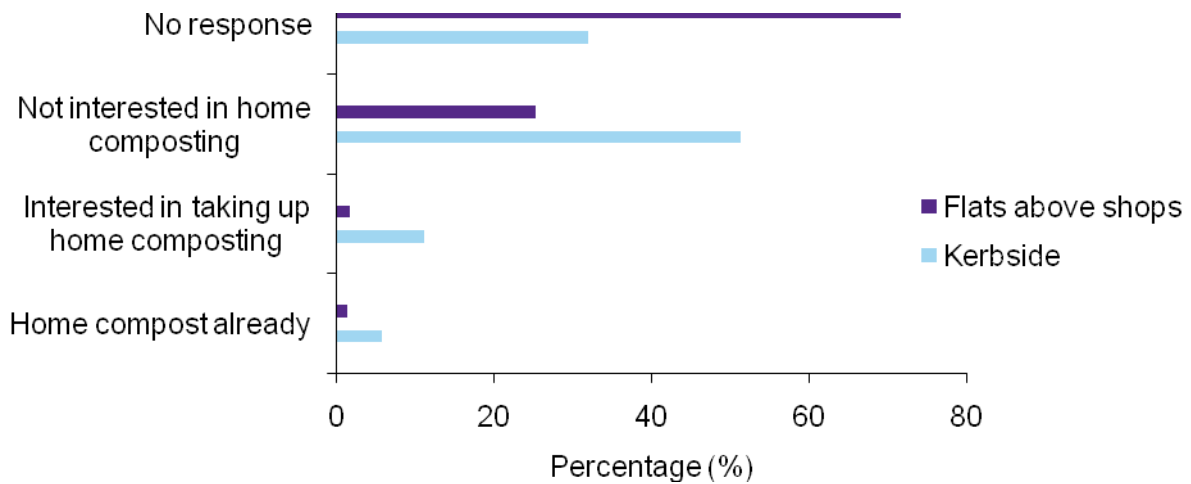
The Recycling Promoters informed all residents contacted of the entire range of materials collected by the recycling services and encouraged them to recycle all materials. The Recycling Promoters also corrected any contamination and highlighted the negative impacts of placing the wrong materials in the recycling sacks. Thereby, the Recycling Promoters helped to increase the capture rates and quality of materials collected by the services.

3.4.3 Home composting behaviour

Interest in composting bin offer

Where the conversation allowed, the Recycling Promoters promoted home composting to residents, including details of how to order a subsidised compost bin. Figure 21 shows the responses of residents.

Figure 21: Interest in home composting (Hammersmith and Fulham)

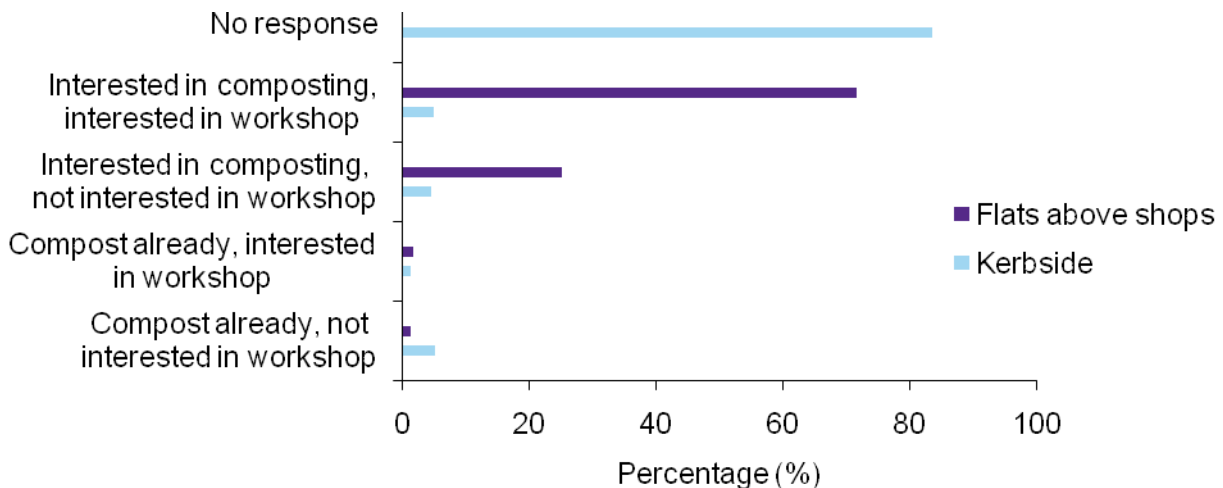


339 residents from kerbside households expressed an interest in taking up home composting, while 177 were already engaged in this activity. 5 residents from flats above shops households expressed an interest in taking up home composting, while 4 were already home composting. 1,571 residents from kerbside households and 74 residents from flats above shops households were not interested in taking up home composting. Small gardens seemed to be a prominent barrier to home composting. 979 and 210 residents respectively did not provide a response.

Interest in composting workshop

Where the conversation allowed, the Recycling Promoters also promoted a home composting workshop run by the council. Figure 22 shows the responses of residents.

Figure 22: Interest in home composting workshop (Hammersmith and Fulham)



200 residents from kerbside households (6.5%) expressed an interest in attending the workshop; 156 of these residents were interested in taking up home composting while 44 were already engaged in this activity. 302 residents were not interested in attending the workshop; 162 residents were already home composting while 140 were interested in taking this activity up.

7 residents from flats above shop households (2.4%) expressed an interest in attending the workshop; 5 of these residents were interested in taking up home composting while 2 were

already engaged in this activity. 3 residents were not interested in attending the workshop; 2 residents were already home composting while 1 was interested in taking this activity up.

It should be noted that the relatively high proportion of no responses in relation to this question is a consequence of this question coming up later in the conversation (see second paragraph of p.10) and the Recycling Promoters tailoring the conversation to residents' interest in home composting. However, the leaflet provided to contacted residents/delivered to non-contacted residents provided full details of the composting workshop.

3.4.4 Recycling services feedback

The Recycling Promoters also asked residents for feedback on the recycling services. Overall, 1,746 responses were recorded as feedback from kerbside properties. While 1,072 responses were recorded in the category of positive comments, 674 responses fell in the category of 'constructive comments'. This made for a positive to constructive comments ratio of 61:39. Overall, 136 responses were recorded as feedback from flats above shops households. While 53 responses were recorded in the category of positive comments, 83 responses fell in the category of 'constructive comments'. This made for a positive to constructive comments ratio of 39:61. Figure 23 and Figure 24 summarise the main constructive comments recorded from kerbside households and flats above shops households respectively.

