

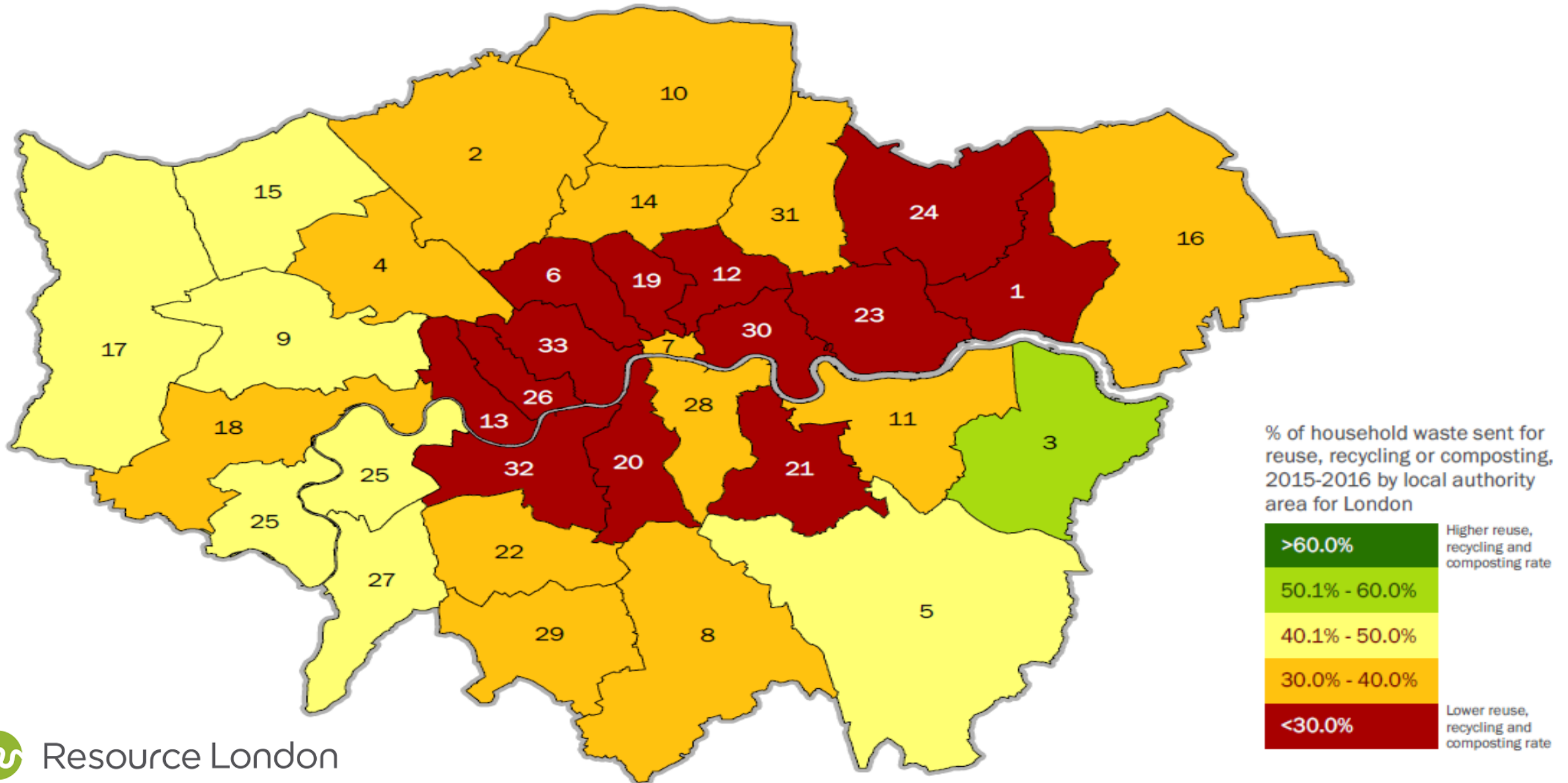


Resource London

Resource London – Who are we?

- Five year government funded partnership programme established in 2015
- We aim to:
 - Reduce London's waste footprint and reinvigorate recycling to make a significant contribution towards the Mayor's ambition for London to achieve 65% recycling by 2030; and
 - Make a significant contribution towards England achieving its 50% household waste recycling target in 2020.

