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NLWA Optimising Communications, Engagement and Education

Final Report

April 2013

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1. Project details and acknowledgements

Title	Optimising communications, engagement and education to improve engagement in recycling and composting activities.
Client	North London Waste Authority
Project number	12195
Client reference	
Author	████████████████████
Client Service Manager	██████

M·E·L Research would like to thank staff at North London Waste Authority (NLWA); officers at Islington Council, Camden Council, Waltham Forest Council, Hackney Council, Haringey Council, Enfield Council and Barnet Council; and residents of these boroughs for taking part in the research. We would also like to thank staff at the Islington Somali Centre, London Merit Association, London Metropolitan University and Jewish Family Centre, and their service users for their participation.

2. Executive Summary

Methodology

We used a mixed methodology to explore differences in the recycling attitudes and behaviour of North London residents, and draw out implications for future communications activity.

- ◆ We conducted a telephone screener questionnaire amongst residents of the NLWA constituent boroughs (except for Haringey), to recruit focus group participants.
- ◆ We then segmented respondents to the telephone questionnaire according to the Recycling Competence segmentation, set out in WRAP's *Barriers to Recycling at Home* report (WRAP, 2008), and invited a proportion of the respondents to take part in a focus group.
- ◆ We conducted 11 focus groups, spanning the seven Recycling Competence segments (Unaware, Aware but Inactive, Contemplated but not Engaged, Intermittent, Trying their Best, Broadly Competent and The Complete Recycler). We also facilitated a bespoke focus group on behalf of Camden council, with residents recruited by the council themselves.
- ◆ We conducted 'chattabout' sessions – a series of one-to-one interviews - with residents from Somali, Turkish and Jewish communities in North London, as well as students from London Metropolitan University.
- ◆ Drawing on insight generated from the focus groups and 'chattabout' sessions, as well as our own experience of behaviour change communications tackling recycling, we made recommendations as to the most appropriate segments to target for future communications, engagement and education activities, the potential role for communications, and gave direction on messaging, tone and communications channels.

Implications for communications

Analysing the findings from the focus groups leads us to recommend two different potential target audience groups for NLWA communications activities for 2013/2014.

For *Group 1: 'Aware but Inactive' and 'Contemplated but not Engaged'* NLWA should focus on increasing participation rates. While service-related barriers are common amongst these segments, communications activities can support service improvements by addressing attitudinal barriers which will motivate some of these residents to make the most of the facilities available to them. Messages should be simple and direct, reinforced over an extended period of time; information should be locally-specific and practical.

For *Group 2: 'Intermittent' and 'Trying their Best'*, NLWA should focus on increasing capture rates. They are motivated to recycle for social and environmental reasons but the amount they recycle is limited by a range of barriers, which could be effectively addressed by communications activities. To be effective, communications materials should couple motivating messages with directional imagery and practical, specific tips. A positive tone, reinforcing their existing efforts to recycling is likely to work best.

3. Background and Context

The NLWA and its seven constituent boroughs (Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest) have agreed a collective 50% recycling target for 2020, from a current level of around 30%. Communications activities, public engagement and education activities are an important part of influencing residents' behaviour, both to increase participation and capture rates. In addition to the communications, public engagement and education activities undertaken by individual boroughs, 2012/2013 was the first year in which NLWA agreed a joint communications budget and undertook communications, engagement and education activities across north London to influence residents' behaviour.

In order to inform joint communications, engagement and education activities for 2013/2014 and beyond, NLWA commissioned M·E·L research to conduct a series of focus groups to explore how communications activities could most effectively influence the longterm recycling behaviour of north London residents, and, through interpreting the findings from the focus groups, provide direction on appropriate targeting, the role for communications, appropriate messaging, tone and channels.

4. Methodology

We used a mixed methodology to explore differences in the recycling attitudes and behaviour of North London residents, and draw out implications for future communications activity. To segment participants, we used WRAP's existing Recycling Competence segmentation, which was developed as part of the *Barriers to Recycling at Home* report (WRAP, 2008). Please see Appendix 2 for an overview of the segments.

Overview of Methodological Approach



Segmenting residents according to WRAP 'Recycling Competence' levels

As a starting point, before undertaking the telephone screener questionnaire, we used the profiling guidance given for WRAP's Recycling Competence segmentation to identify the ACORN groups which were most likely to encompass residents from each specific segment. Taking this approach we were able to target specific locations for recruitment that closely match the ACORN and house type profiles of the different Recycling Competence Levels. See Appendix 2.

Telephone screener questionnaire

The purpose of the telephone screener questionnaire was to find participants, representative of the different recycling competence levels, to attend the focus groups (see Appendix 1). Residents of specific locations within the boroughs of Barnet, Camden, Enfield, Hackney, Islington and Waltham Forest were contacted. Residents within the borough of Haringey were not contacted to take part in the research, at the request of Haringey Council, due to service changes being undertaken in the borough.

The sample frame for the telephone interviews was based on the approach of Random Digit Dialing, targeting postcode sectors where residents falling within specific segments were most likely to live, based on the ACORN profiling. We also included a random sample of mobile telephone numbers each for the six

Boroughs included in the screener survey, to ensure a good coverage of different household types, age groups etc, within the sample frame.

We undertook a short telephone screener survey with 1,425 residents of the NLWA's constituent Boroughs (see Appendix 3). During the survey, respondents were asked a number of questions to help us further identify which recycling competence segment they fell into, including:

- ◆ Willingness, in theory, to take part in a focus group
- ◆ House Type
- ◆ Demographics (age, gender)
- ◆ Committed recycler questions (see questions 1, 2 and 3 in Appendix 3)
- ◆ Awareness of kerbside / flat schemes in place

Responses given were used to identify potential participants for each focus group. This cohort was then re-contacted in order to invite them to attend focus groups.

Focus Groups

We undertook a total of eleven focus groups, with the intention of covering the seven recycling competence segments, in the NLWA partner boroughs (excluding Haringey), as illustrated below:

Recycling Competence Level	Number of groups
1. Recycling unaware	1
2. Aware but inactive	2
3. Contemplated but not engaged	2
4. Intermittent	2
5. Trying their best	2
6. Broadly competent	1
7. 'The Complete Recycler'	1

Where the Recycling Competence Level was characterised by residents living in both houses and flats/maisonettes we undertook two groups, recognising that recycling service provision has a significant influence on recycling behaviour and attitudes. We achieved an average group size of 8 participants. We used the behaviour change framework, MINDSPACE (devised by the Institute for Government) to inform the design of the discussion guides for the focus groups. MINDSPACE is an acronym which stands for different factors known to influence behaviour¹. This enabled us to fully explore all aspects of

¹ Messenger, Incentives, Norms, Defaults, Salience, Priming, Affect, Commitment, Ego

communication which can influence the target audience's response, not just their exposure to different communications channels. The discussion guide covered:

- ◆ Current behaviour and attitudes
- ◆ Barriers to recycling more
- ◆ Messages and channels
- ◆ Feedback on current NLWA creative

A copy of the discussion guide can be found in Appendix 4.

In practice, we did not find that the attitudes and behaviours of the participants attending the 'Unaware' and 'The Complete Recycler' focus groups reflected the attributes of these segments. Participants in the 'Unaware' focus group more closely fitted with the 'Aware but Inactive' segment, and those attending 'The Complete Recycler' focus group aligned more closely with the 'Broadly Competent'. Therefore, we have included findings relating to these participants within the 'Aware but Inactive' and 'Broadly Competent' segments. We believe there are several reasons we did not find participants who fell within the Unaware and The Complete Recycler categories. The WRAP segmentation was devised 5 years ago, and awareness about recycling, and service provision, has increased significantly since then; therefore, we hypothesise that there are now very few people who would be not be aware of the concept of recycling itself. This is likely to be particularly true of residents of London, where Recycle for London has undertaken significant consumer-facing advertising promoting recycling. For someone to fall into 'The Complete Recycler' category, they would need to be both recycling and re-using everything they could, including food and garden waste; someone's ability to do this is very often driven by the type of housing they live in. The housing stock in London differs considerably from other areas of the UK, with a higher proportion of residents living in flats, and gardens generally being smaller. We believe, therefore, that there is likely to be a much lower incidence of 'The Complete Recycler' in London than elsewhere in the UK.

Bespoke ‘chattabout’ sessions with specific communities in North London

In addition to the focus groups, we also carried out four bespoke ‘chattabout’ sessions with students and residents from the Jewish, Turkish and Somali communities in north London. These groups were selected in consultation with NLWA and its constituent boroughs. The ‘chattabout’ sessions took the form of one-to-one interviews; for the Turkish and Somali communities we used interpreters to communicate with residents whose first language was not English. We used a modified version of the discussion guide to probe individual attitudes, behaviour and barriers towards recycling.

Chattabout session	Number of interviews conducted
Students at London Metropolitan University	23
Mothers with pre-school children attending the Jewish Family Centre, Golders Green	14
Islington Somali Community, Finsbury Park	17
The London Merit Association (Turkish community), Edmonton	19

5. Qualitative research findings

This section is divided into the following subsections:

- ◆ Key themes across all recycling competence levels
- ◆ Findings by segment
- ◆ Feedback on current creative executions
- ◆ Findings for bespoke 'Chattabout' sessions

Key themes across all recycling competence levels

We have identified eight cross-cutting themes that will influence the way NLWA might approach any future communications activity, which are:

- ◆ Intention to recycle impeded by service provision
- ◆ Awareness and perception of neighbours' recycling habits
- ◆ Jealousy over service provision outside London
- ◆ Responsibility for recycling within the household
- ◆ Presence or absence of recycling systems within the home
- ◆ Association of recycling with clean and well-kept neighbourhoods
- ◆ Identifying with individual boroughs rather than 'north London'
- ◆ Enthusiasm for existing council-run seasonal events

Service-related barriers

Intention to recycle impeded by service provision

Participants living in flats or maisonettes, across all segments, with the exception of those in the Broadly Competent segment, often said that they understood the importance of recycling and were aware of items that could be recycled. However, they did not recycle as much, or as often, as they could, due to barriers imposed by the recycling service they received. Where possible, these sorts of service-related barriers should be reduced or removed. Where this is not possible, consideration could be given as to how to help residents to work around these existing barriers, and this is a potential role for communications, engagement and education activities.

Residents with a communal recycling service cited issues primarily concerned with the inconvenience of accessing the recycling facilities or concerns over personal safety, such as:

- ◆ communal recycling bins are too far from their flat
- ◆ recycling facilities are kept locked
- ◆ withdrawal of doorstep recycling service
- ◆ bins being located in an unlit or isolated part of the estate

The withdrawal of the doorstep recycling service, in particular, had negatively affected participants' views of the council and their willingness to recycle.

Those living in maisonettes, with a kerbside recycling service shared with other maisonettes, commonly reported that the number of recycling boxes they had were too few; because they filled up too quickly, it was easier just to place all waste in their residual bin.

Awareness and perception of neighbours' recycling habits

The extent to which participants were aware of their neighbours' recycling behaviour, their perceptions of that behaviour, and their relationship with their neighbours, had an impact across all recycling segments. Using communications to reflect the positive recycling behaviour of residents back to the community as a whole, providing updates on recycling rates within certain neighbourhoods, or benchmarking one neighbourhood against another, may influence the behaviour of residents who are not so consistent in their recycling habits.

Aware but Inactive

For a participant living in a flat, the perception that their neighbours contaminated the communal recycling facilities with their residual waste, made them less willing to 'make the effort' to recycle their own waste.

Intermittent

A participant living in a maisonette with a kerbside collection, had failed to convince her neighbours to jointly purchase an additional recycling box; this meant that she did not currently recycle.

Trying their Best

A participant living in a maisonette, who did not have her own recycling box, had asked her neighbour if she could share her box.

Broadly Competent

A participant, living in a house, said that if her recycling box became full one week, she put her additional recyclables in her neighbour's box, if there was room.

Jealousy over service provision outside London

Several participants from the Aware but Inactive, Contemplated but Not Engaged, and Intermittent segments referred to the 'better' provision of recycling services that they felt friends and relatives living outside London received. This was cited as evidence that their own council were not doing as much as they could to make recycling easy for them, which in turn, was given as a barrier to changing their own behaviour. Local communications highlighting the recycling facilities available in specific neighbourhoods, and positive messages about service improvements and changes, focused on the benefits to residents, rather than just factual information, may help to influence recycling behaviour.

Household recycling routines*Responsibility for recycling within the household*

We found that responsibility for recycling, and putting out the residual waste, varied across the segments. We observed that if responsibility for recycling was shared with other members of the household, such as their partner and/or children, participants were more likely to fall within the higher recycling competence segments, Trying their Best and Broadly Competent.

