

Richmond Doorstepping and Roadshows Campaign Final Report

Prepared by Waste Watch for the London Borough of Richmond upon Thames
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Executive summary

1. The London Borough of Richmond upon Thames commissioned Waste Watch to undertake a doorstepping campaign and a series of roadshows between October and December 2008 to support improvements to their kerbside recycling service.
2. The campaign aims included informing residents about the introduction of blue boxes to collect paper and cardboard separately and promotion of the recycling service in areas of low participation identified by the council.
3. The doorstepping campaign resulted in a total of 11,463 properties being doorstepped. Overall, Recycling Advisers made 15,261 visits and contacted 4,610 residents achieving a contact rate of 40.2%.
4. 94.5% of the residents contacted were aware of the service change to introduce the blue box for paper and cardboard. Whilst 4.6% were not aware of the changes and 0.9% did not provide a response.
5. Twenty one roadshows were delivered as part of the campaign in areas of high foot fall across Richmond.
6. The Recycling Advisers took a total of 217 orders for the different recycling boxes both at the doorstep and during roadshows.

The results from the doorstepping and roadshows are presented in this report.

Section 1: Introduction

In 2008, the London Borough of Richmond upon Thames council commissioned Waste Watch to undertake a campaign designed to inform residents about the introduction of new blue boxes for paper and cardboard as part of their kerbside recycling service.

1.1 Recycling services

The London Borough of Richmond upon Thames has an established kerbside dry recycling scheme. This consisted of a black box for glass and metals and a reusable blue bag for PAMs and cardboard.

To increase capacity for recycling, make service more convenient to use and reduce financial costs Richmond decided to provide a blue box for all residents to replace the reusable blue bag.

1.2 Aim and objectives

The aim of the campaign was to promote the recycling service improvement to residents through face to face communication delivered through doorstepping and roadshows.

The primary objectives of the campaign were:

- to ensure that the service changes are understood, received well and are successful in terms of increasing Richmond's recycling rate.

The secondary objectives of the campaign were:

- to promote and encourage participation in the recycling service in low performing areas
- to deliver information material such as leaflets and letters to residents
- to record box orders if requested.

Section 2: Methodology

The campaign was undertaken over 10 weeks between 21 October and 19 December 2008. Three Recycling Advisers were recruited for the project. A full days training was provided to the Recycling Advisers by Waste Watch on 20 October 2008. Training included an introduction to the recycling services provided by the council and the overall objectives of the doorstepping project. in addition *what is doorstepping, doorstepping in practice*, engaging the public at roadshows, *health and safety* and *role playing*.

The campaign was delivered to the following timescale:

Table 1: Campaign timescale

Weeks	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
20.10.08							
27.10.08							
03.11.08							
10.11.08							
17.11.08							
24.11.08							
10.12.08							
08.12.08							
15.12.08							

Key

	Roadshows + Doorstepping
	Doorstepping
	Days not worked

A total of 21 roadshows were held in different areas throughout the low performing areas selected for the project.

2.1 Doorstepping

Doorstepping took place between Tuesdays to Saturdays from late morning into early evenings to increase the contact rate. When residents were contacted Recycling Advisers introducing themselves and explained the purpose of their visit. The Recycling Advisers would proceed to have a conversation about the new service that covered a variety of areas and ensured residents were fully aware of, and supported the new service changes.

The Recycling Advisers enquired about the materials residents recycled to promote the entire range of materials collected by the service and addressed contamination.

During the conversation, barriers to recycling were identified and addressed as far as possible. The Recycling Advisers also enquired if the resident had any feedback about the current recycling services provided by the council. (Please refer to the appendices for the conversational script used as a guideline and summary of the codes used).

At the end of the conversation, the residents were offered the opportunity to place orders for recycling boxes if they did not have one. These orders were passed on to the council and the boxes were delivered within five working days.

The Recycling Advisers provided residents contacted with a leaflet explaining the introduction of blue boxes for paper and cardboard for future reference. The Recycling Advisers also carried maps with information about recycling facilities in the borough to inform residents of their closest recycling facilities. Where no contact was made with the residents, a letter explaining the service change was dropped off in their letter boxes.

