

# WHAT WORKS - EVIDENCE FROM REDDITCH BC'S NEW AWC SCHEME

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# INTRODUCING REDDITCH

- ◆ Worcestershire WCA, post-war Birmingham ‘overspill’
- ◆ Constituency of Jacqui Smith, Home Secretary
- ◆ Bin inspection legitimised...
- ◆ Received WRAP Behaviour Change Local Fund (BCLF) support 2006-07 to facilitate improved dry recyclable performance
- ◆ Service change included move to AWC

# SCHEME CHANGE

- ◆ Previous system – weekly grey residual bin, weekly green lidded box and green basket
- ◆ Green box for paper, light card, textiles
- ◆ Green bin for cans and glass
- ◆ Separate but same day collection service
- ◆ New system – alternate weekly grey bin and green bin collection
- ◆ Green bin for plastic bottles, paper, light card, cans and glass

# KEY FEATURES

- ◆ Service improvement, not a switch to AWC (“service reduction”?)
  - ◆ Better and simpler recycling container service
  - ◆ Extra material (plastic bottles) which people want to recycle
  - ◆ Comingled recyclable collection to MRF
- ◆ This was a key critical success factor
  - ◆ But complicated the evaluation!

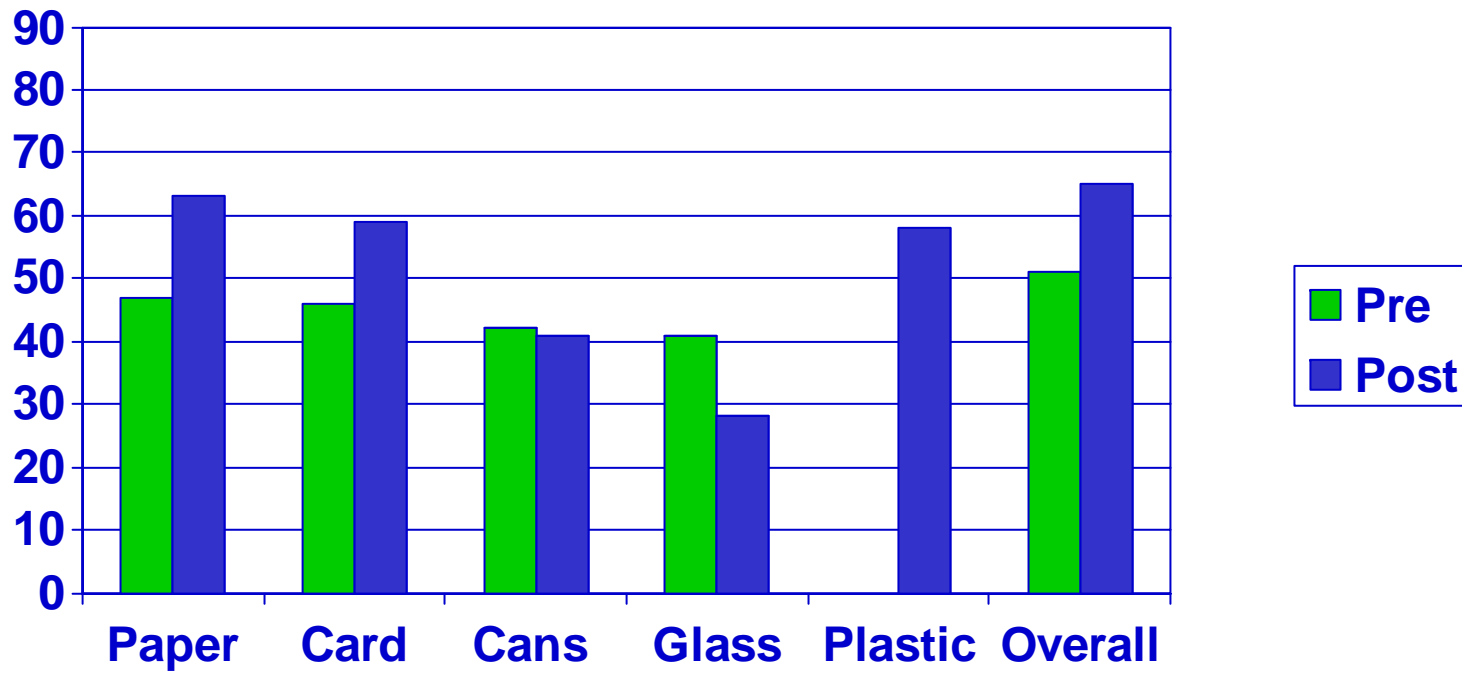
## M-E-L's MONITORING AND EVALUATION ROLE