Figure 23: Constructive comments about recycling services from kerbside households (Hammersmith & Fulham)

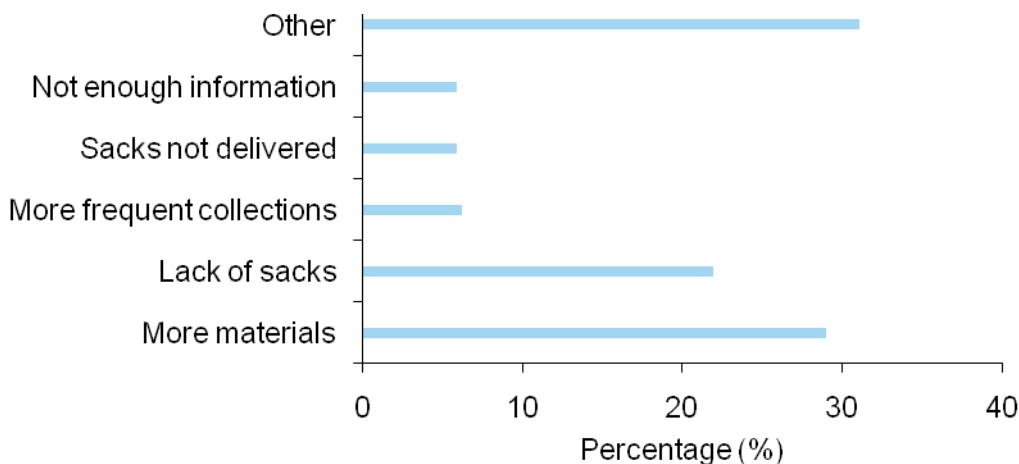
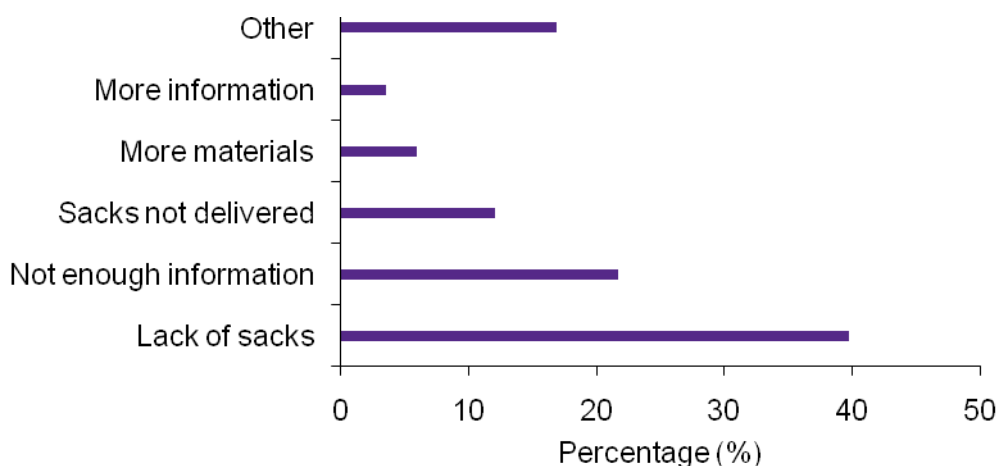


Figure 24: Constructive comments about recycling services from flats above shops households (Hammersmith & Fulham)



With respect to kerbside properties, 'more materials should be recycled' was the most common comment with 195 responses (primarily requests for mixed plastics), which was followed by 'lack of sacks' (148). 42 residents requested 'more frequent collections', while 40 residents commented that sacks had not been delivered. 40 residents made reference to 'not enough information to participate'.

The category of 'other' includes comments like 'more information about recycling' such as what happens to the materials collected, 'quality of service' and references to the recycling service as being inconvenient to use (209 responses in total).

With respect to flats above shops households, 'lack of sacks' was the most common comment with 33 responses. The second most common comment was 'not enough information to participate' (18), which was followed by 'sacks not delivered' (10). 'More materials should be recycled' (primarily requests for mixed plastics) was recorded from 5 residents, while 'more information about recycling' such as what happens to the materials collected was cited by 3 residents.

The category of 'other' includes uncategorised comments about the flats above shops recycling service (14 responses in total).

3.4.5 Further observations from Recycling Promoters

There was a positive response from residents in relation to the promotion of battery recycling and the trial small WEEE collection at Fulham Library. Residents were concerned about receiving junk mail, with many commenting that the No Junk Mail sticker is ineffective.

In comparison to other boroughs, the Recycling Promoters were much more tentative about the impact of their efforts in relation to the kerbside recycling service as the vast majority of residents appeared to already be on board with recycling.

3.5 Phase 4 – Kensington and Chelsea

The overall aim of the doorstepping campaign in the Royal Borough of Kensington and Chelsea was to promote the kerbside recycling service to increase participation and the capture of materials. The Recycling Promoters also distributed No Junk Mail stickers.

Leaflets with information about the recycling service were provided to residents contacted.

The Recycling Promoters visited kerbside properties (houses, converted flats and mansion blocks) in the SW1, SW5, SW7, SW10, W8, W10, W11 and W14 areas of the borough. Such properties had been identified as having a high turnover of residents.

3.5.1 Key findings

The overall findings from the doorstepping campaign in Kensington and Chelsea are presented in Table 6.

Table 6: Key findings (Kensington and Chelsea)

Key finding	Value
Doorstepping progress	
Number of households visited	11,184
Number of visits made	16,654
Total number of contacts	3,358 (30.0%)
Recycling service behaviour	
Number of households who use the service	2,819 (83.9%)
Most common reason for not using the service	'Cannot be bothered' 157 (26.3%)
Most common material recycled	Paper 2,264 (80.3%)
Recycling services feedback	
Positive to constructive comments ratio	67:33
Most common constructive comment	'More materials should be recycled' 158 (28.9%)

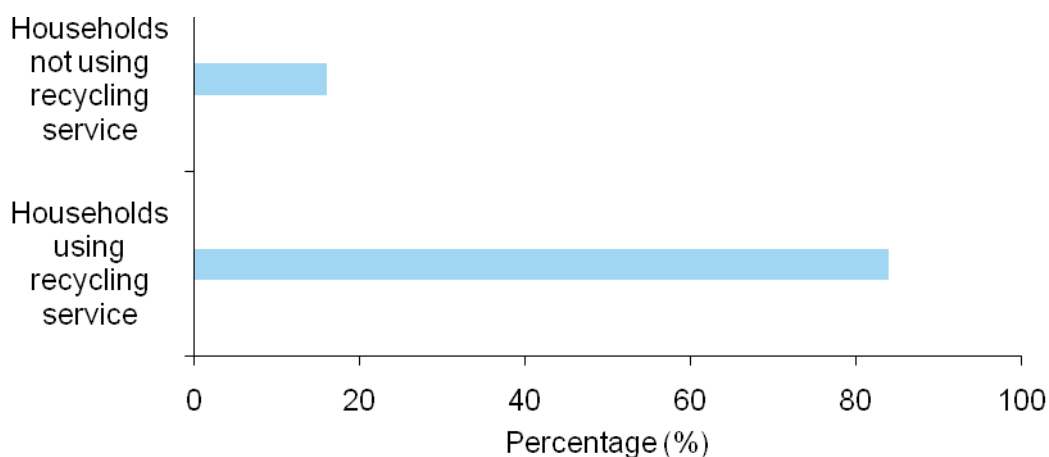
The Recycling Promoters made a total of 16,654 visits to 11,184 households. They spoke to 3,358 residents which made for an overall contact rate of 30.0%.

3.5.2 Recycling service behaviour

Participation in the recycling service

The majority of residents (2,819) contacted claimed to the service, while 539 residents stated that they do not participate. Figure 25 summarises these findings.

