



Recycle Western Riverside: five years on
Campaign achievements 2002–2007

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Foreword



Colin James
General Manager,
Western Riverside
Waste Authority

It gives me great pride and pleasure to present the 'Recycle Western Riverside: five years on' report.

The report highlights the remarkable breadth of work undertaken by the Recycle Western Riverside Campaign since its launch in 2002. It also charts the considerable progress that has been made towards improving the sustainability of waste management practices across the Western Riverside region.

Over the last five years, the amount of material recovered for recycling has almost trebled across the four boroughs: Hammersmith and Fulham, Lambeth, Wandsworth and the Royal Borough of Kensington and Chelsea. The boroughs now rank in the top ten for recycling performance in London.

Building on these achievements, Western Riverside Waste Authority, in partnership with Cory Environmental, has decided to extend the Campaign until 2010. We also plan major investment in further recycling infrastructure improvements.

Under the banner of Recycle Western Riverside, we look forward to even greater success in the future.



Fran Comerford-Cole
General Manager,
Transfer Stations
Cory Environmental Ltd

Recycle Western Riverside has established itself as a leading example of what can be accomplished through effective waste management partnerships. I am delighted that Cory Environmental has been a partner in this truly ambitious and pioneering initiative.

Over five years, we have provided £5.4 million in Landfill Tax Credits in support of the Campaign. Through our delivery partners, London Remade and Waste Watch, it has produced impressive results, which are outlined in this report.

Cory Environmental remains committed to minimising the impact of waste created in the Western Riverside region. By transporting residual waste by river, we keep approximately 100,000 heavy truck journeys off the congested roads of London. In addition, we will soon manage and sort recyclables within the region through the provision of a new Materials Recovery Facility. This initiative will further enhance our recycling-led service to WRWA, the boroughs and their local communities.

Cory Environmental is pleased to support the three year extension of the Campaign and looks forward to developing this successful partnership.

The Recycle Western Riverside Campaign Partners



Executive summary

Introduction

In 2002, the Western Riverside Waste Authority initiated a five-year campaign – Recycle Western Riverside – to increase recycling, reduce waste and promote the purchase of recycled products across the Western Riverside boroughs of Hammersmith and Fulham, Lambeth, Wandsworth and the Royal Borough of Kensington and Chelsea.

The Campaign's remit was based on four key objectives:

1. To promote a new, harmonised approach to recycling across Western Riverside.
2. To help the boroughs meet statutory recycling targets and increase the waste being diverted from landfill.
3. To promote the purchase of recycled content products and investment in new recycling processes.
4. To raise the profile of Recycle Western Riverside and disseminate key results.

Objective One

The co-ordination or harmonisation of recycling across the region was a logical first step to improving services.

The Campaign identified best practices locally; designed and evaluated pilot projects; encouraged the boroughs to adopt a common co-mingled collection approach and overarching campaign brand; and assisted borough officers to obtain funding for these new services.

The result has been that every resident can now recycle their glass bottles and jars, paper and card, tins, cans, and plastic bottles. Furthermore, 27 million instantly recognisable orange recycling sacks are given away each year to residents, and almost all estates are provided with recycling services. A green garden waste collection is also offered in each of the boroughs.

In turn, this has led to:

- 73% of residents saying they are satisfied with their recycling services (2006) compared to 39% in 2002.
- 81% knowing what can and can't be recycled (2006) compared to 49% in 2002.

Objective Two

Developing recycling services and raising public awareness were the two crucial elements in increasing recycling rates. An innovative, integrated and multi-faceted campaign approach saw recycling levels increase year on year.

As well as helping the boroughs provide more accessible services, the Campaign brought about significant changes in mass behaviour. This involved educating and informing residents through advertising campaigns, public relations, education work in schools, and face-to-face conversations with residents at community events, in the high street or on their doorstep.

The results are clear:

- Recycling rates have almost trebled from 9% to 25%.
- 92% of residents say they recycle everything or a lot (2007) compared to 41% in 2002.

Recycling rates have risen steadily over the five-year period across the four boroughs. In addition, the number of 'committed' recyclers in the region reached 73% in 2007 – around 10% above the national average.

Objective Three

Strengthening demand for recovered materials and encouraging the purchase of recycled products was a major area for improvement. The Western Riverside borough councils led by example. The councils set a 10% target to increase the amount spent on recycled products in the last financial year. As a result, some departments increased their purchase of recycled products by as much as 150%.

The Campaign persuaded 70 organisations across the region to sign up to the Mayor's Green Procurement Code stimulating demand for recycled content products.

Public awareness also increased:

- 62% of residents feel informed about what recycled products they can buy (2006) compared to 39% in 2002.
- Almost a third of residents now buy recycled products every time or most times (2006).

Objective Four

Recycle Western Riverside continually worked to share experiences with other like-minded organisations. This involved a significant amount of partnership working and attendance at a number of recycling forums and conferences.

The campaign provided a steady stream of interesting stories to the general press and promoted the work of the partnership to the waste and recycling industry. Between 2002 and 2007, the campaign secured over 166 pieces of editorial coverage in trade publications.

The Campaign and the boroughs were also recognised for their innovative work, winning a number of industry and communications awards.

Looking Forward

There is no doubt that the four objectives of the Campaign are all inextricably linked. Success in one area has had knock-on effects in other areas, and in some cases added benefits.

As with all progress, success breeds the desire for yet more improvement. Better recycling, a larger range of recyclables, more convenience for the householder, and evidence that the efforts of the individual are genuinely beneficial. These public desires are also reflected in the ever more stringent statutory targets.

So improvements continue to be developed and implemented. There is a new Materials Recovery Facility already planned; the Landfill Allowance Trading Scheme will offer a financial incentive to municipal waste reduction; the Authority's levy system has been modified; and river transport will be integrated with the new recovery facility.

Of course, the battle is not yet won, and there are still tremendous challenges. But they should be viewed positively against the progress already made. The close collaboration of the partners in the scheme should become a benchmark for others.

To date, the results have been impressive. Consequently, Recycle Western Riverside has been extended for a further three years allowing the Campaign to continue to identify new ways of improving recycling services and waste reduction.

Indeed, it is hoped that the work of Recycle Western Riverside is merely a starting point for ongoing successes, and that it continues to be an example of what can be done elsewhere.

Introduction

The Western Riverside Waste Authority (WRWA) is the statutory body responsible for the disposal of municipal waste from the London boroughs of Hammersmith and Fulham, Lambeth, Wandsworth and the Royal Borough of Kensington and Chelsea.

In 2002, WRWA awarded a 30-year waste management and recycling contract to Cory Environmental Ltd, and launched Rethink Rubbish Western Riverside (re-branded as Recycle Western Riverside in 2004). The five-year Campaign aimed to significantly increase recycling, reduce waste and encourage the purchase of recycled products.

The Campaign was funded by Cory Environmental with £5.4 million from the Landfill Tax Credit Scheme, and has been delivered by London Remade and Waste Watch in partnership with WRWA, Cory and the boroughs.

The four main objectives have been:

- To promote a new, harmonised approach to recycling across Western Riverside.
- To help the boroughs meet statutory recycling targets and increase the waste being diverted from landfill.
- To promote the purchase of recycled content products and investment in new recycling processes.
- To raise the profile of Recycle Western Riverside and disseminate key results.

With over 500,000 tonnes of annual waste and an average recycling rate of around 9% at the beginning of the Campaign, there was a lot to be done. Operating in the inner city also meant facing some unique challenges. The population density of the Western Riverside region is one of the highest in the UK with over 880,000 residents and 70% of housing in the area made up of flats and estates.

This report outlines the successes achieved to date through an integrated campaign of research, technical support, communications, education and waste minimisation activities across the whole of the Western Riverside region.

A summary of the key activities undertaken by the Campaign is provided in a table in the Appendix on page 34.

Use of statistics in this report

This report contains the findings of research undertaken by Ipsos MORI Social Research Institute among local residents in the Western Riverside Waste Authority region on behalf of the Recycle Western Riverside Campaign.

Interviews were conducted face to face in home with a random sample of residents aged 16+. The sample sizes and research dates were:

- Wave 1 – consisted of 2,023 interviews between 9 October and 26 November 2002.
- Wave 2 – consisted of 1,314 interviews between 27 October and 30 November 2003.
- Wave 3 – consisted of 1,249 interviews between 14 March and 24 April 2005.
- Wave 4 – consisted of 1,225 interviews between 19 June and 21 July 2006.

In addition, Waste Watch conducted a survey in 2007 using the same research methodology consisting of 1,122 interviews between 20 June and 18 July 2007.

The statistics relating to resident awareness, attitudes or claimed behaviour around recycling and the purchase of recycled products (pp. 2, 3, 6, 7, 8, 10, 11, 15, 24 and 32) are all taken from this research, which is available to view at www.westernriverside.org.uk

Objective One: To promote a new, harmonised approach to recycling across Western Riverside.

“Working in partnership with Recycle Western Riverside helped Wandsworth replace the old Rainbow Recycling collection service with the orange sack service, a change that has more than doubled the tonnage being recycled. That all four Western Riverside boroughs are in the London top ten for dry recycling is testimony to the Campaign’s success.”

Michael Singham
Senior Policy Officer
London Borough of Wandsworth

Objective One: To promote a new, harmonised approach to recycling across Western Riverside.