2.2 Roadshows

Twenty one roadshows were organised across the borough. The location and dates of the roadshows were arranged by the Waste Awareness Officer at Richmond in advance of the campaign. The roadshows were staffed by the Recycling Support Officer and a Recycling Adviser. The public were approached with the objective of informing them about the new recycling service changes in the borough and promoting the recycling service. Activities held as part of the roadshows included 'signing up to environmental pledges'.

During the roadshows, promotional material, reusable cotton bags and tea towels were also distributed to motivate and encourage interest in recycling broadly and participation in the recycling service in particular.

2.3 Terminology

Key terminology used within this report is defined below:

Number of households visited

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

Number of visits made

The total number of visits made during the campaign by the Recycling Advisers 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 box is too big and missed collections.

Section 3: Results

3.1 Doorstepping

Contact rate

The contact rates are a good parameter to measure the success of the campaign. The Recycling Advisers visited 11,463 properties. By making 15,261 visits to these properties (including revisits), the team successfully contacted 4,610 residents achieving an overall contact rate of 40.2%.

3.2 Findings from doorstepping

The following Table 2 presents the main findings of the doorstepping undertaken as part of the campaign.

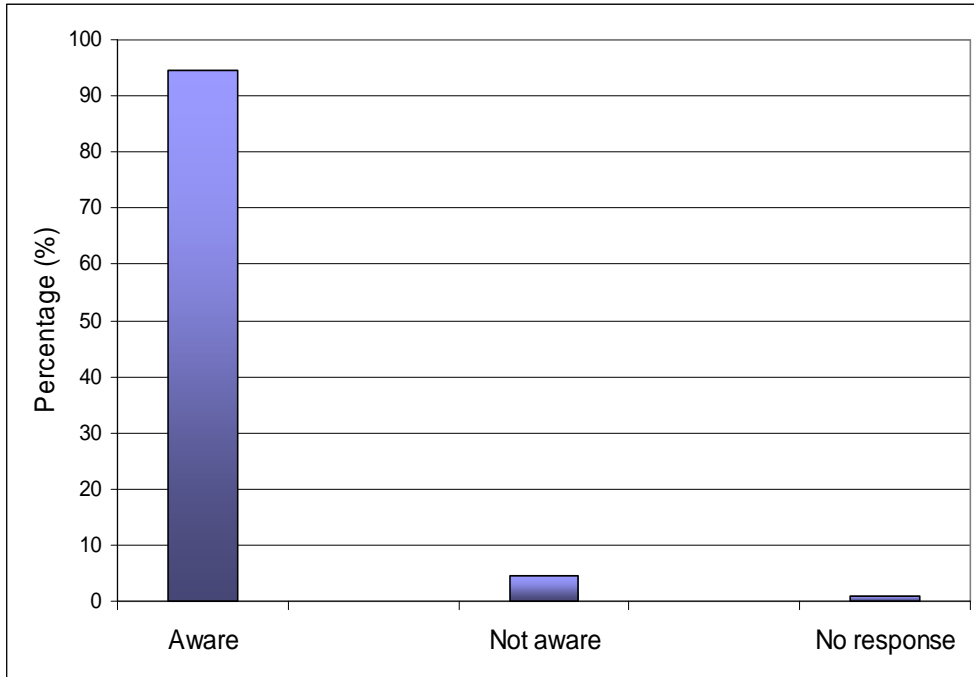
Table 2: Key findings

Category	Value
Total number of houses visited	11,463
Total number of visits	15,261
Total number of contacts	4,610 (40.2%)
Kerbside recycling services	
Number of residents who recycle	4,425 (96%)
Number of residents who do not recycle	185 (4%)
Main reason for not using the service	Uses other facilities (47.6%)
Number of boxes ordered during doorstepping	160
Most common recycled material	Paper (98.2%)
Most common contaminating material found in recycled boxes or stated by the resident	Tetra Pak (38.9%)
Awareness of service changes	
Number of residents aware of the service changes	4,362 (94.5%)
Number of residents not aware of the service changes	214 (4.6%)
No response	42 (0.9%)
Method of communication	
Most preferred method of communication from the council regarding recycling	Leaflets (81.6%)
Feedback on recycling services	
Most common constructive comment	Quality of service (24.8%)
Positive to constructive comment ratio	65:35

Awareness of service changes

Encouragingly, the majority (4,362) of the residents contacted were aware of the new recycling service changes. Figure 1 presents these findings.

