

Notice of Meeting

Environment and Communities Overview and Scrutiny Panel

Councillor Porter (Chairman),
Councillor Mrs McKenzie-Boyle (Vice-Chairman),
Councillors Angell, Brossard, Brown, Ms Gaw, Mrs Ingham,
Kennedy and Kirke



Food Waste Review: Flats and HMO's with bulk bins

Agenda

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	Resource London Guide: Making recycling work for people in flats Resource-London-Recycling-in-flats-toolkit-2020.pdf Resource Podcast Episode 4: Making recycling work for people in Flats: The circular economy playbook podcast: Episode 4 Making recycling work for people in flats - YouTube London Borough of Hammersmith and Fulham: Recycling for estates, flats and mansion blocks (lbhf.gov.uk) Sutton Council – Flat collection service explained Flats - your collection service explained Flats - your collection service explained Sutton Council An interesting thread of comments from residents in London giving feedback on their experiences with Food waste in Flats in London: Recycling from a flat Talk London	
6.	Food waste in flats: News articles	
	Oxford Council: Food waste roll out to flats Oxford council ramps up food waste recycling drive for flats - letsrecycle.com Camden council: Food waste roll out to flats Camden rolls out food recycling for all flats - letsrecycle.com	

Published: 31 March 2021

EMERGENCY EVACUATION INSTRUCTIONS

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Food Waste Implementation - Flats and houses in multiple occupation with bulk bins Communities and Environment Overview & Scrutiny Panel

Reason for review

According to the Waste and Resources Action Programme (WRAP), UK households produce approximately 7 million tonnes of food waste each year¹, with large quantities currently being sent to landfill. Collecting food waste benefits the environment; it diverts biodegradable waste from landfill, reduces carbon emissions and reduces the cost of disposing of household waste. It can also be repurposed as compost.

Nationally, the Government aims to reduce food waste by 20% from households by 2025² and more locally, the Council aims to increase recycling levels to over 50% by 2021 and over 65% by 2030. Household food waste collections will begin in March 2021 with flats and HMO's to potentially follow in Autumn / Winter of 2021/22. The timing of any future food waste collection launch is dependent on site visits and engagement with the management agents.

Objectives/scope

The review is looking to identify how to:

- Review differing approaches to food waste collection from HMO/Flats properties by other Councils
- Make recommendations for the type of scheme that would be most successful relating to HMO/Flats properties in Bracknell.
- Make recommendations for what can be done to drive adoption of the recommended scheme for HMO/Flats properties
- Make recommendations as to what the service should do to reduce the risk of "contamination" of this new waste stream for these property types.
- Identify which HMO/Flats would be suitable for a food waste collection.

The review will do this by:

- Consulting other local authorities to understand how their schemes are run and what lessons have been learnt since implementation.
- Desktop review other local authority schemes and information available for residents on local authority websites.
- Engaging with local HMO's, social landlords to establish their concerns and what support/equipment they may require within the Council's budgetary limitations.
- Engaging Food waste experts and our collection contractor to understand best practice.
- Visiting some of the Borough's relevant sites.
- Reviewing the potential cost of any scheme to ensure it would be viable

At the conclusion of this work the Panel will produce a report highlighting its findings and propose recommendations to the Executive about how the Council, its partners and private companies in the borough can implement food waste disposal for HMO's and Flats.

Delivery methods: Challenge sessions; interviewing other local authorities

¹ [Household Food waste collections guide, context, background | WRAP UK](#)

² [Over £1m to fund food waste fight - GOV.UK \(www.gov.uk\)](#)

Council theme: Protecting and enhancing our environment	Council team: Waste and Recycling
Review due: July 2021	Proposed by: Cllr John Porter, Chair Communities and Environment Overview and Scrutiny Panel.
<p>Equalities Impact Assessment The Council provides additional support for residents who need help disposing of their household waste. This Panel will ensure they consider whether any extra help is required for residents in HMO's or Flats with additional needs so they can recycle their food waste.</p>	
<p>Financial and legal implications There are potentially legal and financial implications of any recommendations arising from this review which will be fully addressed in the review report.</p>	
<p>Climate Change implications The purpose of the recommendations should feed into the Council's overall plan to reduce carbon emissions within the borough and reduce the impact of climate change.</p>	