- ◆ Based on WRAP 'toolkit' of standard monitoring and evaluation techniques
- ◆ Pre-scheme participation monitoring – November 2006
- ◆ Six months promotional doorstepping communications campaign
- ◆ Post scheme participation monitoring – November 2007

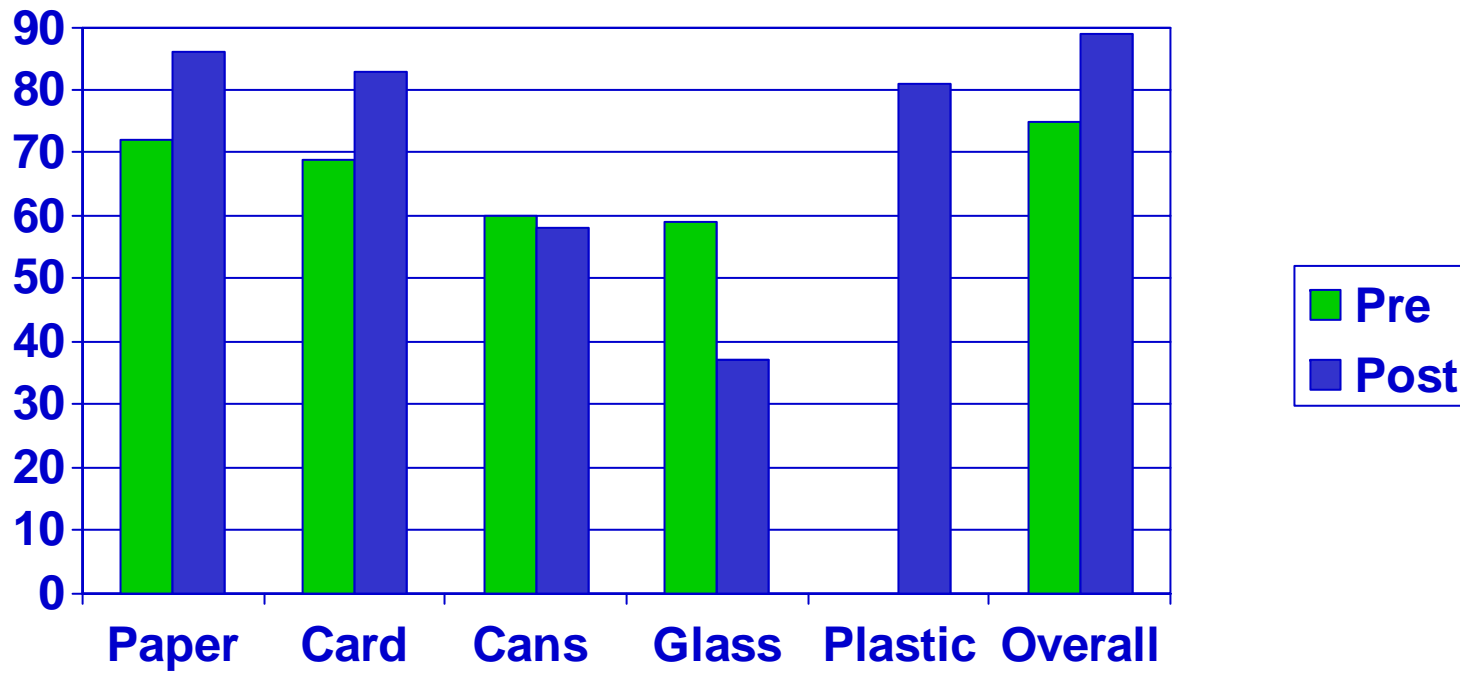
# COMPARATIVE ANALYSIS

- ◆ Two intensively monitored collection rounds
- ◆ ‘Woodrow’ Monday round – relatively low performing round
- ◆ ‘Webheath’ Wednesday round – higher recycling performance
- ◆ Both experienced the same service change
- ◆ ‘Woodrow’ had received more intensive promotional doorstepping