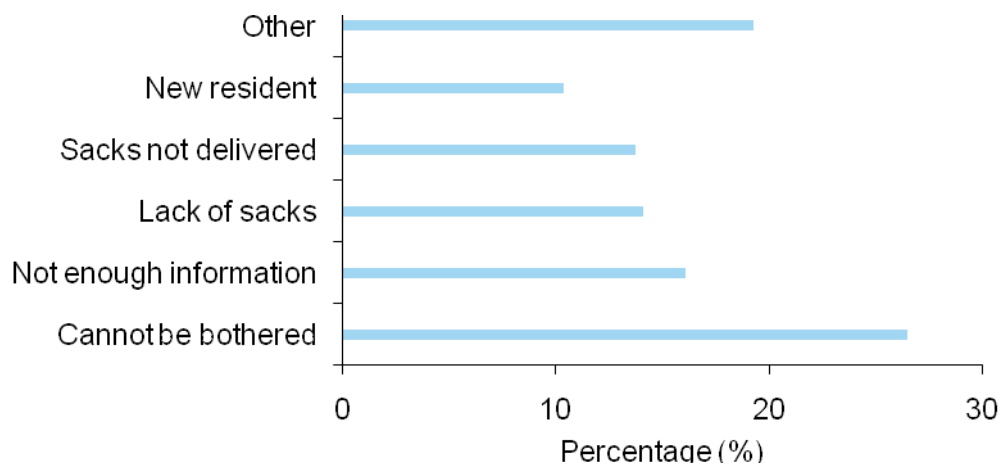
Figure 25: Participation in the kerbside recycling service (Kensington and Chelsea)



Reasons for non-participation in the estates recycling service

The residents who stated that they did not participate in the kerbside recycling service provided a number of reasons for their lack of participation, as summarised in Figure 26.

Figure 26: Reasons for non-participation in the kerbside recycling service (Kensington and Chelsea)



The majority of responses were recorded in the category ‘cannot be bothered’ (157). This was followed by ‘not enough information to participate’ (96), which often represented a lack of knowledge about collection days. ‘Lack of sacks’ was cited by 84 residents, which was closely followed by ‘sacks not delivered’ (82). Residents who were new to the borough and unfamiliar with the recycling service accounted for 62 responses. Underpinning many of the common reasons for non-participation in the kerbside recycling service was the fact that non-recyclers were often found to be residents in properties let on a short term basis.

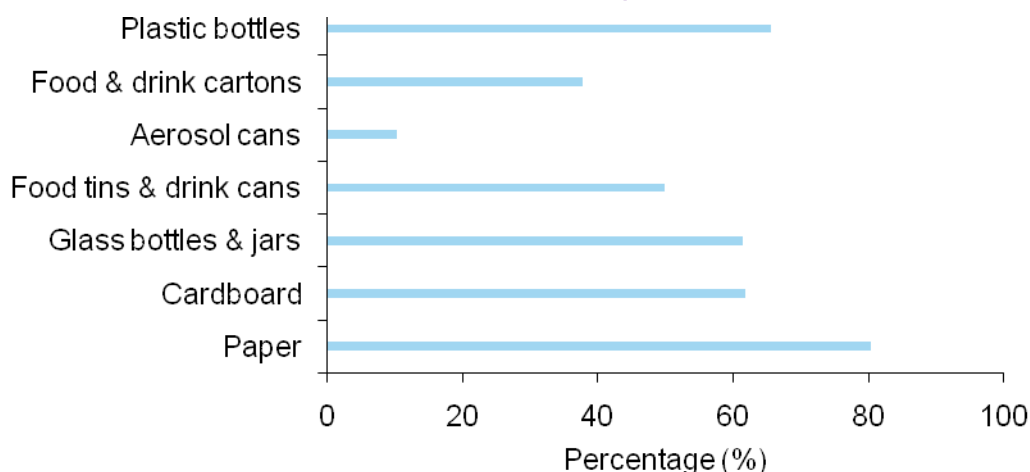
The category of ‘other’ with includes comments about the recycling service as being inconvenient to use, ‘use other facilities’ and ‘I do not believe in recycling’ (116 responses in total).

As well as providing non-participating residents with details of the service such as the range of materials and collection days, the Recycling Promoters encouraged residents to start participating in the service, thereby helping to address the main barriers to participation identified at the doorstep.

Materials recycled through kerbside recycling service

Figure 27 shows the materials recycled by the residents (2,819) who stated that they use the kerbside recycling service.

Figure 27: Materials recycled through the kerbside recycling service (Kensington and Chelsea)



Paper was the most commonly recycled material with 2,264 responses. This was followed by plastic bottles (1,851), cardboard (1,742), glass bottles and jars (1,729) and food tins and drink cans (1,408). The least commonly recycled material was aerosol cans with 288 responses, followed by food and drink cartons (1,064).

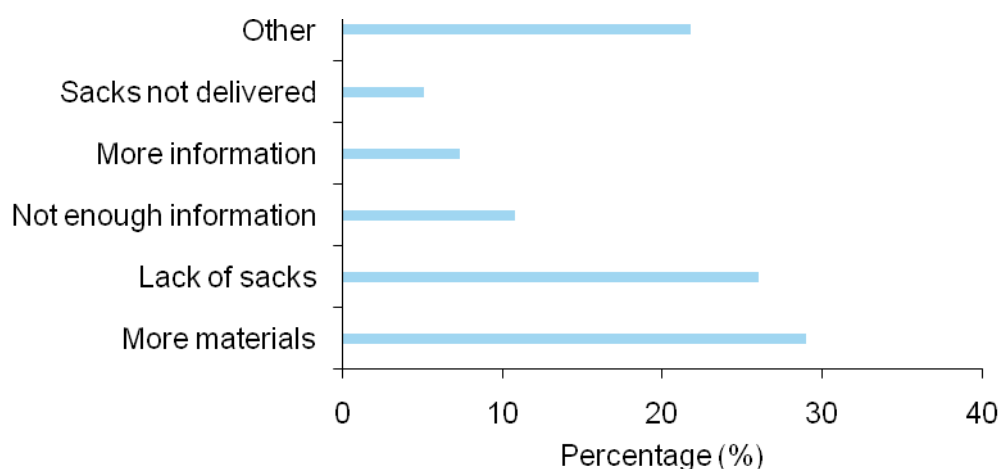
Some residents also stated that they recycled materials other than the accepted materials. The main contaminant recorded was mixed plastics with 253 responses, followed by plastic bags (54).

The Recycling Promoters informed all residents contacted of the entire range of materials collected by the recycling service and encouraged them to recycle all materials. The Recycling Promoters also corrected any contamination and highlighted the negative impacts of placing the wrong materials in the sacks. Thereby, the Recycling Promoters helped to increase the capture rates and quality of materials collected by the service.

3.5.3 Recycling services feedback

The Recycling Promoters also asked residents for feedback on the recycling services. Overall, 1,672 responses were recorded as feedback from kerbside properties. While 1,126 responses were recorded in the category of positive comments, 546 responses fell in the category of 'constructive comments'. This made for a positive to constructive comments ratio of 67:33. Figure 28 summarises the main constructive comments recorded.

Figure 28: Constructive comments about recycling services from kerbside properties (Kensington and Chelsea)



'More materials should be recycled' was the most common comment with 158 responses (primarily requests for mixed plastics), which was followed by 'lack of sacks' (141). 59 residents made reference to 'not enough information to participate', while 40 residents would like 'more information about recycling' such as what happens to the materials collected. Residents often articulated concerns about orange recycling sacks being thrown in with the general refuse. 'Sacks not delivered' was cited by 28 residents.

The category of 'other' includes references to the recycling service as being inconvenient to use, and comments like 'design of sacks' and 'missed collections' (120 responses in total).

Section 4: Limitations

The doorstepping campaign progressed extremely well in all four boroughs. Two minor limitations were experienced.

Firstly, nine Recycling Promoter days were lost to illness across the eight weeks of the campaign.

Secondly, the Recycling Promoters sometimes experienced problems doorstepping blocks of flats in Kensington and Chelsea due to concierges denying them access. In these cases, the Recycling Promoters left information centrally. Prior communication with large, private blocks advising management about the doorstepping campaign would greatly assist with access issues in this type of housing.