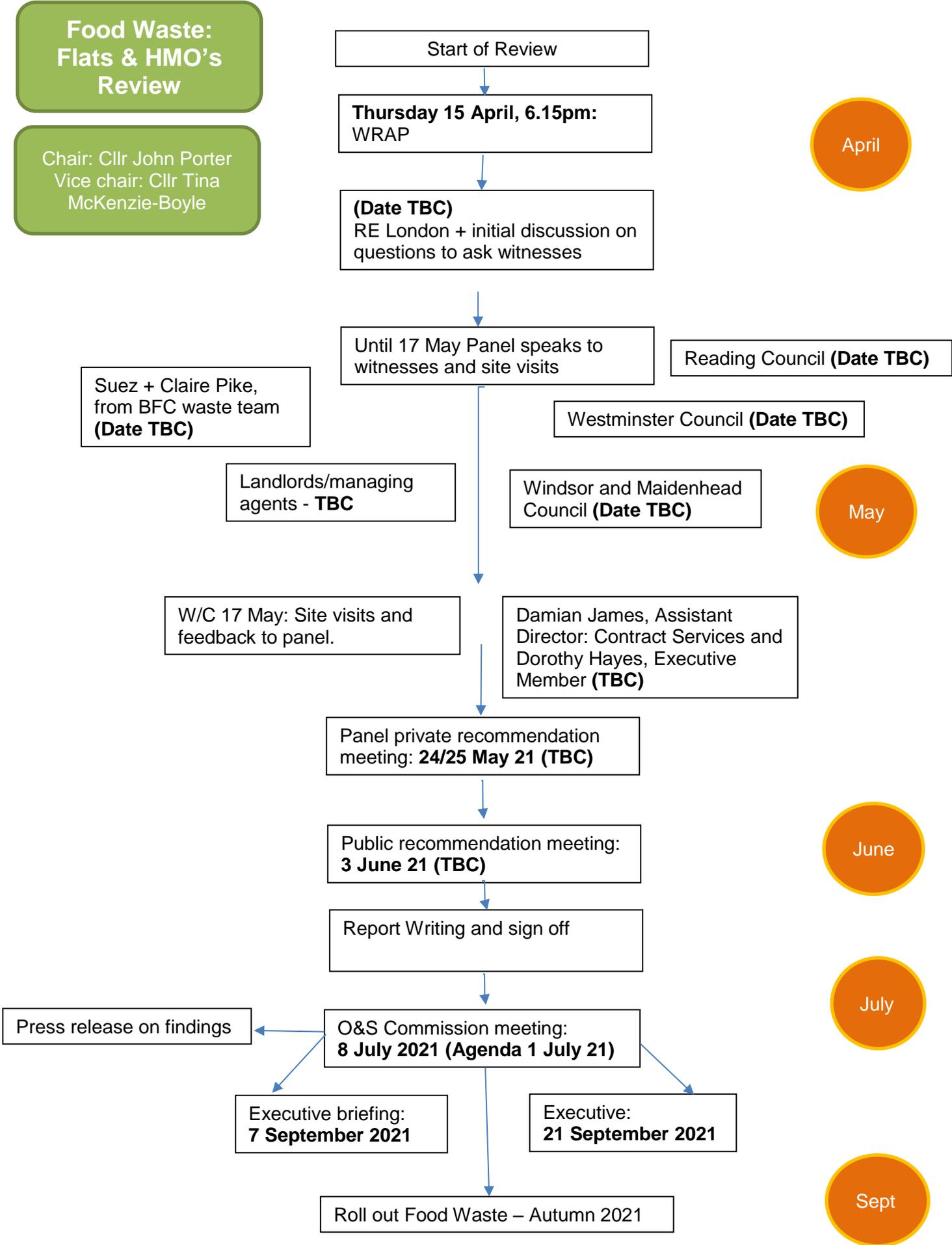
[Recycling collections for flats - food waste collections | WRAP UK](#)

Item 2

Food Waste: Flats and HMO's Draft Schedule

**Food Waste:
Flats & HMO's
Review**

Chair: Cllr John Porter
Vice chair: Cllr Tina
McKenzie-Boyle



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Types of bin housing: A visual guide



A type of bin housing Lid



Bin Housings used in Dundee Council



Slimline Food waste Bin from Joseph Joseph



Islington Council Bin Housing

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Portsmouth Food Waste Collection Trial

Case Study

Introduction

From the Waste Composition Analysis carried out in 2018, it was found that 30.3% of refuse was avoidable food waste and 9.1% was unavoidable food waste. With food waste making up nearly 40% of total collected kerbside refuse, the decision was made by PCC to trial a food waste collection service. The food waste tonnage for the whole city was estimated to be 17,766.6 tonnes for the 2018/19 period.

Food Waste Collection Trial One (FWT1)

Households on the trial

Collection rounds

The food waste rounds were chosen by members and matched to the existing refuse rounds. This was in order easily compare the tonnage of refuse collected to the tonnage of food waste collected. As the rounds have expanded, the food waste rounds now overlap other refuse rounds.

Houses

The trial was initially rolled-out to 8,773 houses split between the five collection days. Flats were not included in the original roll-out so officer efforts could be concentrated on any issues arising from the house collections.

The collection crew were finishing earlier than the refuse and recycling crews, so after 22 weeks, additional roads were added onto the original rounds. The number of houses now included on the trial now stands at 11,485.

Flats

Flats started to be introduced to the trial from the 6th week of collections. There are now 500 individual flats split between 28 blocks receiving a food waste collection. These are split between PCC housing blocks and private blocks. PCC blocks were easier to get agreed and we had the added help of our Estate Service Officers to monitor the use of the bins. Private blocks were generally welcoming of the food waste collection, as long as there was adequate space for the bins and communication if issues arose.

Containers

Houses

Houses were supplied with two caddies:

- 5 litre caddy - to be kept in the kitchen for daily use
- 23 litre caddy - to be used for collection

Caddies were acquired from Mattiussi, with a lead time of 4-4.5 weeks with Council logo hot stamp. Prices for the 5 litre and 23 litre were £0.86 and £2.73 respectively when 10,000 of each ordered.

Caddies were kept at a cost at Fort Cumberland before the trial began, as they need to be stored indoors.

Flats

Individual flats were supplied with a 5 litre caddy to be used inside the flat. A communal 140L bin was installed for the flats to empty their caddy into and for collection.

The number of 140L bins supplied was based on the number of flats in each block. We initially based this on each flat potentially producing 23 litres of food waste a week (to match the larger caddies given to houses). So for six individual flats, one 140L bin was supplied. However, we did find that flats did not use the service to the level of houses. We monitored the level of use each week, and if they were not fully used, we would remove the additional bin/bins in order to prevent contamination.

Vehicle

We are using a 7.5 tonne vehicle to collect from both houses and flats. We had to ensure the vehicle back was not too low when tipping to ensure we could use the skip at the ERF.