Figure 1: Residents' awareness of service changes

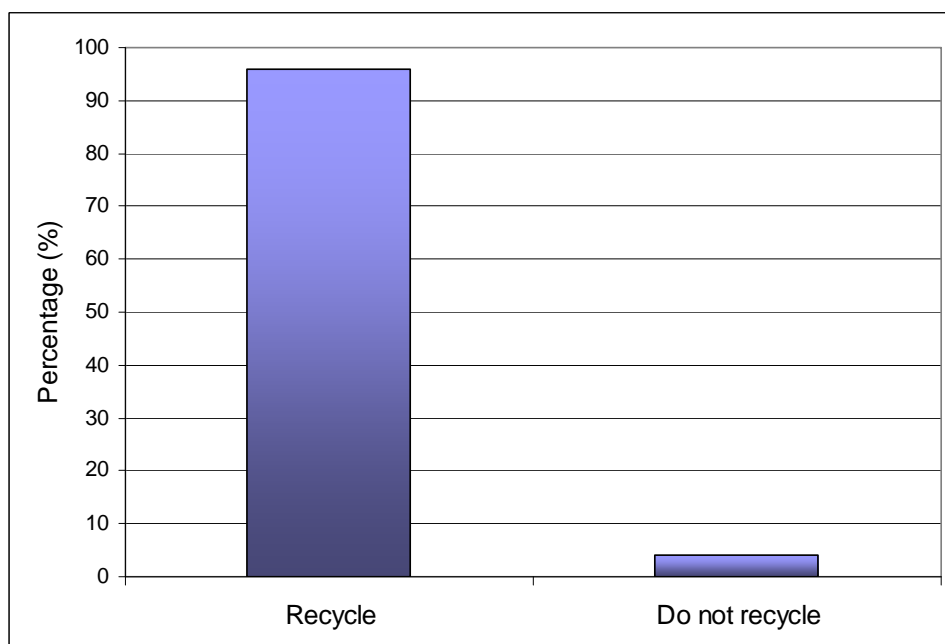


While a small number (214) were not aware of the service, others (42) did not provide a response to this question. The Recycling Advisers informed these residents of the details of the service change, apart from promoting the recycling service and encouraging participation.

Blue box recycling service

Overall, 4,425 residents stated that they participated in the recycling service. Figure 2 presents the findings in this category.