In 2002, the four Western Riverside boroughs were all operating different kerbside recycling services and collecting different materials. Residents recycled using a variety of containers ranging from green boxes and bins to colour-coded sacks or carrier bags. In addition, not all kerbside properties were covered by the collections and recycling services for blocks of flats were limited.

Borough recycling officers had a daunting task. They were supposed to change residents' behaviour towards waste and recycling using limited resources. At the same time, essential communications were not co-ordinated with other local and national campaigns.

Research showed that:

- The average borough recycling rates were less than 9%.
- Just 41% of residents claimed to recycle everything or a lot.
- Only 39% of residents were very or fairly satisfied with their recycling services.

When the Campaign was set up, there were clear opportunities for immediate improvement, notably by: co-ordinating the different services; and by creating a campaign brand that would standardise communications and better raise public awareness.



Harmonising services

Harmonising and co-ordinating the boroughs' recycling services was the first priority.

The Campaign therefore:

- Ran workshops for borough technical staff, key decision-makers and waste management personnel to identify best practices locally, throughout the UK and internationally.
- Designed, monitored and evaluated pilot projects.
- Worked closely with the boroughs to adopt a common co-mingled approach to kerbside collections using distinctive orange sacks across the boroughs.
- Assisted the borough officers to bid for approximately £3 million of funding to help implement these new services.

Consequently, the orange sack and orange-lidded bins on estates have become synonymous with recycling across the Western Riverside region. Around 27 million orange sacks are now delivered free to eligible households each year, and almost all estates are provided with recycling services.

Every resident has the ability to recycle all their glass bottles and jars, paper and card, tins, cans, and plastic bottles. A green garden waste collection is also offered to eligible households in each of the boroughs.



Developing a recycling brand

As well as harmonising the collection service, it was essential to build a recognised and consistent brand across the region. By co-ordinating some of the communications at a regional level, the Campaign achieved important economies of scale. It also ensured that messages were delivered consistently.

The Campaign:

- Established **Rethink Rubbish Western Riverside** as a unifying brand. Subsequently, this was amended to **Recycle Western Riverside** to align it with the national Recycle Now campaign.
- Provided the creative and technical support to borough communications staff to integrate the brand into their own communications material.

- Raised the profile of recycling, through a programme of advertising, public relations, field marketing, community events and educational activities in local schools.

As a result, the Campaign logo is now recognised by at least 42% of residents. This compared favourably with recognition of the national campaign brand at 47% (2006). Most importantly, evidence shows that the Campaign helped to significantly increase awareness levels and change public behaviour.

Achieving results

Almost three quarters of residents now say they are very or fairly satisfied with their recycling services. Seven out of ten also feel informed about the recycling services provided in their local area.

Without doubt, co-ordinating the borough recycling services and providing supporting communications helped to address the low awareness of a highly mobile, transitory population; a particular challenge in an urban area like London. For residents moving between the four boroughs, the system for collecting recycling is now broadly the same. This has potentially reduced confusion and helped boost recycling rates.

Much remains to be done to meet the recycling aspirations of the Western Riverside community, but the vision of a harmonised approach to recycling remains at the heart of the region's resource management strategy.

In focus: Groundbreaking retail partnership (2004)

In Spring 2004, as part of a national pilot, a five-week communications campaign ran in 19 supermarkets across the boroughs of Hammersmith and Fulham and Wandsworth. Informed by consumer and waste audit research in 2003, the initiative aimed to promote the councils' kerbside schemes and explain to residents the full range of materials that could be collected in the orange sacks.

The campaign was supported by Asda, Sainsbury's and Tesco, and consisted of in-store, point-of-sale signage and advertising on shopping baskets, trolleys and supermarket flooring. Field marketing events were also held at seven supermarkets, where campaign staff gave away over 10,000 cloth shopping bags containing local recycling information.

The results were extremely positive:

- 61% of people who saw the campaign had a raised awareness of what could be recycled.
- 55% said it encouraged them to recycle more.
- 70% said they had a better opinion of the retailer knowing that they were helping to promote recycling.



Figure 1 Resident awareness of recycling services

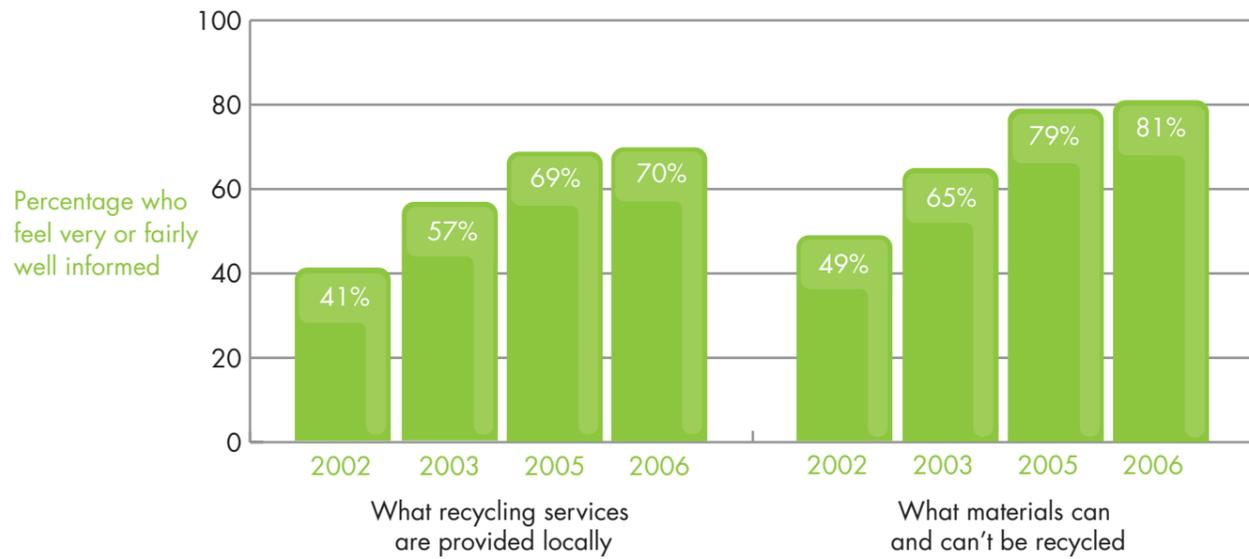
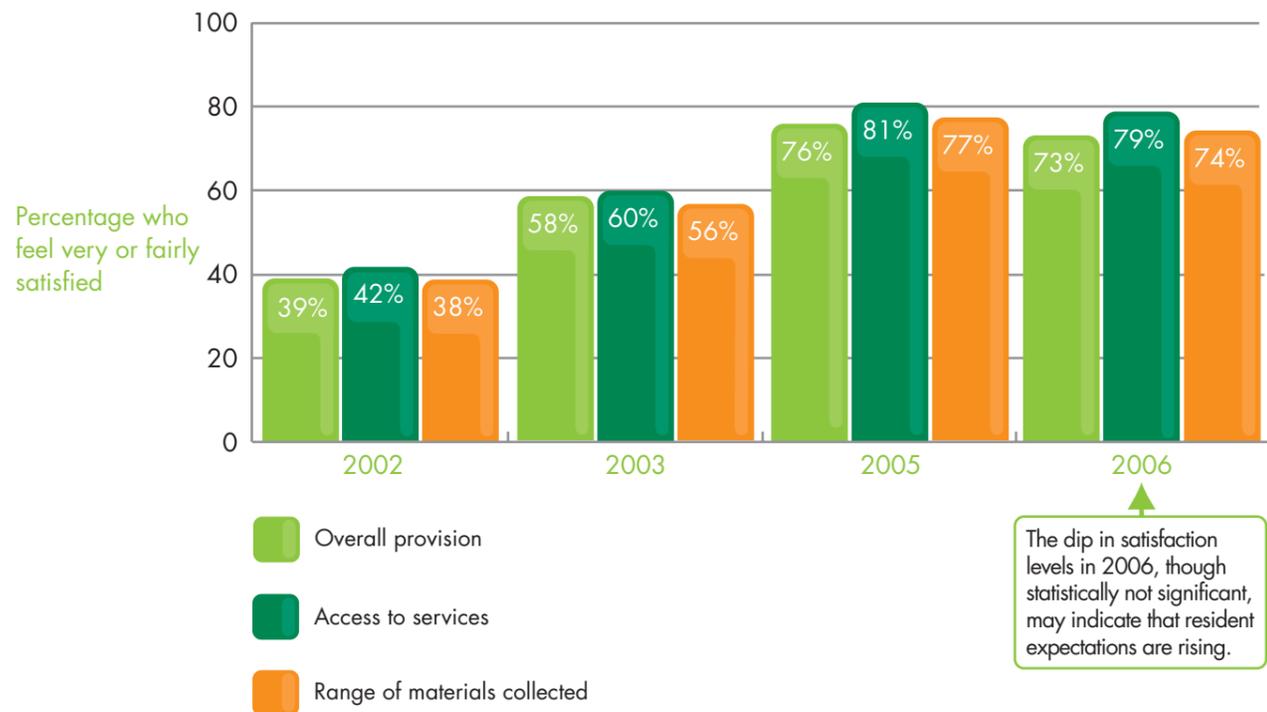


Figure 2 Resident satisfaction with recycling services



Objective Two:
To help the boroughs meet statutory recycling targets and increase the waste being diverted from landfill.