Recycling rates in London by borough



Flats in London

- These account for just over half of London's overall housing stock and comprise up to 80% of housing stock in some boroughs
- 88% of new homes built 2017-2039 (1.89m hh) will be flats
- Well established flats services yield 50% less recycling than average low rise properties
- Large amount of money spent on introducing & improving services
- General lack of reliable performance data
- Poor/no M&E on service improvements



Project description

- **Partnership** between Peabody Housing Association & 6 inner London boroughs
- **Testing** 5 resident focussed **interventions** across 10 estates (+2 control)
- To find replicable interventions to **increase recycling** rates
- Produce 12 in depth **case studies**, properly monitored and evaluated.
- Use findings to **roll out** improvements across similar properties

Pre waste monitoring

- The average recycling rate was **10.7%**.
- The average contamination across all estates was **30.7%**.
- The most common contaminants were food waste, non-recyclable paper and plastic film.
- The overall mixed dry recycling capture rate was **38.2%**. Capture rates:
 - paper - 43.8%
 - glass bottles - 43.1%
 - card - 41.2%
 - glass bottles and jars - 39.3%
 - plastic bottles - 27.5%
 - plastic pots, tubs and trays - 20.1%
 - metal tins and cans 26.7%
 - aluminium foil 10.2%

Ethnographic research

What is it?

Ethnography - is the systematic study of people and cultures. It is designed to explore cultural phenomena where the researcher observes society from the point of view of the subject of the study.

Ethnographic research – examines the behaviour of the participants in a certain specific social situation. This behaviour may be shaped by the constraints the participants feel because of the situations they are in or by the society in which they belong.

How is it carried out?

Researchers observe and/or interact with a study's participants in their real-life environment, which can help identify and analyse unexpected issues.

Why did we use it?

Often recycling projects are addressed from the point of view of the Local Authority or the Housing Association. We wanted to help build a more detailed understanding of the broader social context and barriers to recycling in flats, from a residents perspective.

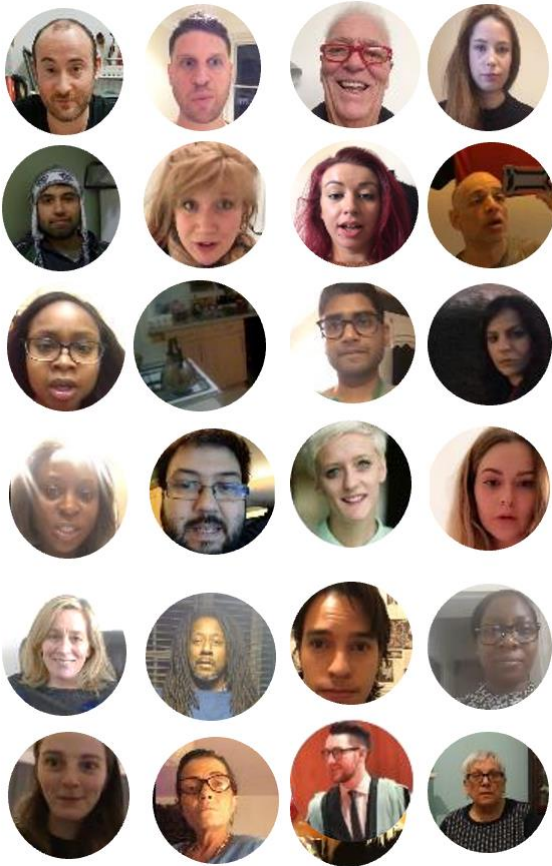
Ethnographic research

What were the key findings?

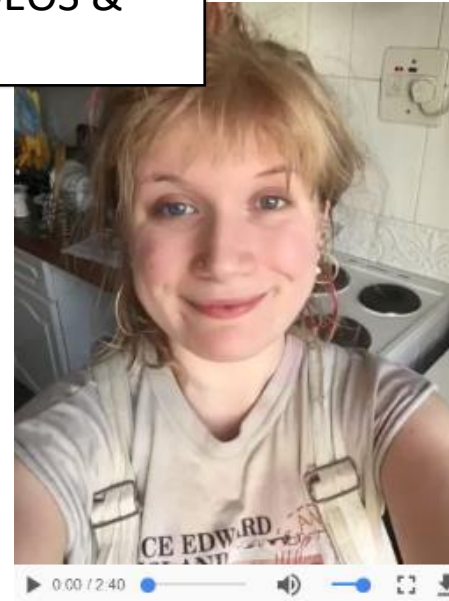
- There were many different reasons why people were not recycling effectively.
- Some were recycling inconsistently, some were recycling incorrectly and some were not recycling at all.
- Many of the respondents wanted to recycle but their knowledge of how to do so correctly was misguided and/or was undermined because it was not sufficiently easy.
- The findings suggest that in order for people in purpose-built flats to recycle, three conditions must be satisfied:
 - It must be sufficiently **easy** for them to do so
 - They must have the correct **knowledge** to do so
 - They must be **motivated** to do so
- These conditions are interdependent. If any one or more of them is not met, it will undermine the other two.