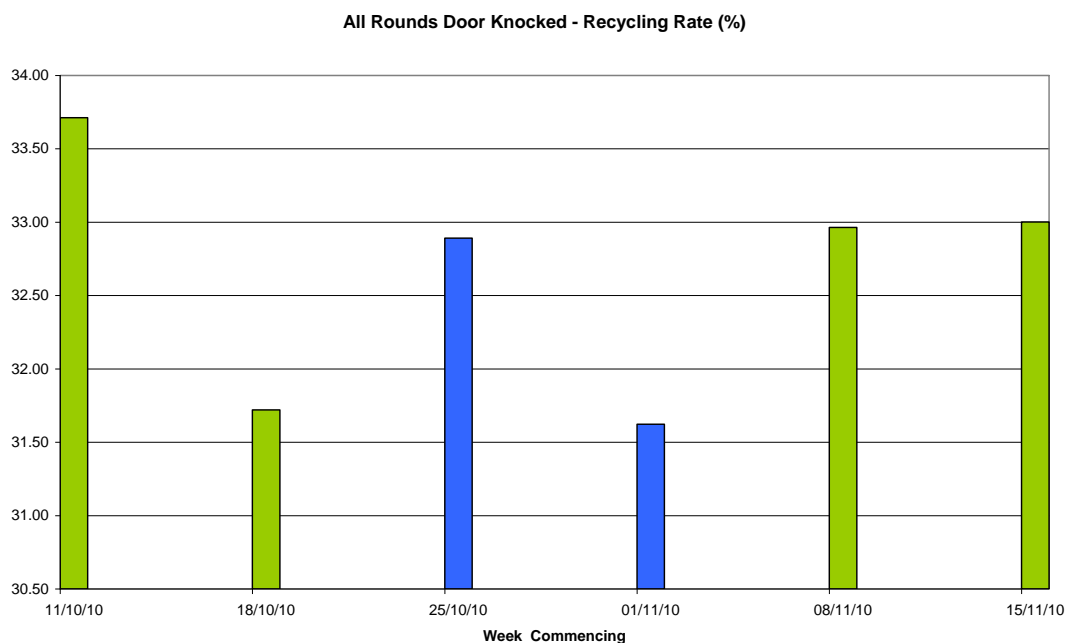
Despite these minor limitations, the Recycling Promoters still managed to exceed the targets of the campaign to visit 10,000 households and make contact with 3,000 residents (30% contact rate) in each borough.

Section 5: Outcomes

Hammersmith and Fulham were able to provide information on the outcomes of doorstepping campaign in the borough.

Figure 29 shows the overall recycling rate for the nine collection rounds that were doorstepped (excluding flats above shops) two weeks before, two weeks during and two weeks after the doorstepping campaign.

Figure 29: Recycling rate in targeted area before, during and after the doorstepping campaign (Hammersmith and Fulham)



There was an increase in recycling rate following the doorstepping campaign for one of the collection rounds. The recycling rates recorded following the doorstepping campaign for the other collection rounds were within the normal variation of recycling rates.

With respect to the small WEEE collection trial at Fulham Library, 246kg of items were collected between 30 October and 22 November (between half way through and two weeks after the doorstepping campaign).

Two residents attended the composting workshop as a result of the doorstepping campaign.

Section 6: Conclusions

The Recycling Promoters made a total of 54,785 visits to 42,810 households across the four boroughs. They spoke to 13,704 residents which made for an overall contact rate of 32.0%. The targets of the campaign were to visit 10,000 households and make contact with 3,000 residents (30% contact rate) in each borough. The minimum and maximum number of households visited was 10,279 in Lambeth and 11,184 in Kensington and Chelsea respectively. The minimum and maximum number of contacts made was 3,358 in Kensington and Chelsea and 3,521 in Wandsworth respectively, while the minimum and maximum contact rate was 30.0% in Kensington and Chelsea and 33.6% in Lambeth respectively. Therefore, the Recycling Promoters exceeded the campaign targets in all four boroughs. This makes the doorstepping campaign a success in terms of outreach.

In all four boroughs the majority of residents claimed to participate in their recycling service. With respect to kerbside recycling services, claimed participation was highest in Lambeth at 93.2%, followed by Hammersmith and Fulham at 90.2% and lowest in Kensington and Chelsea at 83.9%. Participation in estates recycling services was lower at 77.4% in Lambeth and 81.1% in Wandsworth. Participation in the flats above shops recycling service in Hammersmith and Fulham was lower still at 74.4%. Materials are also recycled by a lower proportion of households in flats compared to households in kerbside properties. While these figures should be interpreted and used with caution as residents' stated behaviour with respect to recycling tends to be an overestimation of actual behaviour, they nonetheless indicate that while there is scope to increase participation from kerbside households, there is greater scope to increase participation from flats households.

'Cannot be bothered' was the most commonly cited reason for non-participation in kerbside recycling services in Lambeth and Kensington and Chelsea, and estates recycling services in Wandsworth and Lambeth. 'Cannot be bothered' was also prominent in Hammersmith and Fulham, but here, issues relating to the delivery and number of sacks were the most commonly cited reasons for non-participation in the kerbside and flats above shops recycling services respectively. These issues were also prominent in Lambeth and Kensington and Chelsea. Other common reasons for non-participation which cut across recycling services and boroughs were 'not enough information to participate' and 'new resident'. 'Bank location' was also an issue in relation to the estates recycling service in Wandsworth and Lambeth.

With respect to kerbside recycling services, the highest positive to constructive comments ratio was in Kensington and Chelsea at 67:33, followed by Lambeth at 62:38 and lowest in Hammersmith and Fulham at 61:39. The ratio was lower with respect to estate recycling services at 42:58 in Wandsworth and 51:49 in Lambeth. The ratio was lower still with respect to the flats above shops recycling service in Hammersmith and Fulham at 39:61. 'More materials should be recycled' was the most commonly cited constructive comment from kerbside residents in Lambeth, Hammersmith and Fulham, and Kensington and Chelsea;

there is certainly the demand from residents to recycle mixed plastics. Other common constructive comments heard from kerbside residents relate to the delivery and number of sacks. Other common constructive comments heard from residents served by the estates recycling service relate to banks being full, being full of refuse and their location.

Doorstepping allows Recycling Promoters to engage with residents on a face-to-face basis, explain the recycling services in detail and motivate non-recyclers to start participating in the service or increase their level of participation. However, the commonly cited reasons for non-participation in recycling services and the commonly cited constructive comments discussed above highlight the importance of good service provision and continual communications about these services in facilitating participation. For example, residents in converted flats often complained about missing out on the delivery of sacks. Collecting sacks from libraries and council buildings was not always practical for residents. Thus, ensuring that households receive orange sacks regularly and that the network of collection points is as comprehensive as possible will facilitate kerbside recycling. Similarly, ensuring that recycling banks are situated in a convenient location and provide ample capacity will facilitate estates recycling. Transient populations will not know about recycling services unless facilities are signposted along with regular communications.

Contamination was a particular issue with respect to the estates recycling service, not least with the majority of residents choosing to deposit bagged recycling in the banks. It is worth pointing out that bagging waste is the normal behaviour with respect to general refuse, and therefore it is not obvious to many residents that bagging recyclables is not desirable or why this is the case. While reusable bags are regarded as helpful by many residents, they do not fit with the way in which some residents use the recycling banks, i.e. when passing rather than a special trip. These issues need to be considered in promotion of the estates recycling service.