# Woodrow Round Participation



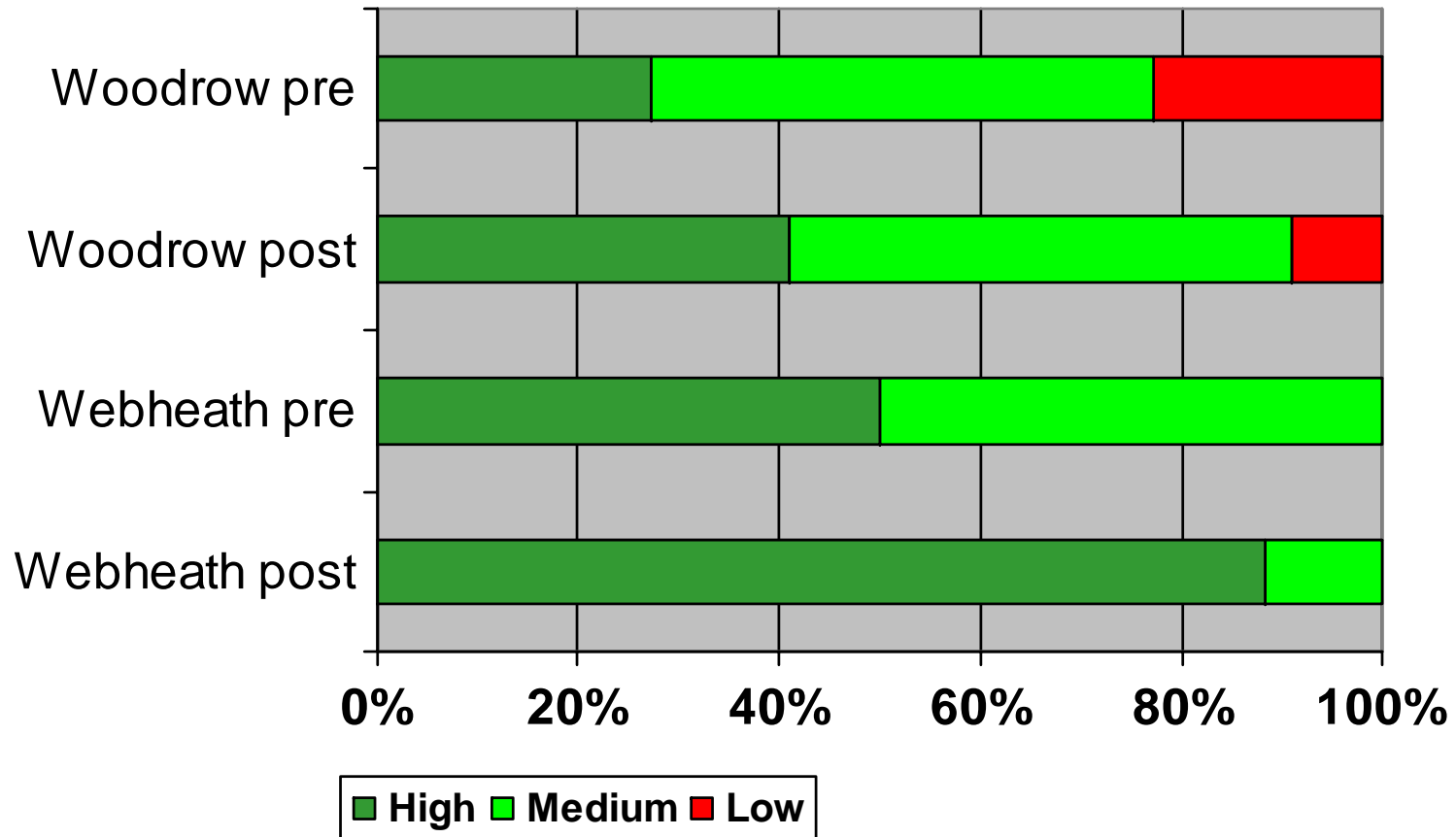
# Webheath Round Participation



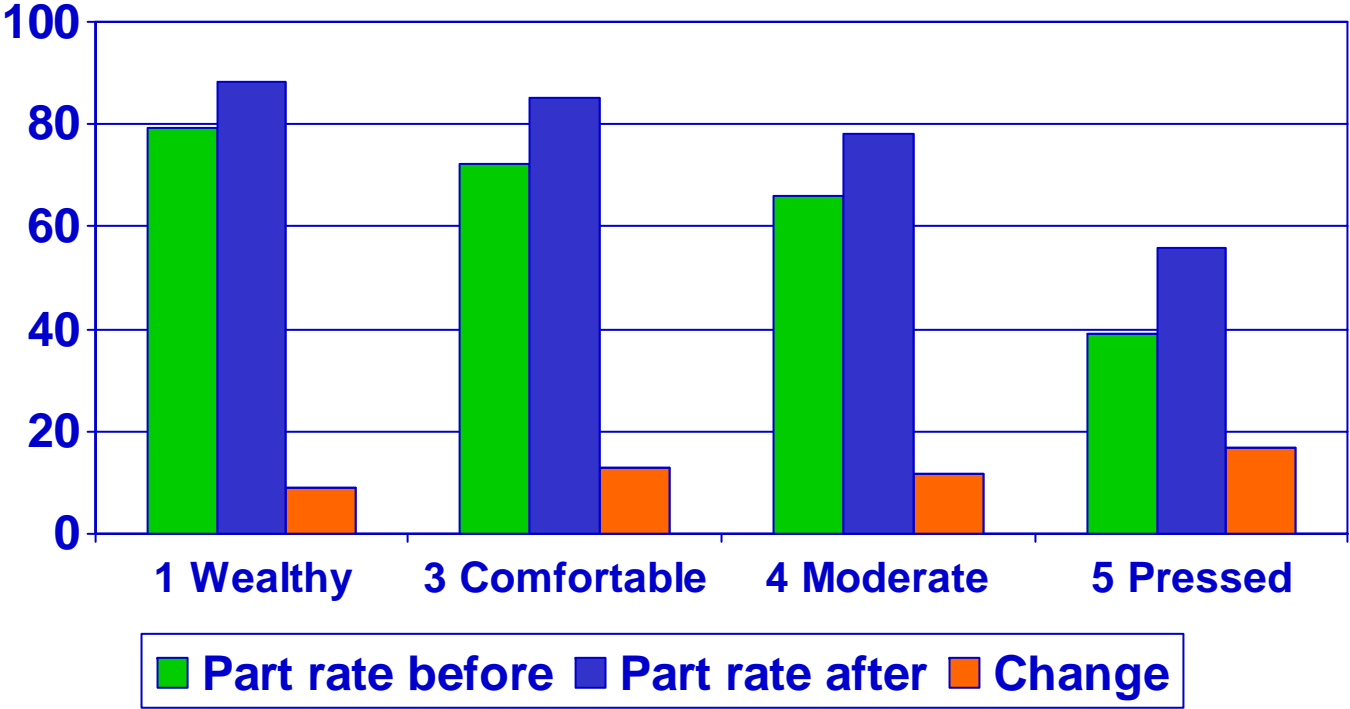
# PERFORMANCE SUMMARY

- ◆ Street by street analysis of comparative participation in the two rounds
- ◆ Simple convention:
  - ◆ 0 - 40%: low
  - ◆ 40 – 80%: medium
  - ◆ 80%+ : high
- ◆ Reviewed participation profiles for each round (preparatory work for more intensive targeting)