Ethnographic research gathers a large volume of data to create a more complete picture of behaviour



SELFIE VIDEOS & DIARIES



PHOTOGRAPHIC 'CHORES' JOURNALS

PERSONAL PRIORITIES AND GOALS MAPS



HOTSPOTS AND 'GROTSPOTS' IN LOCAL AREA



'Kitchen-cams' were set up in some flats to record 24:7 waste behaviours

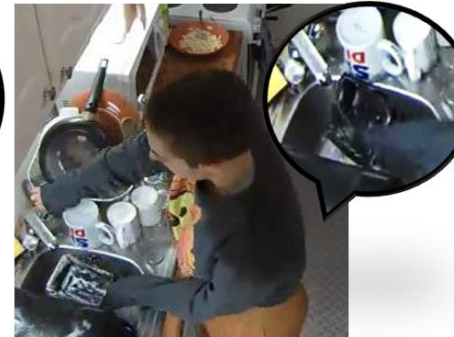


It's 5pm and Mary is hungry!

She makes herself some pasta in the microwave...



She knows plastic film isn't recyclable, so she throws it in the residual bin! ✓



She rinses out the black plastic tray.



She throws it in the recycling bin. Mary is our star recycler!

She eats her lunch and heads off to the pub where she works...



Later that night, back from work, Mary decides to have some more microwavable pasta



But wait! What is Mary doing?! She opens the residual bin...



And this time, places the dirty black tray in the residual bin!



And gives it a good push all the way down to the bottom of the bin!

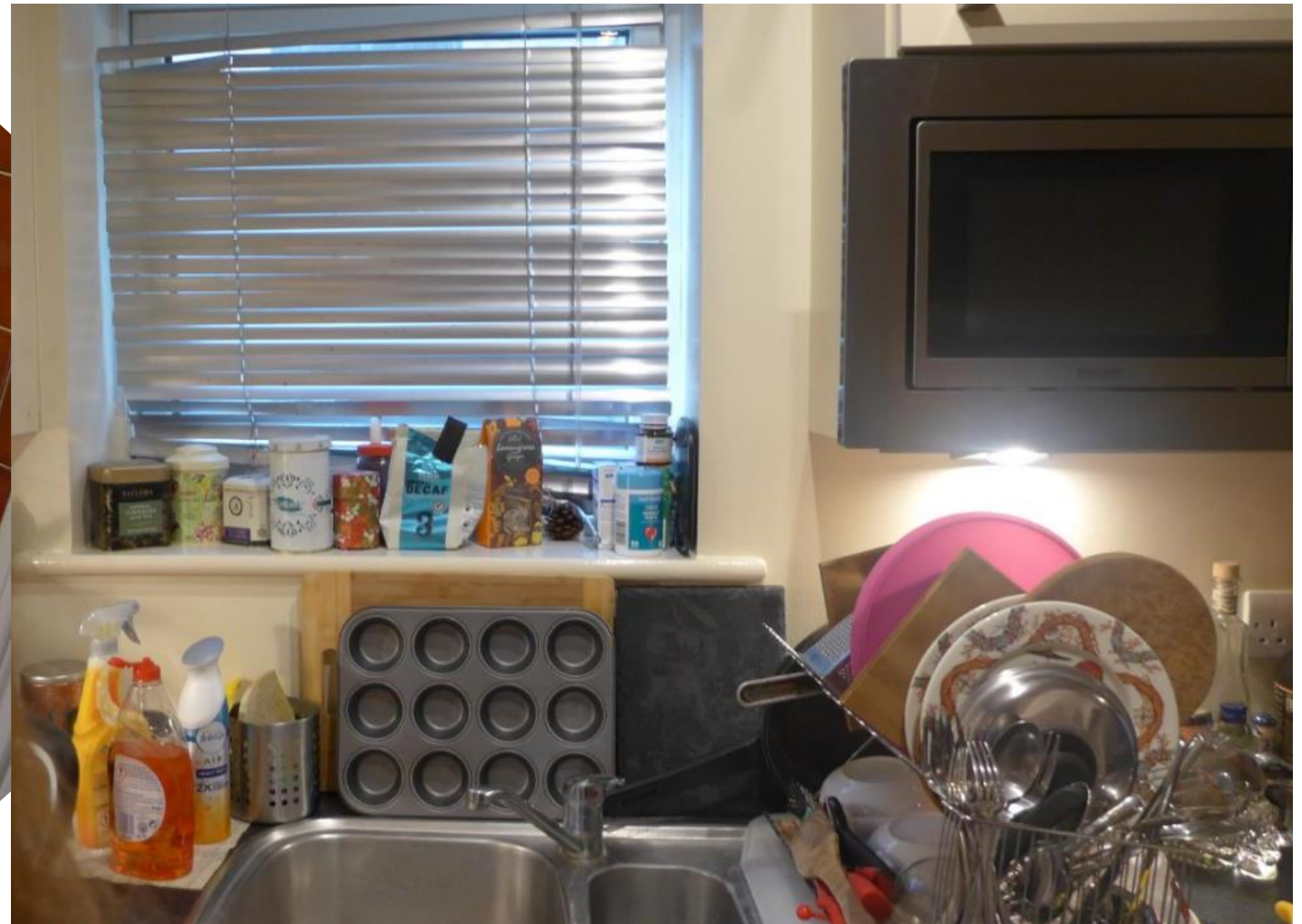


In-home interviews explored the detail of household attitudes and behaviours



EASE

Small kitchens made organisation and storage very difficult and limited space led to improvisations in where and how to store recycling...