Model: Micro L Body

Max payload: 3.58 Tonnes

Bin lifter: 120-1100 litre "Comb"

The vehicle was acquired through Biffa from another contract.

Caddy liners

One roll of 5 litre complimentary liners was supplied to all properties for use in the smaller caddy. These were purchased from Mattiussi for £14.30 per 1,000.

Communications

Letter

An introductory letter was delivered to all households participating in the food waste collection service. These were to prepare residents two weeks prior to receiving the food waste caddies. Details included were the reasons behind the trial, when to expect the caddies, when the first collections will commence and how to present the caddies on collection day.

Booklet

An information booklet was supplied inside the caddies when delivered. This answered the majority of the assumed 'frequently asked questions. For example, what can be put in the caddy, how to present the caddy, how to use the caddies and information about liners. The WRAP design was not used for the booklets, mainly due to having a template already from when black bins were rolled out across the City.

Stickers

Two stickers were also provided in caddies on delivery. One was an address label for the outside caddy and one was an information sticker for the indoor caddy. The stickers were taken from the WRAP design. Communal block bins had a laminated poster stuck to the top of the bin lid to show it was for food waste.

Council webpage

A new page was created to provide details of the roads included in the trial, more information on the trial and how to use the caddies.

Press release

A press release was circulated a week prior to the start of collections, with comments from members.

Costs

To provide 9,000 households with communications cost £2,500.

Resident enquiries

There was a dedicated phone line set up just for the food waste collection enquiries. This worked well to start with, as there was a large number of enquiries. However, as the enquiries diminished, it wasn't worth having an officer monitoring these calls and so officers were deployed to resolving other waste issues. This led to residents being unable to contact us and frustration. The phone line was then disconnected and calls diverted to the usual route for waste enquiries.

Collection

Collection Round Numbers

Collection rounds for the food waste trial matched number of the refuse round.

Monday - 1,621

Tuesday - 1,475

Wednesday - 1,889

Thursday - 2,201

Friday - 1,587

Collection Method

Rather than emptying each caddy into the back of the vehicle, the crew were supplied slave bins for each crew member (one for each side of the road). This allowed the crew to empty multiple bins before needed to empty in the vehicle. Originally a 240L bin was used, however this was found to get too heavy so was swapped for 140L bins.

The collection crew were satisfied with the caddies and how easy they were to empty.

Disposal

The food waste was disposed of in a skip located at the ERF. The skip had a hydraulic lid which was opened when the crew arrived. Two skips were available, one for disposing into and one to replace when the skip was transported to the anaerobic digestion site.

Round Expansion

The crew is able to get round more households due to the use of the slave bin, and servicing around 10 houses before going to the vehicle. This has been done gradually over the year to ensure the crew do not get overwhelmed with the number of properties. The number of households serviced grew by nearly 30% and 28 blocks have been added. The rounds now look like this:

Monday - 2,618 houses and two blocks comprising of 30 flats

Tuesday - 2,207 houses and eight blocks comprising of 309 flats

Wednesday - 2,790 houses and four blocks comprising of 39 flats

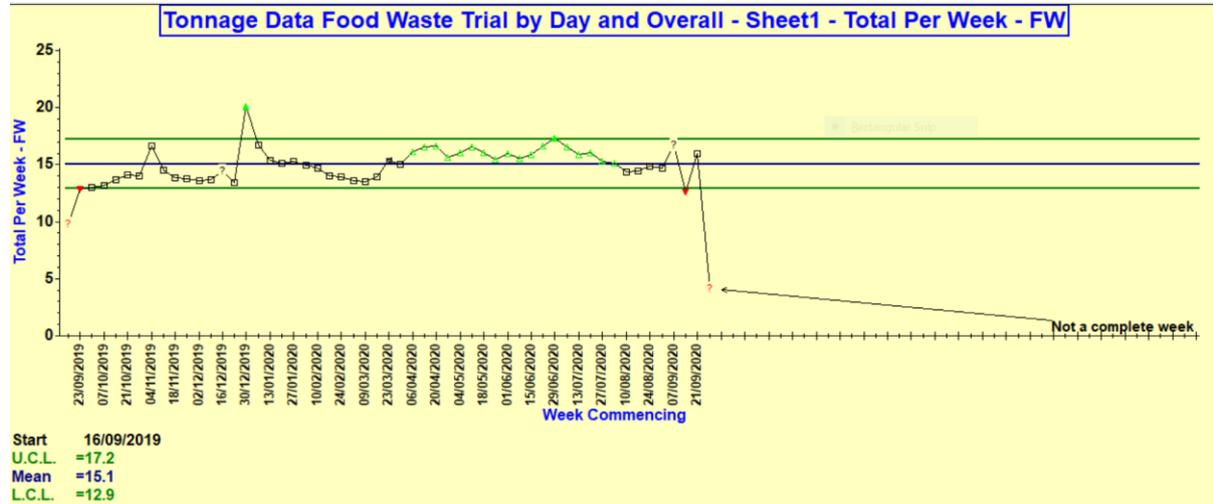
Thursday - 2,498 houses

Friday - 2,095 houses and 14 blocks comprising of 122 flats

Results

Tonnage data

Since the start of the trial, an average of 15 tonnes of food waste has been collected per week. This equates to 1.2 kg per household per week.



Approximately 20% of waste has been diverted from the refuse to food waste recycling. As the WCA showed food waste to make up 40% of refuse, this indicates 50% of the total food waste is being removed from the refuse in the trial areas.