“Recycle Western Riverside has allowed us to establish a more joined up approach to waste reduction and recycling. There is now a significant degree of service commonality, allowing targeted communication campaigns across the entire region. The initiative has helped the Royal Borough reach out to a wider audience, increasing participation and capture rates and reducing contamination.”

Jay Amies
Waste and Recycling Manager
Royal Borough of Kensington and Chelsea

Objective Two: To help the boroughs meet statutory recycling targets and increase the waste being diverted from landfill.

From the start, the Campaign took a dual approach to helping the boroughs increase recycling rates. Technical support and advice to develop services went hand in hand with communication and education activities to raise public awareness and encourage participation.

Throughout the Campaign, the support given to the boroughs, the communications messages and the target audiences (Figure 3) all evolved to respond to changing consumer attitudes, behaviour and needs.

The initial focus was on developing new kerbside recycling services and in raising awareness of these services. The introduction of estate recycling schemes then led to communications around how all residents could recycle.

Next, the focus shifted to increasing the efficiency of existing services and to encouraging medium and low recyclers to recycle more. After a third of residents in 2003 said they would recycle more if everyone else was doing it, the Campaign aimed to normalise recycling behaviour by demonstrating good recycling behaviour in an everyday context.

More recently, the goal moved to motivating the smaller, but persistent, group of low and non-recyclers. This involved explaining the important environmental benefits of recycling and reducing waste. The Campaign also explored other techniques to encourage participation, including the possibility of introducing compulsory recycling and fortnightly refuse collections.

In conjunction with this evolution of campaign messages, the technical and communications support provided was adapted to the changing priorities of the boroughs. This allowed clear focus on low performing areas, specific target groups, or at particular times of year when the volume and type of waste may vary.

The success of this flexible approach was evidenced by the continued growth in recycling rates demonstrated in Figure 4. This shows that rates almost trebled from just 9% in 2002/03 to 25% at the start of 2007/08.

The number of 'committed recyclers' also increased from 63% in 2006 to 73% in 2007 – almost 10% higher than the national average. Committed recyclers are defined as those who regard recycling as important, who will recycle even if it requires additional effort, and who recycle everything or a lot (Figure 5).

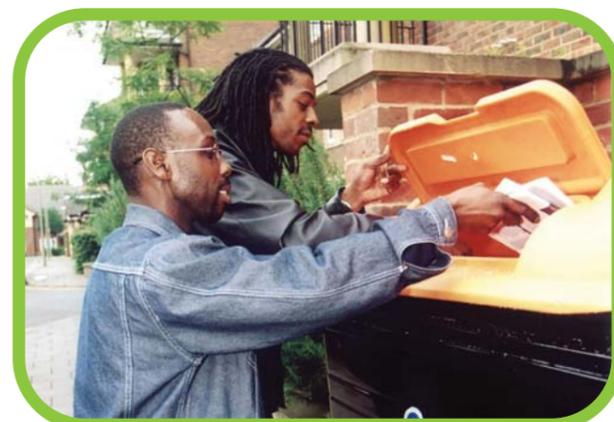


Figure 3 Campaign messaging and target audiences

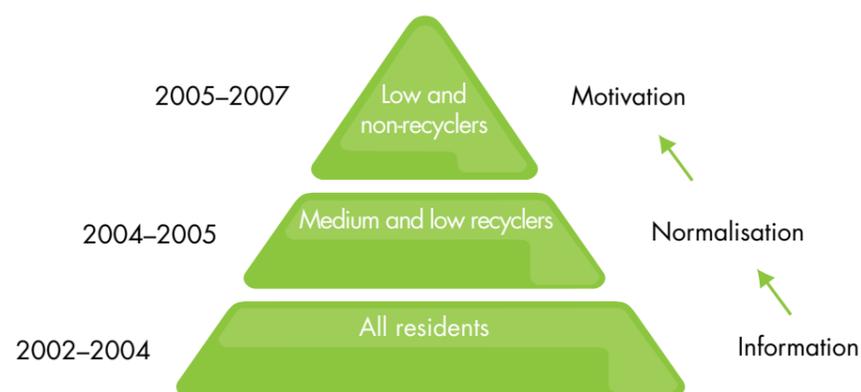


Figure 4 Average recycling rate across Western Riverside

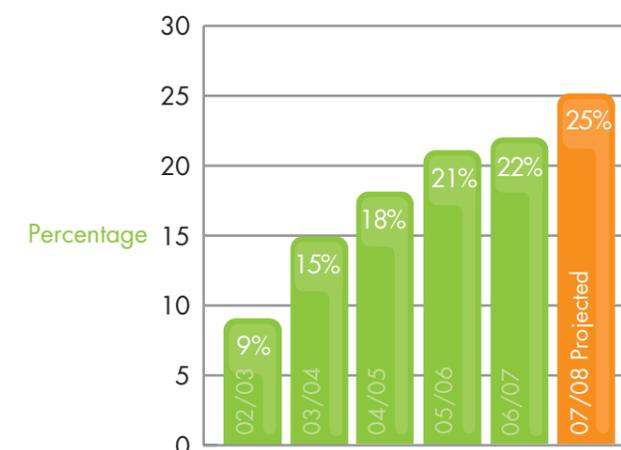
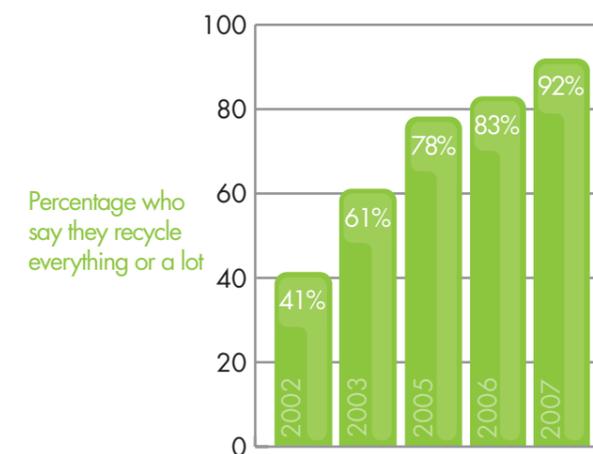


Figure 5 Resident claimed participation in recycling



From kerbside to high rise

The Campaign initially focussed its attention on kerbside collection systems for dry recyclables. This offered the greatest potential for increasing the amount of waste materials captured and changing residents' behaviour towards recycling.

As previously outlined, the primary objective was to create a harmonised, co-mingled collection system, which residents could easily understand and use. So, having implemented effective kerbside systems across the boroughs, capturing recycling from estates became increasingly important.

In 2005, the Campaign led the way in improving knowledge about recycling on estates by conducting one of the first estates inventories in London. This involved visiting estate blocks across the region to identify different ways of improving recycling participation.

The team also ran a series of workshops for private managing agents, caretakers and residents, exploring how various barriers to recycling could be overcome. The Campaign also supported a number of pilot schemes to increase participation, from door-to-door collections (see In focus) to financial incentive schemes.

The boroughs have now all implemented borough-wide, co-mingled estate services, but engaging with residents on estates remains a challenge. Indeed, 12% claim not to recycle at all compared to 5% of those living in kerbside properties.

The campaign also found that less material is available for recycling from estates. Each estate household produces, on average, 50 kilograms less recyclable material every year than a kerbside household.

Lower recycling on estates is partly due to two major challenges. One is communication; coping with language barriers and a high transient population. Second, is the difficulty of implementing efficient estate recycling schemes. According to Campaign research, per household, door-to-door estate collections sometimes cost five times as much as 'bring site' schemes.



In focus: Clapham Park estate recycling scheme (2004–2007)

During 2004, the Campaign worked with Lambeth Council and the Clapham Park New Deal for Communities to launch a door-to-door recycling service for around 2,000 households on the Clapham Park estate.

Technical advice and support on the design of the scheme was bolstered by comprehensive communications, including: a launch event; schools programme; and the distribution of a fridge magnet – which is remembered by residents even three years later!

The service was exceptionally well received with 93% of residents taking part.

Since then, research has been undertaken to identify potential food waste re-processing sites and options for food waste collection and processing, including small and large-scale composting and anaerobic digestion.

Despite the focus on green waste collections, home composting remained a priority for the Campaign.

Residents were encouraged to compost at home through the offer of subsidised compost bins and by using a network of 'master composters' to demonstrate how to make good quality compost.

In spring 2007, the Campaign ran a series of composting promotion events, which led to a three-fold increase in the number of orders for subsidised bins.



Turning to green

Once dry recycling systems were in place, the Campaign looked at options for dealing with green garden and food waste. In 2004, a trial in Lambeth examined the potential impact of collecting organic waste alongside dry recyclables.

Residents were provided with small kitchen caddies and wheeled bins for mixed garden and food waste, as well as easy to understand pictorial information on how to separate their household waste. The scheme was extremely successful collecting around 50% of household waste for recycling and composting.

However, identifying suitable food waste processing facilities with adequate capacity was an ongoing issue, not only for the Western Riverside boroughs, but also for London as a whole. This meant the trial could not be expanded at the time.

In focus: Green waste mapping project (2006)

In 2006, the Campaign investigated methods of increasing the effectiveness of garden waste collections. It looked at how the cost of these schemes could be reduced, given that financing them had often been a barrier to implementation and long-term sustainability. The Campaign ran a green waste mapping exercise to identify areas with a high concentration of gardens using geographical information systems (GIS) and resident questionnaires.