Finally, aerosol cans and food and drink cartons were recycled by a lower proportion of recyclers than the other materials collected by the recycling service. These items may be generated in less abundance than materials such as paper which may account for some of the difference. However, a lack of awareness of the inclusion of these materials in the recycling service was also evident. If rigid plastic packaging is added to the recycling service in 2011, then promotional material should also use this opportunity to highlight aerosol cans and food and drink cartons as recyclable materials to increase the capture of these materials.

Section 7: Appendix

7.1 Conversational scripts

7.1.1 Phase 1 – Wandsworth

Hello my name is _____ and I am working on behalf of Wandsworth Council.

1. Do you use the recycling banks on the estate?

- a. No (go to Q2)
- b. Yes (go to Q3)

2. If no to Q1, why don't you use the recycling banks?

- a. Cannot be bothered (CBB)
- b. Does not believe in recycling (DNB)
- c. Council's responsibility (CR)
- d. Convenience of service (CoS)
- e. Chute (CHT)
- f. No container (NC)
- g. Bank location (BL)
- h. Banks unsightly (BU)
- i. Bank aperture (BA)
- j. Banks are full (BF)
- k. Banks are full of refuse (BFR)
- l. Missed collections (MC)
- m. Quality of service (QoS)
- n. Problems with crew's attitude (PCA)
- o. Litter (L)
- p. Dumping (D)
- q. Vermin (V)
- r. Not enough information (NEI)
- s. New resident (NR)
- t. Uses other facilities (OF)
- u. Other (please specify)

The Recycling Promoter will:

- Aim to persuade and encourage the resident to start recycling (relate to waste min campaign – i.e. recycling is cheaper than rubbish collection and keeps council tax low)
- Inform the resident of the details of the service including location of the recycling banks and the full range of materials
- Encourage the rinsing of cans, bottles, cartons and jars
- Emphasise plastic bottles only
- Emphasise the importance of depositing recycling into the banks loose and not taking rolls of sacks from libraries (this is wasting £32,000 a year!)
- Explain why recycling banks are/will be locked in the future
- Take an order for a reusable bag if the resident would like one
- Provide leaflet for future reference

3. If yes to Q1, what do you recycle?

- a. **Paper** – all types of paper, e.g. newspapers, magazines, catalogues, directories (including Yellow Pages), books, leaflets, loose paper
- b. **Cardboard** – all types of cardboard, e.g. cereal boxes, cardboard packaging, brown packing boxes, cards (please fold flat)
- c. **Glass bottles & jars** – all colours (please rinse and remove lids)
- d. **Food tins & drink cans** – all food and drink tins/cans (please rinse)
- e. **Aerosol cans** – empty
- f. **Plastic bottles** – all types of plastic bottle, e.g. soft drink, water, milk, detergent, shampoo (please rinse and remove lids, no other types of plastic please)
- g. **Food & drink cartons (e.g. Tetra Paks)** – milk, juice and soup cartons (please rinse)
- h. **Contamination** – please specify

The Recycling Promoter will:

- Inform the resident of the details of the service including the full range of materials
- Encourage the resident to recycle all materials and nothing else – if in doubt, leave it out
- Encourage the rinsing of cans, bottles, cartons and jars
- Emphasise plastic bottles only
- Correct any contamination
- Provide leaflet for future reference

4. If yes to Q1, how do deposit your recycling into the recycling banks?

- a. Loose
- b. In orange recycling sacks (collection crew usually assume contamination)
- c. In plastic bags (contamination)
- d. In bin bags (contamination)

The Recycling Promoter will:

- Emphasise the importance of depositing recycling into the banks loose
- Explain why recycling banks are/will be locked in the future
- Take an order for a reusable bag if the resident would like one

5. Do you recycle textiles (e.g. clothes, curtains, bedding, towels, cloths)?

- a. No
- b. Yes – charity shops/collections
- c. Yes – textile banks
- d. Yes – friends/family
- e. Yes – estate recycling banks (contamination)

The Recycling Promoter will:

- Encourage the resident to recycle textiles
- Inform the resident of the location of local textile banks (webpage on leaflet has a link on it called “A-Z of recycling and waste” which shows the locations table, and how to recycle or get rid of lots of other things)
- Correct any contamination

6. Do you have any feedback on the recycling services of the council? Is there any information you would like to have but don't know how to get?

- a. Good service (GS)
- b. Convenience of service (CoS)
- c. Door to door collections (DD)
- d. Orange recycling sacks (OS)
- e. Reusable bag (RB)
- f. Bank location (BL)
- g. Banks unsightly (BU)
- h. Bank aperture (BA)
- i. Banks are full (BF)
- j. Bigger banks (BB)
- k. More banks (MB)
- l. Banks are full of refuse (BFR)
- m. Locked banks (LB)
- n. Missed collections (MC)
- o. More frequent collections (MFC)
- p. Quality of service (QoS)
- q. Problems with crew's attitude (PCA)
- r. Litter (L)
- s. Dumping (D)
- t. Vermin (V)
- u. Not enough information (NEI)
- v. More information (MI)
- w. Compulsory recycling (COMP)
- x. More materials (MM) (please specify)
- y. Other (please specify)

7. Residents of Wandsworth have been making Green Pledges for three years (there are now well over 1,000 Green Pledgers, which means people are saving 270 hot air balloons (500t) of CO2 every year). People sign them to show they want to help make a difference by making (at least) one small change to help the environment. There are prize draws every so often, and in the past people have won things like recycled wine glasses and tickets to the children's farm and the theatre. Would you like to take a card?

- a. No
- b. Yes

The Recycling Promoter will:

- Mark any pledge card handed over with an asterisk so Wandsworth Council can track how many are returned as a result of the doorstepping campaign
- Encourage the resident to fill out the card on the doorstep and return to the Recycling Promoter

Additional information

- a. The Recycling Promoters will record orders for a reusable bag on a separate sheet.
- b. The Recycling Promoters will record specific complaints on a separate sheet.

7.1.2 Phase 2 – Lambeth (kerbside)

Hello my name is _____ and I am working on behalf of Lambeth Council.

1. Do you use the orange sack recycling service?

- a. No (**go to Q2**)
- b. Yes (**go to Q3**)

2. If no to Q1, why don't you use the recycling service?

- a. Cannot be bothered (CBB)
- b. Does not believe in recycling (DNB)
- c. Council's responsibility (CR)
- d. Convenience of service (CoS)
- e. Lack of sacks (LS)
- f. Lack of sacks in library (LS-Lib)
- g. Sacks not delivered (SND)
- h. Design of sacks (DoS)
- i. Missed collections (MC)
- j. Quality of service (QoS)
- k. Problems with crew's attitude (PCA)
- l. Not enough information (NEI)
- m. New resident (NR)
- n. Uses other facilities (OF)
- o. Other (please specify)

The Recycling Promoter will:

- Aim to persuade and encourage the resident to start recycling
- Inform the resident of the details of the service including collection days, provision of assisted collections for those who need them, delivery of recycling sacks/how to order them/where to pick them up from and the full range of materials
- Encourage the rinsing of cans, bottles, cartons and jars
- Emphasise plastic bottles only (don't overemphasise this message as mixed plastics will be included in service from February 2011)
- Provide leaflet for future reference