Several participants in the Intermittent and Trying their Best segments said that they had to police the behaviour of their teenage children and partner, removing recyclables from the residual bin and transferring non-recyclables from the recycling box to the residual bin.

Several older participants in the Broadly Competent segment said that they actively showed their grandchildren how to recycle, and that their grandchildren themselves were able to tell items which were suitable for recycling.

Presence or absence of recycling 'systems' within the home

We observed that participants falling within the higher recycling competence segments were more likely to have an in-home system for storing recycling during the week, before placing it outside for collection, or taking it to the communal recycling facilities. Those falling into the lower recycling competence segments were more likely to say that they did not store recycling in their home, but put it straight out into the external recycling boxes, or collect items on the side of the kitchen counter and put them outside into the external recycling box each evening. Organisational tips could form one strand of messaging in a communications campaign.

In-home storage systems had been devised by the residents themselves, no-one mentioned anything that the council had provided. Systems varied, and included:

- ◆ An additional bin next to the normal kitchen bin
- ◆ Different bags to store different types of recyclables
- ◆ A kitchen cupboard set aside for storing recyclables

Messaging and communications themes*Association of recycling with clean and well-kept neighbourhoods*

Across all segments, we found a high proportion of participants associating the benefits of recycling with taking pride in their local area, keeping it clean and safe for residents, with some citing a negative consequence of not recycling as being 'piles of rubbish' causing ill-health. This is distinct from the more general claims that recycling reduces the amount of waste sent to landfill, or helps 'save the planet', which are not usually perceived to have such a direct effect on the resident as an individual. This association is notable because it relates so directly to an individual's daily experience of their environment, and consideration should be given as to how it could be used in future communications activity, particularly as it was a theme which prevailed across all recycling competence segments.

Identifying with individual boroughs, rather than 'North London'

We found that across all segments, participants identified more with their individual boroughs, than with 'north London'. They saw themselves as someone from Enfield, Camden, or Hackney, for example, rather than a 'north Londoner'. One participant in the Broadly Competent segment remarked "When you hear Enfield [on the news], it makes your ears prick up". This self-identification can be used to NLWA's advantage, to increase the salience and impact of messages to residents of each borough and to motivate residents to act on their message.

Enthusiasm for existing council-run seasonal events

While reaction to standalone NLWA recycling stands or events was mixed, participants across several segments were enthusiastic about existing council-run seasonal events that they attended. They cited the Enfield Town Show and the Barnet Christmas Fayre, in particular. These were seen as being both entertainment and information events, and participants went actively seeking information from the council. It would be beneficial for NLWA to explore a range of similar events across all target boroughs and maximise the opportunities for engagement that these existing events present.

Findings by Segment

The following section describes, in detail, the findings relating to the following specific recycling competence segments:

- ◆ Aware but Inactive
- ◆ Contemplated but not Engaged
- ◆ Intermittent
- ◆ Trying their Best
- ◆ Broadly Competent

Aware but Inactive

Snapshot



“I don't think we have a recycling collection or a recycling bin – I haven't heard about anything”

man, aged 25-34, living in a flat

Current behaviour and attitudes

All participants lived in flats; the majority lived in high rise/estate flats. The group encompassed people at various life stages, including younger single working people, families with children and older 'empty nesters'. All participants understood the concept of recycling, but we found that several people were unaware of the recycling collection/facilities available to them.

Some participants did not have a recycling service and said that they would need to use the on-street community facilities if they were to recycle. A significant proportion of participants agreed that recycling was important, and they were able to name a range of recyclable materials, despite the fact that the majority were not actively recycling themselves at the moment. This divergence between claimed attitudes and behaviour is illustrated by one participant, living in an estate flat, who, at the start of the group, explained that because paper is too heavy to carry,

“it is easier to chuck it in the bin than recycle”

later declared

“I don't care why people recycle as long as they do recycle”.

woman, aged 25-34, living in a flat

A small number of participants occasionally recycled limited items such as glass, paper or tins.

Barriers to recycling more

We observed a mixture of attitudinal and service-related barriers. One participant, a single parent with two children, whose flat does not currently have a recycling service, said that when she had owned a car, she used to take her recycling with her when she did her grocery shopping, but she no longer has a car, so does not currently recycle. Attitudinally, this segment was much less engaged with recycling as an issue which directly affects them. Answers given in response to the question 'Why should people recycle' included broad responses and popular 'soundbites', such as

“Save the world, make it a better place”

woman, aged 35-44, living in a flat

“[recycling] clothing is a good one...stopping industry where clothing is manufactured in sweatshops”

man, aged 25-34, living in a flat

Commonly, they were not willing to 'put themselves out' in order to recycle. One participant said that they found recycling inconvenient as they had to use the facilities of the estate next door. While residents within this segment do often face service-related barriers, we observed that in comparison to those in other segments, they are less motivated by environmental concerns and less proactive in overcoming the service-related barriers.

Messages and channels

The council website and searching online were cited most often as the places they would look for more information about recycling, if they wanted or needed it. Participants also mentioned that they would consult leaflets delivered to their door for more information about their facilities.

With regard to attending events on recycling, there was a mixed response. Some participants said that they would visit a stand if there was something free on offer; they felt it should be situated on their estates or at supermarkets, where people are already passing by. Someone commented that he felt that 'freebie' aids to recycling, e.g. re-usable bags, could act as a prompt to encourage people to start recycling.

The messages they felt that would be most motivating to encourage people to recycle more reflect the attitudes they expressed towards recycling and the barriers they cited. The most popular messages were 'If councils were to make it easier through service provision' and 'If people were offered incentives to recycle'.

Contemplated but not Engaged

Snapshot



"I'm someone who would recycle more if I didn't feel that there were too many obstacles put in my way".

woman, aged 25-34, living in a flat

Current behaviour and attitudes

Most participants were single or living with a partner or flatmate, and most lived in low-rise or small blocks of flats without communal recycling facilities. They were not currently recycling on a regular basis. One participant recycled glass bottles occasionally as he could take them to the on-street bottle bank. Another participant explained her unique approach to sorting her waste; she separates out her recycling from her residual waste in-home, putting the recyclables into a carrier bag, but when it comes to putting it out for collection, she places the carrier bag with recyclables into the residual bin liner so that the council "can pick the whole bag" out of her residual waste if they want to recycle it. She was frustrated that her doorstep collection was withdrawn a few years ago.

When asked why people should recycle, participants generally gave reasons relating to reducing waste and saving energy. Their knowledge of what could be recycled was good, but they did not mention harder-to-recycle items such as batteries.

Barriers to recycling more

While participants cited service-related barriers which prevented them from recycling, we observed that the primary barrier was an unwillingness to 'put themselves out' to overcome the barriers presented by their service provision, despite agreeing with the social and environmental benefits of recycling. Several participants in this group cited friends and relatives who lived elsewhere in the country who they perceived to have a better recycling service, and were therefore more consistent recyclers than themselves.

Messages and channels

The most popular methods of finding more information on recycling were by searching online or consulting a leaflet put through the door. Participants were ambivalent towards the idea of a recycling stand or event, and were not keen on the idea of the Wise up to Waste app.

"I would be more interested in practical solutions"

man, aged 55-64, living in a flat

They felt the environmental messages were not motivating at all. One respondent commented:

"I think people are selfish...that's why the environment doesn't work."

woman, aged 25-34, living in a flat

The same participant referenced an incentive scheme she had heard about in the USA where people were personally remunerated for recycling, and felt that this would be motivating.

Intermittent

Snapshot



“I'm not sure what's meant to go into the recycling boxes but they seem to take it all anyway”

woman, aged 18-24, living in a flat

Current behaviour and attitudes

Participants in this segment were predominantly families, living in a mixture of flats and houses. Responsibility for recycling was less likely to be shared equally by household members. One participant commented that his wife did all the cooking, clearing up and recycling. We found that participants generally did not have in-home systems for storing recycling, but tended to put it straight out into the recycling bins outside.

Those in the Intermittent segment admit that if the recycling bin is full or packaging needs washing, they will just put it in the residual bin. Interestingly, while they were more willing than those in the Trying their Best segment to admit that they don't recycle everything that they could, when we probed, we found that recycling behaviour for both segments was in fact quite similar.

Barriers to recycling more

Those living in flats experienced some service-related barriers, either with the capacity of the facilities provided or the service provision itself. The lack of an in-home system for storing recycling and the fact that responsibility for the recycling usually lay with one member of the household contributes to the 'Intermittent' nature of this segment's recycling habits. One woman, aged 45-54, explained that when her son clears up after dinner, he will put recyclables into the residual waste; sometimes she takes them out and puts them into the recycling box. Another woman explained that it depended who was in at the time as to who sorted out the recycling. Another participant, who said that she was more keen on recycling than her partner, told us

“he is good with the newspaper; he’s not so good with the tins etc”

woman aged 35-44, living in a flat

We observed that for several participants, there was a lack of emotional engagement in the social and environmental reasons for recycling; they recycle because the council requires them to,

“If there’s anything you’re doing wrong, they’ll [the council] soon let you know”

man, aged 45-54, living in a bungalow

This, in turn, means that they are not proactive about finding solutions to help them recycle more; they are more likely to act on instinct if they are unsure about an item, rather than finding out whether it can or can't be recycled. Within this group we found 'contaminators' as well as 'Intermittents'.

“I’m not sure what’s meant to go into the recycling boxes but they seem to take it all anyway”

woman, aged 18-24, living in a flat

Messages and channels

Participants mentioned a range of channels they would use to find out more information on recycling including the council website, ringing the council, looking in the local paper, leaflets through the door, doorstepping and stickers on bins. There was a mixed response in relation to attending a recycling event or stand; those that said they would visit said they would be more likely to visit if there was something free on offer. Participants did not think they would use the Wise up to Waste app.

There was no clear consensus on the most motivating messages to encourage people to recycle more. Those that were most popular included 'if councils were to make it easier through service provision', 'offering incentives' or 'penalizing people', or 'providing tips about how to make it easier'. Some participants also mentioned 'reminding people that it's good for the environment'.

Trying their Best

Snapshot



“I hide my batteries in a tin so they have to take them”

woman, aged 35-44, living in a house

Current behaviour and attitudes

Amongst the ‘Trying their Best’ segment, we found a significant gap between participants’ perception of themselves as committed recyclers, and their actual recycling behaviour. They were noticeably keen to be seen to be a ‘recycler’ and felt that they recycled everything they could. When asked why they had attended the focus group, one participant said:

“[because] I love recycling...”

woman, aged 55-64, living in a house

However, another participant commented that although she had a brown bin (for food waste), she ‘didn’t bother with it’, because she didn’t have the space and didn’t want to do it.

Participants mentioned a range of motivations for recycling, from ‘scarce resources’, to acting ‘for future generations’, to ‘saving the planet’.

Most of the participants sorted out their recycling as they went along, either by having different bins in the kitchen or using plastic shopping bags, sometimes hanging from the back of their kitchen doors, to sort their waste into different categories before putting them in the bins.

“I keep a carrier bag in the hall and everything goes in there. And also the junk mail can just go straight in that carrier bag then.”

woman aged 45-54, living in a house

Barriers to recycling more

Despite having a more organised approach to recycling, several participants mentioned that the actions of their partners or children meant that not everything that could be recycled in their home, was recycled. For example, one participant mentioned that although her children knew what could and couldn't be recycled, if they were in a rush, usually either before or after school, they had a tendency just to throw everything into the residual bin. Another commented

“my daughter doesn't recycle because she's too lazy”

woman aged 45-54, living in a house

Participants said that their recycling box rarely gets full up; if it does become full, for example, over Christmas, they mentioned a range of ways they overcome this barrier. Some said they store the recycling in the house until the next collection, one participant said that he asks his neighbour if he can use their recycling box, and another participant said that she had taken additional recyclables to her council HWRC when her box was too full one week.

There was also considerable confusion with some items, such as plastics, and participants' desire to be seen to be recycling led some participants to put items they were unsure about in the recycling box, leading to contamination.

Messages and channels

Participants mentioned a range of channels that they would consult for more information on recycling, including a leaflet through the door, the local newspaper, the council website or contacting the council by telephone, on the side of the recycling boxes. Several participants in this group also mentioned that they would ask their neighbours if they needed more information. There was a mixed reaction to recycling events or stands, one participant commented

“It would not be my top priority to go”

woman, aged 35-44, living in a house

While another said,

“if there was a fete and I saw a stand and it was exciting, I would go over”

woman aged 35-44, living in a house

Participants did mention attending the Barnet Christmas Fayre. In general, participants felt they needed more information on recycling as the guidance was always changing; some suggested that fridge magnets or calendars with service-related information would be beneficial.