Figure 2: Resident participation in the recycling service

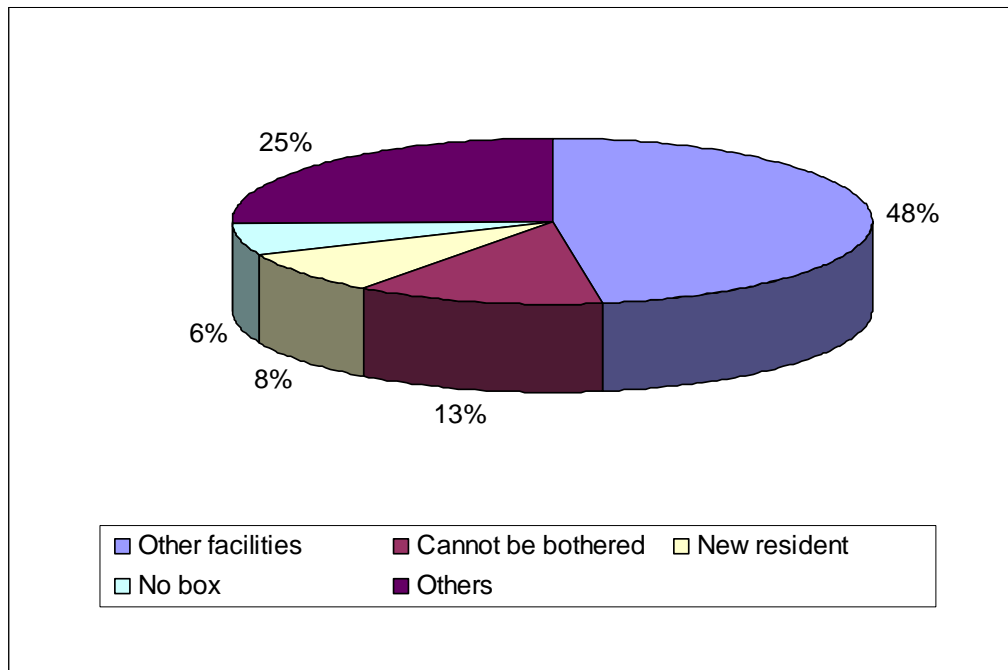


The remaining 185 residents stated that they did not participate in the recycling service for a variety of reasons. The main reasons are summarized in the following subsection.

Barriers to participation in the service

Figure 3 depicts the reasons stated by 185 residents for not participating in the recycling services provided by the council.

Figure 3: Most common reasons for not participating in the recycling service

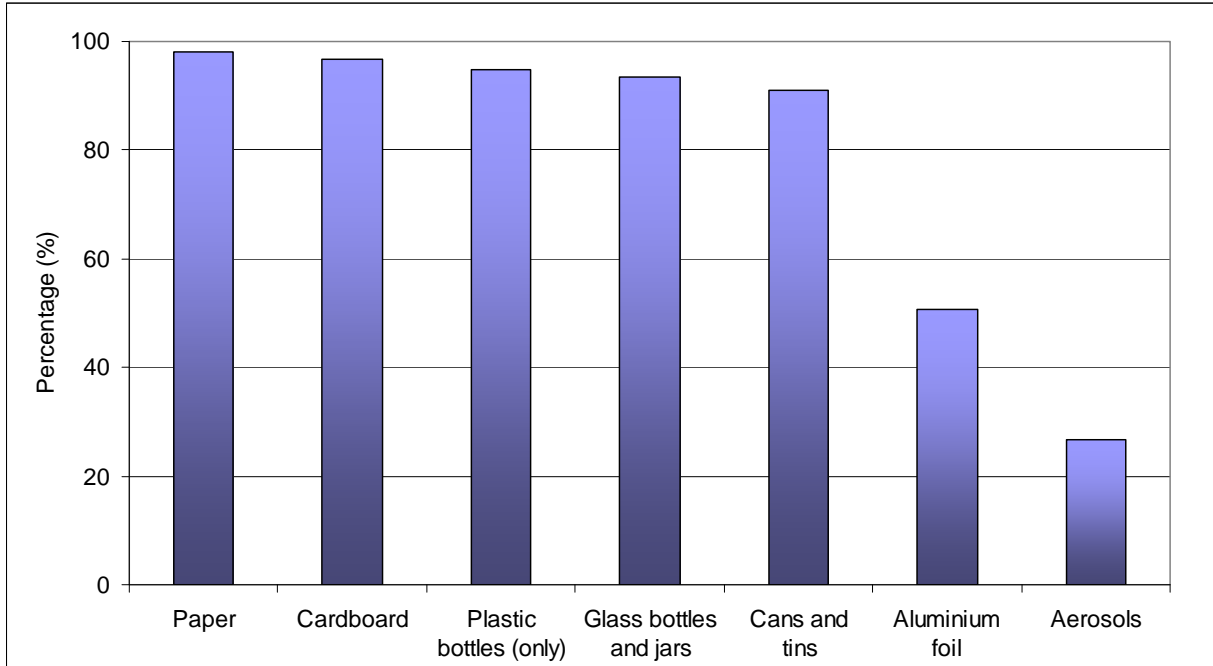


The most common reason stated was that these residents use other facilities (99 responses) such as bring banks or the Townmead recycling centre. The second most common response was 'cannot be bothered' with 26 responses recorded in this category. This was followed by new resident (17) and no boxes received (13). The category of 'other' (19 responses) included comments like space limitations and service not convenient to use.

Materials recycled

Figure 4 demonstrates the proportion of materials that resident claim to be recycling using the kerbside recycling service. Of the residents who recycled using the service, the majority (4,344) of the residents stated that they recycled paper.