3. If yes to Q1, what do you recycle?

- a. **Paper** – all types of paper, e.g. newspapers, magazines, catalogues, directories (including Yellow Pages), books, leaflets, loose paper
- b. **Cardboard** – all types of cardboard, e.g. cereal boxes, cardboard packaging, brown packing boxes, cards (please fold flat)
- c. **Glass bottles & jars** – all colours (please rinse and remove lids)
- d. **Food tins & drink cans** – all food and drink tins/cans (please rinse)
- e. **Aerosol cans** – empty
- f. **Plastic bottles** – all types of plastic bottle, e.g. soft drink, water, milk, detergent, shampoo (please rinse and remove lids, no other types of plastic at present please)
- g. **Food & drink cartons (e.g. Tetra Paks)** – milk, juice and soup cartons (please rinse)
- h. **Contamination** – please specify

The Recycling Promoter will:

- Encourage the resident to recycle all materials
- Encourage the rinsing of cans, bottles, cartons and jars
- Emphasise plastic bottles only (don't overemphasise this message as mixed plastics will be included in service from February 2011)
- Correct any contamination
- Ensure the resident is aware of collection day, delivery of recycling sacks/how to order them/where to pick them up from

4. Do you compost at home? If no, are you interested?

- a. Yes, compost at home already
- b. No, but interested in composting at home
- c. No, and not interested in composting at home

The Recycling Promoter will:

- Aim to persuade and encourage the resident to start composting at home if they are not doing so already
- Inform the resident about the special offers on composters
- Provide leaflet for future reference

5. Do you use the Reuse and Recycling Centre on Vale Street?

- a. No
- b. Yes

The Recycling Promoter will:

- Aim to persuade and encourage the resident to start using the RRC if they are not doing so already
- Ensure the resident is aware of details of the RRC including its location, how to use it and the full range of materials accepted
- Provide leaflet to interested residents only for future reference

6. Do you have any feedback on the recycling services of the council?

- a. Good service (GS)
- b. Convenience of service (CoS)
- c. Lack of sacks (LS)
- d. Lack of sacks in library (LS-Lib)
- e. Sacks not delivered (SND)
- f. Design of sacks (DoS)
- g. Missed collections (MC)
- h. More frequent collections (MFC)
- i. Quality of service (QoS)
- j. Problems with crew's attitude (PCA)
- k. Not enough information (NEI)
- l. More information (MI)
- m. Compulsory recycling (COMP)
- n. More materials (MM)
- o. Other (please specify)

7. Lambeth Council are looking at what works best for future publicity materials about recycling. Which of these styles do you think is most appealing/effective?

- a. Photos of Lambeth residents recycling (illustrated on front of street level recycling leaflet)
- b. The 'It's Easy' cartoon style (old leaflet)

Additional information

- a. The Recycling Promoters will record specific complaints on a separate sheet. This can include residents experiencing significant problems with sack delivery (e.g. never receive sacks, have phoned numerous times but to no avail).

7.1.3 Phase 2 – Lambeth (estates)

Hello my name is _____ and I am working on behalf of Lambeth Council.

1. Do you use the recycling banks on the estate?

- a. No (**go to Q2**)
- b. Yes (**go to Q3**)

2. If no to Q1, why don't you use the recycling banks?

- a. Cannot be bothered (CBB)
- b. Does not believe in recycling (DNB)
- c. Council's responsibility (CR)
- d. Convenience of service (CoS)
- e. Chute (CHT)
- f. No container (NC)
- g. Bank location (BL)
- h. Banks unsightly (BU)
- i. Bank aperture (BA)
- j. Banks are full (BF)
- k. Banks are full of refuse (BFR)
- l. Missed collections (MC)
- m. Quality of service (QoS)
- n. Problems with crew's attitude (PCA)
- o. Litter (L)
- p. Dumping (D)
- q. Vermin (V)
- r. Not enough information (NEI)
- s. New resident (NR)
- t. Uses other facilities (OF)
- u. Other (please specify)

The Recycling Promoter will:

- Aim to persuade and encourage the resident to start recycling
- Inform the resident of the details of the service including location of the recycling banks and the full range of materials using the laminated guide
- Encourage the rinsing of cans, bottles, cartons and jars
- Emphasise plastic bottles only (don't overemphasise this message as mixed plastics will be included in service from February 2011)

- Emphasise the importance of depositing recycling into the banks loose
- Provide leaflet for future reference

3. If yes to Q1, what do you recycle?

- Paper** – all types of paper, e.g. newspapers, magazines, catalogues, directories (including Yellow Pages), books, leaflets, loose paper
- Cardboard** – all types of cardboard, e.g. cereal boxes, cardboard packaging, brown packing boxes, cards (please fold flat)
- Glass bottles & jars** – all colours (please rinse and remove lids)
- Food tins & drink cans** – all food and drink tins/cans (please rinse)
- Aerosol cans** – empty
- Food & drink cartons (e.g. Tetra Paks)** – milk, juice and soup cartons (please rinse)
- Plastic bottles** – all types of plastic bottle, e.g. soft drink, water, milk, detergent, shampoo (please rinse and remove lids, no other types of plastic at present please)
- Contamination** – please specify

The Recycling Promoter will:

- Inform the resident of the details of the service including the full range of materials using the laminated guide
- Encourage the resident to recycle all materials
- Encourage the rinsing of cans, bottles, cartons and jars
- Emphasise plastic bottles only (don't overemphasise this message as mixed plastics will be included in service from February 2011)
- Correct any contamination
- Provide leaflet for future reference

4. Lambeth Council has previously distributed reusable bags to residents living in flats to help with the storage and transport of recycling. Do you have a bag, and if so does it help you to recycle? (show laminate of reusable recycling bag)

- Don't have a bag and wouldn't find it helpful
- Don't have a bag but would find it helpful
- Have a bag but don't find it helpful
- Have a bag and find it helpful

The Recycling Promoter will:

- Emphasise the importance of depositing recycling into the banks loose
- Take an order for a reusable bag if the resident would like one but explain that it will be several weeks before it arrives as the council doesn't have any in stock at present.

5. Do you use the Reuse and Recycling Centre on Vale Street?

- No
- Yes

The Recycling Promoter will:

- Aim to persuade and encourage the resident to start using the RRC if they are not doing so already

- Ensure the resident is aware of details of the RRC including its location, how to use it and the full range of materials accepted
- Provide leaflet to interested residents only for future reference

6. Do you have any feedback on the recycling services of the council?

- Good service (GS)
- Convenience of service (CoS)
- Door to door collections (DD)
- Orange recycling sacks (OS)
- Reusable bag (RB)
- Bank location (BL)
- Banks unsightly (BU)
- Bank aperture (BA)
- Banks are full (BF)
- Bigger banks (BB)
- More banks (MB)
- Banks are full of refuse (BFR)
- Locked banks (LB)
- Missed collections (MC)
- More frequent collections (MFC)
- Quality of service (QoS)
- Problems with crew's attitude (PCA)
- Litter (L)
- Dumping (D)
- Vermin (V)
- Not enough information (NEI)
- More information (MI)
- Compulsory recycling (COMP)
- More materials (MM) (please specify)
- Other (please specify)

7. Lambeth Council are looking at works best for future publicity materials about recycling. Which of these styles do you think is most appealing/effective?

- Photos of Lambeth residents recycling (illustrated on front of street level recycling leaflet)
- The 'It's Easy' cartoon style (old leaflet)

Additional information

- The Recycling Promoters will record specific complaints on a separate sheet.

7.1.4 Phase 3 – Hammersmith and Fulham

Hello my name is _____ and I am working on behalf of Hammersmith & Fulham Council talking to residents in the area about recycling in the borough.