The aim was for green waste collection schemes to be targeted at areas where the boroughs would see the greatest response from residents.

For example, targeted doorstepping in three areas in Kensington and Chelsea resulted in two thirds of households contacted signing up to the council's garden waste collection scheme.



Dealing with commercial waste

Initially, commercial waste was not a primary concern for the boroughs or the Campaign. But, the introduction of the Landfill Allowance Trading Scheme (LATS) led to the scope of the Campaign broadening to include the recycling and reduction of municipally collected commercial waste.

Audits were undertaken to determine the proportion of recyclable waste generated by different businesses. Surveys identified that over half of businesses questioned were interested in recycling. At the same time, trials and new schemes to incentivise the recycling of commercial waste were launched.

Increasing efficiency

To improve the overall efficiency of borough recycling and composting schemes, the Campaign researched, and gave recommendations on, a range of areas for improvement.

- The distribution of orange recycling sacks.
- Combining collection rounds for estate, commercial and kerbside recycling.
- Same day collections for residual waste and recycling.
- Maximising participation and capturing more waste from households.
- Introducing fortnightly collections of residual waste with weekly collections of recycling and food waste.
- Increasing the range of materials accepted by borough collection schemes.



Changing mass behaviour

Given the challenges of communicating with a diverse and transitory population, a significant element of the Campaign focussed on reaching a wide audience through cost effective, cross-borough communications.

The two main tools in achieving this were advertising and public relations (PR). Education, outreach and other face-to-face work were used more qualitatively to reach specific target groups.

The decision to use advertising and PR was underpinned by the Campaign's annual resident survey, which asked people how they would prefer to receive information about recycling. Posters and local newspapers consistently came in the top three, with a leaflet through the door cited as the most popular method of communication.

As a result, Recycle Western Riverside ran a series of advertising campaigns using local press, outdoor, transport and postcard media. TV, radio and online advertising media were not used, as the messages would have crossed local authority boundaries and potentially confused residents in neighbouring boroughs.

These advertising campaigns aimed to:

- Cut through London's competitive media environment, engaging the target audience with visually arresting creative work.
- Motivate people by providing a strong personal or local call to action.
- Drive traffic to the Campaign website or to the council for more information.
- Act as a springboard for other activities to raise public awareness.

At the start of the Campaign, bus and poster advertising were used to inform residents about their local recycling service. Later, residents were encouraged to recycle more by presenting recycling as a normal part of every day life through, for example, 2005's **'Rest, Relax, Recycle'** outdoor and press campaign.

More recently, the Campaign used advertising to inspire low recyclers to do more and to convert the remaining non-recyclers. The **'Just when will you start recycling?'** advertising (see In focus) highlighted the sheer volume of waste produced in London and the consequences of it going to landfill. The 2007 **'Energy-saving'** ad campaign showed the wider benefits of recycling in terms of saving energy and precious natural resources. (See images below).



In focus: 'Just when will you start recycling?' ad campaign (2006)

In 2006, Recycle Western Riverside ran a high profile public awareness campaign to motivate the one in four residents identified as low and non-recyclers to start recycling.

Powerful ads showing landmarks submerged in rubbish appeared in high streets, underground and train stations, gyms and supermarkets, as well as in local press and council newspapers. 120,000 postcards encouraging people to pledge to recycle were distributed to hundreds of cafés, bars, cinemas, health clubs, libraries and local businesses. An interactive roadshow toured 20 shopping locations and intensive PR activity generated over 80 pieces of press and broadcast coverage. As a result:

- 30% of low and non-recyclers said they had started recycling more.
- 22% encouraged someone else to recycle as a direct result of seeing the campaign.
- 28% more people visited the Campaign website for information.



The Campaign also ran advertorials – paid-for editorial pieces – in council publications and local newspapers. These covered topics such as waste-free shopping, junk mail, real nappies and recycling contamination; often tying in with events such as Christmas, New Year, Easter and Valentine's Day.

Proactive PR activity ensured that all areas of the Campaign were regularly promoted in local newspapers, council publications, on the radio, on TV and online. Newsworthy stories were generated around key activities and events. It also piggybacked on national events, such as **Recycle Now Week**, to amplify the impact of the Campaign locally.

In 2006, a press release about a tortoise who survived the sorting process of a Materials Recovery Facility even made the news across in Los Angeles and Philadelphia. Though lighthearted, this story demonstrated the reach of good PR, and over the course of the Campaign, an impressive 280 pieces of editorial coverage were secured covering various pertinent topics.

This coverage reached an estimated 12 million people and was worth over £250,000 in editorial value. The Campaign also appeared in 19 regional and national broadcast pieces, including: BBC London Radio, LBC Radio, ITV London Tonight, GMTV and Channel 4 News. See Figure 6.



Figure 6 Opportunities to see media coverage



Informing and inspiring

A number of new resources were developed, often in response to research findings that identified a particular information gap or common misunderstanding.

These key resources included:

- **The Campaign website – www.westernriverside.org.uk** – provided a central point of advice and information about recycling at home, at work and in school, as well as news and events taking place across the region. To date, the website has received over 75,000 unique visitors and almost three million hits.
- **An interactive display** – developed bespoke by the Science Museum to explain the recycling process in a fun, exploratory way. It was used across the region at libraries, community centres, places of worship, shopping centres and offices.
- **Leaflets, postcards and posters** – answering residents' questions about recycling, these materials helped dispel some popular myths and encouraged people to recycle more. Over 430,000 leaflets and posters were distributed to outlets including local businesses and public buildings.
- **A range of merchandise** – from recycled paper pads and pens to fridge magnets and cloth bags, merchandise was used to reward residents and to further promote the Campaign.



Engaging with people face to face

Much of the material shown on the previous page was given out to residents in person. Engaging with residents on their doorsteps, or when they were going about their daily lives in shopping centres, supermarkets, tube stations and high streets, was an important element of the Campaign.

Over the last five years, the Campaign's recycling promoters visited around 180,000 homes and spoke to over 60,000 people. In addition, 94 field marketing events across the four boroughs reached another 17,000 people.

This face-to-face contact provided an excellent opportunity to engage and inform people, to answer questions, and to learn more about what residents need and want from their recycling services.



In focus: Recycling Champions (2003)

In 2003, Recycle Western Riverside launched its largest programme of doorstepping, targeting kerbside households in the boroughs of Hammersmith and Fulham, Lambeth and Wandsworth. A team of 20 Recycling Champions visited nearly 80,000 homes over three months, encouraging residents to use the recycling services and to recycle a greater range of materials.

The launch event, which used a giant motorised dustbin to parade down borough high streets, attracted the attention of local shoppers and helped raise the Campaign's profile within the media.



Working with the community – the Community Action Project

Within the four Western Riverside boroughs community groups and networks had been developing around cultural, ethnic, leisure, age and local commonalities for decades. But prior to 2002, there was no community education programme focussed on waste and recycling.

When the Campaign's **Community Action Project** (CAP) was set up, it enabled dialogue with residents and the opportunity to build up local advocacy through community leaders.

Over the last few years, the CAP team has worked with a wide range of groups to run local recycling campaigns. In total, the team attended 126 community events, ran 95 talks or workshops and spoke to 31,690 people.

At the heart of this work was the involvement of residents themselves. The Campaign's volunteer programme trained 55 people who collectively contributed 856 hours to promote recycling on the ground.

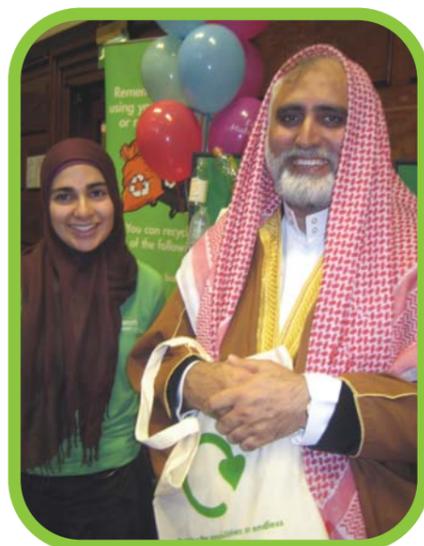
The Campaign also helped residents produce **'Cans, Jars and Videotape'**, a film capturing their personal experiences of recycling, and supported a number of local recycling initiatives through the Western Riverside Community Fund.

The team worked intensively with groups identified as low and non-recyclers. These were primarily: estate residents; Black, Asian and Minority Ethnic groups; residents from less affluent social groups; and residents aged under 25. Through extensive consultation, the Campaign sought to understand the underlying barriers to participation.



The result was targeted action through:

- Setting up Recycling Clubs on estates in partnership with Housing Associations.
- Running workshops with different community groups and encouraging religious leaders to incorporate recycling messages into their sermons.



- Holding a series of sessions with Sure Start and One O'Clock groups for parents with young children.
- Running a student roadshow at colleges and developing recycling projects with Roehampton University and South Thames College.

"Thanks for running such a successful session yesterday, I thought it was great and so did the children. I have a meeting tonight to address the Kennington Park Management Committee and I will be telling them of the success of the Recycling Club."

Sonia Gayle,
Regeneration Co-ordinator,
London Borough of Lambeth

In focus: Green the Grown-ups (2007)

'Pester power' redefined – this pilot project gave 8–12 year-old pupils across two schools the chance to teach their parents a lesson in reducing, reusing and recycling.