Figure 4: Proportion of materials recycled

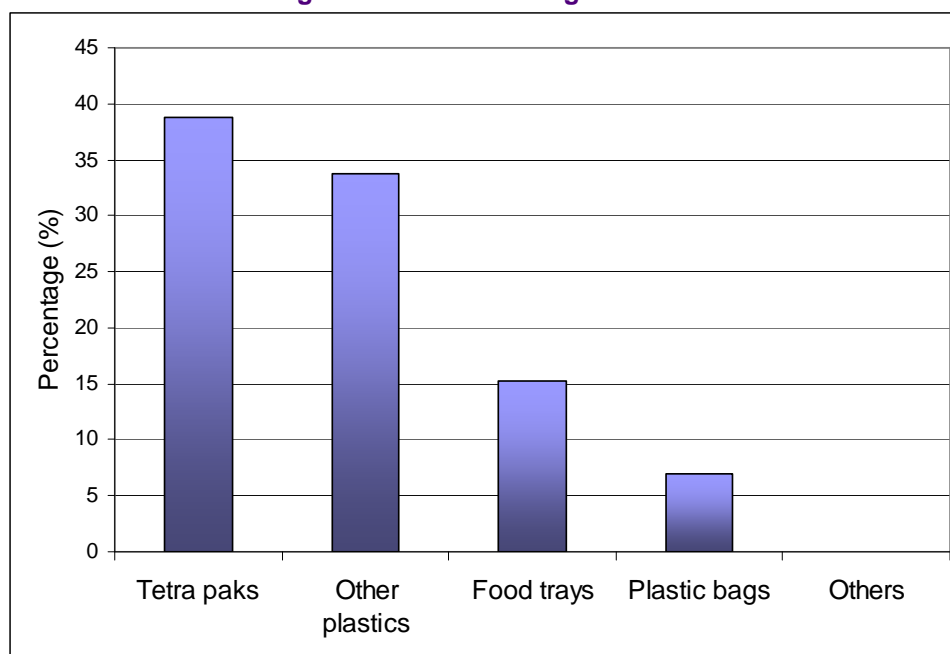


Cardboard was recycled by 4,276 residents. Plastic bottles, glass and tin cans were recycled by a good number of residents (4,197; 4,137 and 4,032 residents respectively). In comparison, fewer number of residents recycled aluminium foil (2,241 residents) and aerosols (1,187). The Recycling Advisers promoted the range of materials collected by the service to all residents contacted with the aim of increasing capture rates of these materials.

Contaminating materials

During the guided conversation carried out at the doorstep, the Recycling Advisers also aimed to provide correct information to residents who either stated placing materials not collected by the recycling service in the boxes or were found to have these materials in their boxes at the time of doorstepping. Figure 5 shows the four significant contaminants either stated by the residents at the doorstep or seen in the boxes by the Recycling Advisers.