With regard to messaging, participants felt that the message ‘if people felt that they as individuals could make a difference’ was the most motivating message. There were mixed reactions to the idea of offering incentives to recycling. One participant felt that incentives were wrong as

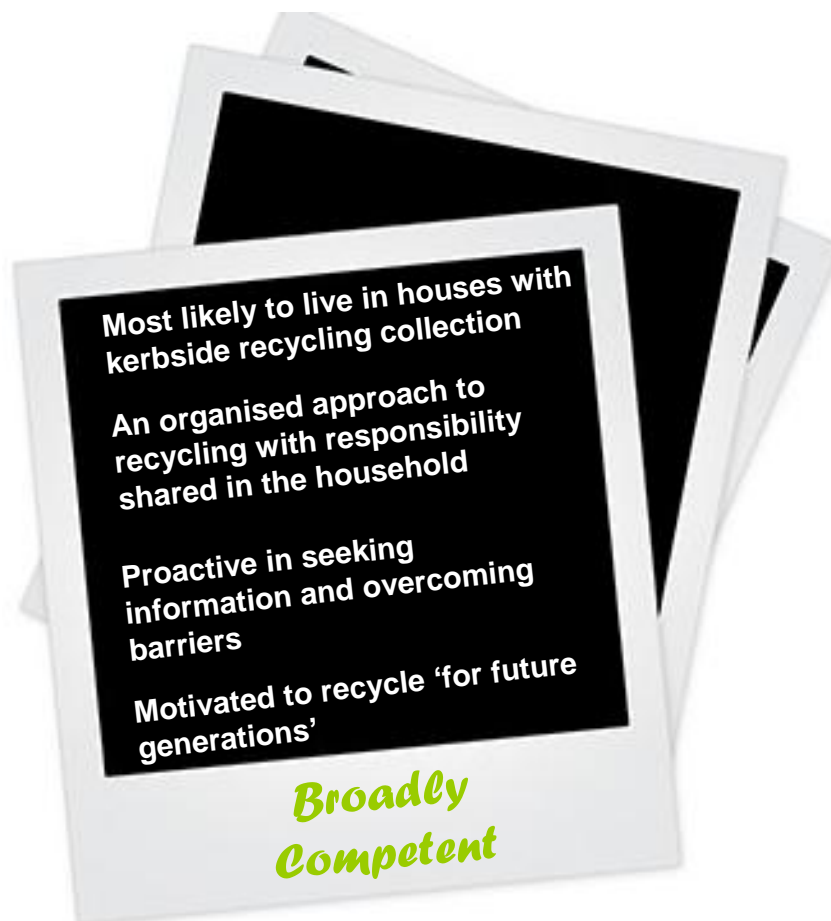
“you should be recycling because it is the right thing to do and shouldn’t be getting paid for it”

woman, aged 35-44, living in a house

While caring for the environment and acting for future generations motivated the participants to recycle, they didn’t feel these were messages which would influence the behaviour of others, as they felt people were already familiar with these messages and wouldn’t act on them.

Broadly Competent

Snapshot



“Every few days I have a bag worth of stuff for the recycling bins...[they] get full up quite quickly so I take my recycling to the bins around the corner”

woman, aged 45-54, living in a flat

Current behaviour and attitudes

Smaller households of one or two people were more common amongst this segment, and participants were more likely to live in houses, although some participants did live in flats. They said that they recycle most things, and had a good knowledge of what could be recycled, including items which other segments were uncertain about, such as yoghurt pots and plastic trays. One participant said that she checks food packaging to see whether it says it can be recycled and would look anything she was unsure about up on the council website. However, a couple of participants did say that if they were unsure of whether something could be recycled, they would just put it into the residual bin. One individual said that her partner takes metal jar tops to Tesco to get Clubcard points; she said they also recycle car batteries in the black box, and they also recycle oil.

Items some participants were unsure about included polystyrene, cling film, bottle tops, foil and bubble wrap. A couple of participants mentioned that their teenage children had encouraged them to recycle more.

Participants mentioned a range of methods they had for storing recycling in their kitchen prior to taking it out for collection, including keeping in carrier bags under the sink, keeping different containers in the kitchen for different types of recyclable or storing recyclables on a table near the front door, to be taken out each evening. They all tend to squash boxes flat, and if necessary, crush cans and other items to fit them in. If the recycling bin does fill up they store packaging until the next recycling collection.

They cited a range of social and environmental reasons for recycling including reducing landfill, personal fulfillment/helping others, saving money. Several participants felt very strongly about the importance of recycling, with one participant explaining,

“it is fundamentally essential to our children’s future that we don’t leave a dirty mess”

man, aged 35-44, living in a house

Barriers to recycling more

Lack of knowledge over how to recycle specific items was the primary barrier for these participants. A couple of people also mentioned their frustration that the council would not accept certain items in the kerbside collection e.g. certain types of plastic, as this limited their ability to recycle as much as they wanted to. When participants do encounter service-related barriers, they are motivated to find solutions. For example, if their recycling box is full one week, they will either store items until the next collection or take them to on-street recycling facilities or the local HWRC instead.

Messages and channels

They are generally proactive about increasing their knowledge about recycling. To find information they would use the council website or call the council. They would also look in the local paper. For this group in particular, the council was seen as *the* authority on recycling. Several participants were keen to engage with the council on the issue of recycling, and liked the idea of a recycling stand or event. One had visited a stand at the East Barnet Festival:

“I went and had a look to tell them to start sorting it out and start taking plastics”

man, aged 35-44, living in a house

Most participants found the message that you should recycle to help future generations most motivating. Some wanted some feedback on the amount their borough was recycling:

“if the local paper had something like ‘well done Barnet residents, you have recycled XXX’ – some positive spin which encourages you and [other] people to pull together”

woman, aged 45-54, living in a house

When asked to consider how one might increase recycling rates amongst other people, practical messages such as what can be recycled and when the collection is was seen to be important. They felt that a combination of ‘carrot’ and ‘stick’ messages might be effective in encouraging others to recycle more.

Feedback on current creative executions

Examples of current creative



The full range of creative executions which were shown to participants can be found in Appendix 4.

Participants in each focus group were shown the full range of NLWA’s current creative executions, and the moderator guided discussion around the participants’ reactions to the creative, for example, whether they liked them, and what they liked about them, what message they were trying to communicate, how motivating participants found that message and whether it would be likely to change their behaviour.

Aware but Inactive

None of the participants felt that seeing a poster would influence how much they recycled. When asked which advertisement appealed to them most, several participants said ‘I recycle for my grandchildren’. One participant said that the red ‘Can you afford not to?’ materials advertisement stood out the most, but she qualified this, saying:

“it’s just the colour, not what it says...I didn’t read the text...”

‘I recycle for my education’ was the advertisement which least appealed to the participants – there were even shouts of ‘boring’, in response to this execution!

Overall, participants found the 'I recycle for...' advertisements confusing and too complicated.

"the majority of these are too complicated for me, there is too much going on"

Most didn't read the text and wanted more images. Some felt these images should be shocking, showing the negative consequences of not recycling, such as showing pictures of landfill sites.

The strongest opinion was expressed by one participant who said:

"I find it emotional blackmail, it's off-putting, I don't like it."

The fact that she had such a strong reaction to the creative is not necessarily a bad thing in communications terms, particularly as participants within this segment were less emotionally engaged with recycling as an issue.

Contemplated but not Engaged

None of the participants felt that the advertisements would influence their recycling behaviour. One participant, who currently doesn't recycle, commented

"If I didn't recycle at all at the moment, then I read that, I don't think I'd be interested"

Another remarked:

"what a waste of a poster, waste of money"

The same participant, talking about communications activities earlier on in the group, had said,

"I would be more interested in practical solutions".

Participants recognised that the advertisements were trying to relate to a range of people in specific roles e.g. 'grandmother', 'partner' etc but found it difficult to understand how the pictures, particularly 'I recycle for my partner', related to recycling or how recycling itself would benefit the people depicted.

The 'Recycle. Can you afford not to?' materials advertisements were more clearly understood.

"The text-only one makes sense".

The red advertisement stood out the most to participants.

Intermittent

Reaction to the advertisements amongst participants in this segment was mixed. Participants found the tone of the ‘Can you afford not to?’ materials advertisements confrontational. For some people this was motivating, for others it was off-putting. One participant explained:

*“It feels like I have to do it, and if I have to do it,
it puts me off”*

While another commented:

“I feel like they’ve already told us about the penalties”

With regard to the ‘I recycle for...’ advertisements, there was a general sense that these needed to be more direct. Participants expressed this in a range of ways:

“not attention-grabbing enough”

“show people recycling in the ad”

Several participants felt that showing the negative effects of not recycling would be effective in getting people’s attention and prompting behaviour change. One participant thought the advertisements should show

“streams full of rubbish”.

In one of the focus groups, participants discussed the ‘Can you afford not to?’ strapline. One participant liked the multi-layered message, the duality of referring to both money and the environment. Another participant said that the strapline would work better as ‘Can **we** afford not to?’, as this reinforced the idea expressed in the images, that by recycling you’re benefiting others in the community. A third participant built on this thought, and felt that ‘Can **I** afford not to?’ might be even more effective, prompting the reader to directly question their own behaviour and how it benefited their friends and relatives. A fourth participant felt that a more direct statement such as ‘Recycle for ...’ would be more effective than ‘I recycle for...’.

Trying their Best

Views on which were the most appealing advertisements were mixed. Several people thought that the ‘Can you afford not to?’ materials advertisements were the most effective, with the red advertisement having more impact than the other colours. Those that selected this execution said that it acted as a warning, but in a non-threatening way. They did not perceive the threat as a financial penalty, but as a threat to the environment. The majority of participants said that they did try to read the small print, but struggled to do so. They felt that including the borough logos on the advertisements personalised them more to where they lived.

Discussion about the 'I recycle for..' advertisements, centred around the need to show more tangible images relating to recycling – either the benefits of doing it, or the negative consequences of not doing it.

“they should show a lot more negativity around the damage [that] not recycling causes, like the smoking campaign”

“if they showed...what they are doing with that funding, show the positive side of it”

There was some discussion around the straplines used in the advertisements. Some participants didn't find 'Can you afford not to?' very catchy; and in general, people felt that the 'I recycle for...' creative executions were too small. None of the participants had heard of Wise up to Waste and they didn't understand what it meant; they felt it was too small on the poster.

Broadly Competent

The 'Can you afford not to?' materials advertisements were more popular than the 'I recycle for...' executions, as participants felt that the reasoning behind these executions was not always clear. They were in favour of advertisements in general, with one participant expressing the view that

“anything that draws people's attention is good”

Another participant felt that the message might influence behaviour if it was placed in the right place at the right time, for example

“on a bin that [someone was] about to throw their rubbish next to [...]”.

However, one participant felt strongly that

“None of the messages engage me. All they focus on is money, not the consequences”

and that, because of this, they were unlikely to change behaviour. He was keen for advertisements to show the negative consequences of not recycling and referenced the new 'stop smoking' advertisements, in common with the participant in the 'Trying their Best' segment.

A couple of participants mentioned the 'Keep Britain Tidy' campaign as an effective environmental campaign which had changed people's behaviour; they felt it had been effective because it was very simple and had run for a number of years. This is interesting as it picks up on a general trend we observed, across all segments, of associating recycling with clean and safe local neighbourhoods.

The inclusion of the borough logos was seen as important, as it made it clear the poster was about recycling locally rather than a national scheme.

“hearing Enfield makes your ears prick up”

Findings for bespoke ‘Chattabout’ sessions

Somali Community

We carried out 17 interviews at the Islington Somali Community organisation, which offers advice and training to members of the Somali community living in north London. There are currently no household recycling services in Somali. The majority of respondents spoke limited English and, therefore, we used an interpreter to translate for us. We interviewed a mixture of men and women, ranging in age from 18-54, most of whom lived with their families in estate flats.

On the whole, the women within the household were in charge of the recycling. We found that for most respondents, their perceptions of their own recycling behaviour differed somewhat to their actual behaviour, once we probed this during the interview.

- ◆ Most respondents said that recycling was very important to them; when we probed this, they meant that it was an important thing to do, as the council required it, rather than seeing it as an important social or environmental issue. They saw it as a civic duty.
- ◆ Respondents were most likely to say that they recycle even if it requires additional effort, however, when we probed this, we found that they did not rinse cans or deconstruct packaging into its constituent parts, before putting them in the recycling. They were not aware that this is something they should be doing.
- ◆ Many respondents said that they recycled ‘everything that could be recycled’ but, when probed, we found they had limited knowledge about what could be recycled, and would not recycle batteries, for example.