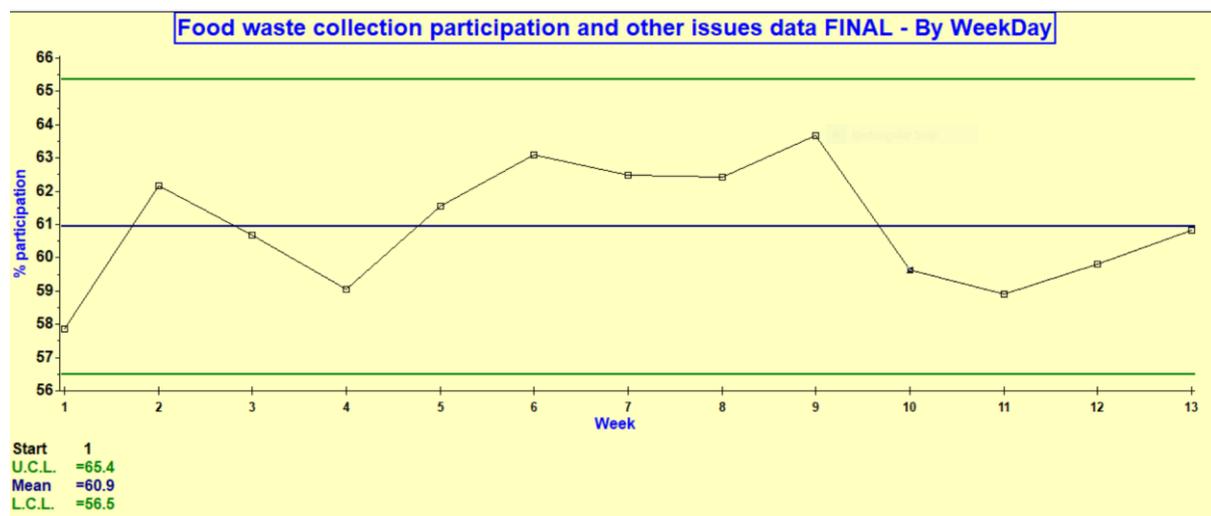
It was expected the tonnages would lessen over the weeks, due to realisations of how much food is being wasted and shopping habits changed. However, this was mitigated due to adding more households onto the service. The average food tonnage collected each week has remained stable, so it is assumed the original houses have reduced their food waste. If not, through adding additional households on, the tonnage for food would have increased.

Participation

Houses

For the first 13 weeks of the trial, officers were with the crew recording the properties who had not presented a food waste container. The crew do have an in-cab PDA, however because the crew are emptying 10 containers before going to the vehicle, it was difficult to remember all the addresses by the time they got back to the vehicle.

Participation for the houses was an average of 61% per week:



Flats

Checking participation for flats was more difficult, as it wasn't known which particular flat was participating or not. The fill levels of the food waste bins were monitored to get an idea on how well the service was being used. Approximately, 50% of the available capacity was being used. If bins were recorded as empty over a couple of weeks and the remaining bins were not full, bins would be removed. This was to ensure bins were being used to their full capacity, rather than having 25% in each bin for example and needing more tips than necessary.

Resident Satisfaction Survey

Residents were asked to complete a survey just before Christmas. Flyers were posted through the doors of all households in the trial with an address to a SurveyMonkey survey.

The majority of responses came from houses, with only four responses from flats.

Nearly 11% of houses included in the trial responded with 93% of respondents being either very satisfied or satisfied with the introduction of a food waste collection. The main reason for being dissatisfied was "it smells". Of the responses, 48% said they have changed their shopping habits to reduce food waste. Nearly all of respondents (97%) are able to dispose of all their weekly food waste in the 23 litre caddy and 98% found the caddies easy to use.

Learning from the trial

From this trial, there were a few points which could be improved for the next trial:

- Ensuring there is a plan for more roads to be added as soon as it is found the crew can take more capacity.
- Providing a larger liner than the caddy size. The 5 litre caddy liners were found to slip off the rim of the caddy easily, tore due to weight and was harder to tie up. For the next trial, 7 litre caddy liners have been provide for the 5 litre kitchen caddy.
- When monitoring fill rates in flats, have a standardised method of recording. Officers would record the fill rates as percentages as well as number of bags in the bin. It would be better to record the data as percentages for ease of analysis.
- Rather than a dedicated phone line for food waste enquiries, ensure the team who usually deal with general waste enquiries have the resources to take food calls as well.
- Order more stickers than households involved in the trial. Residents may need to swap their caddies due to damage, theirs have gone missing or they need an additional caddy due to the volume of food waste they produce.

Appendix

Food waste caddies



Vehicle





Technical Specification

Model: Micro L Body

Body Capacity	m ³	5
Body External Dimensions	Length mm	3,230
	Width mm	1,984
	Height mm	1,300
Equipment Weight	kg	1,200
Max Payload (Subject To Refuse Density)	kg	3,580
G.V.W.	kg	7,500
Maximum Working Pressure	bar	200
Maximum Compacting Ratio		3:1
Engine Revs During Working Phases	rpm	1,000
Refuse Loading Speed	m ³ /min	1.5
Complete Loading Time	sec	25
Full Body Unloading Time	sec	55
Body Unloading System		By Tipping
Equipment Working System		Hydraulic
Compaction Cycles		
i Semi-Automatic with Stop at the end of each cycle		
ii Manual with Electrical Control		
Steel: Hypostressed Structural Components		Fe 360
Mechanical Elements		C 40
Container Lifting Device		Comb For 120-240-360-1100h Bins