Figure 5: Contaminating materials



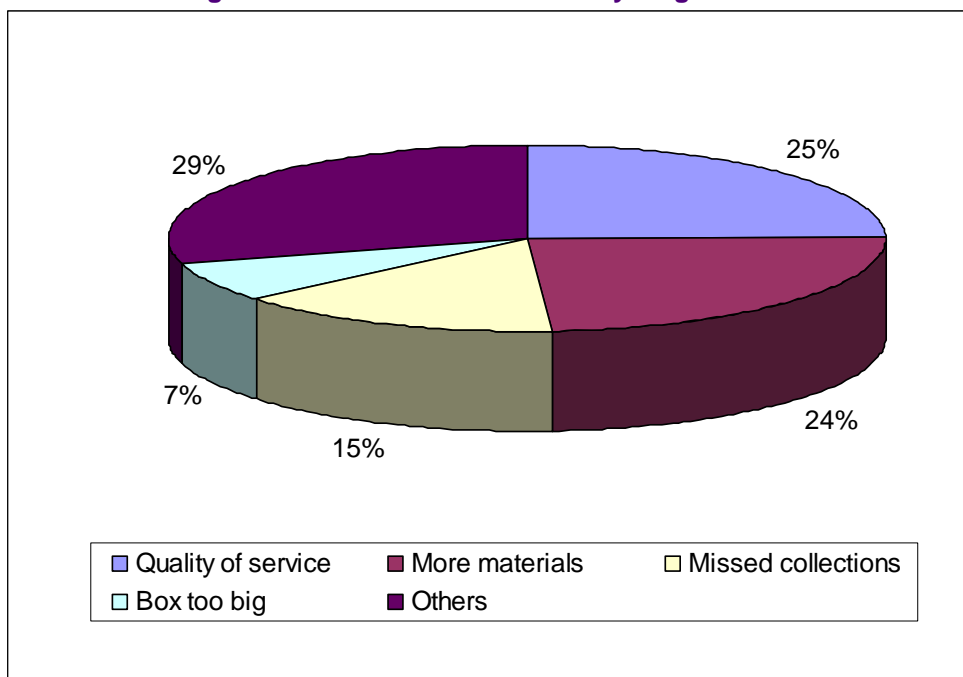
Tetra paks were the most common materials with a frequency of 61 recorded by the Recycling Advisers. This was followed by 'other plastics' with a frequency of 53. Food trays and plastic bags recorded 24 and 11 respectively. The category of 'others' includes materials such as polystyrene, food waste, textiles and green garden waste which recorded eight responses.

Feedback on the recycling services

The Recycling Advisers also gathered feedback about the council's recycling services from the residents contacted. Out of the 5,408 responses, 3,514 were positive comments such as happy with the service, boxes are a good idea and the service is good. 1,894 of the responses were recorded as constructive comments.

Figure 6 presents the constructive comments recorded. The main constructive comment was regarding the 'quality of service' (469 responses). The second most common comment was that 'more materials should be collected by the recycling service' (457 responses) such as tetra paks and other plastics.

Figure 6: General feedback on recycling services



The category of 'others' (558 responses) included comments like 'no information about the recycling service had been received, requests for reusable bags and that the green garden waste collection service should be free. Please refer to appendix 6.2 for the full list of constructive comments.

3.3 Roadshows

During the campaign, 21 roadshows were organised. Figure 7 presents the number of contacts achieved at each venue.

The roadshows were held at various venues as listed in Table 3.

Table 3: Roadshow venues

Date	Venue	Contacts
23.10.08	Ham Library	24
24.10.08	East Sheen Library	27
25.10.08	Richmond Sainsburys	18
31.10.08	Ham Library	30
01.11.08	Castelnau Library	20
04.11.08	Whitton Library	100
07.11.08	Twickenham Library	18
08.11.08	Whitton Library	33
11.11.08	Hampton Library	34
12.11.08	Hampton Wick Library	21
14.11.08	Twickenham Waitrose	44
15.11.08	Hampton Hill Farmers Market	55
18.11.08	Castelnau Library	53
21.11.08	East Sheen Library	124
25.11.08	Hampton Hill Library	41

Date	Venue	Contacts
28.11.08	Hampton Wick Library	39
26.11.08	Hampton Hill Xmas Parade	150
06.12.08	Richmond M&S	214
08.12.08	Twickenham Civic Centre	16
10.12.08	Kew Gardens shopping centre	239
15.12.08	Twickenham Civic Centre	65
	Total	1,365

During the roadshows campaign approximately 1,000 promotional items were distributed which included tea towels and reusable cotton bags.

3.4 Findings from roadshows

The team contacted 1,365 people during the roadshows. Of these 1,004 lived in the borough and while 167 people did not reside in the borough they were keen to talk about recycling and compare their local recycling services. 194 people did not provide a response to this question.

Of the total number of people contacted on the roadshows (1,365), the majority (998) stated that they were already using the recycling services with a much lower number of people (28) stated that they do not use their local recycling services. Others (339) did not provide a response. Encouragingly, the majority of the residents (938) contacted at the roadshows commented that they were aware of the changes being introduced to the recycling service. A small number (19) of residents were not aware of the service changes. Some residents (408) including non-residents of the borough, did not provide a response to this question.