Respondents were open to receiving more information, and were keen to act on any information that the council gave them. Most respondents felt that the most motivating message to influence behaviour would be ‘penalising people who don’t recycle’.

A few respondents were former residents of Amsterdam. These respondents were more motivated by the social and environmental reasons for recycling, and were particularly active recyclers, as recycling is well-established in the Netherlands.

Turkish Community

We carried out 19 interviews, with both men and women, at the London Merit Association, in Edmonton. The association offers advice, training and organises community events for the Turkish community in the area. We interviewed respondents using an interpreter, as most respondents spoke limited English. Those we interviewed were aged between 18 and 64, and were a mixture of new migrants living in temporary accommodation or flats, and established families living in semi-detached houses in Edmonton. Household recycling has only just started to be promoted in Turkey.

Everyone we interviewed was positive about recycling, and was motivated to recycle for Islamic reasons. The women we interviewed said they were responsible for the recycling; the men claimed everyone in the household was responsible. However, probing respondents further on their knowledge of what can and can't be recycled, the women had much greater knowledge, suggesting that it is primarily women who take charge of recycling. While respondents had a good knowledge of their doorstep recycling service, their knowledge of recycling facilities beyond this was limited; several respondents were keen to recycle food waste but were unsure of how to go about this. We found that respondents did not have in-home systems for storing recycling. The women admitted that although they wanted to recycle as much as they could, it depended on how busy they were on a day-to-day basis, as to whether they would make additional effort

The council was seen as the go-to place for information on recycling and participants were comfortable using the internet. Men also said they would listen to neighbours, friends and family. They were keen to have information on what happens to recycling when collected, what the benefits are to the community, and also information on their doorstep collections. They associated recycling with keeping the neighbourhood tidy e.g. they felt that not recycling was equivalent to dogs fouling the street, and chewing gum on the pavements. The most popular motivating messages were saving the council money for other services, and for future generations. Some men had seen the current advertisements, but no women had. The most popular poster from the existing campaign was 'I recycle for my grandchildren'.

Jewish Community

We undertook 14 interviews with mothers, and grandmothers, of pre-school children, attending a 'stay-and-play' session at the London Jewish Family Centre in Golders Green. The women we interviewed were aged between 18 and 64, and lived in a mixture of flats and houses; we did not need an interpreter, all of the women were British.

While everyone we interviewed was aware of their recycling service, the majority of respondents said that they did not recycle at all. We found that these respondents were disengaged with recycling as an issue; when asked why people 'should' recycle, they found it difficult to give a response, with most finally settling on the answer 'because it's good to re-use things'. Several respondents did mention giving clothes to charity. They were able to name a limited number of items that could be recycled.

Reasons given for not recycling were that it was too much effort – one respondent said her drive was too long to be carrying the recycling boxes down every week, another said that it was inconvenient that the recycling was collected on a different day to the residual waste. Several respondents said that they were too busy looking after their children and so didn't have time to recycle, which they perceived as a lot of extra effort. One respondent said that her kitchen was too small to store the recycling. They did not find the current creative motivating; the majority said they just wouldn't pay attention to it because they were not interested in recycling.

Students

We undertook 23 interviews with students at London Metropolitan University, at the Tower Building in Drayton Park. We interviewed a mixture of men and women, aged from 18 to 44. A considerable number of those we interviewed were overseas students, including respondents from Romania, USA and Spain. Most were living in private rented accommodation, predominantly in flats.

Overall, we found their attitudes towards recycling, and their recycling behaviour to be representative of the range of attitudes and habits found across the recycling competence scale. There were no defining attitudes or behaviours which we could identify which were specific to their status as students. The barriers they encountered included:

- ◆ living on their own for the first time, not knowing how to find out about recycling services
- ◆ living in an unfamiliar city, being unaware of the services available
- ◆ living in multi-occupancy households, lacking routine for recycling

With regard to the current creative, students generally identified with the younger people represented in the advertisements, particularly with the football team in the '1 recycle for the team' execution, but struggled to understand the link with recycling. They preferred the brighter colours as these stood out more, but on the whole, they did not think the creative would influence their behaviour. Several respondents felt that showing the negative consequences of not recycling would be more effective in motivating people to change their behaviour.

6. Implications for communications, education and engagement activities

Analysing the findings from the focus groups leads us to recommend two different potential target audience groups for NLWA communications activities for 2013/2014 and beyond.:

- ◆ Group 1: 'Aware but Inactive' and 'Contemplated but not Engaged'
- ◆ Group 2: 'Intermittent' and 'Trying their Best'

Group 1: 'Aware but Inactive' and 'Contemplated but not Engaged'

For these two segments, NLWA and the partner boroughs should focus on increasing participation rates. These two groups are most likely to mention service-related barriers to explain their current recycling behaviour, and improving the recycling facilities and service provision will be key to increasing participation rates. However, in conducting the focus groups, we found individuals whose lifestyle, housing situation and service provision was similar to participants in the 'Aware but Inactive' and 'Contemplated but not Engaged' segments, but whose attitudes and commitment to recycling had enabled them to overcome the service-related barriers.

The low recycling rates amongst these segments are exacerbated by barriers which *can* be addressed through communications:

- ◆ they perceive recycling as too much effort
- ◆ they find it difficult to see the personal benefit to themselves
- ◆ some are unaware of their communal facilities
- ◆ they are disorganised in the way they store recycling in the home

Addressing these barriers specifically will increase the impact of any service improvements.

Simple, direct messages, reinforced over an extended period of time, several years rather than several months, will begin to affect the behaviour of individuals living within these communities. Messages and information should be locally-specific and practical, as these groups are not proactive about finding out how generic messages might apply to them. Using an 'enabling' tone for communications will help to dispel the idea that recycling is a lot of extra effort. In common with the other segments, participants felt pride in the borough in which they live; capitalising on this in your communications materials and strategy will increase saliency and motivation to act amongst the core target audience.

Group 2: 'Intermittent' and 'Trying their Best'

For these two segments, NLWA should focus on increasing capture rates. They are motivated to recycle for social and environmental reasons but the amount they recycle is limited by a range of barriers, which could be effectively addressed by communications activities. These include:

- ◆ Knowledge about what can/can't be recycled in kerbside/communal collections
- ◆ Whether they store their recycling in-home before putting it in the recycling collection box
- ◆ Understanding and motivation of different family members within the household

.These barriers do not apply equally to both segments; however, the demographics of these target audiences are similar and therefore it makes sense to target them as a group, changing the 'social norm' amongst communities.

Although communications activities are likely to have a greater influence on this group than Group 1, it should still be noted that any changes in behaviour as a result of communications activity are likely to be observed over years, rather than months, and will require consistent and ongoing messaging to the target audience,

To be effective, communications materials should couple motivating messages with directional imagery and practical, specific tips. A positive tone, reinforcing their existing efforts to recycling is likely to work best. Referencing the 'norm' in their neighbourhood, and providing feedback on a neighbourhood's recycling performance, is likely to be particularly motivating for the 'Trying their Best' segment within this group.

Standalone 'recycling' events or stands were not very popular amongst these segments; several participants did, however, mention annual local council-run events such as the Enfield Town Show, the Barnet Christmas Fayre and the East Barnet Festival, and said that they would be open to visiting a recycling stand at one of these events.

Broadly Competent

We do not recommend that this segment is a priority audience for NLWA communications for 2013/2014. They are already recycling a lot of their waste, and so the gains in terms of increasing capture rates from this audience are likely to be smaller than those which may be achieved by targeting other segments. However, if NLWA were to produce communications targeting the Broadly Competent segment, they should focus on informing residents about how they can recycle more difficult items, those not necessarily covered by their doorstep collection, such as batteries and cooking oil. This segment is proactive about finding out information on recycling when they need it, and open to receiving more information on recycling. Therefore, signposting them to information online on their council website and the Wise Up to Waste website will be an effective, and cost-effective means of communicating with this audience.

Bespoke groups

We would recommend a bespoke approach for communications targeting the Somali, Turkish and Jewish communities, and potentially other BME/faith communities. We found that these communities have barriers and social norms which are specific to them as a community. Adopting a co-production and co-delivery approach to communicating with these groups would enable NLWA to design materials which were optimised towards these audiences, and were able to reach them more effectively through their community network.

Somali Community

The majority of the respondents we interviewed saw recycling as a civic duty, rather than being motivated to recycle by social or environmental concerns. They were open to receiving more information on how they could recycle more effectively, and keen to comply with the council's guidelines on recycling. They respected the council as the authority on recycling. Most of the people we interviewed spoke very little English, and therefore, communications targeting this group would need to be pictorially-driven and straightforward. The community worker at the Islington Somali Community organisation felt that members of the Somali community would be most likely to take notice of information which was delivered directly to them, via leaflets through the door, for example. She felt that they were less likely to take notice of on-street advertising, for example, as they might not recognise its relevance to them.

Turkish Community

The Turkish community members we interviewed said they were motivated by religious reasons to recycle. An important role for communications amongst this group is to provide them with up-to-date and accurate information on what can be recycled and how to do it. Communications materials should be pictorially-led to communicate effectively with non-English speakers. The London Merit Association was particularly keen to receive more information and be involved in disseminating information to the community.

Jewish Community

From the research we conducted, we identified a significant role for communications targeting the Jewish community, as recycling rates, motivation to recycle and knowledge of what could and couldn't be recycled was particularly low amongst those we interviewed. Many Jewish communities have a strong community network, and therefore if NLWA were to work with these communities to increase understanding and motivation about recycling, it may be relatively easy to establish a new 'social norm' and increase recycling rates relatively quickly. However, we would recommend further research amongst different Jewish communities in north London before undertaking any bespoke activity, to explore the attitudes and recycling behaviour of other members of the community.

Students

We would not recommend that students are targeted as a priority audience for 2013/2014. The qualitative research demonstrated that students' attitudes and behaviour towards recycling vary in line with the general

population of north London, and they essentially can be targeted as part of mainstream campaigns. If NLWA were to undertake communications activities specifically targeting students, generic information provided on the students' pages of University websites, or in Freshers' Packs, would help increase recycling participation amongst both UK and foreign students. The information could promote the benefits of recycling, explain different types of recycling service that the students may come across e.g. doorstep boxes, clear bags, communal bins, on-street facilities, and give advice about:

- ◆ where to go for information when they move into new accommodation (e.g. the website of their local council)
- ◆ what to do if their recycling box is lost or stolen
- ◆ ideas for organising recycling in the home

NLWA could explore cost-effective ways of providing this information to students on their university's website, for example, by asking the University to include a link to NLWA on their accommodation-related pages.

