

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

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

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
<b>Salford Development Flats</b>					
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](http://salford.gov.uk/recycling)

Food waste bin sticker



[salford.gov.uk/recycling](http://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.

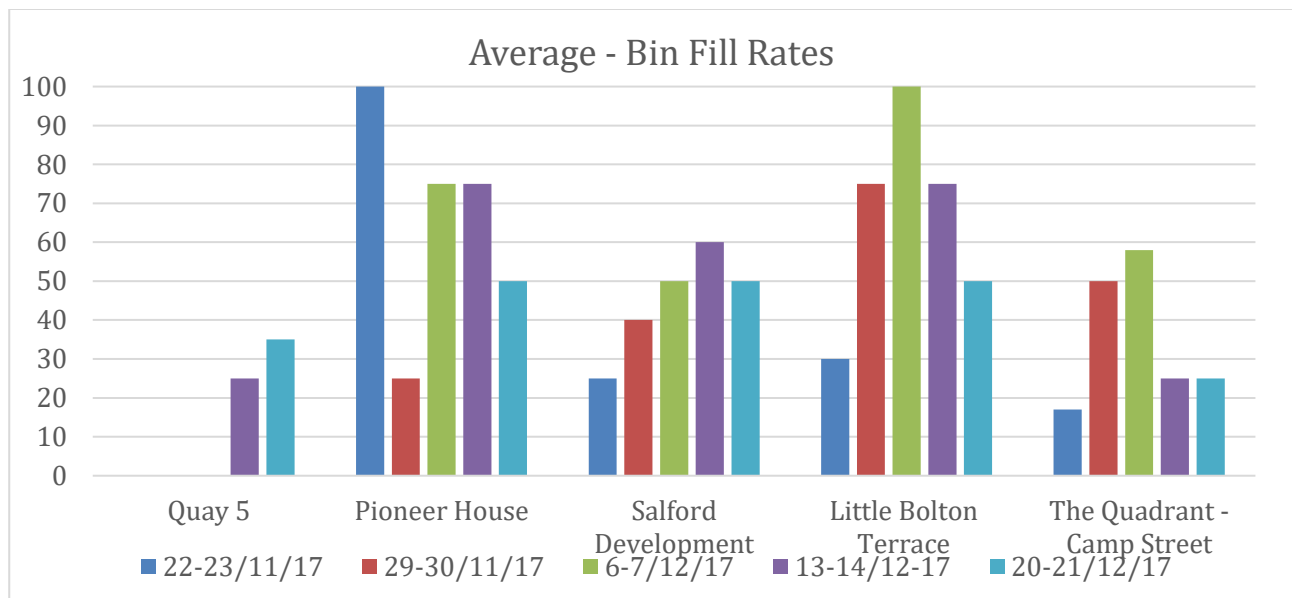
### Bin checks and fill levels

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.

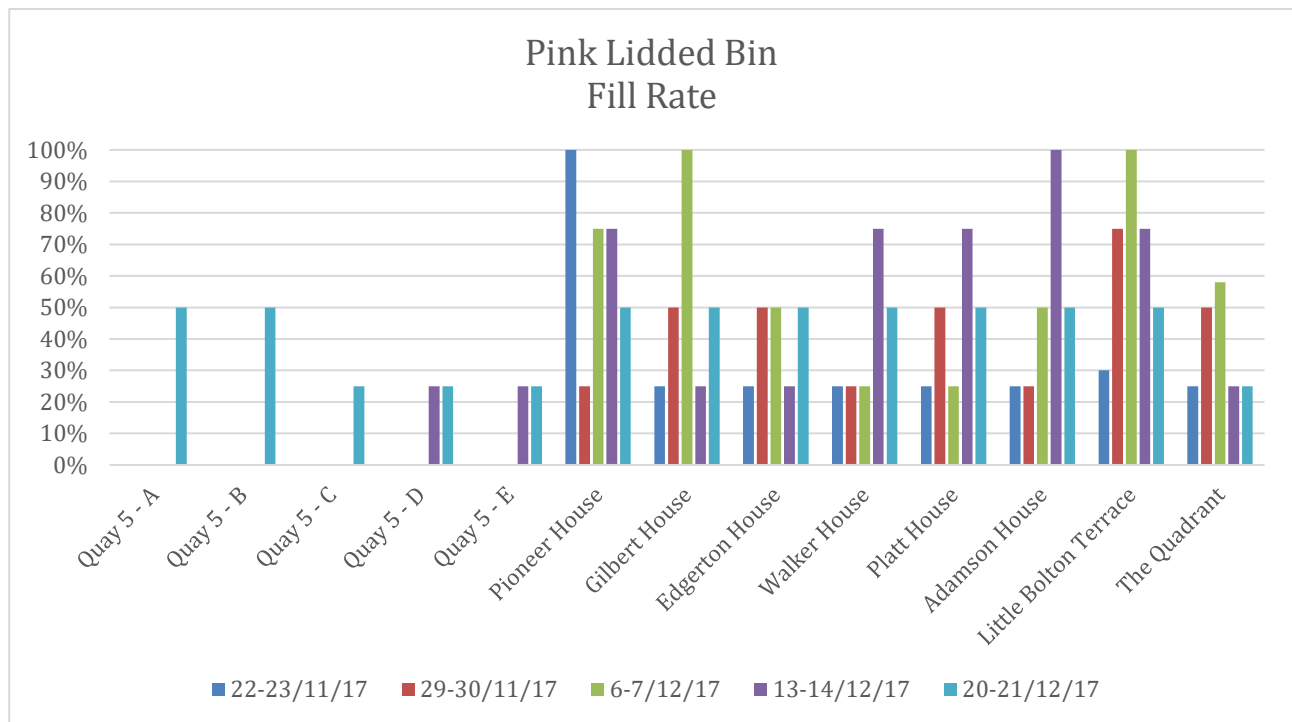


From the 22<sup>nd</sup> November 2017, the bin crews collected data to record fill levels, contamination and rejection of the bins. Due to problems with the collections Little Bolton Terrace flats had two missed collections (22<sup>nd</sup> and 29<sup>th</sup> November) this meant that bins were contaminated 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.

## Phase 1 Salford Quays

- 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.