(Additionally for flats above shops state: I don't know if you are aware but H&F has recently started delivering flat packs of Smart Sacks to flats above shops. Have you received any yet? If no, make a note to report back and assure resident Smart Sacks will be delivered shortly. Rather than asking questions below ask more generally if they are managing to recycle at the moment.)

1. Do you regularly use the orange sack recycling service?

- a. No (**go to Q2**)
- b. Yes (**go to Q3**)

2. If no to Q1, why don't you use the recycling service?

- a. Cannot be bothered (CBB)
- b. Does not believe in recycling (DNB)
- c. Council's responsibility (CR)
- d. Convenience of service (CoS)
- e. Lack of sacks (LS)
- f. Lack of sacks in library (LS-Lib)
- g. Sacks not delivered (SND)
- h. Design of sacks (DoS)
- i. Missed collections (MC)
- j. Quality of service (QoS)
- k. Problems with crew's attitude (PCA)
- l. Not enough information (NEI)
- m. New resident (NR)
- n. Uses other facilities (OF)
- o. Other (please specify)

The Recycling Promoter will:

- Start by addressing the current reason for not recycling so that the resident feels like they are being listened to rather than preached to. This will have the aim of persuading and encouraging the resident to start recycling.
- Then stress the importance of recycling. Most residents do not realise that, as well as being environmentally friendly, recycling actually saves the council money, which in turns helps to keep council tax down. The council spends approximately £4m each year sending waste to landfill.
- Inform the resident of the details of the service including collection day, provision of assisted collections for those who may need them, delivery of recycling sacks/where to pick them up from and the full range of materials. Only elderly/disabled people who are unable to get to libraries are offered sack deliveries in between the normal delivery schedule.
- Emphasise the importance of placing the correct materials in the sacks in order to reduce the possibility of contamination. List all the prohibited materials to residents.
- Provide leaflet for future reference

3. If yes to Q1, what do you recycle?

- a. **Paper** – all types of paper, e.g. newspapers, magazines, catalogues, directories (including Yellow Pages), books, leaflets, loose paper
- b. **Cardboard** – all types of cardboard, e.g. cereal boxes, cardboard packaging, brown packing boxes, cards (please fold flat)
- c. **Glass bottles & jars** – all colours (please rinse and remove lids)
- d. **Food tins & drink cans** – all food and drink tins/cans (please rinse)
- e. **Aerosol cans** – empty
- f. **Plastic bottles** – all types of plastic bottle, e.g. soft drink, water, milk, detergent, shampoo (please rinse and remove lids, no other types of plastic at present please)
- g. **Food & drink cartons (e.g. Tetra Paks)** – milk, juice and soup cartons (please rinse)
- h. **Contamination** – please specify

The Recycling Promoter will:

- Thank the resident for recycling.
- Encourage the resident to recycle all materials
- Correct any contamination
- Ensure the resident is aware of collection day, provision of assisted collections for those who may need them, delivery of recycling sacks/where to pick them up from and the full range of materials. Only elderly/disabled people who are unable to get to libraries are offered sack deliveries in between the normal delivery schedule.
- Promote ways of recycling other household waste, particularly
 - Batteries using recycling points at local libraries/supermarkets
 - Textiles using banks/charity shops (see list of textiles/shoes banks across the borough)

4. For the next month Hammersmith & Fulham Council are trialling a bin for small unwanted electrical equipment at Fulham Library.

The Recycling Promoter will:

- Give details (as outlined on leaflet) and aim to persuade and encourage the resident to start using the small WEEE recycling collection trial
- Provide leaflet for future reference

5. Hammersmith & Fulham Council are working with a company called Straight to offer reduced price compost bins to its residents. Is this something you are interested in?

- a. Compost at home already (**go to Q6**)
- b. Interested in composting at home (**go to Q6**)
- c. Not interested in composting at home

The Recycling Promoter will:

- Aim to persuade and encourage the resident to start composting at home if they are not doing so already
- Show Straight leaflet and point out contact details (not enough leaflets to give out)

6. If composting already or interested in composting, Hammersmith & Fulham Council are running a home composting workshop in November. Are you interested in attending?

- a. Compost at home already, but not interested in workshop
- b. Compost at home already, and interested in workshop
- c. Interested in composting at home, but not interested in workshop
- d. Interested in composting at home, and interested in workshop

The Recycling Promoter will:

- Inform interested residents about the home composting workshop

7. Do you have any feedback on the recycling services of the council?

- a. Good service (GS)
- b. Convenience of service (CoS)

- c. Lack of sacks (LS)
- d. Lack of sacks in library (LS-Lib)
- e. Sacks not delivered (SND)
- f. Design of sacks (DoS)
- g. Missed collections (MC)
- h. More frequent collections (MFC)
- i. Quality of service (QoS)
- j. Problems with crew's attitude (PCA)
- k. Not enough information (NEI)
- l. More information (MI)
- m. Compulsory recycling (COMP)
- n. More materials (MM)
- o. Other (please specify)

Additional information

- a. The Recycling Promoters will record specific complaints on a separate sheet.

7.1.5 Phase 4 – Kensington and Chelsea

Hello my name is _____ and I am working on behalf of Kensington & Chelsea Council.

1. Do you use the orange sack recycling service?

- a. No (**go to Q2**)
- b. Yes (**go to Q3**)

2. If no to Q1, why don't you use the recycling service?

- a. Cannot be bothered (CBB)
- b. Does not believe in recycling (DNB)
- c. Council's responsibility (CR)
- d. Convenience of service (CoS)
- e. Lack of sacks (LS)
- f. Lack of sacks in library (LS-Lib)
- g. Sacks not delivered (SND)
- h. Design of sacks (DoS)
- i. Missed collections (MC)
- j. Quality of service (QoS)
- k. Problems with crew's attitude (PCA)
- l. Not enough information (NEI)
- m. New resident (NR)
- n. Uses other facilities (OF)
- o. Other (please specify)

The Recycling Promoter will:

- Aim to persuade and encourage the resident to start recycling
- Inform the resident of the details of the service including collection days, quarterly delivery of recycling sacks/where to pick them up from and the full range of materials
- Provide an example of a recycling bag
- Encourage the rinsing of cans, bottles, cartons and jars and removal of bottle tops
- Emphasise plastic bottles only
- Emphasise the correct days for refuse and recycling

- Emphasise that refuse and recycling are collected on the same vehicle which has a split back with two compartments so recycling should be left out alongside refuse for collection
- For residents with no refuse storage, refuse and recycling can be left on the street before 7am on the morning of collection, provided it does not cause a hazard for pedestrians
- Emphasise that recycling bags should not be used for anything other than recycling
- Provide leaflet for future reference

3. If yes to Q1, **what do you recycle?**

- Paper** – all types of paper, e.g. newspapers, magazines, catalogues, directories (including Yellow Pages), books, leaflets, loose paper
- Cardboard** – all types of cardboard, e.g. cereal boxes, cardboard packaging, brown packing boxes, cards (please fold flat)
- Glass bottles & jars** – all colours (please rinse and remove lids)
- Food tins & drink cans** – all food and drink tins/cans (please rinse)
- Aerosol cans** – empty
- Plastic bottles** – all types of plastic bottle, e.g. soft drink, water, milk, detergent, shampoo (please rinse and remove lids, no other types of plastic at present please)
- Food & drink cartons (e.g. Tetra Paks)** – milk, juice and soup cartons (please rinse)
- Contamination** – please specify

The Recycling Promoter will:

- Encourage the resident to recycle all materials
- Encourage the rinsing of cans, bottles, cartons and jars
- Emphasise plastic bottles only
- Correct any contamination
- Ensure the resident is aware of collection days, quarterly delivery of recycling sacks/where to pick them up from

4. **Do you have any feedback on the recycling services of the council?**

- Good service (GS)
- Convenience of service (CoS)
- Lack of sacks (LS)
- Lack of sacks in library (LS-Lib)
- Sacks not delivered (SND)
- Design of sacks (DoS)
- Missed collections (MC)
- More frequent collections (MFC)
- Quality of service (QoS)
- Problems with crew's attitude (PCA)
- Not enough information (NEI)
- More information (MI)
- Compulsory recycling (COMP)
- More materials (MM)
- Other (please specify)

Additional information

- a. The Recycling Promoters will record specific complaints on a separate sheet.