Over the course of a school term, pupils and staff across Key Stage 2 took part in a series of fun, interactive workshops designed to improve household recycling and waste behaviour. The pilot reached over 400 students and their families, culminating in an assembly which parents attended with their children.

By the end of the pilot, pupil knowledge – assessed through a series of quizzes – had considerably improved, especially around complex contamination issues. Importantly, an average 70% of pupils spread the Campaign's messages further by talking to their parents about recycling.



Taking the message into schools – Recycle at School

The Campaign's education programme, **Recycle at School**, began in September 2002. It aimed to directly increase recycling and to reduce landfill waste from schools in the region. Modelled on Waste Watch's Schools Waste Action Club, it fostered long-term sustainable behaviour by educating primary and secondary school children – and their parents.

Schools participating in the core programme all signed up to the Mayor's Green Procurement Code and the Recycle at School Challenge. This involved the Campaign's education officers running an interactive school assembly, followed by a number of pupil-focussed group activities. These included: an initial 'composition-analysis' waste audit; an environmental action plan to address issues arising from the audit; and knowledge-building exercises designed to tackle paper, food packaging and organic waste.

After a final waste audit at the end of the year to measure the school's reduction in residual waste, schools on the core programme moved to the maintenance programme which, though less intensive, meant schools continued to receive visits from campaign education officers.

Teachers also had access to a range of resources such as: **WastEd magazine**, which provided ideas for further classroom activities; **a schools toolkit** distributed to all 341 schools in the region, which gave teachers the ability to run the education programme without further input; **Recycler**, Waste Watch's rapping robot; and a number of games and activity kits which schools were able to hire.

Through the programme, teachers have been able to:

- Link recycling and waste reduction to the National Curriculum across a range of subject areas.
- Develop pupils' teamwork, consultation and decision-making skills.
- Encourage social responsibility and global citizenship.
- Involve parents through take-home exercises and the Campaign's school competitions.
- Establish school recycling facilities with genuine reductions in school waste and the costs of waste disposal.
- Receive structured training to develop their waste and recycling knowledge.

Since its launch, the Campaign has worked intensively with 110 schools and run 1,017 activities reaching 29,700 children and 1,320 teachers. Schools that took part in the Recycle at School Challenge achieved an average 50% reduction in waste, and in some cases up to 90%.

Minimising residual household waste

As well as increasing the amount of waste captured for recycling, the Campaign aimed to reduce residual waste. A number of groundbreaking initiatives saw a steady reduction in the total amount of residual waste going to landfill (Figure 7).

Some of the Campaign's waste reduction activities included:

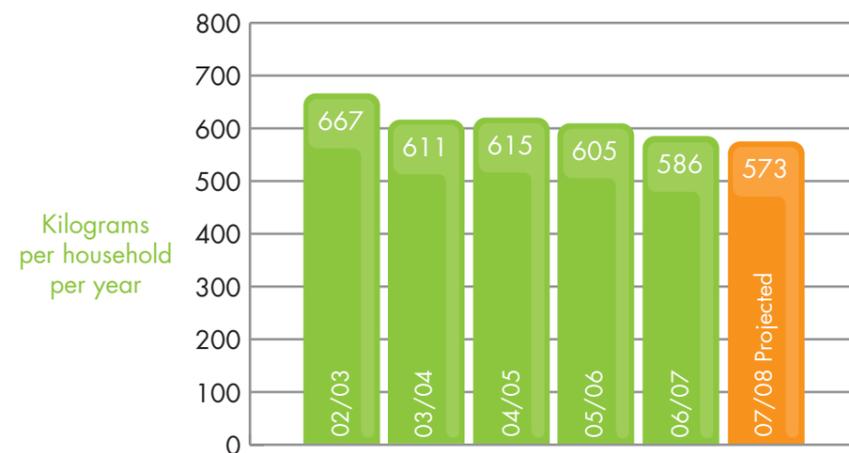
- **Give or Take Days** – organised by the Community Action Project team, seven events gave local residents the chance to swap their unwanted possessions for things they need. On average, one tonne of waste was diverted from landfill by each event.



- **Test the Water** – a roadshow that challenged residents to give up bottled water for at least two weeks in a bid to reduce plastic bottle waste. Shoppers performed a blind taste test of tap and mineral water: 78% of participants were unable to tell the difference and 59% preferred the taste of tap water. In total, 166 people pledged to give up bottled water, but the resulting press coverage may have convinced many more.
- **Smart Shopping** – a leaflet providing ten top tips to becoming a greener shopper was produced and distributed at young parent groups. The Campaign also promoted the use of reusable shopping bags, giving away around 30,000 free cloth bags to residents.
- **No Junk Mail** – approximately 150,000 of the popular 'No Junk Mail' stickers were distributed through libraries and field marketing events. In 2007, a Reclaim your Doorstep campaign led to the number of people registering for the Mailing Preference Service more than doubling.



Figure 7 Average borough residual waste (not recycled)



In focus: What Not to Waste (2006)

The ultimate environmental makeover: the campaign recruited 14 households to undertake three challenges – to reduce, reuse and recycle – turning participants from 'wasters' to 'winners' in six weeks. As well as reducing the amount of rubbish sent to landfill, the project showcased individuals' experiences in local and regional media in a bid to normalise recycling behaviour and inspire the wider public to do more.

The project culminated in an awards ceremony at the London Eye celebrating the participants' collective achievements. These included:

- Total waste arisings cut by 34%.
- Recycling rates increased from 39% to 58%.
- Contamination levels cut from 7% to less than 2%.
- A projected three tonnes of waste diverted from landfill over a year.



Leading by example

In 2003, the Campaign launched the office waste minimisation programme in the borough council offices. This programme demonstrated the commitment of the boroughs themselves to leading the way in sustainable waste management and to meeting their own environmental policy goals.

This commitment was highlighted in 2005 when Campaign funding for the programme ceased, but the councils decided to continue funding it themselves.

As a beacon of best practice for other local authorities, the internal programme implemented a range of initiatives to boost recycling rates and engage staff in recycling and waste minimisation activities.

One of the first tasks was to launch recycling facilities in all main council offices. Desk waste bins were later removed in some offices, resulting in a 22% decrease in recyclable materials entering the general waste stream.

Significant cost savings were also identified, including a potential saving of £30,000 per year across the region simply by not using disposable plastic cups and £340,000 by reducing the number of printed pages by only 2%.

The new schemes were all supported by intensive communication activities. These included: speaking to staff at their desks; recruiting over 80 staff volunteers to act as environmental champions; 'recycling police' handing out red and yellow cards to staff who contaminated recycling bins and didn't recycle; and showing waste audits being conducted live through a webcam on the intranet.

Naturally, executive-level support was key to success with Chief Executive Officers opening doors to high-level meetings, presenting staff competition prizes and even helping out with waste audits.



Continuing to improve

Constant monitoring and evaluation were critical in informing the Campaign's strategy and annual work programme, and in driving continuous improvements throughout the region.

The annual resident survey conducted by Ipsos-MORI helped to track important changes in resident awareness levels, attitudes and behaviour.

Specific projects were also routinely monitored through the analysis of data, including participation and set out rates, tonnage figures, resident surveys and waste audit results.

In addition, communications and education activities were evaluated against a set of targets, key performance indicators and output measures.

Objective Three: To promote the purchase of recycled content products and investment in new recycling processes.



"When our own resources have been overstretched, Hammersmith and Fulham has frequently relied upon the Campaign's two delivery partners, Waste Watch and London Remade, for support across a wide variety of disciplines. The Campaign has steadfastly never failed to rise to the occasion and deliver, drawing from a pool of well informed and professional staff."

Dave Newman
Waste and Recycling Manager
London Borough of Hammersmith and Fulham

Objective Three: To promote the purchase of recycled content products and investment in new recycling processes.

The Campaign's third objective was to strengthen demand for recovered materials and promote investment in new recycling processes. This was largely based on several key legislative and policy drivers – both regional and national.

These policy drivers included:

- **The Mayor's London Plan** and municipal waste management strategy, which recommends that 85% of all waste generated in London be managed within the M25 by 2020.
- **'Securing the Future'**, the UK's sustainable development strategy, which aims to make the UK a sustainable procurement leader within the EU by 2009.
- **'Procuring the Future'**, a non-statutory strategy, which aims to improve markets for sustainable products by ensuring that local and central governments lead by example.

Investing in recycling

One of the first goals was to map where the Western Riverside boroughs' recycling actually ended up. This mapping of waste flows showed that the majority of recyclable materials collected by the boroughs was sent to re-processors outside the Western Riverside region and from there to national and international markets.

The next goal was to discover whether local businesses would consider using recycled materials in their own manufacturing processes. Encouragingly, 42% of the local businesses surveyed said they would and 36% reported that they were already doing so.



This supported the idea of investing more locally to develop new recycling re-processing facilities, taking materials created within the region. But, with little industrial land available in the region, the opportunities for establishing these facilities were limited.