MAIN FEATURES

- Shorter overall vehicle length as bin lift stows underneath rear and within body length - Ideal for restricted access, rural & inner city collections.
- Large hopper for 1100 / 1280 litre bins - Can be tipped without spillage in one cycle. Faster loading without 'choking of the hopper' due to one piece body design with no separate hopper. No waiting for hopper clearance cycles at multiple bin collection sites.
- One piece body retains liquid up to 1000mm deep / 3650 litres with front body drain as standard - Ideal for food waste and materials with a high liquid content.
- Alternate compacting cycle
- Hydraulic compacting blade
- Compaction cycles: - single synchronized with container lifting device - manual
- Unloading by body tipping with double effect cylinder at the first stage
- Stabilizers for unloading operations
- Drainage gate



BODY CONSTRUCTION

- Curved shaped one piece construction, rolled high tensile steel body for high strength and good aesthetic appearance
- Concave shaped body floor to facilitate easy leachate collection and drainage
- Body roof for waste containment and better packing strength distribution with reduced stress points
- Body drainage gate with screw tap

TAILGATE CONSTRUCTION

- One piece construction body with no separate tailgate / hopper ensures no leakages
- Top mounted, fully enclosed compaction blade with 3:1 compaction
- Compaction blade cylinders mounted outside the hopper area, keeping them clear of the refuse loading area



Letter



Portsmouth
CITY COUNCIL

**Housing, Neighbourhood and Building
Services**

Civic Offices
Guildhall Square
Portsmouth
PO1 2AL

Phone: 023 9284 1244
Fax: 023 9284 1561
Email:
recyclingandrubbish@portsmouthcc.gov.uk
Date: August 2019

To all food waste trial residents

Please recycle this letter

Dear Residents

Your road has been selected to take part in a food waste collection trial

About 40% of the rubbish collected in Portsmouth is food waste, so providing a separate food waste collection service will reduce the amount of rubbish being sent for incineration and will help Portsmouth become a greener city.

In the next few weeks we will be delivering two caddies to every household in the trial area. The smaller caddy is to be kept in the kitchen for you to use on a daily basis. Once it's full you can empty the contents of your smaller caddy into the larger caddy, which is then put out on the pavement alongside your other rubbish and recycling bins on collection day. Your food waste will be sent for anaerobic digestion to produce biogas and fertiliser.

An introductory roll of compostable caddy liners will be provided to use in the smaller caddy. You can use the compostable liners in this caddy, newspaper or just put the food waste straight in. **Do not use plastic bags.**

We will start collecting food waste from Monday 16 September 2019. Your food waste will be collected **weekly on the same day as your rubbish collection.**

We will be monitoring the amount of normal weekly rubbish and separate food waste collected weekly during the trial. The results from this monitoring, along with any feedback from residents, will help us decide if we should introduce the scheme across the whole of the city.

An information booklet will be given to each household when the caddies are delivered. This will give you the full details of the trial and should answer most of the frequently asked questions, but for any further queries feel free to contact us on **023 9284 1244** or by email at recyclingandrubbish@portsmouthcc.gov.uk If you do not receive your food waste caddies by Friday 13 September 2019, please let us know.

Yours faithfully,

Your Waste Management Team

Booklet

recycle
for Portsmouth

Portsmouth
CITY COUNCIL

Your new caddies for food waste have arrived!

- ✓ Easy storage for food waste
- ✓ Reduced waste in black bins/bags
- ✓ Safer from animals - cleaner streets
- ✓ Energy and fertiliser production

Please recycle this leaflet!

Food waste will be collected every week

www.portsmouth.gov.uk

Your new food waste caddies

Why am I getting a food waste caddy?

Many residents have asked for a food waste collection and the government is currently looking to make it compulsory, so we are trialling it in some areas of the city. Food waste collections will increase recycling and reduce waste.

Do I have to have a food waste caddy?

Yes. All households in the trial areas will be issued with food waste caddies.

Can I use my own container?

No, we will only empty official Portsmouth City Council food waste caddies.

Why do we have two caddies?

The smaller caddy is to be kept in the kitchen so you can put your plate scrapings and other food waste directly into it. Once it's full, transfer the waste into the larger caddy which is most commonly kept outside (in a front garden or forecourt) and will be used for the main collection. If you don't have a front garden or forecourt, store the large caddy to the rear of your property and only present it on the pavement on collection day.

When will collections start?

You can use your food caddy straight away. Collections take place on the same day as your rubbish collection. Please ensure the larger caddy is out by 7am as it will be collected by a different collection crew.

Won't animals be able to knock the food caddy over and get into it?

For collection, put the handle of the caddy straight up or fully forward over the front and this will lock the lid. So even if it is knocked over, the food waste will not spill out.



Before taking your caddy out for collection, check:

- All food waste is in the larger caddy
- The caddy lid is closed
- The caddy is at the front boundary of your house by 7am on collection day

What can I put in the food waste caddy?

All of your food leftovers, raw and cooked, including:

- All uneaten food and plate scrapings
- Tea bags and coffee grounds
- Out of date or mouldy food
- Raw and cooked meat, including bones
- Raw and cooked fish, including skin and bones
- Dairy products such as cheese
- Eggs and egg shells
- Rice, pasta and beans
- Baked goods such as bread, cakes and pastries
- Fruit and vegetables, including raw and cooked vegetables and peelings
- Shredded paper
- Cut flowers

What can't go in the caddy?