7.2 Comment category codes

	Reason for not recycling	Definition
Generic	Cannot be bothered (CBB)	Includes comments like not interested in recycling, does not have the time to recycle, does not believe that they produce recyclable materials.
	Does not believe in recycling (DNB)	The resident does not believe in the environmental/financial benefits of recycling.
	Council's responsibility (CR)	The resident believes that recycling is the responsibility of the council and that the onus of sorting waste into recyclables should therefore be placed on them.
	Convenience of service (CoS)	The resident finds that the service is not convenient to use. For example the resident is either elderly or disabled and feels the service does not cater for their disability or that the resident has space limitations and cannot clear any space for recyclable storage.
	Missed collections (MC)	The collection crew misses the recycling sacks/banks for collection and there is an amalgamation of materials which become dangerous, attracts vermin and is aesthetically unpleasant.
	Quality of service (QoS)	Resident has commented that s/he think the quality of the recycling service is poor. This includes such comments as collection crews make too much noise and crews leave a mess after collection.
	Problems with crew's attitude (PCA)	The resident holds objections to the crew's attitude.
	Not enough information (NEI)	The resident has not seen any of the council information about the recycling service available. This includes all residents who are aware that a scheme is in place but do not fully know the details about the scheme, such as not knowing the full range of materials collected.
	New resident (NR)	The resident has only just recently moved into the area and is not aware of the existence of the scheme.
	Uses other facilities (OF)	This includes all residents that recycle using facilities other than the kerbside/estate recycling service, such as Reuse and Recycling Centre.
Kerbside	Lack of sacks (LS)	The resident runs out of orange recycling sacks on a frequent basis.
	Lack of sacks in library (LS-Lib)	The resident went to the library/other collection point to collect orange recycling sacks but they did not have any in stock.
	Sacks not delivered (SND)	Orange recycling sacks were not delivered by the council.
	Design of sacks (DoS)	Resident comments that the design of the sacks is unsuitable. For example, they are of poor

		quality/tear too easily/weak, too small, too big.
Estates	Chute (CHT)	The block has a rubbish chute system and the resident prefers to use this to dispose of all their waste.
	No container (NC)	The resident comments that they don't have a reusable recycling bag or orange recycling sacks to put recycling in.
	Bank location (BL)	The resident feels that the recycling banks are in an inconvenient location in relation to their property. This includes comments that the banks are too far away.
	Banks unsightly (BU)	The resident comments that the recycling banks are unsightly. For example, the banks are old, burnt out or missing graphics.
	Bank aperture (BA)	The resident objects to having to deposit recycling through a narrow flap. This includes comments about not being to lift the bank lid as it is locked.
	Banks are full (BF)	The resident finds that the recycling banks are too full most of the time for him/her to place any more materials in them. This is despite regular collections.
	Banks are full of refuse (BFR)	Other residents use the recycling bank as a general refuse bin undermining efforts to recycle.
	Litter (L)	The resident complains that the area around the recycling banks is always littered and unclean creating hygiene problems etc.
	Dumping (D)	The resident complains that the area around the recycling banks is a site for the dumping of waste.
	Vermin (V)	The resident specifically complains about vermin around the recycling banks.
Generic	Other (please specify)	Please specify any other comments received in this category.

Contamination	
MP	Mixed plastics
PB	Plastic bags
PO	Polystyrene
F	Foil
Tex	Textiles
WEEE	Waste electrical and electronic equipment
B	Batteries
FW	Food waste
GW	Garden waste
Gen	General refuse

	Feedback on recycling services	Definition
Generic	Good service (GS)	The resident is happy with the recycling service.
	Convenience of service (CoS)	The resident finds that the service is not convenient to use. For example the resident is either elderly or disabled and feels the service does not cater for their disability or that the resident has space limitations and cannot clear any space for recyclable storage.
	More frequent collections (MFC)	The resident would like recycling to be collected more frequently.
	Quality of service (QoS)	Resident has commented that s/he think the quality of the recycling service is poor. This includes such comments as collection crews make too much noise and crews leave a mess after collection.
	Problems with crew's attitude (PCA)	The resident holds objections to the crew's attitude.
	Not enough information (NEI)	The resident has not seen any of the council information about the recycling service available. This includes all residents who are aware that a scheme is in place but do not fully know the details about the scheme, such as not knowing the full range of materials collected.
	More information (MI)	The resident would like more detailed information on waste and recycling in general, e.g. what happens to the materials collected.
	Compulsory recycling (COMP)	Resident expresses concerns that compulsory recycling will be introduced.
	More materials (MM)	More materials should be included in the recycling service. Please specify: mixed plastics (MP), plastic bags (PB), foil (F), textiles (TEX), waste electrical and electronic equipment (WEEE), batteries (B), food waste (FW), garden waste (GW)
Kerbside	Lack of sacks (LS)	The resident runs out of orange recycling sacks on a frequent basis.
	Lack of sacks in library (LS-Lib)	The resident went to the library/other collection point to collect orange recycling sacks but they did not have any in stock.
	Sacks not delivered (SND)	Orange recycling sacks were not delivered by the council.
	Design of sacks (DoS)	Resident comments that the design of the sacks is unsuitable. For example, they are of poor quality/tear too easily/weak, too small, too big.
Estates	Door to door collections (DD)	The resident would like recyclables to be collected from their door.
	Orange recycling sacks (OS)	The resident would like to be issued with orange sacks for their recycling.
	Reusable bag (RB)	The resident would like a reusable bag to store and carry their recycling.
	Bank location (BL)	The resident feels that the recycling banks are in an inconvenient location in relation to their property. This includes comments that the banks

		are too far away.
	Banks unsightly (BU)	The resident comments that the recycling banks are unsightly. For example, the banks are old, burnt out or missing graphics.
	Bank aperture (A)	The resident objects to having to deposit recycling through a narrow flap. This includes comments about not being to lift the bank lid as it is locked.
	Banks are full (BF)	The resident finds that the recycling banks are too full most of the time for him/her to place any more materials in them. This is despite regular collections.
	Bigger banks (BB)	The resident would like the same number of recycling banks but bigger in size.
	More banks (MB)	Resident thinks that there should be more recycling banks for her/his block or local area.
	Banks are full of refuse (BFR)	Other residents use the recycling bank as a general reuse bin undermining efforts to recycle.
	Locked banks (LB)	The resident thinks that recycling banks should be locked to avoid general refuse being placed in them.
	Litter (L)	The resident complains that the area around the recycling bank is always littered and unclean creating problems of hygiene etc.
	Dumping (D)	The resident complains that the area around the recycling banks is a site for the dumping of waste.
	Vermin (V)	The resident specifically complains about vermin around the recycling banks.
Generic	Other (please specify)	Please specify any other comments received in this category.