The activities at the roadshows included encouraging people to sign up to environmental pledges to adopt and practice more sustainability in their daily lives. Some environmental education activities were also undertaken. For instance, at the Hampton Wick Library (on 12 November 08), a group of 30 children aged 3 to 5 years received a talk about the environment and recycling.

Section 4: Limitations

4.1 Doorstepping

The doorstepping campaign progressed well over the 9 week period. However, there was one main limitation experienced during this phase. From 13,187 properties shown in the properties list the Recycling Advisers visited 11,463 properties. The fall in the actual number of properties resulted from some properties being blocks of flats or multiple occupancy homes which were not included in the doorstepping campaign since they are not eligible for the kerbside recycling service. In addition, some streets had fewer properties than on the list provided by the council.

Section 5: Conclusions

In total, 15,261 visits were made by the Recycling Advisers. With 4,610 residents spoken to directly at the doorstep, the campaign was successful in meeting its objectives. The twenty one roadshows organised as part of the campaign provided a good platform to engage with a wider audience of residents from all areas of Richmond.

Doorstepping and roadshows allowed the Recycling Advisers to engage with residents on a face-to-face basis in order to explain the service changes and promote the council's recycling service. In addition, the Recycling Advisers were able to explain the recycling services of the council in detail and motivate them to start or increase their level of participation. Those residents not currently recycling were provided with full details about the service and encouraged to begin participating. By providing more information, encouraging participation and taking orders for boxes, the Recycling Advisers were able to address the main barriers to participation identified at the doorstep.

The main feedback received from Recycling Advisers who worked on the project was the need for residents to receive more information about the waste and recycling services provided by the council, along with stickers for the boxes informing residents of the materials collected in each box.

Overall the Recycling Advisers who worked on the project reported a very successful campaign in which they themselves had the benefit of positively influencing others and becoming more confident as champions of environmental sustainability.

Section 6: Appendices

6.1 Campaign's guideline script

1. Do you use the kerbside recycling service?
 - a. Yes: (go to Q3)
 - b. No: (go to Q2)

2. May I know if there is any reason why you do not use the recycling service?
 - a. Cannot be bothered
 - b. No information received about the service
 - c. Poor quality of service
 - d. Convenience of service
 - e. Uses other facilities – i.e. local bring banks, recycling centres, supermarkets.
Record which of these the resident uses and record where it is
 - f. No Box
 - g. Box stolen / missing
 - h. Box not delivered (it may be the case that they have recently ordered them, if so take their details anyway, and we will follow up the order)
 - i. Box is too small
 - j. New resident
 - k. Thinks it is the council's responsibility
 - l. Others – please specify.

The Recycling Adviser will:

- inform the resident of the details of the service and range of materials collected, including collection days;
- inform the resident of the change in the service;
- aim to persuade and encourage the resident to start recycling;
- emphasize the importance of placing the correct materials in the right boxes in order to reduce the possibility of contamination;
- give the resident a leaflet for future reference.

3. If yes, what materials do you recycle?

- a. **Blue box** - Paper and card - newspapers, magazines, catalogues, directories - including Yellow Pages, leaflets, loose paper, card, envelopes and cardboard (please flatten)
- b. **Black box** - Glass - mixed glass - all glass bottles and jars (no lids please) Cans, tins, foil, aerosols and plastic bottles only (no other types of plastic please) - Please remove lids from plastic bottles.

The Recycling Adviser will:

- inform the resident of the complete range if some of these materials are not stated
- provide the resident with correct information if any contaminating materials are stated. These contaminating materials will be recorded:

- a. Textiles
 - b. Garden waste
 - c. Food waste
 - d. Food trays
 - e. Plastic bags
 - f. Other plastic products, like yoghurt pots, cling film etc.
 - g. Tetra pak
 - h. Polystyrene
 - i. Other (please specify).
- **reiterate the importance of placing the correct materials in the correct box for collection. (Go to Q4).**

TO ALL RESIDENTS

4. The council is introducing some service changes (A blue box for paper and cardboard will be delivered to every household that has access to the doorstep recycling service). The council had distributed some leaflets to inform residents of the service changes. Did you receive the leaflet? Would you like me to explain the service change?

Explain details (including collection day) and take a box order if requested.