Please do not put any material that is not food waste, including:

- Packaging of any kind
- Plastic bags
- Glass
- Liquids such as milk - these may leak causing spillages when transporting the food waste
- Cat litter/animal faeces
- Compostable cutlery

Address labels

An address label sticker is provided with the food caddies so you can write your house number on it to identify your larger caddy after collection. An advice sticker will also be included to put on the smaller indoor caddy.

Where does it go?

The food waste is sent for anaerobic digestion.



Can I have a bigger caddy?

No, they only come in the set size, but we can supply extra caddies if you find you have a lot of food waste. However, please trial your caddy for a few weeks first before contacting us for an extra one, as you may find that you naturally cut down the amount of food waste you produce over time.

Are you providing liners for the caddies?

During the trial we will issue residents with one roll of fully compostable caddy liners free of charge. Using liners inside your caddy is not compulsory; however, it does help to keep the caddy clean. If you decide not to use liners and the caddy gets dirty, it can simply be rinsed out to clean it. If you run out you can either line your caddy with

newspaper, or you can purchase compostable liners from most major supermarkets. Please make sure that any liners you purchase are fully compostable and display the seedlings logo, or state they are 100% compostable with the reference EN13432. **IMPORTANT** - If the caddies are lined with plastic bags, then the caddy will not be emptied by the crew.

I am unable to get the food caddy to my front boundary for collection, what can I do?

An assisted collection service can be provided if there is no one at the property that is physically capable of putting their bins at the front boundary. Call 023 9284 1244 to apply for an assisted collection. You do not need to do anything if you already have an assisted collection.

For more information:

- Call **023 9284 1244**
- Email recyclingandrubbish@portsmouthcc.gov.uk
- Search **food waste trial** at www.portsmouth.gov.uk



You can get this information in large print, Braille, audio or in another language by calling 023 9284 1244

Designed by: marketing@portsmouthcc.gov.uk • Published: July 2019 • Ref: 34.131

www.portsmouth.gov.uk

Stickers

What can I put in my caddy?



food waste

- dairy
- fish
- fruit & vegetables
- meat & bones
- bread & pastries
- tea & coffee grounds
- rice, pasta & beans

Place **any raw** or **cooked food** in your caddy. You can even scrape **uneaten food** straight into your caddy.

Top tip
Remember to not let your caddy get too full before emptying it

Remember
Recycle your mouldy and out of date food, including ready meals removed from their packaging

Food waste caddy



Communal bin poster



Food recycling

Yes please

- ✓ All uneaten food and plate scrapings
- ✓ Mouldy and out of date food (including ready meals)
- ✓ Raw and cooked meat and fish, including bones
- ✓ Tea bags and coffee grounds
- ✓ Dairy products, cheese, egg, egg shells and yoghurt
- ✓ Rice, pasta and beans
- ✓ Bread, cakes and pastries
- ✓ Raw and cooked vegetables and fruit, whole and peelings

No thanks

- ✗ Packaging of any kind
- ✗ Liquids such as milk
- ✗ Oil or liquid fat
- ✗ Any material that is not food waste



If you notice any issues with this bin or the food waste collection trial in general, please phone the Recycling and Rubbish Team on 023 9284 1105 or email recyclingandrubbish@portsmouthcc.gov.uk

Introduction of food waste collection service in Salford flats.

Phase 1 – Salford Quays

Case study

April 2018 – Final

Overview

Recycle for Greater Manchester (R4GM) in partnership with Salford City Council (SCC) introduced food waste to pre-selected flats across the borough. Two sets of residents; young professionals, and residents living in social housing managed by City West Housing Trust (CWHT) were targeted in two phases. The phase 1 flats targeted were in low and medium rise flats in Salford Quays

Segmentation analysis shows that residents living in these types of accommodation are likely to be from segment 1 (What's in it for me?) or segment 6 (Indifferent); they are least likely to recycle their food waste and are highly likely to contaminate. Segment 1 believe recycling is pointless, and inconvenient. The messaging therefore had to focus on the basics, messaging had to be simple and thought had to be given on how recycling could benefit this segment.

Segment 6 feel very little towards recycling, the campaign had to show them that recycling is the default choice. This segment has little concern for those geographically close to them (they don't have a great sense of community) but they do care greatly about the opinions of their peers. The key message had to be that recycling is the easy option – recycling is no more difficult than using the general waste bin. Again messaging needed to focus on simplifying recycling. This segment have typically given little thought to 'what happens next' to recycling, but they may be interested to learn. Including 'what happens next' or 'good to know' facts may grab their attention.

The EAST behavioural change tool was applied to the campaign, make it Easy, Attractive, Social and Timely (EAST). This is a simple four step principle for applying behavioural insights. The methodology was created by the Behavioural Insights Team's (jointly owned by the UK Government) and wider academic literature.

	What we want to do	Suggested intervention
E -Make it easy	<ul style="list-style-type: none"> Reduce the hassle factor Simplify messages - break down complex goals into easy steps 	<ul style="list-style-type: none"> Motivate people with the message that food recycling is easy. Simple messages Free compostable bags Bin stickers
A -Make it attractive	<ul style="list-style-type: none"> Attract attention – images, colour and personalisation to increase impact and make it easy to see what this means “for me” 	<ul style="list-style-type: none"> Strong consistent Recycle for Greater Manchester brand Simple pictorial communication material not over complicated, punchy strap lines

		<ul style="list-style-type: none"> Targeted communications that speak to specific segments What happens messages Good to know messages
S - Make it social	<ul style="list-style-type: none"> Show that most people perform the behaviour Encourage people to make a commitment to others 	<ul style="list-style-type: none"> Recycling is now a social norm Lockable bins to encourage clean bin areas More bin capacity Caretaker involvement Peer to Peer communications
T -Make it timely	<ul style="list-style-type: none"> Prompt people when they are most receptive Consider immediate costs and benefits rather than long term Help people overcome barriers 	<ul style="list-style-type: none"> Selected areas based on research Timelines included for delivery of facilities so residents know when and where. Alternative collection options Easy to access service 2nd timely communication intervention Continual monitoring

