

# Case Study: WLGA Food Waste Collection Analysis

## BACKGROUND

A detailed understanding of participation in - and perceptions of – recycling collection services will become essential for local authorities as they strive to meet increasingly challenging recycling and landfill diversion targets. Councils will have to target different messages to different residents and need to assess barriers to maximise performance through direct feedback from non-participants. Food waste services face more difficult issues around negative public perceptions, with some sections of the public feeling that collections are unpleasant or unhygienic. Effective communications will therefore be essential for authorities to meet the stringent targets set out in the Welsh Assembly Government's strategy Towards Zero Waste.



M-E-L Research was commissioned by the Welsh Local Government Assembly (WLGA) to undertake a multi activity project at a national level to:

- ◆ Understand what residents think of their food waste collections
- ◆ Determine how different types of food waste materials are disposed of (normal rubbish bin or separately collected food waste containers) through a food waste composition survey
- ◆ Promote food waste collections to households
- ◆ Monitor the participation of residents in the food waste schemes

## METHODOLOGY

The methodology for this project was complex, as it included carrying out eight separate activities in a specific order and timeframe in three different Welsh collection authorities. For example the first phase of participation monitoring informed the waste compositional analysis collections through low, medium and high participation resident groups. The project aims to identify whether what residents said they were doing corresponded with what they were actually doing, as well as analysing the effectiveness of a food waste promotional campaign. The following activities were involved in the project:

<b>Activity 1</b>	<b>Initial Participation Monitoring</b>
<b>Activity 2</b>	<b>Letter of thanks to residents</b>
<b>Activity 3</b>	<b>Waste Compositional Analysis - phase 1</b>
<b>Activity 4</b>	<b>Public consultation</b>
<b>Activity 5</b>	<b>Awareness raising campaign</b>
<b>Activity 6</b>	<b>Participation Monitoring - phase 2</b>
<b>Activity 7</b>	<b>Waste Compositional Analysis - phase 2</b>
<b>Activity 8</b>	<b>Public consultation</b>



The waste compositional analysis phases were carried out on an individual house by house basis so the data collected could be directly linked to the participation monitoring and public consultation analysis.

## OUTCOMES

The final analysis will provide details on how effective specific food waste collection systems are in relation to the diversion of food waste and resident participation. The analysis will inform the long term national roll out of these schemes, in terms of financial effectiveness and tonnage capture.

For further information about this project, please contact  
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