5. How would you like to receive information / communication from the council?

- a. Council magazine (Arcadia)
- b. Local newspapers
- c. Leaflets through the letter box
- d. Visit by a doorstepper
- e. Posters on bus stops etc.
- f. Radio
- g. TV
- h. Others (please specify).

6. Do you have any comments or feed back on the recycling services of the council?

Additional information:

- a. The staff will give out the leaflets to all residents contacted and drop off the leaflets at properties where no contact is made.
- b. Please advise the resident that the order for a second blue box can be made only after the 1st of December.
- c. Inform residents (especially keen recyclers) about the scrapstore scheme, the RePaint scheme, the Furniture scheme and home composting. Inform residents with a young family about the reusable nappies incentive scheme. The Recycling Advisers will provide the relevant leaflets to residents who express an interest.
- d. Where the team cannot answer a query the Recycling Advisers will encourage residents to call the call centre on 08456122660.

The Recycling Advisers will record specific complaints on a separate sheet to pass on to the council

6.2 Comment category codes: Reason for not recycling

Reason for not recycling	Definition
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.
Quality of the 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.
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.
Space limitation (SL)	The resident has space limitations and cannot clear any space for recyclable storage.
Missed collections (MC)	The collection crew misses the box on collection day and there is an amalgamation of materials which become dangerous, attract vermin and is aesthetically unpleasant.
No box (NB)	The resident never received a box. Resident placed an order but the box never arrived or the resident never received the black or blue box.
Box stolen / broken (BS)	The resident does not recycle because their box is broken or was stolen. The Recycling Advisers will take orders for boxes so that a new box can be delivered to the resident by the council.
Box not delivered (BND)	Blue, black were never delivered by the council.
Box too small / flimsy (BTS)	Resident comments that the boxes are of poor quality: break easily, weak; too small / do not fit many materials.
No information received (NIR)	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 to participate in the service.
Uses other facilities (OF)	This includes all residents that recycle using facilities other than the bring banks / civic amenity sites or supermarkets. RAs should try to persuade the resident to still use the boxes or order one if necessary and explain to resident all the materials they can recycle in the boxes etc.
New resident (NR)	The resident has only just recently moved into the area and is not aware of the existence of the scheme. Explain the scheme and ask the resident if they would like a box delivered.
Council's responsibility (CR)	Residents believe that recycling is the responsibility of the council and that the onus of sorting waste into recyclables should be placed on the independent waste collection contractor and / or the council.
Litter (L)	The resident states that s/he does not participate because the materials placed in the box litter the area as they get blown about prior to collection.
Other (Please specify)	Please specify any other comments received in this category.

6.3 Comment category codes: General comments

General comments	Definition
Quality of the service (QoS)	Resident has commented that s/he thinks 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.
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.
No information received (NIR)	The resident has not seen any of the council information about the recycling service(s) available. Includes all residents who are aware that a scheme is in place but do not fully know the details about the box recycling service, for example not knowing it is compulsory or not knowing the full range of materials collected, etc.
More information (MI)	The resident would like to receive more information about recycling and waste issues.
Uses other facilities (OF)	This category includes all residents that recycle using facilities such as public bring sites and civic amenity sites of supermarkets. RAs should try to persuade the resident to still use the boxes, and explain to resident all the materials they can recycle in the boxes etc.
Some materials not collected (SMnC)	The collection crew does not take all materials placed in the box. The Recycling Adviser will check to make sure the material in question is able to be recycled using the service and inform the resident of what can and cannot go in the different boxes. The material in question will be recorded.
Missed collections (MC)	The collection crew misses the box on collection day and there is an amalgamation of materials which become dangerous, attract vermin and is aesthetically unpleasant.
Boxes need a lid (BNL)	The resident states that the boxes need a lid as an open box causes problems such as materials blow out or animals having access to recycling. Please explain the reasons why the council wont provide a lid
More materials (MM)	More materials should be included in the relevant service.
Problems with crews attitude (PCA)	The resident holds objections to the crew's attitude.
Reusable bag (RB)	The resident would prefer a reusable bag instead of a box as part of the kerbside recycling service.
Good service (GS)	Resident comments that they are happy with the current service.