Name of Flat	Number of Flats	Size and Number of bins			Type of property
		General waste	Mixed	Paper	
The Quadrant	90	1100 (x14)	1100 (x4)	1100 (x4)	Mid-rise
Little Bolton Terrace	80	1100 (x5)	1100 (x5)	1100 (x3)	Mid-rise
Salford Development Flats					
Gilbert House	250	1100 (x3)	1100 (x3)	1100 (x3)	Mid-rise
Platt House		1100 (x3)	1100 (x3)	1100 (x3)	Mid-rise
Adamson house		1100 (x3)	1100 (x3)	1100 (x3)	Mid-rise
Edgerton House		1100 (x3)	1100 (x3)	1100 (x3)	Mid-rise
Walker House		1100 (x3)	1100 (x3)	1100 (x3)	Mid-rise
Kensington Court	32	1100 (x5)	1100 (x2)	1100 (x2)	Mid-rise

Pioneer House	63	1100 (x3)	1100 (x3)	1100 (x4)	Mid-rise
Quay 5 Flats					
Quays 5 - Block A	226	1100 (x2)	1100 (x2)	1100 (x2)	Mid-rise
Quays 5 - Block B		1100 (x4)	1100 (x2)	1100 (x2)	Mid-rise
Quays 5 - Block C		1100 (x2)	1100 (x2)	1100 (x2)	Mid-rise
Quays 5 - Block D		1100 (x2)	1100 (x2)	1100 (x2)	Mid-rise
Quays 5 - Block E		1100 (x2)	1100 (x2)	1100 (x2)	Mid-rise

Aims of the campaign

1. Introduce food waste to participating flats
2. Deliver bins, caddies and food bags to all residents
3. Deliver communication materials developed using WRAP segmentation

Key Messages:

1. Recycle all your food waste
2. Recycling food waste is easy as 1.2.3...
3. Free compostable food bags
4. Food waste is collected every week, there will be more space in your general waste bin
5. Your food waste is turned into compost

Research planning

SCC selected 11 blocks of flats across Salford Quays that were managed by independent agents and 43 blocks of flats managed by CWHT across Eccles.

All recycling bins in place were 1100 litres Eurobins, collected every two weeks. Bin audits were carried out by R4GM and SCC officers in order to assess the current service available, maintenance of the bin stores, and available space for new bins, existing recycling information at the stores, and any other relevant information.

The recycling bins at the flats in Salford Quays were relatively well used and had low contamination, it was noted that there would be enough space for a 240 litre food bin in all of the bin stores, and residents appeared to understand how to recycle.

In contrast the CWHT recycling stores had food bins in place, but all were contaminated; recycling was very low with high levels of contamination, bins were overflowing and excess waste at the side of the bins was present. This meant further engagement was required to improve current behaviours at the CWHT properties before the food waste service could be reintroduced. Working with CWHT hessian bags were delivered to all neighbourhood officers who provided them to the residents to aid the collection and separation of recycling. Weekly bin audits were carried out to closely monitor the recycling and contamination levels. This campaign is detailed in the phase 2 case study.

Delivery

SSC have an opt-in policy for recycling food waste. To maximise participation it was decided that the roll out would be blanket with an opt-out option. Letters were delivered to each property in the Salford Quays area advising that food waste caddies and food bags were to be delivered, if residents did not want to participate in the service they had to opt out by a given date.

All blocks of flats targeted were given a 240 litre pink lidded black bin which would cover the capacity of each block, these bins to be collected on a weekly basis. SCC deliver food bags free of charge to all residents, as this was not possible in flats local outlets such as gateway centres and leisure centres were provided with a box of food bags so residents could pick them up as needed.

After all bins and caddies were delivered 5 weeks of monitoring was undertaken by crews to check fill levels, contamination and to assess if extra bins were required. All properties had enough capacity with 240 litre bins collected weekly.

Caddy delivery

Two residents out of the 1031 targeted initially opted out. SCC and R4GM staff delivered a caddy, a roll of food bags, and a communication leaflet to each participating flat. If a resident was not in the caddy and food bags were left on their doorstep. In conjunction a new 240 litre food waste bin a (pink lidded black bin) was delivered to the bin stores. Three weeks after the delivery of the caddies by SCC and R4GM officer's 119 caddies had not been collected by the resident.

Communication leaflet and bin stickers

The 'Welcome to your new food recycling service' communication leaflet was designed using the WRAP segmentation data.

The messaging was kept simple information was provided on what and how to recycle.



Front of leaflet

Inside of leaflet

Bin stickers were also applied to both the general waste and the food waste bin to reaffirm the message to residents when disposing of their waste.



salford.gov.uk/recycling

Food waste bin sticker



salford.gov.uk/recycling

General waste bin sticker

A1 sized signage was installed at all flats at each bin store. These had clear images of what goes into each bin, to make it easier they were colour coordinated with the bins.



Second communication intervention

4 weeks after the introduction of the new service, a second communication leaflet was sent. Studies have shown it takes on average 2 months to change a behaviour. The second intervention was to reiterate the positive messaging. As it was Christmas which is proven to have increased levels of food waste a Christmas themed card was designed. The main behavioural change message was to remind residents to recycle all their food waste over the festive season.