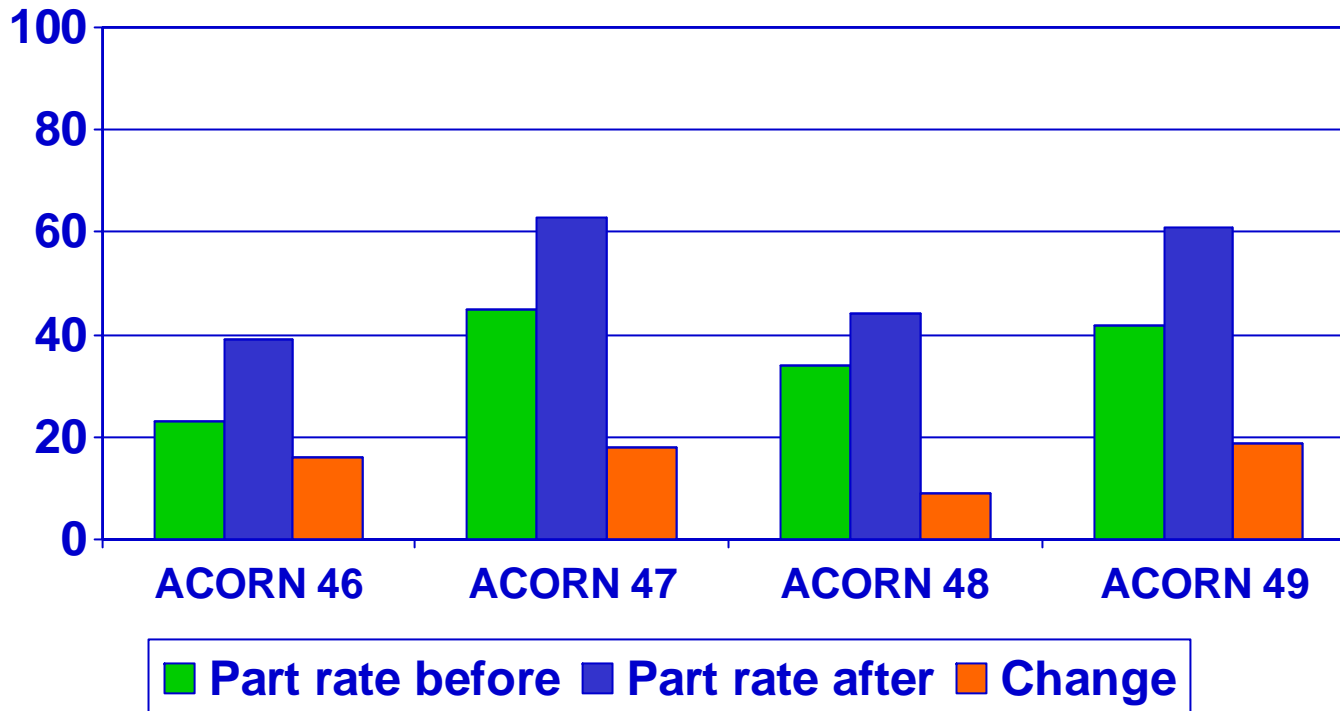
# PARTICIPATION PERFORMANCE PROFILES (% streets)