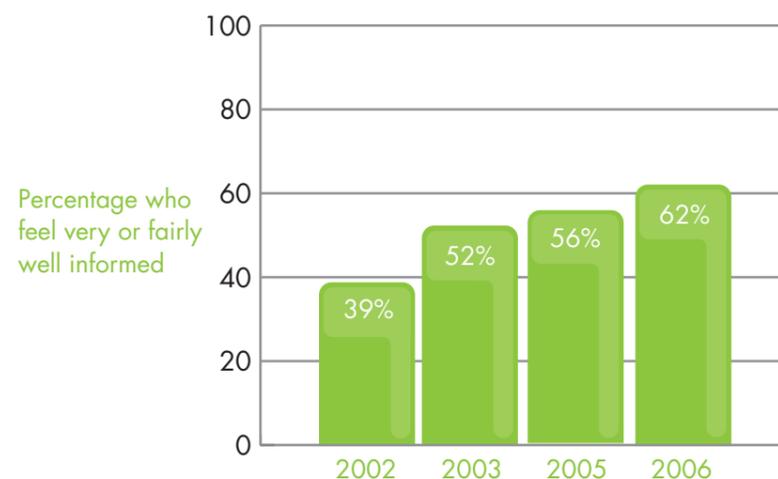
Buying recycled

From the start of the Campaign, it was clear that the Western Riverside region could significantly increase demand for recyclable materials. It did this by making people more aware of the opportunities to buy recycled goods and by using the collective purchasing power of residents, schools, businesses and the boroughs' council offices.

The 'buy recycled' message was communicated through a range of activities, such as doorstepping and field marketing, as well as through workshops and demonstrations of recycled products. As a result, one in three residents claimed to buy recycled products all or most of the time in 2006. Awareness levels of what recycled products residents can buy also rose (Figure 8).

Finally, suppliers of recycled products were brought together with potential local buyers to exchange information, highlight recycled product innovations and identify new purchase and supply opportunities.

Figure 8 Resident awareness of what recycled products they can buy



Signing up to the Code

The Campaign aimed to get schools, businesses and the boroughs to sign up to the Mayor's Green Procurement Code. This programme works with a wide range of organisations to stimulate demand for recycled content and sustainable products.

In total, some 70 organisations from across the region signed up to the Code. Many also contributed to the annual purchase report. This report encourages competition between organisations by highlighting the type of products purchased by each organisation, how much was spent, and the potential for future spend.

In 2007, the purchase report included expenditure on sustainable products such as energy efficient lightbulbs, furniture made with Forest Stewardship Council certified wood and Fairtrade products. Figures 9 and 10 on the next page show the amount spent, and types of products purchased, by the borough councils.

Greening school procurement

All the schools participating in the Recycle at School programme were asked to sign up to the Mayor's Code. Schools were encouraged to increase their purchase of recycled products and to make use of corporate contracts that supplied recycled materials at equivalent costs to virgin products.

This was promoted through meetings with schools, mail-outs, campaign e-newsletters, posters and regular articles in Waste Watch's WastEd magazine. Many schools began by using recycled paper and reducing waste in classrooms before turning to other products, such as pencils made from recycled plastic cups.

Participating schools were soon able to calculate the environmental savings of buying recycled products and to establish more effective, sustainable purchasing policies.

Setting the standard

The Western Riverside borough councils were keen to lead by example and to start purchasing more recycled products. The Campaign worked closely with them to develop green purchasing contract specifications.

Council staff were encouraged to think about sustainable purchasing practices with a view to strengthening demand for locally recovered materials. The Campaign worked directly with strategic procurement units and within departmental environmental teams to promote the use of corporate contracts that reduce environmental risk and encourage the use of recycled content products.

The councils set a target to increase the amount spent on recycled products by 10% in the 2006/2007 financial year. As a result, some departments increased their purchases of these products by as much as 150% compared to the previous year.

Press releases, internal memos, newsletter updates, and articles on council intranet sites encouraged staff to make positive changes to their workplace by considering how they buy products and services.

Raising the profile of the councils' commitment to the Mayor's Code and raising awareness of the Sustainable Procurement Task Force's Flexible Framework helped create changes in thinking. It also promoted the greener agenda across all levels of the councils.

Closing the recycling loop

To reinforce the need to buy recycled, the Campaign supported the implementation of high profile 'closed loop' projects at iconic venues across the region. Closed loop projects aimed to increase the quality and quantity of recycled materials recovered by controlling what went into the waste stream. They demonstrated a direct and powerful link between people sorting materials for collection and the manufacture of new everyday products made from recycled materials.

In focus: Recycling at the Brit Oval (2006)

Recycle Western Riverside worked with Leisure Support Services at the Brit Oval cricket ground to implement a closed loop recycling scheme. The aim was to reduce levels of waste being sent to landfill through a simple and cost effective process.

Since the majority of waste arising at the site was food and drink packaging, the Campaign worked with the on-site caterers and their suppliers to ensure that non-recyclable packaging was replaced with recyclable packaging. The Campaign then helped to introduce a simple, dual bin system to capture general waste and mixed recyclable materials.

The system was a success with waste disposal costs cut and recycling rates at the One Day International in 2006 reaching 40%, rising to 50% for the npower Test Match against Pakistan.

Figure 9 Amount spent by Western Riverside borough councils on recycled products, by product category, 2006/07

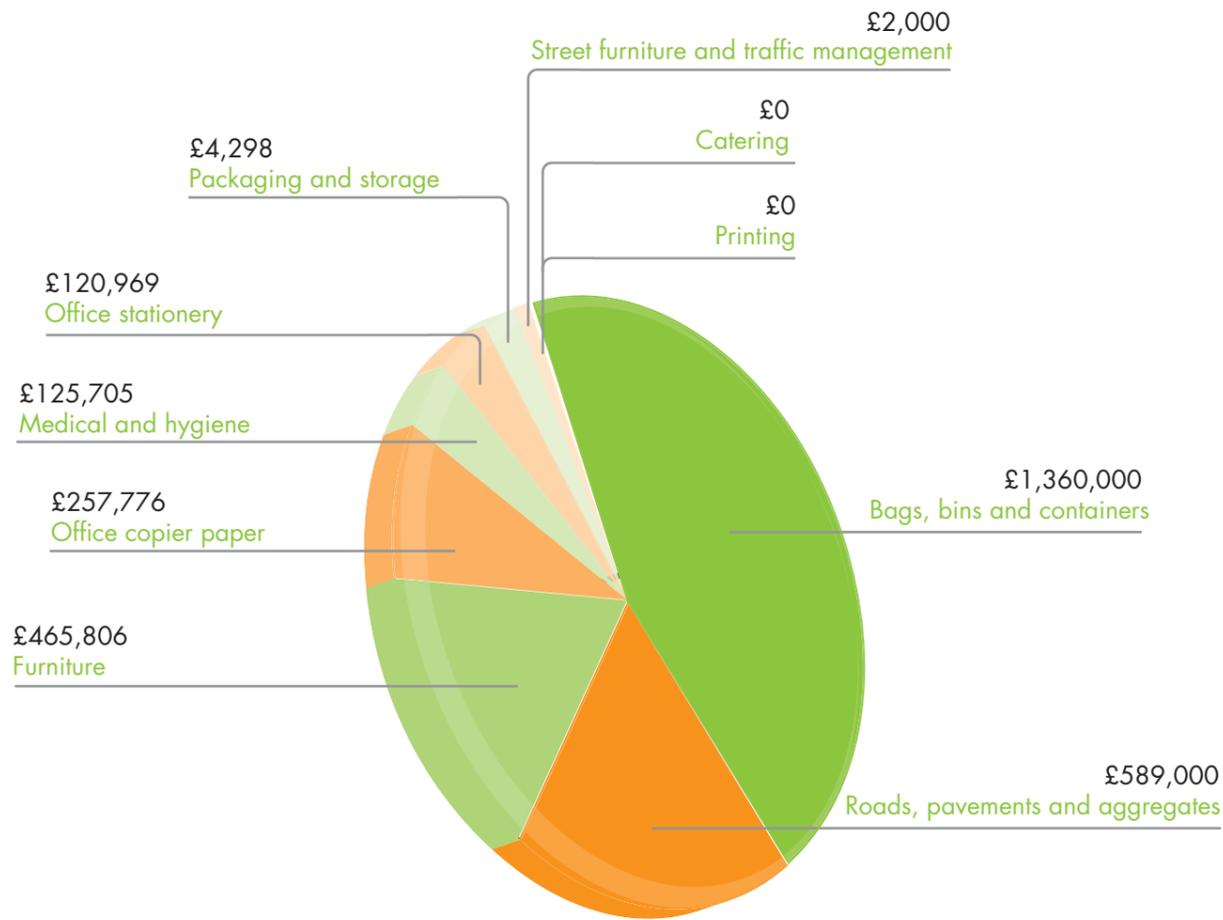
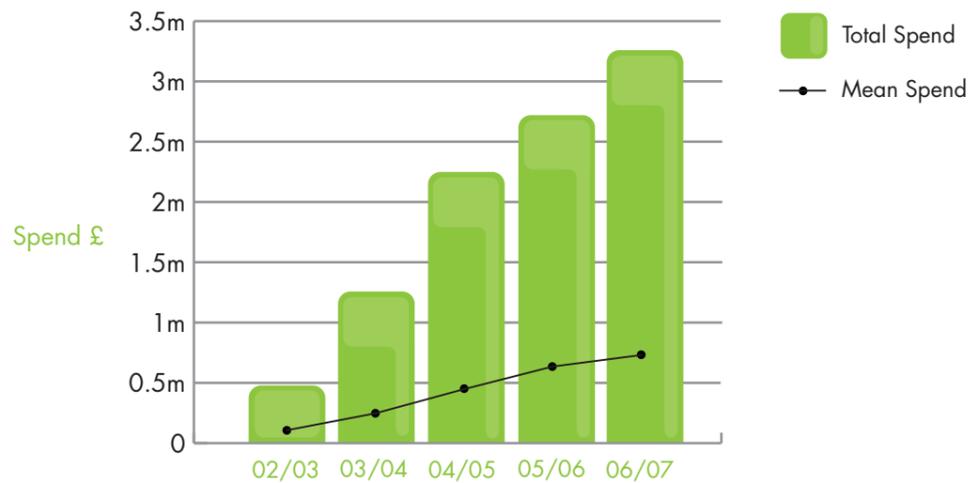


Figure 10 Total and mean spend by Western Riverside borough councils on recycled products



Objective Four:
To raise the profile of Recycle Western Riverside and disseminate key results.