Front of Christmas card

Inside Christmas card

Door knocking and results

All targeted flats that received a caddy were door knocked a week after delivery. A short survey was developed to answer any recycling related questions, to remind residents to use the compostable bags only and where to collect more when required.

Working with a Caretaker

Two additional blocks of flats (622 flats) in Salford Quays were targeted, these are managed by an independent company. As these flats historically had some issues with contamination, lockable food waste bins with a small aperture on the top were installed. The flats have a dedicated caretaker who aided in the delivery of the campaign. In these flats, the caretaker helped to in deliver the letters, leaflets, and caddies and also helped to engage with residents about recycling. No residents initially opted out of the service but after a two week period a total of 83 caddies were reclaimed from outside resident's properties. The caretaker was given a stock of caddies and food bags to issue to residents when needed and could also provide these to new residents moving in, as these properties have a high turnover off tenants with many being students. The Caretaker was instrumental in controlling and removing any contamination from the food waste bins before they were collected by SCC.

Bin checks and fill levels

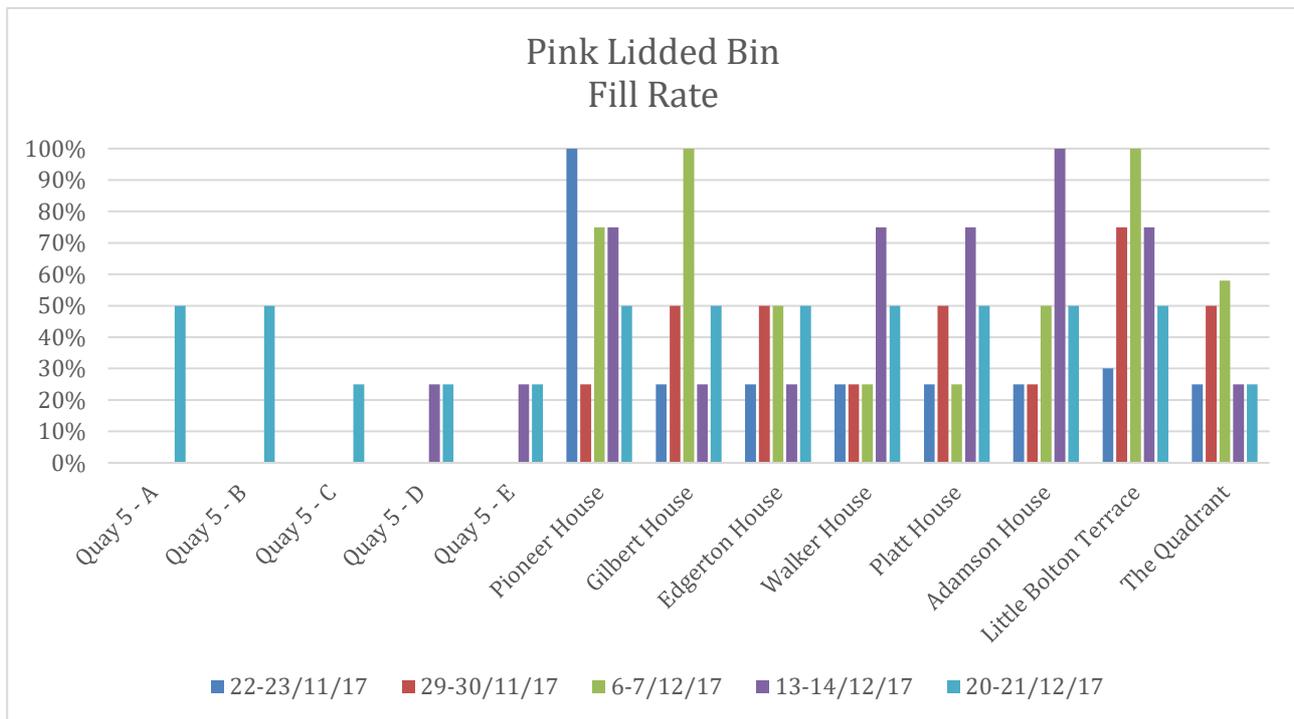
Spot checks were carried out by R4GM staff for the first few weeks to check usage of the bins. SCC bin crews also recorded fill levels of bins at every weekly collection for 6 weeks.



From the 22nd November 2017, the bin crews collected data to record fill levels, contamination and rejection of the bins. Due to problems with the collections Little Bolton Terrace flats had two missed collections (22nd and 29th November) this meant that bins were contaminated and therefore rejected; collection crews had issues accessing Quay 5 flats during the first 3 weeks, so collection was not recorded. During the 5 week period no other bins were contaminated or rejected.

The graph below shows the average fill level for the targeted flats.





Lessons Learnt

- From the data and visual checks, the introduction of the food waste collection service has been successful. The bins were well used and were generally not contaminated. Further audits are required to monitor the bins to measure the success of the campaign over the long term.
- Working with flats who have a dedicated caretaker made the introduction of food waste services much easier.
- Targeted properties need to be carefully checked before the new service is introduced. Bin stores, the use of the bins and policies of the managing agent need to be taken into account when planning the campaign. It is very important to work closely with the council at the early stages of planning a campaign to ensure that they support the bin monitoring and contamination is dealt with swiftly.
- Collection logistics should be planned and in place before the introduction a new service. For one of the flats problems with the collection wagon being too big to access the flats only became apparent during the first week of collection.

- A lockable bin with a small aperture on the top is an effective asset and should be used in areas where contamination is likely.
- The use of segmentation and EAST methodology to develop the key messages was highly effective and helped to tailor the interventions.