# PARTICIPATION BY ACORN CODE



# PARTICIPATION WITHIN 'HARD-PRESSED ACORN CODE 5



# LEARNING POINTS – OVERVIEW OF DOORSTEP FEEDBACK

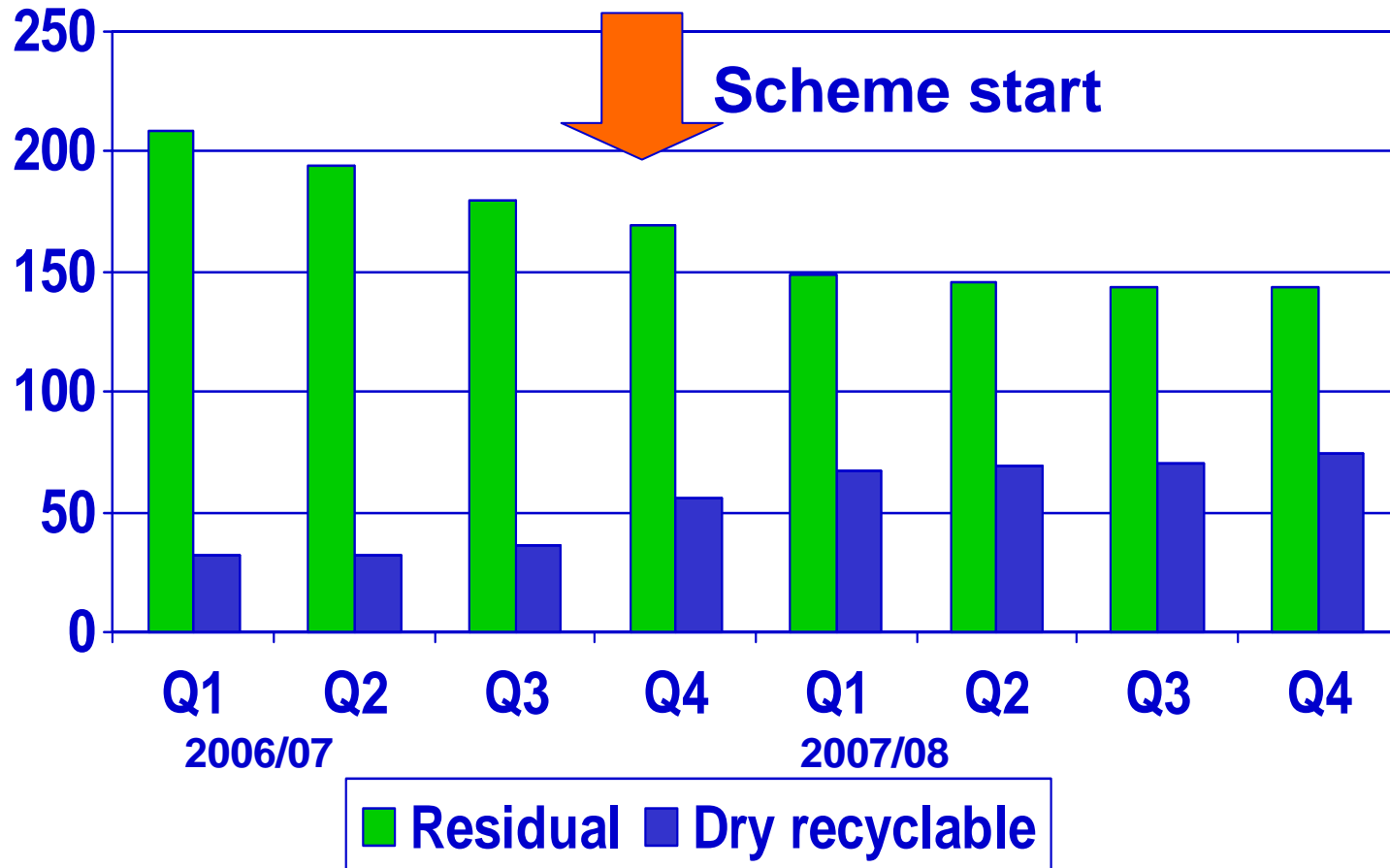
- ◆ Majority of residents positive about the new scheme
- ◆ Recycling literature was too confusing and complicated on:
  - ◆ Types of plastic bottles wanted
  - ◆ Thickness limit for ‘thin card’
- ◆ Recycling scheme too ‘picky’ – why not add more materials (reason not explained)
- ◆ Trust – is it all recycled? Can we see evidence of recycled products locally?
- ◆ Extend to garden waste collection

## LEARNING POINTS – AWC FEEDBACK

- ◆ Around 15-20% of residents contacted complained about the move to fortnightly residual collection
- ◆ Hygiene and smell was the most prevalent concern
- ◆ Capacity issues of less concern because some households were eligible for a larger (360l) grey bin
- ◆ Eligibility criteria were seen as over-restrictive (families of 4 with 2 babies and 5 with 1 baby excluded)
- ◆ If putrescible residual is the main concern, weekly food waste collection may address this