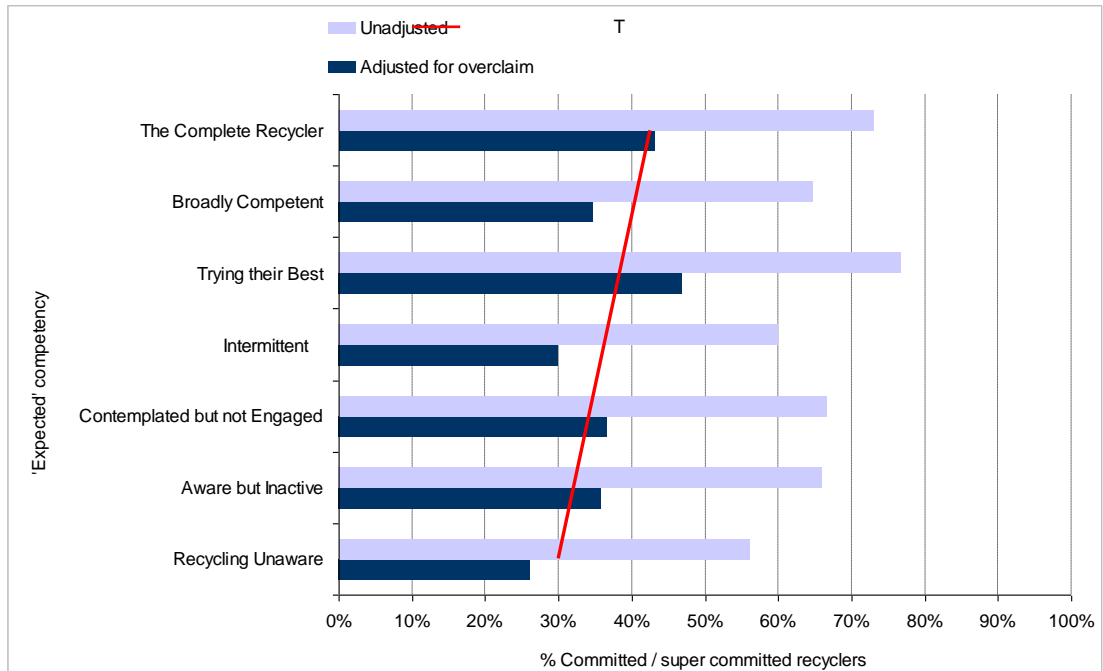
Appendices

Appendix 1: WRAP segmentation

Recycling Rate	Recycling Competence level (1 to 7)	Description	WRAP Committed recycler status	Profile – tend towards having one or more of the characteristics below	Population %	
0%	1. Recycling unaware	Just not on their radar, no idea about it at all	Non recycler	Acorn: 2,4 Age: 18-24 Property: Flats, terrace, maisonette Lifecycle: Young single, no kids yet, single parent	}	6%
0%	2. Aware but inactive	Knows about it but have not seriously contemplated doing it	Non Recyler	Acorn: 2,4 Age: 18-34 Property: Flats, terrace, maisonette Lifecycle: Young single, no kids yet, single parent		
Sporadic	3. Contemplated but not engaged	May have dabbled possibly elsewhere, may do occasionally, drifted back	Recycler but not 'committed'	Acorn: 2,4, 5 Age: 18-34 Property: Terrace, bungalow Lifecycle: Solitary retiree, single parent	}	23%
A little	4 Intermittent	Recycle but sometimes forget, sometimes miss out, recycle opportunistically, not regularly	Recycler but probably not 'committed'	Acorn: 3, 5 Age: 35-54 Property: Bungalow, terrace, semi-detached Lifecycle: Solitary retiree, solitary adult worker		
A fair amount	5. Trying their best	Usually take part, recycle 'staple' items like newspapers but confused about other items	Committed recycler	Acorn: 3, 5, 2 Age: 35-54 Property: Semi-detached, bungalow Lifecycle: Full nest couple with kids, solitary retiree	}	41%
A lot	6. Broadly competent	Reliable and regular but may still miss out some materials or collections	Super-committed recycler	Acorn: 1, 2 Age: 55 or above Property: Detached, semi-detached Lifecycle: Empty nest, couple with no kids		
100%	7. The complete recycler	Recycle all available items of all recyclable materials all of the time	Super-committed recycler	Acorn: 1 Age: 55-64 Property: Detached Lifecycle: Empty nest, children living elsewhere	}	30%

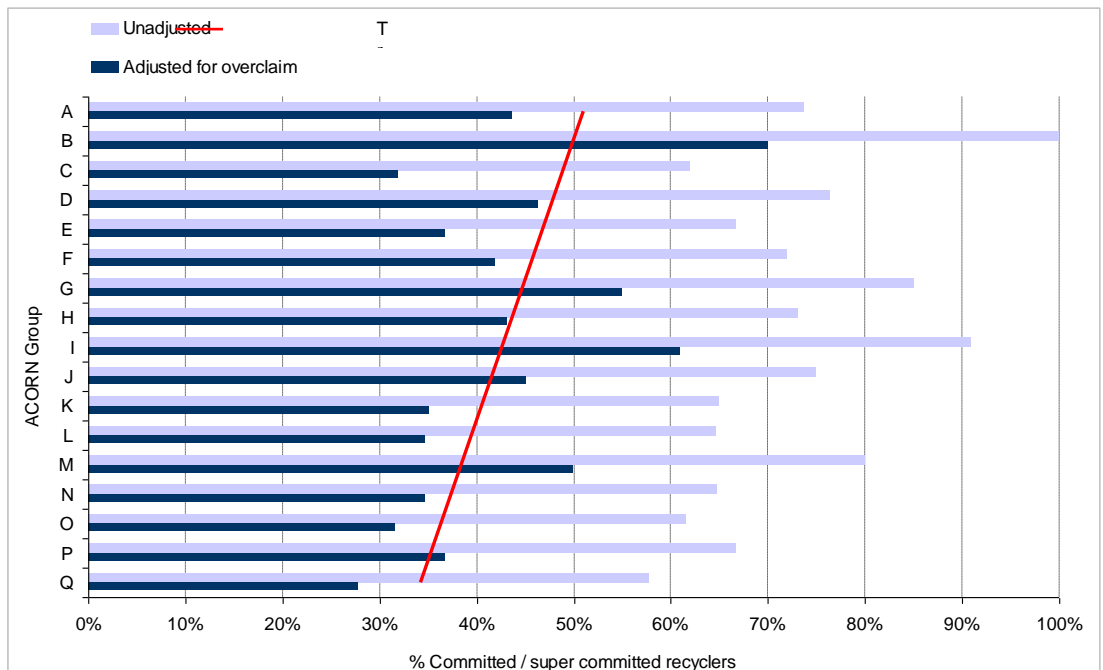
Appendix 2: Screener Questionnaire Analysis

Screener survey respondents: 'expected' competency levels by committed recycler matrix



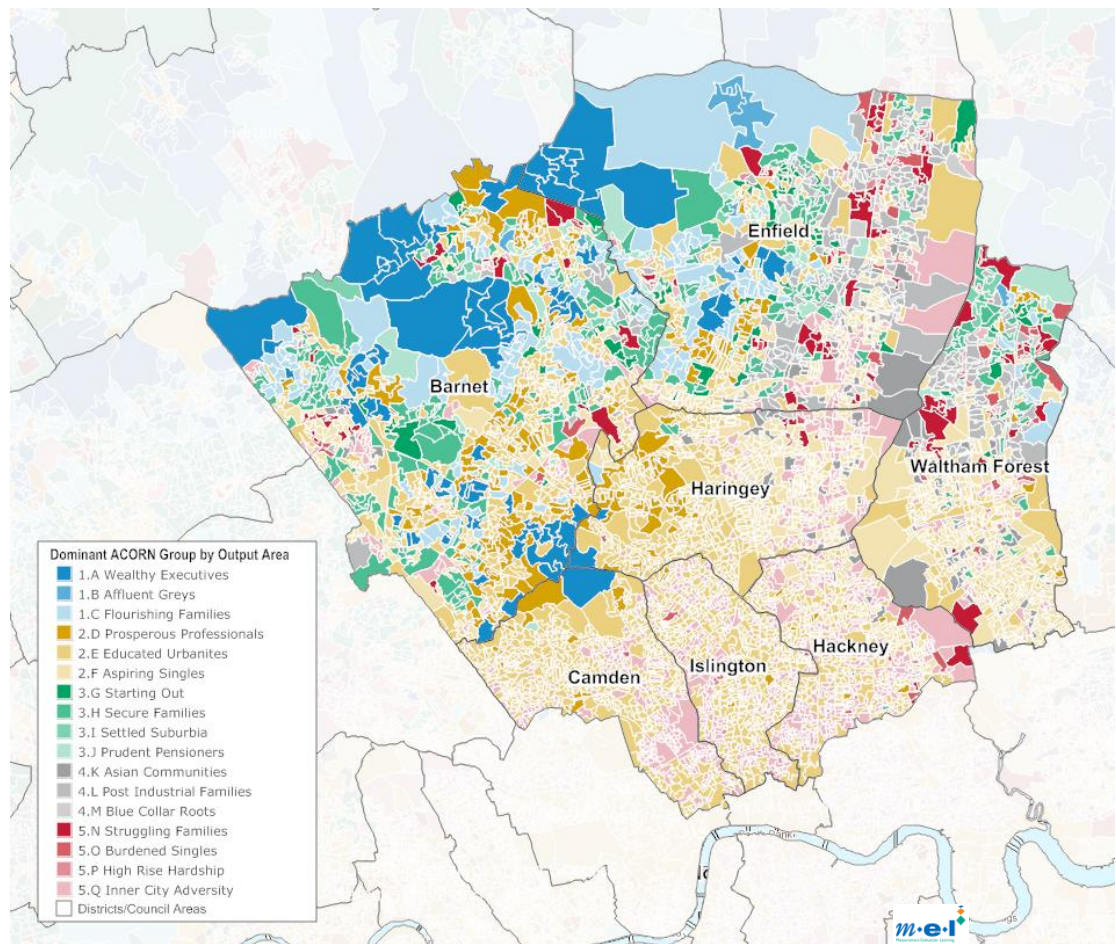
* Adjusted to take account of 30% overclaim on average