EASE

Recycling was often stored and transported in disposable shopping bags...



KNOWLEDGE

Most people are guessing or relying on gut instinct to know what is recyclable...

"I would recycle this bread wrapping because it's plastic...it says on the bin downstairs that plastic is recyclable... shopping bags, bread packaging, squash bottles – they're all plastic, all recyclable"
Amelia



KNOWLEDGE

People had no 'plan b', when their recycling plans were disrupted...



MOTIVATION

Even the best recyclers were inconsistent...

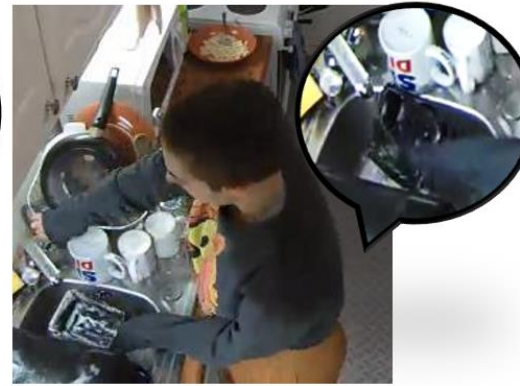


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MOTIVATION

Messy, poorly maintained recycling areas could reinforce perceptions that nobody else cares...

“The bins are always full when I get there. I just add to the pile.

Holly



Minimum standards

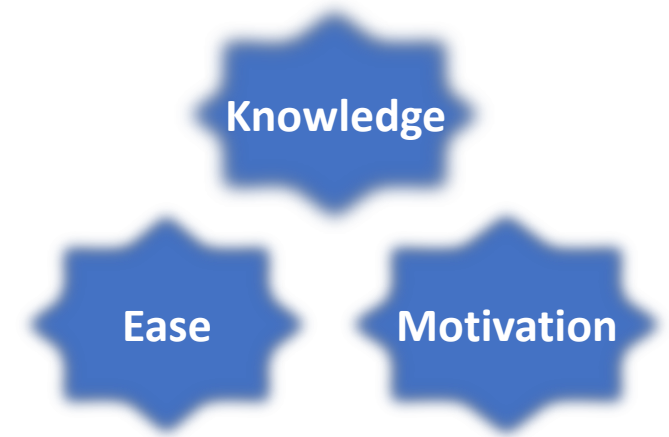
All 12 case study estates have been brought up to a minimum service standard as follows:

Operational

- Take plastic carrier bags
- Appropriate aperture on the bins for residents needs
- Collect a full range of dry recyclables
- Clean, well maintained bins and bin areas (residual & recycling)
- Appropriate collections to prevent overflows (residual & recycling)
- Appropriate recycling capacity
- Convenient bins (in high foot fall areas)

Communications

- Clear and visible signage on all bins & at bin storage area
- Posters highlighting recycling messages – in central internal location (e.g. notice board)
- Yearly recycling communication (leaflet) to resident
- Provide residents with information bulky waste options



Before roll out



After roll out



Main interventions



Tenant recycling information pack

Motivation

Knowledge

A5 4 page booklet
Notepad & pencil
Questionnaire &
prize draw



In-home storage solution

Motivation

Ease



Pack includes: Information card,
1 x roll of sacks and 2 x hooks



Dispensers
with free
sacks



Hooks in
action



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Feedback mechanism to residents

Motivation

Knowledge



More, smaller bins

Motivation

Ease



Emotive messaging

Motivation



Interim waste analysis – summary of results

- The results can only be used to give an indication of any changes in performance due to differences in methods and time year
- The overall recycling rate has increased
- The recycling rate has increased in all estates except one (very small decrease)
- The overall contamination rate has decreased
- Capture rate increased for all materials and especially glass and plastics



Next steps

- Resident and stakeholder feedback
 - Structured interviews April – June 19
- Waste monitoring and Waste Composition Analysis
 - 8 weeks tonnage monitoring (inc. 1 week WCA)
 - May/June 19' (same period as pre monitoring)
- Analysis and evaluation
 - Summer 2019
- Dissemination of results
 - October 2019



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