# PERFORMANCE RESULTS

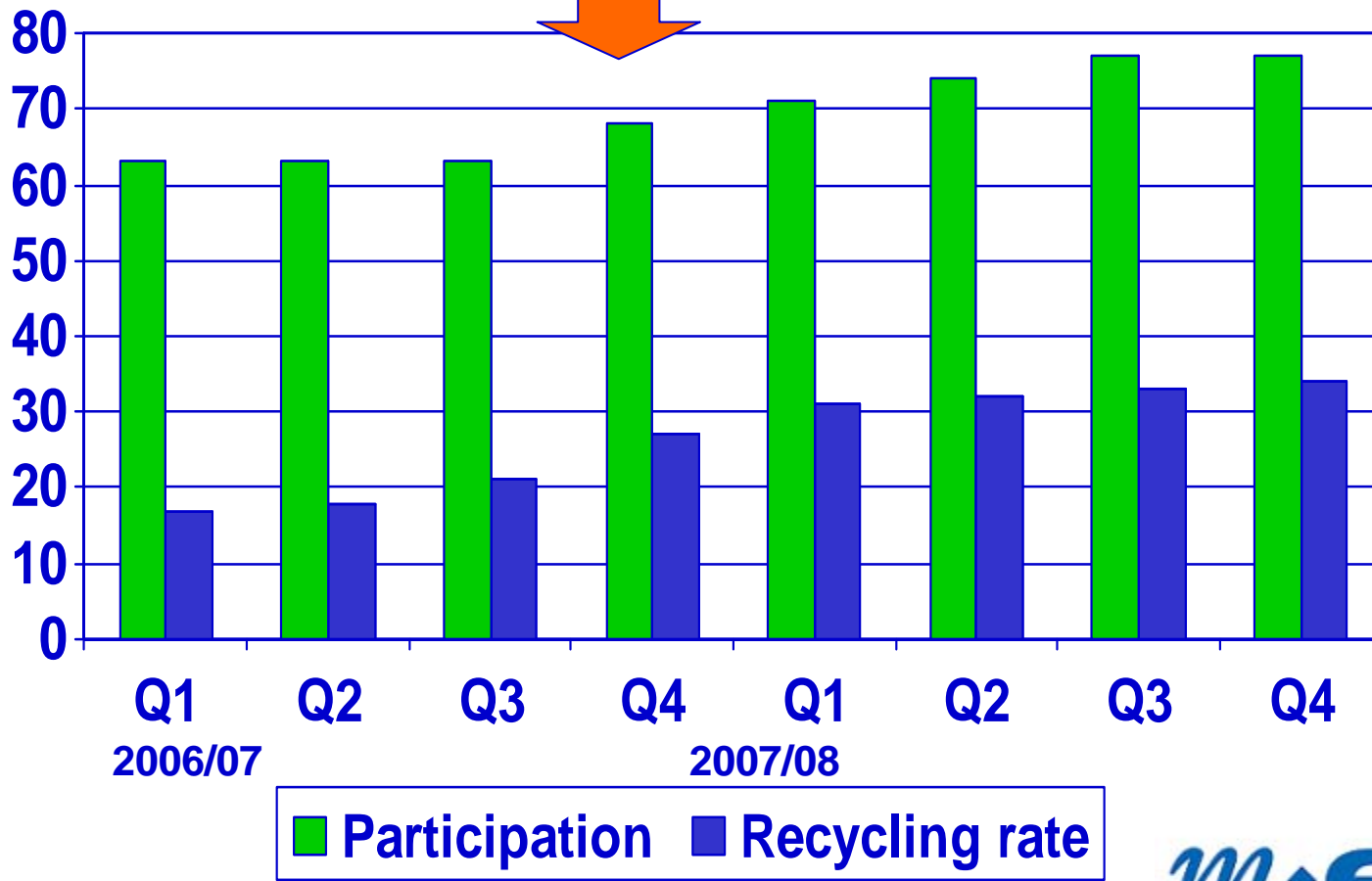
kg/household/quarter



# PERFORMANCE RESULTS

## recycling rate and participation rate

Scheme start



# SUMMARY

- ◆ Significant, consistent, across-the-board improvement in participation achieved
- ◆ Service improvement was the main focus of scheme change (better containers, more materials, comingled collection)
- ◆ Up to a fifth resist fortnightly residual collection
- ◆ Weekly food / organic waste collection could reduce this concern