Screener survey respondents: household ACORN by committed recycler matrix

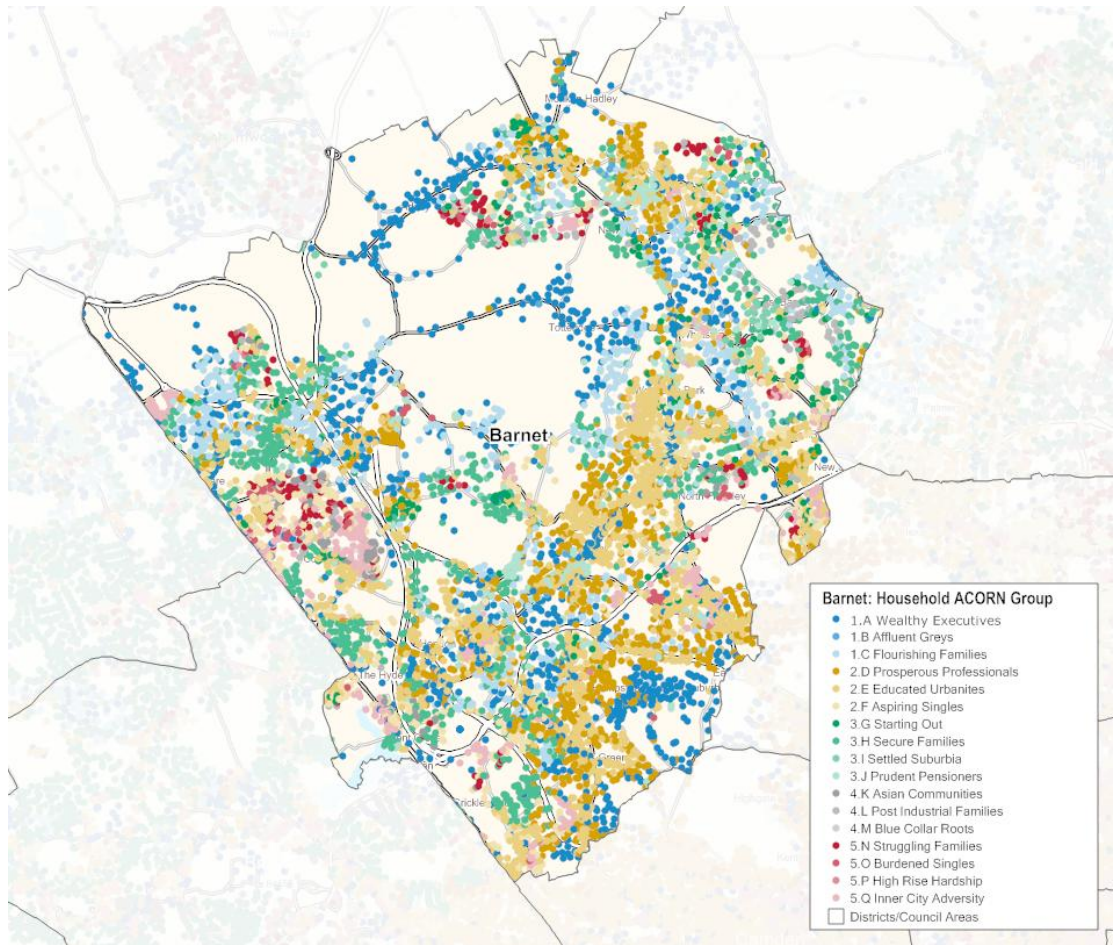


* Adjusted to take account of 30% overclaim on average

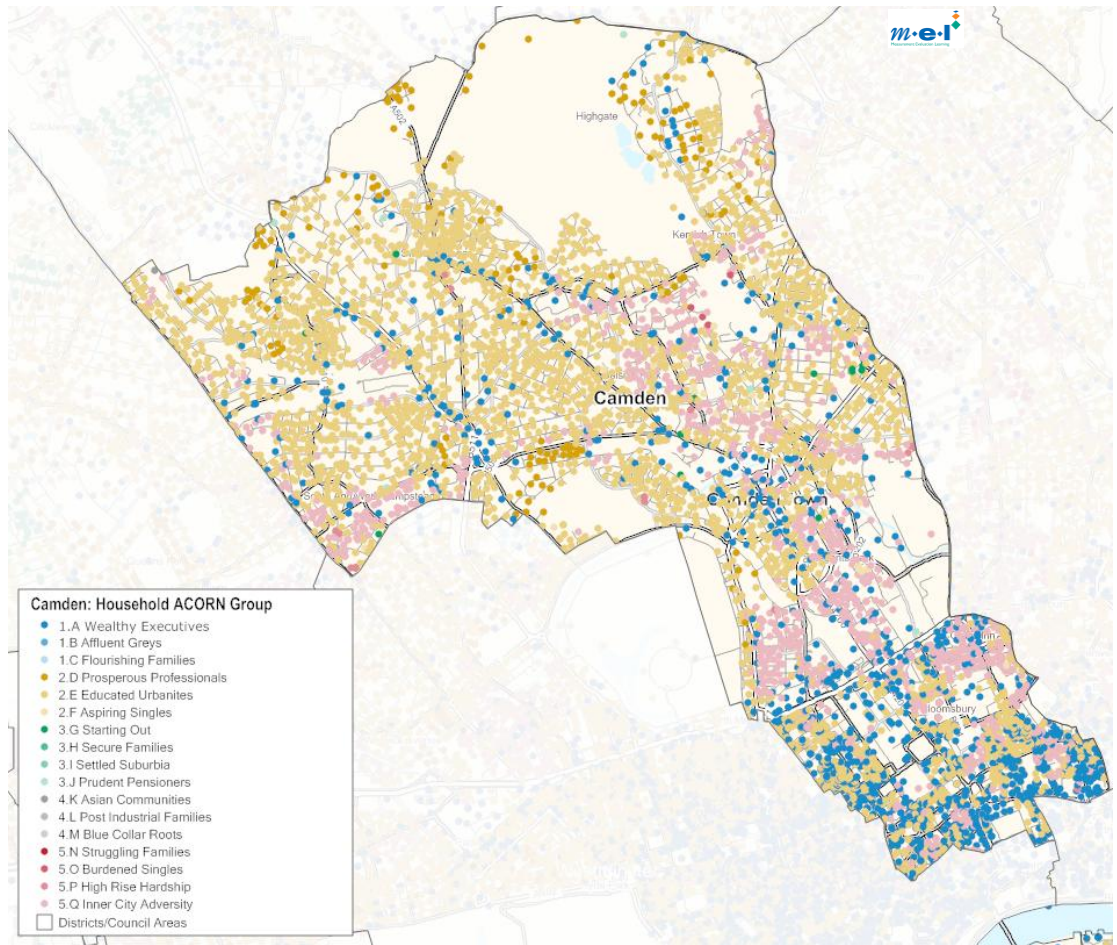
North London: household ACORN by output area