"Lambeth has played host to many of Recycle Western Riverside's events from its launch at the Royal Festival Hall to an awards ceremony at the London Eye and a film screening at the Ritzy Cinema in Brixton. The Campaign has taken the recycling message into the heart of our community and the results speak for themselves."

Malcolm Duesbury
 Head of Sustainable Waste Management
 London Borough of Lambeth

Objective Four: To raise the profile of Recycle Western Riverside and disseminate key results.

Objective Four: To raise the profile of Recycle Western Riverside and disseminate key results.

Since its launch, Recycle Western Riverside has strived to share experiences and achievements with other organisations seeking to bring about improvements in recycling services and public behaviour.

To this end, the Campaign set about raising its profile within the waste and recycling sector through public relations, stakeholder communications, and presentations at key conferences and seminars.



Andrea Height, Assistant Editor of Materials Recycling Week

"The Recycle Western Riverside Campaign has consistently come up with innovative methods to promote recycling and waste reduction in a modern and accessible way. Its eye-catching advertising campaigns and fun household waste reduction challenges particularly stand out. This is why we have often featured RWR's campaigns in the pages of MRW."

Communicating with stakeholders

In June 2004, the Campaign began distributing a quarterly e-newsletter covering its progress and highlighting the results of projects. In total, 14 editions were sent to up to 550 recipients, including: local councillors and national politicians; waste management companies; community and voluntary sector groups; and recycling officers representing local authorities across the country.

More recently, the Campaign produced a Community Action Project newsletter to keep community contacts up to date with developments, and to recruit and recognise the contribution of volunteers.

The Campaign was also publicised through the partners' own communication channels, including newsletters, websites and presentations.



Spreading the campaign message

In January 2003, the Campaign held a celebrity-led launch, with GMTV presenter Fiona Phillips. Held at the Royal Festival Hall in Lambeth, this was the first opportunity to promote the Campaign to local and regional media.

Subsequently, the Campaign provided a steady stream of interesting consumer stories to the general press and broadcast media. It also promoted the work of the partnership to the waste and recycling industry through various trade publications and websites.

Over 166 pieces in trade press, including news articles and in-depth features, were secured – together worth over £100,000 in editorial value.

Publishing results online

To disseminate results as widely as possible, a publications section on the Campaign website was developed. This allowed visitors to access and download all of the main publications and reports, including results from the annual resident survey, doorstepping reports and kerbside waste audit results.

Sharing with peers

Campaign team members attended a number of conferences and events to share best practice and raise the profile of the partnership. Representatives were also invited to sit on a variety of boards, including WRAP's Recycle Now Advisory Panel and the Recycle for London steering group.

The Campaign team was also asked to present the work of Recycle Western Riverside at various conferences, briefing events and seminars. These included:

- LARAC Conference
- LARAC Public Sector Waste Minimisation Seminar in Wales
- MRW Recycling Retail Waste Conference
- Community Recycling Network Conference
- Capita Landfill Allowance Trading Scheme Conference

Partnership working

In addition to sharing knowledge with external organisations, the Campaign provided a number of opportunities for the boroughs and partners to share best practice and information, and to jointly plan the annual work programme. These included:

- Annual workscope planning meetings.
- Quarterly progress reports and monthly updates.
- Bi-monthly strategic meetings to co-ordinate and plan campaign activity.
- Bi-monthly advisory meetings with representatives from all boroughs, WRWA, Cory, London Remade and Waste Watch to encourage joint working and information sharing.

This approach led to a highly productive working relationship, which helped move the partners towards closer harmonisation of services and communications. The opportunity to share research results, experiences and methodologies enabled and informed council decision-making.

The Campaign also worked with many external partners from the public, private and voluntary sectors, whose co-operation and support contributed to the success of many of its activities.



In focus: **An award-winning campaign (2004–2006)**

The Recycle Western Riverside Campaign has received a number of accolades for its work over the last few years. Here are some of them:

- **Finalist** – ‘Best partnership project’ and ‘Best information and communications campaign’ at **LARAC National Recycling Awards 2004**
- **Gold Award Winner** – ‘Best public and private partnership’ at **Green Apple Awards 2004**
- **Finalist** – ‘Public Management Leadership’ recognising the campaign’s achievement in managing for social change in the UK at the **Office of Public Management Awards 2004**
- **Winner** – ‘Best waste reduction initiative’ awarded to Lambeth Council at the **Vehicle and Plant Awards 2004**
- **Finalist** – ‘Best performing public sector organisation’ (Lambeth Council) and ‘Most innovative organisation’ (Lambeth and Royal Borough of Kensington and Chelsea councils) at the **MGPC Awards 2005**
- **Highly commended** – ‘Best information and communications campaign’ at **LARAC National Recycling Awards 2006**
- **Finalist** – ‘Best outdoor poster in the not-for-profit sector’ for the ‘Just when will you start recycling?’ ad campaign at **Campaign Magazine Awards 2006**
- **Finalist** – ‘Best outdoor campaign under £100K’ for the ‘Just when will you start recycling?’ ad campaign at the **Media Guardian Green Awards 2006**
- **Winner** – ‘Best new project’ for What Not to Waste and **highly commended** for Test the Water and the Community Action Programme at the **Green Guardian Awards 2006**

Looking forward



Looking forward

The social and legislative environment in which the Recycle Western Riverside Campaign has operated has changed considerably since 2002. There has been a significant upsurge in public interest and commitment to recycling, which is now an integral part of the region's waste management system.

Provided with a convenient opportunity to recycle and supported by clear, effective communications, the majority of residents have embraced the new ways to reduce, reuse and recycle.

It is clear that these fundamental changes in public attitudes and behaviour have already started to bring about long-term environmental and economic benefits for the community.



New challenges

Despite the successes, it is apparent that the easy wins may have been had. The challenge now is to maintain the current high level of awareness and positive attitudes among the public. More work will be needed to make recycling an everyday activity, particularly among residents who falsely believe that just half of their neighbours are recycling.

This means an ongoing need for information and improvement to services. There is also a need to motivate the minority who continue not to recycle, particularly: residents under 25; Black, Asian and Minority Ethnic groups; people living in rented accommodation; and people without access to kerbside facilities. For these groups, there will need to be more intensive, tailored efforts.

With Hammersmith and Fulham taking the lead, the boroughs are now considering additional policy tools to promote recycling, including testing the effectiveness of compulsory recycling and variable charging for waste services.

Rising expectations

Residents' expectations have also been significantly heightened since the start of the Campaign – in part due to the improvements that the boroughs have already made. Maintaining and raising the level of satisfaction with recycling services is particularly important given local authorities' duty to meet government Best Value Performance Indicators.

In the future, residents will seek:

- More opportunities to recycle even more materials. Over a quarter of residents recently surveyed expressed dissatisfaction with the range of materials collected, as people increasingly want to do more.
- More convenient methods of recycling on estates.
- Improvements in the recycling services provided by the boroughs.
- Continued reassurance that the material they set out for recycling is being transformed into useful products. Almost a quarter of residents (23%) don't believe the councils actually recycle everything collected and over half (51%) are not aware what happens to their recycling after collection; a major issue affecting people's propensity to recycle.
- More feedback on how their efforts are making a difference. Over half of people (53%) say they still need to know more about the benefits of recycling. Focus groups conducted in July 2007 also revealed that residents need more relevant and personal information about how they are doing.

Furthermore, there is the added impetus of borough recycling targets rising again following the government's publication of its 2007 waste strategy. This envisages a national recycling and composting rate of 40% by 2010 and 50% by 2020.



The future

There is every reason to believe that the successes outlined in this report will come to be seen as simply the starting point for the continuing development of a model urban waste management system.

Indeed, future improvements and developments outside of the Campaign already include:

- A state-of-the-art Materials Recovery Facility. Planned for the Smugglers Way site in Wandsworth, this will improve the environmental performance of existing recycling systems and allow for the addition of new materials to borough collection programmes.
- Implementation of the Landfill Allowance Trading Scheme, providing a powerful financial incentive for the Authority to maximise waste reduction and recycling.
- The recent modifications to the Authority's levies for waste management services. These will ensure that all boroughs have an ongoing financial incentive to reduce the quantities of waste delivered to WRWA for disposal.
- The integration of the river-based transport system with a new energy recovery facility to process the refuse that remains.