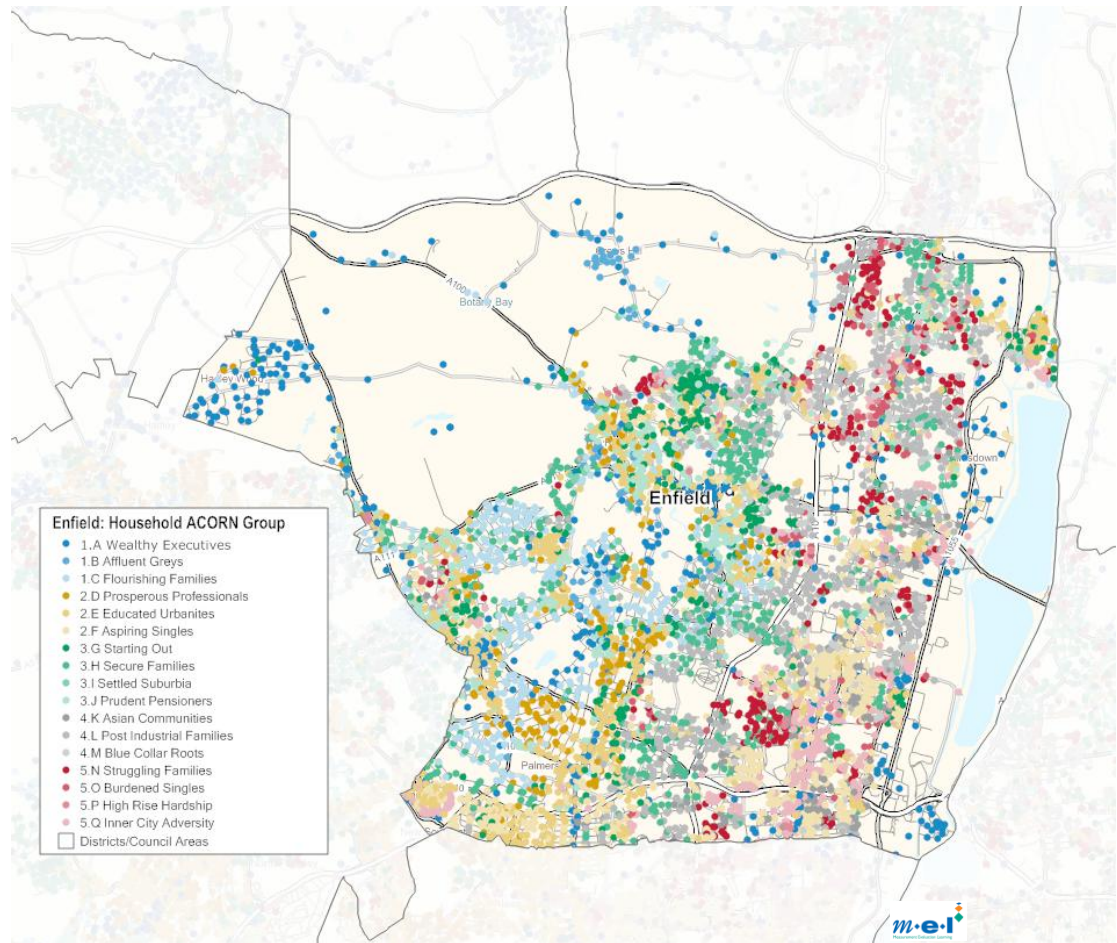
Barnet: household ACORN groups



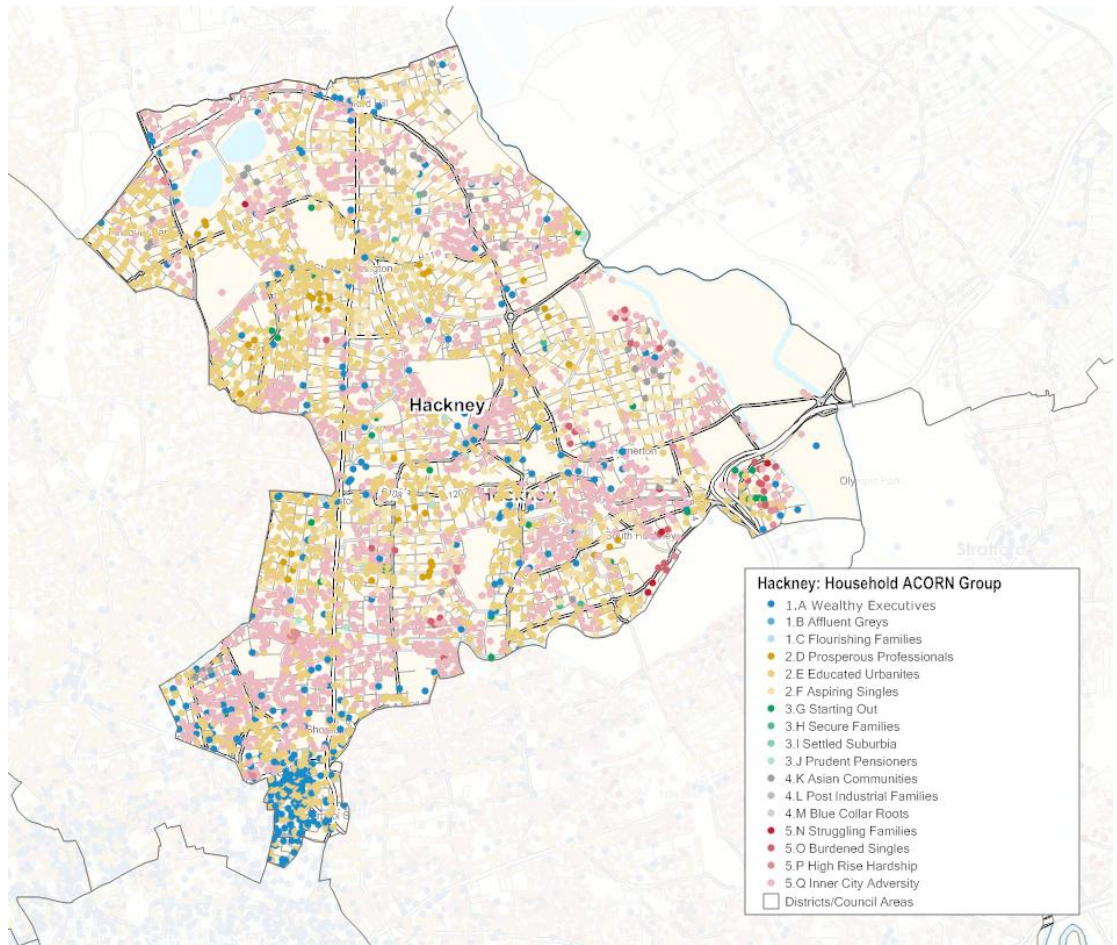
Camden: household ACORN groups



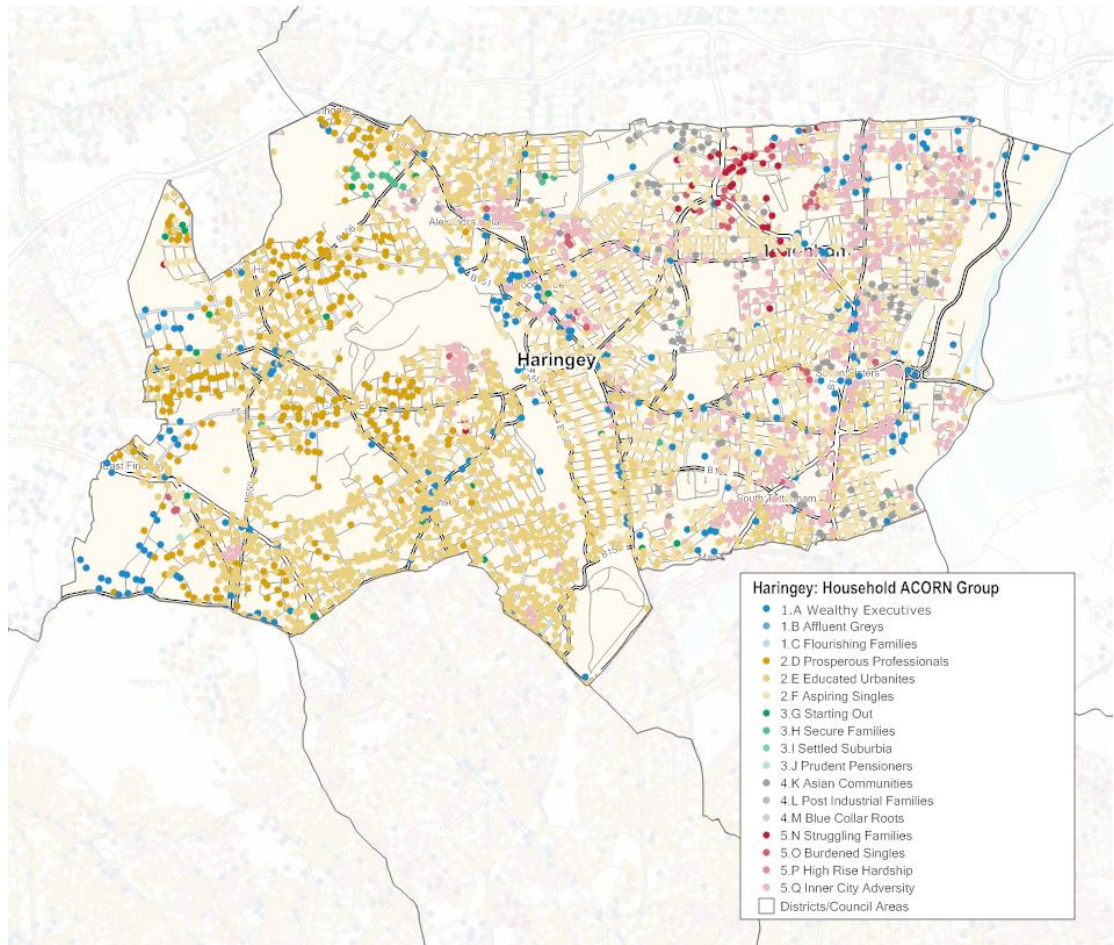
Enfield: household ACORN groups



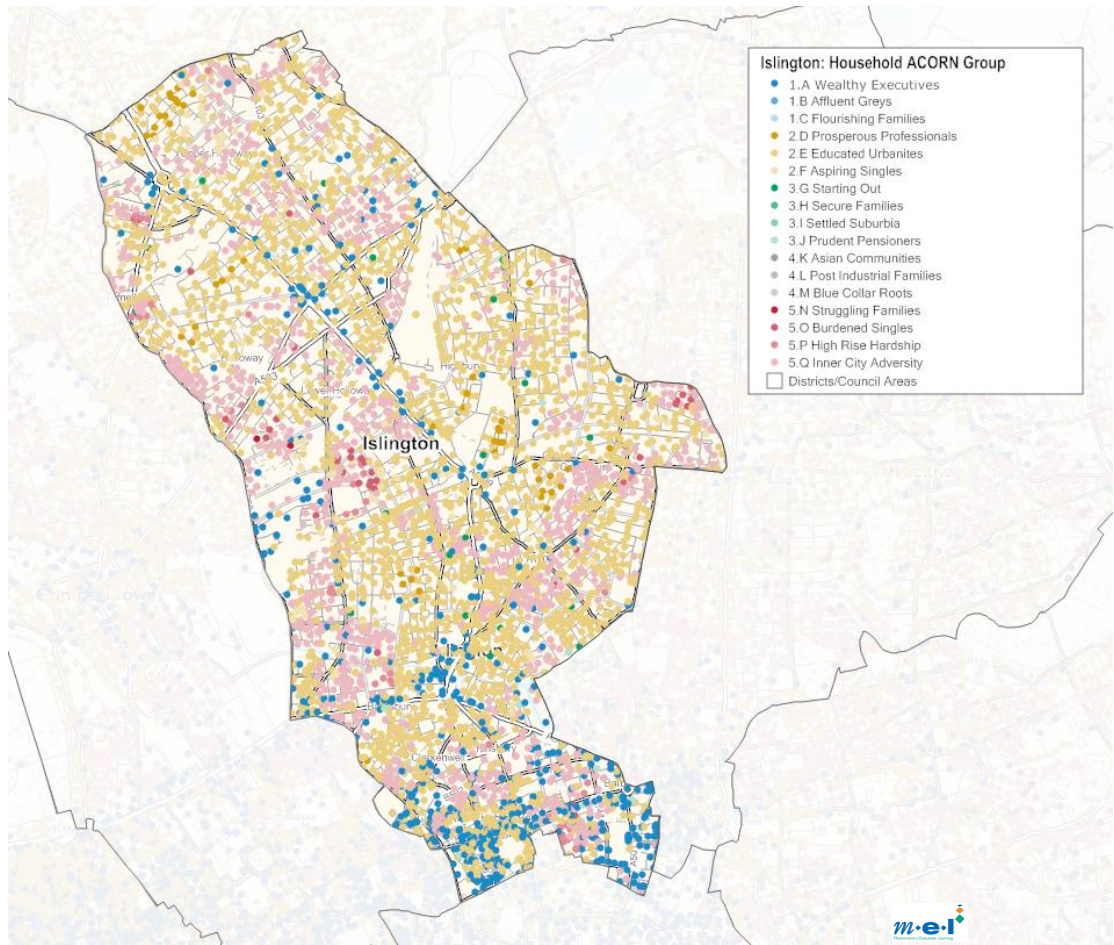
Hackney: household ACORN groups



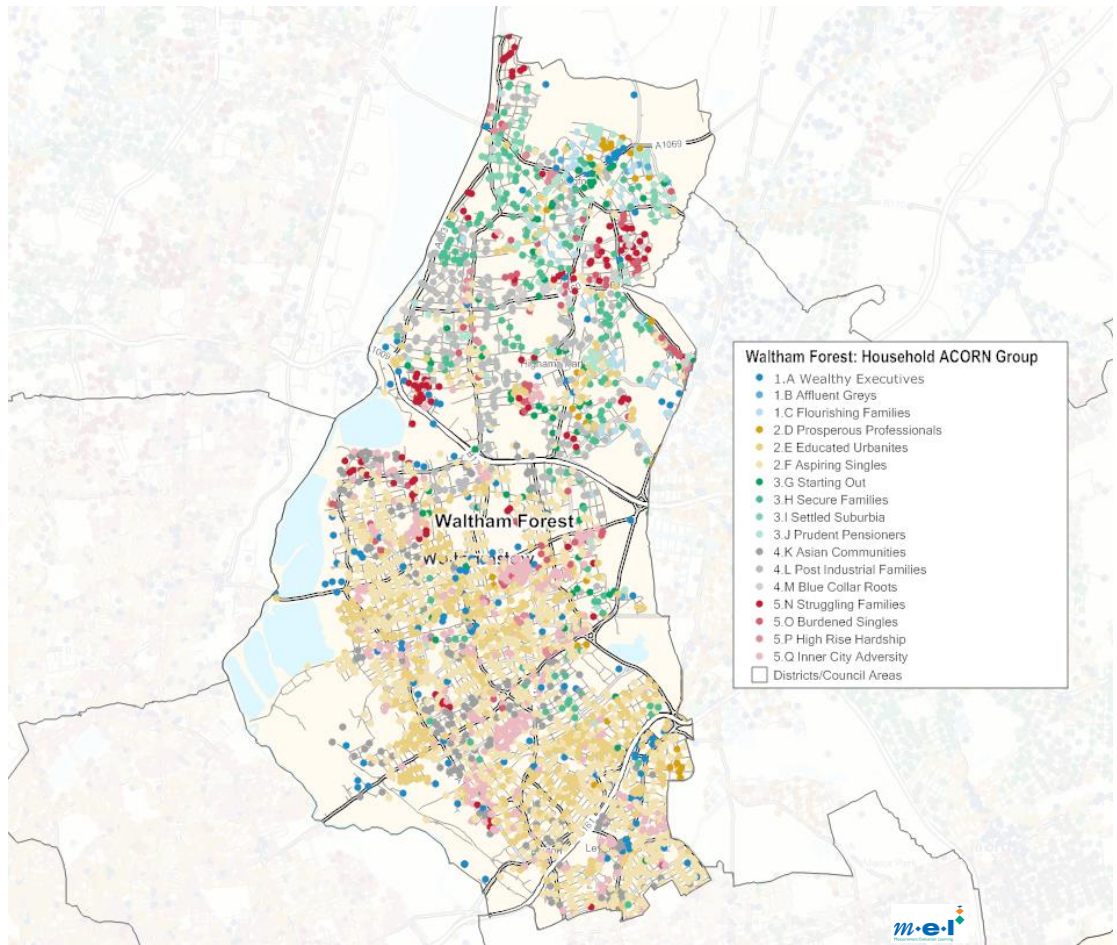
Haringey: household ACORN groups



Islington: household ACORN groups



Waltham Forest: household ACORN groups



Appendix 3: Screener Questionnaire

12195 North London Waste Authority Recycling Segmentation Screener questionnaire

Good morning/afternoon, my name is ----- from M-E-L Research. I am working on behalf of your Local Council. Do you have a few moments to spare to answer a few quick questions about waste and recycling in your area?

Firstly, can I check which Borough you live in (this is the Borough you pay your council tax to)...

Barnet	<input type="checkbox"/> ₁
Camden	<input type="checkbox"/> ₂
Enfield	<input type="checkbox"/> ₃
Hackney	<input type="checkbox"/> ₄
Haringey	<input type="checkbox"/> ₅
Islington	<input type="checkbox"/> ₆
Waltham Forest	<input type="checkbox"/> ₇
Other	<input type="checkbox"/> ₈

CLOSE

Are you solely or jointly responsible for the management of your household waste? [If No, ask for person responsible, close if not available]

1. Thinking about recycling household waste, which of the following statements best describes how important recycling is to you personally? (READ OUT)			
Very Important	<input type="checkbox"/> ₁	Not at all important	<input type="checkbox"/> ₄
Fairly important	<input type="checkbox"/> ₂	Don't know (don't read out)	<input type="checkbox"/> ₅

Not very important	<input type="checkbox"/> 3		
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2. Which of these statements best describes your attitude to recycling? (READ OUT)

I recycle even if requires additional effort	<input type="checkbox"/> 1	I do not recycle	<input type="checkbox"/> 3
I recycle if it does not require additional effort	<input type="checkbox"/> 2	Don't know (don't read out)	<input type="checkbox"/> 4

3. Which of these statements best describes how much you recycle? (READ OUT)

I recycle everything that can be recycled	<input type="checkbox"/> 1	I do not recycle	<input type="checkbox"/> 4
I recycle a lot but not everything that can be recycled	<input type="checkbox"/> 2	Don't know (don't read out)	<input type="checkbox"/> 5
I recycle sometimes	<input type="checkbox"/> 3		

4. What waste and recycling services does your council provide to your household? (DO NOT READ OUT)

None	<input type="checkbox"/> 1	Communal recycling collection	<input type="checkbox"/> 8
Kerbside Rubbish collection	<input type="checkbox"/> 2	Communal food collection	<input type="checkbox"/> 9
Kerbside Recycling collection (dry)	<input type="checkbox"/> 3	HWRC (tip)	<input type="checkbox"/> 10
Kerbside Garden waste collection	<input type="checkbox"/> 4	Bulky waste reuse service	<input type="checkbox"/> 11
Kerbside Mixed garden and food waste collection	<input type="checkbox"/> 5	Don't know	<input type="checkbox"/> 12
Kerbside Food waste collection	<input type="checkbox"/> 6	Other (specify)	<input type="checkbox"/> 13
Communal rubbish collection	<input type="checkbox"/> 7		

5. Would you be interested in taking part in some research about recycling? This would involve coming along to focus group in your local area within the next couple of weeks or so. As a thank you for your time you would receive £40 in high street vouchers

Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2 GO to Q6
-----	----------------------------	----	-------------------------------------

6. During the week what time of day would you be able to attend a group?

Afternoon (1-3)	<input type="checkbox"/> 1	Late afternoon (4-7)	<input type="checkbox"/> 2	Evening (from 7pm)	<input type="checkbox"/>
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And now I'd just like to ask some questions about you and your household...

7. To which age group do you belong?[READ OUT, TICK ✓ ONE BOX]

18-24	<input type="checkbox"/> 1	55-64	<input type="checkbox"/> 5
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25-34	<input type="checkbox"/> 2	65-74	<input type="checkbox"/> 6
35-44	<input type="checkbox"/> 3	75+	<input type="checkbox"/> 7
45-54	<input type="checkbox"/> 4	Unwilling to say	<input type="checkbox"/> 8

8. Record gender	Male	<input type="checkbox"/> 1	Female	<input type="checkbox"/> 2
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9. How would you best describe the type of property you live in?

Detached house or bungalow	<input type="checkbox"/> 1	Flat, maisonette or apartment (purpose built or as conversion to other type of house)	<input type="checkbox"/> 5
Terraced house or bungalow	<input type="checkbox"/> 2	Estate flat/high rise (Over 10 flats in building)	<input type="checkbox"/> 6
Semi-detached house or bungalow	<input type="checkbox"/> 3	Other type of dwelling e.g. caravan, motorhome, hotel, care home, hall of residence, prison, religious community etc	<input type="checkbox"/> 7
House of multi occupancy	<input type="checkbox"/> 4		

Q10. To which group do you belong to?				
White	English/Welsh/ Scottish/Northern Irish/British		Asian/Asian British	Indian
	Irish			Pakistani
	Gypsy or Irish Traveller			Bangladeshi
	Any other white background			Chinese
				Any other Asian background
Mixed/Multiple Ethnic Groups	White and black Caribbean		Black/African/Cari bbean/ Black British	African
	White and black African			Caribbean
	White and Asian			Any other Black background
	Any other mixed/multiple ethnic background			
Other Ethnic Group	Arab		Prefer not to say	
	Any other ethnic group			

INTERVIEWER RECORD NAME, ADDRESS AND TELEPHONE NUMBER...				
NAME		_____		
AD DR ES S	House number/na me	_____		
	First line	_____		
	Second line	_____		
POSTCODE		_____	_____	_____
TELEPHONE NUMBER		_____		
INTERVIEWER NAME		_____		
DATE		_____		

INTERVIEWER SELECT CONTACT DATABASE...

Camden – Recycling Unaware	1
Barnet – Aware but Inactive	2
Enfield – Aware but Inactive	3
Hackney – Contemplated but not Engaged	4
Waltham Forest – Contemplated but not Engaged	5
Hackney – Intermittent	6
Waltham Forest – Intermittent	7
Barnet – Trying their Best	8
Enfield – Trying their Best	9
Waltham Forest – Broadly Competent	10
Islington – The Complete Recycler	11

INTERVIEWER ENTER CONTACT ID...

Appendix 4: Focus Group discussion guide

NLWA FOCUS GROUPS DISCUSSION GUIDE

The discussion guide

Part 1: Establishing current behaviour and addressing key barriers **40 MINS TOTAL**

Exercise 1a

25 mins

- ◆ MODERATOR TO PICK ONE PERSON TO ACT AS A REFERENCE POINT. THE MODERATOR TO TAKE THE NOMINATED PERSON THROUGH EACH STAGE OF THE JOURNEY, ASKING APPROPRIATE, BEHAVIOUR-RELATED QUESTIONS AT EACH STAGE.
- ◆ MODERATOR TO REFLECT THE NOMINATED PERSON'S RESPONSES BACK TO THE GROUP AT EACH STAGE, TO CAPTURE OTHER RESPONSES.
- ◆ ALL RESPONSES TO BE ADDED TO THE JOURNEY VIA POST-IT NOTES, TO PRODUCE A COMPREHENSIVE BEHAVIOURAL MAP FOR THIS SEGMENT AT THE END OF THE EXERCISE.
- ◆ PHOTOGRAPH THE MAP AT THE END OF THE GROUP TO ENSURE ACCURATE DOCUMENTATION.

Exercise 1b

15 mins

- ◆ Who would you say is 'responsible' for the recycling/rubbish in your house?
- ◆ What sorts of things do you recycle in your household and what don't you recycle? Why?
- ◆ Why should people recycle?
- ◆ Of the people you know, how many use the household recycling service? (all, most, some, none) Why do some people not use it?
 MODERATOR TO EXPLAIN THIS IS THE COLLECTION SERVICE FROM COUNCIL (IF TIME BRINK AND HWRCs TO BE DRAWN IN) PROBE FOR ECONOMIC/SOCIAL/PERSONAL FACTORS

Part 2: Questions relating to influencing behaviour through communications/
community engagement/education **25 MINUTES TOTAL**

Exercise 2a

15 mins

- ◆ Thinking about how we could encourage people to recycle more things, which of these things would be most likely to get people recycling more? *SHOWN ON A4 LAMINATED SHEETS AND LEFT UP FOR DISCUSSION. PARTICIPANTS ASKED TO PICK THEIR TOP 3.*
 - A) reminding people that recycling is good for the environment
 - B) reminding people that recycling now will help future generations
 - C) if people felt that they as individuals could make a difference by recycling
 - D) giving tips about how to make recycling easy
 - E) if people saw their neighbours recycling more
 - F) reminding people about what they can recycle, when their recycling collection is
 - G) explaining to people that the more they recycle, the more money they free up for the council to spend on services
 - H) penalising people who do not use their doorstep recycling service
 - I) offering incentives for people who do use their doorstep recycling service e.g. Tesco Clubcard points
 - J) if the council made recycling easier (e.g. by changing the service by increasing the size of the recycling bins or increasing the frequency of the collection)

Exercise 2b

10 mins

- ◆ If you wanted more information on recycling in your local area, where would you look for information? Why? Do you feel you need more information?

MODERATOR TO PROBE IF NECESSARY:

- A) COUNCIL NEWSLETTER
 - B) COUNCIL WEBSITE
 - C) COUNCIL LEAFLET
 - D) RING THE COUNCIL
 - E) LOCAL PAPER
 - F) LOCAL LIBRARY
 - G) ASK YOUR NEIGHBOURS
 - H) ASK FRIENDS/FAMILY
 - I) ANYWHERE ELSE?
- ◆ Do you go locally to any of the following e.g. church, playgroups, exercise classes at leisure centre, pubs, cinema etc?
 - ◆ Have you ever attended a community event hosted by the Council or stopped at an event stand, in a shopping centre, for example? What was the council promoting? What did you think of the event? (MODERTOR TO EXPLAIN THIS MAY BE WASTE CONTRACTOR ON BEHALF OF COUNCIL)
 - ◆ Do you think you'd attend an event or stop at a stand promoting recycling?

Part 3: Reaction/claimed response to forthcoming NLWA communications materials

20 MINS

Exercise 3a

MODERATOR TO TAKE PARTICIPANTS THROUGH COPIES OF ADVERTISEMENTS/PHOTOGRAPHS OF EVENT STANDS, WEBSITE AND APP MOCK UPS ONE AT A TIME AND PROBE THE FOLLOWING POINTS:

- ◆ These are copies of advertisements/web pages/a recycling app that the North London Waste Authority will be running in 2013. Looking at these advertisements:
 - Who do you think they're aimed at?
 - What are they trying to tell you or get you to do?
 - Would it work? Why? Why not?
- ◆ What could they change to make it more effective for you?

MODERATOR TO PROMPT 'DIFFERENT MESSAGE', 'DIFFERENT PICTURES', 'MAKE IT STAND OUT MORE'

- ◆ Would it have made a difference if someone gave you this message face-to-face? Would this have made you remember it more/act on it?

Exercise 3b

Thinking about increasing the amount you recycle, whose advice are you most likely to act on?

MODERATOR TO PROBE IF NECESSARY:

- A) THE COUNCIL
- B) COUNCILLORS THEMSELVES
- C) NORTH LONDON WASTE AUTHORITY
- D) COMMUNITY LEADERS E.G. VICAR/OTHER RELIGIOUS LEADER
- E) THEIR NEIGHBOURS/FRIENDS/FAMILY
- F) THEIR CHILDREN
- G) "THE MEDIA"
- H) OTHER

Part 4: Close

5 MINS

- ◆ What's the one thing that would encourage you to recycle more things?

-----END-----

Appendix 5: Current NLWA creative executions

R&CYCLE. CAN YOU AFFORD NOT TO



In north London it costs around £120 to send a tonne of waste to landfill but just £40 to recycle it.

With each home producing nearly a tonne of waste each year, recycling saves money. This means more is available for a range of public services.

As a resident of north London, you're already helping us recycle around 30% of our waste. This is great but a few more tin cans, a couple more glass jars and some extra plastic bottles... it all adds up.

With around 70% of rubbish recyclable, there's a lot more we can all do to save the environment and save money.

wiseuptowaste.org.uk/recycle



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wiseuptowaste.org.uk/recycle



I R&CYCLE FOR THE TEAM.

Team AP, north London



Recycling saves money. In north London it costs around £120 to send a tonne of waste to landfill but just £40 to recycle it.

The more you recycle, the more we save on the cost of waste disposal. This makes more money available for a range of other important services like sports facilities, helping teams like Team AP in their quest for cup glory!

Find out everything you need to know about how to recycle more at:

wiseuptowaste.org.uk

R&CYCLE. ?
CAN YOU
AFFORD NOT TO 



WE R&CYCLE FOR OUR FRIENDS.

■■■■ and ■■■■ north London residents



Recycling saves money. In north London it costs around £120 to send a tonne of waste to landfill but just £40 to recycle it.

The more you recycle, the more we save on the cost of waste disposal. This makes more money available for a range of other important services like youth facilities for people like Nathan, Fred and their friends.

Find out everything you need to know about how to recycle more at:

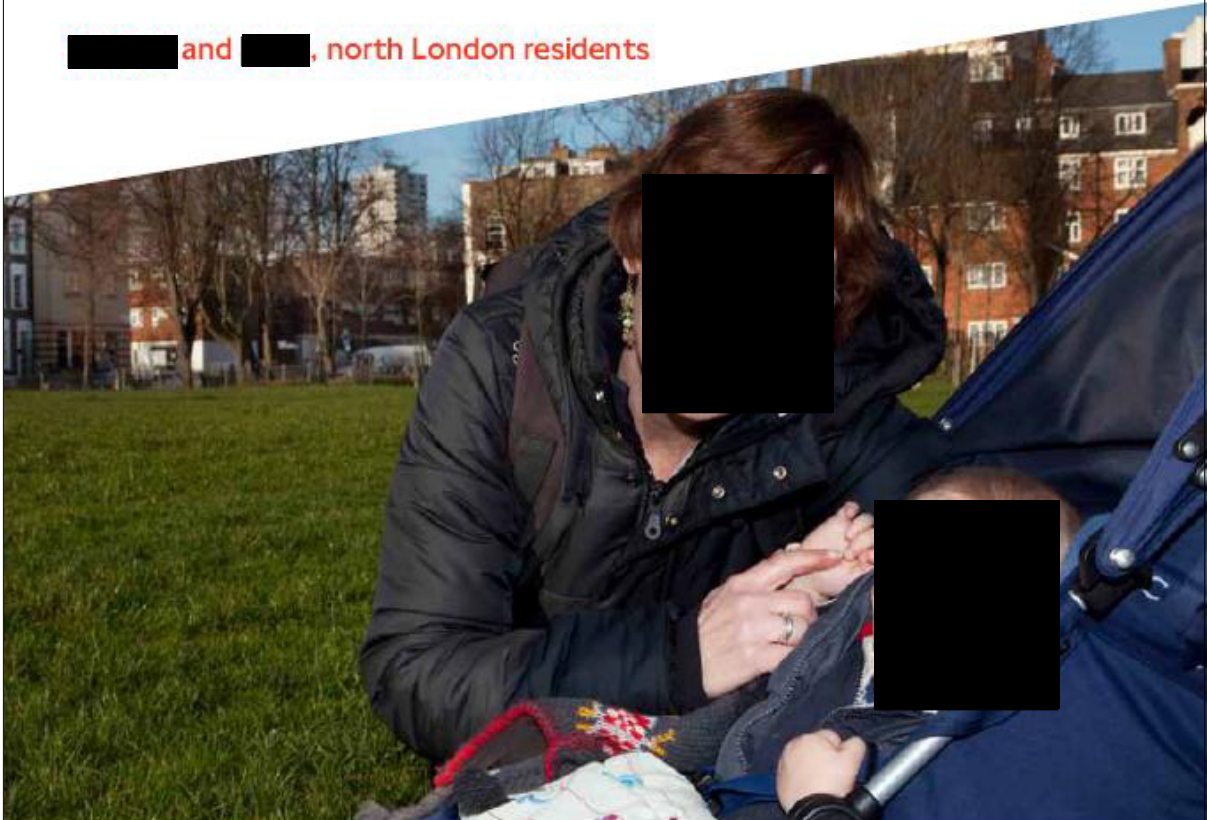
wiseuptowaste.org.uk

R&CYCLE. ?
CAN YOU
AFFORD NOT TO 



I R&CYCLE FOR MY GRANDCHILDREN.

■■■■ and ■■■■, north London residents



Recycling saves money. In north London it costs around £120 to send a tonne of waste to landfill but just £40 to recycle it.

The more you recycle, the more we save on the cost of waste disposal. This makes more money available for a range of other important services like maintaining open spaces for people like Philippa's grandson to enjoy.

Find out everything you need to know about how to recycle more at:

wiseuptowaste.org.uk

R&CYCLE. ?
CAN YOU
AFFORD NOT TO 

nlwa
north london waste authority



I R&CYCLE FOR MY EDUCATION.

■■■■, north London resident



Recycling saves money. In north London it costs around £120 to send a tonne of waste to landfill but just £40 to recycle it.

The more you recycle, the more we save on the cost of waste disposal. This makes more money available for a range of other important services like adult learning opportunities for people like Ershad.

Find out everything you need to know about how to recycle more at:

wiseuptowaste.org.uk

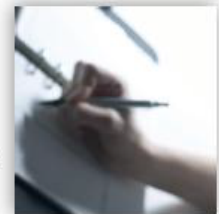
R&CYCLE. ?
CAN YOU
AFFORD NOT TO 



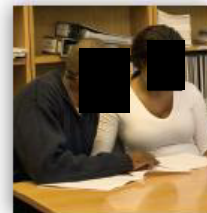
Using evidence to shape better services



Research



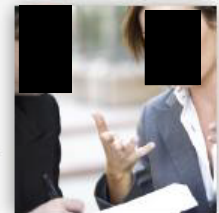
Public
Consultation



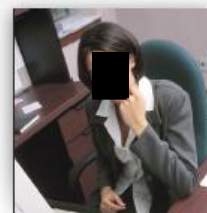
Evaluation



Surveys



Consultancy
Evaluation



Skillbuilding



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