There is no doubt that the success of Recycle Western Riverside has been underpinned by the effective collaboration of WRWA, Cory Environmental, London Remade, Waste Watch and the four boroughs. Through a three-year extension of the Campaign, to be jointly funded by WRWA and Cory Environmental Ltd, this partnership will continue to flourish.

The Recycle Western Riverside partners will continue to identify and deliver innovative projects and campaigns, ensuring that the region remains at the forefront of recycling and resource management.

Appendix: Summary of key Recycle Western Riverside Campaign activities

Recycling service support

1. Work with boroughs to agree 'single stream' concept for the collection of recyclables and adoption of the orange recycling sack across Western Riverside
2. Assistance with applications to the London Recycling Fund for recycling infrastructure improvements
3. Technical and communications assistance with kerbside collection roll outs in Wandsworth, Hammersmith and Fulham and Lambeth
4. Analysis of kerbside collections and an estates inventory to assess possible improvements in recycling infrastructure and communications in Kensington and Chelsea
5. Planning for estates trials in Wandsworth and testing of four different communications techniques
6. Research into organics collection scheme options and organics re-processing sites
7. Research and assistance with green waste collection scheme roll out in Hammersmith and Fulham
8. Design, roll out and evaluation of Total Recycling Scheme pilot in Lambeth (including kitchen and garden organics)
9. Feasibility studies into kitchen waste collections for three boroughs
10. Research into best practice estates recycling schemes
11. Assistance with implementation of Lambeth estates recycling scheme and support with door-to-door recycling collection pilot on Clapham Park Estate
12. Vehicle selection research: data collected ready for future kerbside schemes
13. Research into recycling options for flats above shops
14. Assessment of options for adding additional materials to borough collection programmes
15. Feasibility study into public place recycling schemes
16. Assessment of kitchen waste collection systems and identification of material outlets, including viability of using rockets or small in-vessel composters to process food waste on estate properties
17. Research into alternative options to orange sacks for collection of recyclables
18. Feasibility study into fortnightly collection of residual waste with weekly collections of recyclables in Lambeth
19. Production of a briefing note on 'what happens to your recycling?' for internal borough use
20. Feasibility and net environmental impact research into retailer take-back schemes
21. Estates inventory follow up: recycling service improvements, communications and outreach support
22. Best practice assessment of sack purchase and distribution methods
23. Feasibility research into expansion of orange sack retail distribution
24. Feasibility study of same day collections in Hammersmith and Fulham
25. Green waste inventory follow up: expansion of green waste and composting schemes
26. Assistance with free orange sack roll out in Kensington and Chelsea
27. Assistance with DEFRA-funded estates incentive trials in Hammersmith and Fulham and Lambeth
28. Waste Electronic and Electrical Equipment (WEEE) take-back trial event at Lambeth Household Waste and Recycling Centre
29. Compulsory recycling workshop in Hammersmith and Fulham

Monitoring

30. Baseline and annual resident attitude and behaviour surveys (except in 2004)
31. Region-wide participation rate monitoring
32. Monitoring of borough recycling schemes and investigation of onboard weighing collection vehicles
33. Waste audits: kerbside; estates; borough offices; and schools
34. Gap analysis of progress required to meet recycling targets
35. Assessment of borough recycling performance monitoring and its integration with the Waste Management System online database; recommendations for data capture on WMS
36. Compositional analysis of commercial waste from a variety of businesses; options for improving commercial waste recycling collections
37. Contamination research including audits of kerbside and estates rounds
38. Commercial waste recycling surveys

Communications

39. Campaign identity and brand agreed (Rethink Rubbish Western Riverside, later Recycle Western Riverside)
40. Campaign launch at the Royal Festival Hall in Lambeth
41. Development and maintenance of Campaign website – www.westernriverside.org.uk
42. Focus groups with Western Riverside residents to test creative for future advertising campaigns
43. Major in-store supermarket campaign to promote the orange sack recycling service in Wandsworth and Hammersmith and Fulham
44. Regular press advertising and advertorials in local newspapers and council publications linked to wider campaigns or to tie in with seasonal events
45. High profile outdoor advertising campaigns in high streets, buses, train and underground stations, including: 'Rest, Relax, Recycle' (2005); 'Just when will you start recycling?' (2006); and 'Energy-saving' (2007)
46. Doorstepping campaigns to: raise awareness of kerbside and estate recycling services; target low performing areas; reduce contamination; and support recycling pilot projects
47. Production and distribution of recycling guides for all Western Riverside boroughs
48. 'Recycling Explained' interactive display; visits to venues across Western Riverside
49. Production and distribution of leaflets, posters and postcards: 'Fridge Recycled' leaflet; 'Recycling Explained' leaflet and poster; 'Your guide to green shopping' leaflet; 'Binning the Myths' leaflet; and postcards for the 'Just when will you start recycling?' and 'Energy-saving' campaigns
50. Field marketing events in shopping centres, markets and high streets: 'Thumbs up for recycling' (2004); National Science Week (2006); 'Just when will you start recycling?' (2006); 'Don't let your recycling go to waste this Christmas' (2006); 'Reclaim your doorstep' (2007); 'Compost at home' (2007); and 'Energy saving' (2007)
51. Press releases issued as part of ongoing media relations activity with general and trade press
52. Public relations campaigns: 'Giant Dustbin' doorstepping launch (2003); 'Refuse plastic bags challenge' (2004); Olympic Sculptures from Recycled Paper (2004); 'Thumbs up for recycling' (2004); National Storytelling Week (2005); Website competition (2005); 'What Not to Waste'; and 'Murphy the tortoise' (2006)
53. Quarterly Campaign stakeholder newsletter
54. Communications audits for all four boroughs
55. Training for collection crews and council staff
56. Workshop on kerbside collection contracts, green waste and estates

Community outreach

57. Launch of Community Action Project
58. Development of a community volunteer programme
59. Production of 'Cans, Jars and Videotape' resident recycling film; launch at Ritzy Cinema in Lambeth
60. Workshops with textile recycling charity TRAIID during London Sustainability Weeks
61. Attendance and organisation of numerous community events
62. Organisation of Give or Take Days across Western Riverside
63. Presentations at housing and tenants association meetings
64. Facilitation and running of workshops and support to community groups to set up their own initiatives
65. Targeted outreach work with: estate residents; parents with children; young people; and Black, Asian and Minority Ethnic groups
66. Sign up to national Community Waste Action Support Programme
67. Funding of £14,000 provided to ten community projects via the Western Riverside Community Fund

Education

68. Continual sign up of schools to Recycle at School core and maintenance programmes
69. Ongoing pupil-focussed activity sessions, school assemblies and waste audits
70. Ongoing teacher training, twilight workshops and site visits to the Materials Recovery Facility
71. School competitions: 'Rubbish Free Day'; 'Design a pencil'; and 'Test the Grown-ups'
72. Schools toolkit produced and distributed to all Western Riverside schools
73. 'Green the Grown-ups' programme trialled in two schools to encourage pupils to promote recycling at home
74. WastEd education magazine distributed to schools across Western Riverside
75. Recycler robot visits to schools

Waste minimisation

76. No Junk Mail campaign: production and distribution of No Junk Mail stickers to libraries
77. What Not to Waste initiative: six-week household challenge for residents to reduce, reuse and recycle
78. Test the Water events: taste testing of bottled and tap water and resident pledges to stop buying plastic bottled water and 'turn to the tap'
79. Say No to Unwanted Bags campaign: distribution of cloth bags
80. Council office internal waste minimisation campaigns targeting: plastic cups; office stationery reuse; and co-mingled recycling
81. Council office trials of: remanufactured toner; 'Becca Bins'; 'Sureflex' paving aggregate; paper reduction; battery recycling; and plastic bag reduction

Market development

82. Events, workshops and meetings to raise awareness of green procurement among schools, the NHS, local organisations, boroughs, and businesses; sign up of these organisations to the Mayor's Green Procurement Code
83. Ongoing assistance with green procurement within borough departments, specifically working on contracts, establishing targets and reporting arrangements
84. Defined flows of materials within Western Riverside, to processors, re-processors and other end markets
85. Research to assess manufacturers and other end users of recoverable materials within Western Riverside
86. Study examining: borough policies towards manufacturing and recycling; potential re-processing sites; local business networks; funding opportunities; and use of recycled materials by local firms
87. Industrial zoning research to look at the potential for new development of facilities in each borough
88. Research targeting small and medium-sized enterprises in the construction sector to identify barriers to buying recycled and to raise awareness of waste minimisation
89. Production of annual Western Riverside purchase reports showing spend on recycled content products
90. Design and implementation of a paper trial in Hammersmith and Fulham resulting in the print room now using 100% recycled paper

Acknowledgments

Staff and representatives of the following organisations are thanked and acknowledged for their important contribution:

- Cory Environmental Ltd
- London Borough of Lambeth
- London Borough of Wandsworth
- London Borough of Hammersmith and Fulham
- London Remade
- Royal Borough of Kensington and Chelsea
- Waste Watch
- Western Riverside Waste Authority

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- Department for the Environment, Food and Rural Affairs
- ENTRUST and the Landfill Communities Fund
- London Waste Action
- Recycle for London
- Waste and Resources Action Programme
- Western Riverside Environment Fund

Finally, a huge thank you to all the residents, community groups, schools, local businesses and suppliers who have all helped make Recycle Western Riverside such a success.



More information

To find out more about the Recycle Western Riverside Campaign and to download a copy of this report, visit www.westernriverside.org.uk

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